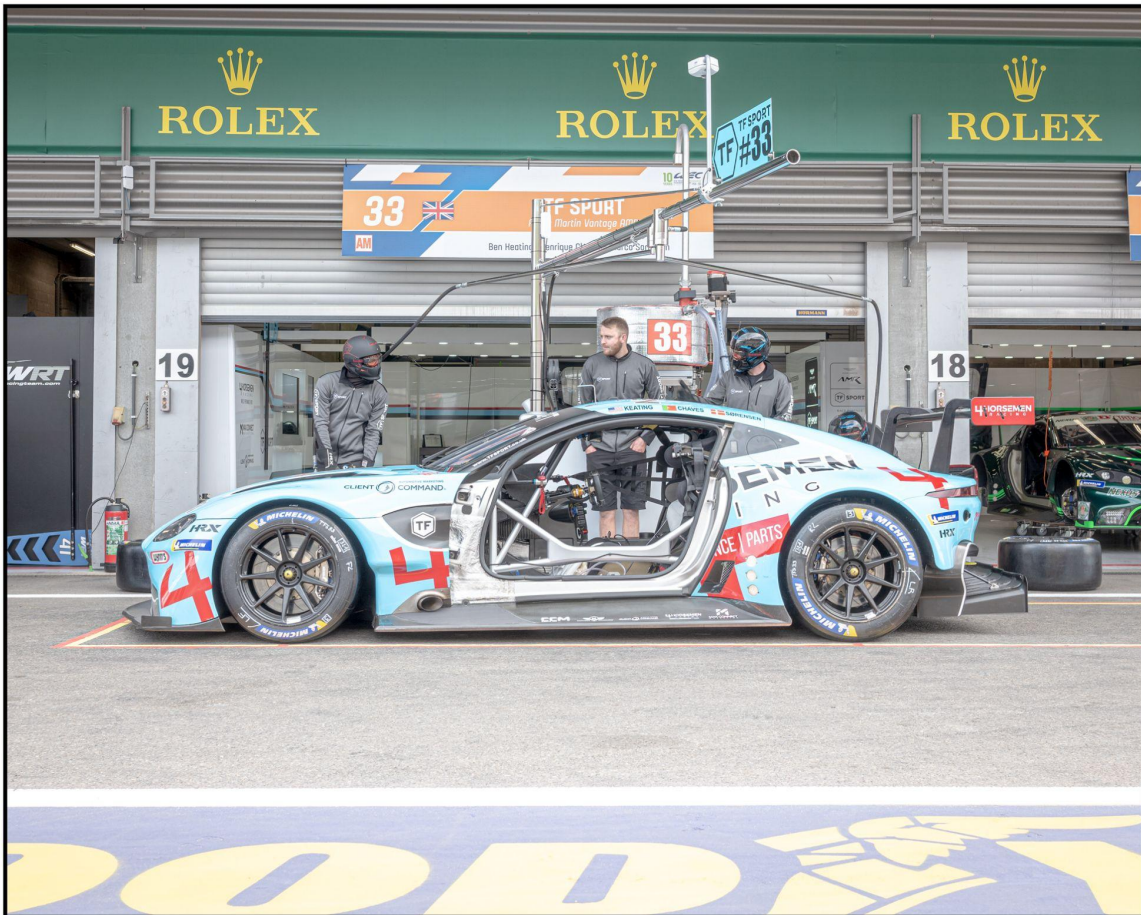
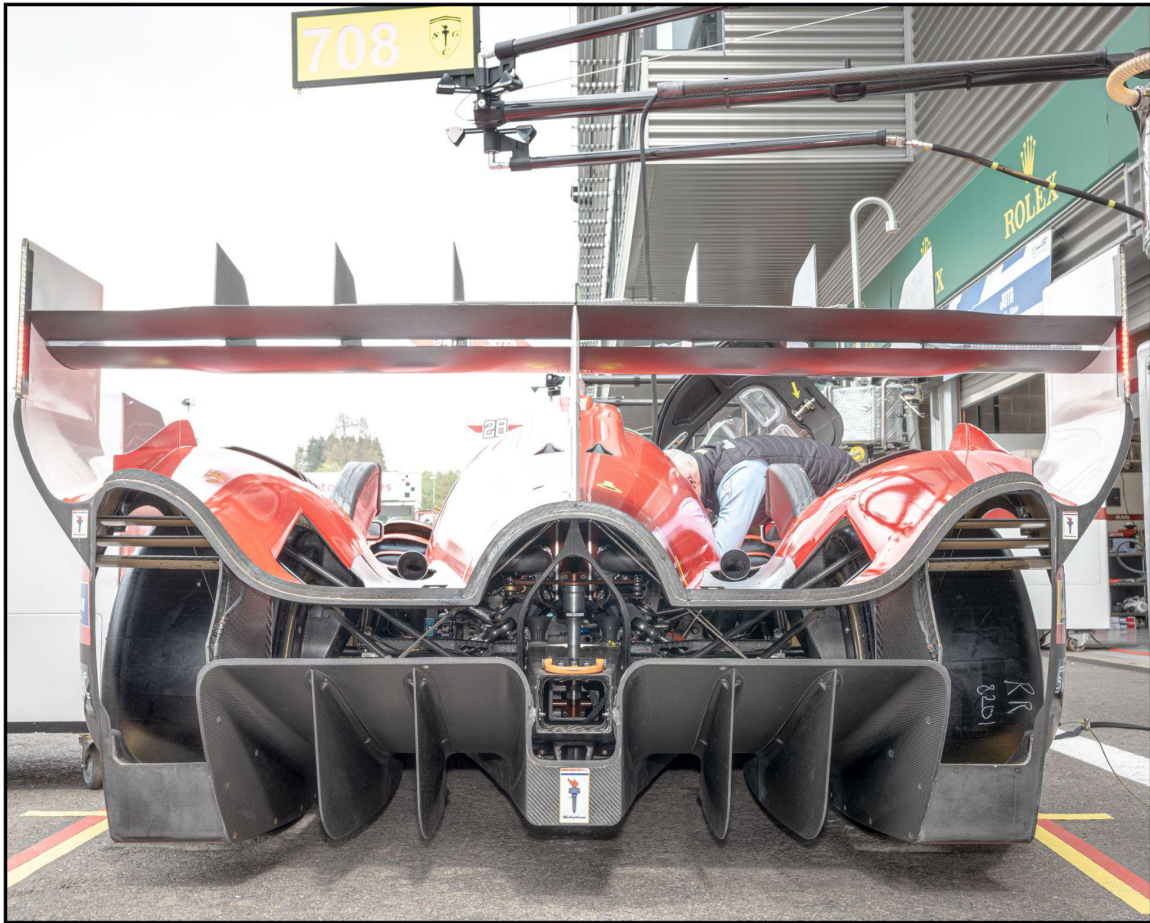


