

A NEW GAMES

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IP Section 004

Introduction

With the world anticipating the Tokyo Summer Olympic Games this coming July, it's an appropriate time to bring the impacts of the Games to light. There are some positives to hosting the Olympics: job creation, increased tourism, worldwide attention. But I believe the negatives heavily outweigh these: militarized police, displacement of at-risk communities, environmental damage, economic turmoil. The world comes together to watch the Games and have pride for their country's best athletes, but it is important to recognize the dangers and pain this mega-event brings to the host cities. In my project, I seek to create a system of design materials which includes a poster series, website, and proposal book to educate viewers about the negative consequences of hosting the Olympic Games, specifically focused on the Los Angeles 2028 Games. The poster series will grasp the audience's attention and direct them to the website through strong imagery of the issues in the Games. The website will include specifics of these problems in the form of infographics. The proposal will be in the form of a multi-page book with details on the research and design of the posters and website. This book will be given to nonprofits or other organizations that are interested in furthering the education of the public on the negative effects of the Olympics to potentially create real change.

Contextual Discussion

An enlightening example of the potential the Olympic Games has to cause destruction and turmoil in a host city is the 2016 Rio de Janeiro Games. "Human Rights Abuses at the Rio 2016 Olympics: Activism and the Media" by Adam Talbot and Thomas F. Carter recounts the specific horrors of the Games. Over 22,000 families (77,000 individuals) were evicted between 2009–

2015 to make way for the construction of the Olympic Village and other infrastructure specifically for the 2016 Games.¹ The \$13.2 billion price tag was especially frustrating with the continuing lack of governmental monetary support towards the growing impoverished community in Rio.² “Olympic Villages and Large-Scale Urban Development: Crises of Capitalism, Deficits of Democracy?” by Jay Scherer aims to examine the economic downfalls of Olympic host cities and frames it through a political lens to answer the question of how democratic the Olympic process is or is not. Almost every project to build the “necessary” infrastructure for the Olympic Games is debt-financed, which is risky on its own, but with strict deadlines of when these projects need to be done, it almost always leads to eventual compounding debt.³ There is also a great lack of community participation and transparency in the urban planning for the Games in comparison to other city projects.⁴

There are groups working towards creating a more positive Games. “Social Impact Analysis” by Halcyon Sport and Event Consulting recommends mitigating negative consequences and making positive consequences realistic.⁵ This brief was created for a potential bid for the Olympics for the city of Calgary. Although Calgary’s bid for the 2026 Olympics was unsuccessful, the

1. Adam Talbot and Thomas F. Carter. “Human Rights Abuses at the Rio 2016 Olympics: Activism and the Media.” *Leisure Studies* 37, no. 1 (April 17, 2017): 77–88.

2. Ibid.

3. Jay Scherer. “Olympic Villages and Large-Scale Urban Development: Crises of Capitalism, Deficits of Democracy?” *Sociology* 45, no. 5 (October 12, 2011): 782–97.

4. Ibid.

5. “Social Impact Analysis.” Halcyon International Sport Event Consultancy, 2017.

recommendations created by Halcyon Sport and Event Consulting paints an image of what they deem to be the “ideal” Olympic Games. Their conclusions overwhelmingly emphasize transparency and involvement of the public.⁶ NOlympics LA would rather see the Olympic Games completely ended and dissolved instead of a “good” Games, which they don’t believe could ever exist.⁷ NOlympics LA is a coalition that started in 2017 with origins in the Housing & Homelessness committee of the Los Angeles chapter of the Democratic Socialists of America.⁸ Their goal is to prevent Los Angeles from hosting the 2028 Olympic Games. As stated on their website, “At a time when our city faces historic crises around homelessness, gentrification, and displacement, destroying RSO housing stock and displacing tenants is akin to pouring gasoline on a raging fire.”⁹ While my project is similar in nature to NOlympics LA, their goal is to end the Olympic Games altogether, but I aim for a better version of the Games. I recognize how they benefit cities in ways such as economic growth, building infrastructure, and increasing tourism and that a complete elimination of the Olympics is not a realistic solution. The alternative I want to help bring would still have those positives but not at the expense of local populations’ livelihoods.

