

历届奥运海报珍藏集

Olympic Historical Poster Collection Album

(1896 — 2008)

航空工业出版社



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内 容 摘 要

本书汇集了历届奥运海报、会徽、吉祥物，并介绍了相关设计趣闻，以及历届奥运会简况。图文并茂，适合读者了解奥运会知识。

图书在版编目(CIP)数据

历届奥运海报珍藏集：英汉对照 / 北京新奥新媒体研究中心编. —北京：航空工业出版社，2008.5

ISBN 978-7-80243-136-2

I. 历… II. 北… III. 奥运会—宣传画—作品集—世界
IV. G811.219 J238.1

中国版本图书馆CIP数据核字(2008)第057188号

历届奥运海报珍藏集 Lijie Aoyun Haibao Zhencangji

航空工业出版社出版发行

(北京市安定门外小关东里14号 100029)

发行部电话：010-64815615 010-64978486

中国人民解放军第一二零六工厂印刷 全国各地新华书店经售

2008年5月第1版

2008年5月第1次印刷

开本：850×1168

1/16

印张：4

字数：140千字

印数：1—100000

定价：38.00元

中国代理：北京新奥新媒体研究中心（北京市朝阳区东大桥路8号尚都国际中心A座2809室 100020）

代理电话：010-58700273

经营单位：《英语学习辅导报》社

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前言

诞生于1896年的现代奥运会承载着古代奥运会厚重的历史积淀，伴随着现代科技进步催生的灿烂文明，一路走来，已过百年。百年间，天灾频发，人祸不断，但人类不畏艰难、奋发向上的精神从未动摇。这种精神支撑着人类生生不息，更成就了现代奥运会的更高、更快、更强。一部现代奥运史，正是十九世纪以来人类不断进取、超越历史、超越自我的奋进史，同时也是十九世纪以来人类反对独裁、争取自由的抗争史。两次世界大战中奥运会的停办、广大发展中国家对奥运会的参与、反兴奋剂斗争等一幅幅现代奥运史实图，无一不在印证着现代奥运奋进和抗争的双重身份。

然而，奥运会是自知的。在历史记载现代奥运会的奋进史和抗争史的同时，现代奥运会也记载了人类的奋进和抗争。现代奥运会把自己经历的每一个峥嵘年代、自己目睹的每一位矫健身躯、自己铸就的每一种精神气概都予以抽象和浓缩，形成一种独特的包罗万象的奥运文化。而各时代的人们则把奥运的精神和文化艺术表现在各式各样的奥运会会徽和奥运会海报上，供人们纪念和传承它。因此，奥运会的海报已经不是一张张简单的图画，它是现代奥运史集中而精练的记录，更是整个现代奥运精神和奥运文化的图腾。这本历届奥运会海报珍藏集的付梓，正是想让人们追忆那些非凡的岁月、拼搏奋斗的人们以及永不言败的精神。让我们把这些海报所浓缩的奥运文化铭记心间，参鉴那些年代，学习那些人物，秉承那些精神，这不仅使我们的奥运会，更使我们的社会和我们的星球更高、更快、更强，因为我们身处同一个世界，怀有同一个梦想。

奥运会海报作为奥运会整体文化遗产的一部分，具有超越其自身的独特的历史文化价值，已经成为各国知识产权法律保护的对象。所以，我们必须强调：未经国际奥委会授权，任何人不得再将本奥运会海报珍藏集出版发行或用于其他商业用途。

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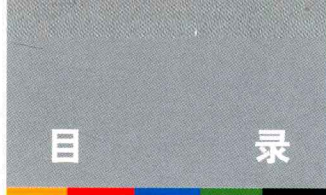
出版发行:航空工业出版社

