

# TWISTS AND TURNS



how the speedcubing community turned the rubik's cube into a  
competitive genre



1980-1982 rip



alive and twisting in 2019

# ANDREW FRAY

@tenpn

dev since 2004, spry fox since 2014

speedcubing for 2 years

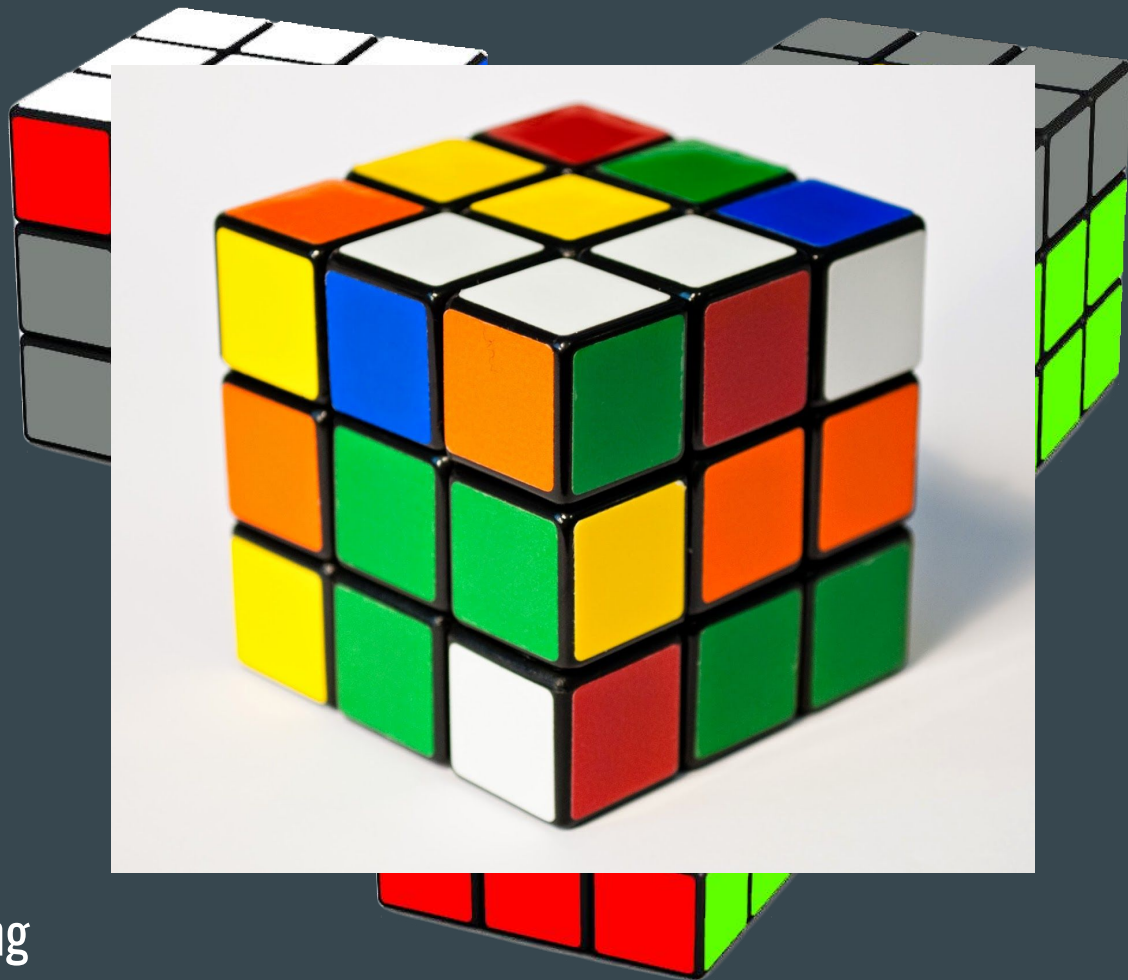
