

BRAZILIAN JIU-JITSU

ALLISON LE, KAITLIN GERSZEWSKI,
NICHOLAS VALENCIA, MORGAN
MCGOWN, STEPHAN OSORIO, AND
MAKENNA KOVACH



WHAT IS JIU JITSU?

- A Japanese martial art meaning Jiu-“gentle” Jitsu-“art”
- Brought to Brazil in 1914
- Method: defense without using weapons
- Physical nature of grappling (hand-to- hand combat)
- Concept: a smaller, weaker person can successfully defend themselves or another against a bigger, stronger, and heavier person
- A typical session includes cardiovascular training, stretching, breathing work and a resistance workout





LIFESTYLE

- Training regularly
- Using the principles in Jiu Jitsu in how you live your life
- Eating Healthy
- Using the BJJ lingo in everyday life
- *"Hespect", "My Fren", "Bro", "OK Guys", "Pay Attention"*
- Competing often



VIDEO



OUR JIU JITSU EXPERIENCE



TOURNAMENT

- Similar to the wrestling experience
- Quiet atmosphere
- Uniform: Gis
- Sportsmanship

CLASS

- Intense core workout
- Lack of personal space
- Fast paced
- Moves were technical
- Little instructions
- Overwhelming
- The Arena San Diego

COMMON THEMES



- Focused, Respect, Team Atmosphere, Healthy competition
- Want to feel protected
- Folkway: Fist bump gestures, Grunts, Barefoot, Bow before getting on the mat, After the match both competitors shake opponents coaches hands.
- Taboo: Intentionally hurting the opponent.
- Right of Passage: Graduation through the belt system



THE ARENA



OUR SERVICE

- Classes Catered to Women
- Emphasize Self Defense
- Creates a greater sense of comfort
- Beginner Friendly Classes

CURRENT SERVICE

- Says Beginner but really not
- Mostly ex-military so feels a little too intense



The image features two stylized, dark-colored figures in traditional attire, possibly representing a cultural or religious scene. They are positioned on either side of the center, facing each other in a bowing posture. In the center, between the figures, is a red bird, likely a phoenix or a similar mythical creature, with its wings spread. The background is a dark, solid color. The text "MANY THANKS" is overlaid in the center in a bold, white, sans-serif font. The text is arranged in two lines: "MANY" on the top line and "THANKS" on the bottom line. The overall composition is balanced and symmetrical.

**MANY
THANKS**