策划:新奥新媒体研究中心

项目总监:杨海利

编辑:张瑞凤 孔辉 Vytas Mockus Mark Wilkinson Urs Frei

整体设计:新奥新媒体研究中心设计小组



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历届奥运海报珍藏集





1896年 雅典 第1届奥林匹克运动会海报



1894年6月经过巴黎国际体育会议协商，历史名城雅典，赢得了首届现代奥运会主办权。第1届奥运会克服重重困难，终于在1896年4月6日开幕了。这是历届奥运会举行月份最早的一次。东道主之所以将开幕式选在这一天，是为了纪念希腊反抗土耳其统治起义75周年。这届比赛项目有田径、游泳、举重、射击、自行车、古典式摔跤、体操、击剑和网球9个大项。闭幕式上，希腊国王乔治一世向获奖运动员颁发了奖牌。当时国际奥委会尚属初创时期，对奖牌的成分、规格和图案设计等，都无严格的规定。据说，东道主认为金子俗气，奖牌只有银牌和铜牌两种。授予冠军的是银牌和橄榄环，亚军是铜牌和月桂花冠，第三名则只有铜牌。但是，为了统计上的方便，在计算这届奥运会奖牌时，仍按金牌、银牌、铜牌三类计算。

The first modern Olympic Games were chosen to be held in the ancient city of Athens, Greece, by a conference on international sports in Paris in June, 1894. The very first modern Olympic Games opened in the first week of April 1896, in spite of difficulties. The opening was held on Greek Independence Day, marking the 75th anniversary of the Greek uprising against Turkish rule. This first modern Olympics included the following events: track and field, swimming, weight lifting, target

shooting, cycling, classical wrestling, gymnastics, swordplay and tennis. At the closing ceremony, King George I of Greece granted medals to the winning players. At that time, when the International Olympics Committee (IOC; Comité International Olympique) was in its initial stages, there were no strict regulations on the components, specifications or designs of the medals. It is said that the host thought that gold was too showy and lacking in merit, so in the beginning, only silver and bronze medals were used. Olympic Games champions were awarded silver medals and olive branches, and the runners-up received bronze medals and laurel branches, while competitors coming in third place received only bronze medals. However, for the sake of statistical convenience, the medals of the Olympics were still counted as being gold, silver and bronze.



1896年雅典奥运会海报
Athens 1896 Poster



1896年雅典奥运会原本既没有会徽也没有海报，现在的这幅画是雅典奥运会向国际奥委会提交的报告封面，后来被用来当做该届奥运会海报。画面主要由雄浑的雅典卫城、手执象征奥林匹克竞技场的弯成马蹄形的橄榄枝的雅典娜女神组成，其古铜色的浮雕散发出浓厚的古希腊气息。画面左上方776—1896的字样标识了现代奥运会与古代奥运会一脉相承的关系。

In the beginning, the 1896 Olympic Games did not have any specific poster or emblem. The picture here is actually the cover of the report sent by the Athens Olympics committee to the IOC, which was then used as Athens' poster for the Olympics. The picture portrayed the goddess Athena holding an olive branch, with the Parthenon in the background. The olive branch symbolized the Olympic arena, which was built in the shape of a horseshoe. The old bronze-colored embossed design recalled the rich feeling of ancient Greece. The numerals 776—1896 in the top left corner of the picture symbolized modern Olympics descending in one continuous line from the Olympics of ancient times.

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1900年第2届奥运会在法国巴黎举行，这届奥运会从5月20日开始至10月28日结束，比赛日程安排得很不紧凑。参赛国家有21个，运动员共1330人。特别的是，运动员中有11名女子，突破了古代奥运会和现代第1届奥运会不许女子参加的禁令。虽说这次女子参赛并未得到国际奥委会正式认可，却开创了女子走向世界体坛的先例。这届比赛项目有很大变化，取消了上届的举重和摔跤，新增加了射箭、马术、水球、赛艇、帆船、足球、橄榄球、高尔夫球等项目。集体项目被列入这届比赛，这是一个重大的可喜的突破。

The second Olympics were held in Paris, France in 1900. The events were spread out over more than five months, from May 20 to October 28. This time, 1,330 athletes participated in the Games, representing 21 countries, among whom there were 11 women athletes. For the first time, the ancient Olympics ban on women taking part in the Games had been broken. This set a precedent for women wanting to enter the world of sports, even though they were not officially approved by the IOC during this second Olympic Games. Great changes were made to the sporting events in this Games. Weight lifting and classical wrestling were dropped, while archery, equestrianism, water polo, rowing, sailing, football, rugby and golf were added. It was very important and most gratifying that these new events could break into the list of Olympic Games events.