Graphic designers that create work about political situations, human rights, and the general umbrella of social justice have been an invaluable inspiration. Edel Rodriguez is a Cuban-

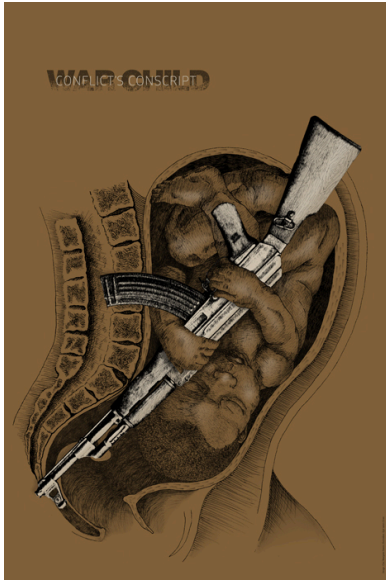
6. “Social Impact Analysis.” Halcyon International Sport Event Consultancy, 2017.

7. NOlympics LA. Accessed November 13, 2019. <https://nolympicsla.com/>.

8. Ibid.

9. Ibid.

American designer best known for his illustrations critiquing Donald Trump and his administration.¹⁰ His graphics have been featured on the cover of *Time* and *Der Spiegel* on



multiple occasions. Rodriguez's designs are an inspiration to me as they have relatively simple



August 22, 2016 *Time* cover by Edel Rodriguez. *Source: Edel Rodriguez portfolio*

graphics. Although there are few design elements, the message is strong. In my own posters, the

style is simple and flat, similar to Rodriguez, and I try to have a similar strength to their messages.

Chaz Maviyane-Davies is a graphic designer from Zimbabwe—a country with a complicated and unfortunately racist political history.¹¹ Due to his history experiencing direct governmental racism and life as a refugee, Maviyane-Davies is personally invested in bringing attention to

10. Ian Spiegelman and Brittany Martin. “Meet the Illustrator Behind the Poignant Trump Image That’s Struck an Internet Nerve.” *Los Angeles Magazine*, June 25, 2019.

11. Jamin Brophy-Warren. “Chaz Maviyane-Davies’ Design Journey.” AIGA, September 1, 2008.

human rights violations around the world.¹² His poster series, *Global Human Rights*, focuses on issues relating to immigration and race. In this series a clear and strong statement is expressed within his design to attempt to persuade the audience to take action or at least provoke thought on the topic of injustices around the world. He serves as an inspiration for my visual design to be striking and potentially uncomfortable for the audience in order to make a powerful impact.

Shephard Fairey is a street artist and designer best known for his Barack Obama “Hope” poster created for the 2008 presidential election. This is arguably one of the most recognizable political designs which led to many parodies of the style. While some parodies were purely for

War Child, a poster by Chaz Maviyane-Davies for an exhibition on child soldiers *Source: Chaz Maviyane-Davies portfolio*

entertainment purposes, many used this style to critique President Obama during his time in office. One example is a cover of *The Advocate*, an LGBT publication, which used Obama’s

12. Brophy-Warren. “Chaz Maviyane-Davies”

image and Fairey’s style but changed the word to “NOPE?” to express the frustration in the Democratic LGBT community for the slow progress in gay rights.¹³ My project is using the style



Magazine cover of *The Advocate* parodying Shephard Fairey’s “Hope” poster. *Source: Amazon*

created for the LA 2028 Olympic branding in a similar way to the “Hope” poster parodies in order to critique the organization, much like the critiques of Obama.

Methodology

Mega-events such as the Olympic Games and the World Cup have a multitude of moving parts. To begin my project, I found sources from a variety of disciplines—history, sociology, public policy—to analyze the events themselves as well as their effects. Historical studies on the Olympics provided information on issues that have plagued the Games in the past. These impacts could be applied to the present and future Olympics. In regards to sociology, I researched the

13. David Taintor. “LGBT Magazine The Advocate Endorses Obama.” Talking Points Memo, July 6, 2012.

intersection of globalization and activism. This gave an important lens to my project as I started to make decisions on level of activism I wanted to produce within my project. Public policy became increasingly relevant to this topic. I researched what “best practices” could potentially look like in relation to the Olympics as well as issues specifically pertaining to Los Angeles. This led into finding out specifics of Los Angeles’ Olympic candidacy process and the problems that have arisen or been inflamed by this.

