FIRST FRIDAY ARTTALK: DESIGN THINK, ON YOUR FEET
Presented by Wilson W Smith III, Senior Designer for Nike

Lane Arts Council’s First Friday ArtTalks offer an in-depth opportunity for the community to hear from influential artists, designers, and arts leaders. The upcoming First Friday ArtTalk “Design Think, On Your Feet” is presented by Wilson W Smith III, Senior Designer for Nike, on February 2nd at 6pm at the 942 Olive St building. In this ArtTalk, Wilson explores the role of Design Thinking from the feet up, to enhance creative expression, with the goal of a rich quality of life for all. This free event is open to the public and coincides with the First Friday ArtWalk.

Wilson is a Senior Designer and Nike DNA Design Specialist. During his 34-year tenure at Nike, Smith worked on projects that run the gamut of the design profession—retail, graphics, architecture, footwear, experience and apparel—and designed and developed product for some of the greatest athletes in Nike’s history, including Michael Jordan, Serena Williams, Andre’ Agassi, and Roger Federer.

In addition, Wilson is a Professor in Product Design at the University of Oregon, where his studio focus is Adaptive Design Enabling Para Athletic Performance. He also co-teaches Intro to Product Design in the UO Sports Product Management graduate program. Wilson is the recipient of 2018 Ellis F. Lawrence Medal from the College of Design for distinguished alumnus.

Graduating in 1980 with an architectural degree from the University of Oregon, Wilson initially worked for Skidmore, Owings and Merrill out of Portland. He began his Nike career in 1983, assisting in Corporate Architecture. Transitioning into footwear design, his focus became athlete-inspired products in Tennis, Basketball, Cross Training, and Brand Jordan, where he designed Air Jordan XVI & XVII. Black Enterprise Magazine named Wilson one of America’s Top Black Designers.

What truly defines Wilson is his incredible passion around coaching, teaching and giving back. Wilson’s commitment to the next generation of designers and the power of design to positively impact the world has created a presence and legacy that expands beyond his designs at Nike.

This ArtTalk is part of the Product of Eugene initiative, in partnership with the University of Oregon Department of Product Design, to connect the community with the field of Product Design.

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About Lane Arts Council
Lane Arts Council was founded in 1976 by a group of artists who identified the need for a centralized arts agency in Lane County. Our mission is to cultivate strong and creative arts communities by providing high-quality arts experiences, engaging people of all ages in arts education, and encouraging artistic endeavors. Visit our website at www.lanearts.org to learn about our arts education programs in schools, First Friday ArtWalk, professional development workshops, and more.

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