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CHICAGO TATTOO ARTS FESTIVAL

MARCH
20TH - 22ND

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CHICAGO TATTOO ARTS FESTIVAL



The 16th Annual Villain Arts Tattoo Arts Festival,

organized by

the powerhouse team at Villain Arts, this year's installment promises to be a massive celebration of counterculture, creativity, and community, filling Halls C, D, and F with hundreds of world-renowned artists and thousands of eager enthusiasts. Whether you are a seasoned collector looking to add a full sleeve or a curious newcomer searching for your very first "flash" piece, the festival offers an immersive experience that goes far beyond the tattoo chair.

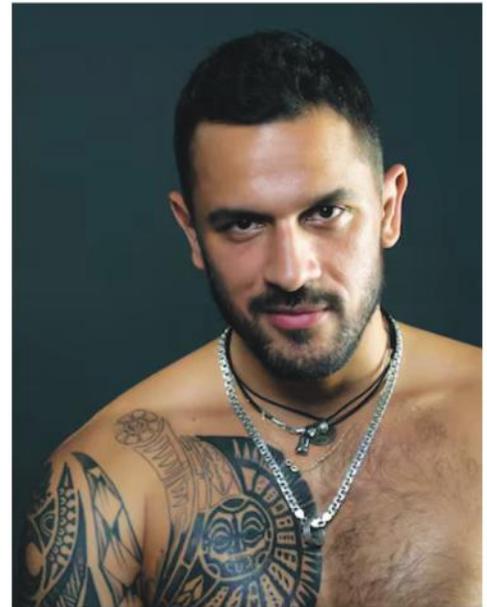
The real stars of the weekend are the artists, and the lineup for 2026 is nothing short of legendary.

Local favorites like Chicago Ink will be representing the home team with award-winning talent such as **Andres Tattooer**, while heavy-hitting studios like **Monster Ink Tattoo** are arriving in force with a full squad including **Taylor**, **Cheyenne**, and **Danny**.

For those craving something more traditional or ancient in technique, **Tattoo Punks** will be on-site, with artists like **Borneo Spiral** offering both machine work and the mesmerizing art of handtap tattooing.

Many of these elite creators have already opened their books for pre-booked sessions via DM or email, which typically requires a non-refundable deposit ranging from \$50 to \$200. However, if your favorite artist is booked solid, don't panic; many creators keep "Flash" books on hand for quick, first-come, first-served walk-ups throughout the weekend.

TATTOO ARTS







If you need a break from the needle, the festival's entertainment lineup is designed to keep your jaw on the floor. The stage will feature a rotating cast of mind-bending sideshow acts.

Acts like the **"Daredevil from Down Under" Alakazam** and the iconic **Captain and Maybelle**, known for their appearances on America's Got Talent. For those who enjoy the more extreme side of the culture, the **Cenobyte Suspension Crew** will perform live human suspension, a breathtaking display of physical and mental discipline.

Throughout the weekend, attendees can also enter their own ink into various tattoo contests to compete for trophies in categories like "Tattoo of the Day," "Best Traditional," and "Best Portrait," with judging typically taking place in the late afternoon or evening.

Between the shows and the sessions, you can lose yourself in a sprawling marketplace of unique vendors. This isn't your average mall shopping! These booths are packed with handcrafted jewelry, alternative clothing, original fine art, and professional-grade tattoo supplies for those in the industry. The festival is a family-friendly affair where children under 12 are admitted for free,

making it a great place to introduce the next generation to the beauty of self-expression.

When the convention floor closes, the Rosemont location puts you right in the heart of the action, within walking distance of **Parkway Bank Park's** dining and entertainment district, the **Fashion Outlets of Chicago**, and plenty of high-end hotels like the **Crowne Plaza** or **Hilton Rosemont**.

Planning your visit is easy with flexible ticket options. A one-day pass is only \$25, while the true aficionados can snag

a three-day pass for \$50 to ensure they don't miss a single minute of the action. **The festival kicks off on Friday, March 20th**, from 2:00 PM to 11:00 PM, continues Saturday from 11:00 AM to 11:00 PM, and wraps up on Sunday from 11:00 AM to 8:00 PM. Tickets are available at the door or can be purchased at **VillainArts.com**.

With its mix of high-end artistry, death-defying entertainment, and a welcoming atmosphere, the 16th Annual Chicago Tattoo Arts Festival is shaping up to be the must-attend event of the spring!

