

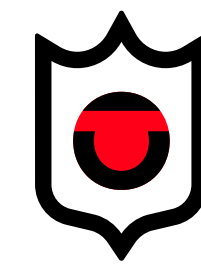
DREAMING



ONEBLUETEAM
DECATHLON UNITED MEDIA

SPORT IS IN OUR NATURE

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BREAKING



**JOIN
THE
CREW**



Breakdancing is part of the Olympic family, like surfing, climbing, skateboarding. The next meeting? During the summer games in Tokyo 2021 as a show, and as an official sport in 2024. The IOC (*International Olympic Committee*) was willing to **modernize** the noble institution which was softly sleeping and forgetting some major contemporary disciplines. Sports practiced outside sports halls and stadiums, for young people, in urban spaces, made up of **social diversity**. When the sports world welcomes new colors, it is certainly the right time to combine them with the Olympic games.

Who could have guessed breakdancing would become part of the **Olympic games**? Well, it is a reality now! The organizing committee for the **Paris 2024** Olympic games has confirmed this progressive energy, putting together this artistic, well-liked physical activity with the Olympic games. Breakdancing is the kind of sport that allows new athletes to show their talent. Breakdancing is **born in the streets** and has a very specific background, with a diversified community, unified around specific codes, and equipment. Breakdancing has its own lifestyle. Let's welcome the vibrant **Hip-Hop world** and its million dancers, a world that is now well-established, a well-deserved reward.



BREAKING AT THE OLYMPIC GAMES

A DECISION THAT BRINGS MANY QUESTIONS.

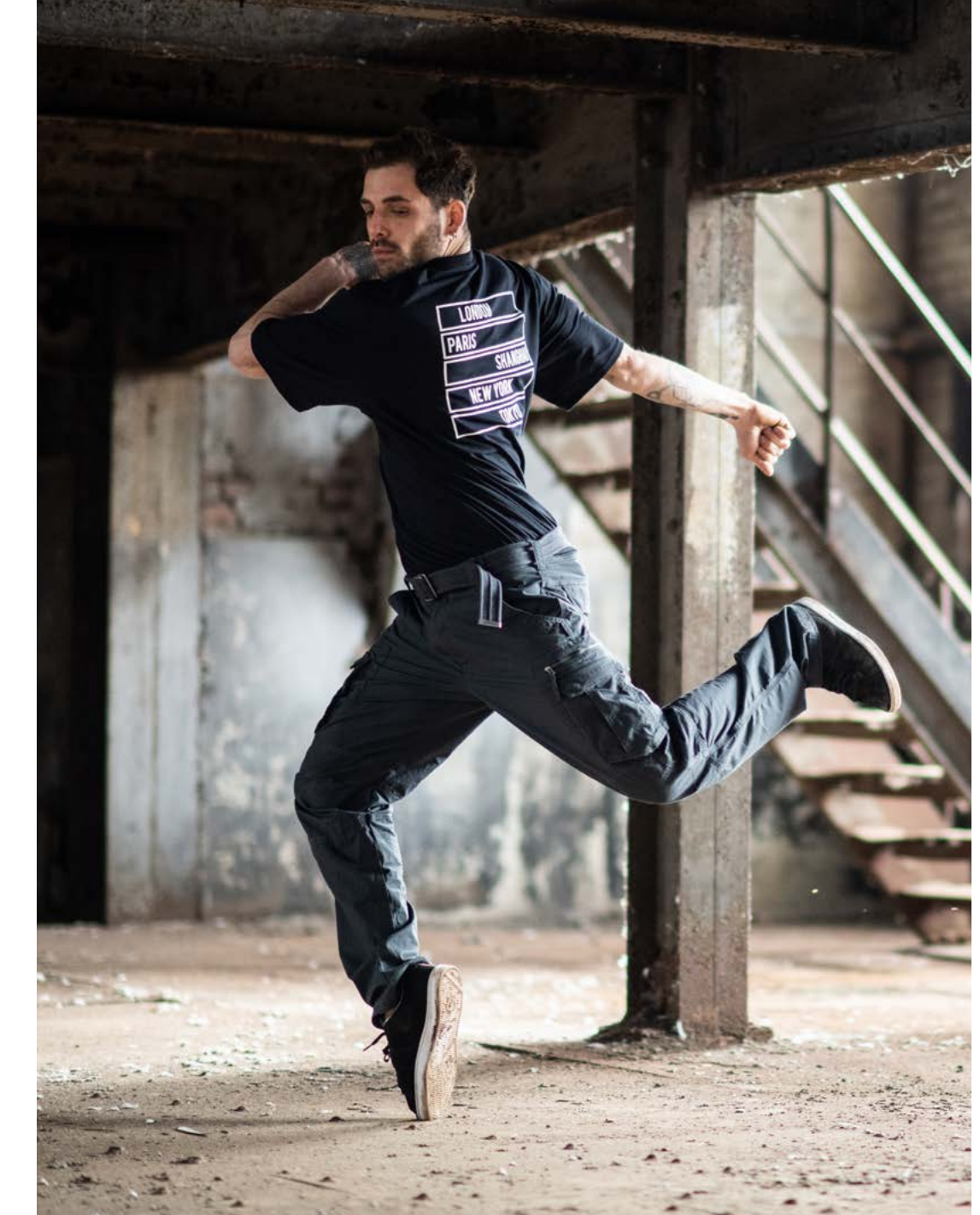
Breakdancing at the Olympics: This decision will maybe interrogate, intrigue, and create an open discussion about the new faces of sports. Has **urban dance** its place within the Olympic world? To try and answer let's go and follow "**battles**" (*competitions*) organized around the world. As **Thomas Bach** did (*the IOC président du CIO*) during the Youth Olympic Games in Buenos Aires in 2018. His answer was very clear: "I have to admit I have some admiration for all the breakdancing moves. This dance allows dancers to show their personality. You feel the performance, you discover clearly the personality of each athlete." Just as in gymnastics or figure skating, you have **to practice breakdancing for many years** before mastering the dance steps. It requires **real physical strength**. In these sports, you must have a slick and **energetic creativity** to find your own artistic style.



