

The learning of a new world language - "Olympian" : how good design influenced and changed the Games / Markus Osterwalder

[Osterwalder, Markus](#)

Mexico'68 set new standards in terms of culture. For that reason these Games are also in the centre of the exhibition Olympic language, which at present is to be seen in the Olympic Museum in Lausanne. The curator was ISOH general...



Designing the Olympics : representation, participation, contestation / Jilly Traganou

[Traganou, Jilly](#)

Routledge. London - 2016

The Olympic Games are regarded as hallmark events capable of regenerating host cities and placing them on the global map. In this book, Jilly Traganou examines the relationship between design and national identity in the age of gl...



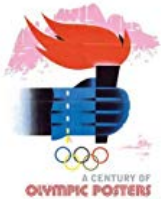
Site	Emplacement	Cote
074.9		MA 27859

A century of Olympic posters / Margaret Timmers

[Timmers, Margaret](#)

V & A Publishing. London - 2012

As snapshots through time, Olympic posters provide a fascinating record of our world, a lens through which we can explore links between sports and art, politics and place, commerce and culture. A Century of Olympic Posters draws l...



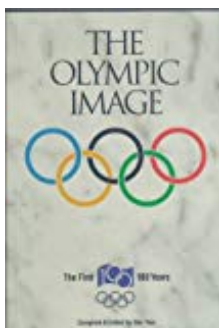
Site	Emplacement	Cote
076		MA 25636

The Olympic image : the first 100 years / compiled & ed. par Wei Yew

[Yew, Wei](#)

Quon Ed.. Edmonton - 1996

"The Olympic image" presents the graphic design of the Olympic Games from 1896 to 1996. It emphasizes how the cultures have interpreted and celebrated the Olympic Games through their art and design.



Site	Emplacement	Cote
074.9		MB 527+1
074.9		MB 527



Les pictogrammes aux Jeux olympiques = Olympic pictograms / Comité International Olympique

[Comité international olympique](#)

Comité International Olympique. Lausanne - 1992

Site	Emplacement	Cote
074.9		MA 8106+1
074.9		MA 8106



Observations on the Athens 2004 look of the Games : Olympic Games identification project / prep. by Iconologic

[Iconologic](#)

[s.n.]. [S.I.] - 2004

Site	Emplacement	Cote
728(086)		MB 1136



Olympic games identification project : sport and venue branding guidelines / prep. by Iconologic

[Iconologic](#)

[s.n.]. [S.I.] - 2005

Site	Emplacement	Cote
728(086)		MB 1114



Kommando Otl Aicher / Alexander Negrelli

[Negrelli, Alexander](#)

Jan van Eyck Academie Publ.. Maastricht - 2012

A book about the visual identity of the Olympic Games in 1972, about terrorists, their design, about war, gold medals, movies, sneakers, politics, maps, architecture, logos, pictograms and coloured dogs. And about Otl Aicher.

Site	Emplacement	Cote
720(086)		MA 26210





Spectacular Mexico : design, propaganda, and the 1968 Olympics / Luis M. Castañeda

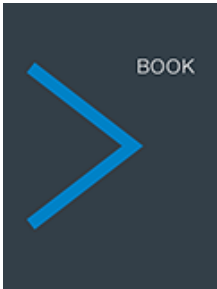
[Castañeda, Luis M. \(1984-\)](#)

University of Minnesota Press. Minneapolis - 2014

In the wake of its early twentieth-century civil wars, Mexico strove to present itself to the world as unified and prosperous. The preparation in Mexico City for the 1968 Summer Olympics was arguably the most ambitious of a sequen...



Site	Emplacement	Cote
719(086)		MA 27101



Disen#ando Me#xico 68 : una identidad oli#mpica / Mari#a Josefa Ortega ; Museo de Arte Moderno (Mexico)

[Ortega, María Josefa](#) | [Museo de Arte Moderno \(México\)](#)

Landucci. México, D.F. - 2008

Contient: Un reto expositivo = An expositive challenge. - Lo que podemos hacer = What we can do. - Me#xico 68: un programa de marca = Mexico 68: a program of brand. - Disen#ando Me#xico 68: una indentidad oli#mpica = Designing Mex...



Site	Emplacement	Cote
719(086)		MA 25994