

A Magazine Out of Left Field



Since our beginning in 2014, we have redefined the sports magazine.

By looking deeper and listening more closely, Good Sport presents an evolving and nuanced narrative of sporting culture.

To create a magazine about sports, we believe living actively engaged lifestyles are part of the creative process. Experimentation and playfulness come first, forming the foundation for a practise ripe in presenting ideas that are rich in identity and ingenuity.

We ignore the final scores and instead engage with the interplay between people, movement and community. We have discovered that sport is not just something that you go to and then come home from. An imprint always remains.

Beginning



Sport

and



The last sport I watched wasn't on television. There were no swooshsponsored athletes, front-page headlines or grape-flavoured victory showers. The last sport I watched was between a middle-aged man and a gap-toothed boy, with a group of skaters, a pair of jugglers and a lone psychic as witnesses. I watched until the boy said, "Checkmate", before turning to me and asking if I wanted a go.

by Natalee Ranii-Dropcho





Mexico '68



Portrait: Felix Dickinson Words: Andy Butler

Born in Newark, New Jersey, in 1937, Lance Wyman grew up in the nearby city of Kearry in a working-class community where sport is worshipped. As a result, he has been a sports fan for as long as he can remember, from baseball to basketball, through to soccer and boxing. Helowed sport but wasn't very good at any because he's nearsighted. Instead, Wyman was the guy in class who could draw, and it was that talent he turned into his career. Now aged 80, he's considered one of the most important living graphic designers. Many of his projects are revered by designers for their perfect blend of simplicity and charisma—none more so than the visual identity for the Mexico Olympics in 1968. And 50 years on, the work continues to resonate with Mexican nationals and the global design community alike, in a candid chat at his New York studio, Wyman told us how his passion for sport brought energy to the identity and why the Olympics are now such a different design challenge.

Above: Wyman in his Mexican Olympic Committee graphic dissign studio. Mexico City, 1967. Photography: Sieve Allen

We believe in doing things with team spirit and an openness to play, learn and grow. That's what sport means to us, and we're interested in the endless ways people from all walks of life manifest this attitude. We invite you to join us in print, online and offline, to become part of the Good Sport team.

Good Sport is

- All-inclusive and gender neutral
- Diverse in culture and race
- Showcasing different perspectives: pros, rookies, spectators and outsiders
- Not glossy, throwaway, or expected
- Pushing sports imagery and writing out of its comfort zone
- Re-contextualising the printed magazine format
- A comment on sport, not sports commentary
- Looking outside traditional ideas in the sporting landscape
- A publication that inspires people to learn more and become more active.
- Engaged with themes across professional and grass-roots movement, art, technology, food, design, architecture, lifestyle and subcultures.

Attitude

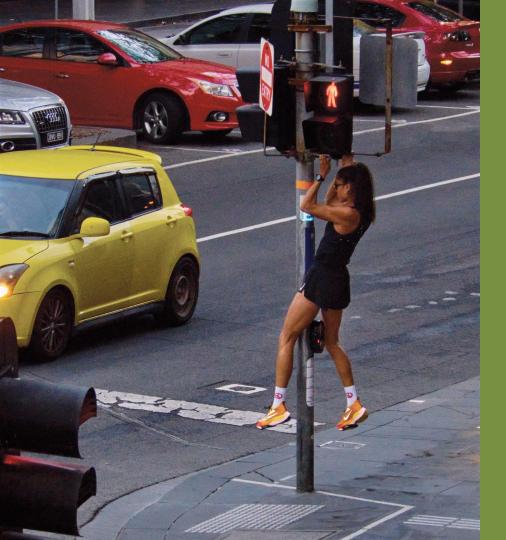












A Good Sport idea begins with curiosity, not just a headline.

We develop stories and experiments that respond to our thinking with the same attentiveness that we use to investigate the intricacies and the paradigms of the sporting landscape. Our inquisitive, open and playful approach often results in a collision of ideas from different contexts, highlighting the overlap and parallels seldom seen.

Good Sport makes them visible, readable, fun.



they don't live in the same area. And the fact that boys from the south, north, east, west, wherever you're from, can still come and make riends and have fun. And I feel, as far as the prevention of knile crime or trying to actually do something about it, people don't recognise that bikes are an amazing thing and it has helped so many people and an help so many more people."

