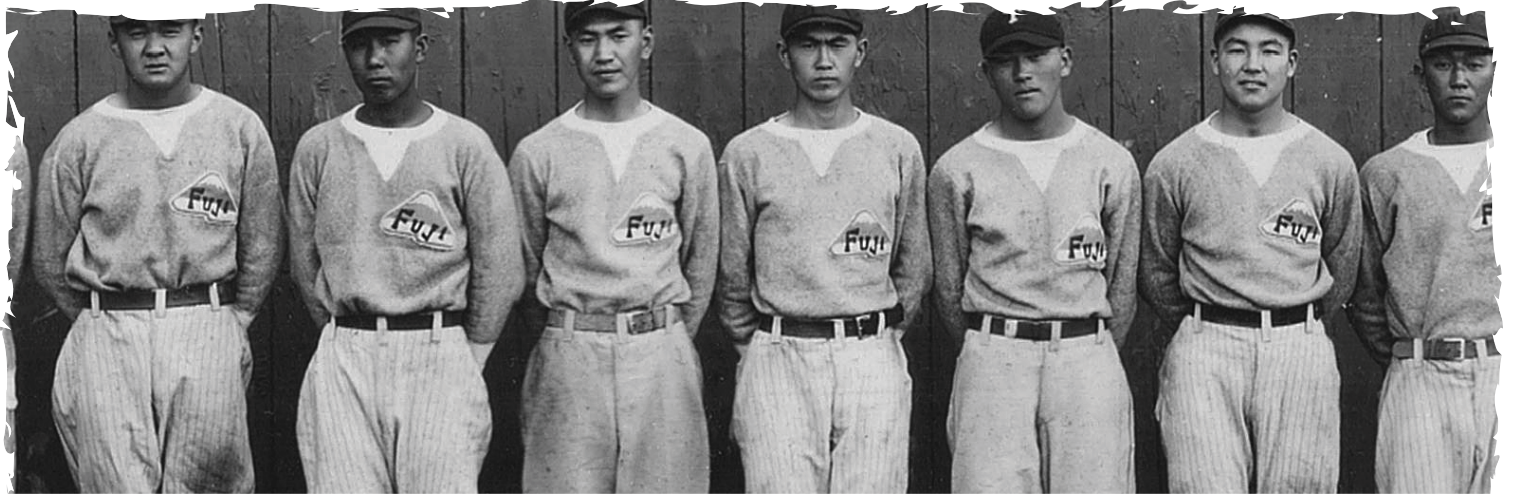


*Fuji's*

**ATHLETICS**



# MY MISSION





MY MISSION IS TO BRING CULTURAL IDENTITY TO THE FOREFRONT OF PERFORMANCE INNOVATION BY REDESIGNING PORTLAND'S FUJI ATHLETIC CLUB'S ICONIC BASEBALL UNIFORM TO FIT THE 21ST CENTURY. THIS PROJECT CELEBRATES THIS JAPANESE-AMERICAN CLUB'S FORGOTTEN BASEBALL HISTORY BY REVIVING THEIR STORY.





# INTRO DUCTION



SCIENTIFIC, TECHNOLOGICAL AND AESTHETIC SPORT PRODUCT INNOVATIONS HAVE BEEN AND ARE KEY FACTORS IN THE RAPID RISE IN POPULARITY OF COMPETITIVE AND RECREATIONAL SPORTS IN THE US AND THE REST OF THE WORLD. MOST POPULAR SPORTS HAVE HAD AND ARE HAVING VALUABLE ADVANCEMENTS IN SPORTS PERFORMANCE PRODUCTS BY THE INFUSION OF DIGITAL ANALYTICAL TECHNOLOGY, ENGINEERED TEXTILES, AND STATE-OF-THE-ART MANUFACTURING PROCESSES. THESE INNOVATIONS HAVE BROUGHT ABOUT A REVOLUTION IN THE UNDERSTANDING AND USE OF DESIGN FOR COMPETITIVE AND RECREATIONAL ATHLETES THAT HAS FUSED INTO THE EVERYDAY LIFE OF MODERN SOCIETY. INDUSTRIES, LIFESTYLES AND CULTURES HAVE BEEN FORMED AROUND THIS REVOLUTION, AND ARE CONTRIBUTING TO DYNAMIC HUMAN ADVANCEMENTS IN MEDICINE, SOCIOECONOMICS, AND POLITICS. WHETHER IT IS THE SCIENTIFIC ANALYSIS OF THE RUNNING GAIT OF A TRACK STAR, DIFFERENT RACIAL AND ETHNIC COMMUNITIES COMING TOGETHER FOR COMPETITIVE SPORTING EVENTS OR THE INFUSION OF ATHLETIC APPAREL INTO REALMS OF HIGH FASHION, SPORT PRODUCT DESIGN INNOVATION HAS BEEN ESTABLISHED AS A KEY FACTOR INTO PUSHING HUMAN THOUGHT AND PERFORMANCE INTO THE FUTURE.

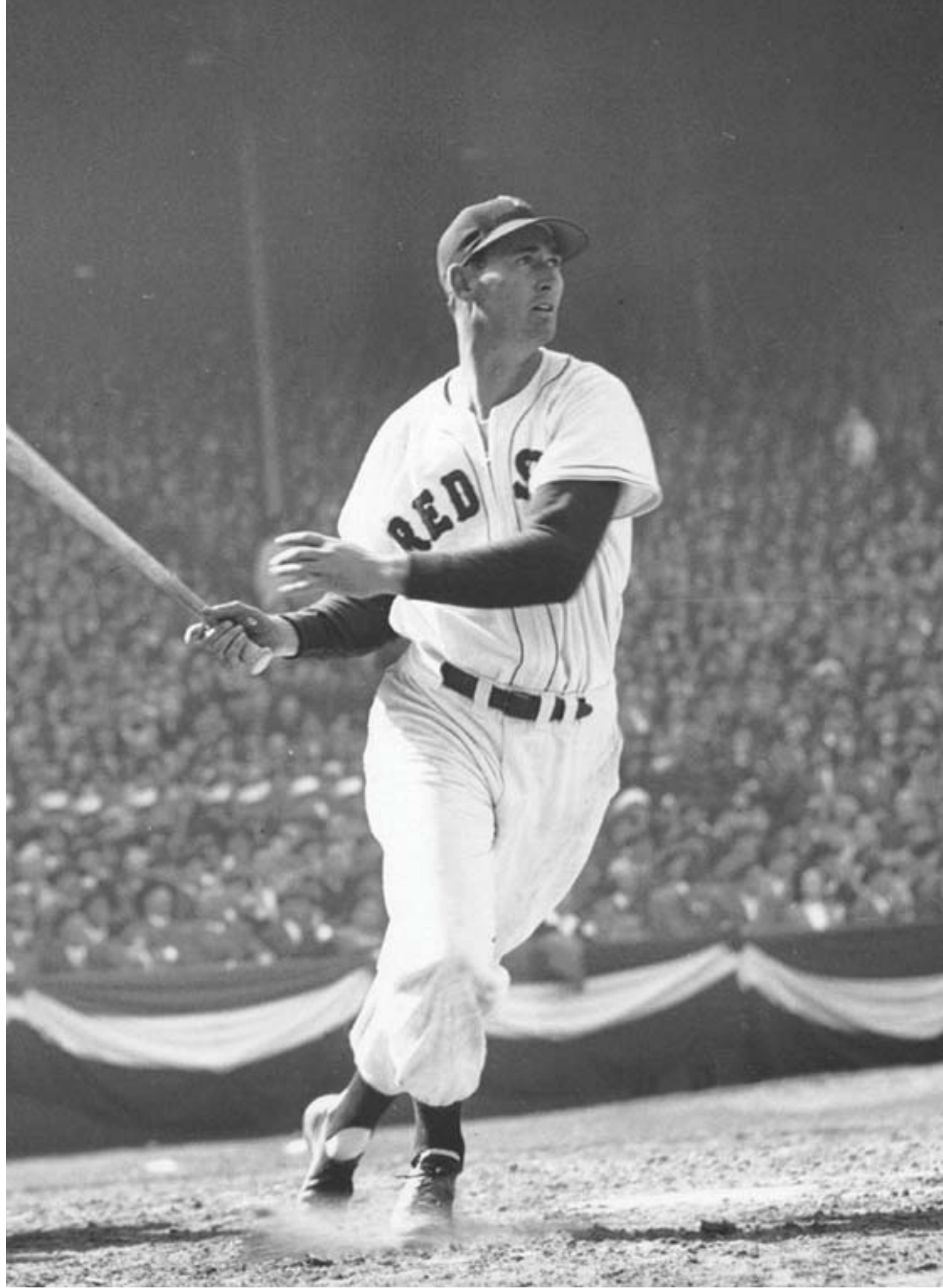


# AMERICA'S PASTIME

## A LACK OF INNOVATION

GIVEN THESE ADVANCMENTS IN THOUGHT AND PERFORMANCE THROUGH SPORTS SCIENTIFIC, PRODUCT AND AESTHETIC INNOVATIONS, "AMERICA'S PASTIME" REMAINS REMARKABLY UNTOUCHED. BASEBALL HAS STAYED TRUE TO ITS TRADITIONS OF THE GAME, EQUIPMENT, STYLE AND CULTURE THAT DATE BACK TO THE LATE 19TH AND EARLY 20TH CENTURIES. WOODEN BATS, SLOW PACED GAMES, SLOUCHY TROUSERS, BUTTON-UP TOPS, BELTS, A STAUNCH HISTORY AND EQUALLY STAUNCH FAN BASE ARE ALL STILL THE NORM. IT IS HARD TO DENY THAT WHEN ONE PLAYS OR WATCHES A GAME OF BASEBALL, YOU ARE TRANSPORTED AT LEAST 20 YEARS BACK IN TIME.

WITH A MAJORITY OF THE BEST LEAGUES OF THE MOST POPULAR COMPETITIVE SPORTS IN THE WORLD, AMERICA'S SPORTING PRIDE AND JOY IS ENTRENCHED IN HOLDING ON TO A CULTURE, HISTORY AND LINE OF PRODUCTS THAT HAS EXCLUDED ITSELF FROM MODERN SOCIETY. THE DEEP ANGLO-AMERICAN ROOTS, AND THE MORE RECENT AFRICAN-AMERICAN AND LATIN-AMERICAN CULTURAL INFUSION INTO THE SPORT, ARE CERTAINLY UNDENIABLE AND MAKE THE GAME UNIQUE. IT IS, HOWEVER, IMPERATIVE THAT THE SPORT OPENS UP TO A MODERN WORLD IN WHERE SCIENTIFIC, TECHNOLOGICAL, AND PRODUCT INNOVATIONS AS WELL AS NEW CULTURAL TRADITIONS AND HISTORIES TO ALLOW THE GAME TO LEAP INTO THE 21ST CENTURY.





EDDIE BASINSKI, PORTLAND BEAVERS | 1912



# THE OPPOR TUNITY

## CULTURE, INNOVATION & THE BASEBALL UNIFORM

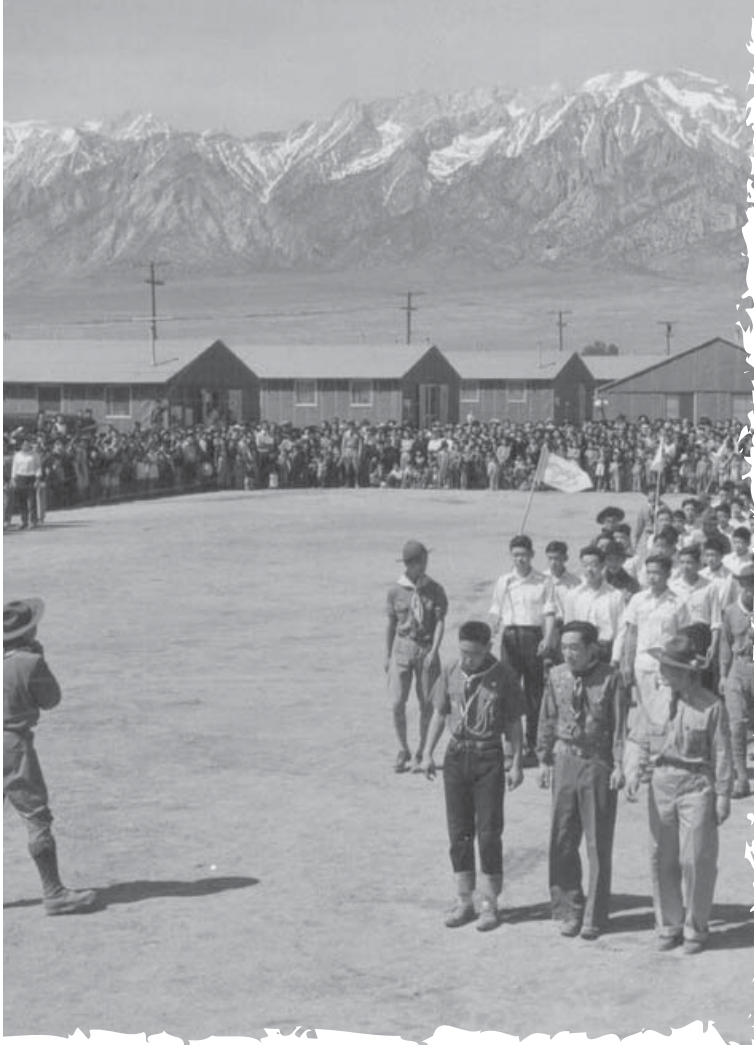


THE NARROW SCOPE OF AMERICAN BASEBALL HISTORY IS A KEY CONTRIBUTING FACTOR TO THE LACK OF CHANGE AND PRODUCT INNOVATION WITHIN THE SPORT, ESPECIALLY THAT OF THE UNIFORM. THE EXCLUSIVITY OF ITS CULTURAL HERITAGE HAS DISABLED PROGRESS. OTHER MAJOR SPORTS SHOW HOW DIFFERENT CULTURES AND HISTORIES CAN BRING TO A SPORT A FASTER PACED CHANGE AND EVOLUTION TO THEIR PRODUCTS. I BELIEVE IT IS TIME TO UPDATE THIS FLAW IN BASEBALL'S CULTURE THAT IS AFFECTING THE SPORT'S LACK OF INNOVATION, "THE WORLD HAS CHANGED SINCE 1869, BUT ONE OF THE FEW THINGS THAT'S REMAINED THE SAME IS THE BASEBALL UNIFORM" (WOLF, 2017).