**#24 : INNOVATION AS SPORT - THE RACE IN THE HILLS 2/2.**  
18th / July / 2022.

Photographed and written by Adrian Maidman.



For the 2nd and final part of 'The Race In The Hills', I wanted to step out of the JOTA garage and begin to explore the entire paddock, the entire sport in fact.



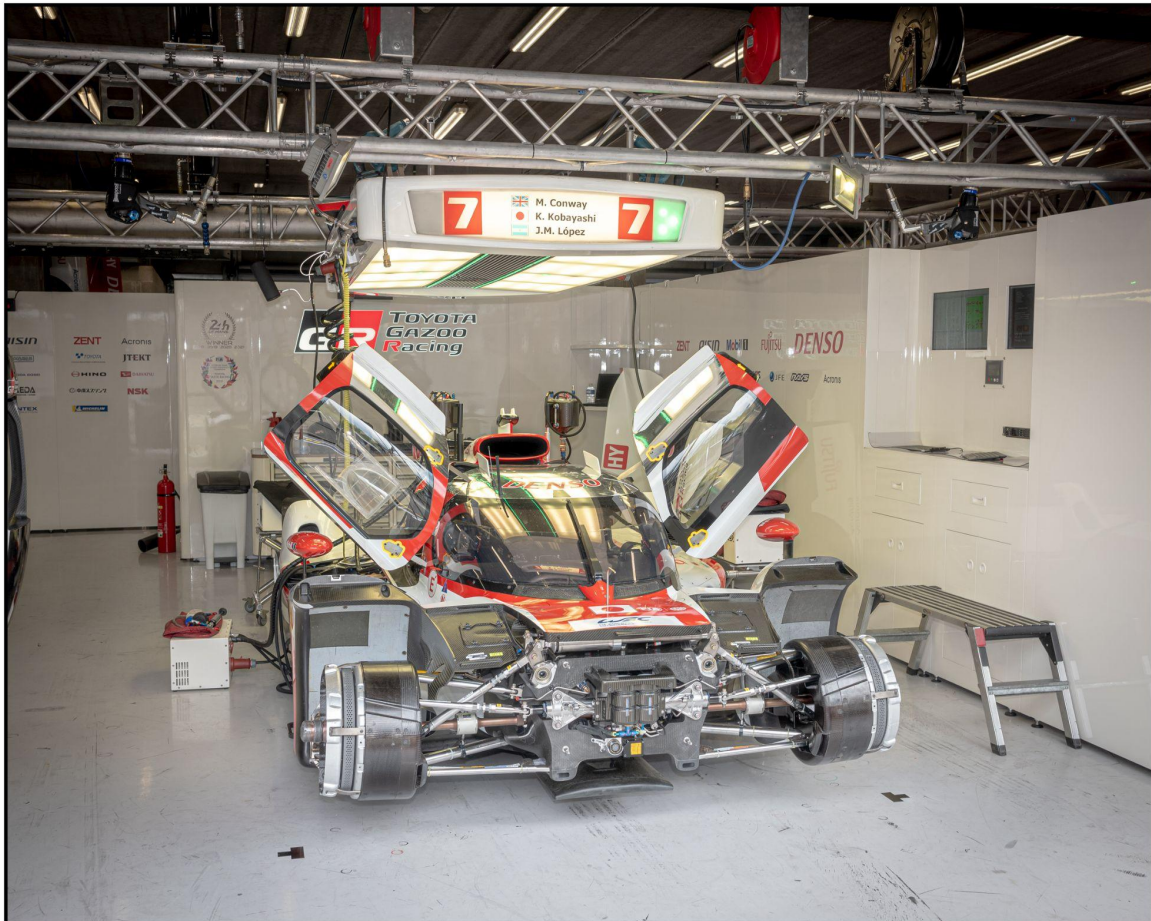
With such expense lies a question of necessity and there is no denying that money is what literally keeps the wheels moving in the motorsports world. Although expensive and somewhat comical in its arduous repetitive nature, endurance racing plays a vital role in the future of technology. I understand that is a big claim to make and this document is going to be heavily biased but I hope I can present an interesting perspective from my brief experience within this unique sport.



