

ATHLETE
CROSSFIT AMATAK



PHNOM PENH • CAMBODIA
ព្រះពន្លឺព្រះពន្លឺ • ភ្នំពេញ

AMATAK THROUGH SHIRTS 2014 - 2019

BY CORBETT

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RUNNING SHIRTS

Produced for December Angkor Wat 10k/21k Runs in Siem Reap. This came about because I'm a runner by accident (I needed something to do when I got rejected from the Freshman basketball team) and I did, and do, firmly believe that if you are coming doing CrossFit 4-5 times per week, you can do a 10K! This first year was to help prove this to our membership. Our instructions were, do no additional training, go out, run through the temples, and finish. You won't win, but you've just done your first 10K run, thanks to CrossFit.



2014 RUNNERS

This was our first shirt on sport fabric. In fact, this is a Photoshop render. The actual shirt is screen-printed. Oh, how I miss Alma's breakfast burritos... their shop was 50 meters from the original Amatak location until Carlos' sister decided to trade in Cambodia for Louisiana for some crazy reason.



2015 RUNNERS

This was never produced. It's a great design that I got help with from my friend Archaya Tep, but I was too busy at 17 Triggers and with other gym tasks to get it produced in time, so this will only exist in Photoshop.



2016 RUNNERS

I'm still proud of this design. Yes, that is Kobe running the previous year on the back and way back. And yes, 3 years ago, all those businesses were around, some still are. We did 2 versions, the orange for most of us, the black for Carlos, Sov and a couple other crazy people.



2017 RUNNERS “CANDY STRIPE”

This is my favorite design. Period. I'll just leave it at that. The colors that printed were actually a mistake, but I LOVED IT. In fact, the bright colors ended up being the impetus for the tweaked colors for Amatak in the future.



2018 RUNNERS “BYE BYE”

I really like this. For some reason I wanted a very handwritten type. Maybe it was from re-watching “Where the Wild Things Are” or coming up with the style guide for our chalkboard, but I asked Ms. Chansophear to help with the Khmer and she delivered.



The printers then decided to “correct” something on the back, not reflected here, but if you have one of these awesome shirts, look at the back to see if you can detect the “correction” that defies gravity. #becausecambodia

RUNNERS SUMMARY

2014



2016



2018



2015



2017

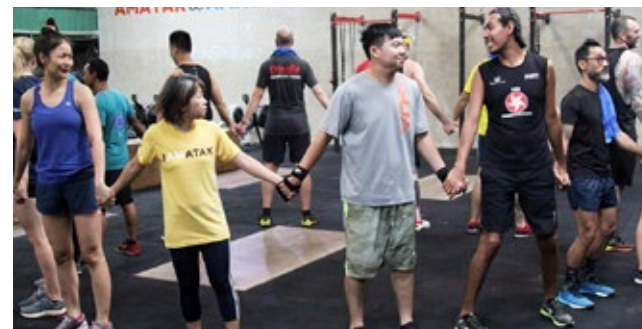


2019



“IAMATAK”

As cool as this shirt is, the design was borrowed with permission from “CrossFit Amaka” in ZAMBIA! One of our original members moved there in the first year and brought us back an “iAMAKA” shirt in blue and white. We all loved it so much we asked for permission to do our own version. We have since done 5 color variations.



IAMATAK SUMMARY



2015 CHARCOAL

The first version we produced which used similar colors as the Amaka shirt from Zambia.



2015 RED

Limited Edition - we did a pretty small run of these because RED IS FOR COACHES!!!



