

An Olympic Mosaic

Multidisciplinary Research and Dissemination of Olympic Studies
CEO-UAB: 20 Years

Editors

Emilio Fernández Peña
Berta Cerezuela
Miquel Gómez Benosa
Chris Kennett
Miquel de Moragas Spà



Centre d'Estudis Olímpics
Universitat Autònoma de Barcelona



Ajuntament de Barcelona

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Centre d'Estudis Olímpics (CEO-UAB)
Universitat Autònoma de Barcelona
Campus UAB — Edifici N, planta 1
E-08193 Bellaterra (Cerdanyola del Vallès)
Barcelona, Catalunya — Spain
Tel. +34 93 581 19 92
Fax: +34 93 581 21 39
ceoie@uab.cat
<http://ceo.uab.cat>

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CEO-UAB as a Driving Force for Olympic Studies

Testimonies by international experts, valuing the legacy of CEO-UAB

The first part of this book, devoted to the origins and institutional evolution of CEO-UAB, concludes with a series of testimonies by various international scholars that have collaborated on a CEO-UAB project. These testimonies, which are very diverse in terms of disciplinary approaches and geographical and cultural variety, are a display of the international projection and recognition of CEO-UAB's research and dissemination work in the field of Olympic studies.

Deanna Binder

Institute for Olympic Education at the University of Alberta, Canada

When the Olympic flag is raised at the Olympic Games, the world celebrates the educational ideas of the founder of the modern Olympic Movement, Baron Pierre de Coubertin. For de Coubertin, the Olympic Games were a means to an educational end.

Concerned about the fitness of young men in his country and the rigidity of France's schools, de Coubertin launched a campaign to have the schools in his country add compulsory physical education and Games to their programs. He thought that his ideas would receive good publicity if he organized an international sporting event based on the heritage of the ancient Olympic Games of Greece. His promotional and organizational efforts led to the creation of the International Olympic Committee and the staging of the first Olympic Games, in Athens in 1896.

The Olympic Movement is now over a hundred years old. Its historical, political and sociological legacies are explored through the work of a global network of Olympic Studies Centres. Most of the Olympic Studies Centres are located within universities; therefore, their work focuses on academic research, publication and teaching at a post-secondary level. Together with the Olympic Museum in Lausanne and the International Olympic Academy in Ancient Olympia, they document, analyze and critique the theory and reality of the Olympic phenomenon.

Some of these Centres also take up the grassroots educational mission of Pierre de Coubertin. They have initiated programs that move beyond the confines of academic work, beyond an exploration of the technicalities and issues of elite sport competition, and mobilize support for quality physical education and sport programs in schools. This mission requires an outreach to community and a commitment to applied research, collaboration and communication. It is complex and frustrating work.

The Olympic Studies Centre of the Autonomous University of Barcelona (CEO-UAB) is participating in initiatives to create a grassroots Olympic education network. In 2006 it was my honour to accept an invitation from the Centre to be their Invited Professor in Olympism. I was delighted to introduce the Centre and its students to the new IOC *Olympic Values Education Program* (OVEP) toolkit, and to explore issues related to the teaching of the educational values of Olympism.

In 2006, the International Olympic Committee commissioned the CEO-UAB to undertake an international study on initiatives in Olympic education. This project is another pillar of the *Olympic Values Education Program*. The results of the study will establish and develop a system of information gathering experiences and documents promoted within the Olympic Movement by the National Olympic Committees, the Organising Committees of the Olympic Games and other organisations recognized by the IOC, offering those of us in the field of Olympic education, information and contacts to a global network. This network includes the inheritors of the de Coubertin legacy, people who are committed to furthering his original mission - to promote and encourage the development, expansion and improvement of quality physical education and sport programs in schools, youth organizations and sport clubs. Thank you for this work.

...and CONGRATULATIONS to the CEO-UAB on its 20th Birthday...

Susan Brownell

University of Missouri, St. Louis, USA

The founding members of the International Olympic Committee (IOC), who articulated the idea that Olympism “blends sport with culture and education”, were prominent in the world of arts and letters at the turn of the 19th century. It was perhaps inevitable that the successful development of the Olympic Movement would produce increasing numbers of IOC members who were not generalists and thinkers, but specialists in sports administration, marketing, media, diplomacy and so on. Over time, the IOC increasingly lost its direct links to the academic world, and the educational aspects of the Olympic Movement were undertaken by schoolteachers, university professors, amateur historians, professional writers and others who were outside the IOC’s officially-designated ‘Olympic Family’.