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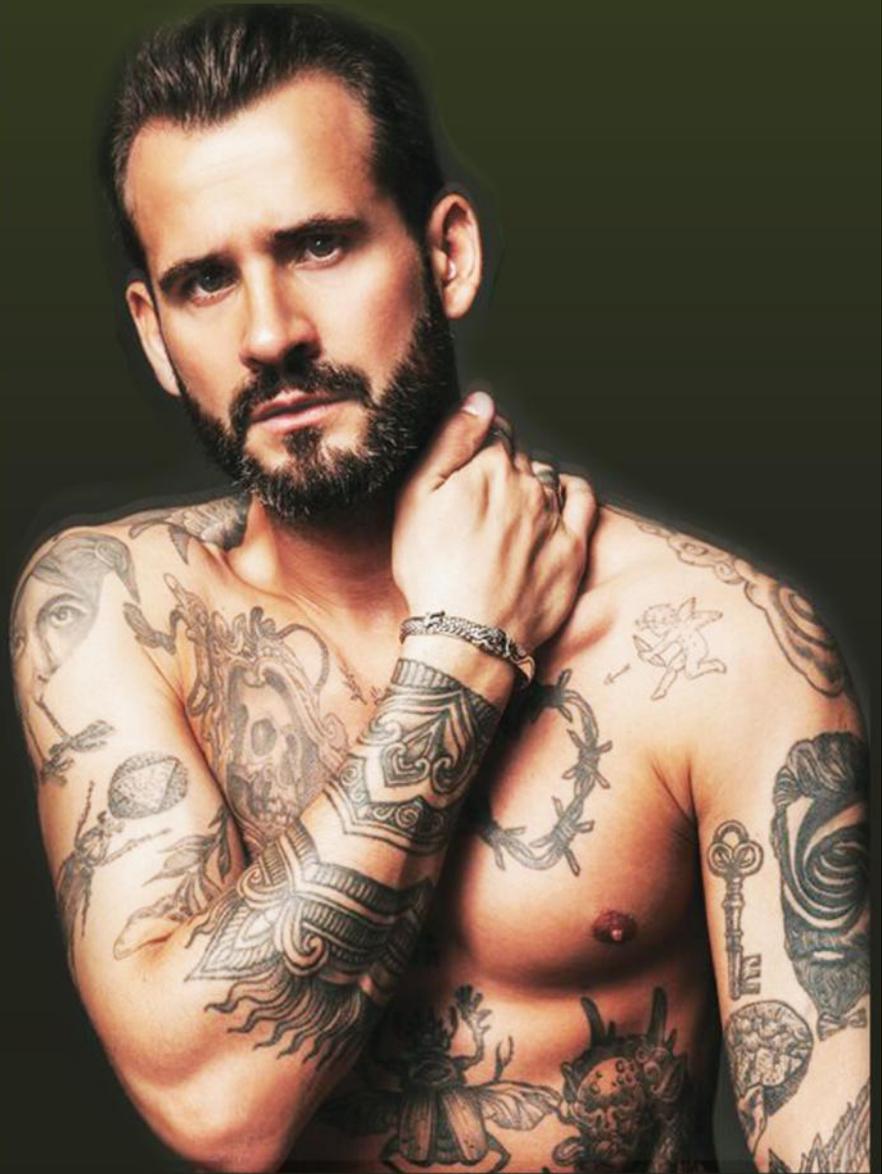
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ROSEMONT



CHICAGO TATTOO ARTS FESTIVAL



**MARCH 20TH - 22ND
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BEYOND THE NEEDLE: DISCOVER THE FUTURE OF STORYTELLING AT EXP ROSEMONT



If you are heading to Rosemont this March for the 16th Annual **Chicago Tattoo Arts Festival**, you are already prepared to witness some of the most incredible artistry the human hand can produce. But just a few blocks away from the convention center, a different kind of masterpiece is waiting to be explored, one that trades ink and needles for cutting-edge virtual reality and 26,000 square feet of digital wonder. Recently recognized as one of USA Today's top newest attractions of 2025, **EXP Rosemont** has quickly become the largest immersive venue in the Midwest. Located in the heart of the Pearl District at 9900 Berwyn Avenue, this high-tech playground offers the perfect modern counterpoint to the traditional crafts found at the festival, allowing visitors to step directly into the stories they usually only see on a screen.