With such a broad range of topics and issues, I had to synthesize and condense my research. After many lists attempting to group the information I collected, I prioritized the problems I wanted to address that pertained to the Los Angeles 2028 Olympics. I made these decisions based on what I personally found as the most frustrating issues that had the potential to be changed for the better. These problems included overspending on the Games and underspending on benefits for locals, lack of democracy or any public input, aggressive policing of the huge homeless population, and displacing at-risk populations to make room for hotels and other Olympic related construction. In conversations with peers and mentors, these issues seemed to cause the same frustration I felt which validated my choices.

I began brainstorming how to visualize these issues in the context of a poster. I had to further synthesize my research to develop an argument for each topic into a concise, biting point that could stick with viewers. Based on these points, I started visual iterations. I tested different styles such as photography and illustration to determine what allowed my message to come across in the most effective way. Chaz Maviyane-Davies served as a strong inspiration in the process of

creating a strong message within these posters. I then paired each poster with an infographic to support the argument. The infographics offer more specific information and statistics relating to the problems I am highlighting. Through more iterations, I tested out different layouts of information until the information was as clear as possible for the viewer. I then implemented the infographics into a website. I aimed for the website to be educational but concise in order to retain the viewer's attention and interest.

The design choices I made were affected by the branding of NOlympics LA and the official Olympic designs of the LA 2028 Games. I aimed to avoid design choices made by NOlympics LA on their website. There are many issues of the Olympics they take action against and it manifests into cluttered visuals. There is too much text to read with very few visuals. To make an

NOlympics LA ABOUT WHY NOT BLOG MEDIA RESOURCES JOIN US HOMES NOT HOTELS Q

Platform

Español / Français / Português

NOlympics LA and the Road to 2028: A Platform for Changing the Conversation & Winning

The NOlympics LA Coalition is changing the conversation on the LA 2028 Olympics, because the Olympics destroy communities and kill cities. Regardless of how "successfully" they are executed, these "Games" will expose tens of thousands of our fellow Angelenos to incalculable risk and feed the problems which are already devastating and destroying the fabric of our communities today, while depriving us of the resources we need to make the city better. Our goal is still to stop the Olympics.

Despite the fact that the IOC has awarded LA the bid to host the 2028 Summer Olympics, the fight isn't over. LA's mayor, city council, and the bid committee have all been complicit in this charade. They accepted the IOC's offer on the flawed premise of "enhancing the lives" of LA's residents by using youth sports as a band-aid for our urban crises. But for the communities, activists, and organizers of LA, the conversation is only just beginning. The notion that "LA is going to have the Olympics, one way or another" isn't necessarily true, as many opportunities still exist to intervene and stop them entirely.

As the NOlympics LA coalition anticipated, the now controversial 2028 bid was hurried in a profoundly undemocratic manner, informed only by the voices and interests of a few powerful figures who stand to benefit directly from the Olympics and who would not assume any personal risk. It was a sloppy, damning, patronizing process which sought to silence the

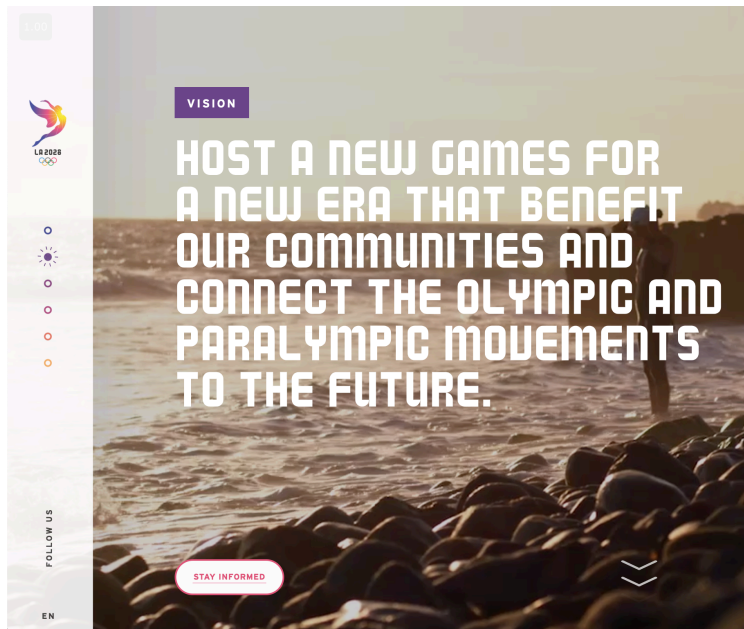
#NOlympicsLA
#NOLimpicadasLAMyth
NO2024
NO2028
Homes no Games
Stop Playing Games
WE ARE THE 69%
#NOlympicsAnywhere