26.4s pb

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# speedcubing

- what
- how

# WHAT IS SPEEDCUBING



basics of solving

# techniques

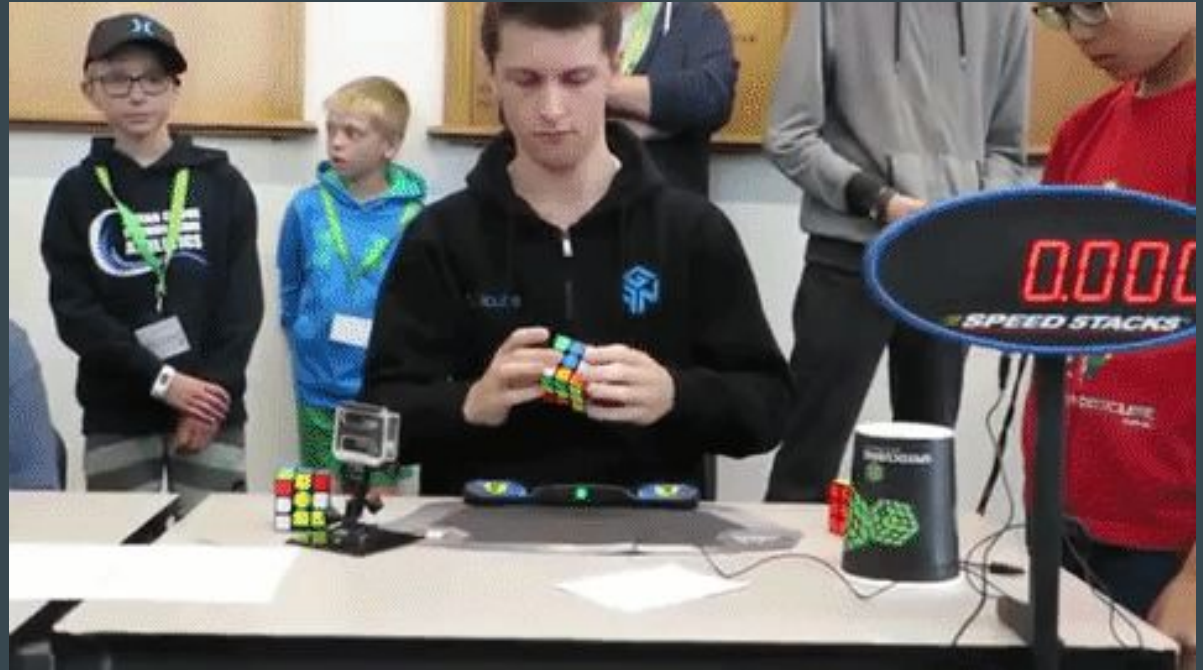
- algorithms
- turns per second
- automaticity
- lookahead