1900年巴黎奥运会海报

Paris 1900 Poster



这届奥运会的海报以一个女性击剑运动员为主题，她身着黑色击剑服，右手握花剑、佩剑和重剑，画面左下方用红色醒目地标出了3项击剑比赛的时间和地点。与首届奥运会海报的典雅、平和相比，这届海报使用了对比强烈的黄色背景与红色文字，女击剑运动员的形象也显露出积极的竞争意味，这一切都将法兰西民族热情而洒脱的个性表露无遗。

The poster for the 1900 Paris Olympics featured a female fencer, dressed in black fencing clothes with three types of weapon: a foil, a saber and an epee, in her right hand. Underneath, on the left, the time and place for each of the three fencing events were clearly marked in red. Compared with the elegant and peaceful poster of the first Olympics, the Paris 1900 poster used its yellow background and orange characters to produce a striking contrast. In addition, the female fencer also made a strong impression with her competitive pose. All of these features revealed French people's passion and romance.



1904年 圣路易斯 第3届奥林匹克运动会海报



第3届圣路易斯奥运会：第一次“申办”竞争，第一个“美国”奥运。

圣路易斯是美国第八大城市，位于密西西比河东岸，交通方便，工业发达。运动会于1904年7月1日至11月23日举行，延续将近5个月，是奥运会史上又一次旷日持久的运动会。参赛国家仅13个，是迄今奥运会参赛运动员最少的一次。这届比赛项目略有变化，上届的马术、帆船、自行车、射击等比赛，这次并未列入。但新增加了拳击、曲棍球，恢复了第一届已有的古典式摔跤、举重项目。女子仅有射箭一项，首次举行了篮球表演赛。美国总统罗斯福虽然赞同运动会在圣路易斯举行，但未出席开、闭幕式，国际奥委会主席顾拜旦也因故未到美国。按惯例，主办国首脑和国际奥委会主席都应参加运动会的开、闭幕式，二者同时缺席是极为罕见的。

The third Olympics, held in St. Louis in 1904, were the first to be held in the United States. St. Louis is the eighth largest American city, located just to the east of the Mississippi river, and has convenient transportation and advanced industry. This Olympics Games were run from July 1 to November 23, lasting almost five months. Despite being one of the longest-running Olympics, it attracted competitors from only 12 other countries and to date has had the smallest number of athletes of any Olympic Games. There was also a change to the list of Olympic sports held in St. Louis. For instance, no equestrian, sailing, cycling or shooting events were held during this Olympics. Boxing and field hockey were added to the list of events

for the first time, and weight lifting and classical wrestling were once again resumed after they were dropped during the Paris Olympics in 1900. There was only one women's sport, archery. And the basketball demonstration match was first to be held in the Olympic Games. The US President, Franklin Roosevelt, was absent from the opening and closing ceremony of the Olympics, even though he had agreed to host the Olympics. Also the IOC Chairman Pierre de Coubertin, failed to travel to America to see the Games. According to international practice, it was quite unusual that the leader of the host nation and the chairman of the IOC were both absent from the opening and closing ceremony of the St. Louis Olympics.



继1900年巴黎奥运会被世界博览会“吞并”后，1904年的圣路易斯奥运会再一次成为世界博览会的牺牲品。比巴黎奥运会更加可悲的是，从圣路易斯奥运会的海报上根本无法看出一丝世界级体育竞技盛会的影子。主办城市圣路易斯城的大幅图片成为这届海报的主题，图片下方巨大的“路易斯安那采购博览会”字样使人们无法将这个海报与奥运会联系起来，图片上方“日常官方节目”的字样是唯一与奥运比赛有关的说明。在设计上，这届海报的红黄配色明显借鉴了上一届巴黎海报的特点，琐碎而华丽的包边也是鲜明的欧洲风格。这表明美国艺术在20世纪初期还未摆脱欧洲的影响，本土文化远未形成气候。



1904年圣路易斯奥运会海报
St. Louis 1904 Poster

Just like the 1900 Paris Olympics, the 1904 St. Louis Olympics were also a victim of the World Fair. This was because the Olympics were run at the same time as each city was holding a giant international World Fair. What was worse for St. Louis was that no mention had been made of the Olympics on the cover of the official program for the World Fair, so people were not able to see the connection between the World Fair and the Olympics. To represent the Games, officials only chose a large picture of the city of St. Louis. The Olympics were simply part of the events in the "Daily Official Program" of the World Fair. In its design, the poster used the same red and yellow characteristics of the 1900 Paris Olympics poster as a reference. Its unnecessary but splendid curtain edging is also clearly European in style, showing that in the early 20th century, American art still lacked maturity and had not yet broken away from European influence.



