



# Designing the Olympics: Representation, Participation, Contestation (Routledge Research in Sport, Culture and Society)

By Jilly Traganou

Download now

Read Online ➔

## Designing the Olympics: Representation, Participation, Contestation (Routledge Research in Sport, Culture and Society) By Jilly Traganou

*Designing the Olympics* claims that the Olympic Games provide opportunities to reflect on the relationship between design, national identity, and citizenship. The "Olympic design milieu" fans out from the construction of the Olympic city and the creation of emblems, mascots, and ceremonies, to the consumption, interpretation, and appropriation of Olympic artifacts from their conception to their afterlife. Besides products that try to achieve consensus and induce civic pride, the "Olympic design milieu" also includes processes that oppose the Olympics and their enforcement.

The book examines the graphic design program for Tokyo 1964, architecture and urban plans for Athens 2004, brand design for London 2012, and practices of subversive appropriation and sociotechnical action in counter-Olympic movements since the 1960s. It explores how the Olympics shape the physical, legal and emotional contours of a host nation and its position in the world; how the Games are contested by a broader social spectrum within and beyond the nation; and how, throughout these encounters, design plays a crucial role. Recognizing the presence of multiple actors, the book investigates the potential of design in promoting equitable political participation in the Olympic context.

↓ [Download Designing the Olympics: Representation, Participat ...pdf](#)

📖 [Read Online Designing the Olympics: Representation, Particip ...pdf](#)

# Designing the Olympics: Representation, Participation, Contestation (Routledge Research in Sport, Culture and Society)

By Jilly Traganou

**Designing the Olympics: Representation, Participation, Contestation (Routledge Research in Sport, Culture and Society) By Jilly Traganou**

*Designing the Olympics* claims that the Olympic Games provide opportunities to reflect on the relationship between design, national identity, and citizenship. The "Olympic design milieu" fans out from the construction of the Olympic city and the creation of emblems, mascots, and ceremonies, to the consumption, interpretation, and appropriation of Olympic artifacts from their conception to their afterlife. Besides products that try to achieve consensus and induce civic pride, the "Olympic design milieu" also includes processes that oppose the Olympics and their enforcement.

The book examines the graphic design program for Tokyo 1964, architecture and urban plans for Athens 2004, brand design for London 2012, and practices of subversive appropriation and sociotechnical action in counter-Olympic movements since the 1960s. It explores how the Olympics shape the physical, legal and emotional contours of a host nation and its position in the world; how the Games are contested by a broader social spectrum within and beyond the nation; and how, throughout these encounters, design plays a crucial role. Recognizing the presence of multiple actors, the book investigates the potential of design in promoting equitable political participation in the Olympic context.

**Designing the Olympics: Representation, Participation, Contestation (Routledge Research in Sport, Culture and Society) By Jilly Traganou Bibliography**

- Rank: #8322603 in Books
- Published on: 2016-05-26
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 6.25" w x 1.00" l, .0 pounds
- Binding: Hardcover
- 364 pages

 [Download Designing the Olympics: Representation, Participat ...pdf](#)

 [Read Online Designing the Olympics: Representation, Particip ...pdf](#)

## Editorial Review

### Review

**"*Designing the Olympics* provides a groundbreaking look at the design milieu of the Olympic infrastructure. It successfully situates Olympic sociology within the range of creative practices that surround Olympic programming, which make manifest national priorities and narratives. It is an essential text for anyone who seeks to understand what the Olympic Games means to its host nations and to their global audiences."**

*?Andy Miah, School of Creative Media, University of the West of Scotland*

**"*Designing the Olympics* constitutes a watershed in Olympic sociology. It brings a critical design perspective to analyze how the Olympic Games constitutes national identity through architecture and design concepts. It will shape our understanding of 20th Century Games editions and should inform any course that hopes to make sense of the Olympics in the 21th century, where image and design are at the heart of the Games experience."**

*?Beatriz Garcia, Sociology and Social Policy, University of Liverpool*

**"This is an outstanding study of Olympics design that challenges the limits of representational theory. Drawing on a number of iconic case studies of Olympic design, Jilly Traganou's book skillfully overcomes the perennial simplistic interpretation of the symbolic power of Olympic Games and rather highlights the practicalities in design making; the design milieus and platforms; the daily processes of participation and contestation. Beautifully written and well-researched, this book takes us into the heart of different Olympics games from the 1960s to our days by tracing their specific actor-worlds and following a multiplicity of actors' voices. It provides a fascinating account of the pragmatist effects of Olympic design on our cities and nations."**

**By addressing current scholarship not only in Design Studies, but also in Sport Studies, Anthropology, Material Culture, and Political Sciences, the book will appeal to an audience of both scholars and professionals within and beyond the field of design and architecture. To architecture, urban planning and urban design professionals with an interest in the social and political dimensions of their work, the book offers a wide range of precedents, fresh methodological insights and critical perspectives on the making of the Olympic Social. The book will also appeal to academic faculty members looking for ways to teach design and architecture beyond authorship and formalism, and political theory beyond policy and intentions, seeking instead to develop a more comprehensive perspective of design and the built environment in their complexity of material and political meanings."**