Dancers are sportswomen and sportsmen but also **artists**. With them, the whole breakdancing **culture** will dance, freeze, and footwork at the Olympic Games. It will be an invigorating meeting between a durable and solid institution and the freestyle moves of Hip-Hop, which has strong codes, languages, and styles... In one word: **diversity**, a unique and specific culture with its catchphrase: "Peace, Unity, Love and Having Fun".



A rich culture spreading around the globe, as quickly as a rap flow, coming from the poor suburbs of New York, Chicago, or Los Angeles at the beginning of the **1970s**. Breakdancing is born in the streets, where everything starts, again and again, like tomorrow's sports. Here it comes, driven by the Olympic flame. A great opportunity to introduce breakdancing amongst a general audience, to present B-Girls and B-Boys (*breakdancing dancers*), to put an end to **false ideas** like urban life and streets are full of violence or breakdancers are just dancers wearing a hoodie, dancing on the floor, and hanging around dark streets.



Breakdancing is all different. It opens a rare and wonderful door and allows this sport to invade peacefully the everyday urban life. It is a world of **positive energy, a colorful and creative world, a wind of change** at the Olympics. As Menno, the dutch breakdancing star said: "Call us Art-hletes!". Art and sport are unified, it is the topic of this press file.

Happy reading!

“Call us
ART-hletes!”

The Get Down
11 episodes

USA, 2016/17



THE HISTORY OF BREAKING, BETWEEN MUSIC, PHILOSOPHY, AND SPORT



HALF A
CENTURY OF
PROGRESS &
EVOLUTION

Breaking is a style of dance coming from Hip-Hop dance. It has a musical background but Hip-Hop dance also brings together five disciplines: **Rap, DJing, Graffiti, Beatboxing, and Breakdancing.** This dance was born at the beginning of the **1970s** in the poor suburbs of New York, particularly in the South Bronx. Young inactive people could not find a place to show their creativity, in their surroundings there was misery, drugs, and gangs. They could confront other people with their dancing skills and not with violence. For those people, mostly of Afro-American or Porto Rican origins, this new physical activity was a great **source of inspiration** and a **way to exist.**



“Peace, love, unity
and having fun!”

