

SUPERGA®

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HISTORY

In the heart of Torino, Italy, where the pulse of innovation beats in the foothills of the majestic Alps, a new path was traced at the dawn of the 1900s. The story of Superga®, a walk through history that transcends generations, weaving into the fabric of the Italian industry.

HISTORY



 Telefoni 18-79 e 28-90

WALTER MARTINY
INDUSTRIA GOMMA

SOCIETÀ ANONIMA
 Capitale 12.000.000 inter versato

Casella Postale 423 - TORINO - Via Verolengo, 379

FABBRICA DI ANELLI GOMMA PIENA
"WALTER MARTINY,"

PER
AUTOCARRI - OMNIBUS AUTOMOBILI

AGENZIE: Bologna - Milano - Napoli - Palermo - Roma - Trieste
 DEPOSITI: Alba - Alessandria - Ancona - Aquila - Ascoli P.
 Avellino - Avezzano - Bari - Benevento - Biella - Brescia -
 Busto Arsizio - Cagliari - Carrara - Casale Monf. - Catania
 Catanzaro - Chieti - Chiusi - Civitavecchia - Cosenza - Eboli
 Firenze - Fiume - Foligno - Fossano - Frosinone - Genova
 Girgenti - Gorizia - Grosseto - Ivrea - Livorno - Macerata
 Mantova - Modena - Montecatini - Monza - Orvieto - Padova
 Pisa - Perugia - Pesaro - Potenza - Reggio Calabria - Salerno
 Saluzzo - Savona - Sezze Romano - Spezia - Spello - Terni
 Trento - Udine - Vercelli - Verona.



Listino N.° 10 - 15 Aprile 1921

« G. LOGGIA & C. - TORINO - VIA DENINA 2 » - 3000 - 8-4-921

Telegrammi: WALTERGOMMA
 Telefono 28-98 (2 volte)

1925 — 2025

WALTER MARTINY INDUSTRIA GOMMA
COMMERCIAL CATALOGUE, 1921

Strolling through the bustling city streets and broadening his gaze to the countryside beyond the city, the visionary entrepreneur Walter Martiny had an intuition inspired by the needs and culture of his time.

Martiny embraced the revolutionary vulcanization technique pioneered by Charles Goodyear, and from his rubber company where toys and tires were produced, something new came to life: health-preserving rubber boots for the rice fields and factory workers. Later on, inspired by the passion of his wife for the game of tennis, he invented the very first Italian tennis plimsoll.

SUPERGA®, AS WE KNOW IT, WAS OFFICIALLY BORN.

Years later, Superga's gaze wandered even further, towards the mountains surrounding the city, inspiring the iconic design of Alpina: lug-soled trekking boots for the hiking enthusiasts.

From the early functional workwear days to the debut on many different sports grounds, Superga® has hiked its way up to the rough terrain of the Alps and stood the test of time, bearing evidence of the Italian flair for eclecticism.

OPPOSITE PAGE:
SUPERGA COMMERCIAL CATALOGUE, 1940
1940S 'RAGGIERA' LOGO DETAIL





VEDUTA ESTERNA DELLA BASILICA DI SUPERGA

Vue extérieure de la Basilique de Superga

The Superga® lifestyle is a celebration of dynamic living and Italian taste. Simple, authentic, and original designs. Nothing extraneous, nothing superfluous.

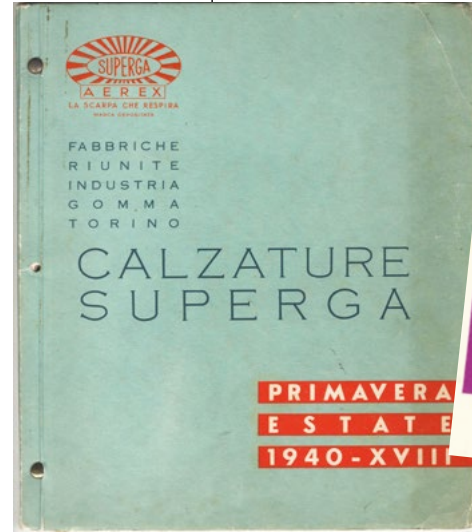
As the times change, our commitment to quality remains intact and the techniques that shaped our first creations still echo in every stitch and sole. Each Superga style is a tribute to our heritage and to the classic, timeless, Italian elegance that runs in our DNA.