**U R U' R' U' F' U F**

# competitions

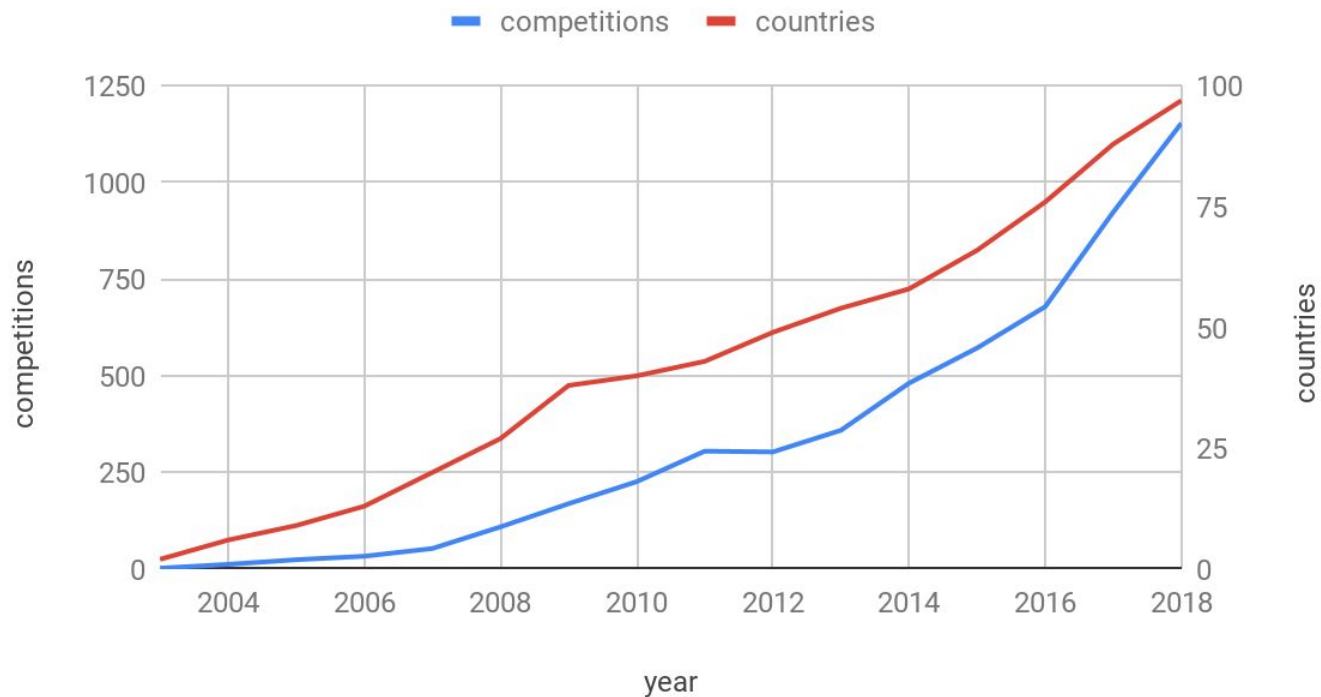
- random scramble
- 15s inspection
- solve!
- “average of five”





