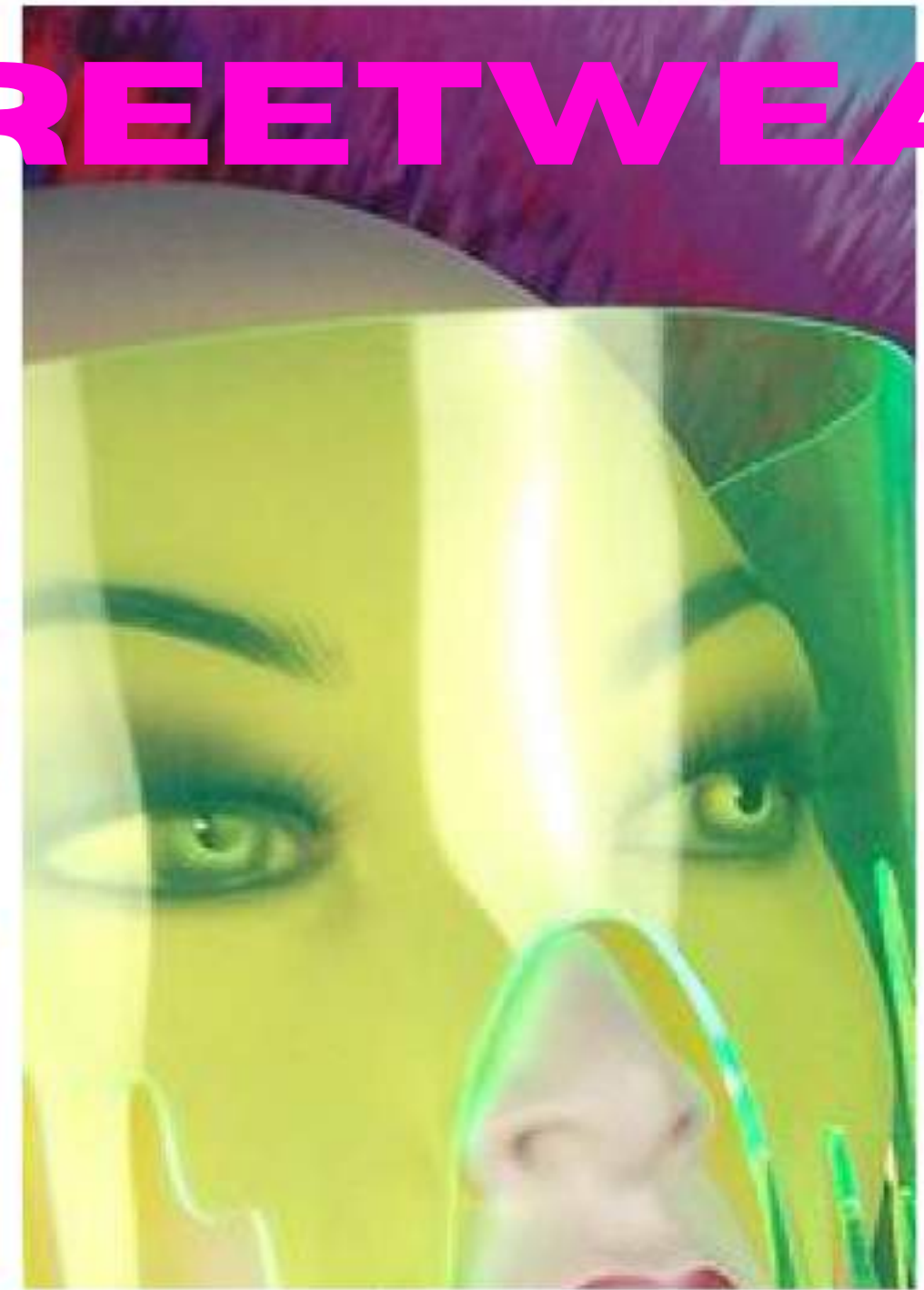


**SNEAKERS,
COLOR &
UPCYCLING**

**COLOR THEORY
HELENA RODON LLINAS
MAY 2021**

NEW OPTIMIST - STREETWEAR



NEW OPTIMIST - STREETWEAR



THE STREETWEAR SHOE, IS COMPOSED BY TO MAIN COLOR CORDINATION WHICH ARE FIRST OF ALL, THE PRIMARY COLORS: RED, BLUE AND YELLOW. THE SECOND COLOR COORDINATION IS A COMPLEMENTARY COLOR BETWEEN THE GREEN AND THE PURPLE. THE GREY IS A