

## Press Release

Nov 05, 2018 | ID: 240402

# Volvo and Stan Smith Use Art and Design to Help Kids in Need and Students Succeed

**HILTON HEAD, SC (November 5, 2018)** Volvo Car USA and tennis legend Stan Smith helped raise more than \$10,000 for kids and students this past weekend by turning sneakers into art at the 2018 Hilton Head Island Concours d'Elegance.

South Carolina artist Amiri Farris, Pixar Animation Studios designers Jay Ward (*Cars*) and Jay Shuster (*Wall-E*), and Volvo Car's own Head of Design, Robin Page, each created their own unique, hand-made art pieces out of classic adidas® Stan Smith tennis shoes inspired by the new Volvo XC40 compact crossover luxury SUV. It was all part of the #ArtMoves exhibit at the Concours.

### Why shoes?

Volvo designers use footwear to symbolize the style intent of each line of its award-winning luxury cars and SUVs: A timeless oxford for the elegant 90 Series (XC90 midsize SUV, S90 midsize sedan, V90 midsize wagon); a more personal suede brogue for the dynamic 60 Series (XC60 compact SUV, S60 compact sedan, V60 compact wagon); and a bright white sneaker for the playful 40 Series (XC40 small SUV).

Smith is a long time Hilton Head Island resident active in the community. He was at the Concours signing copies of his new book, *Some People Think I'm a Shoe*.

"Volvo's participation with world renowned tennis champion, Stan Smith, at this year's Hilton Head Concours truly embodied our #ArtMoves campaign. Volvo's XC40 inspired artists to create works of art on Smith's iconic tennis shoes. The integration of the world class Volvo with these shoes created an exhibit that dazzled spectators" said Carolyn Vanagle, President, Hilton Head Island Concours d'Elegance and Motoring Festival.

### ABOUT VOLVO CAR USA

Volvo Car USA, LLC, ([www.volvocars.com/us](http://www.volvocars.com/us)) is a subsidiary of Volvo Car Group of Gothenburg, Sweden. VCUSA provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States. For more information please refer to the VCUSA media website at: <http://www.media.volvocars.com/us>

### ABOUT THE HILTON HEAD ISLAND CONCOURS D'ELEGANCE & MOTORING FESTIVAL:

The Hilton Head Island Motoring Festival & Concours d'Elegance will celebrate its 17th year in the fall of 2018. For more information, visit [www.HHIconcours.com](http://www.HHIconcours.com) online.

### Keywords:

Press Releases, XC40, 2019, Product News

## Media Contacts

### **Russell Datz**

National Media Relations Manager  
Volvo Car USA LLC  
Phone: 8053776063  
russell.datz@volvocars.com

## Related Images



[More Images >](#)

[media.volvocars.com >](https://media.volvocars.com)

[volvocars.com >](https://volvocars.com)

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).