

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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Introduction

Emilio Fernández Peña

Director of the Olympic Studies Centre (CEO-UAB); Tenured Lecturer, Department of Audiovisual Communications and Advertising I, Autonomous University of Barcelona

The tasks of researching, teaching, documenting and disseminating the Olympic phenomenon require a multi-faceted approach to its countless and complex cultural and social implications. *An Olympic Mosaic: Multidisciplinary Research and Dissemination of Olympic Studies. CEO-UAB: 20 Years* attempts to cover certain aspects of this complexity from a social sciences and humanities perspective. Indeed, in the years leading up to the celebration of the Barcelona'92 Olympic Games, it was this orientation that inspired CEO-UAB founder, Professor Miquel de Moragas, to create a world-pioneering university centre specialising in Olympic studies.

This book represents a nexus between CEO-UAB's past, present and future. It considers our centre's main academic contributions to the study and dissemination of Olympism thus far, and projects the centre into the future through new research interests, tools and methods of disseminating areas of knowledge already generated. Originally innovative, these areas of knowledge have stood the test of time and are subject to constant renewal.

An Olympic Mosaic is divided into three parts. The first is a historical overview of the centre's foundation and consolidation, and of the strategies implemented for its tasks of researching and disseminating Olympic studies. The major milestone shortly before and after its foundation was the Barcelona'92 Olympic Games. Therefore, the second part of the book is given over to this topic. It does not consider the Barcelona Games as a past event, but rather as a phenomenon whose influence is still felt today in certain organisational, cultural and managerial areas. Picking up on their present-day importance and projecting them into the future is the job of CEO-UAB and the Barcelona Olympic Foundation, an organisation with which our centre has an excellent relationship of collaboration and synergy. The final part of the book is devoted to research undertaken by CEO-UAB in several key areas of Olympic studies. In a considerable number of cases, these works have been pioneering in their respective fields, and they represent a modern vision and perspective of what the academic world is able to contribute to the Olympic Movement in terms of constructive collaboration and independent criticism.

The book's opening article was written by CEO-UAB founder and director for 20 years, Miquel de Moragas. In it he explains the fundamental role that the academic world plays in the study of Olympism, focusing on the numerous cultural, economic and social impacts of the Games, their cross-disciplinary nature, their inherent multicultural orientation and the challenges faced by such mega-events to innovate. Miquel de Moragas highlights the role of these university-based Olympic studies centres, the boards of which are formed by academics. In his article, he also goes into some depth about the trans and multi-disciplinary nature of a phenomenon on which many consolidated research topics already exist. He concludes the article by underscoring the considerable value of academic research for the Olympic Movement, "as a valuable resource for innovation and adaptation of its identity in the modern world", and advocating a strengthening of relations between the academic world and the Olympic Movement.

After the article by CEO-UAB's founder, the first part of the book is a historical overview of the origins and evolution of the Barcelona-based Olympic Studies Centre over the last 20 years, with the participation of some of the people that played a key role in its foundation and consolidation. The first part also includes testimonies by many of the most prestigious international scholars on the role of CEO-UAB in the international context of Olympic studies. These testimonies, which are very diverse in terms of disciplinary approaches and geographical and cultural variety, are a display of recognition of CEO-UAB's research and dissemination work by the most prominent scholars in the field of Olympic studies. They are also indicators of the international projection of our centre, and of the appreciation and recognition of its founder and director for 20 years, Professor Miquel de Moragas, as well as the extraordinary team of professionals that worked with him over those years, by his most eminent counterparts.

Muriel Ladrón de Guevara, the first CEO-UAB coordinator, gives a historical overview of the first period of the centre, from its foundation in 1989 to the post-Barcelona'92 era. This is the period of gestation and foundation of a project that had no precedents in the international academic arena, and of its consolidation with the celebration of the Games. Thus was also the period when its basic structure as an Olympic research, teaching and documentation centre was established.

Information and documentation at CEO-UAB is a work of Berta Cerezuela and Pilar Cid, who explain how the first documentation centre on Olympic topics – and a cornerstone of CEO-UAB – was created. The authors give a detailed account of the evolution and holdings of our documentation centre, which numerous researchers and scholars from home and abroad visit each year. The article highlights the importance of the CEO-UAB website launched in 1996 in Catalan, Spanish and English. The website provides access to a wide range of online documents resulting from research work and dissemination tasks undertaken by researchers connected with the centre, and to external academic resources. It also has a database of international scholars in the field of Olympic studies, as well as research centres specialising in the subject.