DESATURATION OF THE RED COLOR. FOR THIS UPCYCLED SHOE, I HAVE PLAYED WITH MANY DIFFERENT MATERIALS SUCH AS: TENIS BALL, PAPER, PVC BAG, RUBAN, LEATHER, WOOD AND FOAM TO CREATE THESE INTERESTING SHAPES AND ALSO THESE DIFFERENT SHADES OF COLOURS.



NEW OPTIMIST - OUTDOOR



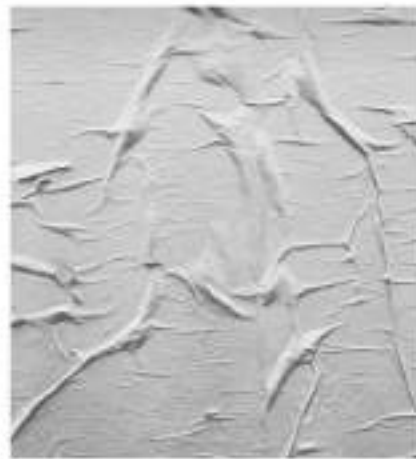
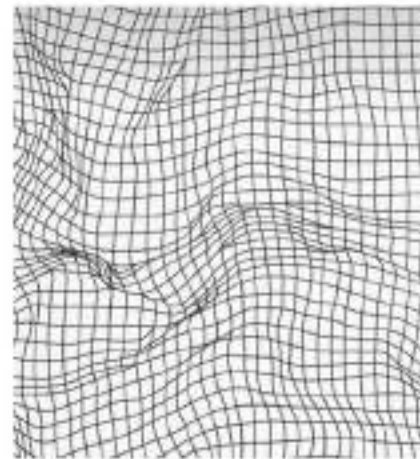
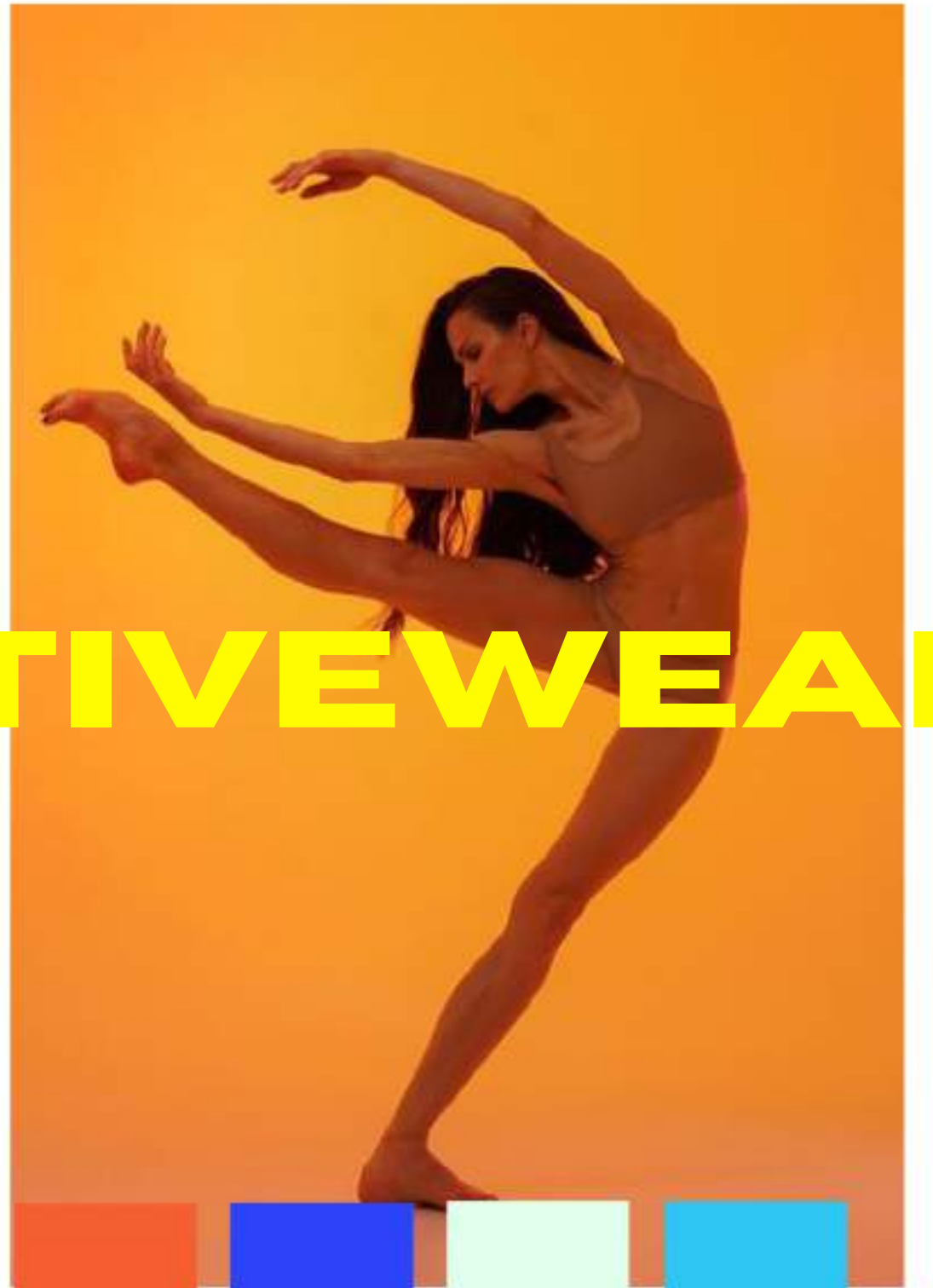
NEW OPTIMIST - OUTDOOR



