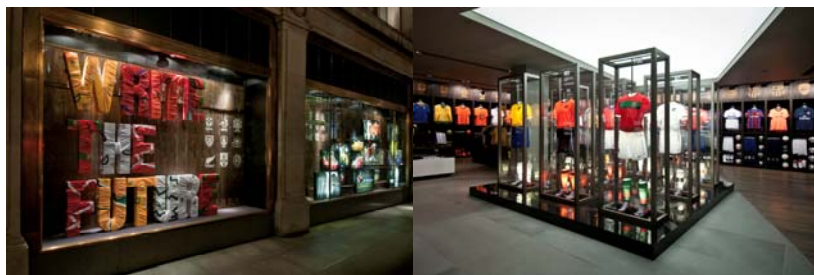




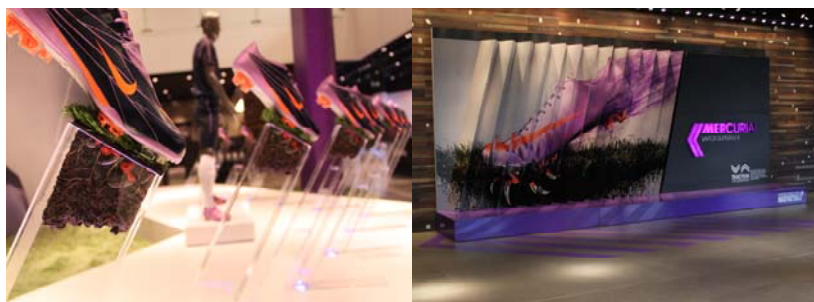
Niketown London launched into **FIFA World Cup 2010** fever with a stunning 3D scheme *Write the Future* featuring their **Elite Series** football boots. Millingtons produced heroic life-sized sculptures of 12 international football stars for the entrance wall. Rooney, Ronaldo and Iniesta are featured as full anatomically perfect 3D statues whilst the others are depicted on a unique 3D relief on the back wall. The statues proved so successful throughout the brand that Millingtons produced 5 further sets which were shipped to world-wide Nike agencies in Berlin, Paris, Madrid, New York's Head Office and Johannesburg's Soccer City, creating a unique and impactful presence for Nike at the World Cup.



The full scheme featured 3D windows and interactive digital TV throughout. The 3D figures were produced from Nike's CGI files by Millingtons. Each figure was hand finished giving the statues the look and feel of hand carved stone.



Part of the **Elite Series**, the **Mercurial** football boot was showcased prior to the World Cup campaign. These super-light, super-fast boots required *super-grip* as demonstrated by bespoke made pedestals and table top POS units. Real boots were placed in sectional elevations to illustrate the unique claw like action in the turf. Nike encourage their customers to interact with their products, so the boots could be lifted from the stands. The scheme which was delivered European-wide, was as a *gripping* precursor the Elite Series launch for the World Cup.



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