

NOVO

FASHION, PHOTOGRAPHY & JEWELLERY

CONTEMPORARY PORTRAITS





Virtual Shoe Museum

<http://www.virtualshoemuseum.com>

I'm Liza Snook (44), director and founder of the Virtual Shoe Museum, online since 2006. I'm a graphic designer by profession. My partner Taco Zwaanswijk, a multimedia designer, designed the site. The video reports that are shown are also made by us. I was born with a passion for shoes and I have been collecting now for more than 25 years. My collection consists of a library of shoe books, shoeevenirs, shoes I can wear (wearing doesn't necessarily mean walking!), shoes from different cultures and hundreds of Barbie shoes.

For some twenty years I showed my collection of shoes, shoe images, advertisements, photos etc., at home to whoever was interested, telling the same stories over and over again... Now, of course I always visit shoe museums when I'm abroad. Most of the time, however, this proves to be disappointing as there is not enough space to present a substantial part of the collections and there is little context. These experiences inspired me to create a virtual shoe museum, with the range of possibilities that a digital environment opens up.

We include shoes in all sorts of sections, without having to compromise or duplicate. We create multiple perspectives, from 'designer', 'focus' and 'material' to 'style', 'type' and even 'colour'.

Each time, a new environment is created in which the shoe is presented. At the moment there are 1100 shoes in our virtual collection, and we are working on many more.

The core of our virtual collection focuses on designs that question the very essence of the shoe: Is this a shoe? Is this wearable? Does it matter? Does it tickle your imagination? Designs that balance between these values and still present a shoe that can be worn, or looks like it can, are what I'm after: a twist, a sense of humour.



ander Fielden: Choco (Virtual Shoe Museum)



Eelko Moore: Stilt (Virtual Shoe Museum)



Michel Tcherevkoff, *Doonee* (Virtual Shoe Museum)