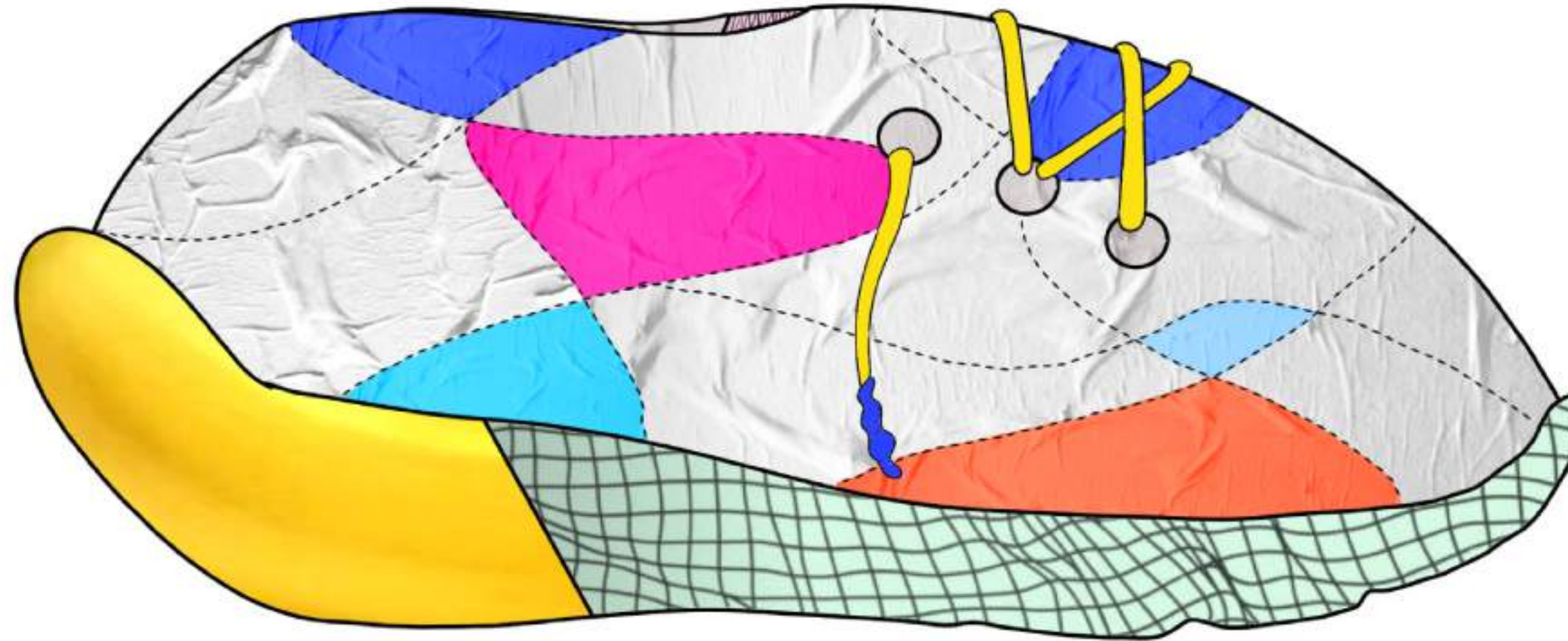
THE OUTDOOR SHOE HAS 3 KINDS OF COLOUR COORDINATIONS. THE FIRST ONE IS AN ANALOGUE COORDINATION WITH THE LIGHT BLUE, THE DARK BLUE AND THE VIOLET. THE SECOND ONE IS THE PRIMARY COLOURS AND THE LAST ONE IS THE COMPLEMENTARY COLOURS OF THE LIGHT BLUE OF THE PRIMARY COLOURS AND THE ORANGE.

