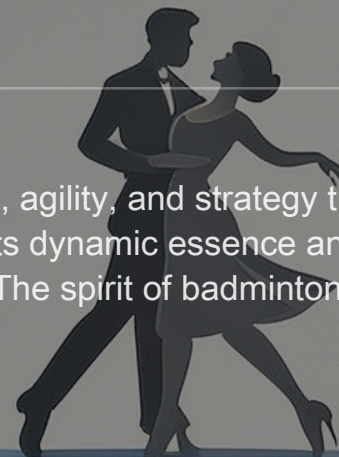




Discovering Badminton

Beyond the Feather and the Racket!

A sport of speed, agility, and strategy that challenges limits, captivates with its dynamic essence and the surprising grace of its movements. The spirit of badminton awaits you in every serve!



Contents

01. From India to Badminton

We explore its humble origins in India as 'Poona', its evolution in England, and the formalization of the rules and formats that define it as a sport today.

02. The Unique Charm

An analysis of its essence: the speed of the strokes, the technical precision of the players, and the strategic depth that make it a thrilling and dynamic sport.

03. A Global Sport

We trace its global influence, from its inclusion in the Olympic Games to elite competitions like the All England, and its impact on different cultures worldwide.

04. Badminton in Argentina: History and Growth

We learn about its arrival in our country, its development in clubs and schools, and the dreams of young Argentine talents seeking to cross borders and shine on the international stage.

05. Discussion

We share personal spiritual sanctuaries, discuss how badminton relieves daily stress, inspires passion and self-growth, and wrap up the core value of this sport.



01

From India to Badminton

Origins, Rules and Modalities



A Journey Through Time



The emblematic Badminton House, home of the Duke of Beaufort, where the Indian game "Poona" was presented to British society and adopted its definitive name.

01. The Legacy of "Poona"

During the British rule in India, colonial officials adopted a local game called "Poona", which involved hitting a shuttlecock with rackets over a net, laying the foundations for what would become badminton.

02. The Badminton Estate (1873)

The Duke of Beaufort invited officials to his residence, **Badminton House**. There, the game became popular among the British elite and its name became that of the modern sport we know today.

03. The First Rules and the All England Championship

In 1877, the Bath Badminton Club drafted the first written rules. In 1899, the first All England Championship was held, the oldest and most prestigious tournament in the world of this sport.

The Basic Rules



The Court

Singles: 13.4m x 5.18m | Doubles: 13.4m x 6.1m. The net must be 1.55m high at the posts.



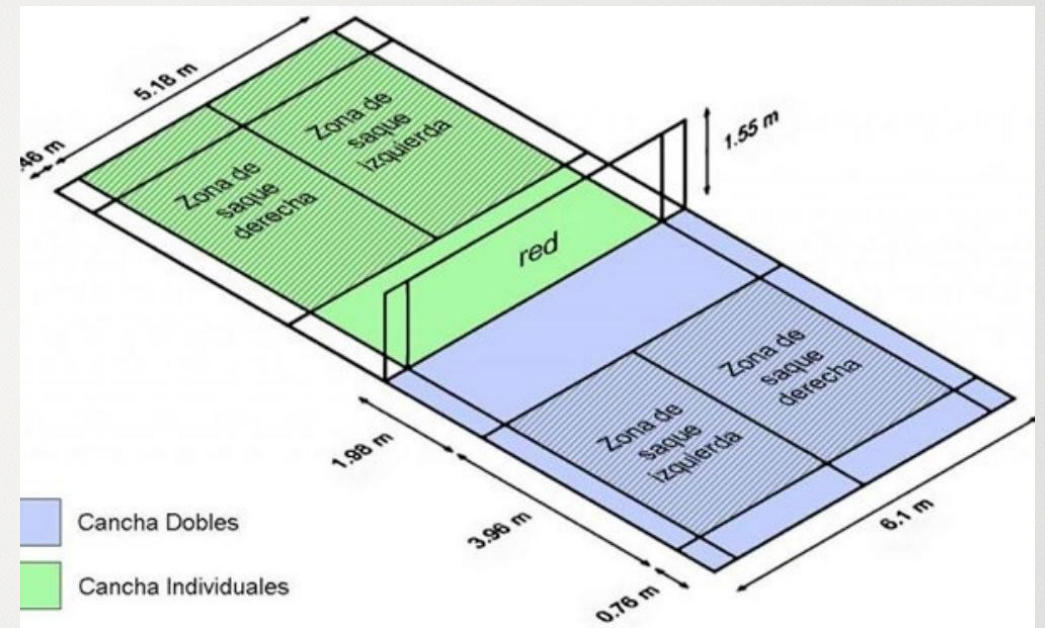
The Scoring

Play is best of three sets, each won with 21 points. You must have a 2-point advantage to win the game.



The Serve

It must be made below the waist. Serve from the right side if the score is even, and the left if it is odd.



The image illustrates the layout of a badminton court, clearly differentiating the playing areas for singles (in green) and doubles (in blue), along with the corresponding service areas.

Olympic Disciplines

Olympic competition consists of five exciting disciplines, each with its own unique style and challenge.



Men's Singles

A test of skill and endurance where each player relies solely on themselves to cover the entire court, showcasing constant agility and strategy.