THE RUBBER COMPANY ERA



1920

THE DEVELOPMENT ERA



1940

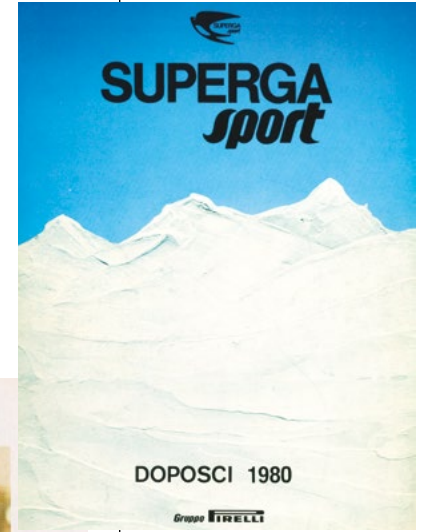


THE GREAT OUTDOORS ERA

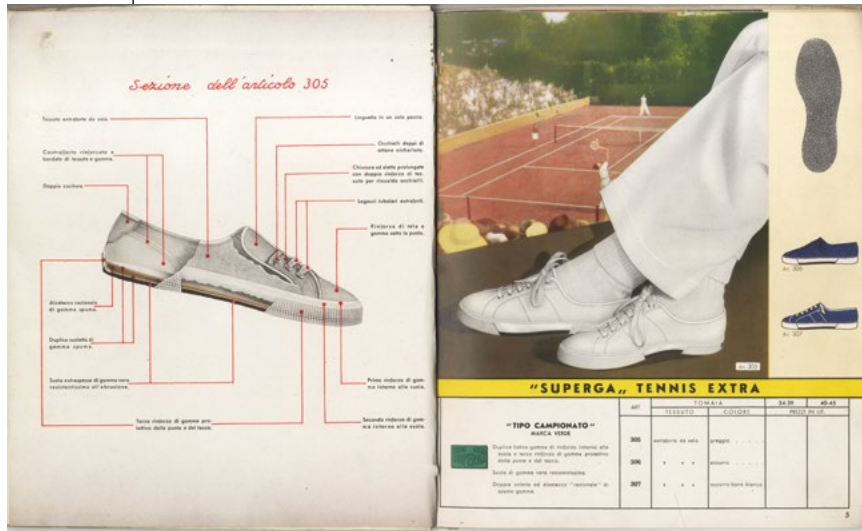


1960

THE SPORTS ERA



1980



CURATED SELECTION FROM SUPERGA® COMMUNICATION AND COMMERCIAL MATERIAL, 1920S TO 1980S

SUPERGA®

BRAND

FOUNDATIONS

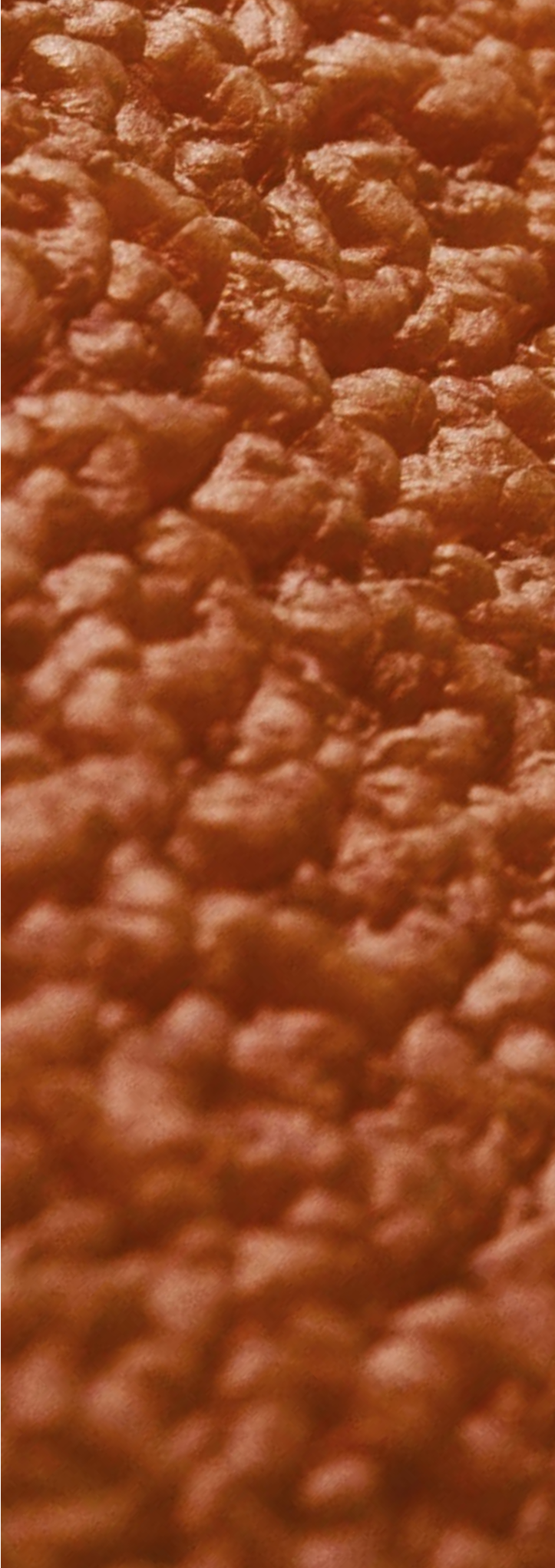


01/ **GOMMA**

Rubber, the cornerstone of our craft, still infuses each creation with flexibility and resilience.

From his rubber company, Walter Martiny began to expand the offering by creating health-preserving rubber boots for the rice fields and factory workers. Superga® became known for its practical knack for creative and forward-thinking designs, a legacy that continues today. Natural rubber has always been the literal base of every footwear creation of the brand, since the beginning. Each Superga® sole is crafted from this material, still extracted today from the trees using the traditional rubber tapping method.

From the rice fields of the early 1900s to the city streets of today, Superga® rubber boots have been revamped by merging their utilitarian origins with the ironic fashion sense of this age.



02/ **VULCANIZZATO**

Vulcanization, transforming simple materials into enduring pieces, it has always been the furnace that fostered our passion.

Revolutionizing both the rubber industry and footwear design, this technique involved treating rubber with sulfur and heat, resulting in a more durable and flexible material. Every Superga® shoe, at the end of its manufacturing, undergoes the vulcanization process, which ensures longevity to stand the test of time through all kind of life adventures.

