Keyana Alambeladi Space/Materiality September 2018

Shoe Research and Project

I grew up the epitome of a "tomboy". Dressed like one, talked like one, behaved like one, I was even on the boy's soccer team. So how did I become a pink velvet comforter, make-up wearing, and very feminine girl in my teens? The answer is pretty simple actually, I just grew up and picked up different interests and likes as I got to experience and know more. I hated dresses as a child but as I got older I realized they don't have to be puffy and glittery, there are choices out there and I am able to establish my own sense and expression. I believe in first impressions a lot therefore I put a lot of thought, or at least I try to, in how I look and can present myself. But foremost I believe i create my identity with my attitude and conversations I'm able to provide.

I used to live in a relatively small town, my graduating class was less than 200. In a small town like that where everyone is pretty much the same, it was easy to separate myself and really have a signature that's mine. I was able to dress different, behave different, be different in almost every sense that I wanted. Therefore I was able to make my community perceive me as creative, artistic, innovative, and determined. Because it was such a small, close-knit town, it was very easy to engage in a way to get them to perceive me how I wanted.

I absolutely love shoes. I believe they pull the whole outfit together. I perceive my shoes with people who don't necessarily follow trends and those who are willing to be creative, risky, and fun with their attire and outfits. I also don't believe everything has to be of a designer brand with logos and brand names blasting every inch of the product. Most of the time beauty and aesthetical aspects win over price and branding. One of my favorite current trends is platform and chunky shoes. These shoes have found their way through popularity and unpopularity throughout the last few years with their peak in the present. They are originated from Venice, Italy with the goal of keeping the wearer's feet dry from the rainy and flooding streets. Nowadays though they serve more than just the original function. A second show type that I really enjoy are exotic prints, patterns, and colors. They bring such a pop and attention to an outfit that I really admire. Whether they make a piece of an outfit pop or are completely mismatched with the outfit, they will be the center of conversation and attention. These designs are definitely modern as these prints and colors do not serve any functionality for the shoe but are for aesthetic reasons which have become more popular over time and in recent years.