2019 MAROON

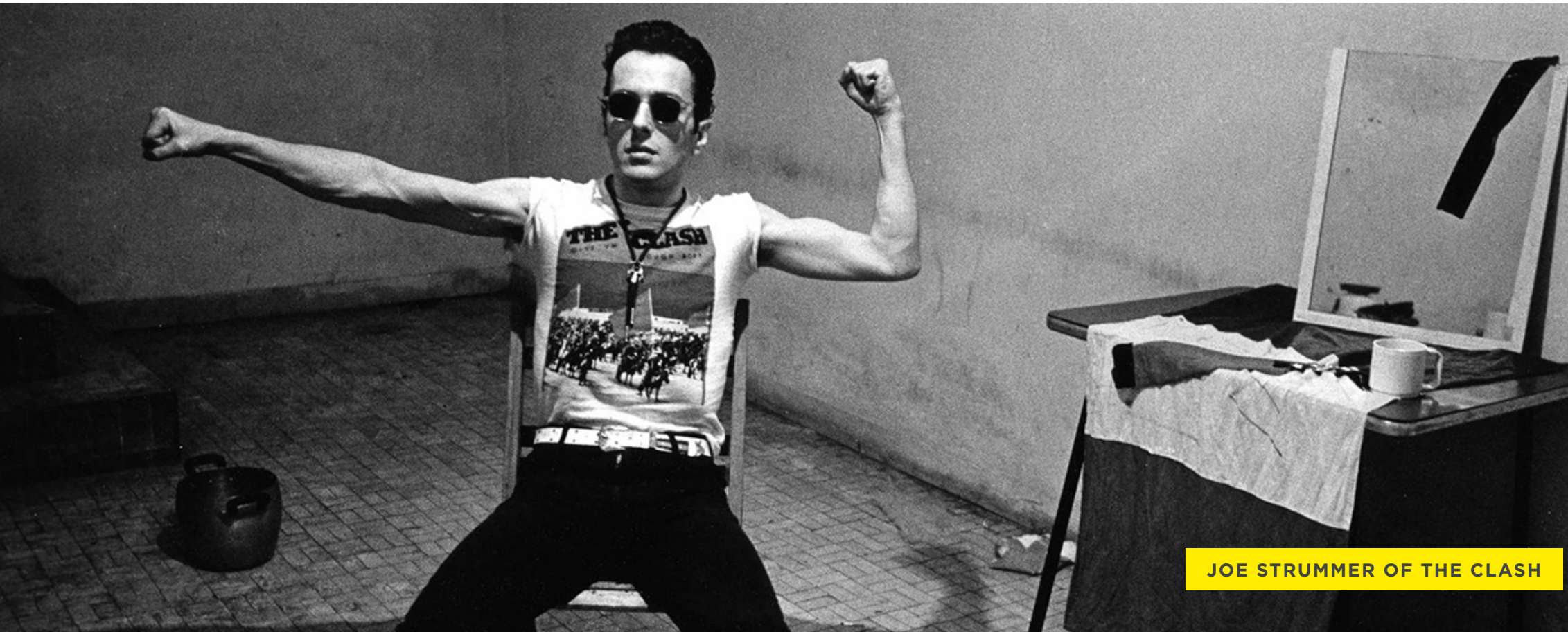


2019 YELLOW



MUSCLE TEES & SLEEVELESS

Sometimes associated with “gym bros”, the sleeveless shirt or “muscle tee” also has a history in punk rock, even going back to pre-punk “greasers” in the 1950s and 1960s. While white is also popular, for me, there is only black (also, there is no way any of us can keep a white shirt clean while doing burpees on a essentially a warehouse floor).



JOE STRUMMER OF THE CLASH

2015 ATHLETE SLEEVELESS

This is still one of my favorites, and I still wear it. I feel like this is the first shirt I got “right” from a design perspective. Even though I originally swore against rough, distressed type design, for some reason here it seemed the way to go. We did two runs of these, one of them was on slightly stretchy fabric produced by local NGO Justeez.



This is Photoshop mockup, the actual shirt does not have the slit sides and is just sleeveless.

2017 GRADIENT MUSCLE TEE

Produced our friends at “Dorsu”, I just really liked how the yellow looked on the black. This shirt is just strong graphics, simple design with bitmap-inspired versions of CrossFit tools on the back. Our screen printer was worried about the gradient but found a way.



1-OFFS

We've done a lot of items not necessarily part of a series. Each had its place and time. Some have had different editions; some we'll be going back to create new versions of.



2015 ATHLETE: PEACH, SKY BLUE & GREY

These were one of our first shirts and was a big learning process. We printed online in the US and one of our members brought them over. The ink was pretty thick and we decided to print locally in the future. You can still see a few of these shirts floating around on original members. We also did a women’s variation of this shirt on a orange and blue “burnout”.



2015 & 2016 TUK TUK

This was one of the first ideas I had, it seemed so perfect for Cambodia. This was way back in 2014 and 2015, when the old style tuk-tuks were still most common and it just seemed perfect.



Original in 2015, reprinted in 2016.

