



 **LAPPSET**®

LAPPSET PARKOUR  
SOLUTIONS



## The new kings of the asphalt jungle are here!

All over the world young people are getting less and less exercise. Games and other electronic entertainment are gluing them to the computer or the sofa indoors and outdoor activity is losing out big time. This lack of outdoor activity and exercise has a knock-on effect, playing a significant role in the onset of various lifestyle diseases

such as type 2 diabetes. Fortunately, deep in the heart of the urban jungle a sport has grown up that appeals even to the most dedicated couch potato. With its spontaneity and street-cred, parkour, the art of fluid movement through an urban environment gets young people moving.

# From the suburbs to a global phenomenon

Back in the 1980s a group of friends in the Paris suburbs thought their lives were dull and boring. They spent a lot of time outdoors, jumping, running and climbing. The father of one of them had been a professional soldier. Skilled in various martial arts, he encouraged his son to explore different sports and to develop his own method of movement. The group were innovative and keen and they tried out one discipline after another, put them together, and invented and fine-tuned their moves. And so parkour was born. A sport that is all about pushing your own boundaries and traversing seemingly impossible routes in an urban environment.

Parkour rose to international recognition with our help. Moving through the cityscape with the ease of a cat, the Yamakasi group were featured in countless news items, documentaries and even films. This new way of moving in urban environments instantly caught on with other young people. An active international community of followers and enthusiastic apprentices soon grew up and the sport, focused on physical control and streamlined movements, quickly gained in popularity. One of parkour's best features is that it manages to get young people active who aren't the type to go for sports clubs or the focus on performance of traditional sport.

“ The parkour products were chosen when the local council wanted to encourage young people to get active outdoors. We had help from Lappset in designing the area and choosing the products as there aren't any active parkour groups in our area. The new area has attracted plenty of positive publicity and feedback. Now people are coming here all the way from Turin!

■ Karl Ties, Head of sales, Euroform, Italy





# Traceurs challenge themselves

Although the number of people who practise parkour, known as traceurs, is now almost impossible to estimate, the sport still retains the elements defined by its original inventors. One of the aims of parkour is to improve your own ability in the long term, which also encourages traceurs to look after their own bodies. Parkour is not competitive. The most important thing is finding your own limits and pushing yourself to the

utmost. In parkour the only person you are competing against is yourself.

In some countries, however, practitioners of the sport came up against an insurmountable obstacle – the unique nature of the moves and the unusual places in which they practise them saw the hobby deemed to be a criminal offence. An area containing Lappset's parkour



products offers practitioners a place to practice, designed by experts in the sport, where fine-tuning moves is definitely safe and allowed. Because the area offers challenges even for those with advanced skills, it is also excellent at fostering the sense of community that is an essential part of the sport. When people with varying abilities get together, those who are more expert can serve as examples to the younger ones, and they do so in more than just parkour.



# Working with professionals

Lappset's parkour products are safe for beginners while also offering plenty of challenges for advanced users. Different levels of skill were taken into account as early as the planning stage, as professionals in the sport were on board throughout product development. Experienced guides from the Finnish Parkour Academy have already passed their skills on to thousands of children and young people. Thanks to their in-depth expertise, the equipment really does match the needs of traceurs.

Parkour is all about smooth, uninterrupted movement. This means that the practice areas have to be designed so that the equipment creates interesting routes for the users. In designing routes particular attention must be paid to the distances between the equipment and the position of the various elements in relation to each other. Designing a parkour area is an excellent opportunity to kick-start a relationship with local

traceurs. If this isn't possible, however, there is always the option of choosing a suitable ready-made design for your site instead. In designing the site you can also call on the expertise of Lappset's MyDesign team, whose designers work in close cooperation with parkour professionals.

## Download tutorial videos into your own mobile phone

So that not a single potential traceur falls at the first fence, all Lappset parkour products come with a virtual guide. The virtual guide launches using the ID on each product via your mobile phone camera. The ID downloads the instruction video to the user's phone from the internet where a professional in the sport provides instructions on learning the moves correctly and safely. Signs can also be provided for parkour areas showing the same instructions with simple drawings.

“ Working in partnership with local parkour fans means we can help our customers to raise awareness of the sport and get more people using the new equipment. When they order from us, customers get a parkour active guide, a group website for local users and maybe a package of materials advertising the new area. We'd definitely recommend working with your local parkour experts!

■ Harrie Kerkhof, Sales and marketing manager, Yalp, the Netherlands





## Practice makes perfect

Parkour is all about creative moves, physical control and interacting with your environment. The best part about the sport is that you can start it anywhere and at any time. And you don't need any previous sporting ability either. You begin with small, simple actions, repeating them to progress to more challenging and complex moves. However complicated the moves, the motivation is the same – the main aim of parkour is to have fun.

The principle of moving from simple to challenging is shown in the videos by Lappset's virtual guide. Each training video starts with a basic exercise before moving on to harder moves and then to a complete series of moves. The videos show what users of the equipment should concentrate on and what not to do using clear visual signs. As well as the basic moves, the virtual guide also takes you through an extensive initial warm-up. Here we present a selection of some of the complex moves that the sport involves: