

Just Innovate It – 2011 Summer School on Sports Products Innovation

20th-25th of June 2011, Valencia, Spain

Instituto de Biomecánica de Valencia, IBV: www.ibv.org

Overview

Take world renowned experts in sports innovation, a world renowned institute in sports biomechanics, and a world renowned city of sports, culture and fun – and you get the ultimate Summer School in sports innovation.

Be part of a week of competent inputs, a live innovation workshop, practical experimentation, company visits, even Formula One atmosphere – and of course fun, excitement, and fiesta.

The **2011 Summer School on Sports Products Innovation** will take place at the internationally acclaimed **Instituto de Biomecánica de Valencia (IBV – Biomechanics Institute of Valencia, www.ibv.org)** in Valencia, Spain from the 20th to 25th of June 2011. Founded in 1976, IBV represents one of the leading European technological centres that study the behavior of the human body and its interaction with products, environments and services, with a particular interest in and focus on sports and sports products.

The Summer School will be of appealing to anybody with serious interest in sports products innovation from senior undergraduate and graduate university students as well as young and emerging researchers to industrial developers and other practitioners involved in related activities. By completing the Summer School participants will receive a certificate confirming successful completion of a 40 hour program, equivalent to a one semester course or a professional development program in this specialist field.

Learn how to make a difference! Join this exciting event, full of inspirations, insights, and international networking.

About Valencia

Valencia is one of the most beautiful cities in Spain, if not Europe, designated as the City of Arts and Sciences and attracting over 4 million visitors each year. It is located in the centre of the Spanish Mediterranean coastline overlooking the Gulf of Valencia, approximately 350 km south of Barcelona. The region is home to paella, Spain's most famous dish. Historically, it is believed that the Holy Grail resides in Valencia's cathedral and it was here that El Cid fought the Moors. Valencia has hosted the America's Cup sailing race on two occasions and is now home to the European Formula One Grand Prix.

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Where Theory meets Practice

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PROGRAM

Monday 20 th of June	Tuesday 21 st of June	Wednesday 22 nd of June	Thursday 23 rd of June	Friday 24 th of June	Saturday 25 th of June/ Sunday 26 th of June
9.00 – 9.15 Welcome Overview of Program 9.15 – 10.30 Prof. A. Subic Sports Products Innovation – From Ancient Olympics to Extreme Sports 10.30 – 11.00 Morning Tea 11.00 – 12.30 Prof. E. F. Moritz Sports Products Innovation – Motivation and Process 12.30 – 2.00 Lunch 2.00 – 3.00 Prof. E. F. Moritz Sports Products Innovation – Motivation and Process 3.00 – 3.30 Afternoon Tea 3.30 – 5.00 Prof. A. Subic Sports Products – Engineering Design and Development	Examples in Sports Products Design 9.00 – 9.45 Dr. J. Olaso Soccer boots design 9.45 – 10.30 Dr. J. Gámez Bike frame design 10.30 – 11.00 Morning Tea 11.00 – 11.45 N. Martínez Thermal comfort in sports products 11.45 – 12.30 M. Sanchis Sports surface design 12.30 – 2.00 Lunch 2.00 – 3.00 M. Sanchis Tour of FIFA Laboratory Tests conducted in FIFA Lab (laboratory work) 3.00 – 3.30 Afternoon Tea 3.30 – 5.00 Dr. J. Olaso Sports shoe performance analysis (laboratory work)	Innovation Workshop on the Beach Sponsored by HEAD Facilitators: Prof. E. F. Moritz SportKreativWerkstatt Dr. J. Kotze HEAD	Laboratory Work at IBV 9.00 – 10.30 C. Miyaji An innovative sports video management system 10.30 – 11.00 Morning Tea 11.00 – 12.30 Dr. J. Gámez Bike fitting method in road cycling 12.30 – 2.00 Lunch 2.00 – 3.00 Prof. S. Haake "How do you know your innovation works?" 3.00 – 3.30 Afternoon Tea 3.30 – 5.00 Prof. S. Haake Advertising versus Innovation?!? – A contradiction	Industry Visits 1. HERMANOS DOMENECH Sports turf manufacturer in Alcoy 2. LURBEL Sport underwear manufacturer in Alcoy Summer School Awards Dinner 7.30 – 11.30 pm	Attend Formula One Race in Valencia (Optional)

Presenters – Overview

The presenters at the summer school not only represent high level experts in sports products innovation from four different continents; they also encompass chairpersons of half of the isea conferences that had been organized so far:

Javier Gámez Payá is a founding member of the European Platform of Sport Innovation; Chairman of the Spanish network in sport and technology (RINDE); and member of the Editorial Board of the Journal of Sports Engineering and Technology.

Steve Haake has founded the International Sports Engineering Association and served as its chairman for almost a decade. He is now Professor of Sports Engineering and Head of the Centre for Sports Engineering Research at Sheffield Hallam University.

Johan Kotze has got his PhD in sports engineering from Loughborough University. He has helped to inspire most isea conferences, and is now innovation manager at HEAD Racket Sports.

