



# Cosmopolitan sports culture comes alive at **PT3**

PT3 (PUMA Table Tennis Tournament) was conceived in the beginning of 2006 based on a simple idea: to bring a community together for the sheer passion of table tennis, more affectionately known as ping-pong. In conjunction with the forthcoming launch of **French 77**, a sports lifestyle collection inspired by the style and clothing of Argentinian tennis player Guillermo Vilas, PT3 pits thirty-two teams against each other. Comprised of masters from the city's creative underground, teams from Formavision, Syrup, Psyop, Rude Movements, joao, 2x4, Staple Design, Chez Music, Flavorpill, Truth and Soul Records, and many more battle it out to the end for the title of PT3 champion.

PT3 will also feature limited edition paddle sets designed by long-time pong enthusiast Johan Liden from the New York-based creative agency **aruliden**. With sophisticated lines and high-gloss finish, the '**PT3 Ultramagnetic Collection**' elevates the art of the game to new aesthetic heights.

PT3 is testament to the universal appeal of the game. Equally, it is much about the way community and creativity come together through sports culture.

PUMA invites you to be part of this community. Come on by if you're in the neighborhood this weekend!

## GROUP A

RUDE

2x4

BEAUTIFUL LOSERS

TAR ART

COMEDY CENTRAL

RICE MEMORIAL

KICKSTARTR

RED BULL

CHINATOWN SOCCER CLUB

SUPHALA PRODUCTIONS

COLLEGE HUMOR

PLUS ET PLUS

STAPLE DESIGN

SYRUP

THEME MAGAZINE

TRUTH AND SOUL

## GROUP B

FLAVORPILL

FAT BEATS

TINBOT KOLLECTIVE

ZUNE

TURNTABLE LAB

LTD MAGAZINE

APT

ROCKSTAR GAMES

VICE

MTV

PSYOP

CHEZ MUSIC

ARULIDEN

COMPLEX

FORMAVISION

XLR8R















design by aruliden





design by aruliden



Date: **Saturday, April 28th at noon**

Venue: **NYTTF 384 Broadway Street (Lower Level)**

Refreshments: **Vitamin Water, Tiger Beer**

Catering: **Surprise!**

Tournament details:

**[www.puma.com/PT3](http://www.puma.com/PT3)**

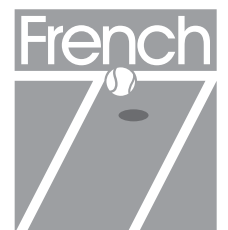
For more information:

**Kristina Fields**

[kristina.fields@puma.com](mailto:kristina.fields@puma.com)

**Khairi Mdnor**

[khairi@joaonewyork.com](mailto:khairi@joaonewyork.com)



design by aruliden