

FAMILY

WEIGHTS | DARK

WEIGHTS | LIGHT

ABOUT

Released on the occasion of the 2012 London Olympics, Olympukes 2012 was a new set of pictograms telling the 'real' story of the Olympics and extending the unofficial project that began in 2004. The occasion of the London games provided an opportunity to revisit the complex contradictions of the modern Olympics and to acknowledge the geopolitical shifts of the intervening eight years.

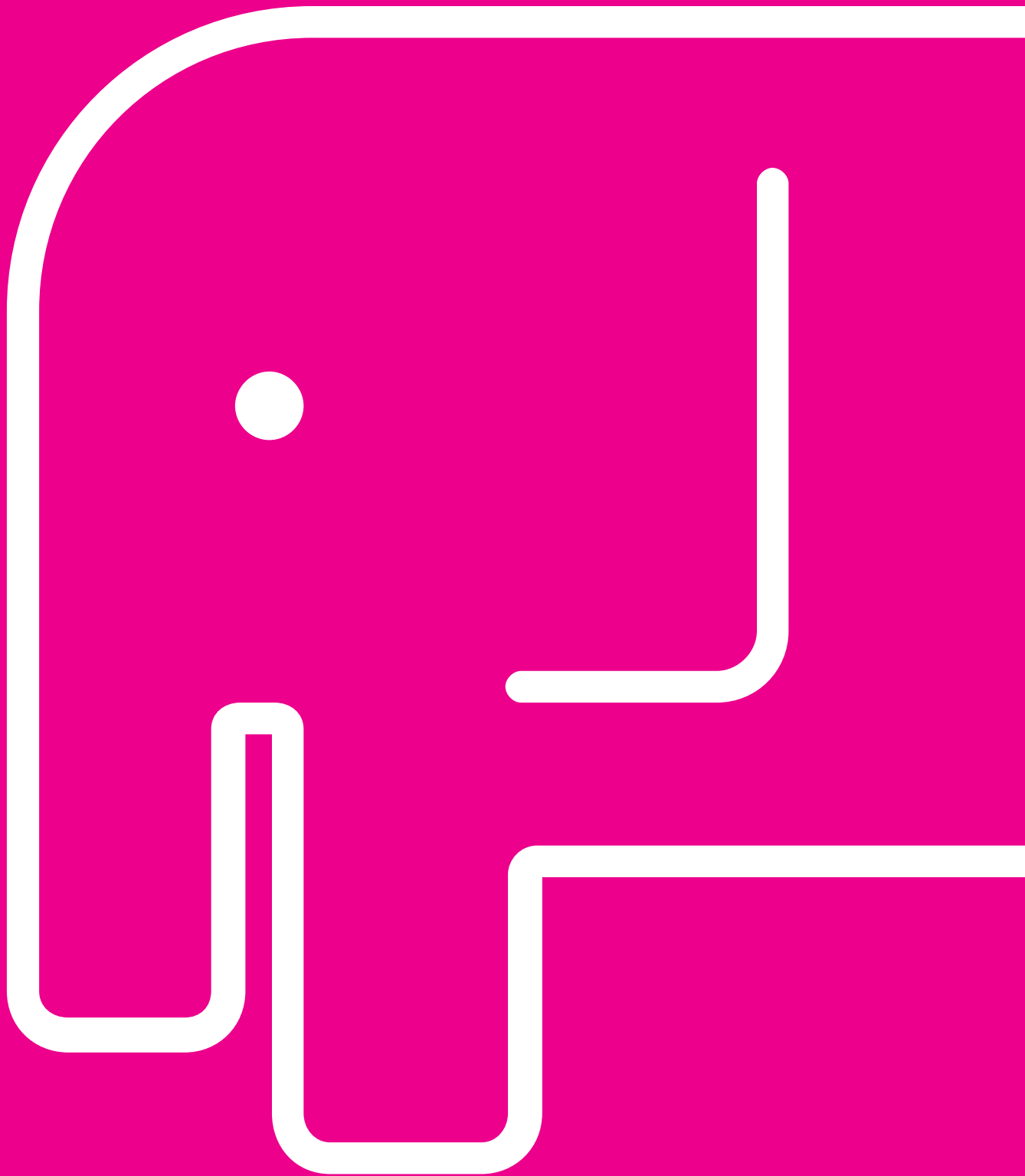
The 2012 games arrived at a time of great economic and political uncertainty for the nation and Europe. Greece – the host of the 2004 games – was now located at Ground Zero of a disintegrating Eurozone and the United Kingdom was two years into a programme of austerity enacted by the coalition government of Conservatives and Liberal Democrats. Given that the previous London Olympics had been held in 1948, in a climate of recovery and austerity after a devastating World War (1948's Olympiad was dubbed the 'Austerity Games') there was a sick irony to the 2012 games' arrival.

