SPORT IS IN OUR NATURE **CNEBLUETEAM DECATHLON UNITED MEDIA**









CITIUS, FORTIUS !

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IN 1932, THE INTERNATIONAL FEDERATION **FIBA** WAS CREATED; IN 1936, BASKETBALL BECAME AN OFFICIAL OLYMPIC SPORT; IN 1946, THE NATIONAL **BASKETBALL ASSOCIATION** (NBA) WAS FOUNDED. THIS ICONIC, SNAPPY ACRONYM WOULD SOON COME TO ENCAPSULATE THE INTERNATIONAL REGARD HELD FOR THIS SPORT SO BELOVED OF UNIVERSITY CAMPUSES AND NEIGHBOURHOODS ACROSS AMERICA. THE PIONEERS WERE GEORGE MIKAN, BOB COUSY, JERRY WEST, WILT CHAMBERLAIN AND BILL RUSSELL, PAVING THE WAY FOR DR. J J, KAREEM ABDUL-JABBAR, MOSES MALONE, LARRY BIRD, MAGIC JOHNSON AND OTHERS. BUT IT WOULD BE A MISTAKE, AND HIGHLY ETHNOCENTRIC, TO THINK THAT BASKETBALL WAS SOLELY AMERICAN. IT IS GLOBAL. WITH 450 MILLION EARTHLINGS AROUND THE WORLD, THERE ARE TOP QUALITY CHAMPIONSHIPS HELD EVERYWHERE, IN EUROPE, ASIA AND ON EVERY CONTINENT. THE CODES OF THE GAME ARE CONSTANTLY CHANGING. FIRSTLY THE STANDARD "TEN PLAYERS ON A WELL-MARKED OUT COURT": STREET BASKETBALL, WHEELCHAIR BASKETBALL, AND 3X3, FOR EXAMPLE HAVE ALSO TAKEN OFF. SECONDLY, **DIVERSITY IS KICKING IN WITH INCREASING** NUMBERS OF FEMALE BASKETBALL PLAYERS OF ALL AGES, LEVELS AND BACKGROUNDS. THIS SPORT ECHOES TO A BROAD SPECTRUM OF SOCIETY, HAVING FOLLOWED SEVERAL TRENDS AND PIONEERED A NUMBER OF MOVEMENTS. IT HAS BEEN IMMORTALISED IN FASHION. MUSIC, LITERATURE, FILM AND VIDEO GAMES, INFILTRATING EVERY ASPECT OF POP CULTURE. SPORT IS VITAL. BECAUSE THERE'S NOTHING BETTER THAN A WORLD THAT SPINS PERFECTLY, LIKE A BASKETBALL ON YOUR FINGER! BASKETBALL IS THE OBJECT OF THIS FILE.

A **BALL.** SOME CIRCLES ON THE GROUND. OTHERS IN THE AIR. A PLAYGROUND, IN THE CITY, AMONG BLOCKS OF FLATS, OR IN THE SUBURBS. EVEN IN THE COUNTRYSIDE. ALONE, OR WITH OTHERS. READY? LET'S DO IT! IT'S TIME TO PLAY BALL. WHEN JAMES NAISMITH FOUNDED BASKETBALL IN 1891, AS A WAY OF KEEPING HIS STUDENTS FIT IN THE HARSH WINTER OF MASSACHUSETTS. COULD HE IMAGINE THAT THIS SPORT WOULD BE EMBRACED BY THE WHOLE WORLD 130 YEARS ON? DEFINITELY NOT. BUT JAMES HAD A FEELING THAT A BALL, A PLAYING AREA AND CIRCLES WERE INGREDIENTS IN WHAT COULD BE A SPECTACULAR SPORT. AN EXPLOSIVE COCKTAIL OF AGILITY, DYNAMISM AND VITALITY, REQUIRING TEAM SPIRIT AND INDIVIDUAL COMMITMENT, A COMMUNITY MINDSET AND PERSONAL TALENT. IT'S IMPORTANT TO NOTE THAT TO SCORE POINTS THE ARC AROUND THE HOOP MUST MEASURE 46CM (ONLY) AND THAT THE PANEL SUPPORTING IT IS AT A HEIGHT OF 3.05M (PRETTY HIGH!). FROM NOW ON, THIS RECIPE WOULD REVITALISE SCHOOL GYMS, UNIVERSITIES AND SPORTS FACILITIES. IT GAINS IMPETUS, AND FAST. FASTER, HIGHER, STRONGER, TO QUOTE THE FAMOUS MOTTO DEVISED BY MICHEL BRÉAL ONE EVENING IN JUNE 1894 AT THE END OF AN OPENING BANQUET AT THE PARIS OLYMPICS. THIS "CITIUS, ALTIUS, FORTIUS" UTTERED BY THE FRIEND OF BARON PIERRE DE COUBERTIN -WHO INSTANTLY BORROWED IT FOR THE OLYMPIC SLOGAN - APPLIES PERFECTLY TO BASKETBALL WORD OF BASKETBALL SPREAD VIA NAISMITH'S STUDENTS VERY QUICKLY FROM NORTH-EASTERN IN THESE TIMES WHERE RECOVERY IS KEY, THIS US, BECOMING A SPORT WITH A CAPITAL S; ITS PROPONENTS GREW IN NUMBER WHILE THE GAME ITSELF CONTINUED TO BE TWEAKED HERE AND THERE.