The establishment of the Olympic Studies Centre at the Autonomous University of Barcelona (CEO-UAB) in 1989 marked an important historical moment when the bifurcation between the officially-recognized Olympic Family and the unofficial educational movement was bridged. Through the visionary efforts of its founder, Miquel de Moragas, CEO-UAB built new links between the IOC and the academic world utilizing the tools of the late 20th century, including applied research, a focus on media and communications, use of the Internet and so on. Through its many activities, the centre established a global and multicultural network that has now moved into the 21st century. Many of the scholars specializing in Olympic studies today owe a debt to the centre, myself included. It was a special honor to be invited as the 2007 International Chair in Olympism, fourteen years after Moragas had first inspired me to delve deeper into Olympic studies. The depth and quality of research in Olympic studies today were built upon a foundation that was created in large part by CEO-UAB, and it is to be hoped that it will continue to contribute to the healthy development of the Olympic Movement in the future.

Richard Cashman
University of Technology, Sydney, Australia

The Olympic Studies Centre at the Autonomous University of Barcelona (CEO-UAB) has had an outstanding and sustained record of Olympic documentation, research and publication. It has also provided international leadership of Olympic studies during this time.

The Barcelona centre has provided a fine example of what an academic Olympic centre should be. It was an appropriate model that influenced the shape and the format of the Australian Centre for Olympic Studies at the University of Technology, Sydney.

The contributions of the Barcelona centre are many. It has been innovative in research. The publications of CEO-UAB on topics such as media, ceremonies, volunteers, education and legacy have set international Olympic research agendas. They have also contributed to Olympic policy development.

The approach of CEO-UAB is, secondly, a balanced one: working within Olympic circles yet at the same time adopting an independent and critical stance, conducting research as well as contributing to contemporary public debate.

CEO-UAB, thirdly, has operated in a collegial and collaborative fashion. With a concern to promote Olympic studies internationally, CEO-UAB has encouraged individual scholars and other Olympic centres, building up informal but effective international networks. It has achieved this through its publications and conferences in conjunction with the Olympic Museum at the IOC and with the International Chair in Olympism (IOC-UAB).

My appointment as visiting professor of the International Chair in Olympism for two months in 2002 proved a rich and valuable experience: there was an opportunity to make use of the excellent resources at CEO-UAB, to workshop my topic (legacy) with centre personnel and then to present findings at the legacy conference at the IOC, jointly sponsored by CEO-UAB and the Olympic Museum. This helped me realise the full potential of legacy research.

I would like to congratulate Professor Miquel de Moragas and his dedicated team for their continuing innovation and sustained excellence over two decades.

Laurence Chalip

University of Texas at Austin, USA

Coubertin was always clear that the Olympic Games are a means, not an end in themselves. They are intended as an example and an inspiration. They should promote the values of sport for salubrious personal and social development.

These values do not accrue simply because there is an Olympic Games. Indeed, the spectacle of the Games threatens to overwhelm their deeper purpose. That is why objective independent scholarship of the kind fostered by CEO-UAB is so vital. It is through such study that we can examine and, where appropriate, critique the Olympic Movement. In so doing, we can capture, communicate, and even help to create its example and its inspiration.

This is a considerable and multifaceted undertaking, one which requires Olympic study to take multiple forms. It may interpret Olympic history; it may examine contemporary practices and impacts. It draws its methods from an array (and, ideally, a combination) of academic disciplines. To be sure, much of what is learned will be valuable to the Olympic Movement. But if the Olympic Games are to serve as the example and inspiration that Olympism intends, then mere enhancement of the Olympic Games (or the Olympic Movement) can never be the ultimate objective of Olympic study. The objective must be to learn how to use (and how not to use) the many and varied forms of sport for the best development of ourselves, our institutions, and the communities in which we live.

Therefore, Olympic research should not be seduced into any paradigm that treats the Olympic Games or the Olympic Movement as unique manifestations or as ends in themselves. To do so would be to trivialize the Olympics by divesting them of their value as an example and an inspiration. The challenge for Olympic study is to find Olympic lessons for sport and for the salubrious utilization of sport.

