

人类服饰文化全书

HUMAN CLOTHING & ADORNMENTS  
CULTUROLOGY RESEARCH COLLECTION

# 服饰 与竞技

The Research on Clothing &  
Adornments and Tournament

丛书主编◎华梅

编著◎华梅 刘文 王春晓 高龙



中国时代经济出版社



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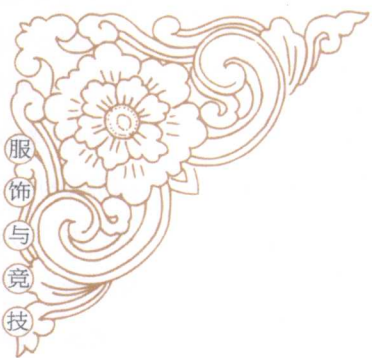


## 奥林匹克魂

刚开始构思《服饰与竞技》这本书时，首先想到的是被誉为“草原之鹰”的中国蒙古族摔跤手的形象，那如同老鹰俯视般地挑战对手的动作，那犹如精致戏装般绚烂的服饰，尤其是坎肩领口处的象征鹰羽和跤手成绩的五彩飘带——景嘎，其随风飘舞之势与坚如铠甲的坎肩达到完美的统一。一股草原之风在脑中回旋，甚至激动起来，而草原上奔驰的骏马又随之出现，这时各时代、各民族的骑手形象犹如电影画面般地快速展现在脑海中。这使我们的写作激情被点燃了！

值此之际，2008年奥运会在北京举行，在这一时期写关于竞技的服饰，不能不说是意义非凡。《奥林匹克宪章》中强调：“奥林匹克主义是将身心和精神方面的各种品质均衡地结合起来，并使之得到提高的一种人生哲学。它将体育运动与文化和教育融为一体。奥林匹克主义所要建立的生活方式是以奋斗中所体验到的乐趣、优秀榜样的教育价值和对外一般伦理基本原则的推崇为基础的。”国际奥委会前主席萨马兰奇先生曾说过：从最广泛、最安全的意义上来讲，奥林匹克主义是超越竞技运动的。2008年北京奥运会是每一位中华儿女值得骄傲和自豪的，我们也要把这种感受和平、健康、友谊融入这本书里。服饰与竞技自然离不开奥运情结，无论是古希腊神圣的橄榄枝荣冠，还是别具特色的赤身运动、摔跤等传统体育项目。目前，高科技对竞技服饰的渗透更是值得思考，不同运动项目中的必备服饰，诸如泳装、跑鞋等的设计早已融入了世界各国科学家们的智慧。

至此为止，整本书的两个写作点已经确定，即民族竞技服饰及奥运





服饰。这本书里还应该囊括怎样的内容呢？在接下来的思考中，伴随着中央电视台每日的体育新闻节目及相关书籍的查阅，思路随之顺畅地打开了。其他几个关键词很快浮现在脑海中，即“绿荫、速度、力量、女子”，于是整本书的框架就此而成。

不能不说是巧合，在这本书的写体过程中，正值奥运圣火在境外传递完毕，继续在祖国各地传递，奥运精神离我们每个人都如此地亲近！中华儿女随奥运圣火奔走于祖国各地。五星红旗随处可见，无论是在奥运圣火的传递途中，还是街道、居民区、大学生公寓的窗前，就连汽车、摩托车、助动车、自行车上也插上了五星红旗。每位观看奥运圣火传递的中国人自然也全副武装起来，我们手持国旗、标语，身上穿着印有福娃形象、五环旗、为奥运喝彩、为中国加油的图案及文字的T恤，无论男女老少，脸上、胳膊上、帽子上均贴上或画上鲜红的五星红旗图案。我们被如此的服饰形象和情景深深地感染和触动了，这是一种对奥运精神的感慨，更是一种爱国情结的体现。

而在这本书的初次交稿之际，2008年北京奥运会刚刚隆重举行，来自世界各地的体育名人及嘉宾齐聚北京，中华民族实现了百年奥运之梦。作为服饰研究人员，在这一时刻即将把竞技服饰文化呈现在读者面前，不能不说是一件十分荣幸和有意义的事！

## The Olympic Spirits

When I began to conceive the book *Clothing and Competitive Sports*, the first idea occurred to me was the image of the Inner-Mongolian wrestlers – “The Eagles of Prairie”. Their gestures were like eagles challenging the opponents with disdain; their exquisite garments as gorgeous as costumes of Chinese Opera, especially the colorful ribbons King Ga, on the neckline of the waistcoats as a symbol of eagle feather and the scale of the wrestlers. The flying ribbons in the wind and the solid waistcoats of armor match perfectly. A blow of wind from prairies whirling in my brain excited me and inspired me with the image of steeds speeding on the grassland. Suddenly, riders of every age and every ethnic group quickly popped up just as a film flashing in my sight! My writing passion was ignited!