ONCE UPON A TIME SUT

Fair for allplayers, and free of rough play.

he 19th century wasn't the best time for young people. Luckily, **James Naismith** was able to brighten it up somewhat using a box of peaches, no less. A multi-talented sportsman (*Canadian football, lacrosse, rugby, football and gymnastics*) at McGill University, Naismith was considered one of the college's top 10 athletes. Realising he would have more opportunities as a PE teacher than an expert in religion, James accepted a professor of physical education role across the border, at the International Training School of **Y.M.C.A.** in Springfield. **n** 1891, he was tasked with devising an indoor activity that was "fair for all players, and free of rough play". Naismith came up with a fusion of multiple sports, including American football, rugby, lacrosse and football. In the interests of agility, the goal had to be high enough to avoid dunking. The finishing touch came when Pop Stebbins, the janitor, brought in the famous empty baskets of peaches. The game of basketball had almost been created. Almost, because the first game turned out to be rather rough, as James Naismith remembered in a radio interview in 1939. "My big mistake was not setting enough rules to begin with. The players began to tackle, hang on and kick. There was a general scrum in the middle of the field. Before I could pull them apart, one boy was already knocked out, another had a dislocated shoulder, and several had black eyes." In order to eliminate the scuffle element, James Naismith introduced the travelling rule along with 12 others. The adventure had begun.



ouizz Netball, it's a family affair...

aismith's brainchild met with worldwide acclaim. As popular as it was, however, some folk declared basketball inappropriate for *"respectable* women". A renowned professor, Martina Bergman-Österberg, took it upon herself to create a unisex, contactless form of the game. All physical contact was strictly forbidden, players were assigned specific positions and restricted zones on the pitch, with no dribbling or travelling allowed.

This new format spread like wildfire across the world, becoming known as netball. It is now the top women's team sport in the **Commonwealth**, numbering more than twenty million players and sixty national teams. A world championship is held every seven years, and another international event, the Fast5 Netball World Series, takes place every year. Netball was even shortlisted for the Olympics, sadly failing to make the final cut. But as long as there's a net, we have hope.

THE REAL DREAM TEAM illustrations: @ toki.walkie

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ay "Dream Team" to a football fan, and they'll maybe think of Cruyff's Netherlands team, Platini's France team, Maradona's Argentina and even Pelé's Brazil or Puskas' Hungary. Basketball fans might talk about the male Olympics team at Barcelona 1992. But probably not the US Women's Basketball team. Yet, no team in the history of sport can claim to be as dominant as this one. The team is currently pushing for its seventh consecutive Olympic gold medal, holding an unblemished record of 60-0 since its inception in 1995. Contrary to appearances, this has not been an easy ride.

he female version of US basketbal was introduced for the 1976 Olympic Games. The coach, Billie Jean Moore, published classified ads for tryouts open to "everyone and anyone", according to former player Ann Meyers. After a hectic camp, the team made it to Montreal for the Olympics. US basketball had not been expected to get through the qualification rounds, so had to rent a two bedroom apartment in Montreal, and fill it with bunk beds. The women's team managed to snatch second place at their first ever appearance in the competition. After a political hiatus at the Moscow games in 1980, the US team clinched gold in L.A. '84 and Seoul '88, until the disappointing bronze medal at Barcelona '92. This was one defeat too many. Refusing to accept failure on home soil, US Basketball changed the whole training program with a long term commitment to target top prospects and 52 friendly games throughout the world. Indeed, gold was the target of Atlanta 96'. The success was unheard of, and the team has not lost a single official game ever since. The ladies are **undefeated** for more than 25 years now.