Gabriel Colomé

Opinion Studies Centre, Government of Catalonia, Spain

John Ford used to say that when you have the choice between printing facts and printing the legend, print the legend! It is up to me to explain the facts, which, deep down, have a lot to do with the legend.

Let me take you back to 1988 and, to be more precise, to 16 March. On 17 October 1986, Barcelona had become the host city for the Games of the XXVth Olympiad. A city's Olympic dream had become a reality. It had only taken 70 years. But what happened on that day in March? Well, not very much. Only the UEFA Cup quarter-final return match between Barça and Bayer Leverkusen after the nil-nil draw in the away match.

On that day, instead of sitting in my usual seat, I arranged to meet up with my football buddy Miquel de Moragas to enjoy the match from the grandstand. At that time, Barça was at the end of a historic cycle, not as a team, but as a club. Johan Cruyff's silhouette could be made out on the horizon. But there was no way we could have known that, especially as Barça was incapable of putting away a goal to catch up on the first one scored by the Germans. The fatalist cycle of this club, something that had become fixed in the DNA of its identity since the Bern final, continued along its self-destructive path.

In the stadium's grandstand, watching an impossible game, conversation revolved around the future Olympic Games and the university's contribution to them. What about creating an interdisciplinary university space for the study of sport and the Games from a social rather than a medical perspective?

Game over. Yet another year with the reminder of Seville. Nobody could have ever imagined that fate, that evening, was going to be so cruel with the city's other team.⁹

In Miquel's 'pre-modern' car, on the way to my place, the idea was fleshed out even more. We stopped in front of the house. An hour later, we had a clear idea about the foundations for the creation of the Olympic Studies Centre. We needed an office, an administrator and two academics to begin with. The office ended up in the Politics Faculty through the Dean Josep M. Vallès's mediation. There is no need to remind anyone of the prior setbacks. Let's keep the legend alive!

The fun part was putting a subtitle to CEO-UAB; Lucius Minicius Natalis, Barcelona, the winner at some Ancient Games in his four-horse carriage (our Ben-Hur of *Barcino*).

This is the story of how CEO-UAB came to be, or of its legend. Twenty years on, I am still in CEO, but under different circumstances.¹⁰ Whatever the case, the legend continues to serve as a bond between Miquel and me.

9. Editors' note. The author is referring to the European Cup final between FC Barcelona and Steaua Bucharest, which was held in May 1986 in Seville, and the result of the return match of the UEFA Cup final between RCD Español and Bayer Leverkusen.

10. Editors' note. Gabriel Colomé is now Director of the Government of Catalonia's Opinion Studies Centre (CEO), the acronym for which is the same as the Olympic Studies Centre.

Lamartine P. DaCosta **Gama Filho University , Brazil**

A long-standing theoretical approach from many sources links sport with culture. But the Olympic Studies Centre at the Autonomous University of Barcelona (CEO-UAB) went beyond this assumption by actually putting it into practice. And behind this accomplishment is Miquel de Moragas, CEO-UAB's founder, who developed field research on the multicultural communication meaning of the Olympic Games at the beginning of the 1990s.

As a witness to that pioneering stage, I would like to summarise some interpretations from that time which focused mainly on the leverage effect of CEO-UAB over similar centres set up in other countries. In other words, CEO-UAB gave a practical example on how to deal with the multidisciplinary nature of Olympic studies in their boom phase prior to the 1992 Olympic Games in Barcelona.

Actually, Moragas produced a cultural platform for Olympic studies, with communication fact-finding as the basis. Moreover, this research rationale sought its external validity by means of collaborative work with other Olympic studies centres. In this respect, CEO-UAB in the mid 1990s started to disseminate information collected from scholars, universities and centres dedicated to Olympic studies. Therefore, a fundamental Olympic culture emerged from CEO-UAB, which was again put to the test in 2006 under my direct observation when the Gama Filho University-Rio de Janeiro (UGF) entered into an agreement with CEO-UAB.