Created in a prestigious partnership with Montreal-based PHI Studio, a global titan in the immersive arts world, EXP is far from a passive movie-watching experience. The venue specializes in free-roaming virtual reality, meaning you aren't just tethered to a chair; you are actually walking through hyper-realistic digital worlds.

During your visit in March 2026, you can embark on the critically acclaimed **Horizon of Khufu** expedition.

Developed alongside world-class Egyptologists from **Harvard University**, this 45-minute journey transports you 4,500 years into the past to roam the restricted chambers of the **Great Pyramid of Giza** and witness ancient funerary rites along the **Nile**. It is a breathtaking fusion of scientific accuracy and emotional storytelling that feels less like a game and more like actual time travel.

For those who prefer a broader scope of history, the **Life Chronicles** experience offers a staggering trek through 3.5 billion years of Earth's evolution. In collaboration with the **Paris National Museum of Natural History**, this adventure lets you walk among massive prehistoric creatures and witness the "**Cambrian Explosion**" of life in full scale.

If your tastes lean toward the heroic, **The Last Stronghold** whisks you away to the year 1304 to defend a medieval French fortress. These experiences are designed by a dedicated team of creative technologists and storytellers who ensure that every choice and movement you make influences the narrative around you, making you the protagonist of your own digital epic.

Planning a visit to **EXP** is a breeze for anyone already in town for the tattoo festival. The venue is open Wednesday through Sunday, with weekend hours extending from 12:00 PM to 9:00 PM on Saturday and 12:00 PM to 6:00 PM on Sunday. Tickets typically start around \$27, though prices can vary based on the specific expedition, and flexible entry options are often available for those who want to wander in after their tattoo session. Because the venue is located near **Parkway Bank Park** and the **Rosemont CTA Blue Line** stop, it is incredibly easy to access from any of the major local hotels. Whether you are looking to kill time while your ink heals or simply want to experience the absolute peak of modern entertainment technology, **EXP Rosemont** provides an unforgettable journey that resonates long after the VR headset comes off.



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THE FULL SPECTRUM OF CHICAGO WELLNESS

FROM HOLISTIC HEALING TO COMMUNITY CARE



While the rhythmic hum of tattoo needles draws crowds to Rosemont this March, the broader Chicago area offers an incredible array of health and wellness destinations for those seeking a different kind of “needle or no-needle” experience.

Whether you are a visitor needing a quick health touch-point or a resident looking to overhaul your wellbeing, the city is home to a massive network of providers catering to every philosophy of care. Because the city’s health landscape is so vast, this serves as a curated sample of the many exceptional facilities available to keep you feeling your best while exploring the Windy City.

For those seeking comprehensive, community-focused care that prioritizes accessibility, Chicago’s **Federally Qualified Health Centers** (FQHCs) are the backbone of the city’s medical scene. The **Access Community Health Network**, known as ACCESS, is a major force in providing community-based care designed to improve health equity across Chicagoland.

Similarly, **Erie Family Health Centers** operates multiple hubs, including locations in **Humboldt Park** and **West Town**, offering primary medical, dental, and behavioral health services regardless of a patient’s ability to pay.

For bilingual, high-quality care that deeply serves the Latinx community, **Esperanza Health Centers** is a premier choice with clinics in **Brighton Park** and **Little Village**. If you are looking for integrated social and health services, **Aunt Martha’s Health & Wellness** provides a safety net that includes everything from primary care to housing support for youth and families in crisis.

If your personal health journey leans more toward a “wellness-first” or integrative philosophy, Chicago has pioneered the blend of modern science and traditional healing. **The Northwestern Medicine Osher Center for Integrative Health** is a national leader in this space, combining conventional medical treatments with alternative therapies like acupuncture and nutrition. For a more tech-forward, modern patient experience, One Medical offers membership based primary care that feels both boutique and holistic. Local favorites like **Aayu Clinics** in **Lakeview** and **WholeHealth Chicago** further bridge the gap, bringing together MDs, nutritionists, and herbal medicine specialists under one roof to ensure that your treatment plan is as unique as your DNA.

Esperanza Health Centers doesn’t just offer medical counseling; their “Sabor y Salud” program provides free boxes of fresh organic produce to eligible patients, proving that food is indeed medicine. **Erie Family Health Centers** takes a similar proactive approach with their BALANCE program, which uses one-on-one health education to prevent childhood obesity and help families build sustainable, healthy habits. These centers are remarkably accessible, with most accepting a wide range of insurance including Medicaid and Medicare, and many offering sliding-scale fees or medication assistance for the uninsured.