Sach feels that because she started riding from really young, it allows her to continue on now. She started posting clips on Instagram. which became more known and young girls would DM her saying she had inspired them to jump on a bike or do something that they Ruby Balley (above) rides a enjoy that they feel is just mainly for

Collective Bike. She's 15 and from boys, "And that's an amazing feeling Rayne, Essex. She says, the most to get to do that." important thing about riding would

be who you ride with, "Because The community is global, who you ride with gives you the energy to ride well, do tricks, and Philadelphiaand France.something get better at riding. If someone's Sach says she would have never got energy, then it gives you a buzz had prior to riding. "It's an amazing and you just do well, basically." Her taxourite place to ride is Oxford age it's kind of hard to find a space Street because of the energy from that isn't full of prejudice. Bike Life riding through such a busy place. is definitely that; a place that any "You normally ride through there as a pack with all your friends, and And ms, I'm literally an example of it lets off really good vibes." that because I am a girl and they still

welcome me with open arms. Sach Blake (right) is from Southeast London and currently rides a PK Layla Carter is from East London. Ripper by SE Bikes. She thinks She got involved with BikeStormz back to the summertime when around their seventh event and everybody would go to this place called Shadwell in the East, beside She mostly puts it down to the a big river, "We'd all jump in and swim and have barbecues and that a good vibe - a vibe ate had never was what we would do every day. felt before, It kept her wanting to go We would ride there, we would get back and ride more. When Layla the little barbecue out and we'd just first met Mac, she says from that swim." It's a type of freedom that day her life has changed. "Mac's Sach says she never really had; to helped me do new things, like be able to be with your friends and massive opportunities. You had swim and eat food. "I wouldn't have so much fun, and i'm happy that i known about that place without started and carried on progressing riding bles." makes her forget about everything.

Sach believes riding really benefits the youth today, especially in lift the wheel up and go. I get an London. "Some boysmake enomics adrenaline rush and it boosts me t with each other simply because try new things."



You can't be what you can't see," says Charlie Dark. "There's space for a whole heap of female riders in the BikeStormz, Bike Life movement, and I think it's needed, actually, I think that female energy is needed. I think it's going to actually force everyone to stop raising their levels, because I think what the females will bring is just a different style, and a different swepter and a different kind of attitude, it's going to be really interesting to see how that kind of starts to influence the culture as the years processes."

believe eventually it will happen like h kating, any other sport or subculture that's come about, is that it just becomes a norm If I look at my experience of DJing. When I was DJing a lot in the 80s and 90s, there weren't that many female DJs. Now there are loads and they're smashing it. They're killing it. I think it's the more people that do he more they inspire each other to doit "

"The rituals are something I am very interested in. There is something very poetic and very true in the small gestures."

"The idea was to look at tennis with quite a sarcastic perspective, playing with the codes between social signs and functional details. We explored the polo t-shirt, using the collar placket as a sort of loop able to hold a scarf or fake jumper sleeves. Like when you carry your jumper on your shouldars and knot the sleeves in the front. It is something very prep and cliché. It was funny to make a technical device out of this classic detail by creating a polo that included a loop to carry your jumper sleeves!"

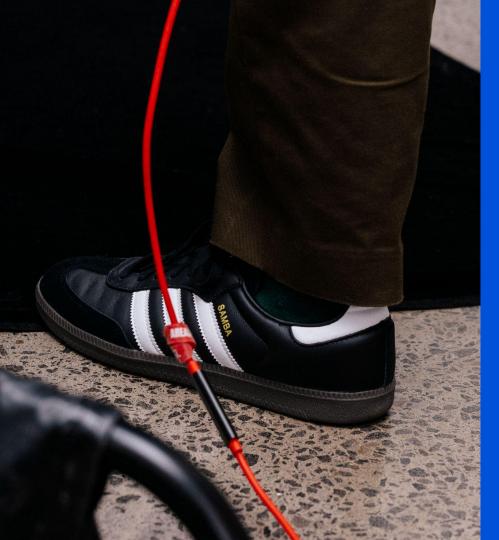
"The rituale are compating lam	The greater vision for Margot was to However, beneath this refined "The way the collection will be

e greater vision for Margot was to craft Grand Bassin as a body of work that grows with each new instalment. or collection. Rather than the next "It is about boxing as a sport I Ine overwriting or establishing the practiced myself when I arrived in moved and in last season as outdated, each is an Berlin years ago, which was when

