

IN THE TRUE SPIRIT OF THE GAMES

ATHENS 2004 MISSION

The mission of Athens 2004 was broad in scope and precise in purpose. Combining ambition with clarity, the mission provided the Athens Organising Committee with succinct statements on an expansive foundation of goals. As a major theme of the 2004 Olympic Games had emphasised, all efforts of the Athens Organising Committee were made *In the True Spirit of the Games*.

The Athens 2004 mission guided the management and execution of the 2004 Olympic Games. It gave purpose to the first global Olympic torch relay in history. It fostered a keen awareness of the impact of the 2004 Olympic Games on the athletes, the spectators, and the people around the world who would experience the return of the Games to the place of their ancient birth. The mission promised to uphold the Olympic ideals, to respect the culture and natural environment of Greece, and to showcase the nation's past, present and future. It directed the Athens 2004 Olympic marketing agenda. And, finally, the mission encouraged an Olympic legacy that would benefit the Olympic Movement, the host country, and the world.



The Athens 2004 mission promised overall that the people of Greece would host unique Olympic Games on a human scale and inspire the world to celebrate the Olympic values. With breadth and focus, it promised to fulfill these nine goals:

To organise technically excellent Olympic Games.

To provide to the athletes, spectators, viewers and volunteers a unique Olympic experience, thus leaving behind a legacy for the Olympic Movement.

To display the Olympic ideals in a contemporary setting through their traditional Greek symbols.

To promote and implement the Olympic Truce through the Torch Relay.

To control the commercial aspect of the Olympic Games.

To promote the cultural and natural heritage of Greece to the eyes of the world.

To showcase the achievements of modern Greece and its potential for the future.

To protect and enhance the natural environment and promote environmental awareness.

To promote the benefits of the Games throughout the country.

“THEIR ACHIEVEMENT HAS BEEN TO GIVE US AN OLYMPICS OF WHICH THEY CAN BE PROUD.” — THE TIMES (UNITED KINGDOM)

ATHENS 2004 VALUES

Athens 2004 developed a foundation of core values to achieve its mission. These values — Heritage, Human Scale, Participation and Celebration — provided a platform for all Olympic Games endeavours. In the true spirit of the Games, these values informed the creation of the Athens 2004 image and identity, the running of the Olympic torch relay, the development of the Olympic marketing programmes, and the management of the Games. Infused with these values, as interpreted below by the Athens Organising Committee, the 2004 Olympic Games created a powerful and memorable experience for the world.

Heritage

The Olympic Games were born in Greece nearly three thousand years ago and revived in Athens in 1896. Today, as the Olympic Games belong to the world, every host country infuses its own cultural character into the celebration of the Games. The universality and uniqueness of the Olympic Games can be found in the enduring Olympic ideals, which are understood in all languages and all cultures.



In 2004 the symbols of ancient Olympia, the Olympic flame and the Marathon race — each a powerful element both in Greek heritage and Olympic tradition — formed a bridge between the ancient and the modern Olympic Games. These symbols conveyed the Olympic ideals and, combined with the homecoming of the Olympic Games in 2004, renewed the Olympic spirit and celebrated the ancient ethos inherent in noble competition.

Human Scale

Throughout history, Greek civilisation has made man the measure of all things. As the Olympic Games made a homecoming to Greece, the centre of attention and the measure of human achievement resided with the athlete, the individual, the team. Noble competition inspired the athletes to excel in their endeavours, opposing their strengths to the massive dimensions of the Games, the arena where human ability is demonstrated and human achievement is honoured. The 2004 Olympic Games inspired, encouraged and empowered each of us to pursue our ideals, high as they may be.

Participation

Individuals of various backgrounds, from diverse cultures and with different ideas come to the Olympic Games to participate in a gathering that honours that which joins us, not what separates us. The Olympic athletes, the spectators, the organisers, the volunteers and the people of the world who shared in the experience of the 2004 Olympic Games participated in a homecoming that embodied the ideals shared among all of humanity. In the Olympic Games, all share the common vision of promoting friendship and fair play throughout the world through noble competition. With more countries than ever before celebrating the Games, and with more volunteers than ever helping to make the event possible, Athens 2004 manifest an unprecedented spirit of participation.

