



nike air jordan. iza el nems 2024 ©

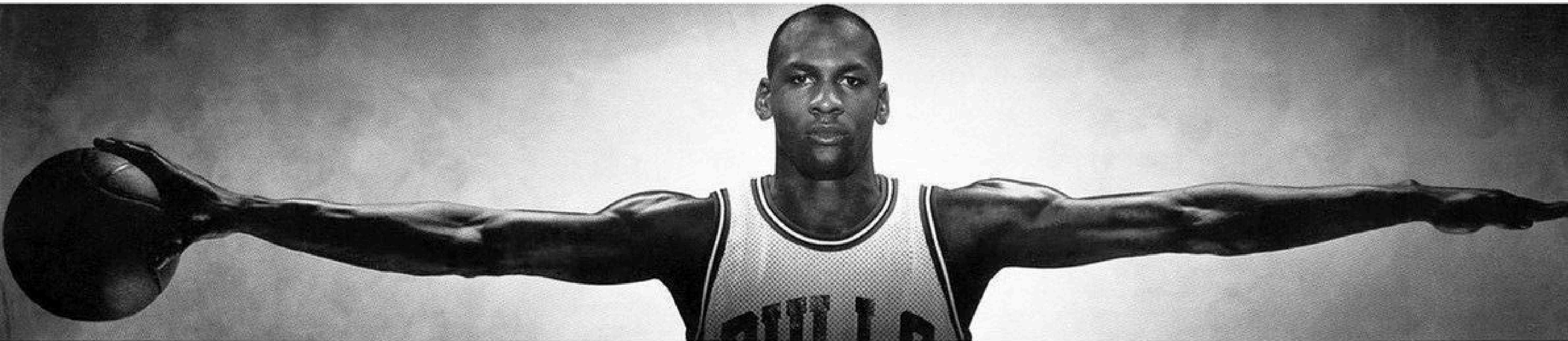
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*“No bird soars too high,  
If he soars with his own wings”  
— William Blake.*



Elevate with Air Jordan: The Art of Movement

creative direction

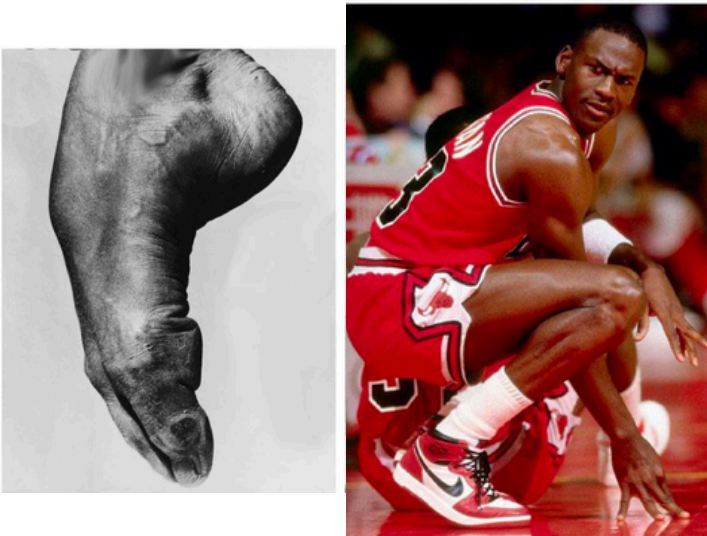
(genesis)

internal use only

(pg 2)



vision and narrative created +  
directed by iza el nems.



Campaign Proposal

picture this: the nyc ballet at showtime—lights dim, a faint basketball bounces in the background, and a pair of jordans stashed under a seat. red curtains part, and nyc ballet dancers hit the stage in a fluid, basketball-inspired performance—decked out in clothes with subtle aj references, moving like they’re on a court, channeling jumps and pivots straight out of a pickup game. cut to jordan athletes in action—luka’s step-back, zion’s monster slam—flowing right back into the ballet. a ballerina leaps, tying it all together. the finale? 'AIR JORDAN' flashes across the screen as the dancers take their final pose. a celebration of movement, a mash-up of sport, art, and city culture that screams: basketball is a dance, and air jordan is the ultimate partner. that’s the campaign. air jordan isn’t just a sneaker; it’s how we elevate ourselves and redefine what’s possible.

campaign celebrates movement as an art form, merging the elegance of ballet with the energy of basketball. shot like a live performance at the nycb, it takes the viewer from the theater to the court and back again, connecting the rhythm of the city, the stage, and the game. air jordan becomes the ultimate symbol of elevation—reminding us that whether on stage or on the court, the art of movement inspires us to break boundaries and push the limits of what’s achievable.

accompanied by stunning hero bts stills of the dancers to further capture the artistry & sport behind the scenes.

*the art of movement* strives to dig deeper into the brand’s lineage, its role in inspiring movement, and ensures the audience sees the campaign as more than just a beautiful performance—it should feel like a natural extension of the air jordan legacy.