I BELIEVE THERE IS AN OPPORTUNITY TO BRING THE SPORT INTO THE TWENTY FIRST CENTURY BY MODERNIZING AND REINVENTING THE ICONIC BASEBALL UNIFORM THROUGH A CULTURAL LENSE.

THE BASEBALL UNIFORM CAN BE REGARDED AS THE MOST ICONIC PIECE OF A BASEBALL TEAM ON A FIELD. THE BAT AND GLOVE ARE UNIVERSAL AND RARELY REPRESENT A PARTICULAR TEAM OR PLAYER'S CHARACTER ON THE FIELD. THE UNIFORM, ON THE OTHER HAND, REPRESENTS A TEAM'S, PLAYER'S AND WHOLE COMMUNITY'S IDENTITY IN THEIR COLORS, LOGOS AND MAKE. A UNIFORM IS WHAT BRINGS A TEAM AND COMMUNITY TOGETHER AS ONE, AND, AS SUCH, THE IDEAL PRODUCT TO BRING PRODUCT INNOVATION TO THE SPORT. THROUGH CULTURE.

IT IS EQUALLY IMPORTANT TO RESTATE THAT THE TRADITIONS OF THE SPORT HAVE KEPT THE UNIFORM FROM ADVANCING INTO THE 21ST CENTURY. THE BASEBALL UNIFORM IS IN DESPERATE NEED OF INNOVATION AND IS SEVERELY LAGGING BEHIND OTHER MAJOR COMPETITIVE SPORTS' APPAREL CULTURE.



# RESCUING A HISTORY

## AN INCLUSIVE TIME & THE POWER OF SPORT



THE EVOLUTION OF THE BASEBALL UNIFORM GOES HAND IN HAND WITH TURN OF THE CENTURY AMERICAN TRADITIONS AND IN THE GLORY DAYS OF BABE RUTH AND MICKEY MANTLE. IN ORDER TO DISENGAGE CORE AMERICAN BASEBALL HISTORY FROM THIS NARROW CULTURAL TIMELINE, ONE NEEDS TO CAST A WIDER NET ONTO OTHER PEOPLE'S HISTORY IN THE SPORT. LOOKING AT BASEBALL TRADITIONS AND HISTORIES OF OTHER COMMUNITIES AND COUNTRIES IS A WAY TO REVITALIZE THE CULTURE OF THE SPORT AND IGNITE INNOVATION THOUGHT FOR THE BASEBALL UNIFORM.

IN MY RESEARCH ON OTHER SOCIETIES AND THEIR BASEBALL HISTORY, I FOCUSED ON COUNTRIES IN WHERE THE SPORT REMAINS HIGHLY POPULAR. JAPAN, MEXICO AND THE CARIBBEAN ARE REGIONS IN THE WORLD THAT ARE PASSIONATE ABOUT THE SPORT, HAVE COMPETITIVE LEAGUES, AND HAVE LENGTHY BASEBALL HISTORIES. IN FOCUSING ON THIS COUNTRIES, THEIR UNIQUE HISTORY AND TAKE ON THE SPORT REVEALED IMPORTANT STORIES OF SOCIAL EQUALITY, POLITICAL UPHEAVAL AND COMMUNITIES COMING TOGETHER IN THE NAME OF THE SPORT. NONE, HOWEVER, REVEALED A STRONG CULTURAL INSPIRATION THAT WOULD HELP INNOVATE THE BASEBALL UNIFORM.

THE CULTURAL AND INNOVATION BREAKTHROUGH CAME IN THE FORM OF A FORGOTTEN HISTORY IN AMERICAN BASEBALL. CASTING A MORE INCLUSIVE NET LED TO THE STORY OF JAPANESE-AMERICAN OPPRESSION IN MID-1940'S AND HOW BASEBALL HELPED THEM THROUGH THEIR ENFORCED STAY IN AMERICAN INTERNMENT CAMPS.

EARLY JAPANESE IMMIGRANTS IN AMERICAN FACED RACIAL AND CULTURAL SCORN AND HOSTILITY FROM THE COMMUNITIES THEY WERE INTEGRATING INTO. AS PROFESSOR SAMUEL REGALADO, OF CALIFORNIA STATE UNIVERSITY, STATED IN HIS SELIG LECTURE, "ONE BASE AT A TIME", AT THE UNIVERSITY OF WISCONSIN-MADISON, "XENOPHOBIC GROUPS BENT ON ROLLING UP THE WELCOME MAT" TO JAPANESE IMMIGRANTS. THESE EARLY IMMIGRANTS FACED OBSTACLES AND NEVERTHELESS PRESERVED IN THEIR SOCIAL INTEGRATION INTO THE AMERICAN LIFE. DURING THIS INTEGRATION, THE POPULAR ACTIVITY OF THE SPORT OF BASEBALL WAS ALREADY AN IMPORTANT PART OF THE CULTURE SINCE IT'S CONCEPTION IN JAPAN IN THE LATE 19TH CENTURY (DUPRE, 2012). BASEBALL WAS AN AVENUE USED BY THE THIS IMMIGRANT COMMUNITY TO STAY UNITED AS A PEOPLE DURING THEIR FIRST YEARS IN AMERICAN SOIL AS WELL AS A TOOL TO CONNECT WITH OTHER CULTURES AND COMMUNITIES OUTSIDE THEIR TRIBE.

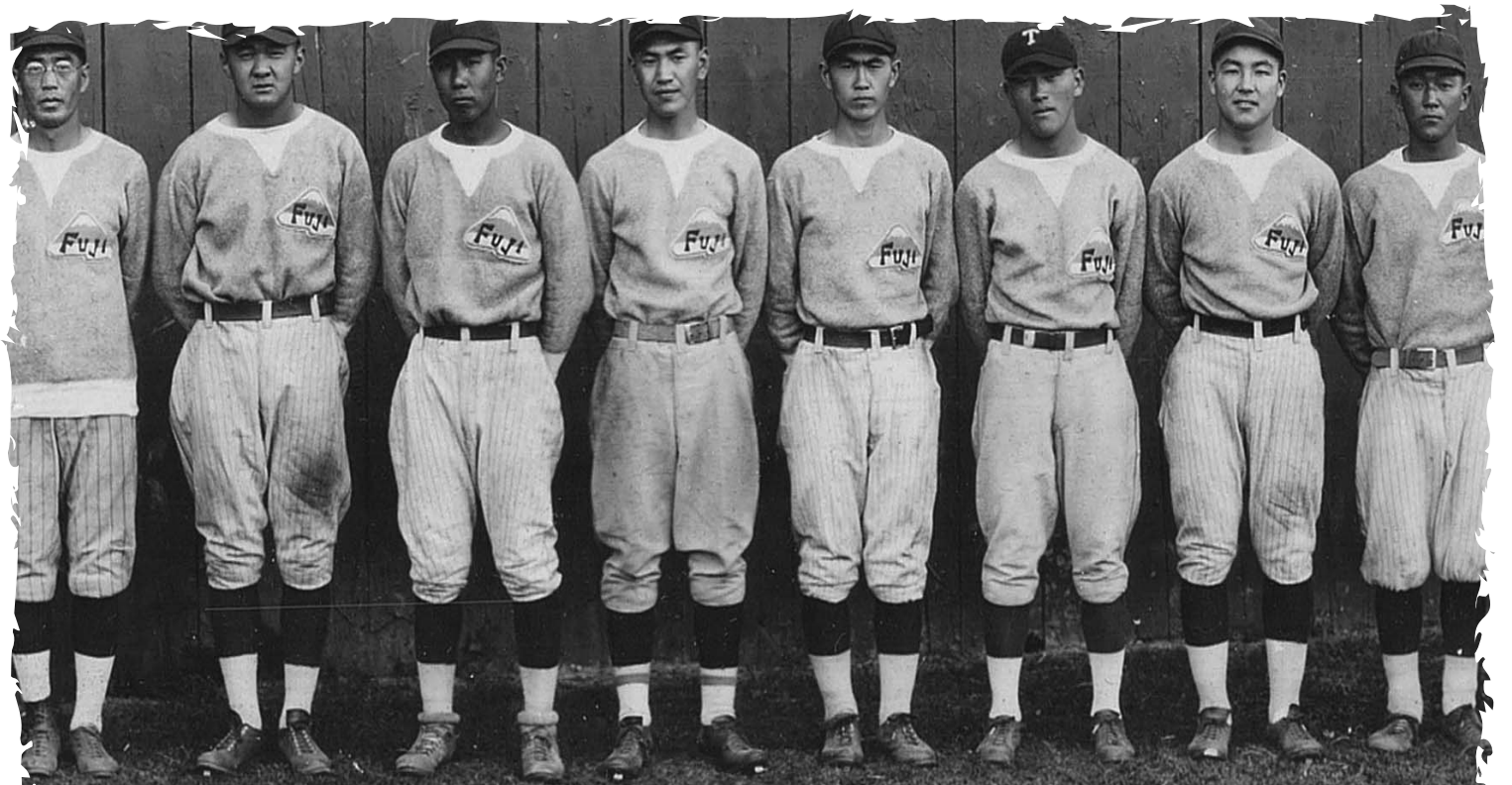
EARLY JAPANESE IMMIGRANTS IN AMERICAN FACED RACIAL AND CULTURAL SCORN AND HOSTILITY FROM THE COMMUNITIES THEY WERE INTEGRATING INTO. AS PROFESSOR SAMUEL REGALADO, OF CALIFORNIA STATE UNIVERSITY, STATED IN HIS SELIG LECTURE, "ONE BASE AT A TIME", AT THE UNIVERSITY OF WISCONSIN-MADISON, "XENOPHOBIC GROUPS BENT ON ROLLING UP THE WELCOME MAT" TO JAPANESE IMMIGRANTS. THESE EARLY IMMIGRANTS FACED OBSTACLES AND NEVERTHELESS PRESERVED IN THEIR SOCIAL INTEGRATION INTO THE AMERICAN LIFE. DURING THIS INTEGRATION, THE POPULAR ACTIVITY OF THE SPORT OF BASEBALL WAS ALREADY AN IMPORTANT PART OF THE CULTURE SINCE IT'S CONCEPTION IN JAPAN IN THE LATE 19TH CENTURY (DUPRE, 2012). BASEBALL WAS AN AVENUE USED BY THE THIS IMMIGRANT COMMUNITY TO STAY UNITED AS A PEOPLE DURING THEIR FIRST YEARS IN AMERICAN SOIL AS WELL AS A TOOL TO CONNECT WITH OTHER CULTURES AND COMMUNITIES OUTSIDE THEIR TRIBE.

JAPANESE-AMERICANS DEVELOPED A NETWORK AND LEAGUE OF AMATEUR BASEBALL TEAMS ALONG THE WESTERN UNITED STATES BEGINNING WITH THE FORMATION OF THE FUJI ATHLETIC CLUB IN SAN FRANCISCO IN 1903 AND THE OAKLAND ASAHI CLUB IN 1906 (GUTHRIE-SHIMIZU, 2012). WITH THE PASSAGE OF TIME, PLAYERS AND TEAMS LIKE FRANK FUKUDA, KNOWN AS THE "FATHER OF BASEBALL IN THE PACIFIC NORTHWEST, AND HIS SEATTLE ASAHI BASEBALL CLUB AND, OUR VERY OWN, PORTLAND FUJI ATHLETIC CLUB BECAME SYNONYMOUS WITH JAPANESE-AMERICAN BASEBALL (GUTHRIE-SHIMIZU, 2012). THE NETWORK AND TEAMS BECAME A STRONG LINK TO JAPAN'S BASEBALL CULTURE AS WELL AS TO AMERICAN BASEBALL PROFESSIONAL LEAGUES. JAPANESE-AMERICAN TEAMS, LIKE THE ASAHI CLUB, OFTEN TRAVELED TO JAPAN AND/OR PLAYED PROFESSIONAL AMERICAN TEAMS IN A SHOW OF LOVE FOR THE SPORT AND COMMUNITY.

