

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.

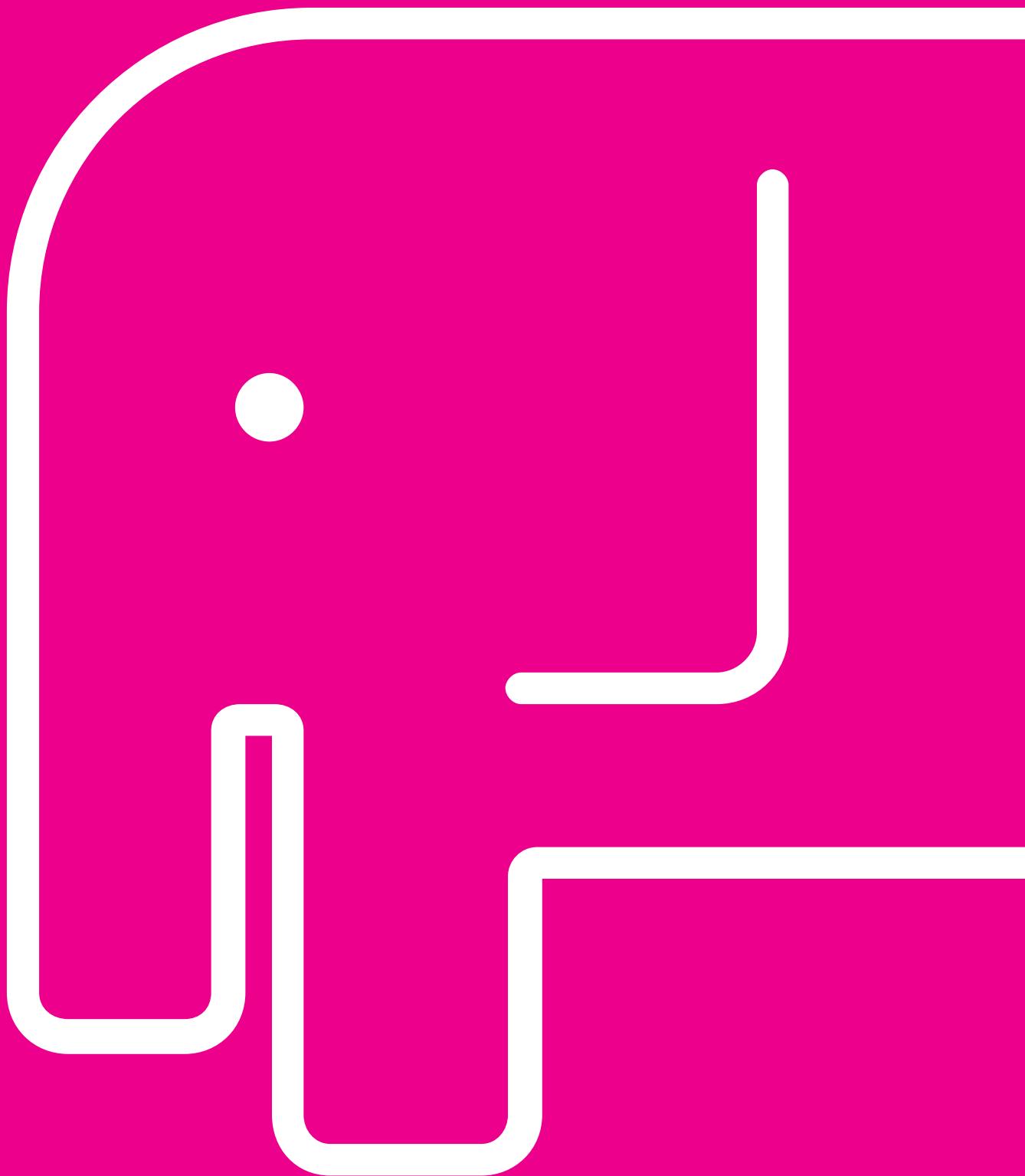
The 2012 games arrived at a time of great economic and political uncertainty for the nation and Europe. Greece – the host of the 2004 games – was now located at Ground Zero of a disintegrating Eurozone and the United Kingdom was two years into a programme of austerity enacted by the coalition government 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
B			BRITAIN IS STILL RUBBISH AT SPORT
C			OVERPRICED CRAP IDENTITY BY COMMERCIAL DESIGN GROUP
D			OVERWHELMING OLYMPIC DEBT
E			INCOMPREHENSIBLE OLYMPIC MASCOT
F			OLYMPICS INFLAME NATIONALISM
G			ENORMOUS CONSTRUCTION BUDGET
H			HYPOCRITICAL SPONSORSHIP DEALS
I			MONEY TO BURN
J			SECURITY GUARD ESCORT FOR TORCHBEARERS
K			SECURITY VAN TRANSPORTS TORCH FOR MAJORITY OF RELAY
L			LEGACY WHITE ELEPHANTS
M			MISSILES STATIONED IN RESIDENTIAL AREAS
N			OVER-THE-TOP SURVEILLANCE MEASURES
O			PRISON-CAMP STYLE SECURITY
P			MILITARISATION OF OLYMPIC SECURITY
Q			CONFUSING TICKETING SYSTEM
R			CELEBRITY ATHLETE YOUTUBE SENSATION
S			BLANKET ADVERTISING
T			INFLATED PRICES FOR ACCOMMODATION
U			OVERCROWDED PUBLIC TRANSPORT
V			VIP LANES CREATE TRAFFIC CHAOS
W			ONLY SPONSORED FOOD ALLOWED IN OLYMPIC PARK
X			NO BRITISH BEER AT THE GAMES
Y			ROYALS CAPITALISE ON OLYMPICS TO ENHANCE THEIR IMAGE
Z			CORPORATE CONTROL OF THE ARTS

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