Superga® 2750s, the very first Italian vulcanized sneakers, have come a long way in the last 100 years of history, evolving in style alongside the ever-changing world while bearing that same effortless appeal that still captivates millions of people all over the world.



03/

MONTAGNA

Mountain, the wild muse standing tall in the backdrop, is still whispering tales of adventure and exploration.

Symbolizing the love for the Italian natural wonders and a victorious attitude, the mountain holds a special place in the hearts of those who live at its feet, and so it has been for Superga® with its dedicated line of footwear boasting a lug sole, rightly named Alpina.

Designed for outdoors lovers and for anyone who has an active relationship with nature, they are now crafted to adapt to a urban lifestyle.



04/

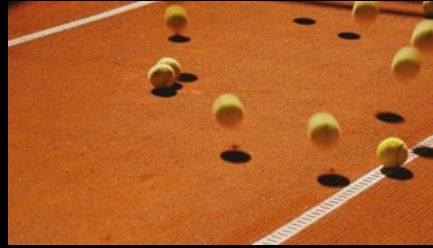
SPORT

Sport, the beating heart of our heritage, continues to inspire our designs as they evolve to meet the demands of modern lifestyle.

From the tennis origins to the golden age in the world of various disciplines starting from the 1970s, sport has always been in the brand's DNA. The movement generated by Superga® shoes has been going on fueling the production of new energy, through the iconic swallowtail motif that characterizes the sport collections. This distinct pattern has been reinvented over time and is still the core of Superga®'s aesthetic inspiration.

Originally conceived as technical sports footwear, Superga®'s athletic heritage still echoes in the new designs, which are now intended for lifestyle purposes.

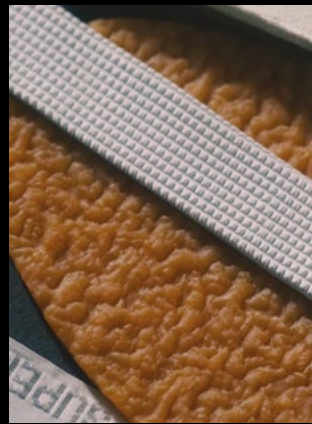
FABBRICHE
RIUNITE
INDUSTRIA
GOMMA
TORINO



TITANO
PER SEZIONE
velocità di Km. 20.000 minimo di percorso.
NELLI GOMMA PIENA
per Autocarri
e
NELLI SEMIPIENI
(Ultraelastica)



GOMMA. VULCANIZZATO. MONTAGNA. SPORT. SUPERGA® BRAND FOUNDATIONS.



SUPERGA
A E R E
A SCARPA CHE
MARCA DEPO