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Elevate with Air Jordan: The Art of Movement

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(a visual perspective)

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(pg 3)



+1. Setting the Stage — (Immediate Air Jordan Association)  
Opening Sequence (Audience POV)

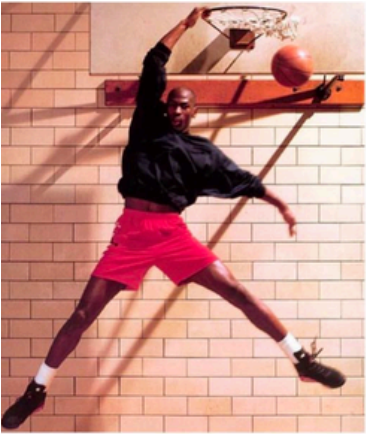
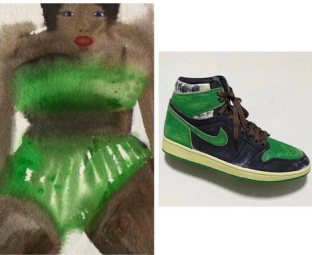
the camera opens from the perspective of someone seated in prime orchestra seats. the theater is dim, a hush settles. we catch subtle cues—a classic pair of air jordan sneakers resting under a seat, a sound cue reminiscent of a basketball bouncing somewhere backstage, and the faint hum of city noise woven into the score.

the production is elevated by a symphonic-meets-street soundscapes, combining the elegance of classical instruments with the rhythm of city sounds.

we want to set the tone for what we’re about to witness, which is no ordinary ballet performance, but something distinctly air jordan. grand red curtains slowly part, revealing a stark, stage-lit scene. the lights focus center-stage.



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+2. Performance as Metaphor — (Emphasizing Brand Legacy)  
Choreographed Performance (~15 Seconds)

nyc ballet dancers glide forward, wearing custom-designed outfits (incl. sneakers) that incorporate subtle air jordan references—colors, lines, perhaps inspired by the sneaker silhouettes. their movements, precise yet fluid, echo the rhythm and agility of basketball—a dance of its own. the choreography is reminiscent of players on a basketball court: precise footwork, quick directional changes, leaps that mirror dunks, and formations that suggest teamwork on the court. every step, leap, and turn calls to mind the subtle flow of basketball, as if the dancers are dribbling through invisible defenders in a delicate and strategic dance of bodies in motion.

video captures the dancers’ seamless interplay, emphasizing the performance attributes of the air jordans they wear. we see jordans as a tool of both artistry and athleticism.

the camera work is straight on, making the viewer feel part of the moment—these dancers are not distant performers; they’re right in front of us, breathing life into the notion that sport and art share the same heartbeat.





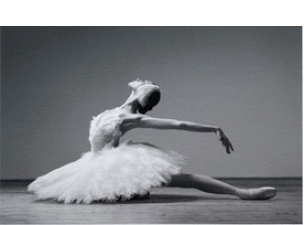
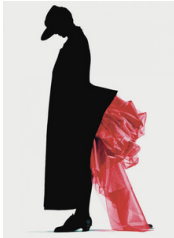
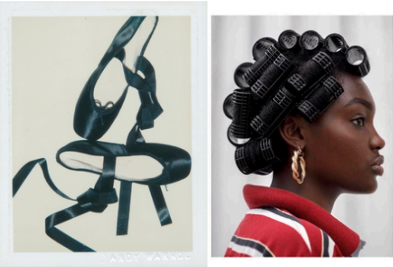
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(a visual perspective)

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(pg 5)



+3. The Universal Dance of Movement — (Connecting the Personal to the Universal)  
Weaving Personal Perspective into Brand Vision (Tying It Back to Jordan)

as the dance reaches its finale, the tempo shifts, and the camera seamlessly transitions from the stage to a quick-cut montage of jordan nba athletes—luka dončić hitting a jump shot, zion williamson soaring for a dunk, and jayson tatum in action—each move perfectly mirroring the ballerina’s leaps and turns on stage.

each scene connects through the shared language of elevated motion and sport, honoring the legacy and spirit of air jordan.

i grew up playing basketball in the city—a sport that, in many ways, is a dance of its own—a celebration of those faux familial ties we make as city dwellers. the streets of nyc, similar to a basketball court, act as a giant runway, where community is at the heart and music, dance and fashion help to confront challenges and celebrate the everyday.

the court was a stage where we performed, improvised, and created something larger than ourselves (or so it felt). i remember my first pair of jordans—8 years old and unbeatable. air jordan has always stood for pushing boundaries, transforming sport into culture, movement into power...inspiring generations to redefine what’s possible.

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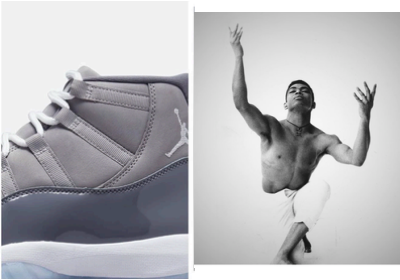
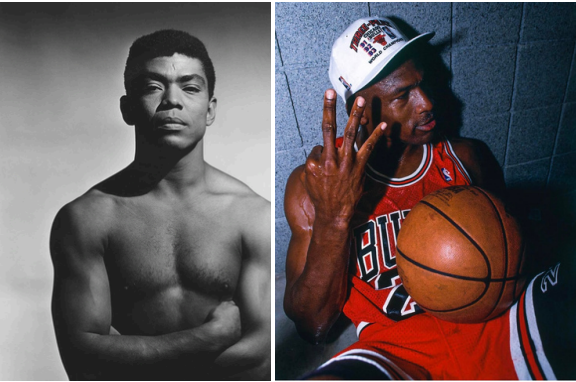
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(a visual perspective)

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(pg 6)



+4. The Grand Reveal (Air Jordan Branding)

Conclusion (Final 6 Seconds)

the dancers strike their final pose. the lights dim briefly. the words “AIR JORDAN” scroll across the screen, bold and unwavering, accompanied by the iconic jumpman logo. in these last six seconds, we understand: air jordan isn’t just a product; it’s a cultural force that continues to define the meaning of legacy.