THE DEVASTATING ACTS OF THE IMPERIAL JAPANESE NAVY AIR FORCE AT PEARL HARBOR, HAWAII DECEMBER 7, 1941 CAUSED XENOPHOBIA AND RACISM TO RISE IN AMERICA, AND CHANGED THE FATE OF JAPANESE-AMERICAN BASEBALL, "WHEN THE UNITED STATES GOVERNMENT PUT THE JAPANESE COMMUNITY ON THE WEST COAST INTO INTERNMENT CAMPS IN 1942, THE NETWORK OF JAPANESE BALL CLUBS THAT FUKUDA SPENT A LIFETIME BUILDING THROUGHOUT THE REGION DIED AND WERE NEVER REVIVED". THESE EVENTS CAUSED THE JAPANESE-AMERICAN COMMUNITY TO ENCOUNTER INHUMANE CONDITIONS AND TREATMENT, AND TO LOSE A VALUED COMMUNITY NETWORK. BASEBALL BECAME A RELIABLE OUTLET FOR THE COMMUNITY DURING THEIR STAY IN THE INFAMOUS AMERICAN INTERNMENT CAMPS TO ENDURE THESE HARDSHIPS. BECAUSE OF THIS, BASEBALL BECAME MORE THAN A SPORT TO THE COMMUNITY AND HAS BEEN VALUED AS SUCH EVER SINCE.

KNOWING THIS HISTORY, OF HOW THE SPORT WAS MORE THAN A LEISURE ACTIVITY IN A COMMUNITY AND BECAME A FORCE OF ENDURANCE AGAINST OPPRESSION, IS PART OF WHAT AMERICAN BASEBALL HAS EXCLUDED FROM ITS HISTORY AND CULTURE. IT IS TIME TO REVIVE THIS HISTORY AND FORGOTTEN STORY TO BRING AMERICAN BASEBALL AND THE UNIFORM TO THE 21ST CENTURY.





## FUJI ATHLETIC CLUB, PORTLAND



ONE OF THE TEAM'S IN THE JAPANESE-AMERICAN LEAGUE WAS PORTLAND'S FUJI ATHLETIC CLUB. WITH MUCH OF ITS STORY UNKNOWN GIVEN THE LACK OF WRITTEN HISTORY ABOUT THE CLUB, IT IS KNOWN THAT FRANK FUKUDA, THE "FATHER OF BASEBALL IN THE PACIFIC NORTHWEST", MANAGED THE TEAM DURING HIS STAY IN PORTLAND FROM 1927-1931, AND ALSO SUFFERED THE SAME FATE OF DISBANDMENT ONCE THE INTERNMENT CAMPS WERE PUT IN PLACE (DAMON, 2017). WHEN LOOKING FOR INSPIRATION WITHIN THIS RESCUED HISTORY OF AMERICAN BASEBALL FOR THE UNIFORM REDESIGN, FUJI ATHLETIC CLUB'S UNIFORM STANDS OUT FROM THE PACK. THE UNIFORM IS CLASSIC, YET HAS A UNIQUE CHARACTER UNLIKE ANY OTHER IN AMERICAN BASEBALL HISTORY. WITH A SHARP CREW NECK, BOLD WORDMARK, AND FULL OF JAPANESE-AMERICAN CHARACTER, THE FUJI ATHLETIC CLUB UNIFORM IS WHAT BASEBALL NEEDS AS A SOURCE OF INSPIRATION FOR A NEW AND INNOVATIVE UNIFORM.





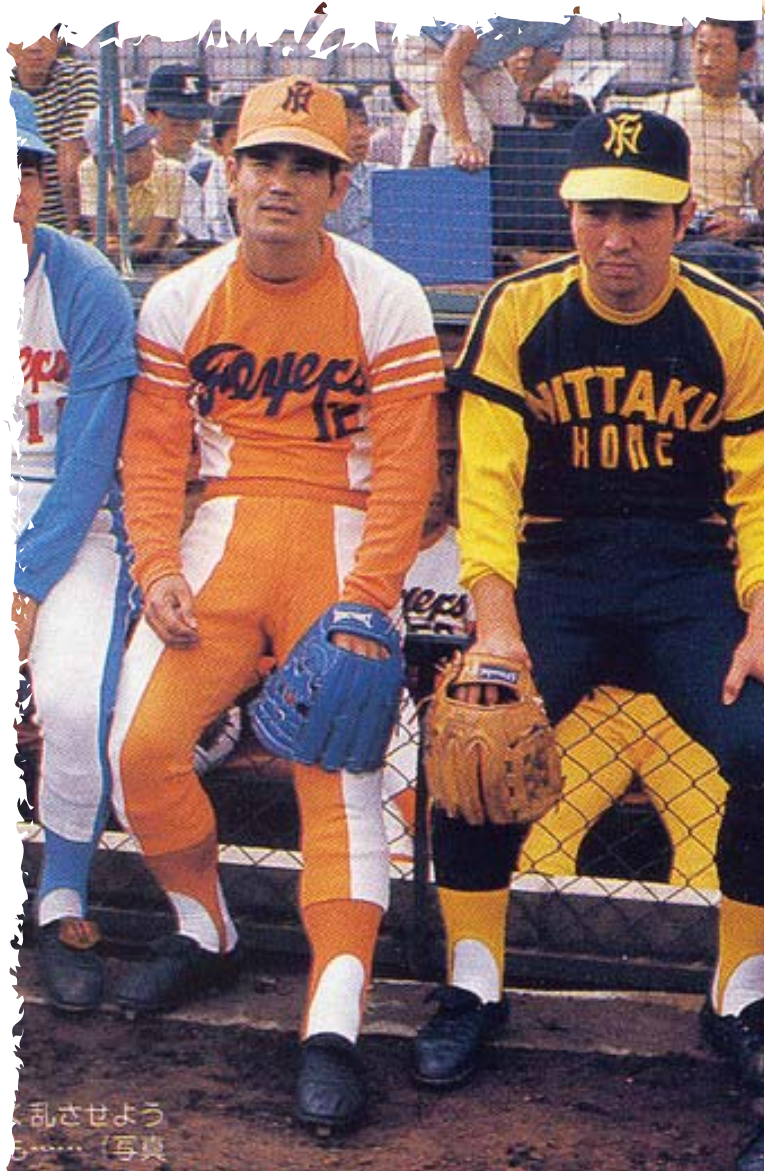
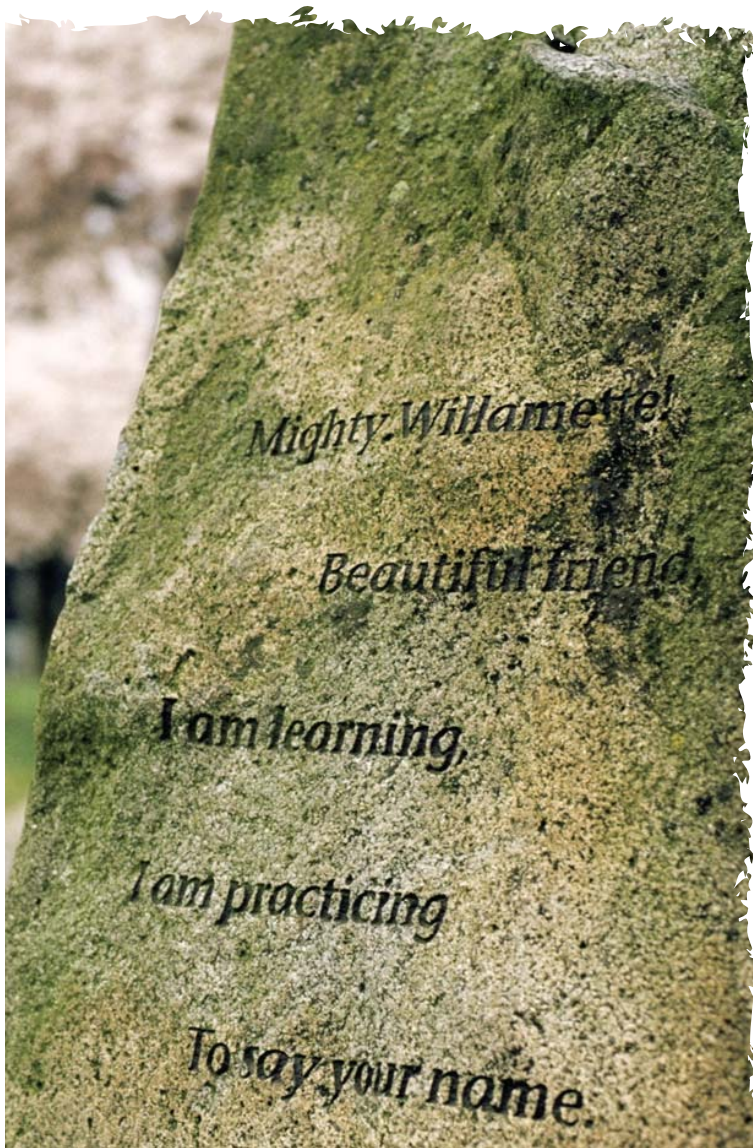
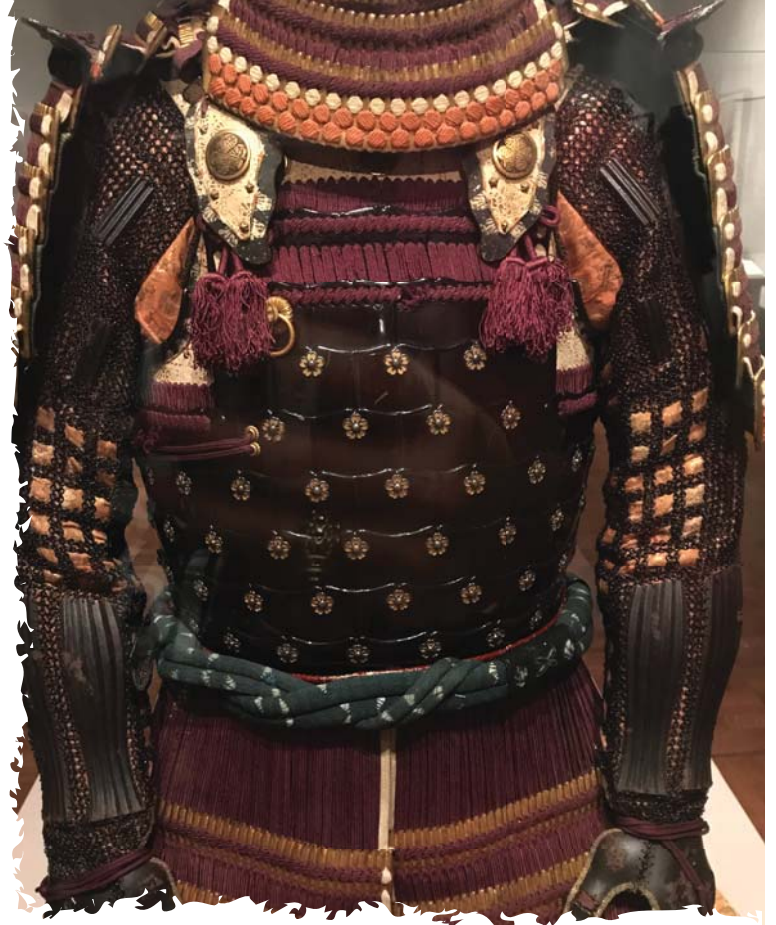
# JAPANESE ROOTS

## PORTLAND'S JAPANESE HISTORY

PORTLAND'S FAMOUS JAPANESE GARDEN IS ONE OF MANY SITES THAT DISPLAYS THE VIBRANT JAPANESE CULTURE, HISTORY AND ROOTS WITHIN THE CITY. TO BE ABLE TO INNOVATE THROUGH CULTURE, A DEEP DIVE INTO JAPANESE CULTURE AND JAPANESE-AMERICAN HISTORY IN PORTLAND WAS NEEDED. I VISITED HISTORICAL MONUMENTS THAT DISPLAY AN APOLOGETIC TRIBUTES TO THE JAPANESE AMERICAN COMMUNITY IN PORTLAND, THE JAPANESE ART AND CULTURE EXHIBIT AT THE PORTLAND ART MUSEUM, AND LOCAL JAPANESE-AMERICAN ESTABLISHMENTS FOR MY RESEARCH.