# 1. Innovation.

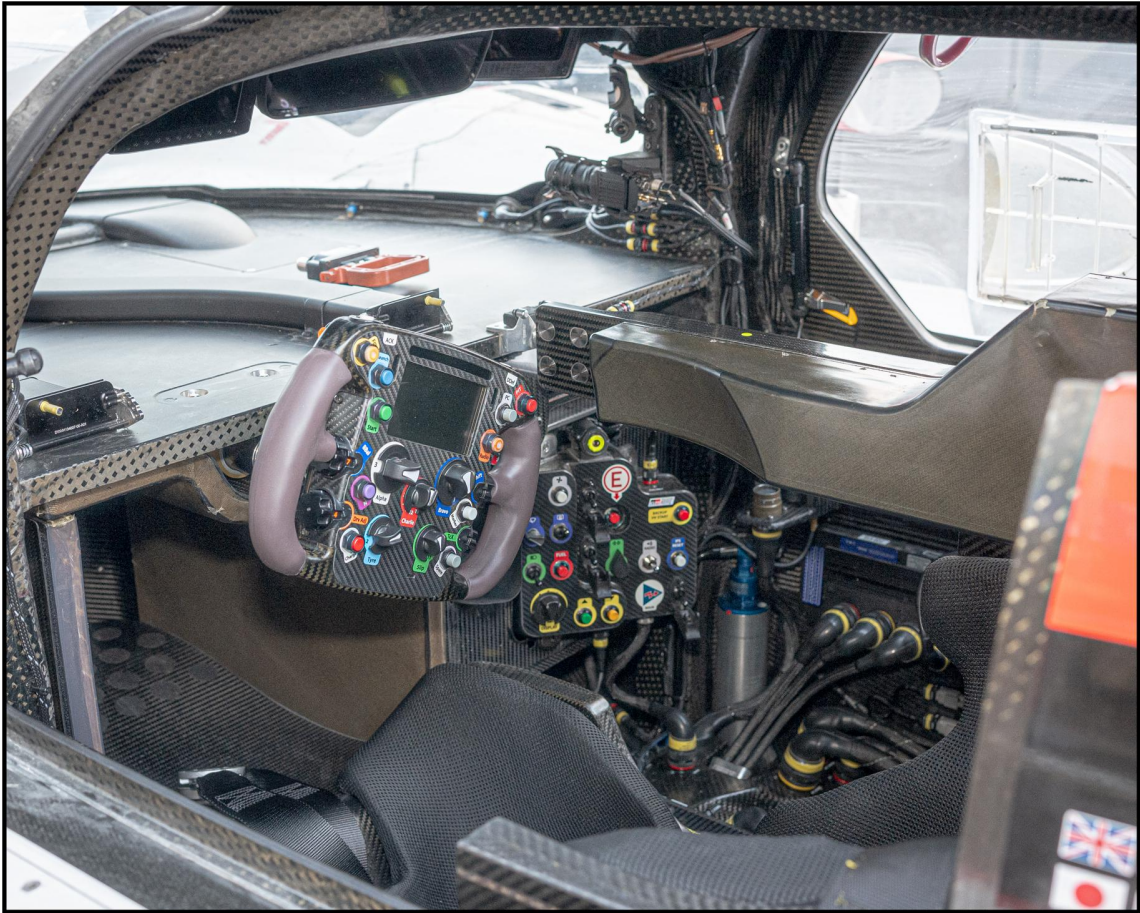
Despite its use as a buzz marketing term, innovation does actually exist in motorsports and its relevance in

