

Cambridge Physics Centre presents:

The impact of technology on sporting performance: advantage play

by Prof Steve Haake, OBE, Sheffield Hallam University

We think of sports technology as something new, but the ancient Greeks first used it to improve performance over 2,000 years ago. The materials used were predominantly wood, leather and metal, and didn't really change until glass and carbon-fibre reinforced plastics were created in the late 20th Century. This caused a radical change in sports equipment; bikes, helmets, rackets, golf clubs, javelins, pole vaults all evolved rapidly and sports performance improved. In this lecture, I will tell you the science behind these technologies, ask whether they really work and ponder the question – is it cheating?

6pm on Thursday 11th November 2021

**Pippard Lecture Theatre, Cavendish Laboratory,
J J Thomson Avenue, Cambridge**

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