expansion of a greater lineage of I launched the label in 2015. It is Rather than def ideas or conceptual vocabulary. The related to a risky period of my life as part of the pro next addition to Sample-cm stems and to then finding a very strong ceiling is raised will from the world of boxing, particularly physicality in my positioning. This iteration, pushing con-using the taping of a boxer's hands brought the main line to be named as the key technical reference. 'Grand Bassin' because in French At its core, San According to Margot, this boxing it means 'big beth' or 'big pool' and maintains a tech collection is shaping up to be much is also used as an expression for identity perhaps more refined and sophisticated than jumping into the deep end." anything created previously. The anything created previous; the very dry strassmot the tennis range is being replaced by delberation to by the team at Sample-cm looks that it references and made-to-order tailoring - a like a huge step toward the scale constructions th methodology drawn from the othos and scope that is truly possible convention, pu

approach is a very personal history.

of how a bower's hand is wrapped with such an ambitious and expand outward as a tam pre-fight. Literally fitting like a glove. explorative project.



Our studio practice develops and collaborates on projects from merchandise, editorials and events. Working with sporting giants like Adidas and New Balance, to the sport adjacent likes of Braindead or Coffee Supreme.

We install our unique sentiment and approach toward design, content, and storytelling into each project. Finding new avenues and platforms where we can express our voice as a unique sporting authority has proven to be a vital extension to our print practice. This creates a space where we can bring ideas to life outside of the page and screen. Witnessing them take shape through the same collaborative atmosphere that defines sport as we see it.

Studio



Go-Sees – A pop-up photo studio and cafe in Melbourne, hosted in collaboration with Adidas

















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Fhe Good Sport Guide to the Australian Open – An Editorial for New Balance A committed advocate of open information and structure due to be advocate of open information and structure due to be advocate of open information and business and the structure due to be advocate of the structure due to be advocated of the str Institute for Art and Olfaction(IAC), a window scattered and window scat

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STATES - NAMES AND ADDRESS OF Fear," he says. "But is that a smell? selling them on the solution. ACCULATION OF THE OWNER OF THE OWNER Also sweet and blood and maybe

a smell of Vaseline. It's what we use to close cuts." advertently come across a past is visible in countless ade

nd nostalgia. However, Sean's no sweat' in a series for Secret. more detail is understandable. armoits." seve an ad for Sure nell is inexorably linked to how "The more you move the ve experience our lives - it is not more it protects " claims an main event for sport, or even advertisement for Degree. ething we want to remember. The message is clear e aromatic components of Se- empowered people must

is boxing experiences - sweat, vigilantly extend their pod fear - would hardly seduce at ability to control their perfume counter, and perfume smell - especially women etino relies beavily on keeping at way. On a global scale, we are It is worth noting that ight to assume that body odour is as one-dimensional a ible. Animalistic, primal, ugly; at these taglines seem, they

at it's a necessary evil. At worst, are nonetheless a far on nust be suppressed. torants and antiperspirants slogans which tended

re almost unheard of at the turn to focus on women and f the twentieth century. That all how their body odou ged when it occurred to a Cin- could destroy love. An inati high school student, Edna example among man phey, that an antiperspirant Mum deodorant crear

James Young, Together, Murphey cream, Their Instagramads-mainly When asked about the smells in the and Young created advertisements targeted to female consumers oking gym, Sean Ludan - amateur that made heavy use of shame as a showcase a bright and admittedly overfrom Manhattan-hesitates for persuasion tool, convincing women funny blonde woman demonong moment before he answers. that they smelled terrible while strating the impact of appalling emtch-ordeur. Seated at her office chair she withstands the small

Their message survives more than radiating from her feminine lap. a century later, and deodorisers or helpfully illustrated with animated We are all intuitively aware of the antiperspirants are now a massive squiggly lines. Another woman vital link between scent and mem- and lucrative market. Exercise and poses nose to burn at a yoga class, ry. Scent has an extraordinary aportpresent aperfect scenario for pose crinkled with dispust at her wer for us anyone who has theseproducts and the connection friend's shamefully smally bottom Founder Shannon Klinoman states er's perfume can speak to its. Serena Williams and gold medalist. it clearly on Lume's website. "I ue capacity to trigger emotion. SwinCeshare the faces of "All strength saw how body odcur-whatever the source-was undermining itation in describing the scents. "I'm the boss of me. That includes my the confidence and self-worth of women and men everywhere

