



## adidas Originals and Prada Announce a First-of-its-Kind Open-Metaverse & User-generated NFT Project

- *The two brands unveil the **adidas for Prada re-source** project in collaboration with digital artist Zach Lieberman -*
- *Proceeds from the NFT sales will be donated to charity and allocated to the artist and community creators -*

**Herzogenaurach/Milan, 20th January, 2022** - adidas Originals and Prada, two international brands renowned for their relentlessly progressive approach to innovation and originality, are bringing their third collaboration — the adidas for Prada Re-Nylon collection — boldly into the metaverse.

Introducing **adidas for Prada re-source** — an ambitious first-of-its-kind NFT collaboration that will feature user-generated and creator-owned art. The project is set to bring together participants across fashion, design, and crypto to co-create a large-scale digital artwork inspired by the physical Re-Nylon collection.

adidas and Prada will invite their collective audiences to contribute unique anonymized photographs to the open-Metaverse NFT project. 3,000 community-sourced artworks will be minted as NFTs and compiled as tiles in a single mass-patchwork NFT designed by renowned creative coder and digital artist, Zach Lieberman. A truly collaborative endeavour – participation in the **adidas for Prada re-source** NFT project is completely free, and contributors will maintain full ownership rights over their individual NFT tiles.

adidas and Prada will bring Lieberman's final NFT to auction on SuperRare, a pioneering marketplace for curated NFT artworks. A majority of the proceeds from the auction go to Slow Factory, a non-profit organization and institute working to create education to drive meaningful solutions and inclusive communities.

In an homage to open innovation, adidas Originals and Prada will leverage NFTs and Web3 technology to reward participation in a new kind of collective rooted in ownership, authenticity and community. adidas and Prada collaborated with Polygon Studios to build the project on the Polygon network.

Relentlessly innovative; undeniably community-driven. The **adidas for Prada re-source** project confidently marks both brands' latest collaborative journey into the metaverse.

---

For further information:

adidas Global Press Office  
Tel. +49.151.57201711  
[Sandra.Wedel@adidas.com](mailto:Sandra.Wedel@adidas.com)

Prada Press Office  
Tel. +39.02.567811  
[corporatepress@prada.com](mailto:corporatepress@prada.com)



## IN-DEPTH INFORMATION

### Participating in the adidas for Prada re-source project

From January 24, anyone can register with a digital wallet for a chance to create and mint a pseudonymous NFT to be featured in the **adidas for Prada re-source** project. At this stage, users will be invited to submit a photograph, using a filter designed by digital artist Zach Lieberman, to create their own individual creative contribution.

Following this waitlist period, 3,000 contributors will be randomly selected to participate in the drop, with 1,000 of the spots reserved for holders of the adidas Originals *Into the Metaverse* NFT, and a further 500 reserved for users who attempted to mint *Into the Metaverse* in the public sale but failed.

From January 26-27, those selected will be able to return to the website and mint their photograph contribution as an NFT, free of cost. Contributions from all co-creators will be featured as individual tiles in a community-sourced digital artwork created by Lieberman.

### At auction and up close

Lieberman's culminating mosaic will be minted as the final NFT in the **adidas for Prada re-source** project and will be sold as a one-of-one NFT in an auction on digital art marketplace SuperRare from January 28-31. *adidas for Prada re-source by Zach Lieberman* will be displayed as a large-scale digital art installation in selected Prada and adidas flagship stores worldwide, bringing the compelling imagery of the digital campaign to life.

### Creator-owned and community-minded

Recognizing the fundamental role of creators, all 3,000 contributors featured in the final NFT project will own full IP rights to their individual NFTs and have the ability to sell their NFT on the secondary market. In addition, owners of each individual NFT will receive a percentage of the auction sale of *adidas for Prada re-source by Zach Lieberman* each time it is sold, in perpetuity. This new structure of shared ownership, made possible by Web3 technology, represents a cultural shift towards creator rights which is core to the crypto arts movement.