Celebration

In ancient times, a truce was declared throughout the Greek world so that the Olympic Games could be contested in peace and friendship. The Olympic Games today are the greatest celebration of humanity, an event of optimism and hope that invites the world to compete in friendship and fair play.

Every four years, humanity celebrates and embraces the values of sport at the Olympic Games, and the world renews its understanding of the Olympic ideals of friendship and unity. The Athens 2004 Olympic Games offered the world the opportunity to celebrate these values in a festive experience that would provide a point of reference for future generations.

ATHENS 2004 IMAGE & IDENTITY

The image and identity of the Athens 2004 Olympic Games emanated from the mission and core values of the Games — Heritage, Human Scale, Participation and Celebration. In turn, this vision for the Games was incorporated into all Olympic Games design elements and applications. This comprehensive approach to design resulted in the most impressive image and identity programme in the history of the Olympic Games. The Athens 2004 image and identity was found in the Olympic Games emblem, the Olympic cauldron and torches, the architecture of the venues and Olympic complexes, the design of the Olympic medals and sport pictograms, and the Look of the Games programme.

The visual impact of the Olympic Games directly influences the success of the event and reflects the power of the Olympic brand. For this reason the Athens Organising Committee, with support for the International Olympic Committee, organised the first-ever Olympic Games Design Conference in November 1998. The conference introduced the Athens design community to the fundamental principles of Olympic design, stressed its importance to the Olympic Games and the marketing programmes, and invited the creative community to contribute to this effort by directing their design talents toward creating the graphic imaging system for the 2004 Olympic Games.

In the end, one of the world's richest visual cultures provided the inspiration for the most successful Olympic Games design programme to date, and a strategy founded in communicating core values helped the programme to achieve an unparalleled level of integration.

“THE ATHENS 2004 DESIGN PROGRAMME AS A WHOLE IS THE MOST INTEGRATED OLYMPIC DESIGN PROGRAMME WE’VE EVER SEEN. EVERYTHING — FROM THE STRATEGIC VISION TO THE IDENTITY, FROM THE MASCOTS TO THE PICTOGRAMS — EMERGED FROM ONE MASTERSTROKE. IT ALL COMES TOGETHER TO TELL A SINGULAR STORY ABOUT ATHENS, A STORY ABOUT A CITY PERFECTLY BALANCED BETWEEN THE PAST AND THE FUTURE.”

— BRAD COPELAND, OLYMPIC GAMES DESIGN ADVISOR TO THE IOC





The integration of the Athens 2004 image and identity had a significant impact on the success of the Olympic Games from the perspective of broadcasting, sponsorship and licensing:

Broadcasting – Athens 2004 set a new standard for adapting the Look of the Games to each venue, rather than adapting each venue to the Look. The abundant colours of the Athens Look filled the modern Athens Olympic Stadium, the Olympic Swimming venue, the Beach Volleyball arena and other venues, bringing the competition to life on television. In Panathinaiko Stadium and at Olympia, however, colours and patterns were subdued or entirely absent, paying reverence to the heritage and magnificence of these historic venues. The result was a powerful on-screen image that enabled the broadcasters to provide their audiences with a glimpse of the vibrant Olympic setting while clearly affirming their ownership of the Olympic Games in the minds of viewers.

Sponsorship – Athens 2004 marked a great step forward in sponsor integration of the Look of the Games. TOP Partners and Athens 2004 Grand National Sponsors found innovative, proprietary ways to incorporate the Look of the Games into their on-site activations, supporting the visual identity of the Games and adding to the consistent presentation of the Athens 2004 image throughout the city and venues. In turn, these efforts provided rewards to the sponsors, as they affirmed the sponsors’ partnership with the Olympic Games and support for the athletes in the minds of spectators, visitors and broadcast audiences.

