



Visual Communication and Digital Culture

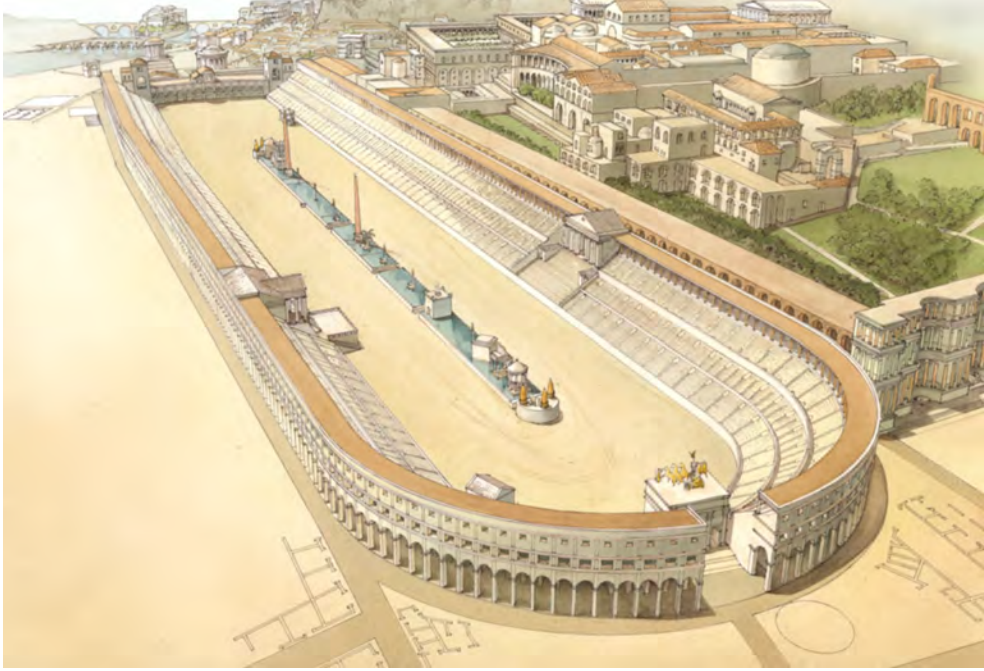
Visual Identity:
- Sport and Personality

Henrik Juel

- The first Olympics is traditionally dated to 776 BC
- The games were also used to help spread Hellenistic culture throughout the Mediterranean.
- Sculptors and poets would congregate each olympiad to display their works of art to would-be patrons.
- The ancient Olympics had fewer events than the modern games, and only freeborn Greek men were allowed to participate,^[9] although there were victorious women chariot owners



[The palaestra of Olympia](#), a place devoted to the training of wrestlers and other athletes



Circus Maximus, Rome.

First early 500-B.C, new in 103 A.D – continued till around 500 A.D.

621 m long

Horse race, 12 teams (with cart, driver, 4 horses), 6,4 km.

Gaius Appuleius Diocles, won 1462 of his 4257 races, retires at age 42, had won 35.863 sesterces

His earnings could provide a year's supply of grain to the entire city of Rome, or pay the Roman army at its height for a fifth of a year. Classics professor [Peter Struck](#) describes him as "the best paid athlete of all time".^[1]



A Visual Social Medium: Colosseum, Rome, Constructed 72-80 A.D – continued as “public theater” till about 404 A.D.

In terms of rhetoric: this building had an *epideictic (ceremonial)* function, it served to “praise or blame”, to re-affirm values, and confirm national/tribal community and identity.

At display: Historic drama, Roman battles, even naval battles re-enacted.

Exotic animals and slaves from all over the world. Horror-shows and executions. Sport and gladiator-fights.

Inherent display (as an artifact): Stratification of society, 3 classes. Visual representation of the wealthy and powerful in their special seats.

Compare to a modern arena: Colosseum was built in a few years, held some 65.000 people, quick to evacuate.