For this new partnership, I participated as a counterpart in Moragas's team, working alongside Berta Cerezuela and Chris Kennett in particular, to produce a joint book on Olympic studies that brought together 103 Brazilian and Spanish authors from 18 universities. The work aimed at providing common areas of collaboration between researchers and students from both countries. And it is this collaborative work that should be seen as a synthesis of CEO-UAB's past and present culture, from which Olympic studies have drawn their fundamental meaning.

Conrado Durántez **Spanish Olympic Academy, Spain**

Chronologically speaking, the Olympic Studies Centre at the Autonomous University of Barcelona (CEO-UAB) spans five Olympiads and, with due satisfaction, it is now getting ready to celebrate its 20th anniversary.

Time passes so quickly that it seems like only yesterday when Miquel de Moragas told me about his decision and began working on the task of creating the Barcelona-based Olympic Studies Centre, the first of its kind in Spain. It came into existence at a time of historic prosperity during the pre-Olympic period of the Games of the XXVth Olympiad, which marked an indelible milestone in the history of Olympism.

The solid and varied institutional backing that this first Olympic Studies Centre had when it was created and has continued to have since then, together with the diligence and competence of a group of Rectors, has led to a highly positive outcome in terms of activities focusing on Olympic research and dissemination, both nationally and internationally. Especially memorable are those activities undertaken in their day under the auspices of and in collaboration with the International Olympic Committee (IOC).

The Olympic theme has a rich, broad historical and humanistic scope, and even though it should be socially disseminated at all levels, its particular field of study and research lies within a university setting. It should never be forgotten that the modern Olympic Movement, considered at the dawn of this new century to be the world's most powerful sociological force, did not come into existence on an athletics track, in a sports club or in any type of facility like that. Instead, it began under the shelter and protection of a prestigious university governing council of a prestigious university — the Sorbonne in Paris — on 30 June 1984.

In short, congratulations to Miquel de Moragas and his team.

Kang Shin-Pyo **Inje University, Korea**

The meeting of Eastern-Western and Northern-Southern cultures through Olympic communication is a key feature of this global age. Where else can we find such an epic occasion for multicultural encounter than a spectacle that takes place under the Five Rings of different colours? Everything has its own seed of origin, its idea of dream. I had such a dream when I was asked to draw up a master plan of cultural festivities for the 1988 Seoul Olympic Games by the Seoul Olympic Organising Committee. Up to then, Korea was internationally known as a rapidly developing country in the aftermath of the Korean War, military regime, student demonstrations and social unrest in the light of democratisation. It was the last stage of the Cold War period so there were still many anti-Seoul Olympic Movements, mainly in Communist countries.

Korea wanted to be an active member of the global community by hosting the Olympic Games. One of my dreams was to organise an academic conference for cultural exchanges. In collaboration with Professors John MacAloon, University of Chicago (United States) and Roberto DaMatta, University of Rio de Janeiro (Brazil), I organised the first international conference on “The Olympics and Cultural Exchange in the World System” held in August 1987 in Seoul, Korea. Some fifty distinguished anthropologists, sociologists, communication specialists, philosophers and historians representing five continents met to discuss the prospects and limits of intercultural exchange within Olympic-style multinational performances and to participate in a field trip to search for the roots of traditional Korean culture.

After the 1988 Seoul Olympics, Barcelona was going to host the 1992 Olympics. I had the pleasure of inviting Professor Miquel de Moragas to the conference from Barcelona in order to organise the following conference on the same theme. Two years later, he created the Olympic Studies Centre (CEO-UAB) and organized the second international conference titled, “Olympic Games, Media and Cultural Exchange” in April 1991, one year before the Barcelona Olympic Games. I was extremely happy to know that my dream had been perpetuated by him. He and his ‘Cobi troupe’ have been so dedicated that 20 years on the centre is now one of the main hubs of the worldwide Olympic academic network on the Internet.

He invited me several times to Barcelona for various academic meetings and to become the visiting professor of the International Chair in Olympism in 1999. He also introduced me to Catalan cultural traditions, which I have fallen in love with. He also likes to experience Korean culture. The “Academic” Cobi is still on my desk. Cobi, the Barcelona’92 Olympic mascot, is guiding me towards the global Olympic academic community. Congratulation on your great achievements CEO-UAB!

