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Design for Sport

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Foreword

The individual components of sport rarely operate in isolation. Athletes respond to the encouragement of spectators; the sports “industry” requires consumers; sports stadia and facilities also create an aesthetic impact on the landscape; sport-development programmes address wider agendas, such as health and well-being; and sport culture can reflect wider societal and individual identity and aspirations.

This focus of this book is specific – the “design” of sport. However, its range embraces these multifarious aspects of the sporting universe. The physical, social and personal impact of design is approached in its widest sense, including facility, equipment, programme and sports games design, and their impact at local, national and international level.

At the heart of sport is the individual – athlete, coach, spectator, child and parent. This book preserves this essential aspect by regarding the influence and impact of design for sport on the mind, body and spirit of the individual.

Baroness Sue Campbell, CBE
Chair, Youth Sport Trust & UK Sport