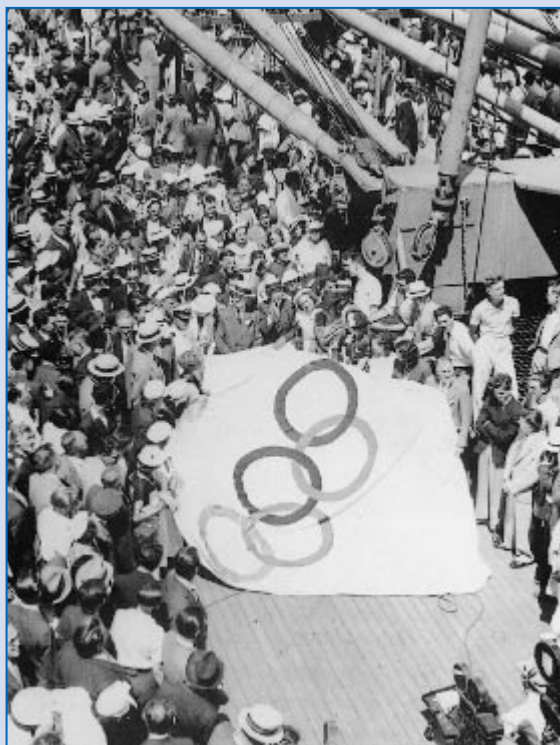


Post-Olympism? Questioning Sport In The Twenty-First Century

AN INTERNATIONAL SEMINAR



DEPARTMENT OF SPORTS SCIENCES in conjunction with the
CENTRE FOR CULTURAL RESEARCH, UNIVERSITY OF AARHUS

9.-11. SEPTEMBER 2002



PROGRAMME

Monday 9. September

- 10.30 John Bale (welcome)
11.00 Richard Cashman: *The Future of Multi-sport Mega Events*
12.00 Helen Lenskyj: *Making the World Safe for Global Capital? The Sydney 2000 Olympics*
13.00 Lunch
14.30 Henning Eichberg: *The Global, the Popular and the Inter-popular. Olympic Sport between Market, State and Civil Society*
15.30 John Hoberman: *Sporting Nationalism in an Age of Globalization*
16.30 Coffee
17.00 Sigmund Loland: *Olympic Sport. A Critique and an Alternative Vision*

Tuesday 10. September

- 09.00 Ben Carrington: *Olympism, Post-Humanism and the Spectacle of 'Race'*
10.00 Susan Brownell: *China and Olympism*
11.00 Coffee
11.30 Synty Sydnor: *Accelerating Olympism: The Poetics and Problematics of Nano, Virtual and Cyborg Sport Technologies*
12.30 Lunch
14.00 Søren Damkjær: *The Aesthetic Dimensions of Sport*
15.00 Verner Møller: *Drugs and the Olympics in the Context of Aesthetics*
16.00 Coffee
16.30 Alan Tomlinson: *The Disneyfication of the Olympics: Selling the Spectacle*

Wednesday 11. September

- 09.00 Arnd Krüger: *'What's the Difference between Propaganda for Tourism or for a Political Regime?' The 1936 Olympics in World Perspective*
10.00 Douglas Booth: *Troping Along: An Historian's Understanding of Olympism in the Twenty First Century*
11.00 Coffee
11.30 Douglas Brown: *Olympic Legacies: Sport, Space and the Practices of Everyday Life*
12.30 Kevin Wamsley: *Laying Olympism to Rest*
13.30 Lunch

CONFERENCE FINISHES

Post-Olympism?

Questioning Sport In The Twenty-First Century

The Olympic ideal and the Olympic Games stand as symbols of global cooperation, international understanding and the bonding of individuals through the medium of sports. However, throughout the twentieth century, Olympic rhetoric was often confronted by a different reality. The Games have been regularly faced by crises and criticisms, which have threatened the spirit of Olympism and the Games themselves. For example, serious questions were raised about the future of the Games in 1936 and 1972 when it was argued that the spirit of the Olympics was seriously compromised. Given changes in the Olympics over the course of the past century, and the new world order of post-colonialism, it is reasonable to ask if this global event has a future, and, if so, what form it might take.

This seminar draws on the expertise of recognised international scholars and addresses questions concerning the place of the Olympics in the twenty-first century. What form might the Games assume? Do the Games have a future? Can the Olympic ideal survive in the new world order? The seminar addresses these and other important questions about the spirit and purpose of the Olympics in light of the cultural developments in (elite-) sports in general.

The conference will be of interest to anyone seriously interested in sport but in particular to sports journalists, researchers in cultural and social studies, and to all involved in the academic study of sports.

Venue

The conference will be held at Moesgaard, a short bus ride (20 minutes) from the centre of Aarhus. Bus nr. 6 leaves from Aarhus Main Train Station every 30 minutes (06.50, 07.20, 7.50 etc.). Moesgaard is a splendid location with its seventeenth century manor house and the adjoining Moesgaard Museum, one of the most famous in Scandinavia. The Departments of Ethnography and Social Anthropology of University of Aarhus are also located there. The conference venue is within walking distance of the sea, with winding paths through meadow and forest.

Aarhus Festival

Over the weekend preceding the conference, the Aarhus Festival will be taking place in the historic city centre and surrounding areas. Street music, theatre and concerts feature in this annual event. Visitors to the conference are encouraged to take in the festival as part of their visit to Aarhus.