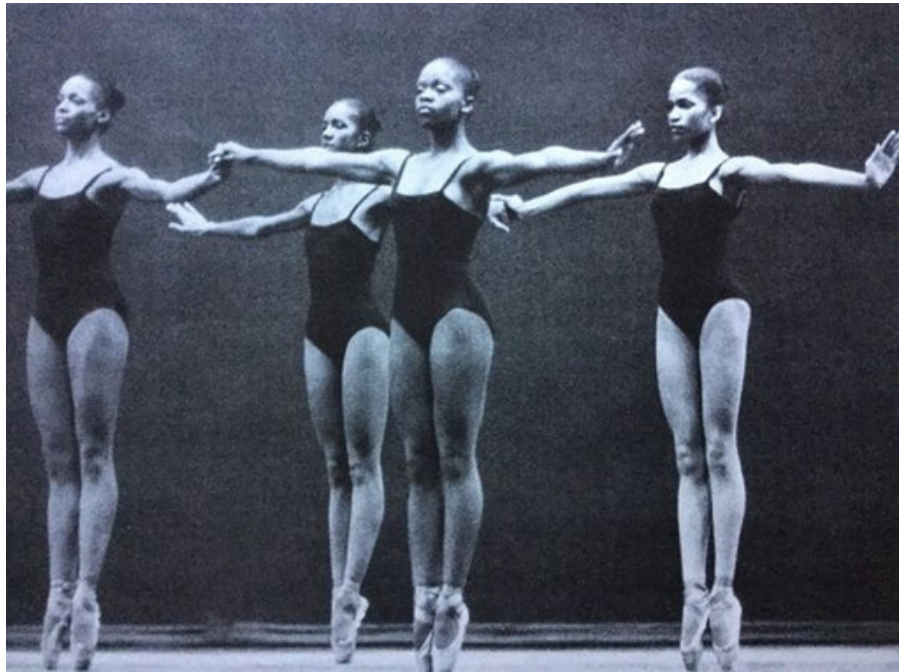
the curtains close, the audience returns back to reality in their seats, but the energy lingers, as if the performance is still playing out.

still in the theater’s audience seating, we are reminded that basketball, like ballet, is a spectacle where thousands watch the synergy of a select few who move as one. in this seamless blend of performance and perspective, we highlight air jordan as more than a brand—it’s a testament to the art of movement, a nod to the shared spirit of dance and sport, and a celebration of communities that rise together.

outro: the camera pans to the audience, revealing jordan nba athletes seated in the front row. they’ve been watching the entire time.



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martha graham said, 'dancers are the athletes of god,' and in my opinion, they are.



video direction



Elevate with Air Jordan: The Art of Movement

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(video)

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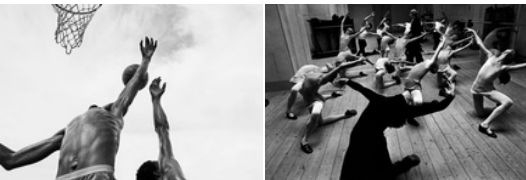
Cinematography Focus

- + 1
- Choreography
- Direction
- + 2
- Movement
- Direction

Art Direction —  
camera alternates between tightly controlled movements + loose, flowing captures to mirror the duality of precision + improv. found in both ballet and basketball. every shot considers the angles + lines created by performers’ bodies, treating them as living sculptures within the frame. by juxtaposing the raw athleticism of the court with the refined nature of the stage, the visual language unites two worlds under a shared narrative of movement as art. art direction transforms movement into a cinematic experience and bridges the two disciplines, creating a visual narrative that feels both dynamic and timeless.



Cinematography Focus —  
movement is seamless. slow-motion close-ups of dancers’ feet in mid-air, showcase jordans' design and performance features. contrast this with dynamic, wide-angle shots of the ensemble, emphasizing both individual strength and collective harmony. utilize dramatic lighting with sharp contrasts—spotlights on the dancers in an otherwise dimly lit theater to create a sense of drama. incorporate air jordan’s signature colors subtly into costumes or lighting (e.g., red, black, and white), tying the visuals to the brand.



Numero — 1  
+  
(dancers and players in silhouette)



Numero — 3  
+  
(group dancers forming a tight formation)

Numero — 2  
+  
(ballet leap juxtaposed with a dunk)



Bodies in flight —  
capturing the shared elevation of ballet and basketball through synchronized leaps and cinematic framing. the grand stage and the court share the same energy, cinematography highlights the rhythm of collective movement.