HUDSON & KEARNS, LTD., PRINTERS, LONDON, S.E.

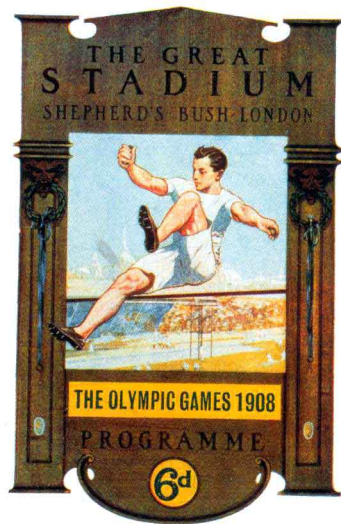
1908年 伦敦 第4届奥林匹克运动会海报



申请主办第4届奥运会的有罗马、米兰、柏林和伦敦四个城市。柏林由于得不到政府支持被迫撤消了申请。经国际奥委会秘密投票表决，会址选在罗马。由于多次地震和火山爆发，意大利经济蒙受巨大损失，无力兴建体育设施，宣布放弃主办权。时间紧迫，奥运会又无法延期，国际奥委会求助于英国。英国考虑再三，答允运动会在伦敦如期举行，并立即成立了奥运会筹委会，用较快的速度，在伦敦西区一个丛林地带兴建了一座可容7万余观众的体育场，新建了一个长100米、宽15米的游泳池，以及自行车场等。本届参赛国家共22个，运动员2034人，其中女子36人，总人数比前三届的总和还要多。首次参赛的国家有冰岛、新西兰、俄国、土耳其和芬兰。本届共设有24个比赛大项，包括有曲棍球和水上摩托。大会还第一次加入了花样滑冰，比赛是在人工冰场进行的。女子参加的项目只有网球、射箭和花样滑冰。伦敦奥运会田径赛共27个项目，创16项奥运会纪录，其中有5项高于当时的世界最佳成绩。

There were four cities bidding for the fourth Olympics: Rome, Milan, Berlin and London, but Berlin's bid was called off because of a lack of support from the government. The 1908 Olympic Games were scheduled to be hosted by Rome after a secret vote

by the IOC, but the 1906 eruption of Mount Vesuvius caused the Rome plans to be cancelled. The Games were relocated to London after the IOC asked the British Olympic Association to take over. London's Preparatory Olympics Committee was quickly organized, and a stadium that could seat more than 70,000 spectators was constructed in a woody area of West London. A 100 meter-long by 15 meter-wide swimming pool was also soon finished, as well as a cycling site.



1908年伦敦奥运会海报
London 1908 Poster

Altogether, 2,034 athletes, 36 of whom were women, took part in the Olympics, representing 22 countries; more than the total number that attended the first three Olympics. Iceland, New Zealand, Russia, Turkey and Finland participated in the Olympics for the first time. Twenty-four events were held, including hockey and water polo. Figure ice-skating featured in the Olympics for the first time, and was performed at London's man-made ice stadium. Women were allowed to take part in such items as tennis, archery and figure skating. The London Olympics held twenty-seven track and field events and set sixteen Olympic records, among which, five were world records at that time.



这届奥运会的海报以“白城”运动场为主题。一名跳高运动员正从以“白城”运动场为背景的画面中心跃出，其透视绘画手法的运用，使整个画面具有了一定的空间感。在近一个世纪前，这是艺术上一次大胆的尝试。

The London's 1908 Olympic poster featured a "White City" stadium on its cover. The white city stood in the background while a high-jump athlete jumped out of the picture. The delicate application of the technique of perspective painting gave the whole picture a somewhat three-dimensional effect, which was a bold gesture for around one hundred years ago.