N owadays, the ladies are facing another challenge. They no longer want to play two consecutive seasons every year. US stars go all out in lucrative foreign championships during the year, then go on to play an extra season every summer in the prestigious American professional league for ridiculously low wages. They play 2 seasons a year, regardless of international competitions! They are not asking for the same wages as men, just the same rights.



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BASKETBALL Sinchina



IF BASKETBALL WAS A COUNTRY, IT WOULD DEFINITELY BE CHINA. NO, YOU ARE NOT DREAMING? IN FACT, BASKETBALL HAS BEEN SUCH AN INHERENT PART OF CHINA'S CULTURE THAT THE POPULATION NEVER REALLY CONNECTED IT WITH THE US UNTIL THE 1980S. DID YOU KNOW THAT THE FIRST THING YOU'LL COME ACROSS WHEN VISITING THE FORBIDDEN CITY IS BASKETBALL COURTS IN THE MIDDLE OF THE MAIN COURTYARD?



asketball was introduced by YMCA P missionaries between 1895 and 1998, and caught the imagination of students everywhere. It stood the test of time, wars and revolution. The population was so fond of it that it was declared Chinese national pastime in 1935. Even during the hiatus caused by the Second Sino-Japanese War and WWII, communist soldiers found a way to play. Moreover, the first ever colour sports film of Chinese Communist Party featured the story of a female player. "Woman Basketball Player No. 5, was depicting basketball as a metaphor for human greatness, comprising values such as hard work, patriotism, honesty and team effort.

asketball continued its disassociation P from western references for decades until David Stern came on the scene. The NBA mastermind started by reeling his audience in with free broadcasts of the greatest show on earth in 1987. He then moved to a live broadcasting deal two years later. Fast forward to 2021, the Chinese market is estimated to have over 600 million basketball fans (according to inkstone indextop) and roughly 300 million players, equivalent to the total population of the US. The game has nation-specific differences, i.e. it is mainly played outdoors on a half-court. The pace is fast and the emphasis is on shooting. Another key difference is the rock-paper-scissors like system used to form teams.

n terms of competitive basketball, the Chinese Basketball Association (CBA) is considered to be the best professional league in Asia. It is headed up by the legendary Houston Rockets player Yao Ming, whose first move when in charge, was to reach out to David Stern for advice. With its cultural roots, huge amateur base, NBA fanbase and the emerging CBA, the future of basketball could well lie in China.







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SHOOT ARQUND THE GLOBE

AMANDINE B IS A TRAVELLER LIKE NO OTHER. LIKE MOST PEOPLE, SHE TRAVELS THE WORLD AND BRINGS BACK HER MEMORIES IMMORTALISED IN PHOTOS, BUT HAS AN UNUSUAL OBSESSION: A PENCHANT FOR THE SOMEWHAT UNORTHODOX SUBJECT OF PLAYGROUNDS. THE YOUNG WOMAN DECIDED TO DEDICATE HER TEN YEARS OF PICTURE-TAKING TO A PROJECT CLEVERLY NAMED "SHOOTAROUND" AS A REFERENCE TO PHOTOGRAPHY JARGON BUT ALSO TO THE WARM-UP PHASE OF BASKETBALL. PARIS, SHANGHAI, VENICE, SANTIAGODECUBA, HONOLULU, BOSTONAND SEATTLEARE JUSTSOME OF THE CORNERS OF THE GLOBE HER WORK HAS DIPPED INTO, AND SHE IS ALREADY LOOKING FOR WARD TO HER NEXT DESTINATION.



Shanghaï





los Angeles



Quito



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BEST BASKETBALL PLAYERS OF ALL TIME

GUR WORLD TOP 5

BECAUSE THE DREAM TEAM IS NOT JUST MALE OR AMERICAN, HERE'S A SUBJECTIVE (BUT STILL POSSIBLE) SELECTION FOR OUR DREAM TEAM: "OBVIOUS STARTERS" AND "SUPER SUBS" - IN OUR EYES...

illustrations: 🞯 toki.walkie



TONY PARKER

France Paris Racing Club (France) San antonio Spurs (NBA) Charlotte Hornets (NBA)



