



ADOBE CHALLENGE

THE GREAT SHOECASE

[Website](#)

THE PROJECT

The Great Shoecase was part of Adobe's Sneaker Challenge, a creative initiative where 3D artists were invited to design and showcase unique sneakers using Adobe Substance 3D tools. The challenge focused on encouraging artists to experiment with different materials, textures, and design elements to create highly detailed and innovative sneaker models. It provided an opportunity to explore the full potential of Substance tools in crafting realistic and artistic sneaker designs, all within the context of a fun and imaginative competition.

For The Great Shoecase, I chose a style that resonates deeply with my personal aesthetic - geometric shapes, pastel colors, and a playful yet minimalist vibe inspired by a "candy world" theme. My goal was to create something that felt fun, light-hearted, and visually engaging while still maintaining a sleek, modern look. The combination of soft, pastel tones and geometric shapes reflects my approach of blending playfulness with design sophistication, resulting in sneakers that are both artistic and cool.



For The Great Shoecase, there were three mandatory renders to submit. Contestants were provided with a 3D model of the shoe and required to use Adobe's pre-configured scenes, which included set camera angles and lighting settings. These setups ensured consistency across submissions while allowing for key design angles to be showcased, highlighting the unique textures, materials, and details of each entry.

I carefully selected materials that balance functionality and style. I chose rubber and soft plastic to create a waterproof effect, ensuring durability and protection in various conditions. The body of the shoe is made from breathable textile for comfort and ventilation, while the rough-textured sole provides traction to prevent slipping. To enhance realism, I incorporated visible stitching details, adding a handcrafted, authentic touch to the overall design.



Provided 3D Model



Renders of my design in the pre-configured scenes

