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The Keys to

Success

*The social, sporting, economic
and communications impact of
Barcelona '92*

*Centre d'Estudis Olímpics i de l'Esport
Universitat Autònoma de Barcelona
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Universitat Autònoma de Barcelona
Edifici B. 08193 Bellaterra (Barcelona, España)

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Servei de Publicacions
Edifici A. 08193 Bellaterra (Barcelona, España)

Editors: Miquel de Moragas and Miquel Botella
Editorial coordination: Miquel Gómez, Esther
Martí and Núria García
Translations: Jeffrey Swartz, Matthew Tree
Cover Design: Josep Maria Trias

First edition: November 1995

Legal Deposit: B. 44.139-1995
ISBN 84-490-0450-0
Photocomposition: Víctor Igual, S. L.
Printing: Duplex, S. A.
Binding: Encuadernaciones Maro, S. A.
Printed in Spain

Table of Contents

Joan Antoni Samaranch <i>President of the International Olympic Committee</i>	7
Presentation	
Pasqual Maragall <i>President of the COOB '92</i>	
<i>Mayor of Barcelona</i>	9
Introduction	
Josep Miquel Abad <i>Councillor Delegate of the COOB '92</i>	
<i>A Summary of the Activities of the COOB '92</i>	11
Organization of the Games	
Miquel Botella	
<i>The Keys to Success of the Barcelona Games</i>	18
Sports	
Enric Truño	
<i>Barcelona, City of Sport</i>	43
Manuel Llanos	
<i>The Participation of the Spanish Olympic Committee in the Success of 1992</i>	57
Mass Media	
Miquel de Moragas/Nancy Rivenburgh/ Núria García	
<i>Television and the Construction of Identity: Barcelona, Olympic Host.</i>	76
Muriel Ladrón de Guevara/Xavier Còller/ Daniel Romaní	
<i>The Image of Barcelona '92 in the International Press</i>	107
The Paralympic Games of Barcelona '92	
Fernand Landry	
<i>Paralympic Games and Social Integration.</i>	124
Politics	
Joan Botella	
<i>The Politica Games: Agents and Strategies in the 1992 Barcelona Olympic Games</i>	139

Society

Faustino Miguélez/Pilar Carrasquer
The Repercussion of the Olympic Games on Labour . . . 149

Andreu Clapès

The Volunteers of Barcelona '92: The Great Festival
of Participation 165

John MacAloon

Barcelona '92: the Perspective of Cultural Anthropology. 181

Urban Planning

Lluís Millet
The Games of the City. 188

Economics

Ferran Brunet
An Economic Analysis of the Barcelona'92 Olympic *
Games: Resources, Financing, and Impact 203

Technology

Jordi López/Ferran Pastor
Barcelona '92: Strategies of Technology 238

Josep Bertran

The Technological Image of the Barcelona Olympic Games 254

Epilogue

Fidel Sust
General Director of Sports of the Generalitat of Catalonia
The Sports Legacy of the Barcelona Games 261

Bibliography of Barcelona '92

Dolors Aparicio 266

Appendix

Centre for Olympic and Sport Studies.
International Olympic Chair.
Barcelona Olympic Foundation 276

PROLOGUE

Barcelona is the city of sport. And of culture. And of civility. And of much more that we have been able to bring to the foreground thanks to the impulse of the 1992 Olympic Games, the engine of the transformation that the city has undergone. For this reason, it is for me a great satisfaction to be able to write the prologue of a book dedicated to a reflection on some of the most significant aspects of the Games that everyone called the best in history.

Three years later, when we are at the doors of Atlanta '96, it is a great satisfaction to see that all of the facilities that we built for the Games are now in use, that 50,000 citizens are regular users of these new facilities, and that last year 300,000 people participated in public sports activities in the streets of Barcelona. The citizens of Barcelona participate in the sports of the city, just as they have turned into the continuation of the Olympic spirit.

The reader will find in this book the key to the success of the 1992 Barcelona Games: cooperation. Cooperation that existed between citizens and their Town Council. Between the Town Council and the other institutions (those of the Metropolitan Area, the Diputació (or Provincial Government), the Generalitat, the State, as well as the trade unions, entrepreneurs, sports federations, the IOC, and others). Only in this way can we understand the practical unanimity that existed around the Barcelona Olympic project, both in the city as well as around Catalonia and all of Spain. This is the «Barcelona model» that everyone has admired and without which the final result would not have been possible: the resurgence and reconstruction of a great European city, which we have placed on the map as one of the great cities of the world and whose citizens have seen a notable increase in their quality of life.

Now, when Barcelona is preparing for its second great transformation, this publication lets us take a look backwards to evaluate the principal urban, economic, social and communication effects of the Games with the perspective of time. With this collection of articles I believe that we have available the first rigorous and multidisciplinary look at an event that greatly affected the configuration, the image and the character of Barcelona.

The fact that in our day there is a number of sufficiently interesting studies to justify the publication of this volume, is also a consequence of the institutional legacy that the Games

have left. The Barcelona Olympic Foundation and the Centre for Olympic and Sports Studies of the Autonomous University of Barcelona, entities that together with the Olympic Museum of Lausanne and the Banca Catalana have made this volume possible, are now solid realities carrying out an important task in keeping the memory of the Barcelona Games alive as well as the initiative to research Olympic themes.

In celebrating the third anniversary of a year that we have now mysticised, the idea that 1992 was the year of a happy culmination of an era still predominates, though I would like to add that it was the beginning of another era that is even better. We are entering into a new stage where we hope for a wave of transformations of a more technological and cultural nature, directed in turn towards the change of urban behaviour, which will turn Barcelona into the capital of southern Europe.

PASQUAL MARAGALL

President of the COOB '92
Mayor of Barcelona