Bruce Kidd
University of Toronto, Canada

The entire world owes you a debt of gratitude for the remarkable scholarship on the modern Olympic Movement you have conducted, stimulated, coordinated, collected and disseminated during the two decades of your existence. As a scholar with one foot deeply embedded in the activities of the Olympic project, I commend you in particular for the way in which you have made the aspirations, reach, and effectiveness of the Olympic Movement a focal point of your ongoing work. The international professorships on Olympism you have appointed, the many conferences you have held, and the invaluable website, e-lectures, and library and documentation centre you provide all help illuminate the complexities of the Olympic project, while giving students, Olympic participants and officials and other interested persons informed access to the issues and resources. As just one example, the proceedings of the five international conferences you organized in conjunction with the Olympic Museum, exploring legacy, media, ceremonies, Olympic villages, and volunteers, remain unmatched sources for an understanding of these phenomena and I continue to assign them as readings in my courses, and refer staff on bid and organizing committees to them. For those of us who believe in the overarching ambition of Olympism, and struggle to realize it, the informed, critical analysis you encourage and provide is an indispensable ally.

Outstanding scholarship does not happen by itself, but requires a material base in facilities and services, and the intelligence, determination, caring and energy of humans, sustained over many years. Such material and human resources have never been easy to find nor to sustain. So, most of all, I salute you for staying the course, long after the Games which occasioned your creation came to an end, and contributing more and more each year.

You should be very proud of what you have achieved.

John J. MacAloon **University of Chicago, USA**

The foundation of the Olympic Studies Centre at the Autonomous University of Barcelona (CEO-UAB) changed the course of Olympic studies worldwide. This development could not have been imagined when, in 1987 in Seoul, an affable and unassuming Catalan communications professor joined our multinational group of Olympic researchers at the *First International Conference on the Olympics and East/West and South/North Cultural Exchange in the World System*. Miquel de Moragas Spa assured us that he would be taking up the torch, and that we could count on a center for our ongoing work in Barcelona.

We were all delighted with this promise, but we were also a bit skeptical of our new colleague. I remember looking over at Professor Kang Shin-pyo, then the leader of our group, and thinking of the struggles and sufferings he had gone through — in relations with the Seoul Organizing Committee of the Olympic Games, the government ministries, the Korean National Olympic Committee, and other Korean universities — in order to create supportive spaces for our international conferences, study tours, and research teams during the Seoul Olympic period. And my own struggles to organize and to win academic funding for an international research team in Los Angeles in 1984 were still fresh in my mind. Surely, the Spanish environment, with its multiple levels of government, was going to be a challenge for Professor Moragas.

It was, but he proved more than up to the task. In retrospect, we understand how the competing governmental authorities and the historical tensions between Catalonia and Spain actually contributed to the success of the Barcelona Olympic project. Professor Moragas was able to achieve a similar symbiosis in creating and maintaining CEO-UAB as a mechanism for bringing local publics and international experts into communication with one another during the Barcelona Olympiad.

But Professor Moragas and CEO-UAB went much further than this, indeed further than any other single initiative in the human and social sciences of Olympism before or since. Far from winding down after the Barcelona Olympic Games, CEO-UAB expanded its outreach and activities. Taking advantage of the special relationship with Juan Antonio Samaranch and of the foundation of the Olympic Museum in Lausanne, Moragas and his Barcelona colleagues brought our academic movement into sustained and institutionalized relationship with the International Olympic Committee (IOC). CEO-UAB was a direct inspiration and influence on the organization of the Olympic Museum's own Olympic Studies Centre. The original Research Council of the Olympic Museum was composed almost entirely of CEO-UAB collaborators. The International Chair in Olympism at the UAB (whose first occupant I was honored to be in 1995) and the series of IOC/CEO-UAB symposia organized in connection with it continue to be highly influential. The Olympic Studies International Directory and other CEO-UAB Internet projects have likewise been transformative.

Perhaps the highest compliment being paid to the twenty-year history and impact of CEO-UAB is the (unfortunate) effort today by official Olympic organizations like the IOC and certain National Olympic Committees to brand the phrase "Olympic Studies" and to claim it for themselves.