Men's Doubles

Characterized by power and speed, with constant offensive plays and powerful serves. It requires great coordination to cover the court efficiently.



Mixed Doubles

A unique combination of male strength and speed with female agility and technique. It is the most dynamic and strategic discipline, requiring excellent communication and synchronization between partners to adapt to playing styles and overcome the opponent.



Women's Singles

Equally demanding, it combines agility, speed and impeccable technique, highlighting precision and quickness in every move on the court.



Women's Doubles

It stands out for precision, the speed of exchanges and a well-worked net tactic. It is a spectacle of fast and well-calculated movements.



2

The Unique Charm

Speed, Technique, and Strategy



Speed and Technique



Explosive Speed

Smash (Punch): The fastest shot in the sport, exceeding 400 km/h. It requires a combination of extreme power, speed, and precision.



Technique: A Dance of Precision

Clear (Lob)

A high, long shot to reorganize defense and regain position on the court.

Drop (Drop Shot)

A soft shot near the net to unbalance the opponent and force them to run forward.

Drive

A fast, flat shot near the net to maintain constant pressure on the opponent.



In badminton, every rally is a high-speed game of chess. Precision and anticipation are just as crucial as physical strength.

Strategy: A Chess Match at 400 km/h

Badminton is, first and foremost, a mental game. Players must "read" their opponent in milliseconds and anticipate their movements to unbalance them.

01. Change the Rhythm

Alternate fast shots (drives) with slow drops to break the opponent's cadence and prevent them from adapting.

02. Move the Opponent

Use shots to the corners and center to force them to run, tire them physically, and create open spaces.

03. Net Play

Press at the net with low, fast shots (net kills, taps) to leave the opponent no time to react.

04. The Mental Factor

Staying calm under pressure and making split-second decisions is what defines the sport's champions.



03

A Global Sport

Influence and Elite Competitions



Global Reach

> 330 millones

of registered players worldwide, consolidating its massive and global base.

> 190 países

where badminton is played in an organized manner, making it one of the most widespread sports.

\$1289 millones

Projected value of the global sports equipment market for the year 2026.

4.8% CAGR

Expected compound annual growth rate (CAGR) for the market until 2035.

The Major Competitions



Olympic Games

The pinnacle for any athlete, with official medals since Barcelona 1992, where badminton achieves Olympic glory.



BWF World Championships

Brings together the world's best in five disciplines (singles, doubles, mixed), held annually, awarding the world champion title.



Thomas & Uber Cups

World team championships for men (Thomas) and women (Uber), held biennially, the dream of national teams worldwide.



4

Badminton in Argentina



History, Growth, and Dreams

A History of Initiative and Community

01. The First Steps (1980s)

The sport was introduced by enthusiasts, many of whom were employees of foreign embassies and English-speaking communities. Its practice was initially centered in private clubs and iconic parks like Jorge Newbery, sowing the first seeds in the country.

02. An Important Milestone: 'Rio de la Plata' Tournament

In 1983, the first "Rio de la Plata" tournament was held in Sarmiento Park, a groundbreaking event that featured international players. This tournament marked a turning point in the visibility and development of Argentine badminton.

03. Eduardo Coria's Drive in La Pampa

This passionate coach has dedicated over 12 years to spreading the sport across the province, expanding its practice to 14 locations. His tireless work has been fundamental in bringing badminton to rural and urban corners, democratizing access to the sport.

04. The Importance of Community and Families

Coaches like Bárbara Berruezo emphasize that success lies in involving families, creating an environment of learning, fun, and belonging. This community-focused approach not only strengthens the bond with the sport but also builds lasting social networks.

Faces of the Future



Iona Gualdi: The face of women's badminton

At 18, she is already a veteran with bronze medals at the Pan American Youth Games and the 2022 Rosario Youth Games, establishing herself as a reference for women's sport in Argentina.



Santiago Otero and Nicolás Oliva: A European Dream

Signed by a prestigious Danish club, they seek to learn from the European elite to raise the national level. Santiago aspires to be Argentina's first Olympic badminton player.



Natalia Caro: Leader in Parabadminton

In June 2026, she became the first Parabadminton athlete from Rivadavia to travel to Europe, a milestone for the inclusion and growth of adapted sports.



Santiago Otero (left) and Nicolás Oliva (right) during their training in Argentina, before making the big leap to Europe.

5. Discussion: Where is your own "badminton court"?

My personal experience

Deep in my memory lies a badminton court, the source of my purest joy back when I was in Grades Five and Six. Academic pressure had already begun to creep in by then, yet every PE class and break time, I would grab my racket to play badminton with classmates. In those moments, all worries and stress melted away. Nothing mattered but the exhilaration of moving my body, which was the perfect remedy for weariness.

Let's share!

Do you also have a hobby that lets you lose yourself in the moment and grow without even noticing it? It may not be a sports court, but it is your personal spiritual sanctuary.

**So grab a racket and step onto the court to
craft your own graceful moves.**

Throughout this presentation, we have traced badminton's journey from its Indian roots to global Olympic glory, explored its speed, tactics and booming development in Argentina. Beyond competitive matches and trophies, this sport carries deeper meaning: it is a peaceful sanctuary to release stress, a source of passion that fuels our creativity, and a mirror reflecting our persistence and vitality.

Every swing of the racket writes a unique story, and our journey with badminton never truly ends.