

puma

AFTER HOURS ATHLETE

Concept note

Raising a cutting chai glass to a height of 4.5 ft ; piling up 5 earthen pots with 15l of water and walking kilometres; passing a chapati 12 ft across the kitchen without even aiming ; stacking up around 20kgs of bricks on your head!

These are some of the unusual talents that India exhibits and this is also a list of the real sports of India.

We challenge our city-bred Indian with a desk job or with a college course who spend their evenings at some pub, mall or a party to come and take the challenge of being an 'after hours athlete'.

All it takes is to replay what you see every day.

Example Videos

Chapati

<http://www.youtube.com/watch?v=jD9I6Yop8EU>

Chai

<http://www.youtube.com/watch?v=kU-O5cXsx6E>

LOOKING FOR TIME AFTER HOURS ATHLETE

a chai wala uses
approximately 321 muscles
to raise his glass up to 4.5ft.

CAN YOU BEAT THE SCORE?

4.5ft

Visit the nearest puma store between 8pm and 11pm
or log on to www.afterhoursathlete.com between 8pm and 6am.

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3.5L

4L

4.5L

5L

A village woman uses an immense amount of focus, balance and energy to carry around 15L of water on her head.

CAN YOU BEAT THE SCORE ?

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Activation

Booths will be installed in malls, in pubs and in fitness centers where people can come, play and set records of their own in these sports.

Games will be like :

- PILE THE POTS
- RAISE THE GLASS
- BALANCE THE BRICKS
- FRISBEE THE CHAPATI

Game simulators

Similar to a Wii, video game simulators will be installed. In these simulators, people can make a choice on the sport they want to play and compete with a friend at the same spot at the same time.

- (1) For example, for playing 'PILE THE POTS', one has to pick the pots on the screen and start walking(simulated). Any trembling or off-balance movement will make the pots crash down on the screen. Two friends can pick the same session, play against each other and attempt to destroy the other's strategy. (The movie 'Scott Pilgrim V/s the world' shows this kind of game play simulation)*
- (2) Another style is similar to "Dance Masters"
<http://www.youtube.com/watch?v=mUz3G8W7fxQ> . A chai wala's usual strategy will be displayed on the screen and the ployer will have to recreate the same action parallely. Scores will be shown indicating how close the player was to the required action.*