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Paper title:

### **When the body is the message: The aesthetic promises in the new sport shoes**

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*Abstract:*

We are used to see how sport shoes reflect particular users and contexts of use. However, it has recently appeared a new type of sport shoes whose unusual soil-configuration and advertising promise to their potential users a significant improvement in their physical condition and fitness. Based on Wolfgang Haug's *Semiotics for the Aesthetics of Commodities* (1980) and the levels of analysis established by Roland Barthes in his "Rhetoric of the Image" (1972), this paper attempts to unveil how an enactive code or motor programme such as the act of walking (Posner, 1973), is risen from the plane of practical gesticulation (or doing) to the plane of mythical gesticulation (or wishing) (Greimas, 1968), within a dichotomy whose aim is to provide shoes hardly acceptable by the public with a sort of unequivocal signification. To this aim, a detailed study of this product's advertising pamphlets is carried out, as well as an analysis leaning on Michel de Certeau (1988) *PEDESTRIAN SPEECH* and his characterization of walking in terms of the present, the discrete and the phatic.

*Key words:* Sport shoes, aesthetic promise, gesticulation, pedestrian speech.