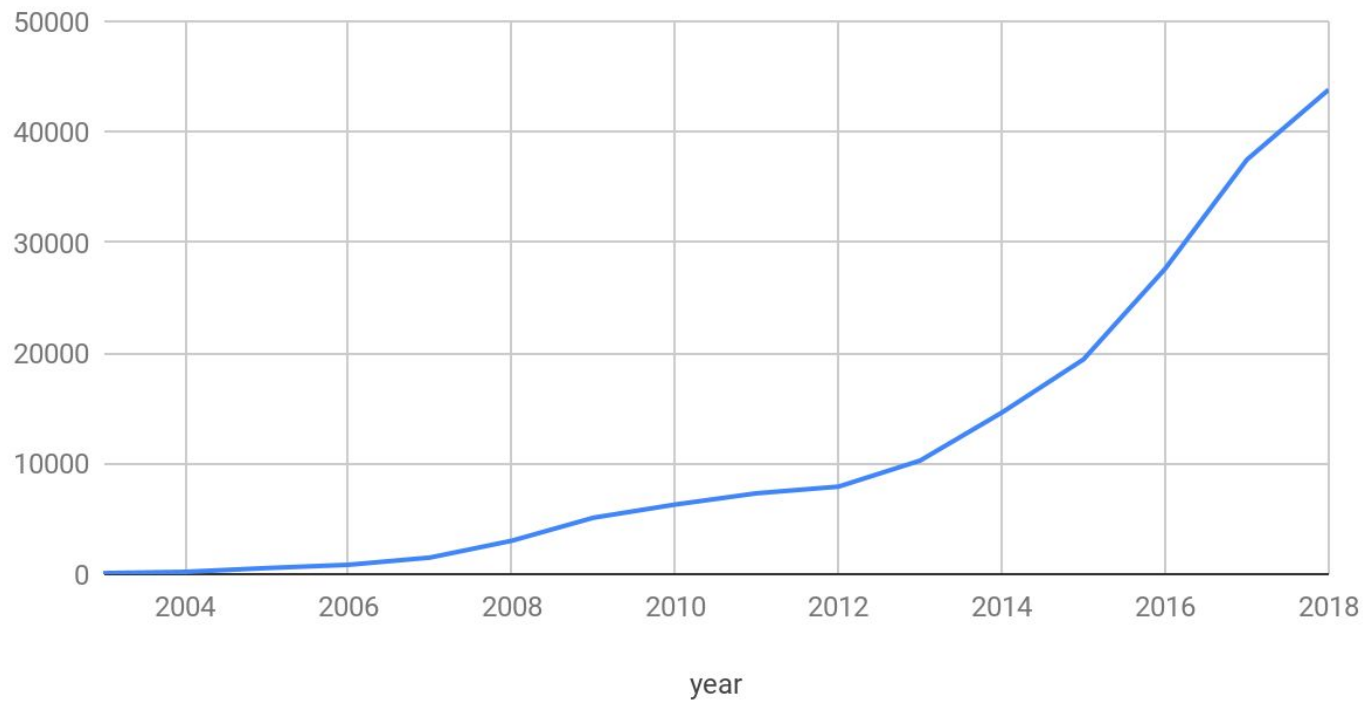
sportscube

## competitions per year



growth

## competitors per year



growth

**FROM TOY TO SPORT**

**organisation**

**the internet**

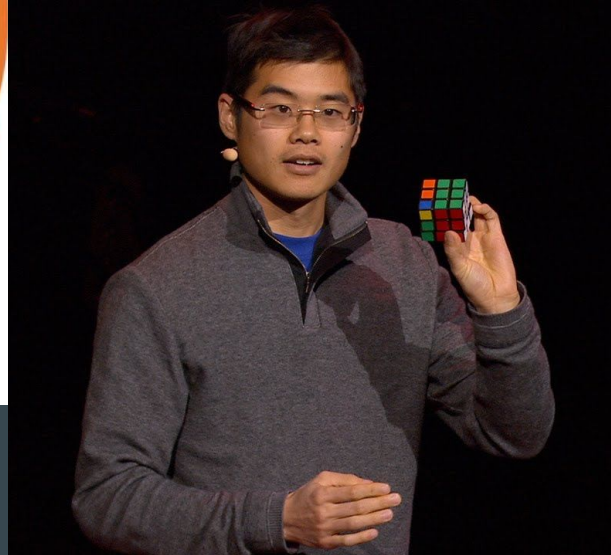
thanks for coming



2003 world rubiks games championships (photos: [speedcubing.com](http://speedcubing.com))



