



## Design for Sport

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Design for Social Responsibility



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Design for Sport shows how socially responsible design can contribute to make sport practice widespread in the general population including disadvantaged and hard-to-reach groups, and those that have been traditionally excluded such as the elderly, disabled people, those living in deprived areas and from lower socioeconomic strata plus certain minority ethnic and religious groups. Contributions from around the world provide compelling case studies and an international perspective.

While the main benefit from expanding sports practice in developed societies would be reduction of chronic disease rates and social inclusion, in the developing world where political instability and conflict are more common, the authors look at how sport can have other functions, such as a means of post-disaster relief. They discuss how Participatory Design (PD) techniques and appropriate ethnographies can be implemented in order to better understand users' needs and requirements as in the case of Paralympic sport where the increased sophistication of equipment used has evolved to meet the demands of the athletes. Reflecting the multi-disciplinary and cross-disciplinary nature of design for sport, the book also features case studies that look at environmental design to improve sport accessibility, social wellbeing, economic development and environmental sustainability.

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