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Elevate with Air Jordan: The Art of Movement

creative direction

(video)

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(pg 9)



Cinematography Focus

- + 1
- Choreography
- Direction
- + 2
- Movement
- Direction



Movement with Purpose — (framing the rhythm of the stage as a reflection of the court)

from synchronized leaps and tight formations to dynamic pivots and raised arms, the choreography captures the power of collective motion, the fluidity of athleticism, and the precision of a play—showcasing how air jordan redefines movement as both an art form and a cultural legacy.

Numero — 6

+

Defining Strength — (arms raised in unison, choreography shows moves on the basketball court draws braves from the world of ballet)

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creative direction

(video)

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(pg 10)



Cinematography Focus

- + 1  
Choreography  
Direction
- + 2  
Movement  
Direction



Lines of Expression — (a synchronized group, extending the choreography’s story)

the intersection of form and motion: geometric precision, fluid transitions + powerful symmetry. from timeless classical poses to avant-garde structures, performance reveals the artistry of movement as it unfolds on stage.

these visuals speak to the shared language of discipline and artistry, bridging tradition and change, they reflect the core of air jordan’s legacy: pushing boundaries while honoring craft.

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Elevate with Air Jordan: The Art of Movement

creative direction

(video)

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(pg 11)



Cinematography Focus

- + 1
- Choreography
- Direction
- + 2
- Movement
- Direction



The Huddle Reimagined — (bodies form into a collective force, ready to make the next move)

we reimagine the choreography of basketball, translating plays and formations into striking visual art. from rotational movement reminiscent of full-court strategy to orchestrated rows echoing fast breaks, every frame captures the rhythm and precision of the game. pops of color, tight formations, and expansive geometries mirror the fluid energy of the court. through this lens, basketball becomes a dynamic dance of power, strategy, and expression.

- Numero — 1
- +
- A Perfect Full-Court Press — (dancers form a circular pattern, viewed from above. rotational movement intentionally parallels players in a game shifting to protect the rim)
- Numero — 10
- +
- Time Out — (team huddles)
- Numero — 11
- +
- An Explosive Tip-Off — (radial symmetry mirrors the start of a game)

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Strength of Collective Movement — (momentum builds as every body moves in perfect alignment, a collective force in action)

choreography distinguishes the power of collective motion and individual determination. unity of dancers creates a rhythm that feels unstoppable. from interwoven formations to commanding leaps and poised lifts, each image reflects the precision and resilience found in both sports. just like on the basketball court, where teamwork and strategy create greatness, this campaign celebrates the harmony of bodies moving as one.

Numero — 5  
+  
Rows of Precision — (tightly packed rows of dancers in synchronized movement mirror the discipline of a team moving in sync during a fast break)



Elevate with Air Jordan: The Art of Movement

creative direction

(video)

internal use only

(pg 13)



Cinematography Focus

- + 1  
Choreography  
Direction
- + 2  
Movement  
Direction



Elevating the Game — (movement captured at peak of action, where gravity is defied)

anticipation and focus, the tension of the moment when strategy becomes execution. choreography has a pulse. raw athleticism is elevated by the culture that surrounds it. performance embodies air jordan’s legacy of redefining movement.

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creative direction

(video)

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(pg 14)



Cinematography Focus

- + 1  
Choreography  
Direction
- + 2  
Movement  
Direction



Dimensional Layering — (contrasting light and shadow to amplify spatial depth + energy)

intentional formations, sculptural stances and striking centerpieces—grounded group clusters, floor-based symmetry, controlled momentum, tight ensemble work, and isolated focus—work in tandem to create contrasts that drive visual rhythm and spatial depth.

movement direction focuses on clean lines, layered compositions, and tactile connection.

Dynamic Negative Space — (details such as hands interlocked, feet mid-pose, or facial expressions are isolated to bring intimacy and focus to the human element of movement)

dancers and athletes are framed in ways that highlight the space around them, using negative space to emphasize isolation or unity depending on the scene. this creates contrast, allowing motion to stand out as sculptural.

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Elevate with Air Jordan: The Art of Movement

creative direction

(video)

internal use only

(pg 15)



Cinematography Focus

- + 1
- Choreography
- Direction
- + 2
- Movement
- Direction



Leaps and Bounds — (a parallel in movement)

images here bridge the precision and explosive athleticism of both ballet and basketball. each movement—whether a grand jeté or a contested dunk—shares a foundation of balance + control. graceful spins to mid-air extensions, there is an undeniable shared artistry between the stage and the court, where every motion reflects both power and purpose.

- Numero — 1
- +
- Grand Jeté — (elevated extension mirrors player driving to the hoop)

“his whole body knows what to do both in the air and in the return.”every movement in ballet involves a great deal of skill, but the aerial theatrics are always rooted in the same foundation: bending at the knees, a movement known as plié. dancers bend their legs before they leap, and they bend their legs before they land—all of it designed to ensure balance and to make their bodies more elastic. that is the baseline that everyone is working from.

when dancers jump, twist + glide across the stage, they rely on centripetal force—the energy that pulls toward a center—for balance and remarkable core strength to soar at such dizzying heights.