> from the overt sexism of mid-twentieth century

Dignity, Data and Dario. An interview with Dario Escobar. WORDS: Good Sport PHOTOGRAPHY: Supplied

blue on timber board in the 2018 Lines of works, including Lines of Filght. Flight exhibition that further unravelled

The pigment in question is known sponting goods, and is utilised in his pieces the sources.

was suppressed in Central America globalisation on Central America artworks? during Spanish colonisation due to its As Dario has shared previously in a Since I reased that the dignity of the deteated does not belong associations with traditional rituals. Reigning Champ interview, "I thought to the winner

to investigate—in a scuintural format-where the axis is the obsessive accumulation of the same industrial object (caseball bats, soccer balls, shateboards, of cultural cartoaraphies... new turean trices; unere people cultural features they shared; religion, language, ethnicity, etc.".



Similarly to how Dario's works draw from the past and present, and prompt dialogue on our potential future, insights into his childhood, his pathway to creating art and the importance of sport as we look beyond the

Dario, you initially studied architecture before focusing on visual art. What first interested you in this field, and do you think it influenced your artistic process?

entered university to study architecture because in Guatemaseemed a propitious space to think and become involved in a creative discipline.

[Studying architecture] has been very important for me because it equipped me with the technical tools to plan and develop my work. offices. From there Lolao my works, especially large format ones.

Before exploring how sport is represented through your work, can Blue isn't usually an imposing colour. Dario, who has a background in an you please share some of your earliest sports memories? It's cool and caim. The soothing assure conservation, worked with a chemist. These many sporting memories My father played socier with his ocean is partly uny we escape to seaside to decode the mysterious alchemy and triends frequenty, and Laccompanied him to these friendly matchtourns for vacation. But it was a unique recreate the colour-applying it in his school Through these experiences. I decovered how the was duid-

the processes and meanings benind Blue figures again in Darie's work, this Ithought about changing the rules of the game because, in my work, Guatemalan artist Dario Escobar's works. time in reference to the blue-collar workers there are no winners or lovers, only the public that participates. For that manufacture mass-produced my work, the most important thing is the path, not the destination -

as 'Mayan Rius' and, until recently, to establish synonymy with consumerism. When did you first realise that sport has further depth and could as integrate have and interneting to consumption and the influence to be utilised as a vehicle to present social commentary through your

The printed publication is our foundation, from which we extend into digital spaces, events, collaborations, and objects.

- Four-Square tournaments
- 5-a-side football round robins
- Running retreats
- Meditation events
- Bouldering workshops
- Film screenings
- Standalone publications
- Breakfasts, lunches and dinners
- Group art shows
- 3x3 Basketball competitions
- Running races
- Panel discussions
- Book fairs
- Towels, t-shirts, hats and mugs
- Live performances
- Original scents
 - And More





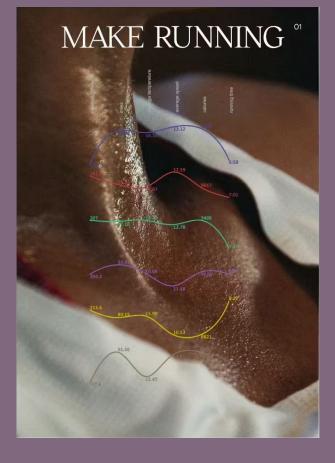


Merchandise

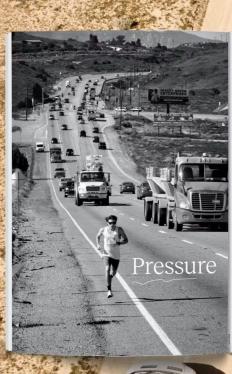


	Blank Gallery Kings Cross Track	Club				
	Grave Runners					
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	Meditation + Breat	thwork w/ Remind				
Fri PM 15th	Cruise Control Evening Run		Handle w/ Care Cafe by Coffee Su	upromo		
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Sat PM 16 th	In Flight Entertai	nment				
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Make Running Issue 01 – A magazine based around The Speed Project, produced in collaboration with Optimist Studios, Los Angeles



Words by Peter Bromka

Photographs by Devin L'Amoreaux John Jefferson Kyle Miyamoto and Olaf Heine

No. not doing this is against every

"If we do this will people accuse us of cheating?" wondered aloud.

faster way to Vegas we might as well shurt this whole thing down "cause it's race that devolved into exchanges every secome a glorified team relay," was the 200 meters - it was brutal. imphatic reply.