- 4x Champion NBA
- 1x Gold medal Eurobasket
- 1x Silver medal Eurobasket
- 2x Bronze medal Eurobasket
- 1x NBA Finals MVP
- 6x NBA All-Star
- Player of the year FIBA Europe
 MVP Eurobasket
- 2x FIBA Europe Player of the Year
- 2x Euroscar Áward



HAKEEM OLAJUWON

Nigeria/USA Houston Cougars (NCAA) Houston Rockets (NBA) Toronto Raptors (NBA)



- NBA's 50 Greatest Players
 Naismith Memorial Hall of Fame
- FIBA Hall of Fame en
- All-time greatest NBA shot blocker
 1x Gold medal Olympic games
- 2x NBA champion
- 2x NBA Finals MVP
- 1x Most Outstanding Player of NCAA Final Four
 1x NBA regular season MVP
- 12x NBA All star
- 2x NCAA finals



MANU GINÓBILI

Argentina Andino Sport Club Estudiantes de Bahía Blanca Viola Reggio de Calabre Virtus Bologne San Antonio Spurs (NBA)



- 1x Olympic games gold medal
 1x MVP Olympic games
 1x Olympic games bronze medal

- 1x World champion silver medal
- 2x Gold medal FIBA AmeriCup
- 4x Champion NBA
- 1x NBA Sixth Man of the Year
- 1x Gold medal Euroleague
- 1x Euroleague finals MVP
- 1x Italy league champion
- 2x Italian cup
- 2x Italian League MVP
- 50 Greatest Euroleague Contributors
- MVP FIBA AmeriCup



LAUREN JACKSON

Canberra Capitals (Australia) Yongin Samsung Life Bichumi (Korea) Spartak Moscow (Russia) Ros Casares Valencia (Spain) Storm de Seattle (WNBA)



- 3x Silver medal Olympics games
- 1x Bronze medal Olympics games
- 1x Gold medal FIBA world champion
- 2x Bronze FIBA world championship
- 1x Gold medal FIBA Oceania
- 3x Gold medal Euroleague
- 2x WNBA champion
- 5x WNBL champion
- 1x Russia champion
- 1x Spain champion
- 3x MVP WNBA
- 1x MVP WNBA finals
- 1x Euroleague finals MVP
- 1x Korean league MVP
- 4x WNBL MVP
- 4x WNBL Finals MVP
- 5x WNBL All-Star
- 8x WNBA All-Star
- WNBA best players (10, 15 and 20 years)

ARVYDAS SABONIS

Lithuania/USSR Žalgiris (USSR/ Lithuania) Fórum Valladolid (Spain) Real Madrid (Spain) Portland Trail blazers (NBA)



- 1x Gold medal Olympic
- 1x Gold medal world cup
- 1x Silver world cup
- 2x Bronze medal Ólympic games
- 2x Gold medal Eurobasket
- 1x Silver medal Eurobasket
- 1x Bronze Eurobasket
- 1x Gold medal Euroleague
- 1x Euroleague MVP
- 3x USSR champion
- 1x FIBA club world cup
- 2x Liga ACB champion
- 2x LIGA ACB Finals MVP
- 2x MVP Liga ACB
- 1x Royal spanish cup
- 1x LKL Champion
- FIBA's 50 Greatest Players
- 50 Greatest EuroLeague Contributors
- 6x Euroscar Player of the Year
- 2x Mr. Europa Player of the Year



THE BENCH

Dirk Nowitzki Pau Gasol (Germany)

The **Wunderkid** went from a teenager playing in From a prodigy in Memphis, Pau Gasol joined the 2nd division in Germany to the NBA finals MVP with Dallas Mavericks. He redefined the power forward position and proved that Euro- off to rack up international trophies with the Spapean players could succeed at the highest level.

Tall in both size and talent, **Yao** is China's greatest Dubbed "Basketball Mozart" by his peers, Petrović is one of the best ever European players. Living Kobe and the Lakers to form one of the most basketball player. The centre could have been deadly duos in the league. He also used his time one of the best ever if his knees did not retire life in the fast lane, he tragically died in a car accident at a time when he was enjoying huge success years before him. with his new NBA team, the New Jersey Nets. nish selection.

