

CONVERSE® MAKE A FILM

THE BACKGROUND

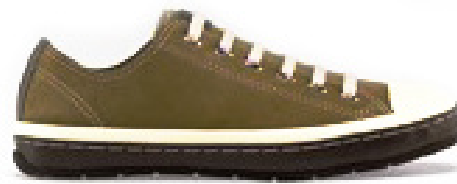
For more than 90 years, Converse have been worn by individuals who have broken the mold with creativity and innovation. Chuck Taylors have become an icon of originality, worn by those who possess an eagerness to express themselves. This spring, Converse is introducing a trio of shoes that reinterprets the classic Chuck Taylor® All Star®.



Basic Chuck



Chuck Taylor Slip



Chuck Taylor Premiere



Chuck Taylor Double Tongue

THEMES

The idea behind this shoe is
“imagination.”

The idea behind this shoe is
“escape.”

The idea behind this shoe is
“renaissance.”

The idea behind this shoe is
“secret.”

THE CHALLENGE

Create an original 24-second film based on one of the themes above. Show the shoe, don't show the shoe—it's up to you. We only ask that you keep it apolitical, positive, original and inspiring. This is a short film that celebrates the spirit of Converse and the Chuck Taylor All Star. The deadline for submitting films is 01/30/06.

Thanks and good luck.