2004 world cube association





2005 rubik's world championships

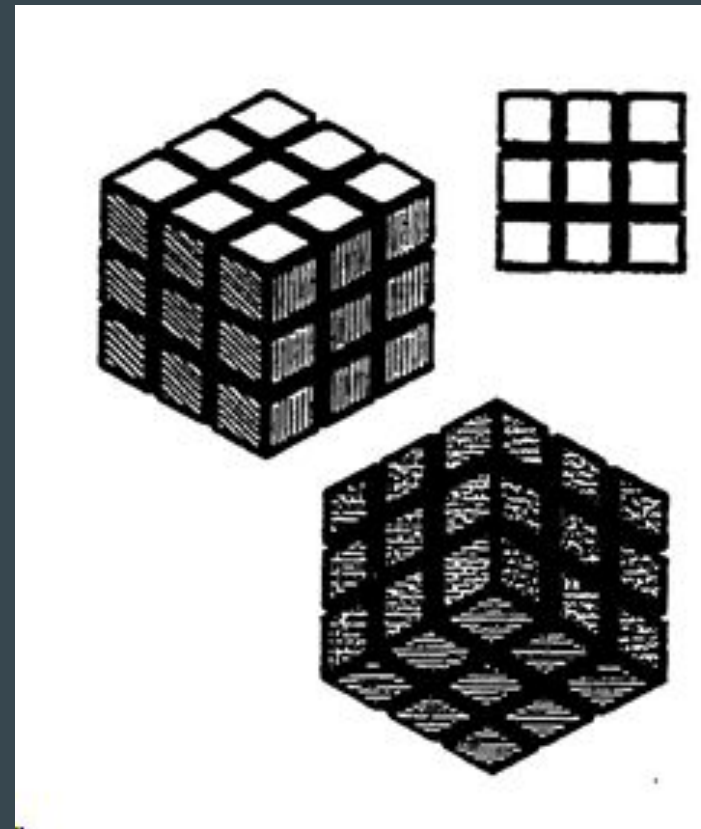
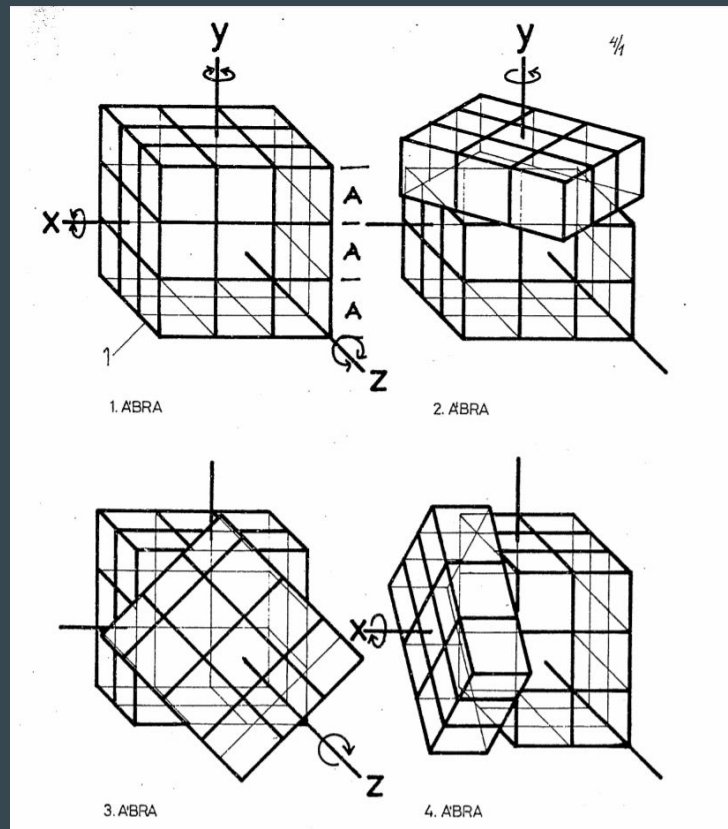
## wca

- scalable consistent regulations
- accessible format
- delegate system
- non-confrontational

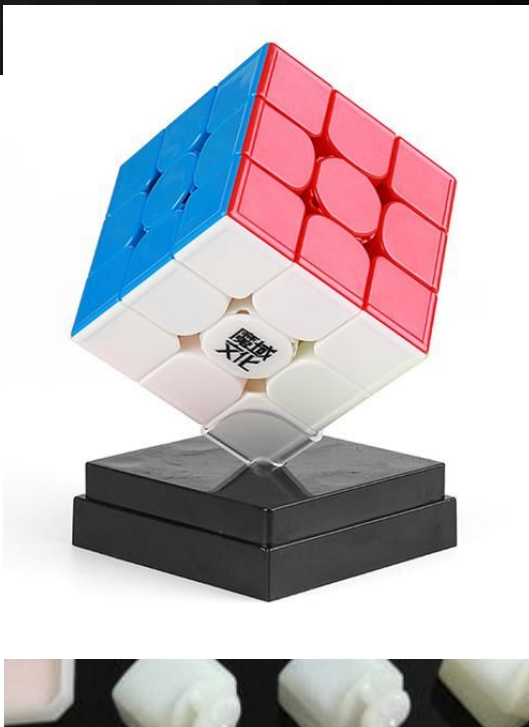
**innovation**



rubiks is not a speedcube



seven towns very protective



speed innovation

**variation**



DaYan ZhanChi

\$12.99



Buy Now



DaYan ZhanChi 2017

\$12.99



Buy Now



SenHuan Mars S 3x3

\$12.99



Buy Now



YanCheng YAN3

\$12.99



Buy Now



Mini FangShi JieYun  
(54.6mm)