Breaking is constantly changing. Moves evolve with the music. Even if existing steps represent the basics, **Bgirls and Bboys** are always trying to find new steps or moves according to the different evolutions of music. They find inspiration through classical dance moves or martial arts like **Capoeira** (*from Brasil*), their imagination has no limit. Breakdancers are very curious about what is happening around the world. Breakdancing has universal values, **Afrika Bambaataa and Zulu Nation** advocate them: “Peace, love, unity and having fun”. James Brown has sung this message in one of his songs.

Breaking is a place of diversity and respect, with its own language and clothing codes. A style of life that spreads quickly on all continents. It is becoming more popular with movies and video clips. The biggest international stars dance with breakdance steps and moves in their choreographies. There are more and more major competitions organized around the world. Breakdancing becoming part of the Olympic Games is an acknowledgment. **It is not only a sport joining the Olympic universe it is a whole culture or more... cultures.**




Breaking is one of the numerous dances born within Hip-Hop dance. It is the most challenging dance performed in a short period of time, **physically**. You dance standing up and on the floor. All muscles of the body are solicited: the neck, the shoulders, thighs, the arms... Reinforcing muscles is the basic training of dancers. It requires **flexibility** and **force**. It is considered an **extreme sport**. On top of physical strength, it requires creativity. A real challenge. Dancers have to be **strong, energetic**, and **creative**. Within 45 seconds maximum.


MUSICAL GROUPS REFERENCES


 **James Brown**
Give it up or turn
it loose
1970


 **Babe Ruth**
The mexican
1972

 **Sugar Hill Gang**
Rapper's delight
1980

 **Kurtis Blow**
The breaks
1980

 **Arthur Baker**
Breaker's
revenge
1984

 **Afrika Bombaataa
& the Soul Sonic Force**
Planet rock (Album)
1986

 **Lords Of The
Underground**
Chief Rocka
1993

 **Madcon**
Beggin
2007

DOCUMENTARIES REFERENCES

 **Breakin'n'enterin**
USA, 1983

 **The freshest kids**
The history of the Bboys
USA, 2002

FILMS REFERENCES

 **Beat street**
Stan Lathan

USA, 1984

 **Le défi**
Blanca Li

FR, 2002



ABC...



**BREAKING
WORDS**

TO BETTER TALK
BBOYING OR BREAKING,
TO BETTER UNDERSTAND
THE LINKS BETWEEN
GYM AND BOXING...



A

Acrobatic

Aerial movements, similar to the one in Gym, like saltos.

Air chair

Freeze on the wrist with dorsal flexion, the elbow close to the body the legs towards the ceiling.

B

Battle

Competitions between dancers.

Bboying, ou Breaking

More popular names for Breakdancing.

Bgirl, Bboy

Breakdancer, female or male.

Bite

Stealing or copying the movement of another dancer.

Baby freeze

Freeze in support of the wrist and a dorsal flexion, elbow close to the body, one leg parallel to the floor.

C

Crew

Group of dancers.

Drops / Transitions

Movements of transition between top rocks and footworks, between dancing standing up and dancing on the floor.

Flares

Powermove like on a pommel horse in the gym. Circular movement with the legs to rotate in support of the wrists.

Footwork

Dance steps, the dancer varies the different supports (*hands, feet, knees, the back...*).

Freeze

A static figure, generally on a superior member or the head.

Hand-Hop

Tricks with a series of jumps on one hand.

Headspin

Powermove turning on the head.

D

F

H

L

P

S

T

Landing

Landing in support on one part of the body.

Powermove

Circular movements in support on top of the body (*wrist, elbow, shoulder, head*) the dancer throws legs in the air to rotate.

Slip

Falling while sliding.

Toprock

No need to prepare anything to start up with. The dancer gets to the middle of the circle, feels the music, makes leg movements, dances standing up. He creates steps inspired by Latin dances and boxing gestures.

Tricks

A series of freezes, the dancer throws the legs like a piston-engine in between each move.

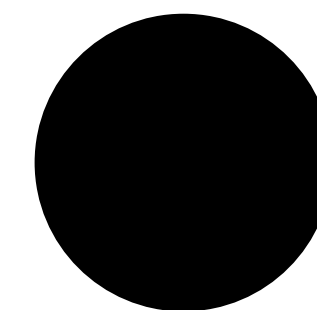
Turning

Change of direction, reversing the support.