Located just three kilometres from the Sicilian town of Piazza Armerina are the extensive remains of a large Roman villa, called the Villa Romana del Casale. Dating to the early fourth century AD,



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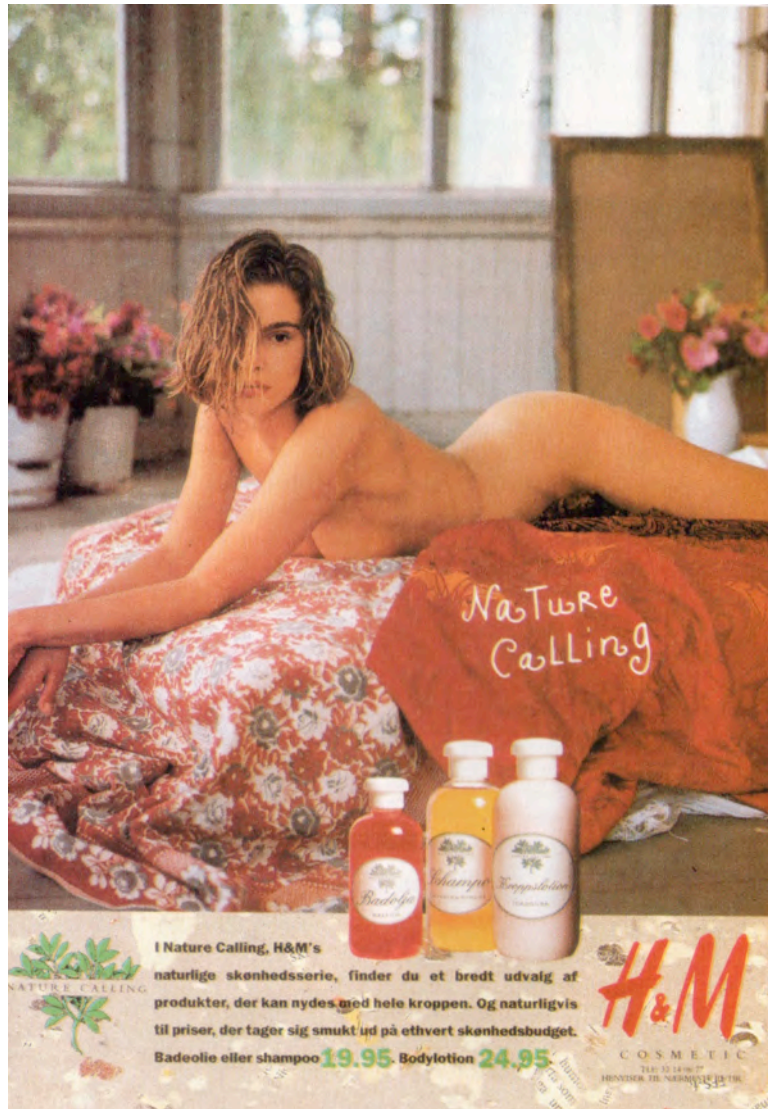
Olivia Breen said this month she was left "speechless" when an official at the English Championships told her that her sprint briefs were "too short and inappropriate." She is pictured here at the Muller British Athletics Championships at Manchester Regional Arena on June 27 in briefs of the same design. Credit: Ashlev



