Thirty years after hosting its first Olympic Games—the Seoul Summer Olympics in 1988—the Republic of Korea was given the honor of hosting a second—the 2018 Winter Olympics in PyeongChang, which took place February 9–25, 2018.

Otl Aicher was commissioned to create the design of the "cheerful" Olympic Games in Munich 1972. He systematically and scientifically approached this task, liberating visual communication from national pathos by reducing it to wha...

Is there a bigger challenge for a designer than the creation of an identity for the Olympic Games? Each venue has developed its own unique image, merging national spirit and international trends with the Olympic spirit of friends...
Designing the Olympics: representation, participation, contestation / Jilly Traganou
Traganou, Jilly
Routledge. London - 2016
The Olympic Games are regarded as hallmark events capable of regenerating host cities and placing them on the global map. In this book, Jilly Traganou examines the relationship between design and national identity in the age of gl...

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Timmers, Margaret
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As snapshots through time, Olympic posters provide a fascinating record of our world, a lens through which we can explore links between sports and art, politics and place, commerce and culture. A Century of Olympic Posters draws l...

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Kommando Otl Aicher / Alexander Negrelli

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A book about the visual identity of the Olympic Games in 1972, about terrorists, their design, about war, gold medals, movies, sneakers, politics, maps, architecture, logos, pictograms and coloured dogs. And about Otl Aicher.

Spectacular Mexico : design, propaganda, and the 1968 Olympics / Luis M. Castañeda

Castañeda, Luis M. (1984-)

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In the wake of its early twentieth-century civil wars, Mexico strove to present itself to the world as unified and prosperous. The preparation in Mexico City for the 1968 Summer Olympics was arguably the most ambitious of a sequen...

Diseñando México 68 : una identidad olímpica / María Josefa Ortega ; Museo de Arte Moderno (Mexico)

Ortega, María Josefa | Museo de Arte Moderno (México)

Landucci. México, D.F. - 2008

Contient: Un reto expositivo = An expositive challenge. - Lo que podemos hacer = What we can do. - México 68: un programa de marca = Mexico 68: a program of brand. - Diseñando México 68: una indentidad olímpica = Designing Mexico ...