Oscar Schmidt Shin-Ja Park Maria Stepanova (Russia)

Queen of the double-double, Masha started dominating The all-time top scorer of the Olympic Games, Mão Santa Recognized as the best female player in Asia for 12 years, **Shin-Ja** won the MVP award at the 5th was so aware of his prowess that he refused multiple European basketball as a teenager while playing for CSKA NBA invitations at a time when foreigners were not even FIBA World Championships in 1967, despite Korea Moscow. Since then, she has won almost every single basconsidered decent players by the American league. He being defeated in the finals by the Soviet Union. ketball trophy imaginable. decided to stay in Europe instead where he continued to break more records.





WHEELCHAIR BASKETBALL

t first sight, it's hard to realize **Benjamin Chevillon** has such a great record. Yet, the 33-year-old basketball player with 40 french team selections and a season with the Chicago Bulls, has a little story to tell. Benjamin lost the use of his legs following leukaemia treatment when he was 5 years old. It wasn't until a decade later that he decided to venture into the basketball club down the street. Cheeky, the coach, tested him out at the first practice by asking him to pick up a rolling ball. Instinctively, he snatched it like a vet, and the rest is history.





laying a team sport helped him to gain perspective of and overcome his mobility situation. He talks non-stop about the beauty of the game, which he describes as dance routine. "When you watch the best teams in Europe play, it's a ballet, it's insane." Two years later, the 19 yearold joined the U20 national team thanks to a couple of good performances against the manager's team. At the same time, he successfully tried out for the University of Alabama team, but his scholarship was cancelled because of the financial crisis. He first crossed paths with the Bulls head coach, Daniel Feirrera, in 2009 at the world championship. "He had heard about my aborted transfer to Alabama and invited me to join the Bulls."

b ut Benjamin was not ready to give up everything to become a professional; his mind was on D his studies. Determined, Daniel Feirrera renewed his proposal in 2012 and, after a week of try-outs in Chicago, everything was arranged. The **NWBA's** standard of professionalism leaves him speechless. He does not have to worry about housing, a car, a physiotherapist, logistics... everything is taken care of. "All we think about is basketball". On court, Benjamin is going toeto-toe with his idols Patrick Anderson, Steve Serio, Bryan Bell and his personal G.O.A.T, Matt Scott - "the man who does magic in a wheelchair", he says. After experiencing some issues trying to adapt, he learned how to clear his mind under the guidance of head coach, Daniel Feirrera: "Basketball is 70% in the head and 30% ability", and became an All-Star. He returned home armed with this advice and driven by a strong entrepreneurial spirit. Retired from competition, he dived head first into media buying, which requires the same qualities as his point guard position. His finely honed anticipation and analysis capabilities on the court will be helpful as a Google ads expert. His only regret is having missed the craziness of college basketball, but Benjamin is a man who looks forwards, not back.

A little bit of history

Wheelchair basketball was developed in the 1950s by Doctor Guttman. The rules are the same except for contact violations. Special attention is paid to the wheelchair, whose specs are strictly regulated. In addition, the players must be strapped in.





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LIZ AGAINST ALL

n court, the 29-year-old basketball player extolled in **Drake**'s song looks like Wonder Woman with a basketball. Too tall and too loud, Liz seems invincible. Yet she proved the world wrong, by being one of the first to open up about mental issues among professional athletes. Despite their celebrity status, athletes get lonely too. Especially women exhausted from being harassed on social media and playing neverending seasons to make a living. Once the lucrative international seasons are over, women players then immediately turn their attention to the American league in the summer. Depression often results from this unrelenting schedule. Liz has been stacking up trauma all her life; raised as a black girl in Melbourne by her mother and grandmother. No father figure, nor black role model. The cut was so deep that she started wearing blue contact lenses and dying her hair, but it was not enough to stop her classmates mocking her complexion, height and shape.



iz was already feeling like ending her life at inne years old, so her mother signed her up to basketball to make friends. At the age of 19, she was one of the best players in the world, yet she suffered from the pressure of not being able to lead her teams to victory. Whether in Tulsa or in China, she could not handle the blame and cried every night, miles away from home. The worst part was that she couldn't count on support from her teammates, yet camaraderie was the main reason for her love for the game. She reached breaking point in December 2016. Sinking into parties, self-medication and alcohol, after blaming herself for the Australian team's failure at the Olympics, Liz was placed on suicide watch and moved back in with her mum. Rejecting the same fate as her best friend from school who killed herself, she took a year off from basketball, trying new things like DJing and designing clothes. She chose life.

These days, Liz has found her way back to the hoops. She came back a changed person and more vocal about sexism and racism. The real Liz Cambage is not invincible, she is unapologetic.

