



Joseph and his vision of the Games in a hundred years' time.

From among the schoolchildren of Norway, Canada and the United States, the three countries invited to take part in the competition, twenty-five youngsters aged from 11 to 13 would be selected: ten Norwegians, five Canadians and ten Americans.

*"We saw one dominant theme through the paintings - 2094 represents not only a futuristic setting, but also one of peace and unity among nations,"* said Mr John Bennett, Senior Vice President of Visa International. *"It was moving to see how closely these youngsters' visions mirror Baron Pierre de Coubertin's, when he created the modern Olympic Movement 100 years ago."*

The various American newspapers, magazines and, amongst other bodies, the Canadian Olympic Association and National Bank of Norway which organized this contest at a local level received thousands of responses showing how much this theme seems to have unlocked the children's artistic talent. The young American Joseph Merkle, for example, painted a rainbow background representing space, in which a rocket is flying over the earth where the 2094 Olympic Games are taking place. Pure science fiction so far, but the dominant terrestrial element of the picture is, in itself, a sign of peace. For the 12-year old winner from New York, the dream has

already begun, with the chance to meet Brian Boitano, figure skating gold medallist in Calgary.

The Canadian and Norwegian winners should be known shortly, and the 25 drawings will be on show in Lillehammer, at an exhibition to be previewed on 13th February in the

presence of the IOC President. VISA will be paying for the young people and their parents to spend five days in the Olympic city where they will be able to see some highlights of the Games and even meet the Olympic athletes, who might just agree to pose for them.

## IBM, Olympic data-processing

The eighth member of the TOP Olympic marketing programme, the American computer equipment manufacturer IBM has signed an agreement with the IOC lasting until the year 2000. This contract shows the relationship of trust built up between the two institutions since the 1960s. IBM has, in fact, looked after Olympic data-processing needs since the Games in Rome. And as **Mr Abby Kohnstamm**, IBM Vice-President, Marketing declared when the news was announced: "The Games, which reach more customers worldwide than any other event, demonstrate one of the world's most

Explaining why the IOC for a long-term alliance to activities, Executive Board Pound observed: 'As the complex sporting event. The aim is to guarantee their expansion and current popularity, and at the same time make them even more accessible and exciting."



IBM's abilities in running complex environments. " had for the first time opted cover its data processing member **Mr Richard W.** world's largest and most the Olympics present a

### STATE-OF-THE-ART SYSTEM

With the help of IBM, the designers of the Lillehammer ski jump were able to have a clear picture of the judges' stand, even before construction work began. This year, as in 1996 in Atlanta, IBM is behind the data-processing system for the commentators. Designed for the Barcelona Games, this system has been remodelled and updated on the basis of observations by the users themselves, who now routinely obtain the results of events as they happen, and other information on competitions taking place simultaneously. This time, touch-sensitive screens will be used, offering a technological plus and comfort which will quickly become indispensable to those who want to keep their ski gloves on! In Atlanta, the number of screens will be increased, offering over 150,000 users access to all kinds of information, from the times of events and any postponements, to details about the athletes and electronic mail.

The whole data processing system will be smoothly transferred to Nagano and Sydney for the future organizing committees. These answers to concrete and complex questions have required the use of state-of-the-art services, the development of software and hardware and the integration of technology offered by other firms. It is this level of investment which a long-term contract guarantees.