The invited speakers

An impressive group of internationally known scholars will be contributing to the conference. These scholars will be giving papers on various subjects such as the future of multi-sport mega events, post-humanism and the spectacle of 'Race', the aesthetic dimensions of sport, drugs and the Olympics in the context of aesthetics, historical perspectives on Olympism and the Disneyfication of the Olympics. *The invited speakers are:*

Dr. Richard Cashman

Director of the Centre for Olympic Studies, University of New South Wales, Australia. Richard Cashman is an experienced historian of sports and founder of the Sydney-based Centre for Olympic Studies.

Dr. Helen Lenskyj

Department of Sociology, University of Toronto. Dr. Lenskyj is the author of *Inside the Olympic Business*. Dr. Lenskyj has studied ecological aspects of the Olympics and the role of local anti-Olympic movements in the context of the Sydney and Toronto bids for the Games.

Dr. Henning Eichberg

Idraetsforsk, Gerlev, Denmark. Dr. Eichberg is a prolific writer on a variety of sport-related topics. His paper on the 'Olympics and Neo-colonialism' remains a major analysis of Olympic sport and the new world order. It is anticipated that he will present a paper updating this well-known article.

Professor John Hoberman

University of Texas, USA. Professor Hoberman is a renowned sports scholar who has written widely on political and other aspects of sports and the Olympics. His book *Mortal Engines* and *Darwin's Athletes* have been received with acclaim.

Dr. Sigmund Loland

Norwegian Sports University, Oslo, Norway. Dr. Loland is a philosopher, who is working with ethics and sport, among other things Coubertin's ideology of Olympism from the perspective of the history of ideas. His latest book is *Fair Play in Sport*.

Dr. Ben Carrington

University of Brighton, UK. Dr. Carrington is a sociologist specialising in sport and ethnicity. His PhD research was about *Cricket, Culture and Identity: An ethnographic analysis of the significance of sport within black communities*.

Dr. Susan Brownell

University of Missouri-St. Louis, USA. Dr. Brownell is an anthropologist who has studied and written about several aspects of sport in China. Her study *Training the Body for China* is a review of sport and gender in China and she continues to study developments in Chinese sport.

Dr. Syndy Sydnor

University of Illinois, USA. Dr. Sydnor has written widely on the symbolism of the Olympics. She works within specific schools of thought in an attempt to forge new, valuable ways of understanding, performing, conversing and writing about sport, play and games.

Dr. Søren Damkjær

University of Copenhagen, Denmark. Dr. Damkjær is a cultural sociologist and has intensively studied the sociology of the body. His research interests are manifold: sports in Eastern Europe, performance and dance versus sport, the sensuality of the body and the aesthetics of sport.

Dr. Verner Møller

University of Southern Denmark, Odense, Denmark. Dr. Møller has researched and published widely in the field of sports from ethical and aesthetic perspectives. Recently he has focused on drug use and abuse and sport.

Professor Alan Tomlinson

University of Brighton, UK. Professor Tomlinson is an experienced scholar of sports studies and has written widely on the Olympic movement and certain representational aspects of the Olympic Games. As a sociologist his research interests are sport, spectacle and ideology (Olympic ceremonies and world soccer cup), working-class culture and sport, and the power in sports organisations.





Professor Arnd Krüger

University of Göttingen, Germany. Professor Krüger is a highly respected scholar of sports history and has published widely and internationally on aspects of Olympism and the Olympic Games from a historical point of view.

Dr. Douglas Booth

University of Otago, New Zealand. Dr. Booth has published widely in the field of sports studies and his interests are mainly in political aspects of world sports. He also studies specific sport cultures in the light of global society, as in his book *Australian Beach Cultures: The History of Sun, Sand, and Surf*.

Dr. Douglas Brown

University of Calgary, Canada. Dr. Brown's doctoral dissertation focused on aspects of Pierre de Coubertin's Olympic philosophy and his current work continues to explore aesthetic aspects of sports.

Dr. Kevin Wamsley

University of Western Ontario, Canada. Dr. Wamsley is Director of the International Centre for Olympic Studies at the University of Western Ontario, Canada. Dr. Wamsley has published widely in the field of sports history and the history of the Olympics especially. His closing paper will focus on crisis and contradictions in the future of Olympism.

Accommodations

For your accommodation we recommend the following:

BW Ritz Hotel

Banegårdspladsen 12

8000 Århus C

+ 45 8613 4444 – www.hotelritz.dk

Rate: single room inclusive of VAT and breakfast DKK 745,- pr. night.

Helnan Marselis Hotel

Strandvejen 25

8000 Århus C

+ 45 8614 4411 – www.helnan.com

Rate: single room inclusive of VAT and breakfast DKK 725,- pr. night

The above rates are only applicable if you CLEARLY state that you are attending our conference when making your reservation.

City Sleep-in

Please check out their website www.citysleep-in.dk

Århus Vandrehjem (youth hostel)

Marielundsvej 10

8240 Risskov

+ 45 8616 7298

For rates please contact the hostel directly

Cost

The cost of attendance at the conference is 800 Dkr., lunch and coffee included. If you are a student the cost is 400 Dkr., lunch and coffee included.

Enrolment

Enrolment by e-mail to Ulla Rasmussen, kultur@hum.au.dk, or by phone +45 8942 4464. Please provide the following information: your name, the name of your institution, postal address and e-mail address.

For further information about the seminar please e-mail John Bale, bale@idraet.au.dk or j.r.bale@edu.keele.ac.uk

See also, the University of Aarhus homepage: www.au.dk



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