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they want to bring more BIPOC creators further into the fold.

“People are using footwear to create conversations, whether that’s of awareness of equality or gender issues or uplifting North American communities, sneakers are just a vessel to help tell the story, and that’s what I admire most about it,”

“People are using footwear to create conversations

SneakerWeek cofounder Herbert Beaulclere said in an interview. “What I think independent creatives offer the industry is an unfiltered point of view, pure honesty, pure creativity, something that is not tarnished by the hierarchy of a certain nature. I think it’s just something that individuals feel in their heart and their soul...It’s not necessarily a ‘I’m doing this for this reason’ outside of their own creative nature.”

That’s why SneakerWeek was first launched in 2017. Now the first three days of the event, dubbed the K.I.C-Off Festival, will take place in Pioneer Courthouse Square. Friday July 26 is Knowledge Day, with an educational overview of sneaker culture that fo-



Deanna Smith, SneakerWeek Program Director and CFO

is to bush boundaries in the industry and ignite creativity. July 28 is Culture Day, a celebration of the sneaker community itself and its diverse influences. Attendees can look forward to live performances, fashion shows, art and other displays to foster belonging and connection among designers, aspiring designers and enthusiasts alike.

The rest of SneakerWeek will be a series of quadrant-specific open houses hosted by local restaurants, creative agencies and retailers. July 29 is Northeast Portland, July 30 is Southeast, July 31 is Southwest and Aug. 1 is Northwest Portland.

And there’s plenty of room for novelty outside the shoebox. Consider the Nike Air More Uptempo Couch, unveiled at SneakerWeek 2017, which upgraded a black leather sofa with Nike AIR branding and air bubbles at the base,

JAY REITER/STATESMAN JOURNAL VIA AP FILE



Oregon Longest Serving Lawmaker Dies

Sen. Peter Courtney, D-Salem, brought his dog, Yoda, a dachshund, onto the Senate floor March 19, 1999 in Salem, Ore., while he talked in support of Senate Bill 601, legislation to keep pets out of will probate. Courtney, Oregon’s longest-serving lawmaker, died at his home in Salem, Tuesday, July 15, 2024.

“I think Portland offers creatives the environment to network, to collaborate and to build

showing how sneaker culture is about more than just kicks.

An Inclusive Platform

The vibrancy of the sneaker community is concurrently on display in a unique exhibit currently running at the Portland Art Museum. Future Now: Virtual Sneakers to Cutting-Edge Kicks features 60 designs of note, like limited-edition pairs made from mushroom leather (the Zvnder x Nat-2 Fungi), the whimsical and eye-popping Mr. Bailey’s Octopus design, which combines street art aesthetic with a cep-

halopodic structure, to the pop culture homage Nike MAG, self-lacing shoes that mimic a pair worn in Back to the Future II.

The exhibit examines the heart of so many sneaker designs, countering the more mainstream special editions bought up by collectors. And that is in line with the ethos of SneakerWeek – and Beaulclere’s own entry into the industry.

“I took some color and material courses and then some color theory

courses, and I really do like that piece,” Beaulclere said during a 2021 interview. “But when I was introduced to brand and marketing, and the storytelling part of it, and really uncovering the purpose of why these shoes are created and connecting back to that person – that was where I felt most comfortable. I would have never known that if I didn’t continue to explore and really ask myself, ‘What is it that I like about shoes?’”

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sion must get a medical release form from a health care professional before returning to training or games. The law is named after Max Condradt, a football player at Waldport High who in 2001 suffered a concussion during a game, then was allowed to play the following week.

“Because no concussion protocols existed or were being applied, he was allowed to play the following Friday when he was still concussed and he received another concussion and that led to what was known at the time as second-impact syndrome,” attorney David Kracke, a brain injury advocate-coordinator at the Center on Brain Injury Research & Training, told *The Skanner*. Kracke also spoke at the PCCEP forum. “(It led to) really just a terrible series of neurocognitive problems, putting him into a coma for about four months. He was permanently impaired after that.”

Kracke worked with a team of people to push Max’s Law to the finish line. In 2013, he and James Chestnutt, a sports medicine expert at OHSU who has focused on concussion management, drafted Jenna’s Law to expand Max’s Law protections to young athletes participating in sports outside of school.

More legislative support has arrived in the form of last year’s Senate Bill 420, which will create an office of brain injury resource navigation at the state’s Dept. of Human Services.

Ellis and Kracke agreed that not just the general public, but law enforce-

ment and even the medical community, need much more education about brain injuries.

“In 2024, it is still rare for me to meet a patient for the first time that feels like they got good information (about brain injuries) in the past three to six to 12

“They might have trouble keeping their temper in check

months post-injury, from the medical community itself,” Ellis said. “It’s not just the public that needs education. The physicians don’t really get it either.”

It is hardly an obscure medical ailment: About 8.5% of the general population experience a brain injury at some point in their lives. Within the prison population, about 40% of women and 60% of men have had brain injuries – within the homeless population, it’s 40 to 50%.

“So the odds that law enforcement is going to run into brain injury are 100%,” Ellis said.

Why are brain injuries so overrepresented in marginalized populations?

“I always figure we’re all maybe two calamities away from our life falling apart,” Ellis said. “A brain injury for a lot of people could be that one calamity that this person suffers that is enough to tear down the structure of their entire life.”

Legal Protections

Kracke was happy when federal legislation was passed in 2022 requiring first responders to receive brain injury-specific training.

“It’s just really critical that that group understands brain injury, and especially with the first responders who are responding to injuries and transporting patients, it’s critically important that they document the signs, symptoms or behaviors consistent with a concussion in that initial documentation,” Kracke said. “Oftentimes that is not done, and that documentation follows that patient during their medical treatment and it becomes increasingly difficult for that person to explain yes they were dizzy, confused, yes they had a headache and vision problems, yes they had ringing in their ears, they don’t remember a lot of whatever the event was.”

“The first responders will oftentimes show up at a scene – let’s say a car collision, which is probably the second most common way people sustain a brain injury – and they will ask the victim, the injured person, ‘Did you lose consciousness?’ That’s like me asking you, ‘Tell me what you don’t remember.’ What I’ve been advocating for is the method of determining if a person has lost consciousness that’s used by the Dept. of Defense for active duty service members. They have a two-part question: ‘What’s the last thing you remember before the injury and what’s the next thing you remember after the

injury?’”

Asked how law enforcement might more effectively communicate with someone who may be impacted by brain injury, Ellis said the advice was largely common-sense.

“Brain injury survivors are often very sensitive to loud noise, stress, even bright lights, commotion, crowded spaces – they can have an outsized physiological anxiety reaction to,” he told *The Skanner*. “So it would be great if law enforcement could engage with brain injury survivors in a calmer, quieter, less pressured fashion. Instead of raising your voice to get what you want, it’s more speaking slowly, methodically, calmly, quietly – not pushing or threatening. These are things that we train our staff to do when they’re in crisis management training.”

“You want them to feel that you’re listening to them, that you’re trying to understand what’s bothering them. It’s more about engaging and asking gentle, direct questions. Simple questions – not giving two- or three-step commands, which are confusing and upsetting.”

The PCCEP event was not about finding definitive solutions, Ellis said, but addressing the issue and collaborating. It was an event that provided insight and advice beneficial to law enforcement. Unfortunately, although PCCEP invited members of Portland Police and the Multnomah County Sheriff’s office, none were present at the forum.