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Trajectoire studio



BASKETBALL IS (he)ART

FOR THE LAST 15 YEARS, **JÉRÉMIE NASSIR** HAS BEEN WORKING AT CREATING UNIQUE EXPERIENCES FOR BRANDS SUCH AS ADIDAS, ROLAND GARROS, NIKE AND TOUR DE FRANCE... BUT A LITTLE VOICE KEPT WHISPERING THAT THERE WAS SOMETHING EVEN GREATER HE COULD DO WITH HIS PASSION FOR BASKETBALL. HE DECIDED TO MERGE THESE TWO ASPECTS OF HIS LIFE IN AN AMAZING ART PROJECT CALLED **"WHEN SPORT INSPIRES"** BY THE TRAJECTOIRE STUDIO. THIS WAS 2019, A TIME WERE YOU COULD STILL GATHER UP A BUNCH OF SKILLED ARTISTS IN A CLOSED SPACE. A LUCKY 10,000 WERE INVITED TO WANDER AROUND A HUGE GARAGE HOUSING MORE THAN 30 ART INSTALLATIONS INTERPRETING ONE OF THE MOST PHOTOGENIC SPORTS EVER: BASKETBALL. THE MAN BEHIND THE EXHIBITION EXPLAINS US HIS IDEA IN TWO WORDS.





Trajectoire studio x Sophie Hauzer

Hi Jérémie. What's the idea behind this exhibition?

Art and sport are 2 universes that might seem contradictory at first glance, but are actually displaying the same creative and communicative energy. The idea is to offer new collaborations and experiences that bring together communities of enthusiasts who are rarely united but intrinsically linked. Another angle was to offer a new perspective on contemporary creation.

What is your source of inspiration?

My 10 year old daughter. I knew that if I could capture her attention, I would be able to appeal to other people not necessarily into art. I don't think that many children are aware of the works in the Louvre. Taking them to an exhibition about their passion (basketball in this case) is an effective way to introduce them to the artist's universe.



Trajectoire studio x Audrey Guimard





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BASKETBALL Jöbs

PRODUCT ENGINEER FOR DECATHLON'S SIGNATURE BASKETBALL BRAND, TARMAK, **EVA MARSAC**'S STORY BEGAN FAIRLY NORMALLY. ENCOURAGED BY HER BEST FRIEND, SHE STARTED TO PLAY BASKETBALL AT THE AGE OF 8, IN A SMALL TOWN IN WESTERN FRANCE. AFTER A FEW SEASONS, SHE DECIDED TO TAKE IT TO THE NEXT LEVEL BY JOINING THE PRESTIGIOUS LIMOGES CLUB TO TRY OUT IN THE FRENCH SECOND DIVISION, WHILE PURSUING PHYSIOTHERAPY STUDIES.

THE SEASON WAS A LONG ONE AND HER UNIVERSITY PLANS WERE THROWN INTO DISARRAY. NEVERTHELESS, EVA BOUNCED BACK IN A NEW CLUB CROWNED AS **U19 VICE-WORLD CHAMPION** WITH THE FRENCH NATIONAL TEAM, THEN MOVED AGAIN TO NORTHERN FRANCE WHERE SHE PLAYED AT A SEMI-PROFESSIONAL LEVEL AND STUDIED TEXTILE ENGINEERING. THIS OPENED THE DOOR TO DECATHLON, WHERE SHE NOW DESIGNS PRODUCTS LINES FOR OUR BASKETBALL RANGE.



Hi Eva. Can you tell us a bit about your time at Decathlon?

I joined Tarmak in February 2018 for my study project. I was working as a textile product engineering intern, to redesign a model, and to incorporate 3D into the design process. Then I got a short term contract, and finally a permanent one as a textile engineer. I also had the chance to work on several basketball shoe models. I really loved this experience. This year, I'm changing my focus to design our Women and Junior shoe ranges.

Describe a typical day at Tarmak?

Generally, in the morning I talk to our suppliers. The products I'm working on are made abroad, in Dhaka (Bangladesh) - for the budget range, in Qingdao - for our t-shirts, and in Nanchong in China - for the advanced range. With the time difference, the morning's the best opportunity to discuss things with these particular partners. I explain our needs, we look for ways we can mass produce our products and make them as high quality as possible. We then meet in a project group, with the designer, the model maker and the product manager. We take stock of the current projects, we test concept ideas, we debrief prototypes, and so on.