Navigating these resources is simple, even for those on a tight schedule. **Erie Family Health** can be reached at **312-666-3494** for city appointments, while **Esperanza** offers a central line at **773-584-6200** and a convenient online web scheduler. For those in the northern neighborhoods or near the lakefront, **Wellness Homes of Chicago** operates several specialized health hubs, including the **Wellness Home at Northstar** in **Lake View** and the rapid-access office on **North Broadway**.

While you’re enjoying the tattoo festival or exploring the futuristic world of EXP, it’s always good to know where you can find quick health support.



In CONCERT

JORGE SUAREZ "OUT 'N' ABOUT" COLUMN

Photos and Review, by Jorge Suarez

Out N About is taking you back to 2022 when the Scorpions performed at the Allstate Arena.

Walking into that building felt like walking into my own musical timeline. Sitting center aisle, not far from the stage, I had the kind of view every rock fan hopes for, close enough to see the sweat on

the guitars, the smiles between bandmates, the nods that say, we're still doing this. And when the lights dropped, I felt that same excitement I remember feeling decades ago when I first heard them. The reason this tour carried so much weight, that's because it was billed as their 50th Anniversary World Tour, a celebration of five decades since Rudolf Schenker formed the band in 1965 in Hannover, Germany. Think about that. Fifty years of riffs, arenas, lineup changes, world politics, cultural shifts, and the Scorpions still standing. That anniversary wasn't just about survival. It was about impact. Few bands get to celebrate 50 years on a world stage. Even fewer still sound this powerful doing it.

Rudolf Schenker, the founder and heartbeat of the band, was right there, still swinging that Flying V with energy that defies the calendar. Klaus Meine, who joined in 1969 and became the unmistakable voice of the Scorpions, delivered with clarity and emotion. Those two are the living thread from Hannover in the mid-'60s to Rosemont in 2022. Over time, members have come and gone, Matthias Jabs stepped in back in 1978, replacing Uli Jon Roth and becoming essential to their twin-guitar attack.

The rhythm section evolved as well, with Paweł Mąciwoda on bass and Mikkey Dee behind the drums bringing power and precision to the modern lineup. Only one original member remains, but the DNA of the band is unmistakably intact. When "The Zoo" hit, that groove rolled through the arena like it never left.



"Send Me an Angel" brought a slower, reflective moment, and I found myself looking around at faces in the crowd, people who've carried these songs through different chapters of life. And when "Wind of Change" filled the arena, it felt larger than just a concert. That song represents an era. A shift in the world. A reminder that music can soundtrack history. And then came "Rock You Like a Hurricane."

The opening riff exploded and the place erupted. From my center aisle seat, I could feel the floor vibrate. For a few minutes, age disappeared. We weren't thinking about five decades. We were thinking about right now. I took photos. I captured some video.



But I kept lowering the cell-phone. A 50th anniversary isn't just something you document, it's something you absorb. As someone who has spent years covering live music and writing about the artists who shaped us, this night felt personal. I wasn't just covering a milestone. I was witnessing longevity, resilience, and the kind of musical bond that outlives trends. From a small band formed in Hannover in 1965 to a packed Allstate Arena celebrating 50 years, that's not just a tour title. That's history. Some bands fade. Some bands retire. And some bands celebrate 50 years by reminding you exactly why they mattered in the first place. That night, the Scorpions did exactly that.

Visit Out N About FB Group for additional pics and videos. Go to boiMAG.com for direct link.



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TUESDAY

SR. GOLDEN MOVES 9AM-10AM

WEIGHT TRAINING 5PM-6PM

WEDNESDAY

WEIGHT TRAINING 9AM-10AM

QI GONG 5PM-6PM

XCO LATIN DANCE 6PM-7PM

THURSDAY

SR. GOLDEN MOVES 9AM-10AM

YOGA 6PM-7PM

HIIT 7PM-8PM

FRIDAY

ZUMBA 9AM-10AM

WEIGHT AEROBICS 5PM-6PM

SALSA 6PM-7PM

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Ask Char Q & A

Q Dear Char, I'm concerned about the increasing polarization in our society.

How can I foster understanding and empathy between people with different viewpoints?

From: Worried About Our World

A Dear World Weary and World Worried,

It is exhausting isn't it? Thanks to people like you who are worried about all of us, change is always possible, no matter how polarized we seem to be.