2016 “STRONG IS SEXY” BY TONLE

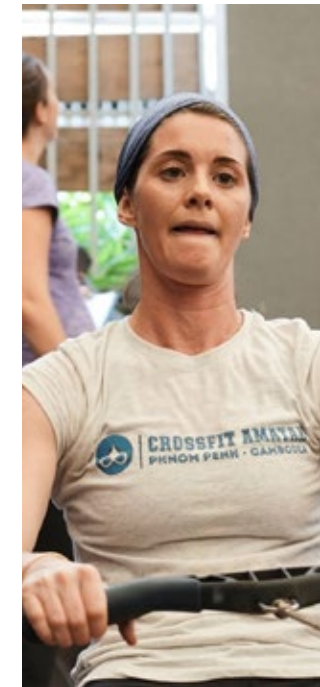
These were done in association with Tonlé. We did two color variations with the same graphics. The illustrations are original by owner/founder Rachel Faller.

www.tonle.com



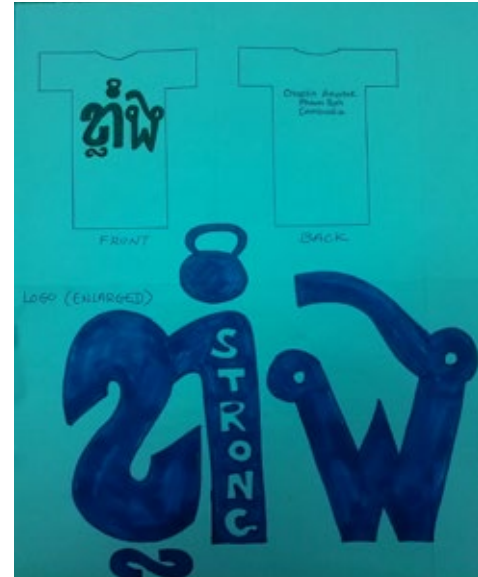
2015 “SNATCH”

The headline for this shirt was the idea of Paul Sweeting, a local photographer and friend of mine. I did the design, finding an old snatch technique illustration as the basis. This was added in part to prevent an incorrect second meeting of snatch.



2016 “KHLANG”

This shirt came about through a contest. We received 7 entries. The winner was Ms. Yan Lin who now owns and runs “Bespoke” fitness in Singapore! www.bespokefitness.fit



2017 KB T-SHIRTS

These shirts were designed by Phnom-Penh based graphic designer Joe Slater. Joe and I both love old rock posters which were used for reference. The kettlebells on the shirt are actual Amatak kettlebells! We photographed them and then brought them into Photoshop. This was also the first shirt to have our gym values on them.



