



Design and identity of the Olympic Games / by Jilly Traganou

Traganou, Jilly

The Olympic Studies Centre - 2024

From the creation of emblems to the building of stadiums, design is paramount in the making of every Olympic Games. The designers' task is to express the core ideas of Olympism and internationalism, and to represent or even rebran...

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Designing the design of the PyeongChang Winter Olympics / Don Ryun Chang

Chang, Don Ryun

2020

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. The ...

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Richtlinien und Normen für die visuelle Gestaltung = Guidelines and standards for the visual design = Directives et normes pour l'identité visuelle = Directivas y normas aplicables al diseño visual / ...

Spiekermann, Erik |

Summer Olympic Games. Organizing Committee. 20, 1972, München

Niggli - 2019

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...

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Olympic Games : the design : from Athens 1896 to Tokyo 2020 / Markus Osterwalder

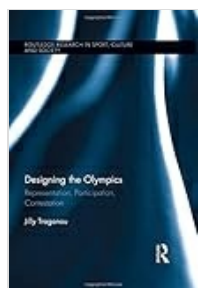
[Osterwalder, Markus](#)

Niggli - 2020

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...

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Designing the Olympics : representation, participation, contestation / Jilly Traganou

[Traganou, Jilly](#)

Routledge - 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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A century of Olympic posters / Margaret Timmers

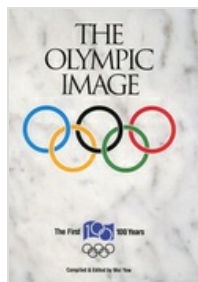
[Timmers, Margaret](#)

V & A Publishing - 2012

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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The Olympic image : the first 100 years / compiled & ed. par Wei Yew

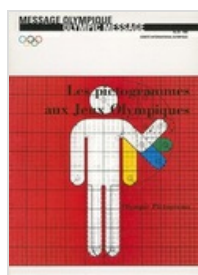
Yew, Wei

Quon Ed. - 1996

"The Olympic image" presents the graphic design of the Olympic Games from 1896 to 1996. It emphasizes how the cultures have interpreted and celebrated the Olympic Games through their art and design.

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OSC Library	Libre-accès grand format	MB 527+1
OSC Library	Magasins	MB 527



Les pictogrammes aux Jeux Olympiques = Olympic pictograms / Comité International Olympique

International Olympic Committee

Comité International Olympique - 1992

This issue of the "Olympic message" contains various articles on the Olympic pictograms: history of the pictograms, the Moscow 1980 Olympic Games, the Lillehammer 1994 Olympic Winter Games and finally The Olympic Museum.

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OSC Library	Publications CIO	MA 8106



Observations on the Athens 2004 look of the Games : Olympic Games identification project / prep. by Iconologic

Iconologic

[s.n.] - 2004

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Site	Location	Call number
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Olympic games identification project : sport and venue branding guidelines / prep. by Iconologic

[Iconologic](#)

CIO - 2005

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OSC Library	Magasins	MB 1114



Kommando Otl Aicher / Alexander Negrelli

[Negrelli, Alexander](#)

Jan van Eyck Academie Publ. - 2012

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.

[More information...](#)



Site	Location	Call number
OSC Library	Libre-accès	MA 26210



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

[Castañeda, Luis M. \(1984-\)](#)

University of Minnesota Press - 2014

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...

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

[Ortega, María Josefa](#) | [Museo de Arte Moderno \(México\)](#)

Landucci - 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 ...

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