\$13.99



Buy Now



Mini FangShi  
ShuangRen  
(54.6mm)

\$13.99



Buy Now



ShengShou Pearl  
3x3

\$13.99



Buy Now



YuXin 3x3 Treasure  
Box

\$13.99



Buy Now



FangShi JieYun

\$14.99

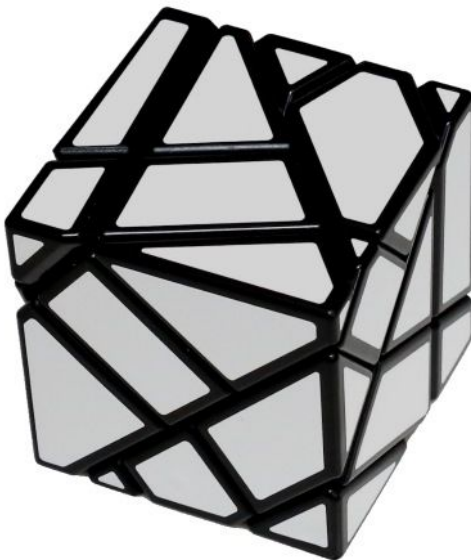
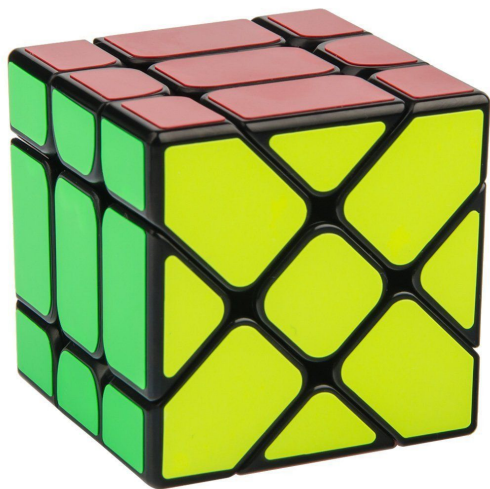
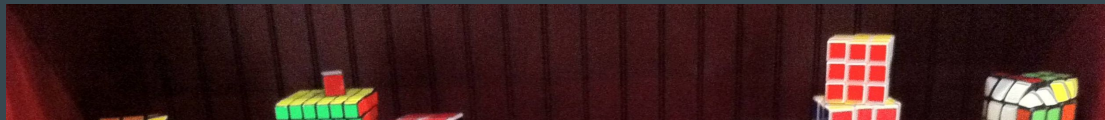


Buy Now

sustainability



collection as novelty



collection as aesthetic

growth

# nostalgia

“I had a crappy 3x3x3  
laying around in my house  
and I tried to learn how to  
solve it.”

“Found old cube at home.”

“My dad taught me to  
solve and I wanted to get  
faster”

