

Fitness in Past Present and Future

Mahdi Jafargholizadeh

What is Fitness?

The condition of being **physically strong and healthy** (Cambridge English dictionary).

Physical fitness is a state of health and well-being and more specifically, the ability to perform aspects of sports, occupations and daily activities. Physical fitness is generally achieved through proper **nutrition**, moderate-vigorous physical exercise, and sufficient **rest**.

Before the **industrial revolution**, fitness was defined as the capacity to carry out the day's activities without undue fatigue. However, with automation and changes in lifestyles, physical fitness is now considered a measure of the body's ability to function efficiently and effectively in work and leisure activities, to be healthy, to resist hypokinetic diseases and to meet emergency situations.

Fitness in Past

**Fitness in
Present**

Fitness in Future

Past

Fitness, as we know it today, seems to be a relatively modern invention – something that started vaguely in the **70s with jogging, moving heavy items** etc. But physical exercise obviously goes back much further than that, to a time where people wouldn't have thought of it as working out, but rather a **way of life**. People in that time didn't have so called fitness equipment like machines and weights but they were in better shape than we are. Why is that ?

Run for your life!

Is that something our old generation has always been talking about? To survive in a harsh environment full of natural and human obstacles and enemies, early man had to know not only how to run, but also walk, balance, jump, crawl, climb, lift, carry, throw and catch things and fight.



Neolithic(new stone age) Times: Crop Culture, Hunter to the Farmer

Man's transition from nomadic hunter-gatherer to farmer led to dramatic changes in his physical activity. The numerous demands of growing food and raising cattle meant a lot of chores and a lot of daily labor for farmers. But these tasks were largely repetitive, and required a very limited range of movement. At the same time, the need for performing a variety of complex movements — running, balancing, jumping, crawling, climbing — greatly diminished. Such movements were rarely performed in a farm environment, or were performed in much simpler ways; for example, climbing a ladder is safer and more constrained and predictable than climbing trees.

Ancient Times: Ready for War

Assyrians, Babylonians, Egyptians, Persians, and later on, the Greeks and Romans all imposed physical training on boys and young men. The purpose?

Preparing for battle.

Young men practiced fundamental skills such as walking and running on uneven terrains, jumping, crawling, climbing, lifting and carrying heavy things, throwing and catching, unarmed fighting, and weapons training.

Road to Olympics

Civilized populations valued physical culture for sports as well. Records of athletic competitions exist from ancient Egypt, and of course, the ancient Greeks famously created the first Olympic games.

The Dark Ages: The Rejection of the Body

The dark ages Lasting from the 5th to the 15th century, The teachings of Christianity spread the belief that the primary concern of one's lifetime was preparing for the afterlife. The body was seen as sinful and unimportant — it was a man's soul that was his true essence. Education was overwhelmingly connected to the Church, and focused on cultivating the mind rather than training the body population were mostly peasants obliged to live on their lord's land and work extremely hard in fields using rudimentary tools. Their "exercise" came through hard labor. Under feudalism the population were mostly peasants obliged to live on their lord's land and work extremely hard in fields using rudimentary tools. Their "exercise" came through hard labor.

The Renaissance: Born again time

In 1420, **Vittorino da Feltre**, an Italian humanist and one of the **first modern educators**, opened a very popular school where, beyond the humanist subjects, a special emphasis was placed on **physical education**.

First book by Cristobal Mendez

In 1553, *El Libro del Ejercicio Corporal y Sus Provechos*, by **Spaniard Cristobal Mendez**, was the **first book to exclusively address physical exercise** and its benefits. In the book, **exercises, games, and sports** are classified, analyzed, and described from a medical standpoint, and advice is offered on how to **prevent and recover from injuries** resulting from these physical pursuits. Several chapters even provide specific advice on particular drills and **games for women, children, and the elderly**.

The Rise of the Modern Fitness Industry

The 20th century marked the rise of specialized, competitive sports, as well as the emergence of a well-organized and thriving **“fitness”** market and industry.

At the very beginning of the 20th century, at the same time **Georges Hebert** developed and promoted his “Natural Method,” another Frenchman, Professor **Edmond Desbonnet**, managed to make physical exercise and strength training fashionable through the **publication of fitness journals (he used photography to capture male and female athletes) and by opening a chain of exercise clubs**. This laid a strong foundation for physical culture in **Europe**, but also for **“fitness”** as an industry.

Beginning of Fitness Industry in Europe

Desbonnet's system was a reaction against the decadence of the Belle Epoque, during which people lived without thinking about their physical condition and health. At the height of his popularity, he had more than **200 fitness centers**, and several of the famous early **strongmen and bodybuilders** were proponents of the Desbonnet method.

Beginning of Fitness industry in USA

During the same period in the USA, **Bernarr Macfadden** came to prominence as an American physical culture guru and healthy living advocate. He recommended a minimalist lifestyle based on time **spent in nature, daily vigorous physical exercise, and the elimination of alcohol, tea, coffee, and white bread** from one's diet.

First Fitness Pro Multi-Millionaire

Macfadden started to market a **wall-mounted** muscle developer that he had created, and founded one of the first muscle magazines, **Physical Culture**, in 1899.

He staged the first physique contest in America in 1903, and similar competitions in 1921 and 1922 fostered the rise of physical culture's greatest icon, Charles Atlas. By 1935, Macfadden's publishing empire had a total of 35 million readers, and he died a multimillionaire in 1955.

Fitness in the present - almost lost...

- Do it because it's good
- Do it because it's healthy
- Do it because its trend
- Do it because of this and that ...

**There is
No
Future**

....

Thank You

www.fitnessacademyeurope.com



www.iqaeducation.com



www.platinumtraininginstitute.com