How do you test products you are developing?

We always have our products tested by basketball players from clubs in our area. Their level depends on the range of products we want to test: beginners, experienced or experts. We generally test competitive products as well as our concepts in playing conditions. This allows us to set our mind on one construction rather than another. As the project progresses, fittings are carried out to adjust the products and check that they fit different body types. When they are sufficiently developed, the latest versions are tested in real conditions to validate their design, and that we stand for everything we claim. It's really interesting: it's the point at which we see if we've got it right, or if we still need to tweak a few things. I talk a lot with the teams responsible for developing our components to anticipate our future needs, and I liaise with the research and development teams who work on the human body, particularly Sports Lab (Decathlon), which boasts dozens of engineers and specialists in situ. I learn a lot from this research: this generates information that we use to guide our design of the finished product.

I'm super proud of our new women's kits, which are coming out in January 2022. Firstly, because it's something for women, and that means a lot to me. Secondly, because it's a project we've worked on intensely. We spent a long time working on the planning stage with an external company, Proofmakers, and a women's basketball club, Carvin, so we could assess needs and grasp certain behaviours in minute detail. We wanted a proactive design, so we tried to design this range for women and their specific issues. We also incorporated an eco-design element by looking at our component choice. This is one of Tarmak's first textile models to be designed in this way. I can't wait to be able to play using these products and see them hit the shelves!

You were world U19 vice-champion with France. What has this experience given you in terms of your day to day life?

Only positives! It was an incredible experience and I was very proud to represent France! But above all, it was a long road to get there, that's what I remember and what benefits me the most on a daily basis. Work, willpower, pleasure, the importance of being supported by the right people. It's also meeting people with positive values, and personalities that have made an impression on me and continue to inspire me now in my daily life.

Which Tarmak product are you the proudest of?

You recently gave 3X3 a try. Are there any major differences compared to 5X5 or streetball?

The principle of 3x3 is the same as 5x5, just putting the ball in the hoop. The rhythm is completely different though, it's fast-paced, and very intense with little downtime. You have to move very quickly from one move to another. The atmosphere is also different. In general the tournaments take place outdoors, in the summer... It's friendly and accessible; there is a real mix of players from different backgrounds and levels.

As a player, I find that both formats are very complementary and each brings something to the game.

Can you see any areas that could be adapted to suit these particular formats?

Yes, but shhhh! 3x3 is on the up - we're definitely thinking about it!



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SHEES



SOME BASKETBALL SHOES HAVE BECOME LEGENDARY THROUGHOUT TIME. CONCEIVED WITH OUR PLAYFUL MIND, WE ARE PROPOSING OUR SELECTION OF THE MOST ICONIC BASKETBALL SHOE AND LEAVE THE FLOOR OPEN TO DEBATE.


illustrations: 🞯 toki.walkie



CONVERSE ALL STAR

Born in 1917, under the code "A11", the "Chucks" achieved posterity when a certain Charles Taylor came in to complain about a defective sole. He became a brand ambassador and sold the All Star model by organizing training camps all over the United States. His name ended up permanently synonymous with this iconic model.



ADIDAS SUPERSTAR

Casily recognizable thanks to their shell toe, the superstars appeared in 1969 as a tribute to the Boston Celtics and took the league by storm. Instantly popular, 75% of NBA players adopted them during the mid-70s. The rap group **Run DMC** then paid homage to them in the song "*My Adidas*". As a result, the first ever sponsorship deal between a sports brand and musicians was secured.





 $P \cup M A$ $C \mid Y \mid F$

The "Clydes" grew from an adaptation of the shoes worn by sprinter **Tommie Smith** just before his historic raised fist. New York player Walt "Clyde" Frazier had their width changed, won two NBA titles and in the same breath signed the first sponsorship deal for a basketball player. The Clydes then shifted to the feet of hip hop dancers, better known as **B.Boys**.

n 1989, New York Knicks legend **Patrick Ewing** left adidas to found his own footwear brand A symbol of coolness, Ewing Athletics could be seen on the feet of streetball players and en vogue rappers of the 90s like Tupac, Kriss Kross and Gang Starr.



E W | N GATHLETICS

REEBOK

hese pumps raised the bar with new quality standards. Everything was new, the small inflatable valve, the high performance design, and, above all, the price: these were **the most** expensive basketball shoes ever ($\in 170$) when they came out in 1989.



