

FALL - 080808

METROSPORT MODERN GAMES



MODERN PAST AND MODERN FUTURE

MODERN - Of or pertaining to, or characteristic of contemporary styles of art, literature, music, etc., that reject traditionally accepted or sanctioned forms and emphasize individual experimentation and sensibility.

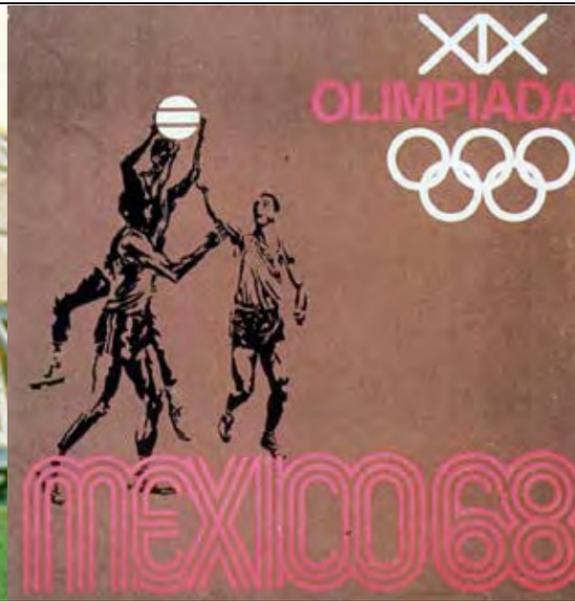
Architect and engineer, Felix Candella, born in Spain 1910, emigrated to Mexico 1939, believed that strength should come from form not mass. This belief led to an extensive exploration of tensile shell structures, including the Mexico City Sports Palace which is built of a faceted dome, comprising some 21,000 square meters of unprotected copper.

Architects Herzog & De Meuron collaborated with Arupsport and China Architecture Design & Research Group in the competition for the Beijing Olympic Stadium which is being built of 36 kilometers of unwrapped steel. It is to be a bird's nest type structure that will have no distinction between façade and superstructure, taking full advantage of the spaces between the twigs of the nest as space for restaurants, retail as well as ease of ventilation.



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THE MODERN PAST - MEXICO 1968

Highlights include - The Fosbury Flop, a high jump technique created by Portland, Oregon born Richard Douglas (Dick) Fosbury, who won the Gold and set a new Olympic record (2.24 meters).

Bob Beamon's (USA) first long jump was so long, the optical measuring device slid off it's rail before it reached Beamon's point of impact. A metal tape measure measured his jump at 8.90 meters, a world record that would remain for 22 years.

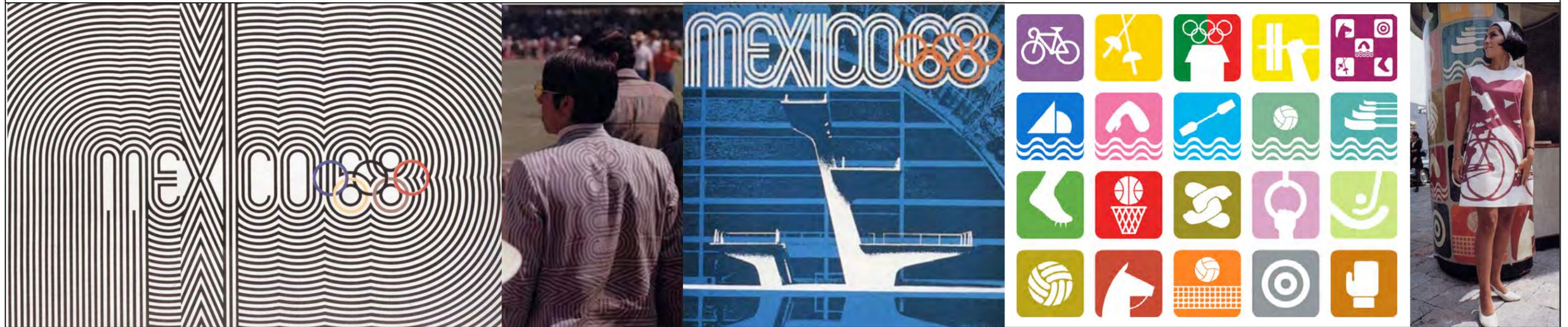
Mexican hurdler Enriqueta Basilio was the first woman to light the Cauldron at opening ceremony.

Vera Caslavská, the Czech gymnast who emerged from 3 weeks of hiding after the Soviet invasion of Czechoslovakia, to win 4 gold and 2 silver medals.