### Built on open-Metaverse technology

**adidas for Prada re-source** individual tiles are built on Polygon, an Ethereum-compatible network optimized for energy efficiency and low fees. By building on top of open-source Web3 technology, adidas and Prada have created a customized and user-friendly destination for anyone to contribute artwork, receive NFTs, and benefit from collective ownership.

### Into the Metaverse

The **adidas for Prada re-source** project follows the success of *Into the Metaverse* – adidas Original's debut NFT project which launched in December 2021 and minted 30,000 NFTs to over 21,000 buyers in collaboration with gmoney, PUNKS Comic and Bored Ape Yacht Club. adidas Originals and Prada are set to build on this momentum to further explore how brands can transcend the physical world to find new resonance in virtual spaces.

For more information, please visit, [www.adidas.com/prada-nft](http://www.adidas.com/prada-nft) and connect with the community on the **adidas: Prada, re-source** [Discord](#).



### **About adidas Originals**

*Inspired by the rich sporting heritage of adidas – one of the world’s leading sports brands and a global designer and developer of athletic footwear and apparel – adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand’s legacy through its commitment to product innovation and its ability to filter the creativity and courage found on courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.*

### **About Prada**

*Since 1913, Prada has been synonymous with cutting-edge style. Its intellectual universe combines concept, structure and image through codes that go beyond trends. Its fashion transcends products, translating conceptuality into a universe that has become a benchmark to those who dare to challenge conventions focusing on experimentation. The Prada brand is part of Prada Group, a global leader in the luxury goods industry, which owns the Miu Miu, Church’s and Car Shoe brands as well, and produces and distributes luxury leather goods, footwear and apparel. It also operates in the food sector with Marchesi 1824, and in the eyewear and fragrance industries under licensing agreements. [www.prada.com](http://www.prada.com)*

### **About Zach Lieberman**

*Zachary Lieberman is an artist, researcher, and educator with a simple goal: he wants you surprised. In his work, he creates performances and installations that take human gesture as input and amplify them in different ways -- making drawings come to life, imagining what the voice might look like if we could see it, transforming people’s silhouettes into music.*

*He’s been listed as one of Fast Company’s Most Creative People and his projects have won the Golden Nica from Ars Electronica, Interactive Design of the Year from Design Museum London, as well as being listed in Time Magazine’s Best Inventions of the Year. He creates artwork through writing software and is a co-creator of openFrameworks, an open source C++ toolkit for creative coding, and helped co-found and teaches at the School for Poetic Computation, a school examining the lyrical possibilities of code. He’s also a professor at MIT’s Media Lab, where he runs the Future Sketches group.*

### **About Slow Factory**

*Slow Factory is a school, lab, and regenerative design incubator operating at the intersection of climate justice and human rights. As a non-profit organization they work to foster and inspire climate positive solutions and inclusive communities.*

*Through their Open Edu program—a free and accessible series of anti-colonial, intersectional classes—they explore anti-colonial approaches to themes within fashion & beauty, agriculture, systems thinking, material literacy, and waste.*

*The Slow Factory Lab and Institute focuses on building a regenerative future with a keen focus on developing a waste to resource pipeline.*

### **About Polygon Studios**

*Polygon Studios is the Gaming and NFT arm of Polygon focused on growing the global Blockchain Gaming and NFT Industry and bridging the gap between Web 2 and Web 3 gaming through investment, marketing and developer support. The Polygon Studios ecosystem comprises highly loved games and NFT projects like OpenSea, Upshot, Aavegotchi, Zed Run, Skyweaver by Horizon Games, Decentraland, Megacryptopolis, Neon District, Cometh, and Decentral Games.*

### **About SuperRare**

*Founded in 2018, SuperRare is a pioneering, curated marketplace for high quality NFT artworks, built on the Ethereum blockchain. More than \$200M worth of NFT-based artworks, also known as ‘CryptoArt’, have been bought and sold on the platform, with artists earning revenue on both original sales and resales. A destination for digital discovery and with the unique proposal of only single editions, SuperRare was created with the goal of empowering the next generation of artists through technology and has facilitated artists and collectors around the world to sell and purchase digital artwork.*