COMPETITORS

- ★ COMPETITIVE EDGE
- ★ PURE? *silent*

GOVERNING INSTITUTIONS

- ★ i.e. FIFA
- ★ "BAN" ON VARIOUS TECH

PUBLICS

- ★ WATCH A GOOD GAME!
- ★ FUN!

TECHNOSCIENTIFIC ACTORS

- ★ SO MANY QUESTIONS...
- ★ EQUIPMENT
 - ▢ PHARMA → INTERNAL
 - ▢ WEARABLES → EXTERNAL
- ★ EXCITING SCIENCE

data → EXPENSIVE
→ START W/ BABIES
→ PERFORMANCE

CARBON
ARTIFICIAL
LEGS

**REPAIR
VS
ENHANCE**

ALTER
AUGMENTATION?

ACL

LIGAMENTS

UMPIRES
ARE PART
OF THE
CULTURE

IT HAS ALWAYS
BEEN A PART
OF **SPORT**.

PERFORMANCE

authenticities

"IT'S MOTOR,
NOT MACHINE"

THIS IS
A LIE...

TITANIUM

**FALSE
STARTS**

TECH SUPPORTS
DECISION MAKING

FUTURE = MATERIAL SCIENCE...

CREATIVITY

agility

NO PROBLEM
✓ SLIDE
✓ OVERRUN

SHOES

"UNDUE COMPETITIVE
ADVANTAGE"

FLIES
STRAIGHT

POLARA

INSTANT
REPLAY

GOAL?

NO
GOAL

BENDING
& BREAKING
RULES

PROFESSOR
RAYVON
FOUCHÉ

THE Machine in the Game

TECHNOLOGY & the CONTEMPORARY EVOLUTION of SPORT