Licensing – The Athens 2004 Olympic Games licensing programme demonstrated the power and profitability of a fully integrated design programme. Athens 2004 created a merchandise retail experience that incorporated the image and Look of the Games more consistently than any programme in Olympic history. Strong Athens 2004 design assets created a myriad of opportunities for licensed products. As a result, there was more mascot merchandise, more pictogram merchandise and more merchandise bearing the Olympic Games emblem and the Look of the Games. The interior of the Olympic Superstore was a complete immersion in the Look, with signage and atmosphere that was bright, colourful and consistent with the Athens 2004 image and vision.

“EVERY ASPECT OF OUR DESIGN WAS DRIVEN BY OUR VISION — UNIQUE GAMES ON A HUMAN SCALE — AND OUR VALUES: HERITAGE, PARTICIPATION, HUMAN SCALE AND CELEBRATION. THEY BOTH REFLECT A GREEK PHILOSOPHY OF LIFE AND A UNIVERSAL HUMAN EXPERIENCE. WE’VE CREATED A DESIGN PROGRAMME THAT IS VERY FOCUSED ON THE HUMAN BEING.” — THEODORA MANTZARIS, ATHENS 2004 DESIGN DIRECTOR

The Athens 2004 Emblem

A simple hand-drawn olive wreath floating in a sea of Aegean blue.

The palette of white and blue reflects the Greek sea and sky, suggesting the fluidity and transparency of water and the brightness of the Aegean light. The design is rendered by hand in a free and unrestricted manner that highlights the human element. The olive wreath or *kotinos* is a legacy from the ancient Games — the prize awarded to Olympic champions. The olive tree, furthermore, was the sacred symbol of the Athenian city-state. It is an icon that has left an indelible mark in Greek mythology and art and has served as a global symbol of peace and freedom. In the emblem, the wreath is shaped in an open circle — an invitation for humanity to participate in a universal celebration that transcends cultural bounds. The Athens 2004 Olympic Games emblem was selected from among 690 entries from 242 candidates in 14 countries. From the moment it was unveiled on 30 September 1999, the emblem anchored the Athens 2004 image and identity programme.