Here are some ideas for finding a way around the opposition that seems to be at play in so many areas of our lives:

Bridge opinion gaps with open curiosity. Let people talk and ask open ended questions. If language is pejorative, start asking about common ground or ways to make things better. Seek solution-focused discussions. If the conversation is still mean and denigrating, make clear that you want to know if they have ever felt differently about the topic.

Understand that sometimes ideology defies logic and you may just have to look for the goodness inside the person away from the topic at hand.

Consider learning more about groups like Braver Angels who openly seek discussions about polarizing politics.



Find out the feelings behind the opinions. Sometimes when we learn that opinions and anger are really about fear, it leads to more empathic discussion and understanding.

Be honest about your own biases. Talk with someone or journal to better understand your own feelings and opinions.

Attend workshops on cultures, politics or "hot" local topics to keep learning. Knowledge can change perspective and an investment in solution-seeking.

When talking with someone opposing your own beliefs, if you can't validate the opinion, validate the emotion behind it. For instance, "It sounds like this has been bothering you for sometime,..." is a good way to stay engaged.

Just be your best and model patience, kindness, and empathy. This can halt anger and encourage relationship development. The better someone knows you the easier it is to engage in conflictual settings; "we" are more important than the "what".

All in all my world-weary friend, it sounds like we just need more of "you-types". You care about people. I am guessing that you are already doing some of the things listed above.

You can't change everyone and make every issue well-solved, but you can make every interaction empathic and kind. That alone is restoring and can change a moment in time for the better. What you do in your best, genuine effort for empathy can snowball into big changes and new ways to "be" with another person. Don't ever give up.

- Dr. Charla Waxman

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COMMENTARY UNCENSORED

by: Screamin' Rachael
*Recording Artist, Entrepreneur, Publisher, Music Mogul, House Music Icon,
sometimes Controversial, with a dash of Opinionism for good measure.*

The opinions offered in this column are "uncensored" and are intended for "open dialog" and "entertainment purposes" only. Use of this column not intended to replace or be a substitute for any professional, financial, legal, advice or any other professional service. The opinions or views expressed in this column are those of the columnist, and not necessarily those of anyone else.



MIDEM 2026: THE GHOST TOWN THAT TURNED INTO GOLD

Midem is the global music conference in Cannes, France. Yes, there are showcases. Yes, I've performed there. But let's not pretend. MIDEM has always been about one thing: DEALS!

International licensing. Distribution expansion. Champagne contracts. The kind of meetings that quietly move markets. This was the 60th Anniversary. As a longtime MIDEM regular, I wasn't about to sit this one out. In past years I've left Cannes with global projects in motion and serious momentum in the international market. MIDEM has always delivered.

So I arrived ready.... and walked straight into... silence.

The legendary **Palais des Festivals**, home of the **Cannes Film Festival**, felt like someone had lowered the volume on the entire industry. No familiar publishers. No licensing veterans. No distribution sharks circling café tables. No champagne towers. **MIDEM** was nearly vacant.

Now here's what you need to know about me: I don't deflate. I pivot.

And in **France**, if you want to be taken seriously, you must show up correct. From the moment I stepped out of the **Mondrian Hotel**, heads turned. My weapon of choice?



Chicago's own **Michael Wesley White** of Equatoria. A couturier whose client list includes **Bob Marley, Chaka Khan, Michael Jackson, and Neil Armstrong.**

When the French stop you to compliment your look, you know you've handled business before even speaking.

Day one became reconnaissance. I walked every floor of the **Palais**. Every café. Every corner where deals used to be born. Where once there were rows of powerful booths and flowing champagne, there were now

modest setups and panels conducted mostly in French. The shift was undeniable.

After **Live Nation** acquired MIDEM, I had been warned. "It's not the same," insiders told me. "You're wasting your money."

My response? Who doesn't want to be on the **French Riviera**? Then I found the **Innovation Village**.

And everything changed. Live Nation did not bankroll this innovation ecosystem. The startups paid their own way. They covered their travel, accommodations, and booth fees. They invested in being there because they believed in what they were building. The only thing Live Nation truly did was select them from the many who entered the contest.

>>> **MORE Uncensored** >>>

UNCENSORED



>>> *Continued* >>>

And what were they given? Tiny spaces. Narrow booths. Almost like nail salon cubicles lined up inside a convention hall that once hosted global power players. Not sleek tech installations. Not immersive builds. Just compact squares with enormous ideas trying to stretch their arms.