Andy Miah

University of the West of Scotland, United Kingdom

The Olympic Studies Centre at the Autonomous University of Barcelona (CEO-UAB) has played a critical role in establishing Olympic studies. My own work has been shaped by its interventions, particularly in the context of new media, and its work pervades my lectures and those of others I know. Its role has been essential as an informant for the International Olympic Committee (IOC), as it undertakes the complex challenge of policy and governance advice. It is essential that their scholarly approach to consultancy continues to reach the time-critical world of the Olympic organisation.

The enduring presence of the centre is a historic legacy of the Barcelona 1992 Games and an ambitious standard for subsequent host cities to reach. It is crucial that similar places exist around the world in order to facilitate collaborative research and to develop an informed context for investigations into the Olympic Movement.

Moreover, the Olympic Charter requires that such independent, critical voices are able to function alongside the Olympic Family, to ensure that the broad, educational, humanitarian and social goals of the Olympics are met. Such work requires protection and support from the Olympic Family, and there have been no more trustworthy hands than those of the Olympic Studies Centre in Barcelona (CEO-UAB).

As Olympic studies achieve maturation, their boundaries expand and the range of scholars writing about the Olympic Movement is enriched. This creates new challenges, but it is also an essential part of building credibility in a research area. The centre has functioned as a broker of such exchange and expansion, and the Olympic Movement is far richer for this.

Roy Panagiotopoulou

National and Kapodistrian University of Athens, Greece

Twenty years of continuous operation and service to the Olympic Movement is undoubtedly a great achievement for the Olympic Studies Centre at the Autonomous University of Barcelona (CEO-UAB). Congratulations!

The very successful Olympic Games of Barcelona 1992 left a remarkable legacy in terms of infrastructure and dedicated people. CEO-UAB has brought together a core team of academics and researchers who consistently study new trends in Olympism. A series of innovative conferences have led to the publication of a number of documents produced by the centre, all of which have become well known references for almost all subsequent academic publications. Furthermore, many scholars have had the opportunity to meet each other, exchange opinions and develop new networks of communication and research topics.

However, the belief in Olympic values characterises all colleagues working at the centre: enthusiasm for every new organisation of the Games, participation in all kinds of scientific activities, consistent documentation of every relevant event and, most of all, a passion for Olympism are the virtues not only of the founder and ‘soul’ of the centre, my good friend Professor Miquel de Moragas Spa, but his staff too. I discovered this when I was the visiting professor of the International Chair in Olympism (IOC-UAB) for 2005, through my cooperation with all colleagues there. I have learned a lot from them, but mainly I have gained good friends.

This was proved when, in the summer of 2007, devastating fires destroyed the greatest part of Ancient Olympia and the International Olympic Academy (IOA). Together with my friends from Barcelona we organised an international pilgrimage for the reforestation of the area. We all realised that Olympic values are not only theoretical but also practical. In my opinion, this is the meaning of the Olympic Movement and its ideals!

I would like to thank my friends from the Olympic Studies Centre in Barcelona for their collaboration. Their work and conduct have demonstrated that the Olympic Movement’s values are not old fashioned ideas, but rather ideas that serve as a guide for everyday life.

Hai Ren

Beijing University of Physical Education, China

With the rapid development of the Olympic Movement since the late 20th century, all kinds of issues relating to its future have arisen, which concern many people who care about the fundamental values that the Movement is trying to spread. Olympic education and research has thus emerged as a new academic field and has drawn the attention of scholars in various disciplines around the world.

To tackle Olympic-related problems and explore the insights of the Movement, it is necessary for Olympic research institutions and individual scholars to cooperate with each other from different cultural perspectives. The Centre for Olympic Studies at the Beijing Sport University has endeavoured to work with Olympic research centres and scholars across the globe over the last ten years with the purpose of integrating Olympic values into the Chinese tradition.

We have benefited a great deal from this international and cross-cultural cooperation, which has made it possible for the area of Olympic studies to become firmly rooted in China in a short space of time. I really appreciate the efforts made by the CEO-UAB over these years in facilitating international collaboration through various specific programmes, such as the International Chair in Olympism, Olympic education projects, seminars on diverse themes, a website with abundant resources and publications with enlightening ideas. It is actually a shared platform and communication channel with a global vision.