ALSO, I COMPILED INFORMATION AND IMAGES ON JAPANESE CULTURE THAT WILL SERVE AS PART OF MY INNOVATION INSPIRATION FOR THE BASEBALL UNIFORM. THE JAPANESE CUES I WILL BE BRINGING INTO MY INNOVATION PROJECT WILL BE THE SAMURAI WARRIOR ARMOUR ALONG WITH SASHIKO EMROIDERY AND RETRO JAPANESE BASEBALL UNIFORMS.







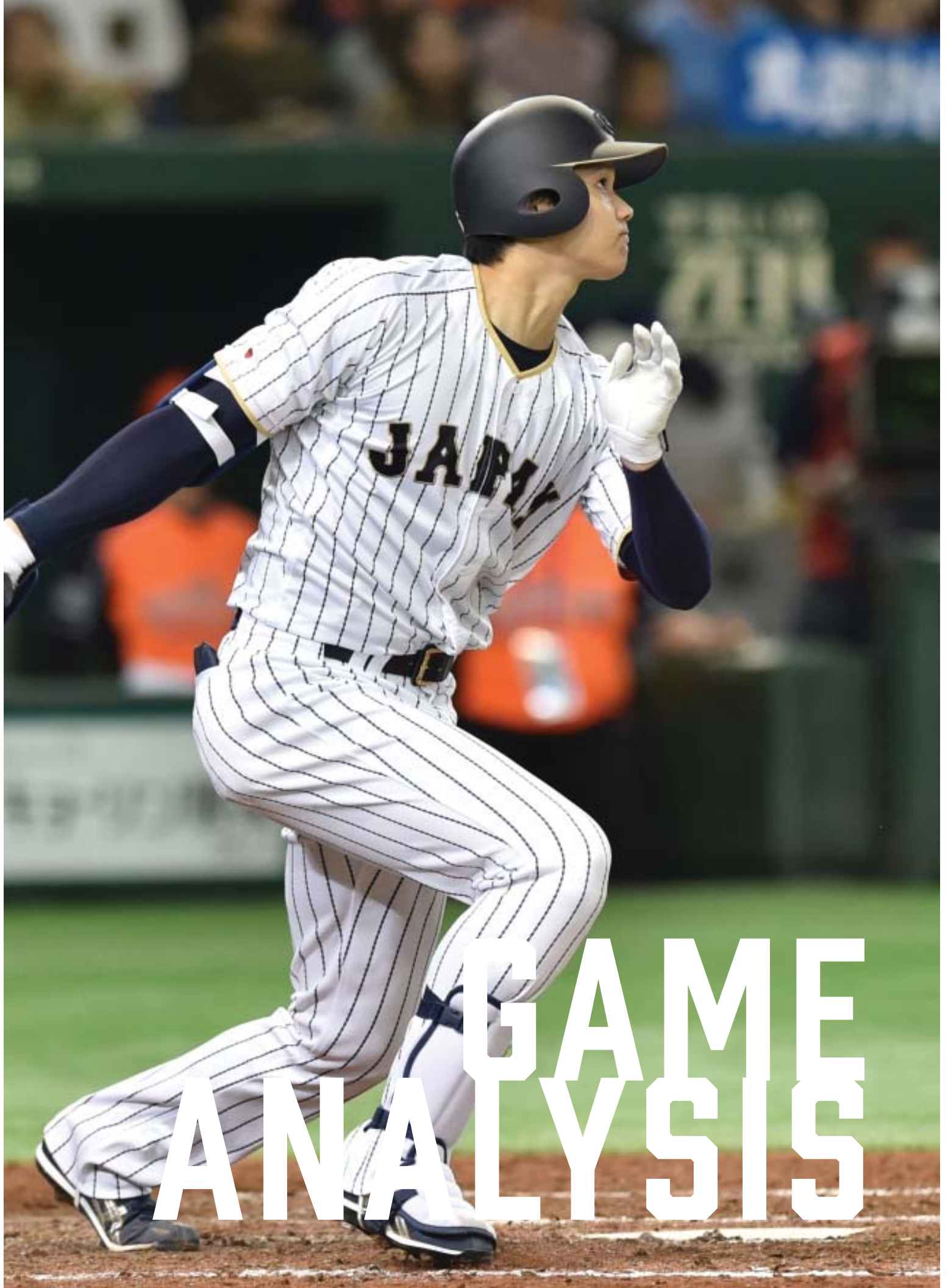
# THE SPORT OF BASEBALL

TO UNDERSTAND HOW TO USE THE STORY OF FUJI ATHLETIC CLUB AND THEIR ICONIC JAPANESE-AMERICAN UNIFORM AS A SOURCE OF INNOVATION, WE HAVE TO FIRST UNDERSTAND AND ANALYZE THE GAME OF BASEBALL AND HOW IT'S PLAYED. FOR THIS BUSINESS CASE, UNDERSTANDING THE GAME OF BASEBALL IS A CRUCIAL PART OF THE ANALYSIS. KNOWING HOW, WHY AND WHERE THE GAME IS BEING PLAYED LAYS THE BASE INFORMATION IN UNDERSTANDING HOW THE PROFESSIONAL BASEBALL ATHLETE PERFORMS AND HOW THE APPAREL BEING UTILIZE AFFECTS THESE PERFORMANCES ON THE FIELD.

IN BASEBALL, THERE ARE TWO TEAMS IN WHERE EACH TEAM CONSISTS OF 9 ACTIVE PLAYERS WHO ALL BAT ON OFFENSE AND PLAY IN DIFFERENT POSITIONS ON DEFENSE. THE GAME OF BASEBALL IS PLAYED IN NINE "INNINGS" WITH EACH INNING CONSISTING OF TWO HALVES, TOP AND BOTTOM. DURING AN INNING, EACH TEAM GETS A CHANCE AT OFFENSE AND DEFENSE. THE TEAM WHO HAS THE MOST RUNS AT THE END OF THE 9 INNINGS, WINS THE GAME. IF THE GAME IS TIED, IT GOES ON TO EXTRA INNINGS UP UNTIL ONE TEAM HAS MORE "RUNS" THAN THE OTHER AT THE END OF THE EXTRA INNING.

THE BASEBALL FIELD IS SPLIT INTO AN IN-FIELD AND AN OUT-FIELD. THIS IS WHERE DEFENSE IS PLAYED. THE IN-FIELD IS IN THE SHAPE OF DIAMOND AND HAS 4 BASES 90 FEET APART AT EACH POINT. THE "HOME" BASE IS BOTH THE START POINT, WHERE PLAYERS BAT OFF, AND END POINT, WHERE PLAYERS FINISH AND SCORE A RUN. EACH BASE ON THE IN-FIELD HAS A DEFENDING PLAYER ASSIGNED TO IT. A FIRST, SECOND AND THIRD BASEMAN AND A CATCHER AT HOME BASE DEFENDING THE PITCHES. IN THE MIDDLE OF THE DIAMOND IN-FIELD IS THE PITCHER MOUND WHERE THE PITCHER PITCHES THE BALL TO THE PLAYERS AT BAT ON HOME BASE. THE OUT-FIELD IS MANNED BY THE REMAINING DEFENSIVE PLAYERS AND IS SPLIT INTO THREE SECTIONS: LEFT, CENTER AND RIGHT FIELD. EACH REMAINING DEFENSIVE PLAYER IS ASSIGNED TO A SECTION AND ARE SUBSEQUENTLY REFERRED TO AS RIGHT, LEFT AND CENTER MIDFIELDERS. IN PROFESSIONAL BASEBALL, EACH FIELD VARIES IN SIZE AND SHAPE IN WHERE THE CLOSEST FENCE POINT TO HOME BASE IS 325 FEET AND THE FARTHEST AT ABOUT 420 FEET (MLB, 2018).

IN AMERICAN PROFESSIONAL BASEBALL, BETTER KNOWN AS MAJOR LEAGUE BASEBALL, IS PLAYED FROM MID-SPRING THROUGH THE HEAT OF THE SUMMER INTO EARLY FALL. IN THE MLB, THERE ARE 30 TEAMS, CONSISTING OF A 40-MAN ROSTERS, WHO FIGHT IT OUT THROUGH 162 GAMES INTO THE POSTSEASON AND ULTIMATELY INTO THE PRESTIGIOUS WORLD SERIES. ALL TEAMS CONSIST OF A VARIETY OF PLAYERS FROM DIFFERENT NATIONALITIES, RACES AND ETHNICITIES ALL COMING TOGETHER TO PLAY THE GAME ON AMERICAN SOIL.



# GAME ANALYSIS

# POSITION NEEDS

## GUIDE TO PLAYER PERFORMANCE NEEDS



IN ORDER TO SUCCESSFULLY INNOVATE AND REDESIGN THE BASEBALL UNIFORM THROUGH CULTURE, UNDERLYING KNOWLEDGE OF ATHLETE AND APPAREL PERFORMANCE DURING AND AFTER THE GAME IS PLAYED IS NEEDED.

DIFFERENT POSITIONS, MID-SUMMER GAMES, AND A LONG SEASON MEANS THAT THERE EXISTS AN ARRAY OF ATHLETE NEEDS WHEN IT COMES TO THE CLOTHES THEY WEAR ON THE FIELD. IT IS IMPORTANT TO UNDERSTAND HOW THESE PLAYERS FUNCTION IN THEIR RESPECTIVE POSITIONS TO BE ABLE TO ADDRESS THEIR NEEDS EFFECTIVELY.

OUTFIELD DEFENSIVE PLAYERS ARE ATHLETICALLY BUILT AND MORE AGILE. THEY ARE QUICK AND RESPONSIVE WITH THE OCCASIONAL SPRINT AND BODY DIVE TO CATCH A FLY BALL. THESE PLAYERS NEED APPAREL THAT IS LIGHT-WEIGHT, BREATHABLE AND EQUALLY RESPONSIVE TO THEIR FAST MOVEMENTS AND ABRASION SUFFERED IN THE OUTFIELD.

PITCHERS COME IN ALL SHAPES AND SIZES. PITCHERS RANGE FROM TALL AND LANKY TO BIG AND HEFTY. THE PITCHER'S UPPER BODY AGILITY AND ACCURACY IN MOVEMENT IS THE MOST IMPORTANT PART OF THEIR PERFORMANCE. WITH THE DIFFERENT SHAPES AND SIZES, THE PITCHER IS IN NEED OF APPAREL THAT IS FITTED TO ASSIST IN THE UNIQUE UPPER BODY MOVEMENTS AS WELL AS ENDURE THE SUMMER HEAT.

CATCHERS, THE MOST UNIQUE POSITION OF ALL, SQUAT THE ENTIRE TIME WHILE ON DEFENSE. THIS LAYS OUT A UNIQUE NEED IN THEIR LOWER BODY MOVEMENT AND COMFORT. CATCHERS ARE IN NEED OF PANTS THAT RESPOND TO THEIR STANCE DURING THEIR CRUCIAL TIME ON DEFENSE.

ALL ON-FIELD PLAYERS BAT ON OFFENSE, AS SUCH, HAVE THE SAME PERFORMANCE NEEDS AS ALREADY MENTIONED.

THIS IS INFORMATION IS NEEDED TO UNDERSTAND THE PROFESSIONAL BASEBALL PLAYER'S RANGE OF ABILITIES AND PERFORMANCE ATTRIBUTES TO BE ABLE TO PLAY THE GAME. BASEBALL PLAYERS HAVE TO PERFORM A WIDE VARIETY OF INTENSE AND SPECIFIC PHYSICAL MOVEMENTS AND PLAYS TO ABLE TO PERFORM AT THE HIGHEST STANDARD TO WIN GAMES. WHETHER IT IS A PITCHER TWISTING HIS BODY AND SHOULDER 70 TIMES A GAME IN THE MIDDLE OF A HOT SUMMER DAY OR AN OUTFIELDER DIVING FOR THE SMALL BASEBALL COMING AT A HIGH SPEED THROUGH THE AIR UNDER A CRISP FALL NIGHT, THE PRO BASEBALL PLAYER IS IN NEED OF THE BEST POSSIBLE PRODUCT TO AIDE,



# MLB X PDX



**“BUILD AN ICONIC BALLPARK THAT ENHANCES THE CITYSCAPE.”**

**“PROMOTE A VITAL, SUSTAINABLE AND WALKABLE BALLPARK DISTRICT.”**

**“REVIVE PORTLAND’S RICH BASEBALL HISTORY.”**

**“PROVIDE A BOOST IN LOCAL EMPLOYMENT, VESTMENT AND TAX BASE.”**

**“PROVIDE A CATALYST FOR WORKFORCE HOUSING AROUND THE BALLPARK.”**

# CITY BUZZ: PORTLAND X MLB



PORTLAND IS BUZZING WITH BASEBALL. THE MLB HAS HAD THEIR EYES ON PORTLAND FOR A GOOD WHILE AND THE CITY IS INCHING CLOSER TO HAVING A TEAM. TWO EXISTING CLUBS, THE OAKLAND A'S AND THE TAMPA RAYS, ARE HAVING CONTRACT ISSUES WITH THEIR STADIUMS APART FROM LOW ATTENDANCE. THIS HAS CAUSED A CASCADE OF RUMORS OF A TEAM MIGRATING TO A DIFFERENT CITY, AMONG THEM PORTLAND. WITH MEXICO CITY, CHARLOTTE AND SAN ANTONIO IN THE RUMOR MILL, PORTLAND IS BEGINNING TO PUSH HARD FOR A TEAM. RECENTLY, AN ORGANIZATION HAS EMERGED AS THE SPEARHEAD TO THIS PUSH. THE PORTLAND DIAMOND PROJECT, BACKED BY THREE LOCAL BUSINESS MEN, HAS GAINED TRACTION AND BOTH NATIONAL AND INTERNATIONAL ATTENTION FOR THEIR EFFORTS. SO MUCH SO THAT MARRIED POWER COUPLE RUSSEL WILSON, ELITE NFL QUARTERBACK FOR THE SEATTLE SEAHAWKS, AND POPSTAR, CIARA, HAVE RECENTLY JOINED FORCES WITH THE DIAMOND PROJECT TO BACK THE EFFORT TO BRING AN MLB TEAM TO THE CITY. ASLO, IT IS KNOWN THAT NINTENDO JAPAENSE CEO, TATSUMI KIMISHIMA, HAS ALSO SHOWN INTEREST IN INVESTING IN A PORTLAND BASEBALL TEAM.

