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**"Keepin' it Mobile": Hip-Hop Cultures, Sneakers, & Technologies of Mobility**

Sneakers are largely viewed in academia and in sports as "technologies of athleticism." As such, they increase athletic mobility (as marketed to consumers). However, sneaker popularity in hip-hop cultures has little to do with athletic mobility and more to do with social mobility. Sneakers' connection to social mobility is a relatively unexamined aspect of hip-hop scholarship, as scholars tend to assess hip-hop cultures largely within the realm of music. Since the 1980s, however, hip-hop cultures have led to the "causalization" of sneakers, netting huge profits for companies like Nike, Reebok, and Adidas. These sneakers — which some people have gone as far as to kill for — are technologies of social and physical mobility for some hip-hop cultural member. Using McLuhan and Gilroy, I argue that academia has never fully assessed hip-hop cultures because of a fascination with rap music and a neglect of its various cultural technologies — sneakers in this case.