Besides, this has to be the way adidas is going. This is where the race will play the body somewhat fresh. This unlocked going in the results cut also that pairs only some starting for this year. Anyone see don't give our runners the chance to hande?", we warred. "That'd be the real and graph of graph of the set of shame. They gut themselves and we neve rive them a shot."

sory to Vegas.

Mythology

'No Map!" "No Rules!"

Entering year five of 'The Speed Project', world to participate in TSP trust the 32 hours with the current map. risk of becoming a bit stale. Originating They'd done the hard work of finding a up. Do they know a new route we're not as a six-person relay, typically run with supportable running route seven years aware of?" two women and four men. It was started ago and outsiders to California simply on a dare to see how fast a team of friends weren't prepared to question it - until ould make it from Santa Monica to Las this year. Vegas. Though multiple degrees more extreme than most endurance events, it'd History

'No rules' for running means the Before LeBron there was Serena. Before six athletes can trade-off the work Serena there was MJ. And before him whenever they want. This element was there was the Swoosh. But before all that evolving rapidly. Started by a group of was barely an ember of a brand called marathoners exchanging every 10km, teams had discovered the efficiency of brightly in the hearts of international shorter legs. Much shorter, While six mile sports culture, this blaze got its start in a increments provide a certain solace to a distance runner, the body tires, settles and Bodevard. Dedicated to serving athletes fatigues at this length. The previous year wild enough to call themselves "runners" a team from France exchanged runners every kalometre, which pitted them directly against a team from Boston in a "oddball athletes". Our misfit crew aimed

Make Running



Team BRS had tapped me to lead this year's team. I was responsible for preparing the runners and crew for the ney ahead. The Speed Project comes down doing to things," I cautioned. "Number one: running within yourself. Two; being tough as hell." Though seemingly

osing directives, they laid out the line the team would have to walk Absays pushing, but never too much I'd also be responsible for navigation

The sheer rate of exchange sapped the which was traditionally fairly straight

our this tradition by bringing this spirit for the sport into the forefron

of running today: unsanctioned road racing. From Santa Monica to the Strip they would run as 3107 Pico. And hen

I was; a runner not running. Yet I was

here to race. Having competed in the

previous two TSP races as an athlete

"I'm hearing they're predicting they'll run

'No map!' sounds extreme, but it had 32 hours!", Sean texted incredulously become a bit of a lie. There was no Both of us were TSP veterans, having We were set. We'd be making a new prescribed route, but while teams might previously ran the course around 36 hours, take a quick shortcut here or there, everyone largely follows the same way But adidas had posted a video online

to the Las Vegas strip. The path wasn't talking of 32 hours that gnawed prescribed by the race organizers, but at us. "It's impossible," I stated. it was inspected and recommended. Teams jetting in from around the "I just don't know how you get to

mantra has become well known, if at organizers implicitly. This was their haby. That's a 5:39 min/mile pace. Something's





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From Top Left-Clockwise: Subspace 2022 Afterparty, Long Prawn Breakfast, Subspace 2023 Install view 1 & 2, Subspace 2022 Yoga+Meditation Event with It's All Yoga.





















From Top Left-Clockwise: Good Sport x New Albion Warm Up Jacket, Good Sport x Ebbets Field Jacket, Good Sport x No Comply Mug, Good Sport x Spacebound T-shirt, Issue 03 Exhibition, Arc'teryx Climbing Workshop, Half Time Oranges Post-Run Breakfast



Our readers are some of the most vibrant and dynamically creative people we see and know. They are photographers, writers and art directors. They're new wave athletes, designers, fine artists and progressive sporting clubs.

They live and travel in the UK, Europe, the Americas, Australia, New Zealand and throughout East Asia, from Japan to Hong Kong, Seoul and Malaysia.

Distributed and stocked internationally with Antenne books and Newsstand, as well as sold online. Our aim is to support like-minded stockists and direct our readers to these spaces.

Whether that is T-site in Tokyo, DoYouReadMe? In Berlin, Athenaeum in Amsterdam, London's MagCulture, the renowned McNally books in New York, and a multitude of others extending worldwide. No stock is wasted.