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WHEN **TARMAK** WAS CREATED IN 2016, OUR DREAM WAS TO COLLABORATE WITH THE NBA, THE GREATEST BASKETBALL LEAGUE IN THE WORLD, WITH A SHARED AMBITION TO DEVELOP AND PROMOTE BASKETBALL. SO IT WOULD SEEM LOGICAL FOR **TARMAK** AND THE NBA TO TEAM UP TO MAKE THIS POSSIBLE. THIS LEAGUE HAS PLAYED A MAJOR ROLE IN OUR PASSION FOR BASKETBALL. IT'S A CHILDHOOD DREAM COME TRUE ... AND A PLEASURE TO SHARE IT WITH YOU.



TARMAK SE900 NBA EDITION

Our design team, composed of basketball passionates, has developed this shoe for A-level players. Approved by NBA itself, the unique outsole of the **TARMAK** SE900 provides maximum **bounce and agility.** This mid top model is perfect for explosive players who spend time in the air. Available in 7 different NBA team colours, adult size only.



TARMAK MID 500 KIDS NBA EDITION

ids' Mid 500 guarantees optimum comfort for young basketball players. The premium rubber outsole offers cushioning, great grip and stability. They're also highly breathable, so little champs can give 110% while keeping their feet dry. Available in 6 different NBA team colours. Special black NBA edition shoes are also available.



TARMAK NBA THE THERMAL UNDERWEAR R A N G E

The TARMAK NBA collection offers a range of base layer tops, 3/4 length tights and compression sleeves. Designed to keep basketball players **dry**, the collection wicks away moisture, with quick-drying fabric, while the fitted shape prevents irritation from rubbing. Available in your favourite NBA team's colours in adult and kids' size.



TARMAK NBA DUALSHOCK

The game of basketball has become increasingly intensive, with impacts becoming more frequent and hard. Therefore, **TARMAK** has developed a range of protection gears to help **reducing injuries** during practices or matches. Comprising elbow and knee pads, this new NBA-approved protection product range is available for adults and kids, giving you peace of mind throughout your game.



SUPPORT RANGE TARMAK NBA

he new TARMAK NBA support range features ankle, knee, shin and finger supports and is available for adults only. It is ideal for ligament instability or players who feel unsteady on their muscles or joints. Stamped with the classy NBA logo, the support range helps restore confidence in players who are back into sport (basketball, football, handball, tennis, badminton, running, trail, gymnastics, judo, etc.) or recovering from injury.



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BASKETBALL GEAR









FAST 500 WOMEN

he new Fast 500 is a low top shoe. It is the only basketball shoe **exclusively designed** for female players. Ultra-light, it delivers total freedom of movement of the ankle. **TARMAK**'s design teams have thought out and designed this shoe to suit the shape of a woman's foot and to provide maximum comfort on court.

he latest addition to the **DECATHLON** basketball brand is a revolution in itself. Able to **resist deflation** and wear and tear, and intended for use on any basketball court, the new R900 ball from TARMAK is a real treat for outdoor players! With its eye-catching design, unique grip and innovative technology, the R900 has everything to make basketball easier ... for a very long time!





B5()() B()X

eveloped for both young and older D players, the new B500 BOX basketball hoop is the latest incredible innovation from **TARMAK**. This official basket boasts 4 adjustment heights up to 3.05m, can be unfolded in under a minute without any tools, and is super compact and discreet when stored. There's no doubt that the B500 Box will find its place in your garden or on your terrace!

LIBRARY

•• •	Blue chips, William Friedkin 1994
•• • •	Soul in the hole, Danielle Gardner 1997
•• • •	Hoop Dreams, Steve James 1994
•• • •	Doin' it in the park, Kevin Couliau et Robert Garcia 20:
))	Love and basketball, Gina Prince-Bythewood 2000
•• • =	The last dance, Jason Hehir 2020
•• • =	Once brothers, Michael Tolajian 2010
•• • •	Above the rim Jeff Pollack 1994
•• • •	He got game, Spike Lee 1998
•• • •	Woman Basketball Player No. 5, Xie Jin 1957

- E Trashtalk, Marabout 2018
- E When the garden was eden, Harper 2011
- Eleven rings, Virgin 2015
- E Let me tell you a story, Hachette 2004



Basketball for the player, the fan and coach, Simon & Schuster, **1976**







Stay Tuned ——