In her article on “The Olympic Movement and the Academic World”, IOC head of university relations Núria Puig deals with the important role that the academic world has played since Ancient Greece and also in the modern Olympic Movement. She then goes on to focus on the role of Olympic studies centres at different universities worldwide, and of the IOC Olympic Studies Centre with its range of services. Of these services, worthy of special note are the dissemination of Olympic heritage in a broad sense by promoting research on Olympic topics, and encouraging collaboration with the Olympic Movement to preserve Olympic heritage. She gives a detailed account of initiatives of prime interest to the Olympic Studies Centre Lausanne: the postgraduate research grant programme and the new Olympic Studies Observatory.

The conversation between the late Juan Antonio Samaranch, president of the IOC for 21 years, Josep Miquel Abad, chief executive officer of COOB'92, and Pasqual Maragall, mayor of Barcelona in the years before and after Barcelona'92, opens the section on the Barcelona'92 Olympic Games, the second part of this book. Previously published in Catalan in the book *L'herència dels Jocs* (2002), we feel that this document has become more current and relevant with the passage of time, since it was a relaxed meeting in which little-known aspects connected with the gestation, organisation and success of the Barcelona Games were discussed.

“The Shadow of Barcelona” is the article in which Isidre Rigau, the former sports logistics director of the Organising Committee for the Barcelona'92 Olympic Games, analyses the role that the Barcelona Games played in the creation of an organisational model that marked a before and after. Rigau, an advisor to the IOC and an expert on the organisational structure of subsequent Games, explains the virtues of the 1992 Games and how the Games of “Sydney, Athens, Beijing and London have followed in the same footprints and borrowed elements from the transformation of Barcelona, some partially and others more profoundly”. For Rigau, Barcelona created a sustainable, balanced Games, with infrastructures and facilities planned not just to optimally host a successful Games, but also to be reused subsequently by athletes and citizens as a well-administered legacy. The technological apparatus created for the very first time for the Barcelona Games, which efficiently helped to turn the local event into a global event, is another aspect dealt with in this article by Isidre Rigau, who goes on to give a detailed ac-

count of the role of design in the Games and the creation of a system of knowledge transfer to future Olympic host cities. The differential values of the Barcelona'92 Ceremonies, based on emotion and simplicity, are another aspect that Rigau covers.

Indeed, the Barcelona Olympic Ceremonies are the topic of an article by Núria García, a member of the team involved in the international research project that ultimately led to the publication of the book *Television in the Olympics*, the first major piece of international research that focused not only on analysing the technological, communications, economic and cultural apparatus of the television phenomenon, but also on decoding the interpretation of Olympic ceremonies by different countries worldwide, judging local aspects from the local perspective of the different reception countries, thus contributing to the creation of the global image of the Games. It is precisely the latter of these aspects, the interpretation of Olympic ceremonies, that is the topic of Núria García's article. The Barcelona'92 cultural Olympiad is the topic dealt with by Miquel de Moragas in the second part of *An Olympic Mosaic*. For CEO-UAB's founder, the cultural Olympiad had its strengths, centred on "multiple activities, some of which are of great quality", and weaknesses, such as "an uneasy grouping within the central organisation of the event" that was due to political issues, of organisational structure in relation to the Games. Despite that, the Barcelona'92 cultural Olympiad was an ambitious programme comprising autumn festivals and the Olympic Art Festival, with over 200 activities, all held in a true, unprecedented Olympiad model, that is to say, one that lasted for four years. In this research and assessment work of the cultural Olympiad, Moragas examines the unattained objectives and the reasons why that was the case, which may serve as prior learning for future candidatures and cultural proposals for a sporting mega-event like the Olympic Games.

In her article on the preservation of and access to the memory of the Barcelona'92 Olympic Games, Berta Cerezuela, an expert documentalist on Olympic topics, considers the complexity of documentation management for an event like the Olympic Games, which goes through a series of stages, from preparing and submitting the candidature to closing the project after the Games. Cerezuela examines the importance of managing the Olympic memory and of transferring knowledge to new Olympic candidatures. She also details the sources of knowledge on Barcelona'92. For Berta Cerezuela, the information and documentation generated for each edition of the Games should be considered as one of the main components of the Olympic legacy.