JEUX OLYMPIQUES
~ STOCKHOLM 1912 ~
LE 29 JUIN — 22 JUILLET

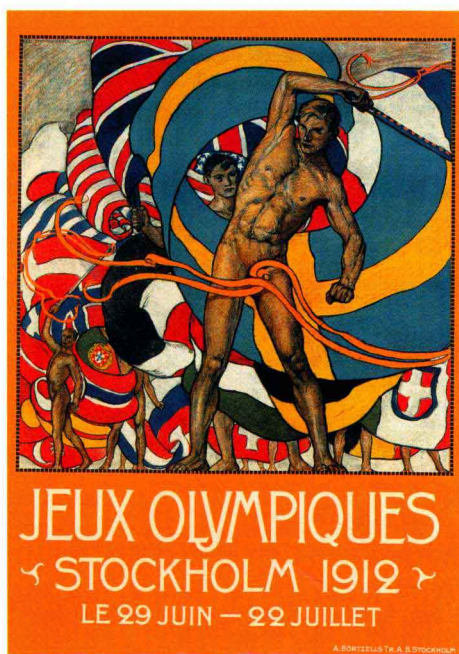
A. BÖRTZELLS TR. A. B. STOCKHOLM

1912年 斯德哥尔摩 第5届奥林匹克运动会海报



1904年国际奥委会会议决定将瑞典斯德哥尔摩作为1912年奥运会会址。从那以后，瑞典即着手筹办奥运会，并将之视为关系国家荣辱的大事，兴建了设施完备、先进的柯罗列夫运动场，跑道全长380.33米，接近今日标准跑道长度。这也是奥运会开办以来，运动员第一次在较标准的跑道上竞赛。奥运会赛场首次使用了电动计时器。7月6日，运动会于柯罗列夫运动场正式开幕，大会首次举行了隆重仪式，并从此形成传统。这届参赛的有28个国家，运动员共2547人，其中女子57人。比赛项目包括：男子田径、游泳（含跳水和水球）、自行车、射击、体操、古典式摔跤、马术、击剑、现代五项、赛艇、帆船、足球和网球；女子游泳（含跳水）和网球。奥运会项目的设立在这届奥运会基本形成了雏形。

Stockholm, Sweden, was chosen to host the fifth Olympics by the IOC in 1904. From that moment on, Sweden set about making preparations, taking it as a very serious national event. They constructed the very advanced Karolev stadium and included a 380.33 meter-long running track which was close in length to the standard of today's running tracks. This was the first time for the athletes to run on such an advanced track since the Games were initiated. The Games also benefited from the use of new electric timing devices, which were used for the first time in this Olympic Games.



1912年斯德哥尔摩奥运会海报
Stockholm 1912 Poster

The games opened at the Karolev Stadium on July 6 with the official opening ceremony. In total, 2,547 athletes took part in these Games, representing 28 countries, among which there were 57 women. The events were as follows: men's track and field, swimming (including diving and water polo), cycling, shooting, gymnastics, classical wrestling, equestrianism, fencing, pentathlon, rowing, sailing, football and tennis. The women's events included swimming (diving) and tennis. These sports have been established as the basis of the modern Olympic Games.



1912年的斯德哥尔摩奥运会无疑是奥运会历史上一个重要的里程碑，官方认可的海报在本届奥运会上首次亮相。在奥运会筹备期间，瑞典奥委会聘请了有丰富设计经验的霍泽博格进行奥运会海报的设计。在进行这届奥运会海报的创作时，霍泽博格无疑从古希腊艺术及古奥运会裸体参赛的传统中得到灵感。在他的

作品中，几个挥舞所有参赛国家旗帜的裸体运动员成为海报的主体。但他这种“复古”的做法极大地震惊了国际奥委会，国际奥委会的高官们认为霍泽博格的设计过于大胆了。因此，当官方的海报被正式印刷出来时，处于画面正中的裸体运动员身前被“艺术”地加上了两条细长的橙色丝带。

Known as the “Swedish Masterpiece” because of its excellent organization, the 1912 Stockholm Olympics is undoubtedly an important milestone in Olympic history. The poster officially approved stroke its pose on the stage for the first time. The Swedish Olympic Organizing Committee employed the experienced Olle Hjortberg to design its Olympic poster while it was preparing for the Games. Hjortberg was undoubtedly inspired by the traditional arts and the ancient Olympic athletes, who were required to compete while naked. In his poster, several naked athletes waving the national flags of the competing countries were taken as the theme. The IOC was greatly shocked by his return-to-the-ancient behavior, however. Therefore, after the posters had been printed, two long slim orange ribbons were artistically painted around the bodies of the naked athletes.