THIS BUZZ HAS REACHED THE LOCAL MEDIA CAUSING ARTICLE PUBLICATIONS ON THE DIAMOND PROJECT, PORTLAND'S RICH BASEBALL HISTORY AND SURVEYS FOR TEAM NAMES. THE CITY IS RESPONDING WELL THOUGH IT IS IMPERATIVE TO NOTE THAT ALL OF THESE PUBLICATIONS HAVE MISSED AN IMPORTANT AND POWERFUL PART OF THEIR BASEBALL HISTORY. NO ARTICLE PUBLICATION MENTIONS THE JAPANESE-AMERICAN BASEBALL HISTORY AND COMMUNITY THAT LIVED AND FLOURISHED IN THE CITY. PORTLAND'S HARSH HISTORY TENDS TO BE IGNORED BY THE A MAJORITY ANGLO POPULATION. PORTLAND'S STATUS AS A PROGRESSIVE CITY AND MODERN TIMES CALLS FOR A NEW HISTORY LESSON. FUJI ATHLETIC CLUB CAN BE THE CATALYST TO A NEW CULTURAL BEGINNING AND IDENTITY IN PORTLAND AND AT A NATIONAL STAGE FOR BASEBALL. LET'S MAKE FUJI PORTLAND'S TEAM.



CIARA & RUSSEL WILSON | PORTLAND, OR | 2018

# CONSUMER MARKET

## MARKET ANALYSIS

CONSUMERS OF BASEBALL UNIFORMS RANGE FROM MLB TEAMS TO MINOR LEAGUE TEAMS TO LITTLE LEAGUE AND EVERYTHING IN BETWEEN. KIDS AND ADULTS OF ALL AGES AND SIZES PURCHASE BASEBALL UNIFORMS AS PERFORMANCE APPAREL FOR TEAM SPORTS OR AS FAN GEAR. FOR THIS BUSINESS CASE, THE CONSUMER FOCUS WILL BE AIMED AT PROFESSIONAL TEAMS AND PLAYERS IN MAJOR LEAGUE BASEBALL AS WELL AS THEIR FAN BASE.

AS DISCUSSED PREVIOUSLY, THE MLB CONSISTS OF 30 CLUB TEAMS EACH WITH A 40 PLAYER ROSTER AND COACHING STAFF. THIS EQUIVALATES TO A LITTLE MORE THAN 1,200 ATHLETES AND COACHES WHO WEAR ATHLETIC BASEBALL APPAREL IN A SEASON. THIS CONSUMER IS THE MAIN FOCUS OF THIS BUSINESS CASE.

AS FOR THE FAN BASE, SPORTS MARKET ANALYTICS ESTIMATES THAT THERE WERE APPROXIMATELY 34 MILLION CONSUMERS OF BASEBALL SPORTS APPAREL IN THE UNITED STATES IN 2016. THEY ESTIMATE THAT THE BULK OF FANS BUYING THIS PRODUCT RANGES BETWEEN THE AGES OF 18 AND 64. THE CONSUMER BUYING THIS PRODUCT IS MAJORITY MALE AND GENERALLY LOCATED IN THE MIDWEST AND SOUTHERN UNITED STATES (SPORT MARKET ANALYTICS).

THE MARKET POTENTIAL IN REGARDS TO THE INCREASE OF THE FAN MARKET SIZE LAYS IN THE YOUNGER GENERATIONS OF THE MORE PROGRESSIVE AREAS IN THE UNITED STATES. GIVEN THE DECLINE IN POPULARITY OF AMERICAN FOOTBALL DUE TO HEALTH AND SOCIO POLITICAL CONTROVERSIES, A BASEBALL UNIFORM REDESIGN CAN HELP YOUNGER GENERATIONS BECOME MORE ATTRACTED TO THE SPORT AND CONSEQUENTLY SPEND MORE CAPITAL IN APPAREL PRODUCTS.



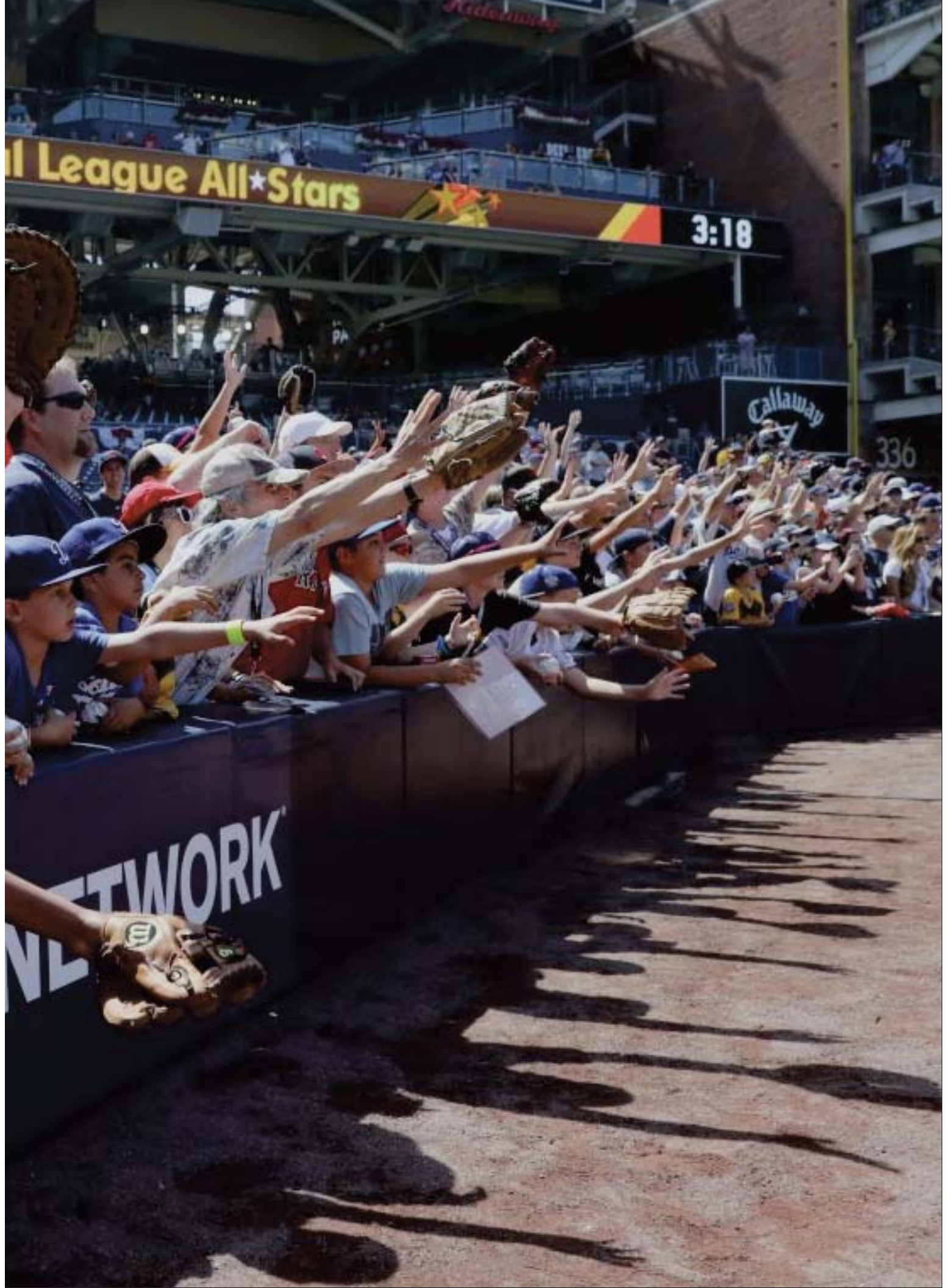
al League All★Stars

3:18

Callaway

336

NETWORK



# IT'S HOW MADE

## MATERIALS & MANUFACTURING



BASEBALL UNIFORMS, IN THE US, ARE CURRENTLY DESIGNED AND MANUFACTURED IN EASTON, PENNSYLVANIA BY MAJESTIC ATHLETIC. MAJESTIC MAKES APPROXIMATELY 129 DIFFERENT STYLES OF UNIFORMS FOR THE 30 MLB TEAMS. THE CONSTRUCTION AND MAKE OF THE UNIFORMS REMAINS TRADITIONAL TO AMERICAN MANUFACTURING. UNIFORMS ARE DIGITALLY PATTERNED, LASER CUT, AND SEWN BY HAND WITH INDUSTRIAL SEWING MACHINES.

MAJESTIC HAS MODERNIZED THE FABRIC BEING USED BY EVERY UNIFORMED AND HAS PATENTED THEIR OWN APPAREL TECHNOLOGY ON THE JERSEY. THE BRAND USES A FOUR-WAY STRETCH WITH A SPECIAL WOVEN PROCESS POLYESTER AND LYCRA MIX AS THEIR BODY FABRIC WITH MESH PANELING FOR MOISTURE WICKING AND BREATHABILITY. THEIR PATENTED TECHNOLOGY COMES IN THE FORM OF A MESH PANELING AND A TAPERED HEM CONSTRUCTION IN THE BACK BODY PANEL FOR COMFORT AND BREATHABILITY OF THE JERSEY WHILE BEING TUCKED IN. MAJESTIC CALLS THIS THEIR "AIR-BELT" TECHNOLOGY.

THEIR TRIMS ARE DESIGNED DIGITALLY AND MANUFACTURED IN HOUSE. THEY ARE SUBLIMATED FABRIC THAT IS CONSTRUCTED WITH EMBROIDERED DETAILS TO BE HEAT APPLIED AND SEWN DOWN FOR DURABILITY OF WASH AND CARE.



# BRANDS & COMPETITIVE LANDSCAPE



THE MLB IS CURRENTLY BEING SPONSORED BY THE BRAND MAJESTIC. MAJESTIC HAS BEEN IN CHARGE OF DESIGNING AND MANUFACTURING BASEBALL UNIFORMS SINCE THE 90'S AND IS A STAPLE IN THE SPORT. ALTHOUGH STEEPED IN AMERICAN TRADITION AND VALUES, MAJESTIC HAS BEEN A MAJOR FACTOR IN THE LACK OF INNOVATION IN THE BASEBALL UNIFORM. WITH INNOVATIONS ONLY COMING IN THE FORM OF FABRICS, MAJESTIC HAS REMAINED TRUE TO ITS TRADITIONAL VALUES AND DONE LITTLE TO BRING THE SPORT INTO MODERN TIMES.

IN 2016, UNDER ARMOUR TOOK ADVANTAGE OF THE MAJESTIC'S CONTRACT EXPIRATION WITH THE MLB AND SIGNED ON TO BE THE BRAND SPONSOR FOR ALL PRODUCTS AS SOON AS THE 2019 SEASON. IN A CHANGE OF FATE, NIKE SWOOPED INTO THE MIX, IN MID-2018, AND "STOLE" THE MLB BRAND SPONSORSHIP DUE TO UNDER ARMOUR'S ECONOMIC STRUGGLES. IT IS STILL UNKNOWN WHAT THE BRAND WILL INJECT INTO THE GAME OF BASEBALL THROUGH ITS UNIFORMS, THOUGH IT WILL BE INTRIGUING TO SEE WHAT THE BRAND CAN BRING TO THE TABLE GIVEN WHAT WE HAVE SEEN IN THE NEW NBA UNIFORMS. MORE UNCERTAINTY OF FUTURE INNOVATION IN THE UNIFORMS CAN BE ALSO NOTED IN THAT UNDER ARMOUR AND FANATICS HAD PARTNERED UP TO OVERTAKE THE MAJESTIC MANUFACTURING HEADQUARTERS IN EASTON, PENNSYLVANIA TO ALLOW THEIR WORKERS TO CONTINUE TO PRODUCE THE MLB UNIFORM PROFESSIONAL AND FAN APPAREL RANGE (HARRIS, THE MORNING CALL, 2018). IT IS UNCLEAR WHAT THE RECENT NIKE TAKEOVER WILL DO TO THIS PENDING UNDERTAKING.