It is of great significance to introduce athletic clothing at the specific time of 2008 Beijing Olympic Games. According to *The Olympic Charter*, “Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental ethical principles.” Mr. J. A. Samaranch, the former President of the IOC said that the Olympic principle was beyond athletic competition itself to the most extensive and the safest sense. The Special Olympic World Games of 2007 was closed on October 13<sup>th</sup>, in Shanghai. The special athletes from all over the world gathered in Shanghai and struggled tenaciously in the competitions, whose height of lives peaked! I was so touched by the Olympic spirits around me! I really felt the power of the Olympic Games! The 2008 Beijing Olympic Games are worth the pride of every Chinese. We will write this feeling of peace, health, and friendship into the book.... The book of clothing and competitive Sports can not be without the complex of the Olympic Games. The traditional sports with specific features are the sacred crown of olive branches in ancient Greece and the distinctive naked sport events and wrestling. The immersion of high-tech in athletic clothing at present is well worth noticing. Designs for the wearing of different sport events, such as swimwear and running shoes, etc. have absorbed the wisdom and strength of the







experts from all the countries for quite a long time.

So far, the two subjects of the book have been decided, namely; national athletic clothes and Olympic sports wears. What other contents should be included in this book? The enjoyment of the CCTV sports news and the consultation of some related materials helped the opening of my thought! Several keywords quickly came to my mind, "shady green trees, speed, strength, and women". Therefore, the framework of the whole book was then established.

In the process of information collection, different sport events are categorized more specifically to different chapters. Take Chapter Four for example, "Are the two big mountains, the Taihang and the Wangwu still there? I, the bearded man who wears leather belt could pull down a mountain with my might". In this part, I highlight the description of the dress for the power-based sports, where five items with distinctive features are chosen. They are: (a) from the "the leather bandage" to the modern boxing gloves; (b) the reformer of Ice Hockey helmets - Porento; (c) the meaning of colors to the belt in Taekwondo; (d) the bodybuilding Champion- Arnold Schwarzenegger; (e) the armored grid-man, where costumes are combined with sports and cultures.

A coincidence could hardly be denied. The book was completed when the Olympic torch relay finished its trip abroad and continued its domestic journey, which brought the Olympic spirit so close to us! The Chinese people with the Olympic torch in hands ran to various parts of the motherland. The five-starred red flags can be seen everywhere. They are displayed on the way of the torch relay, along the streets, in the residential areas or on the windows of university dorms. They are also set on automobiles, motorcycles, scooters, and bicycles. All the Chinese people who watch the torch relay are correspondingly fully decorated, with the red flags and slogans in hands, wearing T-shirts with pictures of The Frenlies, the Olympic flag, or with the characters of "Cheer for the Olympic!" and "Come on! China!" Regardless of their sexes, ages, people's faces, arms and hats are all pasted or painted with the bright logo of the Five-Starred Red Flag! We are so touched by the scenes of their clothes and images! It is the agreement with the Olympic spirit! It is also a manifestation of the patriotism!

By the time the book is in its last proofreading, the 2008 Beijing Olympic Games have already solemnly opened. Guests in sports communities from all over the world are gathering in Beijing, and witnessing the realization of the Olympic dream of the Chinese nation! As a researcher of costumes, it is definitely my great honor to exhibit the competitive culture of clothes to readers at this time of great significance!



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白袍桂冠万古传





国际奥委会前主席萨马兰奇

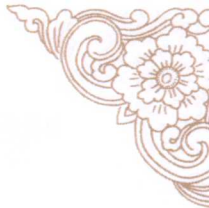


顾拜旦

四大文明古国之一的古希腊自古便注重发展商业，生机勃勃的商业活动使国家富足，同时也体现出古希腊人的聪明智慧和开拓精神。古希腊人拥有强烈的自信心，这表现在他们的生活态度上，即敢于自我肯定，善于为自己设定目标，并执著追求。如此坚忍的性格特征促成了古希腊人特有的精神世界，即勇于开拓，不断进取，同步发展智力和体育。古希腊人尤为追求独立和自由，争强好胜，这表现在生活的一切领域。而体育恰是最能体现竞争意识的活动，因此得到古希腊人的格外关注，古希腊体育之特色是带有个人情感，甚至成为其风俗习惯。

