

## SneakerWeek PDX

Celebrate your sneaker obsession at this event featuring Portland's iconic shoe brands.



By Joseph Manuel

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Tags: [women's apparel](#), [men's apparel](#), [shoes/boots](#)

SneakerWeek founder Herbert Smith works on a new shoe design.

Ashley Anderson

Get your soles ready, Portland — the second annual [SneakerWeek PDX](#) kicks off on Sept. 26, 2018! A full roster of events and educational opportunities will cater to sneaker addicts or and footwear newbies alike. Read on for answers to all of your questions about this shoe-centric celebration.

## What is SneakerWeek PDX?

SneakerWeek PDX is a celebration of all things sneakers in the footwear capital of North America. Curators, fans and collectors will gather to experience music, design, art and education at locations around Portland. Past festival partners have included hip local businesses, like [PENSOLE Academy](#) , [Deadstock Coffee](#) and [Index PDX](#) , so expect lots of good stuff.

## What is PENSOLE Academy?

PENSOLE Academy is a footwear design school in Portland's Old Town Chinatown neighborhood. The school was founded in 2010 by D'Wayne Edwards, a former designer who has worked for Nike and Jordan Brand. Pensole's curriculum has changed the lives of hundreds of sneakerheads, propelling many into careers with giants like Nike and adidas.

## What's the connection between Portland and the footwear industry?

Portland is kind of a big deal in sneaker culture — in fact, it's sometimes called the sneaker capital of America. The Portland area is home to industry heavyweights like Nike's world HQ, the adidas U.S. headquarters and a new Under Armour campus. Other footwear companies based here include Keen, Mizuno, Columbia Sportswear, Hi-Tec, Bogs and OluKai.

## What is the mission of SneakerWeek?

Pensole Academy Marketing Director Herbert Smith created SneakerWeek to educate and connect. Worn and loved by many, sneakers do more than just protect your feet — they hold origin stories and deep memories. Enthusiasts have their own “holy grails” and love to swap tales about how they got their most coveted pairs. SneakerWeek offers ample opportunities for sneakerheads and industry professionals to collaborate, grow the culture and share stories.

## What kind of events will there be?

There will be several “Sole Sessions,” which introduce the audience to footwear industry legends. Each session will focus on a career sector, ranging from marketing to color design to shoe making. For example, in 2017 the famed [Ground Kontrol](#) “bar-cade” hosted “Geeks in Sneaks,” a sneaker-themed trivia night. The Aesthete Society hosted a “Material Experience Gallery,” which emphasized sneaker colors and materials. There was also “Kick Flicks,” an open film festival and contest. And, of course there's was a basketball event: “Kick & Roll Classic” combined the worlds of footwear, hoops and charity. Additional events included live music, a block party and a “Sneaker Social” at Index PDX.

## How can I learn more about SneakerWeek?

Check out [sneakerweekpdx.com](#) and their [Twitter page](#) for more information about the upcoming 2018 festivities.

Tags: [women's apparel](#), [men's apparel](#), [shoes/boots](#)

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1

## PENSOLE Footwear Design Academy

This ultra-competitive design school opened in 2010 and has educated pupils from over 35 different countries. Many attendees ultimately gain employment at the biggest names in the footwear industry, many of which...

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## Deadstock Coffee &amp; Gallery

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Inspired by “sneaker culture,” Deadstock Coffee & Gallery offers premium coffee along with an eclectic mix of gift items, including t-shirts, sports celebrities-emblazoned mugs, drawing journals and espresso tampers. Additionally, you can...

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## Index PDX

Index PDX is a one-of-a-kind sneaker consignment store. The latest Yeezys sit alongside previously-owned Air Jordans in their minimalist industrial space. Index offers shoes in a wide price range and, with their...

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## Ground Kontrol Classic Arcade

In addition to a full complement of vintage video games and pinball tables, this two-floor adult arcade features a beer and wine bar, live music and DJs on weekends, and a steady...

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[visitorinfo@travelportland.com](mailto:visitorinfo@travelportland.com)Tweet to us [@travelportland](#)

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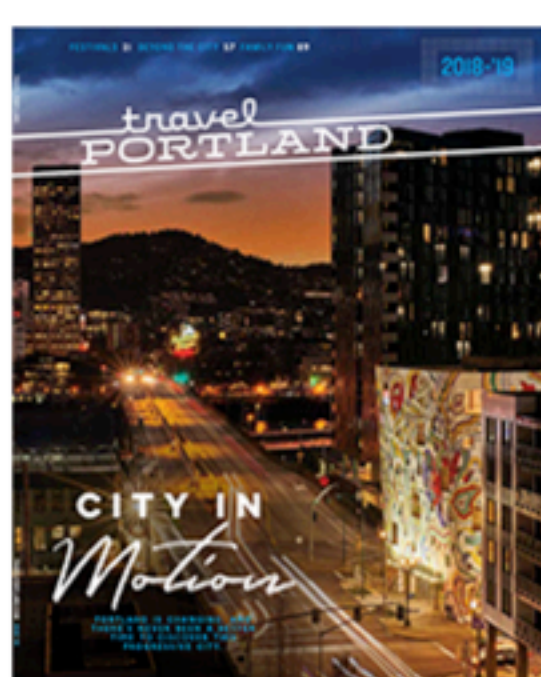
701 S.W. Sixth Ave.  
Pioneer Courthouse Square  
Portland, Oregon

Monday-Friday 8:30 a.m.-5:30 p.m.

Saturday 10 a.m.-4 p.m.

Sundays (May-Oct. only) 10 a.m.-2 p.m.

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