I have witnessed the growth of CEO-UAB since I met Professor Miquel de Moragas for the first time 14 years ago, and I have admired so many jobs his team has done since then. I was especially delighted by CEO-UAB's invitation for me to share my knowledge about the Olympic Movement in China widely with readers through its website. After the Beijing Olympic Games, Olympic studies in China have a new outlook, so we are looking forward to working with CEO-UAB more closely in the future.

Nancy K. Rivenburgh **University of Washington, USA**

Many people around the world collect Olympic pins and memorabilia. At any Olympic Games the most active collectors set up tables on the streets outside Olympic venues and barter, buy, and sell souvenir pins. I have a very special pin. It is from the 1992 Barcelona Games that, after 17 years, still means a great deal to me. More important, however, is that this particular pin symbolizes what the Olympic Studies Centre at the Autonomous University of Barcelona (CEO-UAB) is all about.

My pin is of the Barcelona mascot Cobi (an adorable ‘designer’ dog). But I have a very rare Cobi pin. It is small, gold, and dressed in academic regalia: cap, gown, and holding a diploma. For the Barcelona Games, CEO-UAB founder, visionary, and director Miquel de Moragas i Spa designed and distributed this ‘academic’ Cobi to the handful of international scholars involved in investigating that amazing Olympic experience. For me, it was the start of a career studying global media events and later led to my having the honor of being a visiting professor of the International Chair in Olympism (IOC-UAB) for 1997-98.

The academic Cobi pin symbolizes all the positive characteristics of the Olympic Studies Centre. First, CEO-UAB has fostered a rich *community*. As a center for research, conferences, and a host of other programs, it offers a key hub for a diverse set of scholars from around the world. Second, CEO-UAB has been *active* in promoting a wide range of academic pursuits. It is much more than a repository of valuable resources. It is a vibrant place *characterized by people* doing things — whether at the Autonomous University of Barcelona or connected on-line. Third, the work of CEO-UAB has always been *creative and visionary* (who else would design an academic Cobi?). Finally, my Cobi pin is smiling. CEO-UAB has offered me not only *professional opportunities*, but *enduring friendships* I will treasure always.

Otto J. Schantz

University of Koblenz-Landau, Germany

There are many Olympic Studies Centres in the world; however, there is a particular and unique one: the one at the Autonomous University of Barcelona. This centre reflects the cultural diversity and dynamics of its home town, the industrious work ethic of Catalonia and the warm-hearted atmosphere of the Mediterranean coastline.

When I attended the Symposium on Olympic Ceremonies in 1995, I was impressed by the perfect organisation and high academic level of this meeting. During this symposium, I realized the potential and the dynamics of the centre's director, Miquel de Moragas, and his young and energetic team for the first time.

After this symposium, I had the opportunity to attend several conferences in Barcelona. There I discovered the rich culture of this exciting city thanks to Miquel and his assistants, the humorous and energetic Anna Belén Moreno, the thoughtful and welcoming Ian Serra, the competent and always helpful Berta Cerezuela, to name just a few. Beside the more formal discussions and exchanges, I will always remember our informal meetings, in general around a table with delicious food, in Barcelona, Lausanne or Olympia, when we reshaped the landscape of the Olympic Movement in our passionate and witty discussions.

Through its activities, the Olympic Studies Centre in Barcelona (CEO-UAB) plays a key role in the worldwide promotion of Olympic studies. Through the creation of the International Chair in Olympism (IOC-UAB), the centre tightens the relation between the Olympic Movement and academia. The numerous symposia it has organised were in general of outstanding academic quality. The same has to be said for its publications. Like the ground breaking study on *Global Television and the Olympic Games*, most of these publications have found a very positive echo in the academia.

For teachers and researchers, the website of the Olympic Studies Centre is an absolute must. It provides very useful and solid information on the Olympic Movement. With the *Olympic Studies International Directory* the centre has created a superb network tool for all researchers interested in Olympic studies.

Thanks to his intelligence and knowledge, his diplomatic dexterity, his communication skills and his devoted and competent team, Miquel has realised the almost impossible: he has combined an educational mission, support from the stakeholders of the IOC, and academic excellence.

On the occasion of its 20th anniversary, I would like to express my deep gratitude to the team of the Olympic Studies Centre (CEO-UAB), gratitude for the enormous academic work they have achieved and gratitude for their hospitality, openness and warm-heartedness: *moltes gràcies*.