- Numero — 4
- +
- A Suspended Sissonne — (momentum and reach echo stretch of a layup mid-air)

- Numero — 8
- +
- A Pas de Deux Moment — (strength and stability as in a defensive rebound under the hoop)

- Numero — 10
- +
- Controlled Extension — (a balance that mirrors the poise of a shooter setting for a three-pointer)

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Elevate with Air Jordan: The Art of Movement

creative direction

(video)

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(pg 16)



Cinematography Focus

- + 1  
Choreography  
Direction
- + 2  
Movement  
Direction



Color Palette — (vivid contrast in key moments)

shots like the basketball mid-dunk or dynamic group formations use saturated tones to amplify the intensity of motion. focus on form and shadow, eliminating distractions to emphasize the geometry of movement; vivid accents (like red costumes or orange basketballs) draw the eye to key moments of tension / connection.

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Elevate with Air Jordan: The Art of Movement

creative direction

(video)

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(pg 17)



Cinematography Focus

- + 1
- Choreography
- Direction
- + 2
- Movement
- Direction



Wide Shots for Scale — (group choreography captured in wide frames)

choreography demonstrates the ways in which both disciplines rely on a delicate balance (of strength, focus, creativity + teamwork). performance works to untie the worlds of stage + court through an unyielding commitment to excellence.

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Elevate with Air Jordan: The Art of Movement

creative direction

(video)

internal use only

(pg 18)



Cinematography Focus

- + 1
- Choreography
- Direction
- + 2
- Movement
- Direction



Kaleidoscopic Forms + Cinematic Push-Ins —  
(slow zoom-ins on moments of tension, like a dancer’s poised balance or player mid-dunk, elevate the emotional weight of the shot)

camera moves in harmony with performers, creating a sense of immersion for the viewer, who feels as though they’re actually part of the motion, not just observing it. compositions suggest the passage of time. the complexity of choreography creates a sense of rhythm that matches the physicality of the subjects.

Layered Exposures — (clean edits for precision)

cuts between sport and dance are timed to match the rhythm of the movement, ensuring that transitions feel seamless + intentional.

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creative direction

(video)

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(pg 19)



Cinematography Focus

- + 1  
Choreography  
Direction
- + 2  
Movement  
Direction



Be a Poem, Flight as Expression — (ballerina and basketball player mid-air, side by side, the perfect parallel)

tight shot of dancer’s extended arms immedietly cuts to a player shooting... choreographed gestures echo the precision of a jump shot, framed to emphasize the control + grace found in true athleticism.

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creative direction

(video)

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(pg 20)



Cinematography Focus

- + 1
- Choreography
- Direction
- + 2
- Movement
- Direction



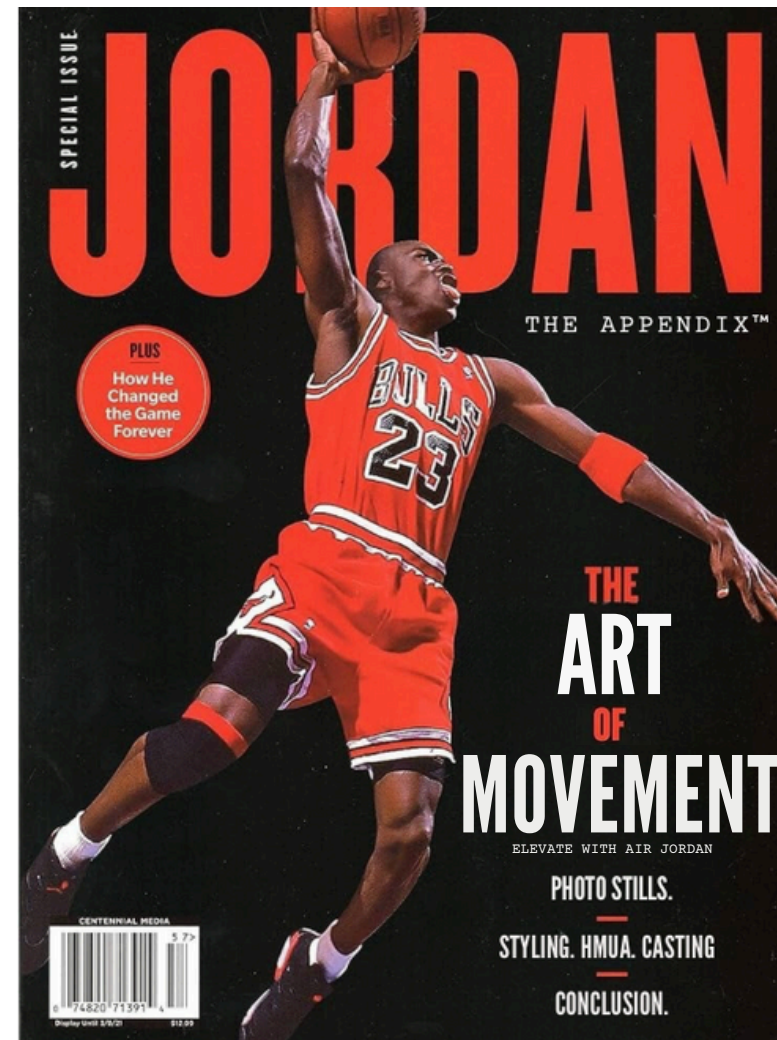
Dance Partner or Defender — (symmetry and the tactical tapestry of form, performing before a crowd)

the ephemeral nature of movement, where form and flow create an ever-shifting visual language. a celebration of the fluid and the fleeting, transforming motion into art. motion blur is intentionally amplified to create a sense of continuous flow, which creates a balance between realism and abstraction.