The suppression of human rights in order to deliver the perfect games for PRC's Beijing games shocked no-one and yet, in London, the security measures seemed grossly excessive. Then again, in a country with an estimated 1.8 million cctv cameras, perhaps we shouldn't have been so surprised. Another aspect of the Olympics that returned for 2012 was the unfettered commercialism – if you think the Games are about pure sport, about noble human endeavour, think again.

Please note that Barnbrook is in no way affiliated with, or has received any endorsement from, the International Olympic Committee, the organising committees of the Olympic Games, or any national Olympic committee.

CREDITS

Designed by Jonathan Abbott, Jonathan Barnbrook, Marcus Leis Allion and Marwan Kaabour
First published in 1997



A			OVER-ZEALOUS POLICING OF OLYMPIC NAME	N			OVER-THE-TOP SURVEILLANCE MEASURES
B			BRITAIN IS STILL RUBBISH AT SPORT	O			PRISON-CAMP STYLE SECURITY
C			OVERPRICED CRAP IDENTITY BY COMMERCIAL DESIGN GROUP	P			MILITARISATION OF OLYMPIC SECURITY
D			OVERWHELMING OLYMPIC DEBT	Q			CONFUSING TICKETING SYSTEM
E			INCOMPREHENSIBLE OLYMPIC MASCOT	R			CELEBRITY ATHLETE YOUTUBE SENSATION
F			OLYMPICS INFLAME NATIONALISM	S			BLANKET ADVERTISING
G			ENORMOUS CONSTRUCTION BUDGET	T			INFLATED PRICES FOR ACCOMMODATION
H			HYPOCRITICAL SPONSORSHIP DEALS	U			OVERCROWDED PUBLIC TRANSPORT
I			MONEY TO BURN	V			VIP LANES CREATE TRAFFIC CHAOS
J			SECURITY GUARD ESCORT FOR TORCHBEARERS	W			ONLY SPONSORED FOOD ALLOWED IN OLYMPIC PARK
K			SECURITY VAN TRANSPORTS TORCH FOR MAJORITY OF RELAY	X			NO BRITISH BEER AT THE GAMES
L			LEGACY WHITE ELEPHANTS	Y			ROYALS CAPITALISE ON OLYMPICS TO ENHANCE THEIR IMAGE
M			MISSILES STATIONED IN RESIDENTIAL AREAS	Z			CORPORATE CONTROL OF THE ARTS

a		UNETHICAL SPONSORS ACCEPTED BY HOST COUNTRY	n		LESS AFFLUENT NEIGHBOURHOODS EXCLUDED
b		SHOP YOUR PROTESTING NEIGHBOUR	o		GOVERNMENT CUTS PRODUCE BORDER CHAOS
c		UNDERWHELMING OLYMPIC STADIUM	p		OLYMPIC FLAME KEEPS GOING OUT
d		HAS-BEEN ARTISTS OPEN OLYMPIC GAMES	q		ERRATIC WEATHER OVER LONDON
e		OLYMPIC KIT PRODUCED IN SWEATSHOPS	r		LENGTHY SECURITY CHECKS
f		EXTORTIONATELY PRICED MERCHANDISE	s		RADIOACTIVE OLYMPIC SITE
g		OLYMPIC PROTESTER ASSEMBLY POINT	t		PREHISTORIC GRAVEYARD RELOCATED IN FAVOUR OF OLYMPIC PROJECT
h		CONDOM DISTRIBUTION POINT	u		NEWTs RELOCATED IN FAVOUR OF OLYMPIC PROJECT
i		NO PHOTOGRAPHY OF OLYMPIC VENUE	v		FAILURE TO INVOLVE KIDS IN SPORTS
j		NO UNAUTHORISED SOCIAL MEDIA	w		GREEN ENERGY PLANS ABANDONED
k		FAST-TRACK MEDICAL CARE FOR ATHLETES	x		FORCED EVICTION OF LOCAL COMMUNITIES
l		RUBBISH ART IN OLYMPIC PARK	y		DESTRUCTION OF PUBLIC GREEN SPACE
m		OBSCURE CULTURAL OLYMPIAD	z		REFERS TO "READ ME" FILE SENT OUT WITH FONT EXPLAINING THE LICENSE