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THE MODERN GAMES - MODERN PAST - MEXICO 1968

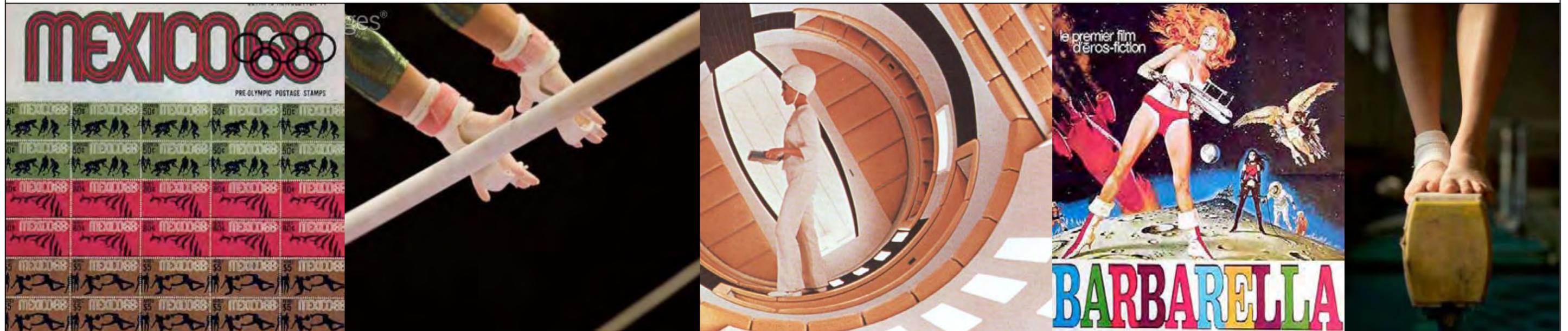
After graduating in 1960 from Pratt Institute, graphic designer, Lance Wyman worked as General Motors and with George Nelson. He then went to Mexico City in 1966 to participate in a competition to design the graphics for the 1968 Mexico City Olympic Games.

Wyman says, "The lessons from this program have been a constant guide to my work." Wyman now calls many of his works Wayfinding Systems which can be defined as follows - "A Wayfinding System incorporates branding, signs, maps and directional devices that tell us where we are, where we want to go and how to get there."



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METROSPORT COLOR - WOMEN



THE MODERN GAMES - MODERN PAST - MEXICO 1968

TECHNICOLOR - A method of making movies in color, in which films sensitive to different primary colors are exposed simultaneously and are later superimposed to produce the full-color print.

Technicolor became known and celebrated for its hyper-realistic, saturated levels of color.



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METROSPORT COLOR - MEN



THE MODERN GAMES - MODERN PAST - MEXICO 1968

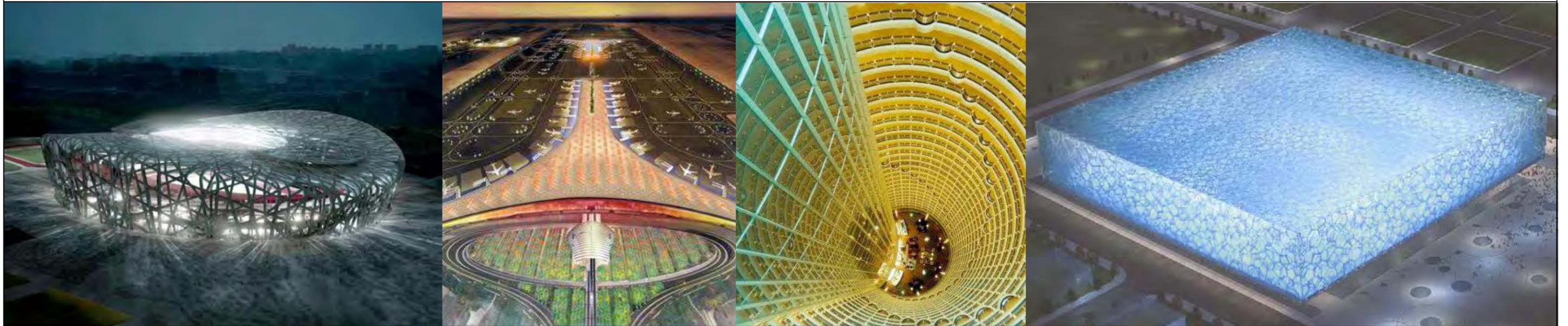
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THE MODERN FUTURE - BEIJING 2008

An ancient civilization poised for the future.