Audience





<mark>06</mark> ay 2024







Global Distribution by Antenne Books, Newsstand Publishing Local Distribution by Books at Manic Seen in retailers, bookshops, boutiques. cafes and galleries. Circulation – 6200 Cover Price – \$35.00 AUD Pick-Up Rate – 90% Passing Rate – 4.2 people per copy Instagram – 8800 followers Impressions – 43,000 Website – 3,300 views monthly. Substack Newsletter –1500 subscribers Subspace Events – 1600 attendees over four days Past Advertisers include – Champion, Puma, Adidas. Converse Ace Hotel, BrainDead, New Balance.

Metrics



The Good Sport reader is:

Open minded 22-40 & 50/50 Male & Female Active and engaged Intellectual and articulate Non-conformist Curious and adventurous Artfully expressive Brand aware and aesthetically minded Diverse in background and upbringing From urban metropolis' to regional towns

Next up in the Good Sport 2024 season -

- Good Sport Issue 06 launch events June 2024
- Studio practice projects commercial and self-initiated
- Film Screening, Magazine Launch, Sport Adjacent Events
- Collaborative and limited edition merchandise with friends of the magazine.

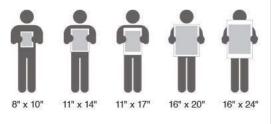


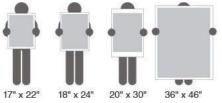


Are my predator gloves fake?









BB

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References for Good Sport 06 – 'The Prop'





The 100 Greatest Props in Movie History, and the Stories Behind

At a time in history when details go painfully overlooked, we slid movie history under a microscope to honor the simple joy of a perfect prop.

By Thrillist Entertainment

Them

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GUTTER BOARD is a game of that requires a tennis ball or other wooden 'gutter board' (general dime are: 2 planks of wood around 15-20 cm v to make the two sides of a triangle). Two pu other on each side of the gutter board, and the at the board to rebound and be caught by its through person misses, it's the other player's turn. Once you the ball ten consecutive times, you move back at one tre intervals. One metre, then two metres, four metres, metres and so on. You can also score points by catching a

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DOWNBALL (occasionally also referred to as wall-ball) is a multiplayer knockout game popular in Australia, where players take turns hitting a tennis ball with their hands against a wall. The ball must bounce once before hitting the wall, and you also have an option to allow one bounce after hitting the wall or can hit straighte away. When a shot is missed or hit out of bounds, the player is eliminated. The last player left in the round is the winner. In downball, there is strong verbal lore for the different kinds of bounces and shots taken; these include, but are not limited to, fireballs, snakeys, doubles, skinners, cannonballs, enters, normal, cherries, high tower, footsies, ace, practice, airball, chance, trick

es of the right medium for the ames Whitin actly - much more concise up by you than me and my e haha' But it's interesting to put how we assess or measure ne formula Ben Clement 3 07 PM Jul 1

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Ben Cleme

And I think particularly ue as opposed to previous ee ve moved into testing this. Or prodding a the familiar re a similar sentiment here in that sual artist and 'magazine maker' he years the aesthetic has fallen e to the background and it has he more about how you can ly and concisely articulate or ion and thoughts Alice Marks

Jun 20

secure consumption in this J James Whiting 12:09 PM Jul 13 And within that, i'm really interested in after hearing that both Ozzy Osbourne and Billy Connolly (to name a very extravagant few) have both published GPS navigation voice tracks - how the sentiment or demeanour of those reading audiobooks to this audience can alter, enhance or diminish the material at hand. I would hate to have another unwilling soul be subject to me bumbling my way through the idea of choice and re-choice. Maybe Ozzy would do it more justice. T

Tim Leesor 01 PM Jul 4 One of the beauty's of sport, or play, is restrictions. Through GS, we're in a privileged position to hear stories from markable breadth of voices. "Will these shoes make me

physical senses. Especially in subconscious ways. By lending our eyes to watching a sport as spectators, we communicate our investment in the performance of that sport, our support for the athletes, our nervousness at the outcome. I guess culture and society also teach us what a particular is SUPPOSED to communicate. Like having body odour, (sweat from exercising) for example, is

something that we are taught to avoid

at all costs, for fear of other people

smelling us and ostracising us for it.

James Whiting

good at basketball?" becomes

"Will these shoes make me

better at basketball than other

shoes?" becomes "will these shoes

make people think I'm the best

at basketball?" Combine that

with the foolers of Fashion

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9:00 AM JUI 2 I guess what jumps to mind for me here is communicating THROUGH our

content became and the breadth of discoveries you made in sourcing these stories really expanded. Alice Marks A

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