Lighting — (high-contrast lighting, diffused ambient light, and spotlighting)

sharp directional lighting casts dramatic shadows that echo shapes + lines of performers, adding depth + texture to each image. for more ethereal moments, soft, diffused lighting creates a dreamlike quality, blurring the edges of motion to create a sense of something fleeting. single spotlights isolate specific performers creating dramatized focal points (most effective in solo moments or during lifts and leaps).

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appendix





“talent wins games, but teamwork and intelligence wins championships”



photo composition

Elevate with Air Jordan: The Art of Movement

creative direction

(photo)

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(pg 23)



Photo Direction

+ 1  
Hero Stills

+ 2  
BTS Vignette Stills



BTS and Hero Stills — (imagery creates a dialogue between the stage and the court)

clean, minimalist backdrops contrast with dynamic action shots. the compositions play with symmetry, blur, and movement, inspired by circular ballerina formations and layered group shots. campaign moves past performance to tell a story. stills fuse the bold legacy of air jordan with the enduring artistry of ballet, showcasing movement as a universal language that transcends sport and art.

it takes an entire community to make a production work: the dancers, orchestra, stagehands, audience. much like a basketball game, everyone involved plays a role in creating a theatrical experience. like dancers, basketball players use their bodies as their instruments. the behind-the-scenes work is painstaking. hero stills capture the apex of movement (e.g., ballerina mid-leap under diffused lighting, a dancer poised in preparation, or the tension of an air jordan basketball player suspended mid-dunk), whereas bts stills highlight the quieter and more community-driven moments (e.g., lacing shoes, stretching by a barre, rehearsing formations) backstage.

Numero — 5

+

Preparation as Ritual — (ballerina tying her pointe shoes backstage like a player lacing up jordans signals readiness to take the court; shadow play highlights custom garments + shoes. shot ft. new jordan collectors duffle bag)

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Elevate with Air Jordan: The Art of Movement

creative direction

(photo)

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(pg 24)



Photo Direction

+ 1  
Hero Stills

+ 2  
BTS Vignette Stills



The Calm Before — (a nod to the quiet moments that power every performance, every game)

the stills showcase the talent and team behind the production.

Número — 5  
+  
Product Flats — (product shots accentuate custom garments and aj references)

Número — 8  
+  
Foundations of Form — (like drills on the court, where the basics become greatness)

Número — 14  
+  
Various Angles — (shots behind, above, and on the sides of the stage to encapsulate the entirety of the production / sport)

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Elevate with Air Jordan: The Art of Movement

creative direction

(photo)

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(pg 25)



Photo Direction

+ 1  
Hero Stills

+ 2  
BTS Vignette Stills



Numero — 1  
+  
Famed Focus — (ballerinas by window with city in background)

Numero — 8  
+  
Collective Energy — (formation as precise as the teamwork behind every successful play; many bodies one team)

internal use only





Numero — 1

+

Dance Theatre of Harlem in Swan Lake

the dancers flow through a dynamic mix of movements—powerful leaps, graceful pirouettes—showcasing the sneakers' flexibility and performance. every step, turn, and jump captures how air jordans move seamlessly with the body, a blend of agility and strength.



styling direction





Styling Direction



Wings of Motion, Jordan In Flight —  
(structured wings and sculptural fabric mimic  
the aerodynamic flow of air jordans in motion,  
connecting the agility of ballet to the height of  
the jump)

classic ballet forms reimagined with air jordan  
color palettes. mix of traditional ballet attire +  
air jordan shoes draw inspiration from modern  
designers + stylists (i.e., claire sullivan’s  
reinterpretation of the tutu). delicate contrast  
between rigid wing shapes and fluid fabrics  
captures tension between control and freedom,  
echoing the balance of sport + art.



Elevate with Air Jordan: The Art of Movement

creative direction

(styling)

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(pg 28)



Styling Direction



From Court to Stage Agility in Design —  
(traditional ballet costumes integrated with  
bold jordan details—sharp lines, bright accents  
—serve as a visual link to the brand’s cultural  
and athletic roots)

bold, sculpted lines in fabrics mimic sneaker  
silhouettes, creating visual references to the  
dynamic movements of both athletes. e.g.,  
custom tutus constructed from jerseys combine  
the functionality of sport with the elegance of  
classical ballet costumes.

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Elevate with Air Jordan: The Art of Movement

creative direction

(styling)

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(pg 29)



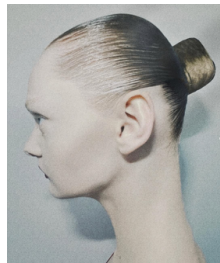
Styling Direction



Contrast + Rhythm, Unified Form — (styling is cohesive, indicative of players on a team)

layered fabrics mirror the movement of athletes on the court, emphasizing speed; sculptural tutus + fitted silhouettes reflect precision and strength in both sports. uniform leotards paired with tights and jordans embody discipline of a team (nyc ballet productions jerome robbins' ny export: opus jazz and justin peck's the times are racing, ft. dancers performing in sneakers, blending classical ballet with modern footwear). slight nods to bulls uniforms throughout the years (i.e. championship rings).

internal use only



hmua direction

Elevate with Air Jordan: The Art of Movement

creative direction

(hmua)

internal use only

(pg 31)