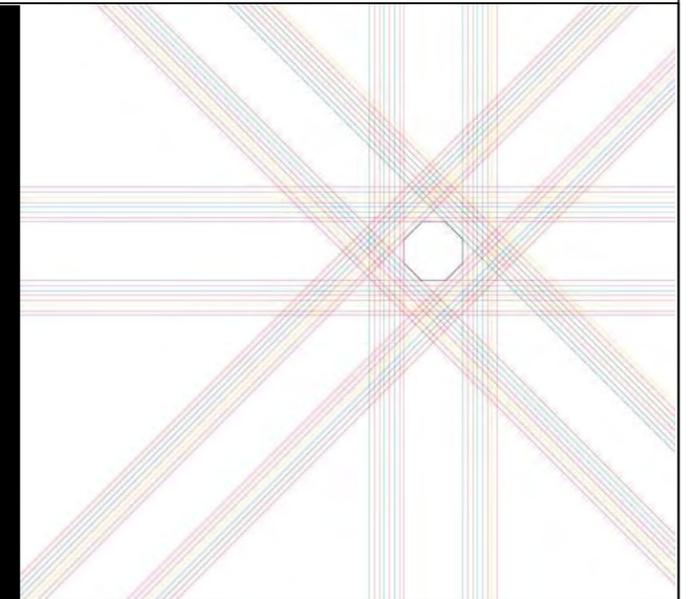
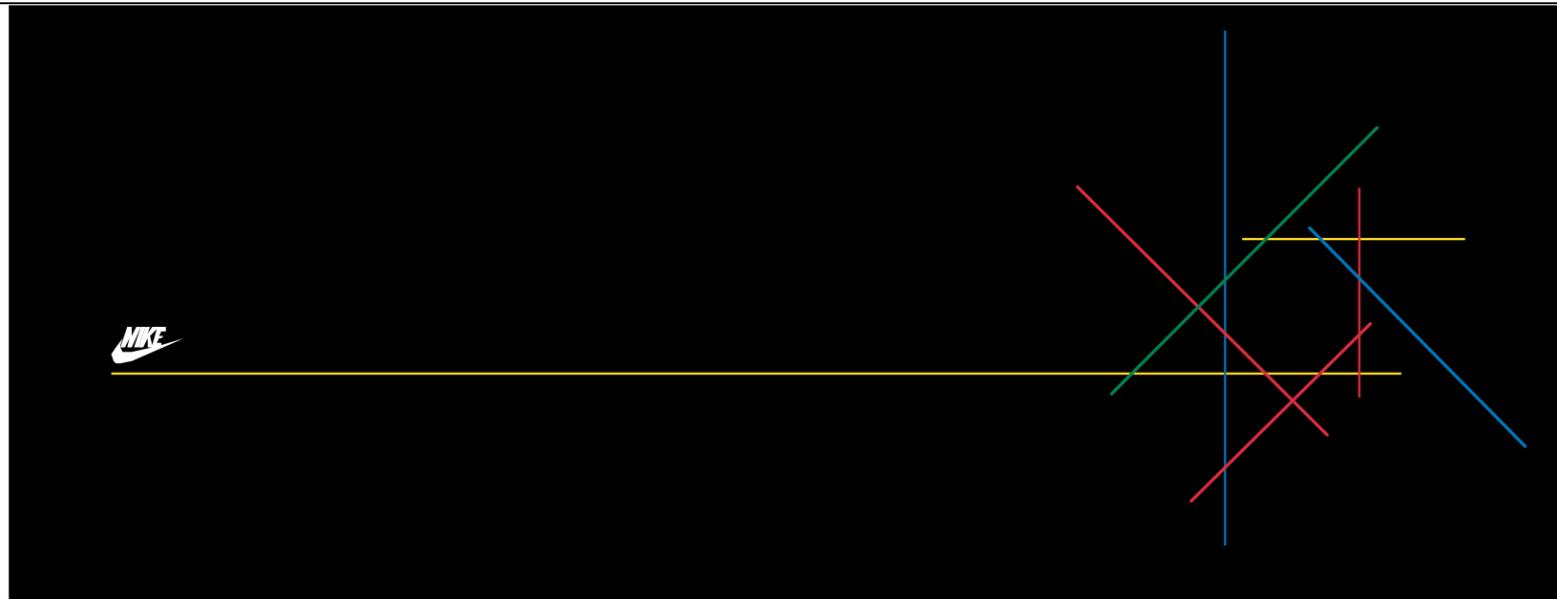
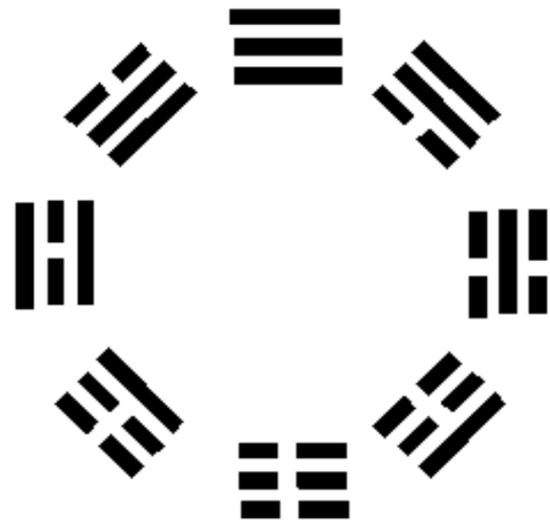
A rare opportunity for the oldest, most populous nation to open it's doors to the rest of the world.

