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110 VOICES

Sole-Zine x The Block P

28th June - 28th July 2025
The Block P
36 Renshaw Street
Liverpool
L1 4EF

Coinciding with the 30 year anniversary of the Nike Air Max 95, 110 Voices is an exhibition that celebrates what AM95 Culture means to the trainer community in Liverpool.

ZINE

IT'S A LIVERPOOL THING

110 VOICES

PAIR 01 / It's a Liverpool thing
+ Respect is worn, not spoken

PAIR 02 / Shoe contact before eye contact
+ 110 365

PAIR 03 / 110's are in my blood
+ Ingrained in my veins

Sole-Zine is a poster-magazine dedicated to documenting British trainer culture. 110 Voices is a participatory research project presented by Sole-Zine x The Block P. '110's' is the term given by the sneaker community to the Nike Air Max 95 shoe.

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1. IT'S A LIVERPOOL THING
2. OBSESSION
3. STYLE
4. COMMUNITY
5. PASSION
6. SUB-CULTURE
7. HYPE
8. NEONS
9. HOW CAN YOU TALK ABOUT 110's WITHOUT TALKING ABOUT LIVERPOOL
10. NOT JUST A STAPLE IN UK STREET CULTURE, BUT IN LIVERPOOL CULTURE
11. NOT CONFORMING TO THE NORM
12. OUTSIDERS
13. NOT JUST THE FOOTY
14. GRAILS
15. STATUS SYMBOL
16. CULTURE
17. REPRESENTATION
18. HISTORY
19. NEON'S ARE AN INTEGRAL PART TO ANY COLLECTOR
20. ELEVATED STATUS
21. LOVE
22. 110's ARE IN MY BLOOD
23. IT'S OUR THING
24. IF YOU KNOW YOU KNOW
25. LIVERPOOL - THE 110 HOTSPOT OF THE WHOLE WORLD
26. PROUD
27. RESPECT
28. HUSTLE
29. EXPRESSION OF WHO I AM
30. FRESHHHHHHHH
31. HOLY GRAIL
32. CULTURAL CONNECTION
33. INNOVATION
34. HEAVY PAIR
35. IT'S A STYLE CODE
36. SMOKERS
37. THE HOME OF 95's
38. PERFECT
39. NEONS ALL THE WAY
40. THEY HAVE AN ELEVATED STATUS
41. SERIOUS, SERIOUS, SERIOUS
42. FAVES
43. THESE ARE ON FIRE!
44. ANOTHER WAY TO EXPRESS MYSELF
45. UNIQUE TO US
46. MASSIVE PART OF THE CULTURE IN OUR CITY
47. BEATERS
48. THE SHOE IS A SYMBOL OF BEING FROM LIVERPOOL
49. MORE 110 ENTHUSIASTS IN LIVERPOOL THAN ANYWHERE ELSE IN THE WORLD
50. 110's OR NOTHING
51. INGRAINED IN MY VEINS
52. DAILY'S
53. FLOATERS
54. NAUGHTY PAIR
55. STANDOUT
56. SPANKERS
57. WEBS
58. TRABS
59. DEADSTOCK
60. BLOCK P SPECIALS
61. CREP
62. 110 GANG
63. NOT JUST WHAT I WEAR, WHO I AM
64. BEFORE I HAD A VOICE I HAD 110's
65. YOU CAN TELL WHERE I'M FROM BY WHAT'S ON MY FEET
66. SHOE CONTACT BEFORE EYE CONTACT
67. MY STYLE, MY STORY, MY CITY - IN ONE PAIR
68. RESPECT IS WORN, NOT SPOKEN
69. YOU DON'T WEAR 110's BY ACCIDENT
70. THE CITY BREATHES 110's
71. FORGED IN LIVERPOOL. RECOGNISED WORLDWIDE.
72. BORN FROM GRAFT WORN WITH PRIDE
73. YOU DON'T GET HANDED 110's YOU EARN THEM
74. THE CITY WALKS IN AIR MAX
75. NO SILVER SPOON, JUST NEON SOLES
76. OLD PAIRS TELL BETTER STORIES THAN NEW ONES
77. 110 365
78. BELTER PAIR
79. SNEAKERHEAD
80. COLLECTOR
81. YOU CAN'T JUST HAVE ONE PAIR
82. THERE'S WORSE ADDICTIONS TO HAVE
83. SOME PEOPLE COLLECT 110's, SOME PEOPLE LIVE IN THEM
84. AIR MAX CONNOISSEUR
85. RARE, RAW, REAL, JUST LIKE US
86. OG's
87. NOT JUST A PAIR, A PASSPORT TO WHO YOU ARE
88. HEAT
89. WE DON'T BUY INTO HYPE – WE BUILT IT
90. WHEN YOU WEAR 110's, YOU CARRY A CITY
91. ARCHIVE ADDICT
92. UNTOUCHABLE
93. NEVER A FOLLOWER
94. FOR THE FEW
95. CERTIFIED
96. AIR STEPPIN
97. AIR MAX MANDEM
98. CREP CURATOR
99. UNSPOKEN UNIFORM
100. NEVER JUST TRAINERS. ALWAYS A STATEMENT
101. BUBBLE TALK
102. GRADIENT GRAIL
103. ROADMAN
104. 95's
105. SCOUSE BADGES OF HONOUR
106. NEVER BLEND IN
107. DOOR KICKERS
108. GRAIL GRABBER
109. STREET STAPLE
110. THE 110 SUBCULTURE IS SO STRONG IN THE CITY

110 VOICES

PAIR 04 / Born from graff worn with pride
+ Status symbol

PAIR 05 / Untouchable
+ Smokers

PAIR 06 / Expression of who I am
+ Before I had a voice, I had 110's

To mark the 30th anniversary of the Nike Air Max 95, Sole-Zine spent 2025 documenting the voices of the AM95 trainer community in Liverpool. The 110 Voices exhibition offers a unique insight into the ritualistic behaviour and emotional attachment to this specific footwear within the city. In collaboration with The Block P 110 voices were captured to celebrate what this shoe means to them. Unveiling how this shoe represents obsession, style, place and community, but also, so much more than this. As part of this collaborative exhibition, a series of six pairs of 3D printed AM95 shoes, customised by two local Graffiti Artists *Heavy Salad* and *Icer* were showcased, signifying the development of this creative culture through a different lens.