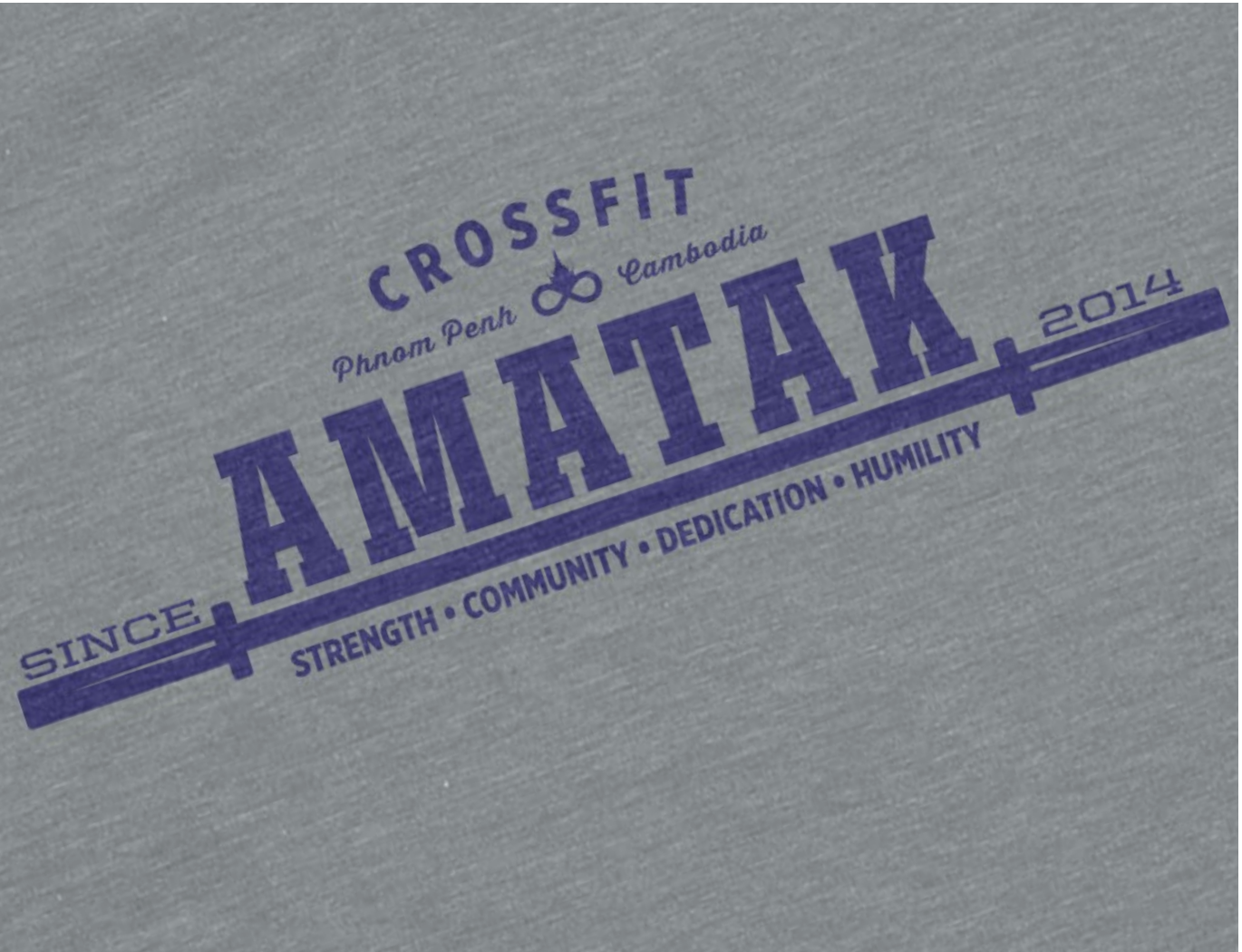
2018 WE ARE AMATAK

One of my favorite parts about Amatak is how diverse it is. Every year we take a “snapshot” of our members and we usually have over 20 countries represented. In truth, I find life in Phnom Penh more diverse than when I lived in Washington D.C. or Tokyo. So many awesome people from all over the globe.



2018 AMATAK VALUES SHIRT

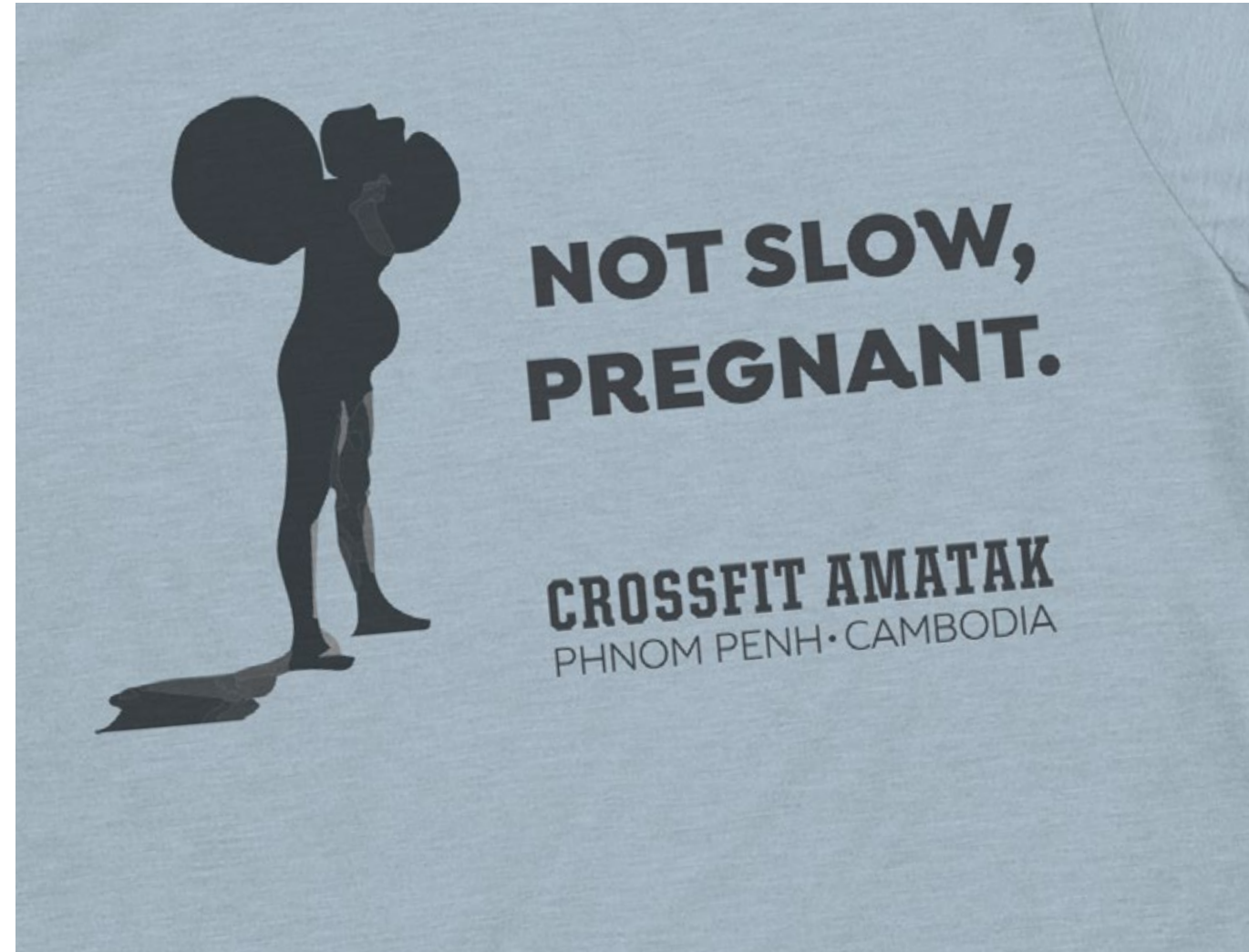
I’ll be honest, this shirt was rushed. I’m happy enough with the design, but I was too quick on the color selection and was not happy with the pink (which happens to be my 2nd favorite color!). I wanted something very classic feeling, a bit like an old boxing gym and on a similar shirt to what to the gym t-shirts provided to us in middle school. But, we were out of shirts, I got the greys in and grabbed my Pantone book to find colors, and ended up getting a shade closer to Pepto pink than magenta.



