

Luxurious villas set in a 266 hectare park in the interior of the Côte d'Azur, two of Europe's most beautiful golf courses, an exclusive hotel and a spa that is opening soon: the Domaine de Terre Blanche offers all this to its privileged guests in this little corner of paradise.

And that is not all. For it is here on the greens, designed by the famous architect Dave Thomas, that a centre providing the very latest, scientifically based technique to improve your golf swing is carving out its reputation in the world of sport.

The Biomecaswing Adidas Centre is truly the next frontier for golf and has been established in the heart of

# Golf's new frontier

The pioneer of a ground-breaking technique to improve your golf is at Domaine de Terre Blanche



combines biomechanics and performance in sport, with the aim of optimising the latter through a better understanding of the way a sportsman moves.'

**Profile of a swing**

At the heart of the concept when applied to golf is a 3D total body scan of the golfer in motion. Using various techniques (pictured below, left), JJ Rivet and his team build up a computerised profile that enables them to single out all the different muscles required to swing a golf club, and to identify the way the player's body and muscles react during the swing.

As a result, he can give the golf teacher an accurate idea of how their student would be better able to move his or her body during the swing. The David Leadbetter instructors at Terre Blanche are trained in the Biomecaswing concept and are able to use it for specific lessons.

**Biomechanical solution**

Pr. Rivet and his team then produce an assessment of the biomechanical problems that lie behind the imperfections of a person's swing, and design a tailor-made programme of training to



Jean-Jacques Rivet developed Biomecaswing in the US with David Leadbetter

help them improve their game.

'After the analysis, we go to work on the posture, the positioning of the body, the centre of gravity and the way the player places his feet on the ground,' he continues.

**Avant garde equipment**

On hand is a range of state of the art equipment that is employed to help the golfer improve the strength, consistency and coordination of their muscular movements. 'For example, some machines like the Spineforce allow us to work on muscles just for balance, while others, such as the Wellbox and LPG enable the muscles to relax in just seven minutes - achieving the same result that an hour's traditional massage would give.'



Domaine de Terre Blanche boasts two of the most beautiful golf courses in Europe, designed by top architect David Thomas

Another highly innovative tool employed by the team is a pair of extra special shoes, designed in collaboration with researchers from Adidas and called Biomecalab (far left photo). They have sensors on the soles that record information on the dynamics between the way a player stands, their centre of gravity and their posture.

Officially opened in July 2005, the Biomecaswing Centre can take around ten people a day and has already

become a benchmark for European athletes and those passionate about this sport. 'One of our main objectives is to offer amateur golfers a service and equipment that is usually only reserved for champions,' enthuses Pr. Rivet.

Yet even the 'pros' need help with their game. One champion to benefit from this revolution is Nick Price who does not hesitate to endorse the technique:

'Biomecaswing has given me a better understanding of how my body reacts in the golf swing. This method sources the problem and not the result, which makes practice a lot more efficient. I only wish that I had discovered biomechanics earlier in my career.'



The Domaine's Marketing Director Matthias Honold is fitted with Biomecalab shoes by Professor Rivet

the Domaine de Terre Blanche by Jean-Jacques Rivet, a university professor and expert in biomechanics. A former top level sportsman himself, Pr. Rivet spent several years in the United States of America where he developed this ground-breaking technique in collaboration with Mr David Leadbetter. As Pr. Rivet explains the concept: 'Biomecaswing

Using techniques such as the Huber machine above, Pr. Rivet (left) builds up a computerised profile of the muscles used by a player in their golf swing



It's all about swinging a golf club

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