古希腊的教育体制中，充分体现出这个民族的强烈自信心和竞争意识。在人类历史上，古希腊第一次明确提出了全面发展的主张，并十分突出体育的地位，使得体育运动在古希腊更具独立性。值得特别强调的是，由于希腊人信奉的神具有世俗性，即神与常人的情感和欲望是一致的，所以古希腊体育在其产生、发展、形成的整个过程中，并未受到宗教的过多影响，人们享受着现实生活带来的愉悦。古希腊体育就是在这样宽松、和谐的土壤中茁壮成长起来的。

在古希腊神话中，奥林匹亚是众神聚居的“圣”地。古代奥林匹克运动会就是为祭祀主神宙斯而举行的，即古希腊最盛大的民族和宗教庆典，其创始人为伊菲图斯。这种宗教与体育竞技结合的祭典活动出现在公元前9世纪末，也就是伊菲图斯统治伊利斯时。具有创新意识的伊菲图斯革新了宗教仪式，他把这种宗教性的祭典活动转化成为全伯罗奔尼撒的体育竞赛，并规定每四年举行一次。从这时起，奥林匹克运动会便在坎坷中前进：第一次古代奥运会是在公元前



776年奥林匹亚举行的。这次竞赛因为有了军事上的和平环境才得以顺利举行，即伊菲图斯早在公元前884年与斯巴达和皮沙城邦签订了赛会期间各方停战的协议给予了保证。后来，古希腊被罗马帝国侵占了，古代奥林匹克运动会随之步入低谷。公元394年，罗马皇帝狄奥多西甚至废止了奥运会；公元426年，罗马皇帝下令烧毁了奥林匹亚的建筑物；公元522年和551年，奥林匹亚村被两次强烈的地震深埋于地下，奥林匹克运动会一度离开了人们的记忆。然而，古代奥林匹克运动会的遗迹并未消失，它安静地埋藏于地下1300多年后，于1881年终于被德国考古学家发现并掘出。这一发掘结果于1887年在柏林公布，引起了希腊和欧美各国的轰动。翌年，法国教育家皮埃尔·顾拜旦首先发出倡议，要求恢复奥林匹克运动会。这一倡议得到了广泛



朱庇特(宙斯的罗马名字)



第一届现代奥运会获奖者合影

的支持，奥林匹克运动会终于复兴了，奥运精神重新燃起。1896年4月4日至15日，在雅典举办了第一届现代奥运会，运动场地是仿照古代奥林匹克竞技场建成的。而此后，终于实现了当年伊菲图斯的主张——每四年举行一次奥运会。

在奥运会上，点燃和传递圣火的仪式是最为神圣的。举行这一仪式的目的是为了纪念古希腊神话中的一位给人类带来光明和智慧的神——普罗米修斯。据传说，普罗米修斯看到人类因没有火种而生活在黑暗中，便决心要帮助人类，于是不惜触犯天规，勇敢地盗取天火，他的英勇行动得到全人类的感激。现代奥运会的圣火传递仪式是从1928年开始的，即在阿姆斯特丹举行的第9届奥运会上，此后从未间断过。火种取自奥林匹亚，引取火种的仪式在主神宙斯之妻赫拉神殿旁进行。由象征女神的女性用聚光镜集太阳光点燃火炬，然后多人接力向奥运会会场传递，路途中如遇高山、大海，则用飞机和轮船传送。在奥运会开幕式上，由东道国著名运动员接最后一棒，进入主运动场后慢跑一圈，然后郑重地点燃塔上火焰。象征光明、勇敢、团结和友谊的奥运圣火在火炬传递中及奥运会进行中均不间断地燃烧，直至奥运会闭幕时才郑重熄灭。

“更高、更快、更强”这一古希腊格言于1913年由现代奥运会创始人顾拜旦提议，获国际奥委会批准，正式定为奥林匹克格言。这一格言意义深远，它鼓励人们向“更高、更快、更强”的目标奋进，是拼搏进取的奥林匹克竞技精神的体现。近些年来，奥运会的含义进一步升华了体育竞技盛会的范畴，它已经成为各国人民交流的舞台，更是激发爱国热情、开展外交的重要手段。正如奥林匹克宗旨的高度概括“和平、友谊、进步”，不同国家、不同种族、不同肤色的运动员平等参加比赛，其目的也不仅是为了争夺奖牌，更重要的是交流友谊，增进理解，促进和平与发展。