

Is This Legal Art Davie: The Untold Story of the UFC Founder

When you hear the words 'Ultimate Fighting Championship' or 'UFC', what comes to mind? Perhaps it's the thrilling knockouts, the remarkable displays of skill, or the unmistakable octagon-shaped cage. It's no secret that the UFC has become a global phenomenon, attracting millions of fans and generating billions of dollars in revenue. But have you ever wondered about the brains behind this extraordinary spectacle? Enter Art Davie, the man who dared to ask the question, "Is this legal?".

Art Davie, a visionary entrepreneur, was the mastermind behind the creation of the UFC. Born on February 17, 1957, in Nassau County, New York, Davie spent his childhood surrounded by a love for martial arts and a deep curiosity about their effectiveness. Little did he know that this passion would eventually lead him to revolutionize the world of combat sports.

The genesis of the UFC can be traced back to the early 1990s when Art Davie, a marketing expert with a profound interest in martial arts, saw an opportunity to combine different fighting styles and pit them against one another in a controlled environment. Davie believed that by showcasing the effectiveness of different disciplines, he could answer the age-old question of which martial art was truly superior. With this audacious vision in mind, Davie embarked on a journey to bring his idea to life.

Is This Legal by Art Davie(Kindle Edition)

★★★★☆ 4.9 out of 5

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In 1993, Art Davie co-founded the Ultimate Fighting Championship, alongside Brazilian Jiu-Jitsu master Rorion Gracie. Together, they laid the foundation for what would become one of the most popular and controversial sports in the world. Their mission was simple: to prove that mixed martial arts (MMA) was the ultimate form of combat.

The first UFC event took place on November 12, 1993, in Denver, Colorado. Titled "UFC 1: The Beginning," it was a spectacle unlike anything the sports world had ever seen. Fighters from different backgrounds, such as karate, Brazilian Jiu-Jitsu, boxing, kickboxing, and wrestling, battled it out in an eight-man tournament, leaving spectators in awe and disbelief.

However, the road to success was not without its struggles. Art Davie faced numerous obstacles and skepticism along the way. Many people doubted the legality and morality of the UFC, branding it as "human cockfighting" and seeking its banishment. Despite the opposition, Davie remained steadfast in his belief that the sport he helped create had the potential to transcend stereotypes and captivate audiences worldwide.

Art Davie's determination paid off when the UFC gained recognition and became regulated by athletic commissions in various states. Over the years, the sport evolved, with additional rules and weight classes introduced to ensure the safety of the fighters. The UFC grew exponentially, attracting new fans with each event and signing lucrative broadcasting deals that helped bring mixed martial arts into the mainstream.

Today, the UFC is a global sporting phenomenon, featuring fighters from all corners of the world and offering the pinnacle of combat sports entertainment. Art Davie's audacious question, "Is this legal?," has been answered resoundingly with a resounding "yes." His passion for martial arts and relentless pursuit of his vision have forever changed the world of sports.

As we reflect on the remarkable journey of Art Davie, it becomes clear that he is not only the unsung hero of the UFC but also a testament to the power of perseverance and belief in one's dreams. His story serves as an inspiration to aspiring entrepreneurs, reminding us that even in the face of doubt and adversity, groundbreaking ideas can thrive and shape the future.

So, the next time you watch a heart-stopping UFC fight or witness an epic knockout, take a moment to remember the man who dared to ask, "Is this legal?" Art Davie, the visionary behind the Ultimate Fighting Championship, has left an indelible mark on the world of martial arts and combat sports.

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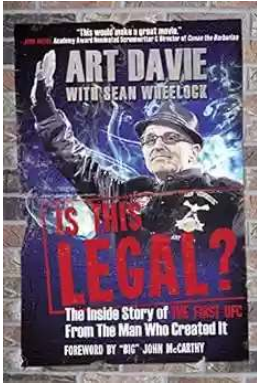
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On November 12, 1993, in Denver, Colorado, the Ultimate Fighting Championship was unleashed on an unsuspecting public, with an explosion-an explosion of blood-as 6-foot-5 Dutch savate champion Gerard Gordeau kicked 420 lb-sumo wrestler Teila Tuli flush in the face less than one minute into the night's opening fight.

The creation of ad man and serial entrepreneur Art Davie, the UFC arrived with virtually no warning or fanfare. Yet it was watched live in nearly 90,000 U.S. households through Pay-Per-View television, and instantly redefined action sports for a new generation.

The brutal kick delivered by Gordeau not only sent Tuli's tooth flying into the crowd, it knocked the martial arts and combat sports worlds on their asses. With the very first UFC, the new sport of mixed martial arts (MMA) was launched-although it wasn't even called that yet-and fighting would never again be the same.

Now, for the first time, the true story of how the Ultimate Fighting Championship came into existence is told by the man who started it all. In this vivid and fast-moving, first-person account, Davie explains how his idea to crown the World's

Best Fighter painstakingly evolved into the UFC, which now stands as a billion-dollar sports franchise.

Art Davie is the Dr. James Naismith and Abner Doubleday of MMA (with a touch of PT Barnum), yet his name is largely unknown. That is, until now.

Davie's tale is one of perseverance and against-all-odds determination, as he worked tirelessly for four years to see his dream come to brutal fruition, while meeting resistance at every single turn.

It's also a mash-up of martial arts, celebrity, sports, and business, involving a highly improbable cast of characters that includes Academy Award nominee John Milius, NFL Hall of Fame running back Jim Brown, action film star Chuck Norris, Brazilian jiu-jitsu godfather Rorion Gracie and Pay-Per-View TV pioneer Bob Meyrowitz.

This no-holds-barred account of how Davie started the Ultimate Fighting Championship, and launched mixed martial arts, is one for not just fight fans, but for fans of mavericks in business and life who stop at nothing to fulfill their dreams.

Whether you're a hardcore supporter of MMA, or have never watched a single bout, you'll be enthralled by Davie's story of triumph, tempered by constantly lurking disaster.

Art Davie created the sport of the 21st century, which arrived a decade early. He started a revolution, and his revolution was televised.



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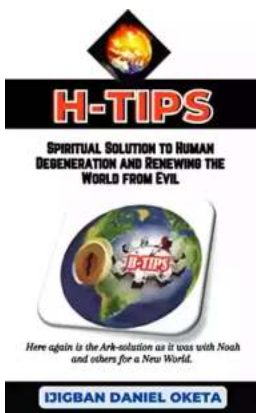
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