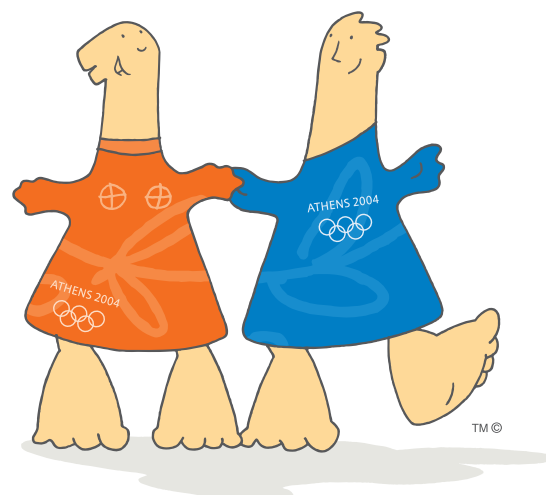
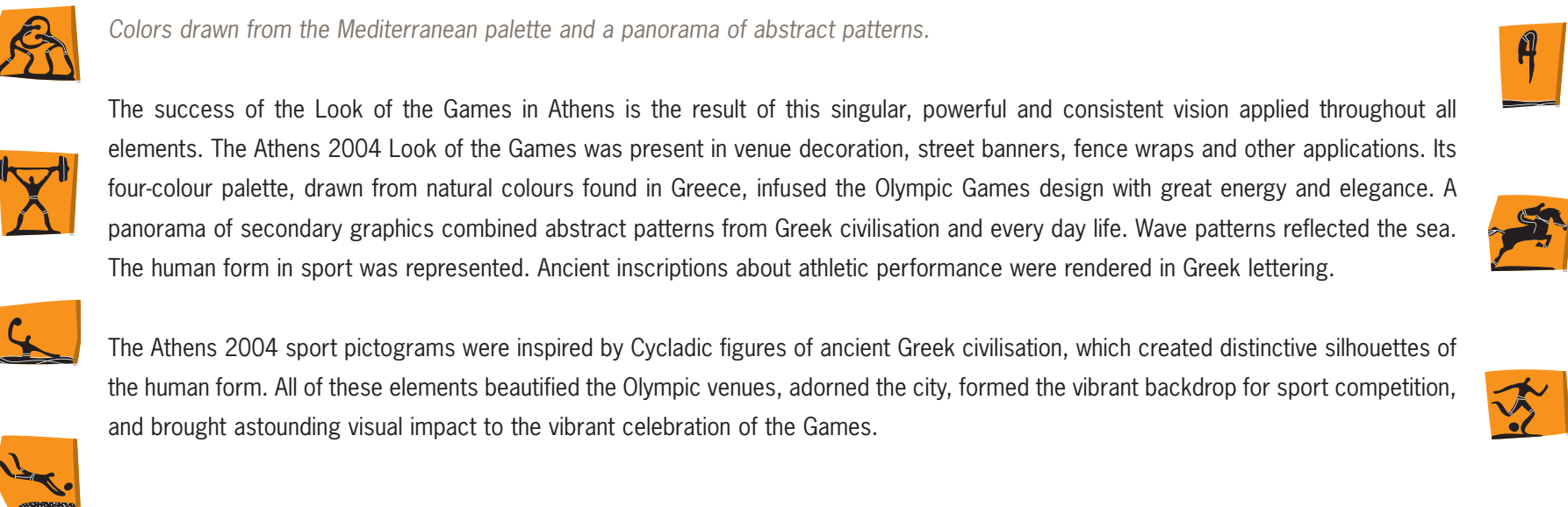


The Look of the Games

Colors drawn from the Mediterranean palette and a panorama of abstract patterns.

The success of the Look of the Games in Athens is the result of this singular, powerful and consistent vision applied throughout all elements. The Athens 2004 Look of the Games was present in venue decoration, street banners, fence wraps and other applications. Its four-colour palette, drawn from natural colours found in Greece, infused the Olympic Games design with great energy and elegance. A panorama of secondary graphics combined abstract patterns from Greek civilisation and every day life. Wave patterns reflected the sea. The human form in sport was represented. Ancient inscriptions about athletic performance were rendered in Greek lettering.

The Athens 2004 sport pictograms were inspired by Cycladic figures of ancient Greek civilisation, which created distinctive silhouettes of the human form. All of these elements beautified the Olympic venues, adorned the city, formed the vibrant backdrop for sport competition, and brought astounding visual impact to the vibrant celebration of the Games.



Athenà Phévos



Venues & Complexes

Creating a vibrant, celebratory atmosphere for the Olympic Games.

Athletes competed on the plains of Olympia. Runners followed the path of Phidippides from Marathon to Athens. Olympians competed in the ancient Panathinaiko Stadium. And the construction and redesign of modern Olympic venues and facilities left a distinctive mark on contemporary Athens. True to the spirit of the 2004 Olympic Games, the venue designs linked the history of the Games with the modern Greek capital. The Athens Olympic Sports Complex, with its Agora, created the perfect setting for the Games. Suspended arched roofs partially covered the Olympic Stadium and fully covered the Velodrome. The paved Central Axis provided pedestrians with a direct connection to the Olympic venues. A curved shell structure of steel arches and top gladding known as the Arcade provided shade for Olympic visitors while allowing sunlight in for a pleasant atmosphere. Indigenous olive trees, pines, elms, poplars and cypresses enhanced the environs. Promenades with marble lanes, decorative water pools and light-streams brought vitality to the natural atmosphere of the Games. The undulating Wall of Nations captivated visitors with its motion, light and imagery.