our regular lives cannot be understated. Large consumer car manufacturers are having to face novel abstract technical challenges in motorsports that do exist in the large-scale market of consumer products and infrastructure.





The rapid widespread adoption of electric powertrains in both motorsports and consumer vehicles is a clear example of this. Since I am not a technician, I don't believe I am qualified to explain the actual details of these developments, so I want to present to you my perspective of this kind of innovation as a spiritual force in ourselves and society.





As I suggested in part 1, sports and games are about pushing boundaries of competence, mostly as individuals or as a team. When we base a sport on technical and mechanical competence, we observe the boundaries of technical reality expand. The lap times get faster, yes,

but also the efficiencies and quality of energy conversion become refined in the workshop and then evidenced on the track.



The current heatwave we are undergoing should be enough evidence to prove that energy efficiency, conservation, and sustainability are not things to be ignored. Especially in the implementation of mass transportation. I understand that the primary goal of this kind of endurance racing is not exactly sustainability, but the desire for fuel-efficiency on the track is paralleled by a desire to sustain the sport. As fuel gets more scarce and less desirable as an energy source, we will find its relevance fades just as long as these big teams are taking advantage of the performance and practical benefits of sustainable electrical energy.





With a new 2023 series of hybrid electric Hyper Car entries from manufacturers like Ferrari, Porsche, Lamborghini, Acura, Peugeot, Cadillac, and Renault comes a shift in cultural attitude that permeates the paddock. No longer do people necessarily wish to identify themselves as 'petrol heads' nor do they wish to push the sport as a frivolous good time for the wealthy. It does depend on who you talk to, although, from my experience, endurance racing exists as a proving ground for engineering brilliance, conscious sportsmanship, and inclusivity. - I am sure this sentiment also applies to F1 but I am yet to step foot in such a paddock -.











As I said, the track is a proving ground. A platform for the teams to display the ability of a new idea, creation, and technology while also being a platform for drivers to prove their own ability. It's a testing range for novelty. This is why such races like the 24hrs of Le

Man have remained relevant. It's the iterative development that follows each previously realised leaderboard that draws people - at least myself - back each year.

The teams in endurance racing are magnitudes smaller than F1, as are the budgets and rewards. The margin for success tends to be greater too. This provides the opportunity for more teams to creatively explore technology by building new cars to throw on the track. It's the diversity of the cars, people, and skillsets that makes for an exciting race.





2.

Enchantment.

I have a tattoo on my left arm that shows a diagram of the Control Service Module (the top part of the rocket) from the Apollo 11 Moon landing missions. As my first tattoo, I wanted it to be significant. It may not be the coolest idea for a tatt but it does say something, at least to myself.

