

# Olympic Games

## Sydney 2000

### Torch design revealed for the Games

The design of the Sydney 2000 Olympic Torch was officially unveiled in Sydney in March by Michael Knight, president of the Sydney Organizing Committee for the Olympic Games (SOCOG). Knight said the Torch reflected the values which the Games organizers regarded as key elements: the egalitarian spirit of Sydney and Australia, the commitment of the athletes, Olympism, and the inspiration of innovation.

The Olympic Torch, created by Blue Sky Design of Paddington, Sydney, draws its inspiration from the Sydney Opera House, the blue waters of the Pacific Ocean and the subtle curve of the boomerang.

"The Torch Relay next year will unite Australia and Australians and the look, feel and design of this Torch is in keeping with this objective", Knight said. He added that, based on the idea of an environmentally-friendly Games, the Torch design and fuel system employed benchmark technologies.

The design of the Torch includes three layers which are representative of earth, fire and water. The inner layer is polished stainless steel, the middle layer is anodized aluminium and the outer layer is specially coated aluminium. The inner combustion system is made from copper, brass, aluminium and stainless steel.

SOCOG Chief Executive Sandy Hollway said the Torch Relay was a very important part of the lead-up to the Games of the XXVII Olympiad in Sydney in 2000. "Not only is the lighting of the Torch a clarion call to athletes around the world that the Games are about to begin, but it is also a milestone

for the thousands of people involved in staging the Sydney Games. As the Torch Relay travels around Australia it takes the spirit of the Olympic Games to every state and territory and reinforces the message that these are Australia's Games as much as Sydney's", Hollway remarked.

The team of G A & L Harrington and Blue Sky Design won the tender to design and produce the Sydney 2000 Olympic Torch. The flame and fuel

research and development was done by Fuel Combustion Technology Pty Ltd. working with the University of Adelaide. G A & L Harrington undertook the engineering and manufacture of the Torch. The Olympic flame must be safe, burn brightly, be environmentally-friendly and survive any weather.

The Torch weighs just over one kilogramme and is 72 centimetres tall. The canister of fuel will burn for 20 minutes. Used fuel canisters and leftover fuel will be recycled. Approximately 12,000 Torches will be produced. Sydney 2000 Torchbearers can purchase their Torch for approximately AU \$300. Also present at the unveiling was Australian Olympian Herb Elliott, who has already had the honour of holding the Torch, unlit, on the top of Sydney Harbour Bridge. "It's beautiful, and I felt very proud standing on top of the Harbour Bridge, looking over the Olympic city at sunrise and thinking of what will happen here next year", said Elliott. "I hope every Australian will try to see the Torch Relay and cheer on the Torchbearers who will be lucky enough to carry the Olympic Flame. It's a unique and emotional experience."

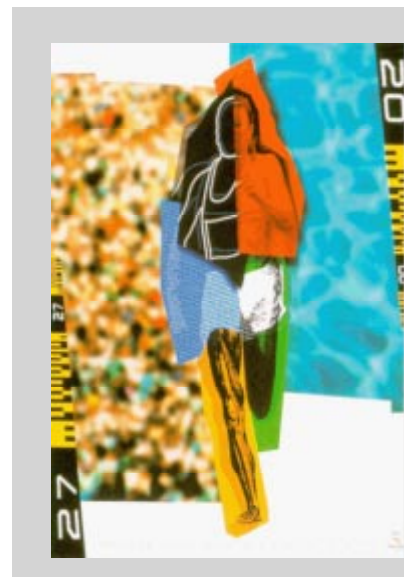


### Australian style for Olympic posters

The first colourful collection of Sydney 2000 Olympic Posters went on sale last February. The posters, part of Olympic tradition and highly sought after, represent the distinctive style of some of Australia's leading designers and illustrators.

Paul Worstead of Mambo, Michael Leunig and Ken Cato are three of the nine designers asked by the Sydney Organizing Committee for the Olympic Games (SOCOG) to portray their vision of the Sydney 2000 Olympic Games. The other designers are partners Mimmo Cozzolino and Phil Ellett, David Lancashire, Lynda Warner, Andrew Hoyne, and Barrie Tucker.

The designers represent a wide range of creative and cultural backgrounds and were selected by a committee headed by Sydney Bid logo designer and SOCOG's principal design advisor, Michael Bryce, to show the diversity of creative styles and techniques. "Posters are not only decorative art, they are serious social commentary and to make their comment we have



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chosen a group of designers who are renowned for their passion, wit, design and communication skills”, said Bryce. “In time these posters will become collectors’ items, part of the cultural capital of Australia, commemorating these Games, this time and this Australian perspective on our Olympic Games.”

Twelve Olympic posters have now been produced comprising the official Sydney 2000 logo and mascots along with the two children’s designs from the 1997 and 1998 “share the spirit” art programme.

- The Sydney 2000 logo poster, designed by FHA
- The Sydney 2000 mascot poster featuring Syd, Millie and Olly, designed by Matthew Hatton (original mascot designer) and Mark Sofias
- The “share the spirit” children’s art posters, “the swimmer” by Catherine Brown, age 9, 1997 winner from Sydney
- “The North Queensland Kingfisher with olive branch”, designed by Leanne Ernst, age 8, 1998 winner from Far North Queensland

- “Olympic Spirit” poster inspired by images of the ancient Greek Olympic Games, by Mimmo Cozzolino and Phil Ellett
- “Peace Roo” showing an Australian twist on the traditional dove of peace representing peace and reconciliation for the new millennium, by David Lancashire



- Poster “inspired by the Olympic ideals of togetherness, irrespective of race, religion or politics”, by Lynda Warner
- “Smashed-in Pigface. They also win that fall behind”, by Paul Worstead of Mambo

- “Poster is a study in dynamism and passion and explores the ideas of motion, spectacle and passion”, by Andrew Hoyne
- " 'citius,altius,fortius', a poster symbolizing the exuberant spirit of the Olympic Games”, by Barrie Tucker
- “Poster tries to establish the relationship between Australia and the Olympic Games using the strongest symbol for each component”, by Ken Cato
- “...the humorous delights in abundance.. eccentric expressions of disappointment, anger, joy”, by Michael Leunig

SOCOG will release a total of fifty Sydney 2000 official Olympic posters including eight fine arts posters and 28 posters depicting each of the sports of the Sydney Games. Posters have graphically represented every edition of the Olympic Games since 1912. The Melbourne Olympic Games poster, designed in two sizes by draftsman Richard Beck, was auctioned in London over a year ago and sold for £2,500.

