

*Miquel de Moragas and Miquel Botella, Editors*

## 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  
Olympic Museum Lausanne  
Fundació Barcelona Olímpica*

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The Social, Sporting, Economic  
and Communication Impact  
of Barcelona '92

# The Keys to Success

## The Social, Sporting, Economic and Communication Impact of Barcelona '92

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## APPENDIX

### CENTRE FOR OLYMPIC AND SPORTS STUDIES INTERNATIONAL OLYMPIC CHAIR

The Autonomous University of Barcelona, coinciding with the challenge that the nomination of Barcelona as the site of the XXV Olympiad signified, created in 1988 the Centre for Olympic and Sports Studies, dedicated to research, documentation, training and the spread of information concerning the Olympic movement and sport.

With this academic activity, the Autonomous University of Barcelona contributes to the promotion of the values and ideas of peace found in the Olympic movement and in sport.

The centre is governed by a consortium made up of the Autonomous University of Barcelona, the Spanish Olympic Committee, the City of Barcelona, and the *Diputación* (or provincial administration) of Barcelona.

Various agreements and collaborations have been set up with the International Olympic Committee, the Superior Sports Council, the General Secretariat for Sport of the Generalitat of Catalonia, the Caixa d'Estalvis i de Pensions de Barcelona, the Fundación ONCE, and Football Club Barcelona.

#### *International Olympic Chair*

The first International Olympic Chair was created as a result of a specific agreement signed between the Autonomous University of Barcelona and the International Olympic Committee in Lausanne, in January, 1995.

The Chair has a Coordinating Committee made up of representatives of the Autonomous University of Barcelona and the International Olympic Committee.

The Centre for Olympic and Sports Studies is the administrator of the Chair. The Autonomous University of Barcelona and the International Olympic Committee designated as the first general coordinator Dr. Miquel de Moragas, Professor of Communication.

The holders of the Chair assume the post on a temporary basis and have the condition of International Olympics Professors, being professors of reknowned prestige in the social sciences and humanities. The first International Olympic

Chair was held by Dr. John MacAloon of the University of Chicago.

## OBJECTIVES

The Centre for Olympic and Sports Studies and the International Olympic Chair have the following priorities:

1. Collaborate with the international Olympic movement and with different national and international sports bodies in academic, scientific and cultural questions.
2. Carry out research tasks on the Olympic movement and sport, especially in the areas of humanities and the social sciences.
3. Organize informational university courses and a Post Graduate program on the Olympic movement and sport.
4. Bring together and make available documentation to students and researchers through an information and documentation service.
5. Promote international academic activities and coordination between specialized university centres and institutes.
6. Assist in the scientific and social extensions of studies done, through symposiums, lectures, and publications.

## ACTIVITIES

The Centre for Olympic and Sports Studies and the International Olympic Chair carry out the following activities:

### *Educational activities*

- Master in Communication and Sport

The Centre for Olympic and Sports Studies, in cooperation with the Faculty of Information Sciences, the Faculty of Political Science and Sociology, the Department of Journalism and the Department of Audio-Visual Communication and Publicity, along with the Catalan National Institute of Physical Education, offers students with degrees and professionals in the sector highly specialized training in communication and sport.

- University Program in Marketing and Sports Sponsorship

Sponsorship and sport establish multiple relations that condition the sports administration, while at the same time affecting many related commercial activities in aspects such as economic administration, the planning of mass media and publicity strategies of a great number of commercial inter-

ests, which cannot be understood without these new relations.

The goal of this program is to train highly qualified professionals able to respond to this new situation.

- **University Program in Television and Sport**

The goal of this program is to train expert professionals in the various relations between television and sport and its effects on consumer society, as well as the promotion and spread of information concerning research on television and sport from a multidisciplinary approach.

### *Research activities*

- **Areas of Research**

- Mass media, sport and the Olympic movement
- Olympic ceremonies
- Olympic Games, environment and urban planning
- Adapted sport and the Paralympic Games
- Politics/Law/Economics of sport
- Olympic and sports documentation
- Olympic and sports history
- Sports and Olympic sponsorship
- Sports pedagogy and education
- International relations and the Olympic Games
- Psychology of sport.

The International Olympic Chair establishes an annual program of research subject to the approval of the Chair's Coordinating Committee.

- **Consulting services**

The centre offers a consulting service in all areas of its research specialties to institutions and sports bodies, sponsoring enterprises of sport, the mass media, and others.

### *Publications*

- Working papers (38 publications in 1995)
- Academic monographs
- Symposium proceedings

### *Documentation Services*

The centre has available an information and documentation service specialized in the Olympic movement and sport. It is connected on-line with the library service of the Autonomous

University of Barcelona and has sufficient technological resources to connect up with international data bases.

The International Olympic Chair is specialized in documentation corresponding to the modern period in the Olympic movement, from the Games of 1972 to the 1996 Centennial, with special interest in the 1992 Barcelona Olympic Games.

#### *Information and promotion of Olympic ideals*

The International Olympic Chair, in cooperation with the Association of National Olympic Committees and the Olympic Academies, participates in the extension of information concerning the Olympic movement internationally.