Olympic Medals

Redesigned to honour the role of Greek heritage in Olympism.

To reflect and honour the return of the Games to Greece, Athens 2004 redesigned the primary side of the Olympic medal for the first time since the 1928 Olympic Games in Amsterdam. The medal design included the winged depiction of the goddess Nike of Paeonios and the image of Panathinaikon Stadium, where the modern Olympic Games were inaugurated in 1896. Three elements comprise the secondary side of the Olympic medals: the eternal flame in Olympia; the opening lines of Pindar's Eighth Olympic Ode, composed in 460 BC to honour the victory of Alkimedon of Aegina in wrestling; and the Athens 2004 Olympic Games emblem. Athletes who won medals at the 2004 Olympic Games also experienced a powerful connection to the ancient Games as they were crowned with olive wreaths on the medals podium.

“EFHARISTO, ATHENS, FOR . . . THE FOUNTAIN SPRAYS, REFLECTING POOLS AND SOARING ARCHES. THE UNDULATING, GIANT WHITE WALL OF NATIONS THAT CAUGHT THE WHISPERING WIND, BRINGING MUSIC TO OUR EARS AND SMILES TO OUR FACES.” — ASSOCIATED PRESS

The Torch & Cauldron

The Olympic flame emerged from the curved lines and harmonious shape of an olive leaf.


Continuing the symbolism of the Olympic Games emblem, the design of the Athens 2004 Olympic torches and cauldron was inspired by the olive leaf. As such, the design represented the history of Athens, a connection to the ancient Olympic Games, and the spirit of peace and freedom. The torches and the cauldron were designed to enhance the Olympic flame with their upward, dynamic shape. The torches had two-toned sides made of metal and olive tree wood in their natural colors and a structure of beautiful simplicity that reflected the philosophy of *pan metron ariston*, or all things in moderation.

PASS THE FLAME, UNITE THE WORLD




The Athens 2004 Olympic Torch Relay was a masterstroke that communicated to the world every core value and theme of the 2004 Olympic Games. The passing of the Olympic flame is based on an ancient tradition in Greek heritage. The first global torch relay in history emphasised global unity and human scale, as community heroes and local citizens carried the Olympic flame on all five continents. In the true spirit of the Games, the Athens 2004 Olympic Torch Relay welcomed the world home to Greece to participate in the Olympic celebration under the powerful and appropriate theme of Pass the Flame, Unite the World.

In Olympia on 25 March 2004, the sun's rays ignited the Olympic flame, and the flame began a journey that spanned 78 days and a distance of more than 78,000 kilometres. The first segment of the Athens 2004 Olympic Torch Relay carried the Olympic flame around Peloponnese and the islands of Argosaronikos for seven days. On the seventh day, the flame came to rest at the altar in the ancient Panathinaiko Stadium.



In June the flame began its global 35-day travel to 33 world cities. More than 3,600 people carried the Olympic flame during the international segment of the Athens 2004 Olympic Torch Relay. The torchbearers were selected by organisers and sponsors who had sought “the best in humanity” — individuals who, through their commitment to their own local communities, had come to embody the torch relay's themes of Unity and Inspiration.



The Olympic flame revisited every city that has hosted the Olympic Games, visited the continents of Africa and Latin America for the first time in history, and also cast its light on future Olympic host cities and other places of global prominence. In all the Athens 2004 Olympic Torch Relay brought the light of the Olympic spirit to cities with combined populations of more than 260 million and countries with combined populations of more than four billion.



In July the Olympic flame returned to Greece. Before the journey ended, the Greek segments of the torch relay had touched all 54 prefectures of the host country for the first time, with 7,700 torchbearers passing the flame over the course of 43 days. On 13 August 2004, the Olympic flame ignited the cauldron at Athens Olympic Stadium to mark the opening of the Athens 2004 Olympic Games.

ATHENS 2004 OLYMPIC TORCH RELAY: THE INTERNATIONAL ROUTE