Pink and Deep Purple on Grey heathered shirt.

KNOCKED UP SHIRT

Originally done for my friend and old Amataker Rathni Mani, we've given this to Ms. Mannion, Ms. Long and a few others. I've also missed a few amazing young ladies for which I apologize but for everyone else, please let me know when you're knocked up and I'll be sure and get you one!



Special shirt made on occasion for those lucky ladies.

CROSSFIT OPEN

We've been doing the CrossFit Open since our first full year in 2015 but we did not start producing shirts until 2018 and are now making it an annual tradition, hopefully with members designs.





CROSSFIT OPEN SHIRTS

So far these shirts have been produced locally so our choice for colors and material are more limited. Our 2019 shirt was designed by Amatak little sister in chief, Chansophear Penh!

2018



2019



2019 II



STAFF SHIRTS

This section is as much for our own internal reference as anything but here you go anyway.



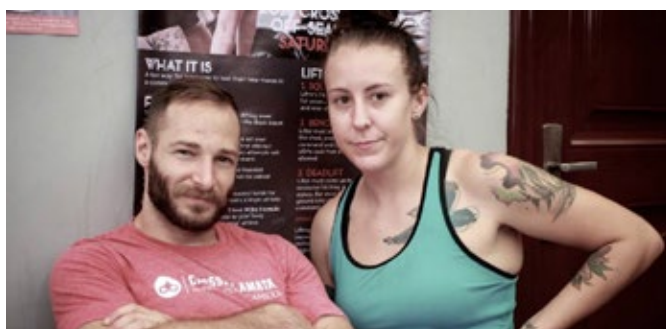
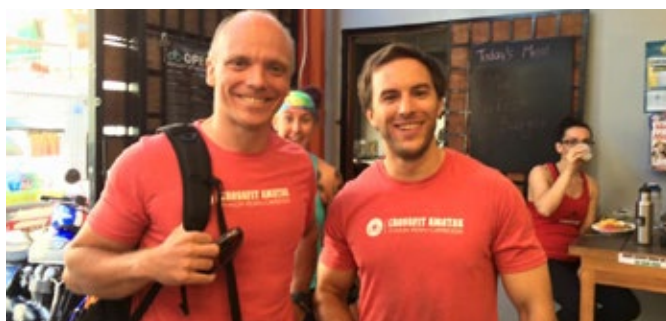
COACH & STAFF





MEMBER CREATED SHIRTS

Our members are so dedicated they've made up some of their own shirts for various occasions.





NEVER PRODUCED!

The following are concepts/ideas that we never made.

OTHER RUNNING TANK CONCEPTS