TEAMS AROUND THE WORLD ARE NOT SPONSORED BY MAJESTIC, AND ARE MOST NOTABLY SPONSORED BY BIG NAME BRANDS SUCH AS ADIDAS, UNDER ARMOUR AND MIZUNO. THE BIGGEST SPORTS BRAND IN THE WORLD, NIKE, ONLY HAS SPONSORSHIP OF NCAA TEAMS IN WHERE THEIR UNIFORM INNOVATION IS VERY MUCH NOTICED, BUT INCONSEQUENTIAL.

THE SINGLE BRAND SPONSORSHIP BY MAJESTIC GAVE THEM SOLE CONTROL OF THE MLB CONSUMER MARKET. THIS WILL ALSO BE THE CASE WHEN UNDER ARMOUR TAKES OVER IN 2019. THE COMPETITOR LANDSCAPE FOR BASEBALL APPAREL PRODUCTS COMES OUTSIDE OF THE SPORT. AMERICAN FOOTBALL, BASKETBALL, SOCCER AND HOCKEY ARE THE DIRECT COMPETITORS IN THE MARKET. INNOVATION IN PERFORMANCE APPAREL AND AESTHETICS PLACE ALL THESE SPORTS, EVEN HOCKEY, AHEAD OF BASEBALL UNIFORMS IN MARKET APPEAL. INNOVATIVE FABRICS, BRIGHT AND MODERN COLORWAYS, ATHLETIC FITS, AND LOWER PRICES ALL GIVE THESE OTHER SPORTS A CLEAR ADVANTAGE OVER BASEBALL JERSEYS.

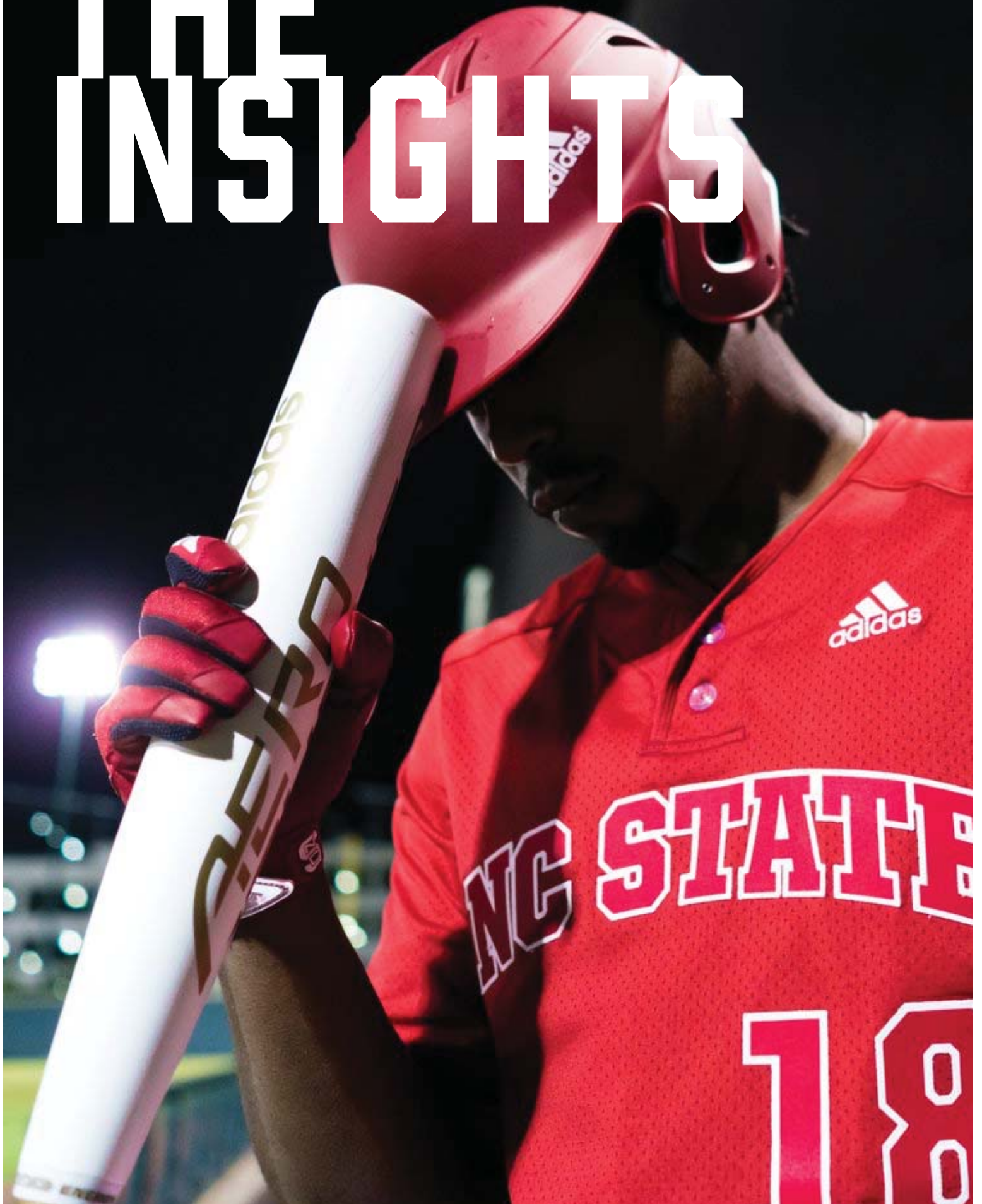
AUTHENTIC MAJESTIC BASEBALL JERSEYS RUN AT ABOUT \$200 A POP WITH REPLICA JERSEYS RUNNING AT AROUND \$110 TO \$120. DIRECT COMPETITOR SPORTS SUCH AS SOCCER AND FOOTBALL BOTH HAVE LOWER PRICE POINTS FOR THEIR APPAREL. AUTHENTIC SOCCER JERSEYS RUN AT ABOUT \$125 AND FROM \$70 TO \$90 FOR REPLICA APPAREL. NFL APPAREL RUNS AT APPROXIMATELY \$120 FOR AUTHENTIC JERSEYS AND \$80 FOR REPLICAS.

BASEBALL JERSEYS CAN BENEFIT IN THE INNOVATION OF MANUFACTURING, CONSTRUCTION AND FABRIC TECHNOLOGY TO LOWER THE PRICE POINTS OF AUTHENTIC PERFORMANCE AND REPLICA FAN APPAREL.

# THE OTHERS



# THE INSIGHTS



# INDUSTRY INSIGHTS: TANNER SCOTT



- ENGINEERED KNITS ONLY ON BASELAYERS •NOT TOO TIGHT, FITTED JUST RIGHT
- PLAYERS LOVE THE LIGHTER MESH JERSEYS •BELTS ARE PREFERRED DUE TO TRADITION •DESIRE TO MOVE AWAY FROM EMBROIDERY •TRETCH WOVEN & KNITS CAN CROSS INTO UNIFORM •TAPPERED PANT FIT IN THE WORKS •THICK POLY FOR DURABILITY •ARM GUSSETS ARE PREFERRED •HEAT APPLIED TPU FILM FOR SLIDING

# GRASSROOTS INSIGHTS: JOSE PUENTES



- BELT NEEDS TO BE INNOVATED OR REMOVED, KIDS COMPLAIN •REMOVE WEIGHT FROM JERSEY FOR BEST PERFORMANCE •LOOSE FITTING FOR LESS RESTRICTIVE MOVEMENTS •FITTED ARMS / SHOULDERS WOULD BETTER FOR •COMFORT & MOBILITY •COLOR VARIATIONS & ACCENTS WOULD BE INNOVATIVE
- "I'D LIKE TO SEE MORE OF THE PRACTICE WEAR • COMBOS ON THE FIELD DURING GAMES"
- NO BUTTON UP JERSEYS •SHORTER LENGTH JERSEYS •PLAYER PHYSIQUE IS A BIG ISSUE

# THE INSIGHTS



# FAN INSIGHTS: ABEL GUTIERREZ



•“I LIKE THE FACT THAT THEY ARE TRADITIONAL.” •“I’D LIKE TO SEE MORE INNOVATION IN COLOR COMBINATIONS. SOMETHING MORE VIBRANT. THE BLACK AND WHITE IS TOO DISCRETE.” •“I LIKE THE ADVANCEMENTS IN THE BASEBALL CAPS. THE UNIFORMS HAVEN’T KEPT UP.” •“I LIKE THE LOOSE FITS. ITS MORE COMFORTABLE.” •“I ALSO LIKE THE THERE ARE DIFFERENT PANT FITS. ONE CAN CHOOSE TO THEIR LIKING.”

# CULTURAL INSIGHTS: AMANDA GRISHAM



•JAPANESE LANGUAGE WAS FORBIDDEN IN THE CAMPS • USING THE LANGUAGE IN THIS PROJECT WOULD BE EMPOWERING TO THE COMMUNITY • SASHIKO EMBROIDERY IS A KNITTING TECHNIQUE LOVED IN JAPAN, USED FOR UTILITARIAN AND AESTHETIC PURPOSES • AN OUTSIDE VOICE IS NEEDED TO MAKE THE JAPANESE AMERICAN STORY KNOWN GLOBALLY • PATCHES AND EMBLEMS ARE CONSIDERED MEANINGFUL “TOKENS” IN APPAREL