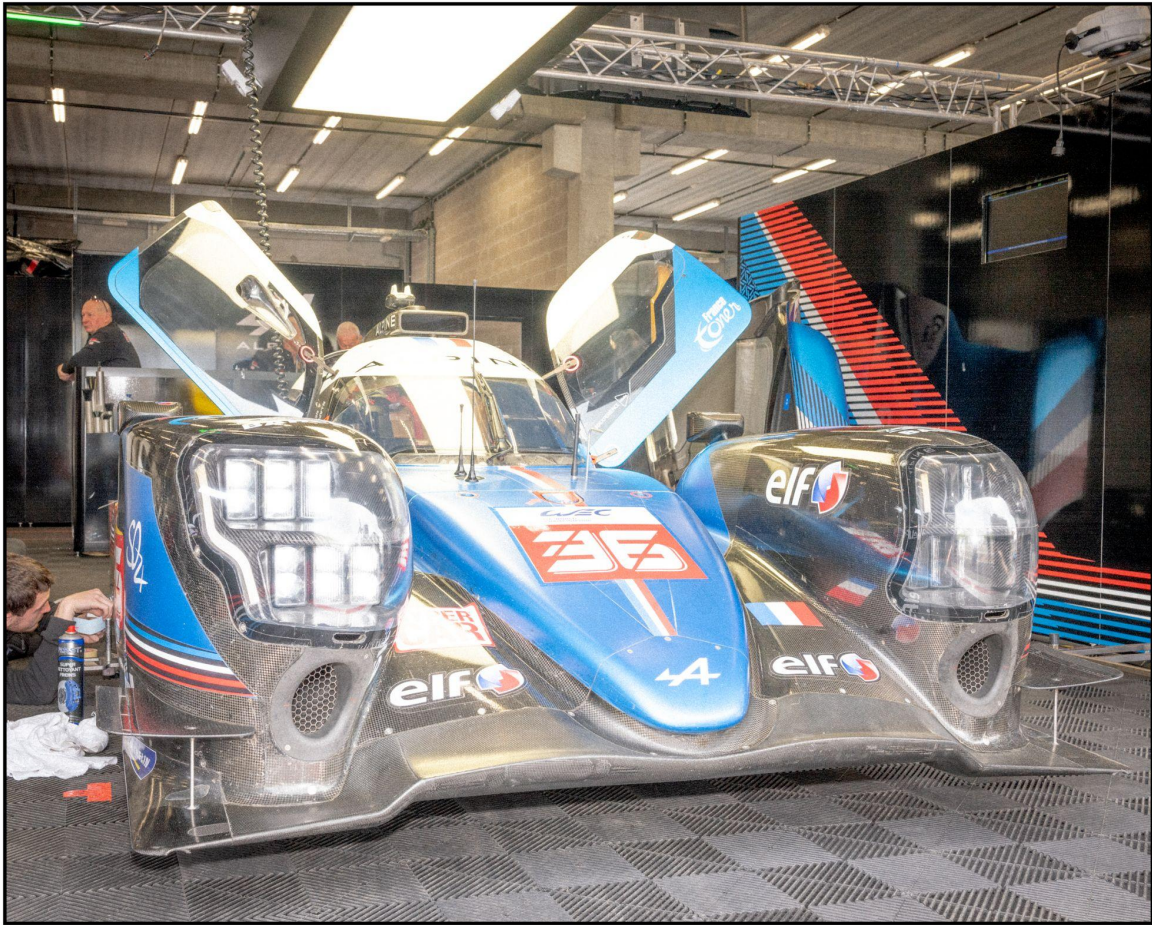


I feel enchanted by mechanism. A wheel, cog, watch, wind turbine, car, and rocket all share a similar trait. They are built from the dirt and are staggering examples of human ingenuity. The Apollo missions were a stunt of mind-bending significance. Without the aid of modern

computation nor digital calculators, the yanks were able to shoot a tin can full of people to the moon and back.

Technical details aside, I would like to suggest you begin to observe motorsports in the same manner as I observe space travel; as art.





### 3.

#### The Spectacle.

Art, being in practice just an intellectual stunt, is an expression of human experience. The expression I have witnessed from within the garage is of an enchanting philosophy that has introduced new technology into the world while also being such an amazing spectacle that it can capture the world's attention as well.

Sport as an extension of art is a novel concept that understandably is met with criticism, but I encourage you to imagine the Olympics, not as a sporting event but

rather as an exhibition of the boundaries of human physical capacity followed by their reimagining when a record is broken. To me, motorsports are an exhibition of the boundaries of engineering intertwined with human ingenuity all expressed in the same manner found within the Apollo missions.







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It means a lot that you're willing to get this far through a pretty long article. I am glad to be finding more depth in the subjects I choose to explore, especially since I am going back to uni. But with increased depth comes alienation from the ultra-quick nature of a lot of social media content.

I write these for myself, but I have found that people from many walks of life agree with me that there appears to be a consistent lack of depth on the main few social media platforms. I hope the fact that so many of you

have signed up to receive these journals is a call for more depth in the content you see online and I hope I deliver on that call.

I know motorsports isn't everyone's thing so I will mix it up in the next few months, but I have to admit that I have a few more endurance racing-related journals in the works.

Thanks for reading!

-Adrian

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The following journal title will be ...

#25 : ITALIAN HEATS.

Link to the rest of my journal entries:

<https://drive.google.com/drive/folders/1jix0-yr6n7Ra9LVLtXerNRjMfLxuDm6?usp=sharing>

If, for whatever reason, you wish not to receive any more journals, let me know and I'll remove you from the list. You coward.