

A Shoe Engineered to Boost Your Performance

By: Julia Zorthian

Imagine a shoe that lets you run faster, pivot better, and even jump higher. Who wouldn't want something like that? Well, that's the idea behind the Futurecraft 4D, a new sneaker from Adidas whose midsole can be expertly tailored to the needs of its wearers; thus enabling higher performance. Adidas is hoping the Futurecraft 4D will start a shoe revolution.



You can expect to see the Futurecraft 4D around mid-December.

The Futurecraft 4D is meant to fit like a dream. Each shoe is tailored to the size and shape of the user. Also, the shoe can be tailored for flexibility, impact, cushioning, and more depending on the activity of the user.

The key is the 3-D printing process, which enables Adidas to "look at every single square millimeter of a midsole and tune it from a performance standpoint," says Al VanVoy, who headed the project. "This helps us make a shoe more efficiently and more quickly." Using traditional shoemaking methods, it would take weeks to make the kinds of modifications Adidas is proposing. But, the Futurecraft 4D midsoles can be printed in as little as two hours, meaning Adidas could even produce them in a store. "Think, you could stop by Adidas, have them scan your feet, perform a few tests, and they'll have your custom shoes ready for you by the time you're done shopping at the mall." says Al VanVoy. "Things are changing."

Things are changing but, for now, Adidas is going to start with a standardized version (based on 17 years' worth of data from runners) beginning in mid-December.