



VIRKLUND SPORT

HIGH PERFORMING FACILITIES

Virklund Sport – Background



Virklund sport has been working for more than 60 years to develop and install sports facilities in Denmark.

- We have about 50 employees distributed by a large and permanent installer corps, sales, development, technical and a project department.

In short, we are a project based company that helps our collaborators realize sports projects – indoor and outdoor.



We work with everything that creates the conditions for the activities of the facilities, such as:

- Floors
- climbing walls
- sports equipment
- Hoisting walls.

Outdoor we focus on:

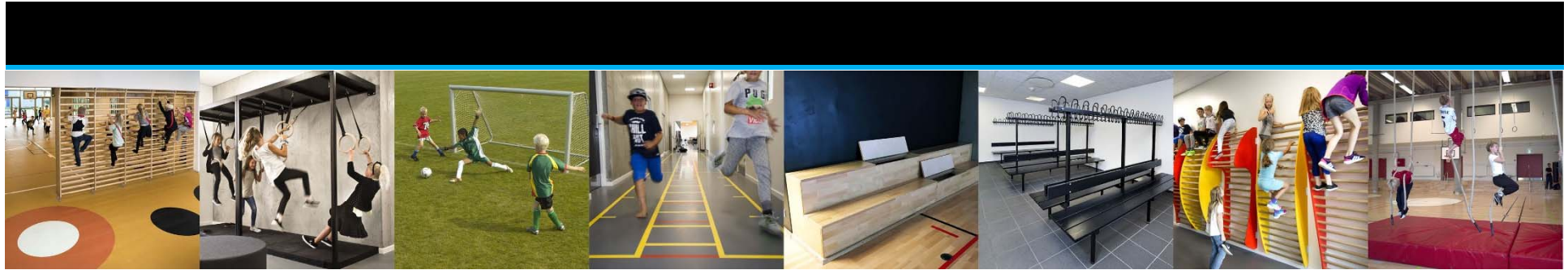
- Turf
- Rubber surfaces
- Training and climbing installations
- Omni courts.

Trends in sport sector



- Larger groups of the population was participating in recreational sports activities over traditionally sports (competition)
- Politically, a higher focus on health, movement and learning – Specially in the educational sector
- Shift from team and club based sports to more individual and unorganized sports
- Managers from local sports arenas was experiencing increased demands for new and different activities, articulated by the users and local politicians

A New Vision



VIRKLUND SPORT provides products and knowledge, creating optimal facilities for sports and movement

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The strategy has 4 legs:

- Dogma for development
- A strong sports and didactic foundation
- Structure for development and user involvement
- Establishing of partnerships



Intuitive

We see the importance that our products are intuitive. For us, it means that no instructions are required to use the products. However, a formal (teacher-driven) and an informal learning level can be used beneficial.



Easily accessible

We prefer if our installations do not have any restrictions. There should be no limits to what the end users are able to, regarding challenging their development of motor learning and risk assessment.



Safe

Our installations must be thoughtful done. This means that we have a strong focus on safety, both in terms of the design and the users. However, we also believe that we should challenge any standards and interpretations, as they may seem restrictive in terms of challenges, accessibility and users' lasting development.



Modularized and changeable

Basically, we do not consider stationary installations or locked motor patterns to promote motivation or physical development.

We aim to develop installations that are variable so that the challenges and installations can be varied over time.



Success through progression

For an installation to be successful, it must maintain interest over a long time.

There fore it is important that there are more "routes" through an installation to provide progression for the users.

socially

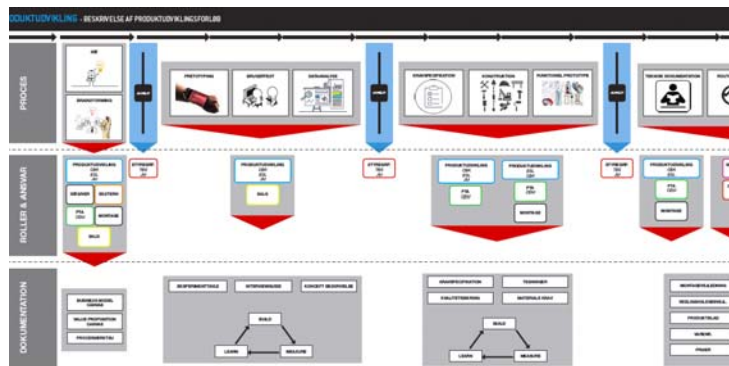
We believe that there must be a balance between activity and social areas - both elements must be present endorsing users have the optimal environment for being active.

Satesfiing



Development - structure

The foundation for all our work is in principle a demand analysis - also used by elite sports coaches as a starting point for training planning



- Once the needs are crystalized, our development process begins. The process is strict and is based on a "build-measure-learn" principle.
- Our experience is that our initial assumptions, despite our great common knowledge in sport, movement and user groups, do not match the reality.





3 focus areas:

User involvement

- Here we have established close cooperation with Municipality's with mutual benefits.
 - Fx. Testing new products

Inspiration

- We seek to engage in relationships that can contribute with knowledge and inspiration.

Technology

We are absolutely convinced that technology and digitalization will be a major part of future sports environments.

Norwegian tech. company working with cloud and bigdata analysis. → "Beacon" - a tool that enables users to "log on" to various sports installations.

- Alexander Institute (Aarhus), in order to link physical activity with a digital platform.
- Danish company located in Billund. → very flexible, systematic and changeable sports environment.

Sports facilities of tomorrow

As we see it, the sports facilities of tomorrow must meet as many as possible of the following demands:

- The individual sports facility must become more unique
- That traditional sports and new and different activities must be possible in the same facility (area)
- Must be quickly changeable
- Must consider a 24/7 use of the facility (with multiply user groups)
- That there must be space for development of skills (like progression and perfection in sports) and to play (fun without demands)
- That there is a digital layer, that globalizes and motivates the users
- Focusing on kinesthetic learning (rather than rules and standards)
- Focusing on sports facilities as social arenas (both for users and secondary target groups)
- There must be a close cooperation between concept developers and those who realize the concepts

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