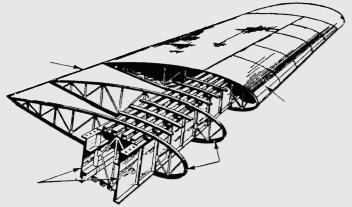


DESIGN MOTIVE

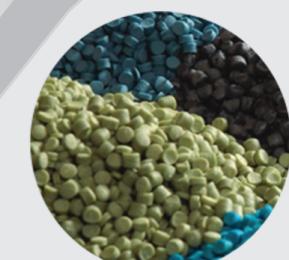
Nike is all about an effort and desire to be physically faster, smarter and stronger. We thought the best representation of that desire and effort of human is an airplane wing. FLYR1 is the first airplane flown by Wright brothers in 1903. The thrill and excitement of first flight of our own is in the design. The design contains not only the symbolic aspect of first airplane but also functional characteristics of airplane wing structure. It is light and slim using minimal structural form yet durable and strong. The ingenious design of the wing perfectly fits Nike's image.

AIRPLANE WING



HIGHER
FASTER
LIGHTER
STRONGER
EFFICIENT

FLYR1



GDX-B1

The Bio plastic is revolutionary patented material that is recyclable, nontoxic, durable and biodegradable. GDX-B1 is the one and only elastic starch based plastic produced in U.S.