W

Windmill

Powermove on the corner of the head as support "*the crown*". The dancer rotates helped by the movements of the legs and the wrists.





THE BATTLE



ARTISTIC & COMPETITIVE



The battle is **the heart** of Breakdancing. It is the highest point. It is a **competitive and artistic face-to-face** between dancers. Qualifications are set up according to the number of dancers. Each dancer can dance for 30 to 45 seconds. Judges give marks according to a specific scale and select the best dancers in the different categories. Battles are open to everyone. No selection according to age or gender. After qualifications, competition is on according to each category (*rated on a chart*), After face-to-face dances, dancers are eliminated right away. For the final competition, each dancer dances twice, or three times depending on the category of the dance. The DJ plays the music, dancers have to improvise to the music they are just discovering. Dancers have to respect the style of the dance. Some battles are a mix of Hip-Hop styles and dances.

JURY

FOR PEACE

Three to five people make up the jury, it is always an odd number of judges to avoid inequalities. In the final phases, voting is made with a show of hands. Each judge has one voice “for” or “tie”. If possible each judge represents a special technique or a different style. To select dancers, judges have a file with charts for each category. They mark each dancer and select the best one in each category during the final competition. Between each battle, judges have a limited time to make up their mind and mark dancers. But sometimes, the marking system is different according to the organizers.

Without a DJ, there is no battle. He **mixes**, plays music, and creates the ambiance. He is a major actor in the event. Thanks to him, dancers can express themselves and show their own skills when feeling music. Each dancer discovers the DJ’s choice. He has to improvise and adapt his moves. The DJ plays music according to each style of dance. One or two DJ’s can be chosen according to the importance of the event.

THE DJ

THE CONDUCTOR

SPEAKER

LE GUIDE

During the battle the speaker talks into a microphone to support dancers, he also helps to remind the rules of the battle, with a break between each selection, to allow the judges to give notes to dancers. The number of guides varies between one or two, according to the event and the level of the competition. The role of the guide is to **introduce** teams, judges, the official members, partners and sponsors who contributed to the event.

“The battle is the heart
of breakdancing.”



H.I.P
H.O.P



OTHER HIP-HOP STYLES

LOCKING

Funky dance with jumps, hands, arms, and feet moves around the body. Also with stops, the dancer locks his position to the music. It is a dance with **precise** and **locked moves**. A very **spectacular** dance. The dancer has to bring positive vibes on top of technical difficulties. This brings a lot of styles! Locking comes from the famous American TV show: *"Soul Train"*.








@juanito59off


HIP-HOP NEWSTYLE

This dance has a **lot of rhythm and jumps**. On Rap. This type of dance is a mix of different Hip-Hop music with steps from other styles of dance. It is a more recent dance. It became famous with the video clip: *"Can't Touch This"* from MC Hammer.

@kloe_hava


References

-  James Brown
I can't stand myself
1968
-  Soul Searchers
Blow your whistle
1974
-  Cameo
It's Serious
1977
-  Dayton
Moving up
1982
-  Breakin'n'enterin
USA, 1983
-  Breakin
de Joel Silberg
USA, 1984
-  MC Hammer
U can't touch this
1990
-  Pete Rock & Cl smooth
The Creator
1991
-  Kriss Kross
Jump
1991
-  Das EFX
They want Efx
1992
-  Wu Tang
C.R.E.A.M.
1993
-  Wreckin Shop :
Live From Brooklyn
USA, 1983
-  Les promesses
du sol
FR, 2017
-  Street dancer
de Chris Stokes
FRANCE, 2004

POPPING

Popping was born at the end of the **1970s** on the west coast of USA. It is a **funky style** of dancing based on muscle contraction. You have to separate some parts of your body in a jerky or flowing style of dancing to create a visual effect. The most well-known movement is **Roboting**, the dancer moves like a robot.