*?Albena Yaneva, Professor of Architectural Theory, Director of the Manchester Architecture Research Centre, University of Manchester, UK*

**"This is a must-read book for anyone interested in exploring narratives about the Olympic event. A lot has been written about the Olympics in relation to its past history and future challenges. But this book provides innovative perspectives in unpacking different dimensions of the Olympics through the element of *design*. While offering a rich text for the scholars from the field of Design Studies, the non-**

**conventional understanding(s) of design as enunciating both material and non-material discourses has a lot to offer to scholars from a variety of disciplines such as the Olympic Studies, Sociology, History, Anthropology and more. The honest and reflexive writing style of the author captivates any reader to follow her Olympic journeys."**

†Dikaia Chatziefstathiou, Reader in Olympic Studies & the Social Analysis of Sport, Canterbury Christ Church University, Kent, UK

#### About the Author

Jilly Traganou is Associate Professor in Spatial Design Studies at Parsons School of Design, The New School, USA. She is the winner of the 2016 Design Incubation Award for Scholarship.

### Users Review

#### From reader reviews:

##### James Hubbard:

Why don't make it to be your habit? Right now, try to ready your time to do the important behave, like looking for your favorite book and reading a book. Beside you can solve your problem; you can add your knowledge by the reserve entitled *Designing the Olympics: Representation, Participation, Contestation* (Routledge Research in Sport, Culture and Society). Try to make book *Designing the Olympics: Representation, Participation, Contestation* (Routledge Research in Sport, Culture and Society) as your friend. It means that it can to become your friend when you feel alone and beside associated with course make you smarter than ever. Yeah, it is very fortunated to suit your needs. The book makes you considerably more confidence because you can know every little thing by the book. So , we need to make new experience as well as knowledge with this book.

##### Deloris Wagner:

The book *Designing the Olympics: Representation, Participation, Contestation* (Routledge Research in Sport, Culture and Society) make you feel enjoy for your spare time. You should use to make your capable far more increase. Book can for being your best friend when you getting anxiety or having big problem together with your subject. If you can make reading a book *Designing the Olympics: Representation, Participation, Contestation* (Routledge Research in Sport, Culture and Society) to be your habit, you can get much more advantages, like add your personal capable, increase your knowledge about a few or all subjects. It is possible to know everything if you like start and read a guide *Designing the Olympics: Representation, Participation, Contestation* (Routledge Research in Sport, Culture and Society). Kinds of book are several. It means that, science book or encyclopedia or other individuals. So , how do you think about this publication?

##### Sharon Wilson:

This book untitled *Designing the Olympics: Representation, Participation, Contestation* (Routledge Research

in Sport, Culture and Society) to be one of several books that will best seller in this year, that's because when you read this guide you can get a lot of benefit onto it. You will easily to buy this book in the book store or you can order it by means of online. The publisher of the book sells the e-book too. It makes you quickly to read this book, since you can read this book in your Mobile phone. So there is no reason to you personally to past this publication from your list.

**George Privette:**

Reading a book being new life style in this yr; every people loves to examine a book. When you read a book you can get a large amount of benefit. When you read guides, you can improve your knowledge, since book has a lot of information upon it. The information that you will get depend on what forms of book that you have read. If you wish to get information about your study, you can read education books, but if you want to entertain yourself look for a fiction books, such us novel, comics, in addition to soon. The Designing the Olympics: Representation, Participation, Contestation (Routledge Research in Sport, Culture and Society) provide you with a new experience in reading a book.

**Download and Read Online Designing the Olympics:  
Representation, Participation, Contestation (Routledge Research in  
Sport, Culture and Society) By Jilly Traganou #65C24XTSQ8P**

# **Read Designing the Olympics: Representation, Participation, Contestation (Routledge Research in Sport, Culture and Society) By Jilly Traganou for online ebook**

Designing the Olympics: Representation, Participation, Contestation (Routledge Research in Sport, Culture and Society) By Jilly Traganou Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Designing the Olympics: Representation, Participation, Contestation (Routledge Research in Sport, Culture and Society) By Jilly Traganou books to read online.

## **Online Designing the Olympics: Representation, Participation, Contestation (Routledge Research in Sport, Culture and Society) By Jilly Traganou ebook PDF download**

### **Designing the Olympics: Representation, Participation, Contestation (Routledge Research in Sport, Culture and Society) By Jilly Traganou Doc**

Designing the Olympics: Representation, Participation, Contestation (Routledge Research in Sport, Culture and Society) By Jilly Traganou Mobipocket

Designing the Olympics: Representation, Participation, Contestation (Routledge Research in Sport, Culture and Society) By Jilly Traganou EPub

65C24XTSQ8P: Designing the Olympics: Representation, Participation, Contestation (Routledge Research in Sport, Culture and Society) By Jilly Traganou