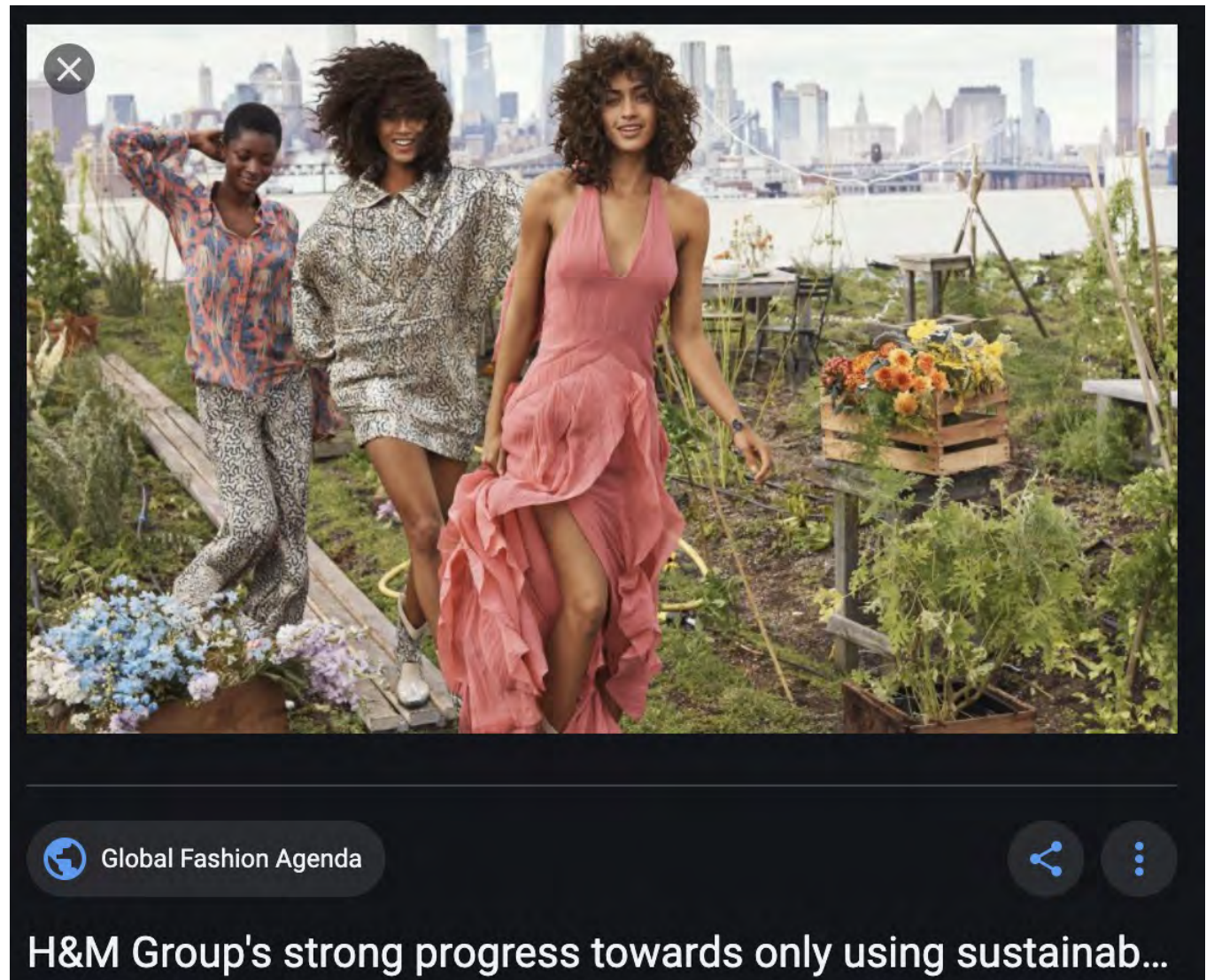
Norges blå tights har givet dem en bøde. Inden turneringen søgte både Danmark og Norge dispensation til at spille i tights, men det blev afvist. Foto: Jozo Cabraja / kolektiff



Women's rights campaigner Kathrine Switzer was attacked by an official who tried to remove her from the Boston Marathon in 1967 CREDIT: BOSTON GLOBE



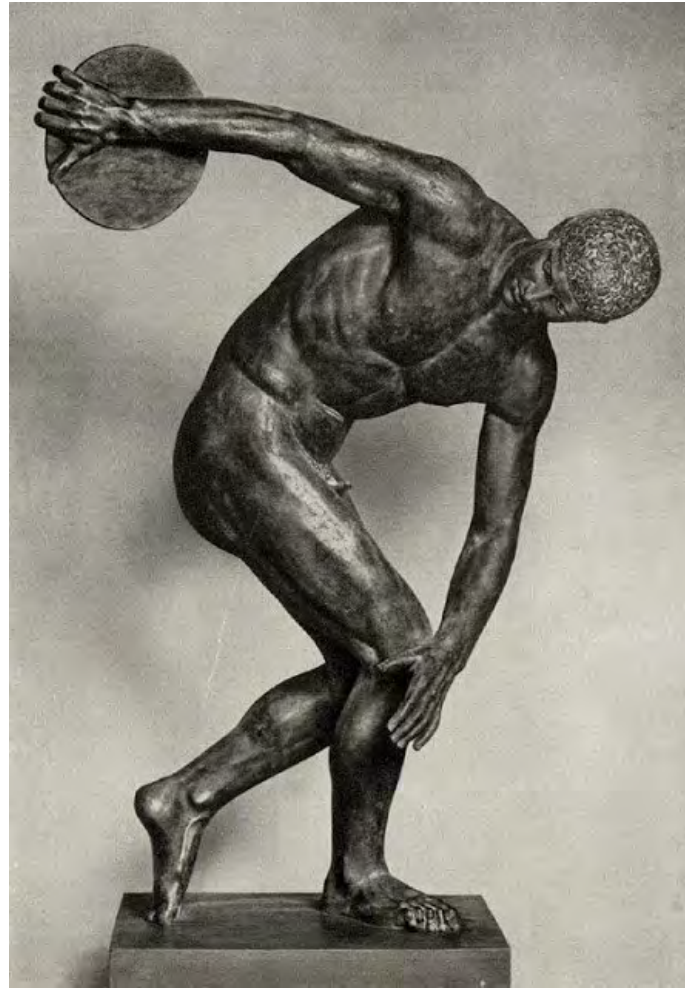
Calling all customers wanting to be, or to buy, or to look like/at nature – or ? Poster is from around 1987, I think....