Natividad Martínez (MSc Energy Tech., Industrial Eng.) currently leads at IBV the research line specialised in thermal comfort. She majorly works in R&D contract projects about environmental comfort and heat stress addressed to protective clothing and dehydration process.

Chikara Miyaji has been active in the Japanese Sports Engineering Association for close to 20 years. He is now Professor at the Japan Institute of Sport Science.

Eckehard Fozzy Moritz has been chairman of the 6th isea conference in Munich, and founder and long-term president of the German Sport Engineering Association. He is director of SportKreativWerkstatt.

Jose Olaso Melis, Industrial Engineer by the Polytechnic University of Valencia, has been working since 2003 as a researcher within the footwear and clothing group of the IBV. His research areas of interest are biomechanics, physiology and comfort, with focus on the analysis of user-product interaction in different product typologies (sports, safety and daily wear) and populations (children, adults and seniors), with the aim of improving product's performance and user's comfort.

Mercedes Sanchis Almenara has been working as a researcher in IBV since 2005. She has worked in projects related to sport surfaces, mainly in artificial turf.

Aleksandar Subic has followed Steve as chairman, and organized the 3rd isea conference in Sydney. He is now Professor and Head of the School, School of Aerospace, Mechanical and Manufacturing Engineering, RMIT University.

Presenters – Contact Details

Dr. Javier Gámez Payá
Researcher at Instituto de Biomecánica de Valencia
Valencia, Spain
Email: javier.gamez@ibv.upv.es
www.ibv.org

Professor Steve Haake
Head of the Centre of Sports Engineering Research
Sheffield Hallam University
Sheffield, United Kingdom
Email: s.j.haake@shu.ac.uk

Dr. Johan Kotze
R&D Innovation Manager at HEAD Racket Sports
Kennelbach, Austria
Email: j.kotze@head.com
www.head.com

Natividad Martínez
Researcher at Instituto de Biomecánica de Valencia
Valencia, Spain
Email: natividad.martinez@ibv.upv.es
www.ibv.org

Chikara Miyaji
Department of Sports Science
Japan Institute of Sports Science
Tokyo, Japan
Email: chikara.miyaji@jiss.naash.go.jp

Professor Eckehard Fozzy Moritz
Director
SportKreativWerkstatt & Innocourage
Munich, Germany
Email: efm@sportkreativwerkstatt.de
www.sportkreativwerkstatt.de

Dr. Jose Olaso Melis
Researcher at Instituto de Biomecánica de Valencia
Valencia, Spain
Email: jose.olaso@ibv.upv.es
www.ibv.org

Mercedes Sanchis Almenara
Mechanical Engineering
Instituto de Biomecánica de Valencia
Valencia, Spain
Email: mercedes.sanchis@ibv.upv.es
www.ibv.org

Professor Aleksandar Subic
Head of School
School of Aerospace, Mechanical and Manufacturing Engineering
RMIT University
Melbourne, Australia
Email: Aleksandar.Subic@rmit.edu.au
www.rmit.edu.au

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REGISTRATION FORM

REGISTRATION DEADLINE

Deadline for registration and payment of Summer School fees for participants is the **15th of May 2011**.

HOW TO REGISTER

Register by FAX

Complete this form and fax to **+49-89-55059357**

Register by MAIL

Mail completed form and payment to
SportKreativWerkstatt GmbH
Herzogstr. 48
D-80803 Muenchen

CANCELLATION POLICY

All cancellations must be received in writing no later than 15th of June 2011. Cancellations received after the 15th of June 2011 will not be processed. Cancellations received prior to this date and time are usually processed after the conclusion of the Summer School and will be refunded minus a 150,00 EUR administration processing fee.

MORE INFORMATION

Can be found at
www.innocourage.es/ss2011

Fill in your preferred option. (Please Print in black ink).

Title: **Given Name:** **Family Name:**

Position:

Organisation:

Address:

..... **Post Code:**

Phone: **Fax:**

Email:

Dietary requirements:

REGISTRATION FEES

a) Standard Registration: 800 Euros

b) Student Registration: 650 Euros

Total Amount Payable:Euros

REGISTRATION FEES

Registration fees a, b include:

- 20th-25th of June 2011
 - Summer School Classes and Workshops (as per Program)
 - Industry visits
 - Summer School Awards Dinner
 - Morning and afternoon tea.
 - Working lunches daily.

METHOD OF PAYMENT

Total Amount Payable: _____ **(Euros)**

Wire/Bank Transfer

Account Holder: SportKreativWerkstatt GmbH
IBAN: DE76 7015 0000 0903 1674 50
Bank: Stadtparkasse Muenchen
Bank City: Muenchen

Account-No. 903167450
BIC/SWIFT: SSKMDEMM
Bank Address: Leopoldstrasse 51
Bank ZIP-Code: D-80802

Reason for transfer: "Surname, Name Summer School 2011"

Credit Card Payment

Credit card type:

Visa MC Expiry Date: CCV: Card No:

Card Holders Name: **Signature:**