

## Proximity sports moving ahead with Agorespace.

*Agorespace, who invented the open-access multi-sports field in 1989, will soon be turning 20 and celebrating its 3,000th multi-sports field. That wonderful idea, “Bringing Men and Sports together is to bring Men together”, has come a long way since back in 1989 Mr Bertrand de Blonay built the prototype for the first AGORESPACE in a long series. Like its products, the Agorespace Company has enjoyed great success in terms of sports, social values and sales; and while Agorespace has inspired a number of imitators, it remains Number One and the specialist in multi-sports, both in France and worldwide.*

### **Agorespace, “fields in which to experience sports together”:**

In 1989, Agorespace created the open-access, multi-sport field concept. Today there are close to 3,000 Agorespace up and running, every one a positive experience, every one an attractive, lasting and quality facility designed for sports experienced in a spirit of health, sharing and fun. The Agorespace are designed so that every youth may have fun performing great sports moves, learning and developing his self-confidence (fields adapted to the young, height-adjustable basketball hoops, “game-partner” fences that bounce the balls back into play, genuine nets in the goals, genuine sports flooring, etc.). Practising sports implies accepting common rules of play, and Agorespace has developed exclusive multi-sports line markings that are easy to understand and clearly visible, helping play by the rules even as one learns them.

Unsupervised physical activities must be practised in places that are very safe and secure, to ensure total physical safety for the young. Agorespace has developed its fields paying special attention to avoiding hazardous situations (wooden slats pointing in such a way as to prevent one’s limbs getting stuck and preventing anyone from scaling the pediments, injury-proof materials) and to promoting a conflict-avoidance “ambiance” (soft, friendly materials, fields that are easy to share, cropped angles to avoid jammed situations, etc.).

Beyond the quality of its facilities, the Agorespace is the only company to support the installation of its fields educationally, through its COMMITMENT CONTRACT before/during/after the facility’s installation. Before the installation, this means prior consulting regarding the programming of appropriate equipment in keeping with all of the community’s constraints; it also means holding a public informative meeting, an opportunity for all of the community’s political and technical officials to communicate with all stakeholders (youth, associations, sports clubs, locals, parents and teachers). During the installation, it means hiring young people to help build the field. After the installation, it means helping and counselling on organising the inauguration, a symbolic moment for all the players in this adventure.

It falls to the Agorespace sales delegate overseeing this facility’s installation to head this vital educational approach. It is worth remembering that all Agorespace members boast substantial personal sports experience (sports enthusiasts, sometimes former professionals, sports organisers or club instructors). They believe in their mission and they trust in sports values and virtues as a means to shape the individual, as social cement and as a highway to social integration. Yet above all, they love party sports and fun sports, to be shared by as many people as possible.

Leisure sports are obviously a means towards social bonding, integration and “positive gregarious living”, and increasingly demonstrate their irreplaceable capacities as such. It also provides answers to issues of public health and wholesome living. Faced with the high importance of such issues, Agorespace is working tirelessly to raise the level of proximity leisure sports by constantly fine-tuning and improving its fields and services (it is certified ISO 90001:2008 throughout the products and services chain), and by a stringent approach towards the good practice of its trade (it took part in the work on French and European standardisation – some NF and EN standards were initiated by Agorespace).

To Agospace, sports are a humanistic language, fostering relationships and understanding between human beings. A true Esperanto of mind and body, practising sports helps go beyond cultural and generational differences without ignoring or erasing them. Sports are a vital element helping human beings understand each other. In that way, they act as a barrier against gang rivalry, promoting the sharing and inclusion of all within a spirit of mutual respect, the surpassing of oneself, sharing. With multi-sports fields, society as a whole benefits.

Creating leisure sports facilities never means selling “land by the square metre”. It means defining a community’s needs for its youth and for all; it means programming the right quality equipment with respect to all of the community’s constraints; it means support to empower the facility’s entire launch. Young people represent the future of our communities and the future of our world. They must be encouraged to practise sports daily, and for close to 20 years now, Agospace has been doing day by day its share of this mission, of this vocation: “to provide the greatest number of people with ever more open-access proximity venues to live together through sports.”

## Agorespace, 19 years devoted to multi-sports

- 1990 The first Agospace is installed in France at the Hotel Royal in Evian
- 1992 The Magic Tower is born  
Agorespace is chosen as a reference by the French Ministry of Sports
- 1993 The first Agospace in the Caribbean is inaugurated by Aimé Césaire  
Mario SOARES inaugurates the first Agospace in Portugal
- 1994 Villefontaine gets its 6th Agospace  
Agorespace is shown on the Grand’ Place in Brussels
- 1998 The “Junior” is created
- 2001 Agospace reach their 1,000th install
- 2004 Agospace is awarded the UEFA call for tenders (18 multi-sports fields throughout Europe)
- 2007 The Agoratorp is developed

## Agorespace in a few figures (2009)

- Close to 3,000 equipped sites in Europe and worldwide
- Installations in over 35 countries
- Over 85,000 hours worked by young people on our fields
- Over 1,500 youth meetings held
- Over 45,000 young participants in the Agorathlon Challenges
- Agospace® was the driving force behind the following certification standards:
  - NF 52901 French certification standard regarding proximity sports facilities
  - EN 15312 European standard regarding open access sports facilities (EN 15312 cancels and replaces NF 52901)
- The AGORSPACE AB2 range was developed with the support of the French Ministry of Finance and Industry.

### Contacts:

#### **Régis Kaskosz**

Marketing and Export Manager  
rkaskosz@agospace.com

#### **Jennifer Duquesne**

In charge of Marketing and Communication  
jduquesne@agospace.com

AGORSPACE - 2A rue de l'Épargne - 60200 Compiègne  
T : 03.44.36.09.64 - F : 03.44.36.09.63