The founders told me directly they felt underexposed and under-supported.

There was no meaningful press presence to amplify what they had sacrificed to attend. No serious spotlight.



They showed up ready. The ecosystem didn't. And yet, that's where it became interesting. Because when a room clears out, proximity increases. No handlers. No long appointment calendars. No velvet ropes. Just me, sitting face-to-face with people building the next infrastructure layer of the music industry.



And every single one of them said the same thing: "We need content." Not filler content. Not disposable content. They need catalog with weight. Artists with history. Labels with cultural legitimacy. That's when I met **Rezzonation**. Their mission is to break digital isolation. We have endless platforms, yet most of them speak at us. One-way communication. Scroll. Consume. Repeat. Rezzonation's ONE app flips that script. It allows users, artists, and labels to connect and interact live across streaming platforms.

Real-time shared listening. Real engagement. Real community. When they realized who I was, one of the founders told me that even if they accomplished nothing else at MIDEM, meeting me made the trip worthwhile.

But here's the real story. This isn't about trendy tech. This is about unlocking revenue streams that didn't exist when **Trax Records** was pressing vinyl in **Chicago** warehouses. These startups aren't asking for music to decorate their apps. They need powerful catalog to activate monetization models beyond traditional streaming fractions. Interactive fan subscriptions. Sponsored live listening events. Immersive experience licensing. Direct-to-fan commerce. Data-driven micro-communities.



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Translation? New money. Diversified. Global. Tech-integrated. Revenue that doesn't rely solely on outdated royalty systems. For independent labels especially, this is major. Ownership plus innovation equals leverage. When every founder kept repeating "We need content," what I heard was something much bigger: "We need culture." Trax Records has that. My artists have that. Decades of it.

In a place that visually echoed failure, I saw access. Early positioning inside a new ecosystem still forming. MIDEM 2026 didn't look triumphant.

It looked transitional. Sometimes the biggest opportunities are born in rooms that echo.

This time, I heard leverage. ... I saw gold!

- Rachael Cain



French TRAX ARTIST Greg Lion w/Rachael



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The Rezzonation Truck

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The Chicago
LGBT
HALL OF FAME



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MAYOR

November 6, 2025

Mike A. Macharello
Chicago LGBT Hall of Fame
2025 Inductee



Dear Mike:

On behalf of the City of Chicago, I am honored to extend heartfelt congratulations to you on your induction into the Chicago LGBT Hall of Fame. Your induction reflects our city's pride in your efforts and our thanks for your accomplishments.

As a prominent figure in the Chicago's House Music scene, you have greatly contributed to the LGBTQ+ community through your inclusive Circuit Night Club, boiMagazine, and the Chicago Arts Center. I have no doubt your work will inform and inspire the next generation of leaders and change-agents.

I am proud to welcome you to this distinguished Hall of Fame class. Best wishes for continued success.

Sincerely,

Mayor

For those who missed the Nov 2025 Uncensored, the Chicago History Museum hosted The Chicago LGBT Hall of Fame. I attended the induction ceremony that was held in partnership with the City of Chicago, Mayor Brandon Johnson, and Chairman and Commissioner Nancy Andrade. The star-studded event proved that our city is on the vanguard of the movement. The Friends of the Chicago LGBT Hall of Fame remains the only municipally sponsored institution of its kind in the nation.

As an invited guest to this year's ceremony, I'm proud to announce that **boiMAGazine's** own **Mike Macharello** (aka Mike at Night) was a 2025 inductee. Mike was recognized for his many contributions to the alternative lifestyle community, including his years as owner of **Circuit Night Club**, and his illustrious career as a DJ, including his time as "Hot-Mix Master Mixer" on Chicago radio stations **WGCI, WBMX, WVON, WDAI, & WXFM**.

What surprised Mike the most, was that the Hall of Fame not only recognized, but highlighted his legacy and prominence in the Chicago's House Music scene. All I can say is: it's about time! I've known that all along. But. I'm sorry to say that there are people with an agenda who try to erase the fact that white contributors were also part of the House Music



revolution in Chicago, and Macharello was there from the very beginning. His record pool, **Let's Dance**, was instrumental in spreading the sound across the nation, and even **Larry Sherman**, the owner of the legendary south-side **Precision Pressing Plant**, and founder of **Trax Records**, depended on his services. His label, **Play House Records** (PHR), was a standout in the scene, and he

has recently reignited it by re-mastering, digitizing and releasing PHR classics, along with exciting new material exclusively on www.PlayHouseRecords.Bandcamp.com.