HMUA Direction



Sleek and Structured — (hmua embodies strength, modernity, and a nod to choreographed form)

hair styles are both athletic and sculptural, a nod to each discipline. athletic glow makeup highlights natural skin texture and emphasizes movement with subtle dewiness, while bold lines echo the geometry of the basketball court and choreography pattern.

internal use only



Elevate with Air Jordan: The Art of Movement

creative direction

(hmua)

internal use only

(pg 32)

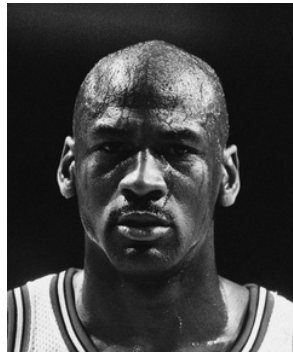
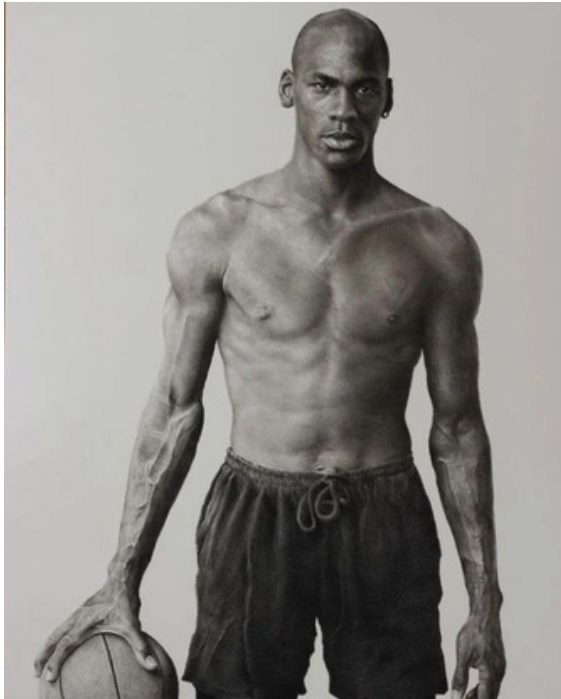


HMUA Direction



Braided Forms — (intricate braiding nods to the patterns of basketball nets and ballet formations, reflects clean lines)

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ft. principal dancers and star soloists from nyc ballet, alvin ailey, and dance theatre of harlem—many with 20-800k followers—casting amplifies the campaign’s cultural impact and marketing reach.



Elevate with Air Jordan: The Art of Movement

creative direction

(casting)

internal use only

(pg 34)



Talent Direction



Main Subjects — (talent inclusive of nyc ballet, alvin ailey, and the dance theater of harlem principal dancers and star soloists)

from left to right (*all images hyperlinked*): tyler angle, kennard henson, ashley boudier, chun wai chan, adrian danchig-waring, india bradley, megan fairchild, jovani furlan, christopher grant, emile gerrity, joseph gordon, anthony huxley, mckenzie bernardino soares, isabella lafreniere, sara mearns + jessica pinkett.

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Elevate with Air Jordan: The Art of Movement

creative direction

(casting)

internal use only

(pg 35)



Talent Direction



Main Subjects — (talent inclusive of nyc ballet, alvin ailey, and the dance theater of harlem principal dancers and star soloists)

from left to right (*all images hyperlinked*): roman mejia, olivia bell, mira nadon, tiler peck, taylor stanley, unity phelan, mia williams, indiana woodward, kj takahashi, victor abreu, cainan weber, savannah durham, emma von enck, shawn cusseaux, olivia boisson + daniel ulbricht.

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Elevate with Air Jordan: The Art of Movement

creative direction

(casting)

internal use only

(pg 36)



Talent Direction



Main Subjects — (talent inclusive of nyc ballet, alvin ailey, and the dance theater of harlem principal dancers and star soloists)

from left to right *(all images hyperlinked)*: coral dolphin, preston chamblee, yannick lebrun, caroline dartey, leonardo brito, michael jackson jr, luis fernando rego, jenelle manzi, chalvar monteiro, ashley laracey, shane williams, maurice renaldo, joseph gordon, jacquelin harris, isiah de marcus, jordyn white + kira robinson.

internal use only





"we all fly. once you leave the ground, you fly. some people fly longer than others"



creative justification

Elevate with Air Jordan: The Art of Movement

creative direction

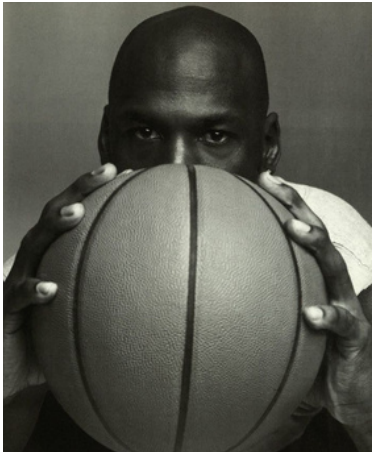
(conclusion)

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(pg 38)



Creative Justification



Why Jordan Should Say Yes

this campaign doesn't just celebrate air jordan's past—it propels its legacy forward by reimagining its ethos through the lens of movement and culture. by blending sport and ballet, we demonstrate that air jordan has always transcended the court, existing as a symbol of artistic expression, personal ambition, and cultural evolution.