The legacy of the Barcelona'92 Olympic Games was a CEO-UAB research topic in the post-Games period, but, through several projects connected with the conservation and online exploitation of the city's Olympic memory, it is now a very current and topical area for CEO-UAB. Chris Kennett covers the main contributions made by the books *The Keys to Success* (1995) and *L'herència dels Jocs* (2002). According to the author, the first is a multi-disciplinary, multi-dimensional approach to assessing the impact of the Barcelona Games on the economy, on political consensus among the various public authorities, on infrastructure improvements, on the human dimension and on citizen engagement in the Games. The second, published 10 years after the Games had been held, evaluates the role of the Barcelona'92 legacy. Some examples of the durable impact of the Games noted in the book were the transformation of Barcelona into a competitive service city and a leading European city in the field of sport. The management of a legacy, consisting of tangible and intangible assets, has become a key aspect in candidate cities' design strategies, and one that is highly valued by the IOC when it comes to choosing a city to host the Games.

As already mentioned, the final part of the book focuses on basic Olympism-related topics, whose presence in this book can be justified by the fact that they are CEO-UAB lines of research that are both current and constantly updated. Therefore, this section has been designed as an exercise that, on the basis of our past, takes a look into the future through academic research on social and cultural events of capital importance to the field of Olympic studies.

The media play a fundamental role in shaping the Olympic Games as a major, global and contemporary sporting event, and television is key for their dissemination. In this chapter on television and the Olympic Games, Ibone Lallana and I examine the role of television in the construction of the image of the Olympic Games for viewers across the globe, and their fundamental role in funding the Olympic Movement by selling Olympic broadcast rights. The article takes an in-depth look at new trends in funding, technologies for consuming television images and new technologies that, as a result of convergence, come

together with new media, for which the Internet Protocol is a fundamental technology. Indeed the, the second chapter of this, the third and final part of the book, is on new media. The author of the article theorises on the new ecology of new media and the Olympic Movement, with search engines and social networks as the basic actors. New media are, at one and the same time, a challenge and a great opportunity for spreading the culture and values of the Olympic Movement. The great challenge for the IOC will be to synergistically combine the traditional website and the opportunities offered by social networking sites and put them to work for the cause. In social networks, relationships between friends help to create a new, closer, more personal and more flexible type of communication, while safeguarding the enormous funding power of television on the one hand, and exploring alternative formulas on the other.

In “The Cultural Dimension of Olympic Games Ceremonies and Cultural Olympiads as Platforms for Sustainable Cultural Policy”, Beatriz García analyses and comments on various elements of this important aspect of the Games: the opening and closing ceremonies, which seek global projection, and the cultural Olympiad, which, as the author points out, is accessible to a local audience in the years leading up to the Games, and then to visitors during the celebration of the Games. “The real wealth of Olympic cultural value lies in the important opportunities for lived intercultural exchange across participants as well as spectators and residents and the global platform it provides for a particular city and nation to make a cultural statement that is meaningful as well as owned by its community”, says Beatriz García.

However, besides cultural events and the media broadcasting them, also of interest to our research are some of the direct actors on whom the media does not especially focus. The article by Ana Belén Moreno centres on Olympic volunteers. In 1999, volunteering was the topic of an international symposium organised jointly by CEO-UAB and the Olympic Museum Lausanne. Alongside a historical overview of the role of volunteers in the modern Olympic Games, Moreno explains the importance of volunteers in the economic structure of the Games, as well as their fundamental role in Olympic symbolism, and reflects on the relationship between volunteers and new technologies.

In recent decades, one of the IOC’s priority action areas has been to increase the number of women taking part, not only in the Games, but also in management bodies of the Olympic Movement. Natividad Ramajo and Ibone Lallana give an overview of sport, the Olympic phenomenon and gender studies, one of CEO-UAB’s most recent lines of research. This aspect is closely linked to the fundamental role of the media in transmitting roles and introducing social change for gender equality. After examining CEO-UAB’s main contributions on issues of gender, sport and the media, the authors conclude that “Despite the quotas set by international organisations and institutions, and the promotion of female sport, male-dominated sporting events continue to be the media’s bread and butter”, a situation that may be difficult to resolve, but which goes against today’s social dynamics.