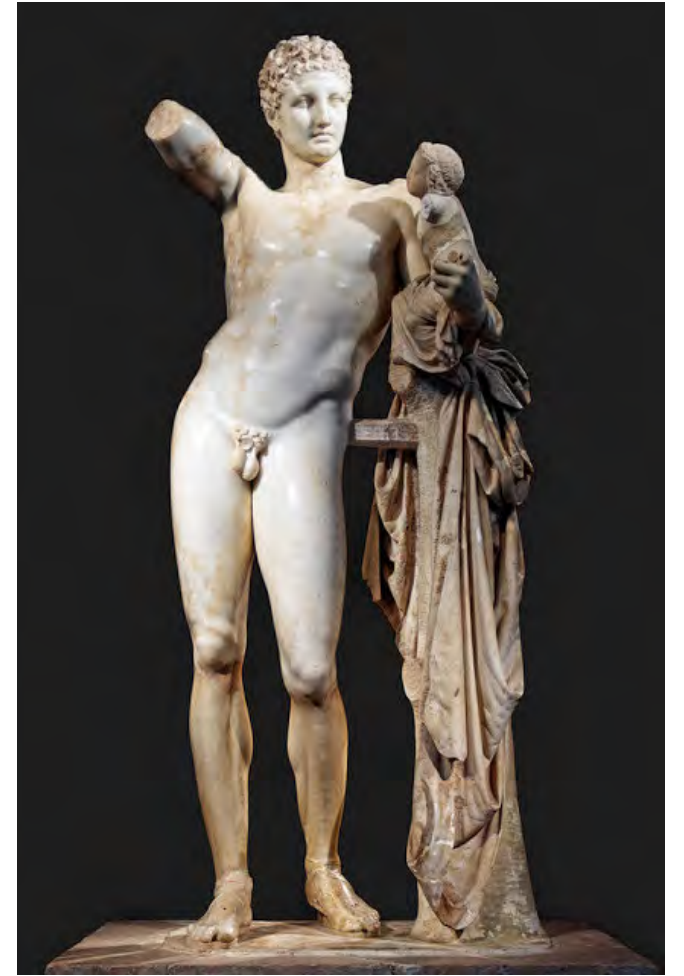
And a few years later, this is from 2019



