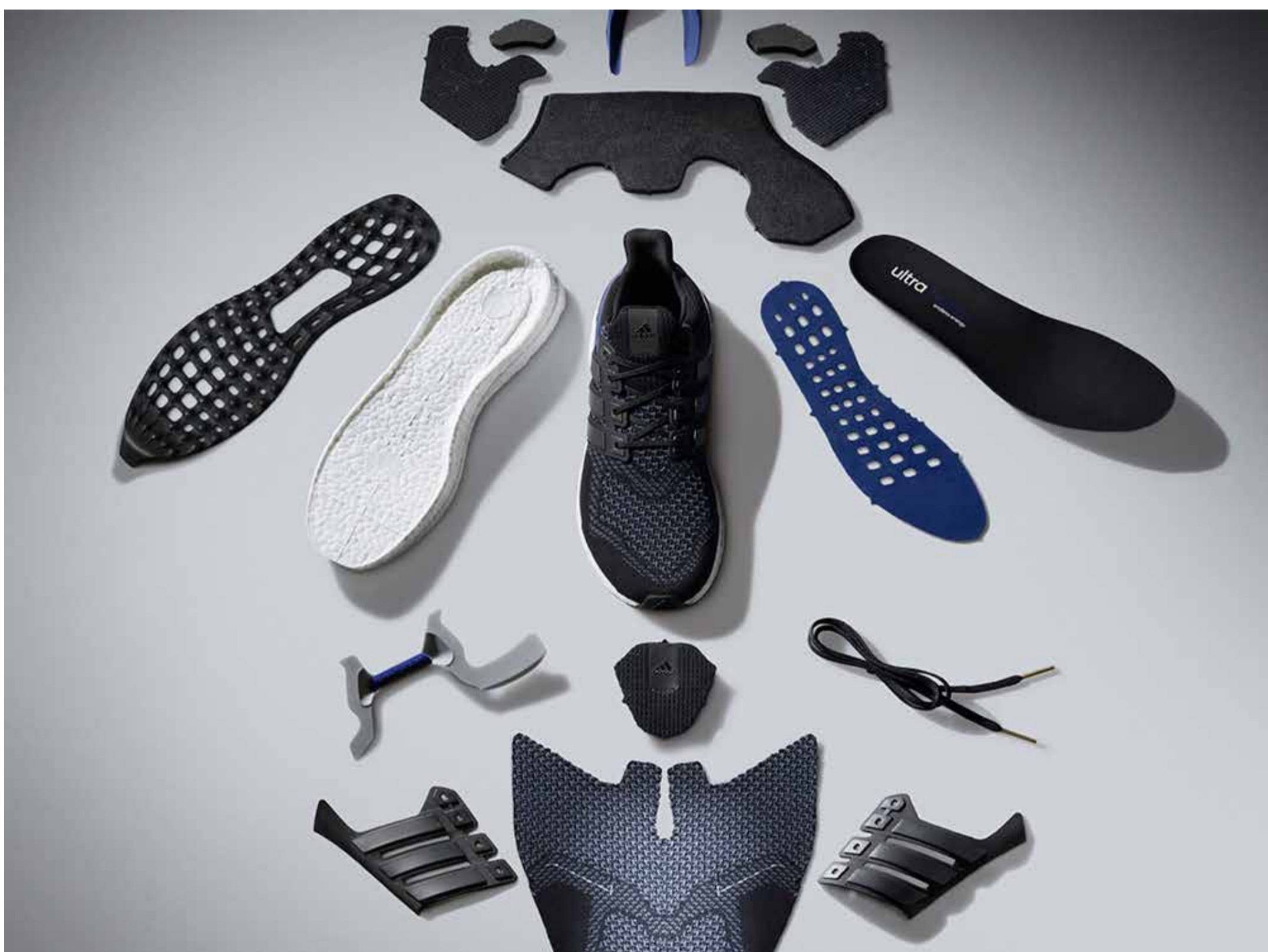




Ben Herath

Graduated 1995
Bachelor of Industrial Design



UltraBOOST

BOOST foam cushioning has revolutionized the running industry, providing unrivalled Energy Return for maximum responsiveness in any condition, season after season.

UltraBOOST combines a cohesive system of the most innovative adidas technologies to deliver your greatest run with adaptive support where it's needed and breathable comfort throughout. Ultra BOOST features an evolution of our key Primeknit technology to ensure a snug, adaptive fit unlike other leading knit technologies. A runner's foot can expand up to 10 mm or more in width upon impact while running. Ultra BOOST uses adidas Primeknit to allow for natural expansion of the foot. adidas Primeknit is forgiving, yet snug, fully adapting to the foot as it moves leading to improved comfort and support.

Ultra BOOST features an innovative Stretch Web outsole that adapts and moves with the foot. The perforated elastic design

harnesses the energy of BOOST without restricting any of its qualities to deliver unrivalled Energy Return.

Ultra BOOST features an entirely new heel construction that frees the natural movement of the Achilles tendon. A carefully tuned external heel counter cradles the heel and adapts through the gait cycle in areas that experience the highest tension. Furthermore, a new featherweight sock liner adapts to a runner's natural foot form, for a custom and comfortable fit.

Ultra BOOST also contains a new dual-density TORSION® SYSTEM, embedded into the shoe's base. This allows more independent movement between heel and forefoot for superior stability.

From heel to toe, Ultra BOOST offers the most advanced running technology adidas has to offer.

CV

1994 - 6 month Industrial Design Exchange Program - Pukyong University - Pusan, Korea

1995 - Design Internship - Daewoo Electronics - Seoul, Korea

1996 - 1998 - Industrial Designer - 212 Design - Seoul, Korea

1998 - 2003 - Footwear Designer to Design Director - Sprandi - Hong Kong

2003 - Present - Footwear Designer to VP Design, Running - Adidas - Herogenaurach, Germany

www.adidas.com.au

Awards

2008 - Present - Fastest Marathon Shoe in the world - Adizero Adios

2013 Red Dot Design Award - Energy Boost

2013 Runners World Best Debut - Energy Boost

Uni Memories

Great people, great projects, great memories.

Advice

- Stay hungry.
- Stay Curious.
- Explore the world.
- Find great mentors.
- Be comfortable with being uncomfortable.



December 2015