Cultural Authenticity

integrating the nyc ballet with iconic in-game footage of jordan athletes and a personal narrative component creates a dialogue between global and local narratives, firmly grounding the campaign in true cultural authenticity. air jordan isn't just a sporting brand, its influence isn't just confined to sneakers; it's a cultural export that speaks to the shared pursuit of excellence across borders.

Elevated Marketing

this is not a product campaign—it's an art form. by positioning air jordan as a universal language of movement, the campaign links dance, sport and community, reinforcing the brand as a pioneer in storytelling-driven marketing. visually bold, emotionally rich, and designed for longevity in cultural memory.

Personal Connection

humanizes the campaign and positions air jordan as something personal and relatable rather than distant and commercial, striking a chord with brand decision-makers who value genuine storytelling.

Unforgettable Storytelling

this campaign doesn't just nod politely to the brand's roots—it sings the brand's anthem loudly and clearly. it's bold. it's visionary. it's undeniably air jordan. saying yes isn't just an option—it's the next chapter.

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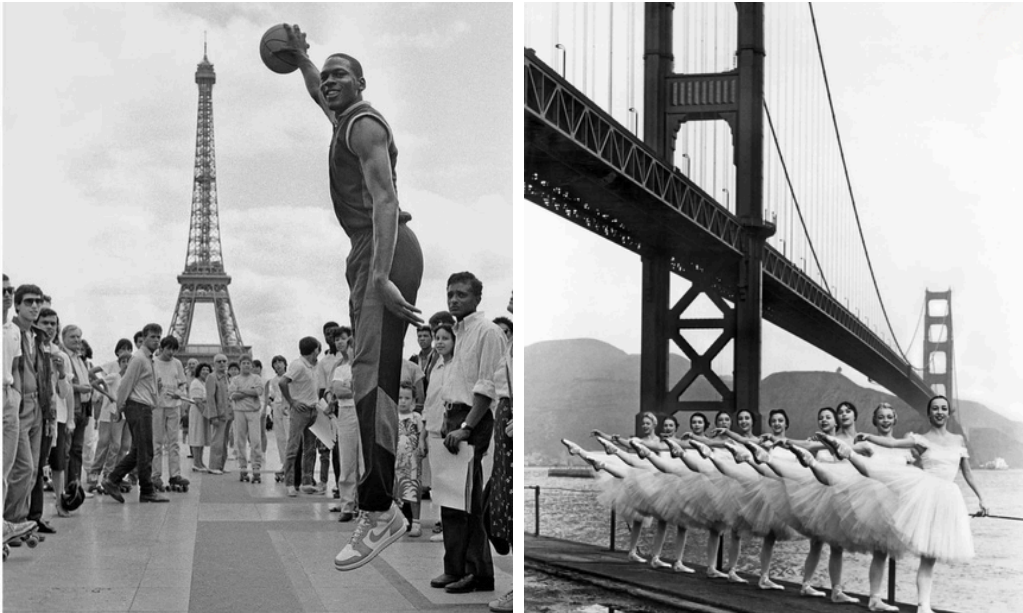
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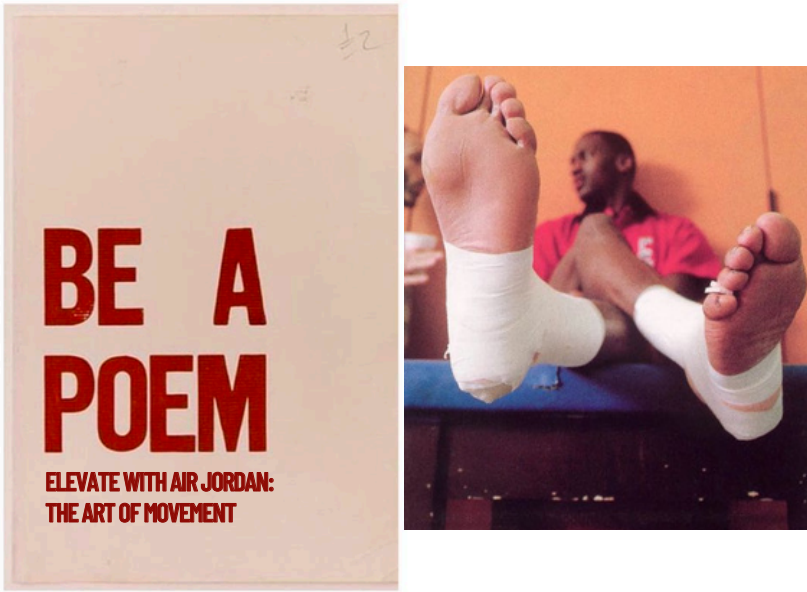
Creative Justification



much like the nyc ballet and the basketball court—where thousands gather to witness the grace, strength, and raw energy of bodies in motion—this campaign reminds us that movement, in any form, is art. made by nyers for nyers, *elevate with air jordan*. *the art of movement* extends far beyond a geographic reference and creates a universal sentiment by recognizing the presence of air jordan across cities around the globe, as people continue to dance, and continue to hoop, like nobody's watching.

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“make it happen”

nike air jordan. iza el nems 2024 ©



thank you