Old walls are being torn down and a futuristic landscape of glass and steel are defining what China and it's icons will look like at the 80th Olympic Games.



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METROSPORT GRAPHICS



THE MODERN GAMES - MODERN FUTURE - BEIJING 2008

EIGHT (八, formal writing 捌, pinyin bā) is considered a lucky number in Chinese culture because it sounds like the word "prosper" or "wealth" (發 Pinyin: fā)

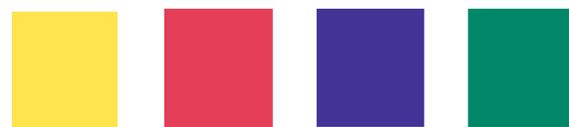
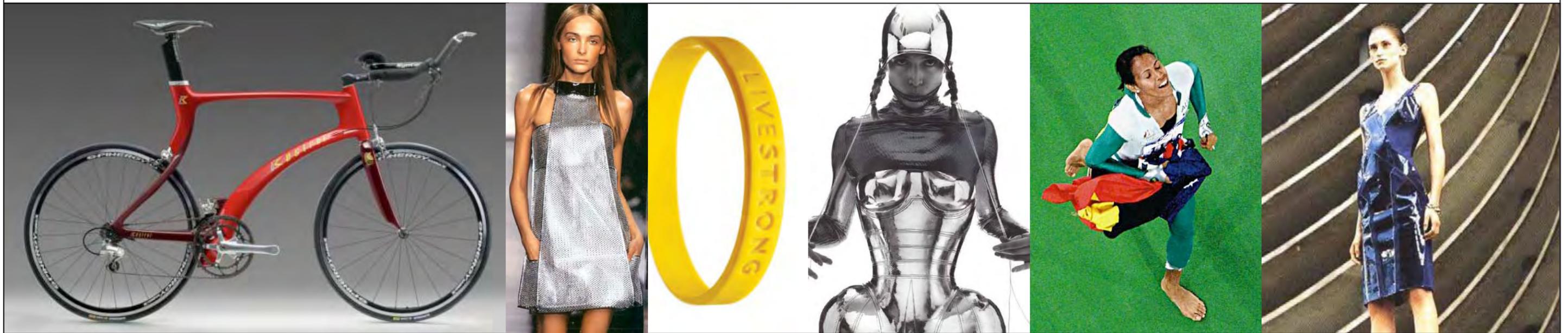
In numerology, 8 is the number of building.

The I Ching is a symbol system designed to identify order in what seems like chance events and it describes an ancient system of cosmology and philosophy that is at the heart of Chinese cultural beliefs. Within the I Ching we find Triagrams as shown on the left of the above graphics. Each of the eight layered, solid and broken line segments equals a Triagram and hold special characteristics such as elements of: Lingam, Water, Sol, Fire, Air, Luna, Earth, Yoni.



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METROSPORT COLOR - WOMEN



THE MODERN GAMES - MODERN FUTURE - BEIJING 2008

HIGH DEFINITION COLOR - More vivid and vibrant than ever before.

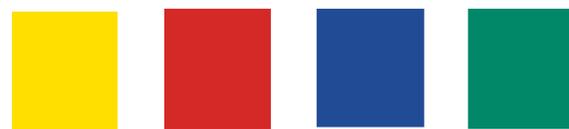
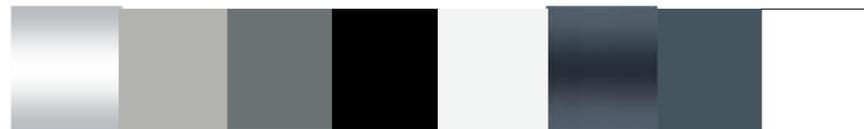
Rendering deeper and more saturated colors with finer detail and breathtaking output.

Progressive in all applications whether that be monochromatic or multicolored.



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