Beat: Lifestyle

EUROLEAGUE OFF COURT: IN THE AIR - A CELEBRATION Of BASKETBALL CULTURE

BASKETBALL PLAYED IN THE CLOUDS

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USPA NEWS - A Celebration of Basketball Culture where Hoops, Urban Art, Streetwear Fashion and Music all came together as one – Euroleague Off Court: In the Air – proved a Resounding Success on Friday March 24, 2023, in Paris with the help of 300 Atendees who helped make the Night a Truly Novel Experience.

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An Innovative, Ground-Breaking Venue saw Basketball played in the Clouds (l'Atelier Basfroi, Paris).

A One-Of-Kind Visual Setting that took Basketball to the Skies provided the Backdrop for the Streetball Players and more than 60 Influencers to do their Magic in a Series of Competitions that delighted Onlookers and wowed the V.I.P. Judges.

Turkish Airlines provided a Celestial Theme to the Venue and took everything to the Highest Level by adding Real Cloud Generators that had the Dunkers looking like they were Literally Jamming in the Heavens.

The Motif was completed by Adidas and Foot Locker assuring that all 60 Participants were dressed for the Occasion. The Influencers were Looking Sharp in the All-New Chapter 1 Collection by adidas, while the Players were taking off in the New Harden vol.7 Shoe.

The Parisian Basketball Community embraced the One-Of-A-Kind Experience as a True Homage to their Eclectic Mix of Street Culture, Style, Sounds and Slams.

In the Men's 2x2 Category, Rookicks led his Team to the Win by taking advantage of Special Rules that doubled his Points at Certain Moments of the Game. Rookicks had to face the Winning Female Team in a Decisive Shoot out for Final Four Tickets that the Team led by Helena Delaruelle finally won.

Yohan Lemay was crowned the G.O.A.T. of the Dunk Contest by performing a Windmill Dunk over Three People. The Jury, including Paris Basketball Legend Amara Sy, rated his Performance the Highest.

After that, the Guests were Free to come and play to decide who would become the One-On-One G.O.A.T. and go Home with a €500 Voucher from Foot Locker.

A Closing Party guided by the DJ.... and Dance Acts like the Ropestylers closed the Event in Style.

Euroleague Tournaments:

* Turkish Airlines EuroLeague
* 7DAYS EuroCup
* Adidas Next Generation Tournament

About Euroleague Basketball

Euroleague Basketball (EB) is a Global Leader in the Sports and Entertainment Business, devoted to running the Top European Competitions of Professional Basketball Clubs under a Unique and Innovative Organizational Model. Owned and administered by Some of the Most Successful and Historic Clubs in the World, EB manages the Continent’s Two Premier Men’s Basketball

Competitions, the Turkish Airlines EuroLeague and the 7DAYS EuroCup, as well as the Sport's Premier Under-18 Showcase, the EB Adidas Next Generation Tournament.

The EB Competitions bring the Elite of European Basketball to all Five Continents and to the Entire Sports Community through the OTT Platform EuroLeague TV. EB also organizes a Series of Community and Educational Activities, led by the One Team Program, in alignment with the United Nations Agenda 2030 Sustainable Development Goals. On the Academic Side, the EB Sports Business MBA trains Future Professionals in Sports Management.

Source: Euroleague Basketball Off Court: In The Air Event
Celebration of Basketball Culture
On Friday March 24, 2023 @ L'Atelier Basfroi in Paris

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