AS YOU CAN SEE ON THE SHOE, I HAVE USED MATERIALS SUCH AS MARBLE, CORN, PUZZLE, PAINT, METAL, LEATHER AND A SPECIAL KIND OF FABRIC FOR THE DIVERSITY THAT THE OUTSIDE WORLD REPRESENTS. THE PLACEMENT OF COLOURS HAS ALSO BEEN PLACE BY TRYING TO FOLLOW THE COORDINATIONS MENTIONED BEFORE.

NEW OPTIMIST- ACTIVEWEAR



NEW OPTIMIST - ACTIVEWEAR



THE ACTIVEWEAR SHOE, HAS A DINAMIC SHAPE AS HER NAME REPRESENTS. HOWEVER, THE MATERIALS USED MAKE IT DIFFICULT FOR SPORT USE SINCE PART OF THE SOLE AND THE SHOE LACES ARE MADE WITH BANANA, THE FRONT IS MADE OF A METALIC NET, AND THE SHOE ITSELF IS WRAPPED WITH WET PAPER. FOR THIS SNEAKER, I DECIDED PLAY WITH COLOURS BY MAKING 3 COLOUR COMBINATION. THE FIRST ONE IS A TETRADIC HARMONY WITH THE FUSHIA, YELLOW, GREEN AND A BLUE VIOLET. IN THE COLOUR PALETTE YOU WILL SEE A LIGHT GREEN THAT HAS BEEN DESATURATED TO CREATE THIS HUE. BESIDES THAT, WE CAN ALSO FIND A COMPLEMENTARY HARMONY WITH LIGHT BLUE AND ORANGE AND ANALOGUE COLOURS WITH ORANGE, YELLOW AND FUSHIA.