Moschophoros (Calf-Bearer) ca 570 BC



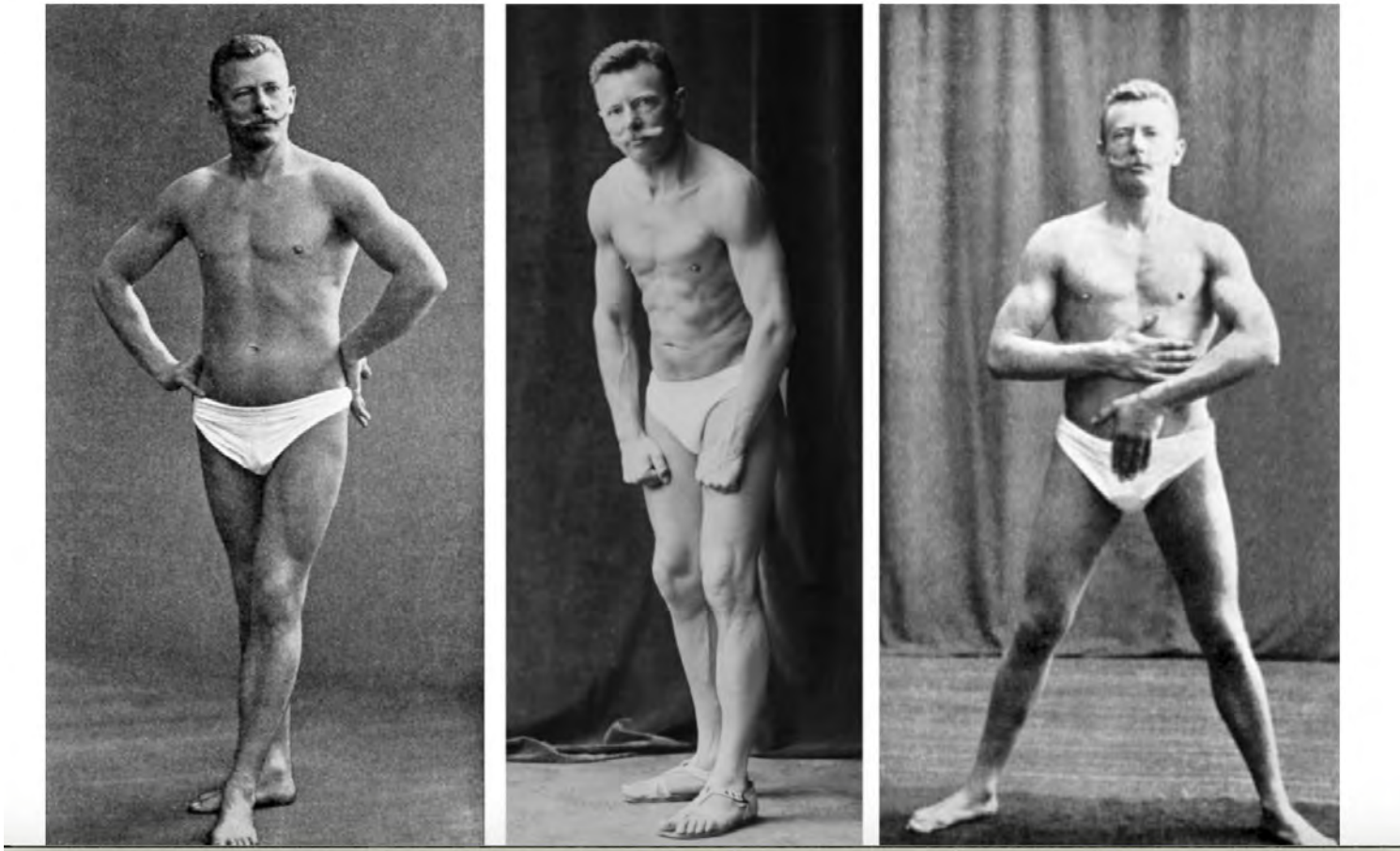
The Discus Thrower, ca 460 BC



Hermes of Praxiteles, ca 400 BC



Skønhedskonkurrence i 1909 ved Svanemøllen i København. Dommerne til højre står påklædte midt i sommervarmen og kaster et æstetisk og klinisk blik på de nøgne mænd. Foto: Københavns Museum



Hans Bonde: 'Sundhedsapostlen J.P. Müller – Bind 1: Det kropsligt moderne gennembrud 1864-1904'.

- Olympics, Jesse Owens, Berlin 1936, with reactions, 15min.
- <https://www.youtube.com/watch?v=1inifMJ0xio>



- Olympics, Jesse Owens, Berlin 1936, friendship with Luz Long, 2:45 min.
- <https://www.youtube.com/watch?v=quQopJmQry4>



1968: Black athletes make silent protest

Two black American athletes have made history at the Mexico Olympics by staging a silent protest against racial discrimination.

Tommie Smith and John Carlos, gold and bronze medallists in the 200m, stood with their heads bowed and a black-gloved hand raised as the American National Anthem played during the victory ceremony.



Tommie Smith, centre, and John Carlos, right, make their protest



Eli Harold #58, Colin Kaepernick #7 and Eric Reid #35 of the San Francisco 49ers kneel on the sideline, during the anthem. Michael Zagaris/San Francisco 49ers/Getty Images

BY [JASON REID@JREIDESP.N](mailto:JASON.REID@JREIDESP.N)

August 22, 2017

There's no doubt about it: Colin Kaepernick is the face of the new civil rights movement. By first sitting and then kneeling last season to draw attention to the oppression of black people and people of color in the U.S., the now-unemployed quarterback risked his career.



Macron – Le Pen 2017

<https://www.youtube.com/watch?v=iOAbBdlWgz0>

Politics?
Deliberative?
Sport?
Epideictic?
(Ceremonial?)



|Updated: Jan 18, 2019, 05:54 PM IST



Celebrity endorsement: what products would fit best to each of these players?
A watch – a car (4X4) – underwear???



Danish player N. Bendtner seems to have earned 2 Mill D kr (= 266.000€) displaying his underwear during a match (2012)



Figure 7: Personality comes down to white teeth and no arm sweat

"Personality hardly means anything more than splendid white teeth and being free of arm sweat and emotions"(Horkheimer & Adorno, p. 150).²

Dialektik der Aufklärung // Dialectics of Enlightenment, first published 1944

No Bikini

- <https://vimeo.com/366034212>