Last year marked the 40 years of House Music. Trax Records celebrated with the "first-ever" Trax-Fest. The Warehouse gained landmark status. These are just a few important milestones that were celebrated on the 40th anniversary of House!

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KEY WAYS THAT TECHNOLOGY PLAYS A PART IN MARATHONS

SHAMROCK SHUFFLE CHICAGO MARATHON LATEST TECH TRENDS

Before we get into the Tech-Trends of the modern-day marathon, it's good to know that these trends will apply to the here, and now!

Considering that thousands of runners will take to the streets of Chicago for the annual **Shamrock Shuffle**. The March tradition brings Chicagoans together to celebrate one of the Windy City's favorite holidays, with runners decked out in green and gold zooming past the city's green river in both an 8K run and 2-mile walk through downtown.

In its 45th year, the race takes place on March 22 in downtown Chicago and along the lake-front, some participants will be making their first stride toward completing the **Bank of America Chicago Distance Series**, earning a special medal awarded to those who run the **Shamrock Shuffle 8K run**, the **Chicago 13.1** and the forthcoming **Chicago Marathon**. Check ShamrockShuffle.com for the marathon start times, surrounding activities, and for more detailed information, like best places to watch, traffic, television broadcast, etc.

Ready, set, go for today's marathon technology trends, that can enhance races through advanced wearable sensors (GPS, heart rate), and AI-driven performance tracking, and specialized, energy-returning footwear.



Technology facilitates real-time data analysis for both runners and spectators, improves safety through digital tracking, and enables virtual racing, making marathons more accessible, data-driven, and interactive.

Key ways technology plays a part in marathons includes advancements like Performance Tracking and Training. Where smartwatches and apps monitor real-time pace, distance, and heart rate.

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Adaptive training plans adjust workouts based on recovery data and fatigue levels, optimizing preparation. Also, **Advanced Footwear** brings us modern, lightweight shoes with specialized cushioning and carbon fiber plates improve running efficiency by, leading to faster times, particularly among elites.

There's Race Day Safety and Tracking behind the scenes, that can use RFID chips and GPS tracking enable organizers to monitor participant locations, ensuring safety and providing live, real-time results for spectators, along with AI and Data Analytics. Whereas AI optimizes race day logistics, such as predicting crowd flows and managing smart corrals. It is also used to analyze runner data for personalized performance insights and to automate photo tagging using facial recognition.



Carbon-fiber plate (CFP) shoes, such as the **Nike Vaporfly** and **Adidas Adizero**, have become standard. These use responsive foams and plates to reduce energy expenditure by roughly 4%, effectively "shaving minutes" off finish times.

For those watching, technology now brings us **Enhanced Spectator Experience**, with Apps that offer live tracking of runners, interactive maps, and AR (Augmented Reality) features to view athlete statistics. If that's not enough, how about Virtual Racing? Digital platforms now allow participants to run remotely, using GPS to track their progress and share results, fostering global participation.

In 2026, technology is no longer just a luxury in marathons; it is the "brain" behind race-day logistics, athlete safety, and personalized performance. Modern races have shifted from reactive data collection to AI-driven predictive systems that adjust to a runner's needs in real time.

Organizers now use AI to assign start corrals dynamically based on real-time biometric and crowd density data, reducing early-race congestion and preventing "mismatched" pacing groups.

Cities like Chicago and London use "digital twins", virtual 3D models of the course, to simulate weather, crowd flows, and emergency responses before the race even begins.

Wearable "bio-twin" patches can now stream a runner's vitals to medical teams. AI monitors these streams to identify signs of heat exhaustion or cardiac distress before a runner collapses, allowing for proactive intervention.

Behind the scenes, drones are increasingly used to shuttle emergency supplies to aid stations or help medical staff locate runners in distress in high-density areas.

At major marathons like NYC and Berlin, spectators can use AR glasses to view "heads-up" displays of their favorite runner's stats, current pace, and health markers as they pass by.

Live Leaderboards: Wide-scale LED ribbon boards and kiosks at various mile markers provide continuous, real-time updates on leaders and individual runners for the millions of fans on the course.

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