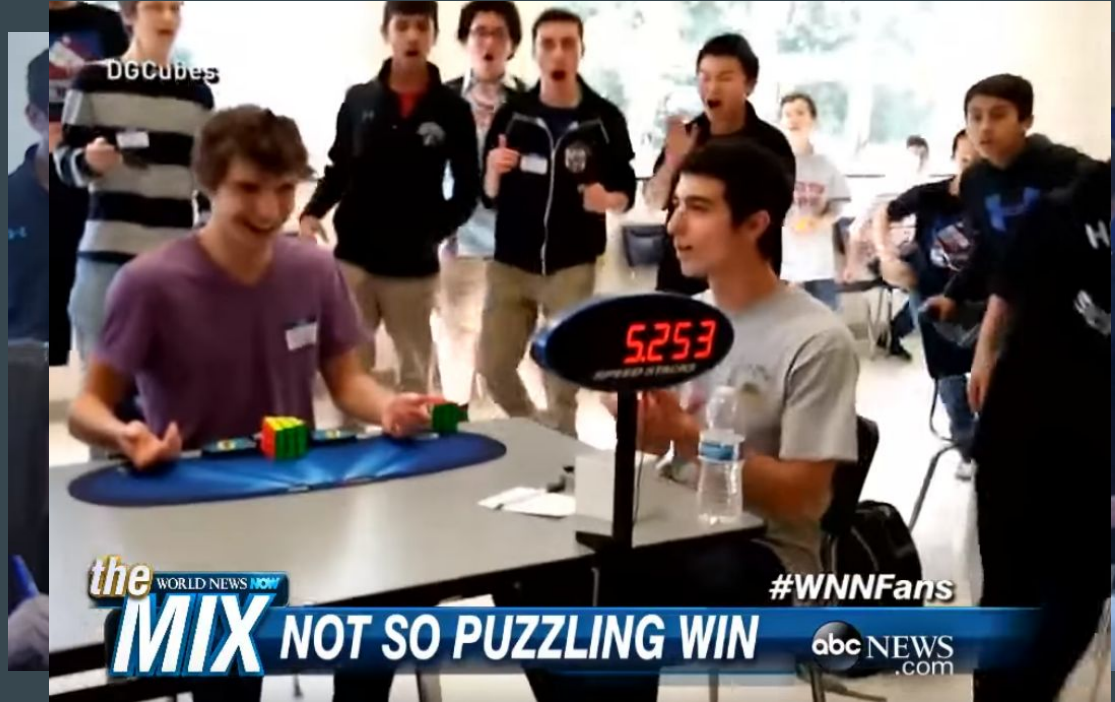


## virality

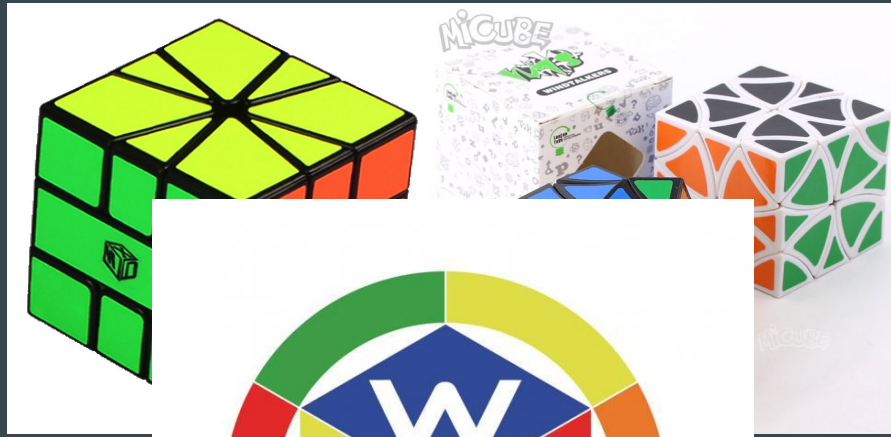
“My friend brought their cube to school... pretty much took off from there.”

“Youtube recommended at some time.”

“I saw kaijun solving the rubiks cube blindfolded on a TV show in 2017, and found that it's very cool.”







a toy to a sport



red bullshit

## references

- “cracking the cube” ian scheffler
- “the cubing historian” (youtube)
- [www.worldcubeassociation.org/about](http://www.worldcubeassociation.org/about)
- wca stats:  
<https://docs.google.com/spreadsheets/d/1VpiLtIXGGRY-xsGUuHCktU8B3GLNK3I7wf90zLOUPOk/edit?usp=sharing>
- my survey:  
<https://notebooks.azure.com/tenpn/projects/cubing-survey/html/Speedcuing.ipynb>

## me

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- [tenpn.com](http://tenpn.com)

## one of us!

- buy literally any cube
- [how-to-solve-a-rubix-cube.com](http://how-to-solve-a-rubix-cube.com)
- [r/cubers](https://www.reddit.com/r/cubers/), youtube