HOUSE DANCE

This dance was born in the nightclubs of New York and Chicago in the **1980s**. The style is light and aerial, dancing mainly on tiptoe. House dance gets its inspiration through different dances like salsa, tap-dancing, or afro style dances. **Bgirls became essential in house dancing.**



References

- Crystal Waters - Gypsy Woman (She's Homeless) 1991
- Hardrive - Deep Inside 1993
- Robin S - Show me love 1993
- John Tejada - Sucre 2015
- James Brown - I can't stand myself 1968
- Soul Searchers - Blow your whistle 1974
- Cameo - It's Serious 1977
- Dayton - Moving up 1982
- Breakin'n'enterin - USA, 1983
- Breakin - de Joel Silberg USA, 1984





STAREVER



**OUR
SIGNED
SPORT**

FOCUS ON STAREVER

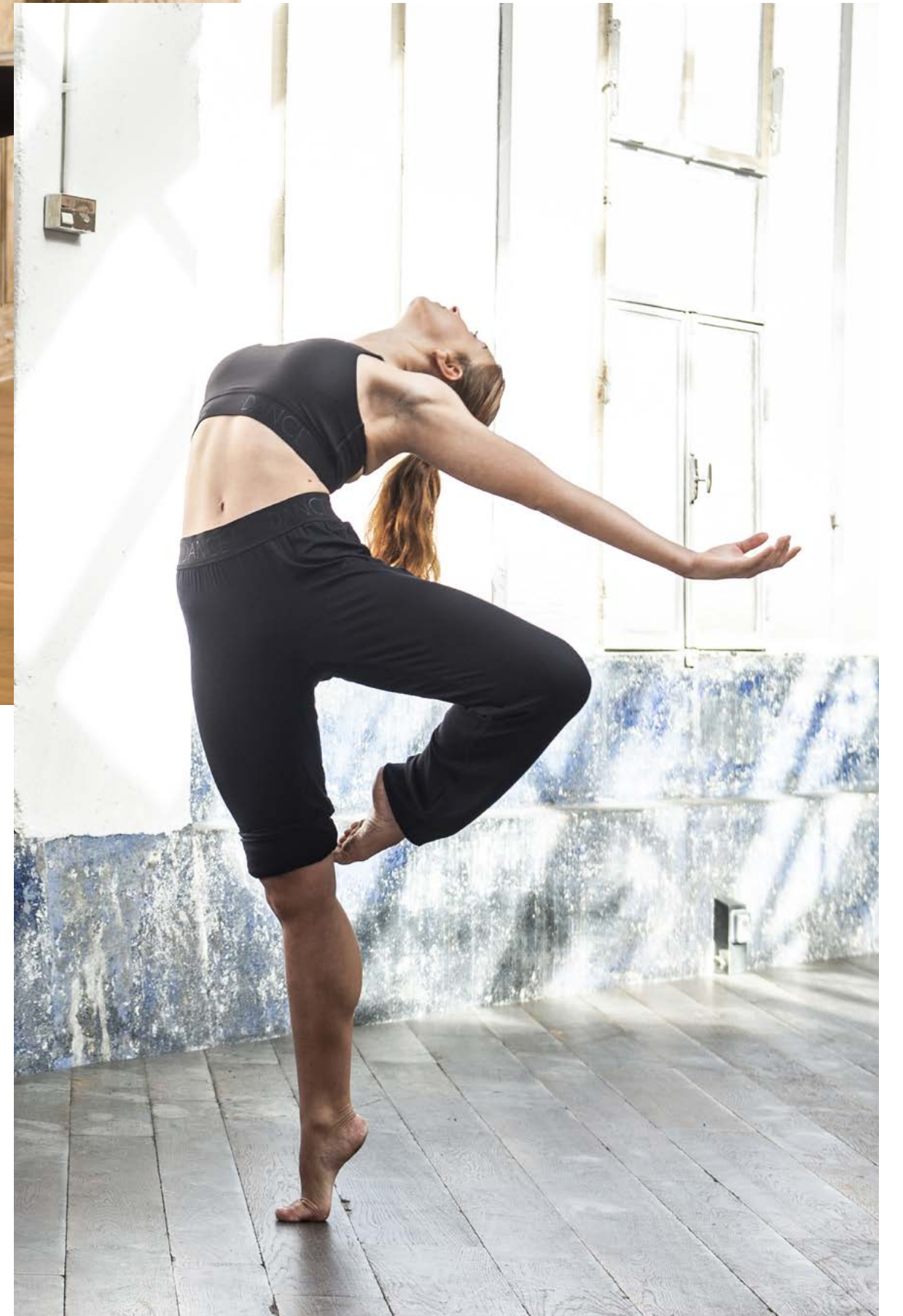
What is **STAREVER**? Formerly named **DECATHLON | DANCE, STAREVER** is the brand of **DECATHLON** for these disciplines:

- » **Urban dances**
- » **Modern'jazz dance**
- » **Contemporary and Ballet dances**
- » **Fitness dance**

These disciplines are part of an artistic and sport-related universe in which **STAREVER** and its dancers share their common passion.

