



"It is not the large that will defeat the small. It is the quick that will defeat the slow."

FOLLOWING OPPORTUNITY

OUR ENTREPRENEURIAL SPIRIT

Throughout New Balance's history, innovation has paved the way to countless new markets. In 1972, our new owner, Jim Davis, was eager to tap into America's growing interest in physical fitness. Through a balance of performance-based design and creative marketing, we achieved an unprecedented level of success that only grew as we expanded our product lines to include athletic apparel and equipment.

We continue to look for opportunities for product growth through inspired design and a keen understanding of our consumers' needs.



BODIES IN MOTION

THE SCIENCE AND ART OF PERFORMANCE ENGINEERING

New Balance's researchers, developers and designers have kept us at the top of our game for more than 100 years.

Our story begins in 1906, when founder William J. Riley designed an arch support that was inspired by the stability of his chickens' claws. We built our reputation on shoes made for factory workers, police officers and others who labored on their feet all day, and started crafting shoes for athletes in the 1930s.

Today's Sports Research Lab and innovative designs strike a perfect balance of form, function and fashion.



Atrium Panel: Warm Gray

FIRST FLOOR LOBBY

SCALE: 1" = 1'

APPROVALS:
 APPROVED
 APPROVED WITH CHANGES NOTED
 RESUBMIT
 SIGNATURE _____

DATE: 03/09/2015
 PROGRAMMING
 CONCEPT DESIGN
 DESIGN DEVELOPMENT
 PRODUCTION
 FINAL ART

NEW BALANCE
 DESIGN DEVELOPMENT