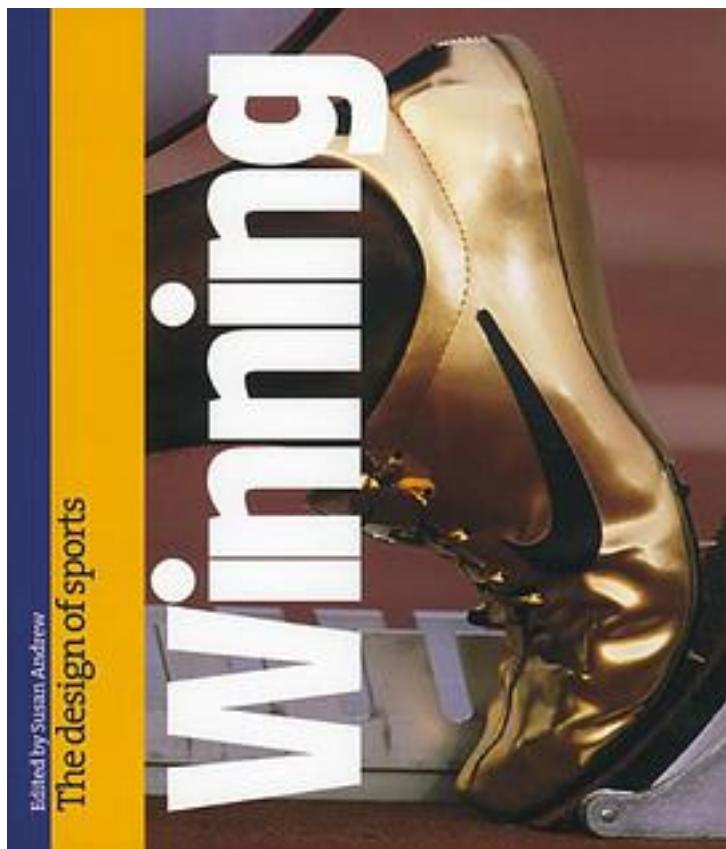


Winning the Design of Sports



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Rock Music may have been the dominant youth culture of the 1960's and the decades that immediately followed, but since the arrival of the 1990's the new sport culture has - to a surprisingly large degree - replaced it. Today sports personalities are the new role models and thus are cultural icons in their own right. Their equipment - sneakers, mountain bikes, uniforms - have become the socially defining objects. Winning takes an incisive look at the key elements in sports design and examines why (and exactly

how) sport has pervaded contemporary culture.

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