The brand **guides dancers within their art**, training sessions, and shows. It offers the dancers the freedom to move and express themselves for any type of dancing. And also to express their creativity. Therefore the brand has co-created products with professional dancers and teachers who are also partners, to create a range of products that are specially designed for dancing, and attractive for any type of dancing

The dancers start very young and have very different levels of skills. Breakdancing develops many physical, intellectual and emotional capacities. Coordination, memorization, imagination and interpretation, everything is there to reveal your personality!



THE THREE ICONIC ITEMS OF THE URBAN DANCE

Hip-Hop dancers are free to choose their outfit... Their clothing must be stylish and have technical qualities. The technical nature of the fabrics is to be breathable and stretchy. This is essential. It offers comfort and ease to dancers. Each Hip-Hop dancer has to assert and show his personality through dance and clothing. Therefore **STAREVER** offers colors, cuts, and designs that are different for each dancer in order to express themselves as freely as possible, and create clothes that reflect their personality.





LONDON
PARIS
SHANGHAI
NEW YORK
TOKYO

THE HOODIE



STRETCHY

Elastane and a loosefit to be able to perform wide moves

SOFT

Comfortable cotton

BREATHABLE

Breathable cotton for more comfort

**This product is
rated 5/5 users**
*(the highest rate
possible)*

WHY WEAR A HOODIE ?

An iconic piece of clothing for urban dances, the hoodie is born in the 1930s in the USA, protecting sportswomen and sportsmen. With Hip-Hop culture, the hoodie became a favorite for dancers who needed something stretchy to move and express themselves freely.

IS IT COMFORTABLE TO DANCE WITH A HOODIE?

With urban dances, you have to find suitable clothes to perform special moves. Wearing a hoodie seems to be a problem because of the warmth of the material. But the **STAREVER** hoodie made with a breathable material allows the body to evacuate continuously its own heat, and keeps body temperature at a comfortable level. The cut of the hoodie allows the dancer to move freely and perform moves while being protected from injuries.



PANTS

COLLECTION 2021 (january)



STRETCHY

The material helps to perform any move

STAREVER creates trendy clothes with a vintage look, the design "Represent You" shows the importance of the personality of each Hip-Hop dancer.



KNEE PADS

BGIRLS ET BBOYS PROTECTIONS



STRETCHY

Flexible and comfortable, they are adaptable to the body morphology..

EXTENSIBLE

Padded at the front of the knees to help limit impacts

WHY WEAR KNEE PADS?

Knee Pads are recommended to preserve the body of dancers. They are made of a padded structure to limit impacts on the floor and to offer great liberty of movements.



**THE
CREW**



**OUR
TECHNICAL
& ARTISTIC
TEAM**

D J I D A W I D J O H A R

Known world wide for his dancing techniques:
Toyman and **W**aving. He is a teacher and a jury
for contests in more than 30 countries.
Today, **Djidawi** shares his **experiences** with young
dancers. He is also an **expert** for **STAREVER** as a
technical partner.

@djidawi_59lx



Specialist of Popping
Since the end of 1999



“ As a popping expert, Djidawi supervised the texts of this file and directed the videos to highlight the **STAREVER** outfits and items. He also co-created the urban dance collection. ”



“ Maxime is respected as an eclectic musician, for the dancers he composed the music of the videos of this file. And has carefully respected the influences of each style of dance. ”

MAXIME CATTELOIN

One of the founders of the group *“Skip The Use”*, he received a **Victoire de la Musique** for best rock LP of the year (2012) **Co-founder** of the companies *“Make me sound”* and *“Make me sound publishing”* : musical production (*sound design for films, advertising, gaming, etc.*). Musical partner of **ONEBLUETEAM**.

@maximecatteloïn



Musician : drummer
composer, and arranger



STAREVER

— *Stay Tuned* —