The first symposium organized by the Chair in 1995 was dedicated to the Olympic ceremonies.

#### **CENTRE FOR OLYMPIC AND SPORTS STUDIES INTERNATIONAL OLYMPIC CHAIR**

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#### **BARCELONA OLYMPIC FOUNDATION**

In February of 1993 the Barcelona Olympic Foundation was founded. For the first time after the end of an Olympic Games, the Organizing Committee created a foundation and a permanent exhibition where the most significant and exciting moments of the Barcelona Games could be relived.

The Foundation is governed by a board made up of the following institutions and individuals with life participation: the City of Barcelona, the Spanish Olympic Committee, the Spanish Government —through the Superior Sports Council— and the Honourable Joan Antoni Samaranch. Others patrons are the Barcelona '92 Entrepreneurs Association, the President of Barcelona Promotion, the Olympic Volunteers, and well-known figures linked to the organization of the Games: Mr. Josep Miquel Abad and Mr. Romà Cuyàs.

The first Board of the Barcelona Olympic Foundation is comprised of the following people:

<i>President</i>	The Honourable Pasqual Maragall i Mira (City of Barcelona)
<i>First Vice-President</i>	The Honourable Carlos Ferrer Salat (Spanish Olympic Committee)
<i>Second Vice-President</i>	The Honourable Rafael Cortés Elvira (Superior Sports Council)
<i>Third Vice-President</i>	The Honourable Josep Lluís Vilaseca i Guasch (Generalitat de Catalunya)
<i>Lifetime trustee</i>	The Honourable Juan Antonio Samaranch
<i>Trustee/General Representative</i>	The Honourable Josep Miquel Abad
<i>Trustee</i>	The Honourable Romà Cuyàs
<i>Trustee</i>	Mr. Leopoldo Rodés (Barcelona '92 Entrepreneur's Association)
<i>Trustee</i>	The Honourable Enric Truño (Barcelona Promoció, S.A.)
<i>Trustee</i>	A representative of the Olympic Volunteers
<i>Secretary</i>	Mr. Raimon Bergós
<i>Director</i>	Mr. Miquel Torres

## OBJECTIVES

The Barcelona Olympic Foundation has as its objective the spread of information concerning the Barcelona Olympic Games, as well the promotion and investigation of cultural, ethical, sports and other values arising from the Olympic ideals.

It has as its specific objective, among other more general objectives, the establishment, maintenance and promotion of an exhibition and a permanent centre of information and investigation, available to the public, that offers a global vision of the Barcelona Olympic Games and all that they represented, as well as a more general knowledge of the Olympic movement.

The Barcelona Olympic Foundation hopes to establish agreements with other institutions to carry out projects in cooperation.

## FACILITIES

The Barcelona Olympic Foundation is found in the emblematic Montjuïc Olympic Stadium, the ideal place for the development of its objectives. With a space of 1,535 square metres,

prepared by the architects Ricard Sans and Lluís Samaranch, these facilities have the qualities necessary to carry out the expected activities.

The Barcelona Olympic Foundation has six spaces: the permanent exhibition; the temporary exhibition; the photo and video library, reference room and archives; the reception/shop; the administration area; the auditorium; and a space dedicated to the Olympic movement.

### *Olympic Gallery*

The Olympic Gallery has a large space of 760 square metres divided into the following spaces:

*The Permanent Exhibition.* 484 square metres of space are dedicated to the Games of the XXV Olympiad and the IX Paralympic Games of Barcelona '92.

*The Temporary Exhibition.* The gallery has a space of 276 square metres reserved for the presentation of temporary exhibitions (with themes on culture, sport and the Olympic movement). The first temporary exhibition was dedicated to the opening ceremonies of the Olympic Games and Paralympics.

## ACTIVITIES

The Barcelona Olympic Foundation has organised various activities of a cultural and research nature in the world of sport and the Olympic movement. Research grants have been given for studies of sport and the Olympic movement. Courses for Occupational Training, practicums for students of Professional Training schools and Audio-Visual seminars have been organized. In 1995 the Olympic Forum and Audio-visual Biennal are being organized.

## SERVICES

*Photography Library.* The photographic archive is made up of approximately 200,000 images, with 30,000 of them copied on laser disk.

*Video and Audio-Visual Library.* The Video collection has 5,000 tapes produced from 1983 to 1992. There are also 2,600 tapes made by the RTO during the Olympic Games.

*Reference Room.* This room is equipped with necessary media to consult photography, videos, publications and documentation.

***Auditorium-Projection Room.*** The foundation has a multi-use room with capacity for 180 people where a complete program of audio-visual productions are offered daily. Furthermore, its can house meetings, seminars, symposiums, lectures and press conferences, among other events.

***Audio-Visual Department.*** This department responds to all demands received from individuals, enterprises, agencies and institutions concerning the images of the Olympic Games, whether video or photographic.

#### **BOUTIQUE**

The visitor to the Olympic Gallery can acquire various objects related to the Barcelona Games and the Olympic movement (publications, posters, videos, t-shirts, pins and others).

#### **FUNDACIÓ BARCELONA OLÍMPICA**

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