*Fuji's*  
**ATHLETICS**



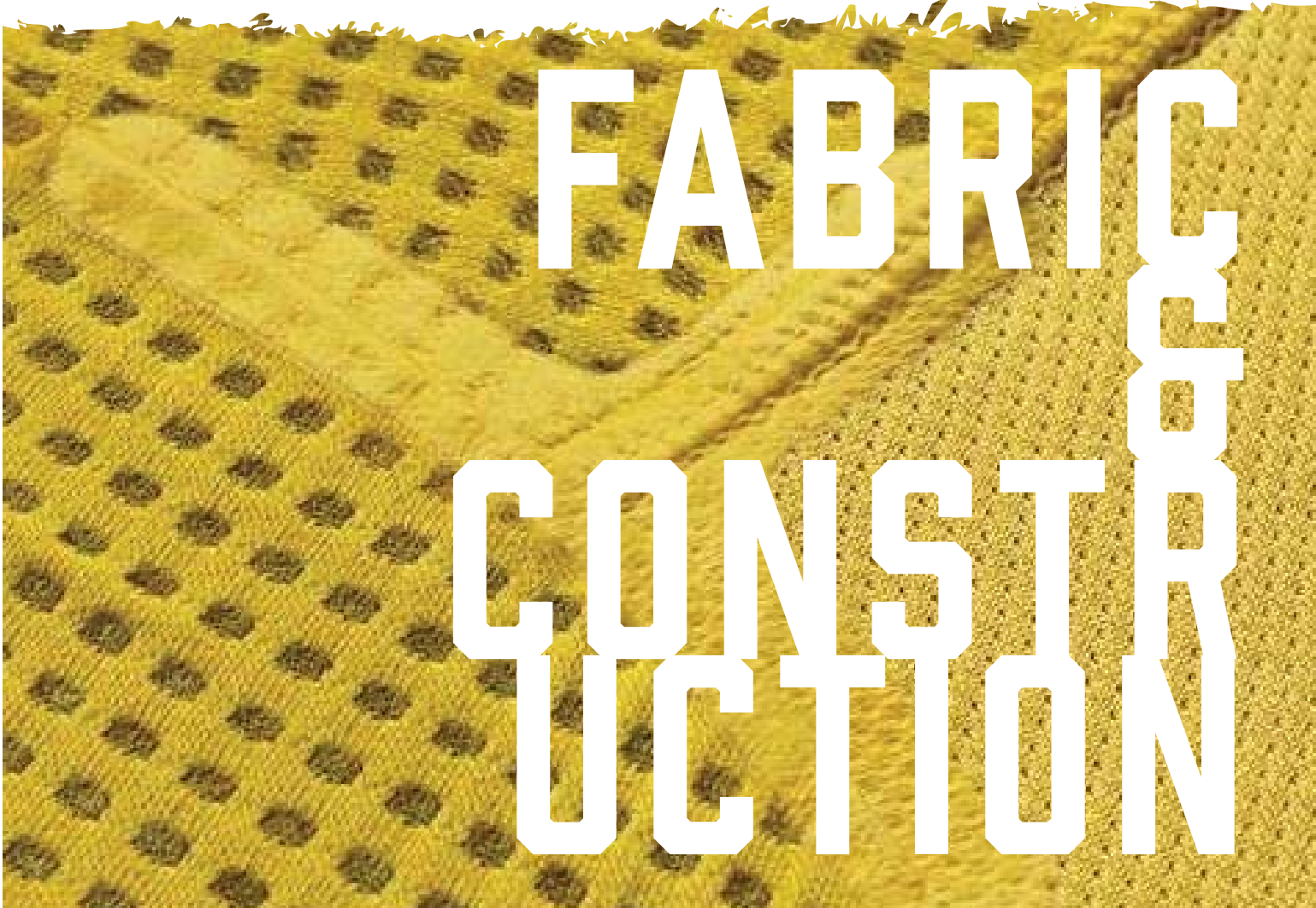
**PDX**







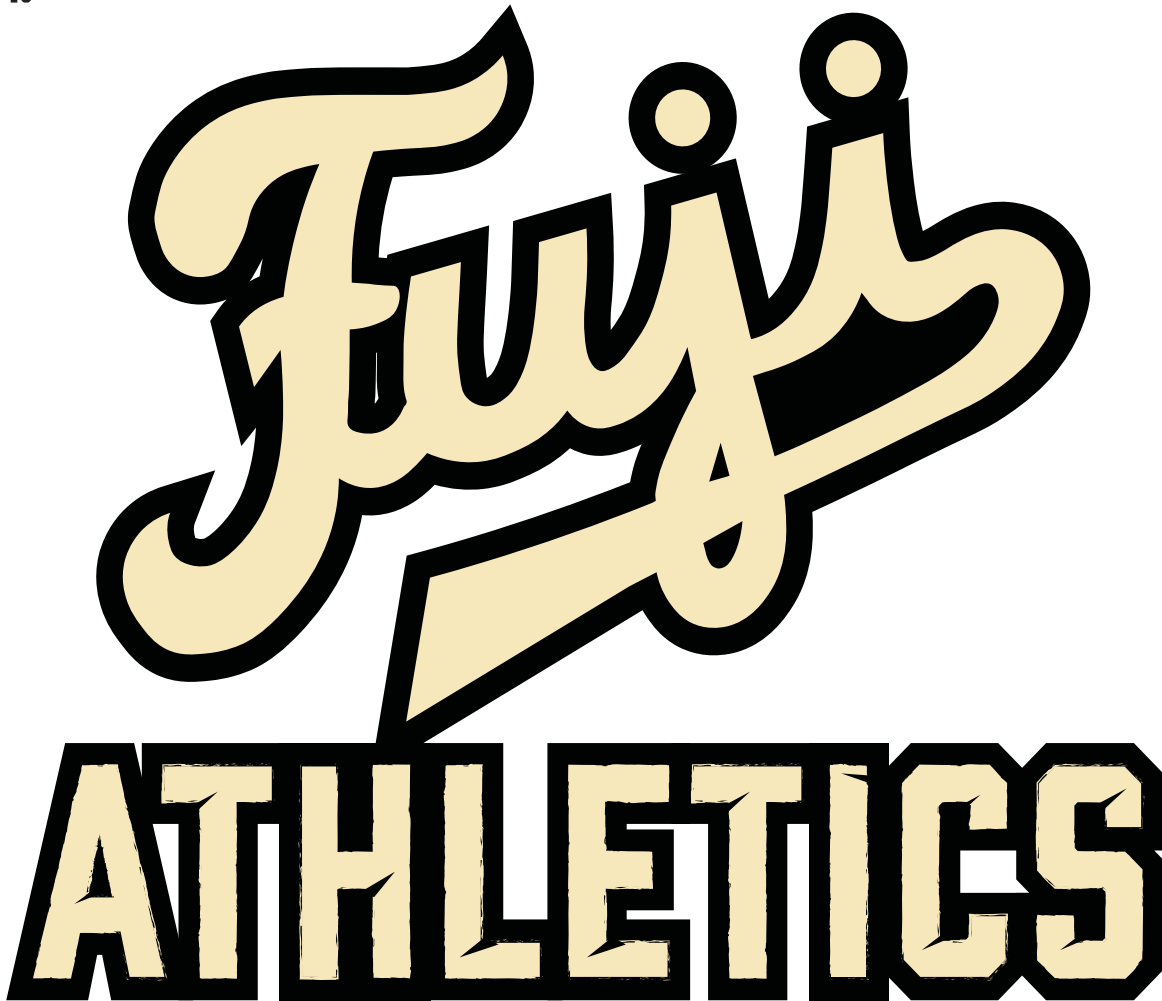
# TREND & STYLE



# FABRIC CONSTRUCTION

# TEAM IDENTITY

1.



PRIMARY LOGO



## SECONDARY ELEMENTS



2.

**ATHLETICS**

## PRIMARY & SECONDARY WORDMARKS

2.



3.