NOlympics LA LAUNCHED IN MAY OF 2017 (V-MMXVII)

Screenshot from NOlympics LA website. *Source: NOlympics LA*

effective impact, I was concise with the information I presented on my website and had mainly

graphics rather than text to explain my points. The aesthetic of my designs are parodying the LA 2028 Games branding in order to directly bring attention to the issues in their organization. I am



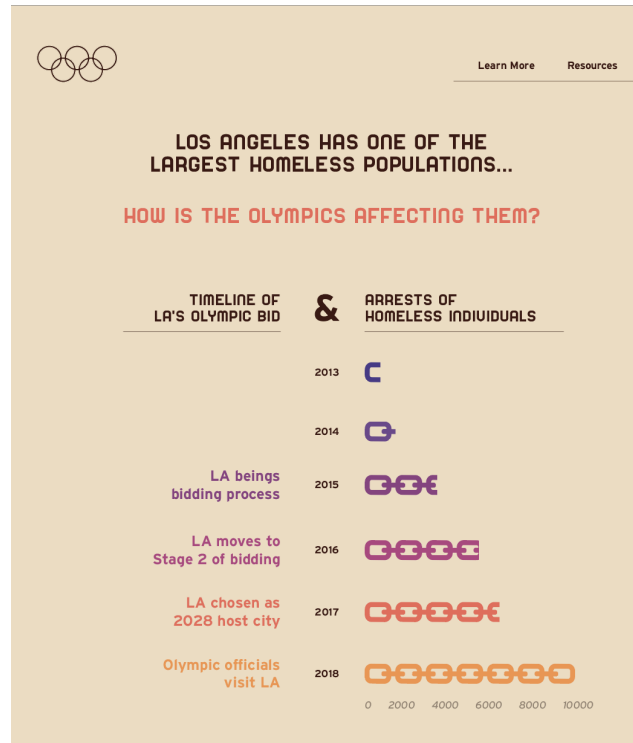
Screenshot from official website of the LA 2028 Games. *Source: LA28*

using their own design elements and statements in a call and response or Juvenalian satirical fashion. These decisions will be included in the printed booklet given to interested organizations so they might apply it to their own campaign using their resources.

Creative Work

My project is meant to be a curated flow of information. The viewer first encounters the posters. The posters each visualize an issue within the Olympics not entirely explicit so viewers are left to decide their own opinion. But the design is meant to push the viewer towards an interest in the issue. This then leads them to the website which offers more information about each problem.

The designed research and statistics are meant to deepen that interest but through a more logical sense rather than just the emotion-driven posters.



Poster focusing on over-policing of LA communities & website containing infographics.

The poster series is built around the phrase, “Host a new games that...” which allows me to finish the sentence with my graphic and text highlighting what I consider best practices to be within the Games. As stated previously, my goal is not to rid the world of the Olympic Games but to change their actions and processes to prevent the abuse and neglect of local communities. To highlight these negative consequences of hosting the Olympics and increase persuasiveness, my infographics show the more objective side of these issues. The infographics show numbers and statistics from my thorough research in order to accurately reflect the reality of the effects of the Olympics.

Conclusion

This project is just the first step in a potential lifelong project of changing the Olympics for the better. Design is the best tool I have to share the large amount of information I've collected in a way that's concise, powerful, and memorable. But I know there are limits to my knowledge and power in regards to changing anything about the Olympics. To continue this project in the future, I would enlist others who are professionals in different areas such as urban planning, economic, public policy, and more. Taking a multidisciplinary approach to the issue of the Olympics might be the most effective attempt at ensuring safety and justice for the ones affected by the Games.

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