Sport and multiculturalism in post-Olympic Barcelona is the topic of the article by Chris Kennett, a line of research opened in 2004, which began with CEO-UAB’s participation in the European Commission’s project *Sport and Multiculturalism*, and continued with a joint study by a team of CEO-UAB researchers and the photographer Kim Manresa that analysed the sport practices of different groups of immigrants in Barcelona and Catalonia. In this article, Kennett deals with the role of the Olympic Games, of globalising processes and of sport in intercultural dialogue, and then goes on to focus on aspects connected with the cultural reality of sport in post-Olympic Barcelona. “The development of an intercultural sports model to attain the objectives of preserving cultural diversity and of integration must be underpinned by a more basic concept relating to the essence of sport: values”, concludes the author.

Berta Cerezuela’s article is on the “Educational Dimension of the Olympic Games”, a line of research undertaken over a two-year period under commission by the IOC, and one that will remain open in the future in order to develop new tools and online materials to enable educators to incorporate Olympic values into the school curriculum. The work presented by Berta Cerezuela defines the phenomenon of Olympic education and takes an in-depth look at the actors promoting Olympic education initiatives. She also gives an overview of the education initiatives implemented by the IOC and Organising Committees for the Olympic Games. The author points out that these kinds of activity will become increasingly important to the IOC. The

article also emphasises the role of universities when it comes to undertaking research and creating materials and methodologies connected with Olympic education.

The study of Olympic urban planning presented by Francesc Muñoz is an urban studies and architecture approach that the author, a CEO-UAB research collaborator, has been developing over the last fifteen years. In the article, he deals with the impact that major events like the Olympic Games have had on the development of modern cities throughout the 20th century and the early years of the 21st century. He then examines the various Olympic Village models of the last 100 years, and considers their influence on the urban image, building typologies, formal languages and city models. In this section, he gives a historical overview of the aesthetic, formal and conceptual evolution of Olympic Villages throughout the 20th century, a model which, in the early years of the 21st century, is tending to place much more importance on the brand image of these types of building. The cross-disciplinary nature of studies on Olympic urban planning has enormous potential for future research, which the author enumerates in the article.

The book's closing article is by Ferran Brunet, a CEO-UAB research collaborator from very early on. Brunet analyses the economic impact of the Olympic Games on the basis of a comprehensive analysis of Barcelona'92, and then examines the economic management models of subsequent Games. In his article, the analysis of the impact of a Games on a city is highly significant. Barcelona demonstrated that it had an enormous capacity to make the most of the Olympic impetus and the impact of investments. According to Brunet, the Games generate economic activity that is not centred on the city itself, and asserts that "increased capital and economic activity has produced better levels of income, well-being and social cohesion, as well as a more attractive city". Ferran Brunet advocates that good management of the Olympic legacy after the Games, and ongoing investment and transformation of cities by private-sector initiatives are the keys to success for host cities, as they were for Barcelona.

Thus, *An Olympic Mosaic* is an account of what CEO-UAB is, of its trans and multidisciplinary vocation, and of its local and global scope of action at one and the same time, as mirrored by its research interests, its ways of disseminating information and knowledge via the website, social media, seminars and conferences, as well as via events organised by the International Chair in Olympism, in which many prestigious Olympic studies scholars from many different countries have participated. On a local level, the support given by Barcelona City Council, Barcelona Provincial Council, the Government of Catalonia and the Spanish Olympic Committee has been invaluable. However, in this major academic feat, the role of Professor Miquel de Moragas – the project's *alma mater* – has been outstanding for many reasons: his incredible entrepreneurial spirit in relation to academic issues, his qualities as an astute researcher, his contagious enthusiasm, his enormous capacity for work and, above all, his extraordinary humanity. For me, he is a brilliant example of someone from whom the rest of us can continue to learn. I would like to express my thanks to Professor De Moragas for offering me the opportunity to become professionally and personally involved in this exciting initiative, and to the Rector of the UAB, Anna Ripoll, for believing that I would be able to continue the work of the CEO-UAB founder, who also formed a valuable team of professionals with wide-ranging experience in Olympic studies, without whom our day-to-day work would be much more difficult. I would also like to express my gratitude to all the researchers that have taken part in authoring *An Olympic Mosaic*. To everyone, without exception, thank you!