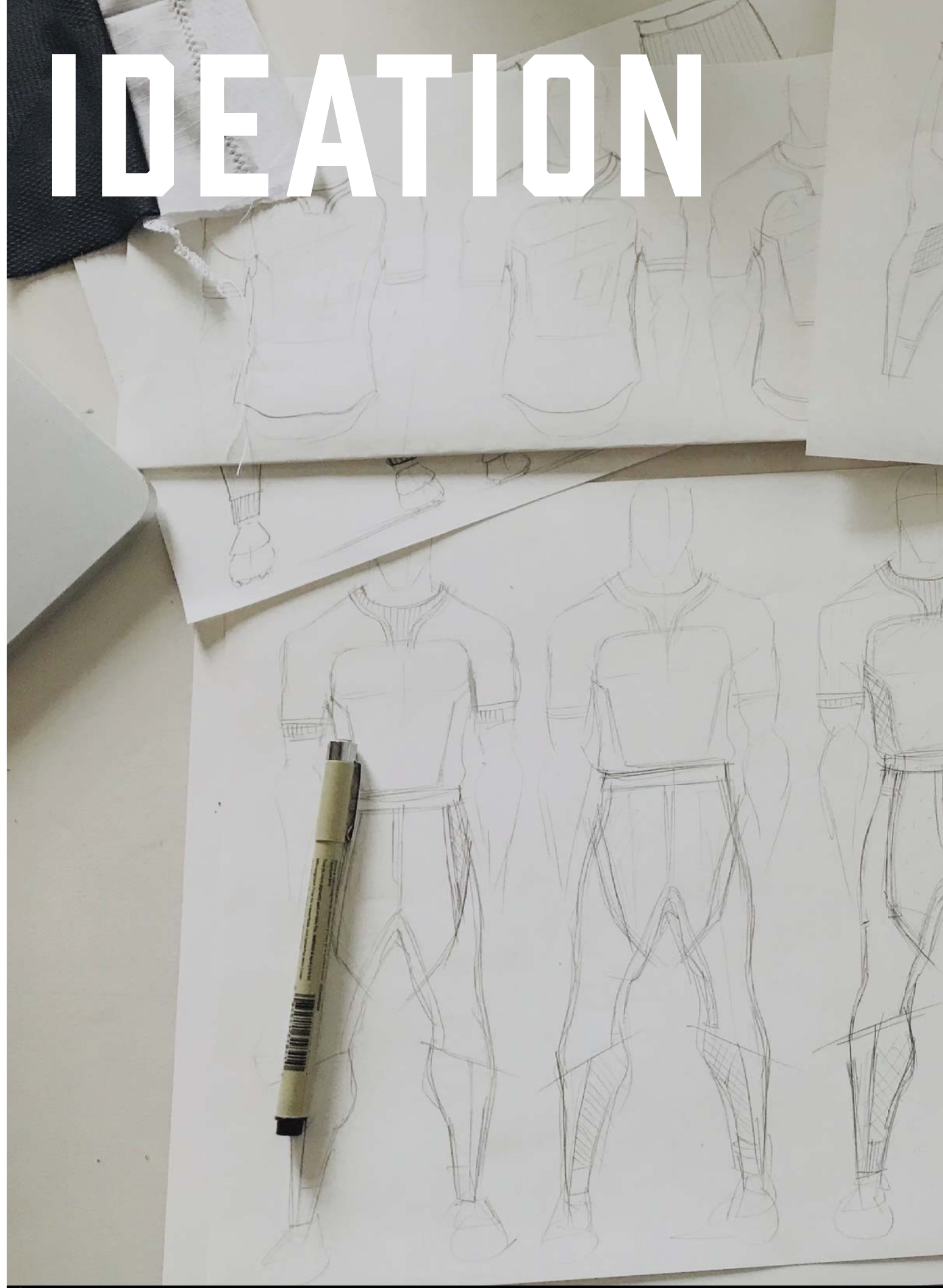
富士

## SECONDARY & TERTIARY LOGOS



## TEAM COLORS

# IDEATION



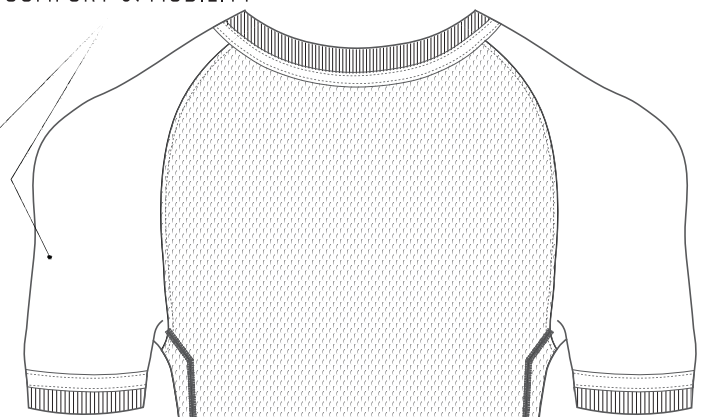


# TEAM UNIFORM

POLY MESH  
PIPING FOR AUTHENTIC  
BASEBALL LOOK

FUJI INSPIRED  
RIBBED CREW  
NECK

FITTED STRETCH  
POLYESTER SLEEVES FOR  
COMFORT & MOBILITY



FLATLOCK  
STITCH FOR  
MOBILITY &  
STRETCH

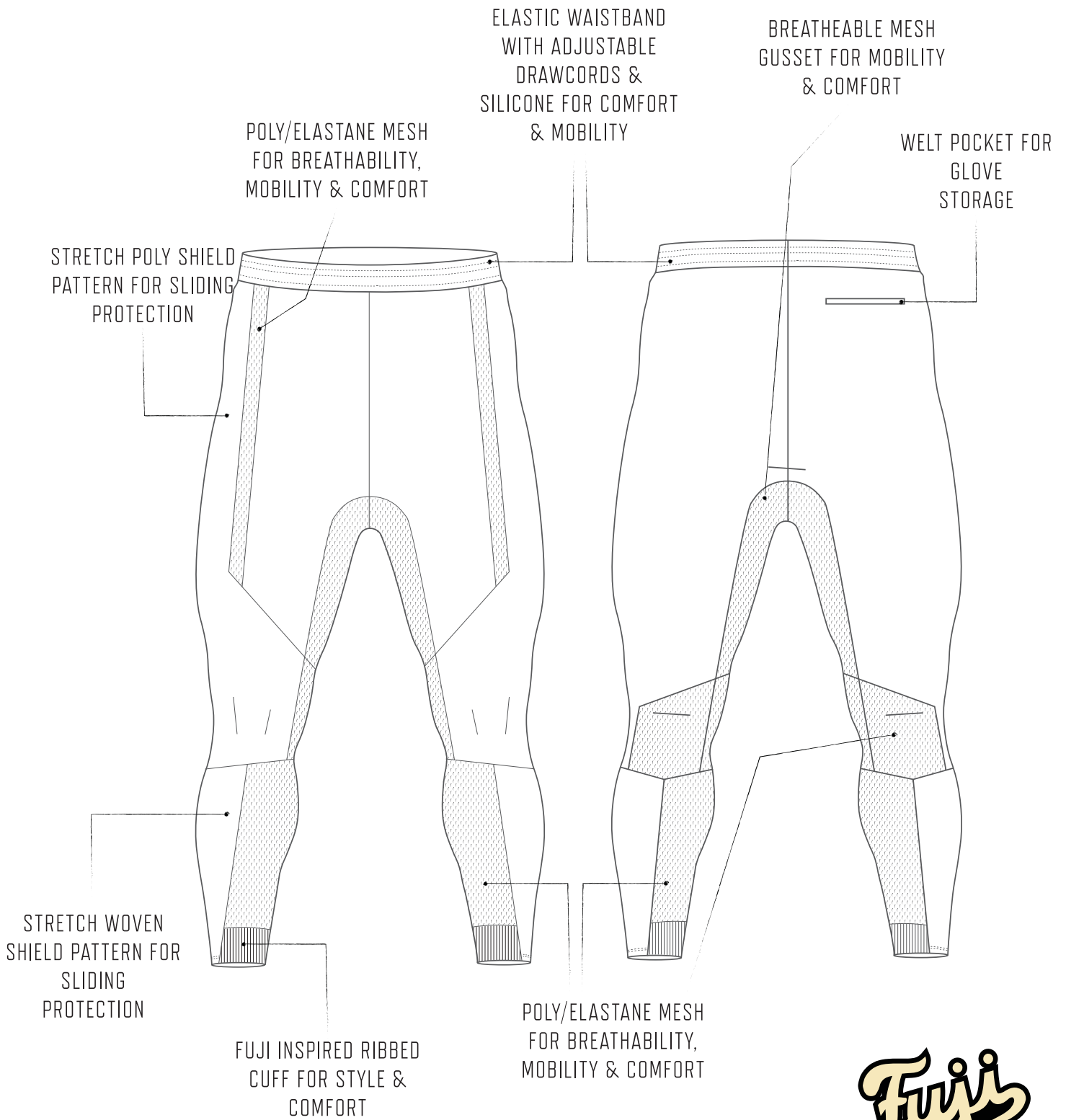
COVERSTITCHED  
HEM FOR  
DURABILITY

LASER CUT & BONDED  
TRIM WITH  
SASHUKI INSPIRED  
EMBROIDERY FOR  
DURABILITY

SUBLIMATED  
STRETCH POLYESTER  
SHIELD BONDED OVER  
AN ENGINEERED  
STRETCH POLY MESH  
BASELAYER

ENGINEERED STRETCH  
POLY MESH FOR  
BREATHABILITY,  
MOBILITY & COMFORT

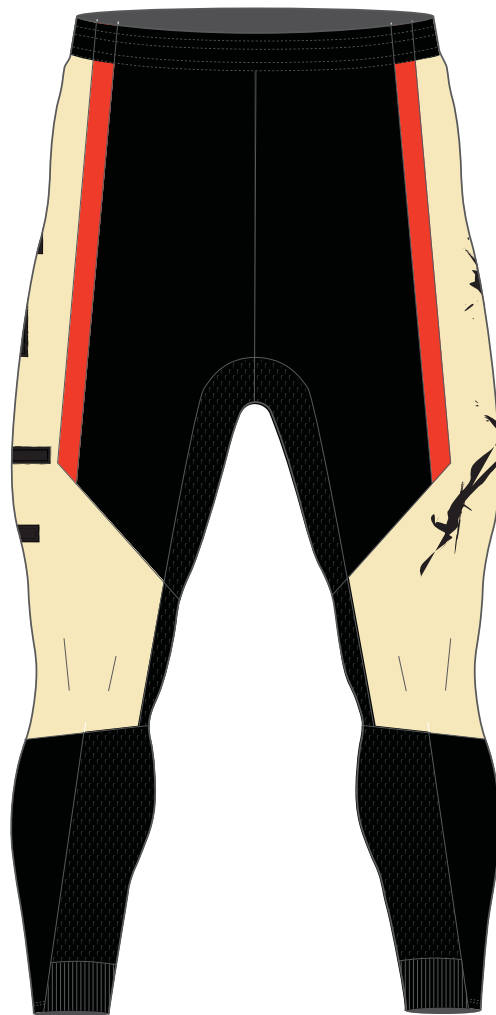
**Fuji's**  
**ATHLETICS**



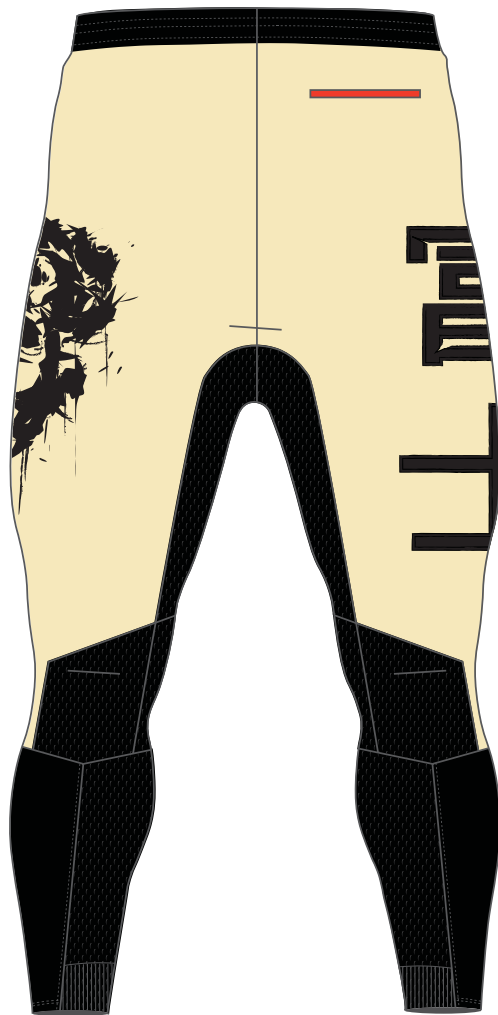
**Fuji**  
**ATHLETICS**



富士



**Fuji**  
**ATHLETICS**



**富士**



**PROTO  
TYPING**





- 2 PROTOTYPES WITH SAME PATTERNING, VARYING FABRICS AND CONSTRUCTION
- FINAL FABRIC SELECTIONS ORDERED FROM MOOD AND PICKED FROM ADIDAS NORTH AMERICAN HEADQUARTERS
- ACHIEVED INNOVATIVE LOGO EMBROIDERY TECHNIQUE INSPIRED BY SASHIKO WITH THE SPECIAL HELP OF STITCHWORKS.
- LASER CUT KEY BODY PATTERN & WORDMARK
- CREATE NEEDED TRIM APPLICATIONS & ACHIEVED SUBLIMATION OF GRAPHICS
- CREATED PROTOTYPES FOR INITIAL FITTINGS
- FINAL PROTOYPES IN FULL COLORWAYS SEWN BY MIHN DAHN
- BASE FABRIC FOR JERSEY: ENGINEERED KNIT STRETCH POLYESTER, 92% POLY / 8% LYCRA
- BASE FABRICS FOR PANT: KNIT POLYESTER, 98% POLY / 2% LYCRA; STRETCH POLYESTER, 92% POLY / 8% LYCRA

# FUJI ATHLETICS







ON  
FIELD





JERSEY SIZE: M  
PANT SIZE: 31 - 32  
SPORTS MODEL / ATHLETE: RANDY SALSEDO

I WILL CHOOSE TO TEST AND VALIDATE FOR DEPENDING ON TIME TAKEN TO CREATE PROTOTYPE. ORIGINAL ALLOCATED TIME WAS FOR 2 WEEKS OF TESTING, PROTOTYPING ALLOWED ONLY FOR ONE DAY ON THE FIELD.

- 3 - 5 WASH TESTS ARE THE IDEAL FOR THIS UNIFORM.
- 3 FIT TESTS WERE POSSIBLE DURING THE PROTOTYPING PHASE.
- GARMENT TESTING POSSIBLE ONLY WITH AVAILABILITY TO PROPER TESTING RESOURCES.
- PERFORMANCE TESTING ON-FIELD: DELTA PARK IN PORTLAND, OREGON. ATHLETE FEEDBACK CAME BACK POSITIVE. GARMENT ALLOWED FOR PROPER MOBILITY AND COMFORT ON FIELD. PARTS OF THE GARMENT, SUCH AS THE LOWER LEG STRETCH WOVEN, NEED FURTHER EVALUATION.
- VALIDATION CAME THROUGH PRESENTING THE GARMENTS TO OTHER INDUSTRY SPORTS APPAREL DESIGNERS. FEEDBACK WAS EXCELLENT ALONG WITH CONSTRUCTIVE CRITICISM.
- NEXT STEPS ARE TO TEST WITH ELITE BASEBALL ATHLETES AND GATHER FEEDBACK



# FUJI 4PODX





# FUJI SOCIAL MEDIA

*Fuji's*

4PDX

#FUJI4PDX

#FUJIBASEBALL

# CONCLUSION

## FUJI ATHLETICS FOR PDX



A CONNECTION WITH CULTURE AND HISTORY IS NECESSARY TO CREATE SOMETHING GREAT YET ATTAINABLE AND UNDERSTANDABLE TO A COMMUNITY. BY BRINGING CULTURAL IDENTITY TO THE FOREFRONT OF PRODUCT INNOVATION, I WAS ABLE TO CREATE A NEW BASEBALL UNIFORM THAT CAN BREAK THE BOUNDARIES OF A SPORT ROOTED IN DEEP ANGLO-AMERICAN TRADITIONS.

I STRONGLY BELIEVE THE REVIVAL OF FUJI ATHLETIC CLUB INTO THE POTENTIAL PORTLAND MLB CLUB, THE FUJI ATHLETICS, IS A SUCCESSFUL EXERCISE IN FUSING CULTURE WITH SPORT. THIS FUSION OF CULTURE AND SPORT CAN PROVE TO BE THE VEHICLE BASEBALL NEEDS TO ACCEPT SUCH A STEP FORWARD IN PRODUCT INNOVATION. AS SUCH, I BELIEVE THE FUJI ATHLETICS AND THEIR REINVENTED, MODERN BASEBALL UNIFORM CAN BE THE FUTURE OF BASEBALL IN PORTLAND, THE UNITED STATES AND THE WORLD.



*Fuji's*

**ATHLETICS**

## Bibliography

1. Damon. (2017, December 12). A Deeper Look into the Fuji Athletic Club. Retrieved January, 2018, from <https://www.ebbets.com/blogs/news-and-history/a-deeper-look-into-fuji-athletic-club>
2. Wolf, C. (2017, April 06). It's Time to Pull the Baseball Uniform Into the 21st Century. Retrieved 2018, from <https://www.racked.com/2017/4/6/15168578/rebuild-baseball-uniform>
3. DuPré, C. (2012, January 30). Selig Lecturer: Baseball Helped Japanese Connect with America. Retrieved 2018, from <https://www.supportuw.org/news-post/baseball-helped-japanese/>
4. Guthrie-Shimizu, S. (2015). *Transpacific Field of Dreams How Baseball Linked the United States and Japan in Peace and War*. Chapel Hill: The University of North Carolina Press. Retrieved 2018.
5. Baseball Uniform History. (n.d.). Retrieved 2018, from <http://baseball.epicsports.com/baseball-uniforms.html>
6. Shea, J. (2012, February 14). S.F.'s rich Japanese baseball history / Shinjo's signing continues a tradition that goes back nearly a century. Retrieved 2018, from <http://www.sfgate.com/sports/article/S-F-s-rich-Japanese-baseball-history-Shinjo-s-3325614.php>
7. Harris, J. (2017, May 19). Palmer workers to make Under Armour MLB uniforms a year earlier than expected. Retrieved 2018, from

<http://www.mcall.com/business/manufacturing/mc-under-armour-fanatics-mlb-uniform-early-start-20170518-story.html>

8. What is a Field Dimensions? | Glossary. (n.d.). Retrieved 2018, from  
<http://m.mlb.com/glossary/rules/field-dimensions>
9. Greif, A. (2018, June 01). Russell Wilson, Ciara invest in latest effort to bring MLB to Portland. Retrieved from  
[https://www.oregonlive.com/sports/index.ssf/2018/06/russell\\_wilson\\_ciara\\_invest\\_in.html](https://www.oregonlive.com/sports/index.ssf/2018/06/russell_wilson_ciara_invest_in.html)
10. Jaquiss, N., About Nigel Jacquiss News, & Willamette Week. (n.d.). Portland Diamond Project Now Looking at Third Site for Proposed Major League Baseball Stadium. Retrieved from  
<http://www.wweek.com/news/2018/05/31/portland-diamond-project-now-looking-at-third-site-for-proposed-major-league-baseball-stadium/>
11. Monahan, R., Jacquiss, N., Monahan, R. M., News, N. J., & Willamette Week. (n.d.). Portland Is Buzzing About Baseball. We Take a Closer Look at the Unresolved Questions Surrounding This Swing for the Fences. Retrieved from  
<http://www.wweek.com/news/2018/05/02/portland-is-buzzing-about-baseball-we-take-a-closer-look-at-the-unresolved-questions-surrounding-this-swing-for-the-fences/>
12. Exclusive: A conversation with the MLB-to-Portland team. (n.d.). Retrieved from  
<https://www.bizjournals.com/portland/news/2018/04/26/exclusive-a-conversation-with-the-mlb-to-portland.html>

13. Frost, A. (2018, May 4). What Would You Name Portland's Hypothetical Major League Baseball Team? Retrieved from  
<https://www.opb.org/radio/programs/thinkoutloud/segment/portland-mlb-baseball-team-relocation-name-rays-as/>
14. What we learned about MLB in Portland from latest Canzano interview. (2018, May 04). Retrieved from  
<https://www.kgw.com/article/sports/mlb/portland-mlb/what-we-learned-about-mlb-in-portland-from-latest-canzano-interview/283-548960770>
15. Giegerich, A. (2018, May 16). Heavy hitters: Portland MLB advocates reveal Harold Reynolds, Dale Murphy as consultants. Retrieved from  
<https://www.bizjournals.com/portland/news/2018/05/16/heavy-hitters-portland-mlb-advocates-reveal-harold.html>