



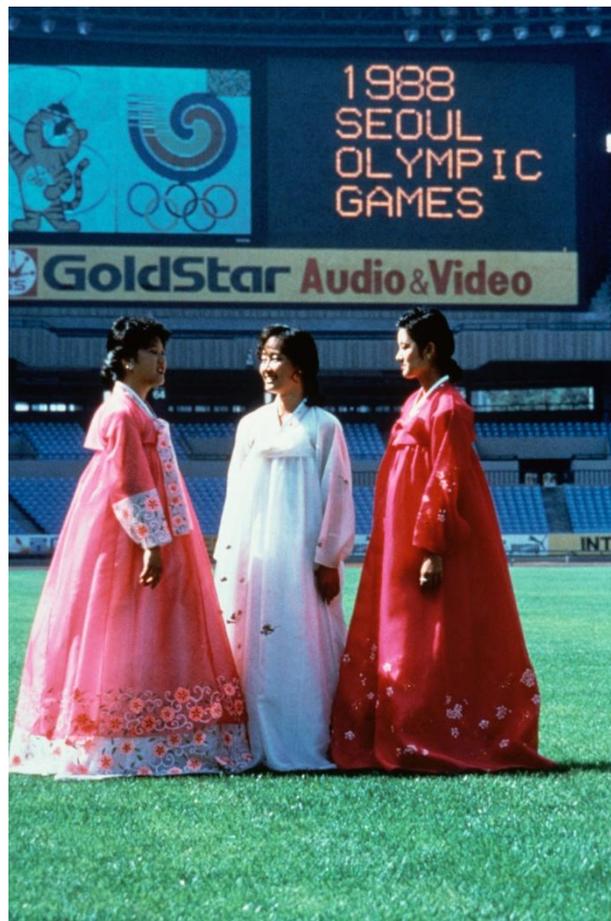
INTERNATIONAL  
OLYMPIC  
COMMITTEE

Historical Archives  
Olympic Studies Centre

## Games of the XIV Olympiad, Seoul, 1988

### *Fonds list*

Overview of the content of the Archives concerning the preparation, organisation and running of the Games.



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## Seoul 1988 – Games of the XXIV Olympiad

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**Reference:** CH IOC-AH C-J01-1988

**Dates:** 1981-1998

**Level of description:** Fonds

**Extent and medium:** 6.5 lm. Text documents

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### Name of creator

International Olympic Committee (IOC)

### Administrative / Biographical history

#### Candidate Cities

On 30 September 1981, at the 82<sup>nd</sup> IOC Session in Baden-Baden (Germany), the city of Seoul (Republic of Korea or South Korea/KOR) was elected to host the Games of the XXIV Olympiad. It was elected with 52 votes, with the city of Nagoya (Japan) receiving 27<sup>1</sup>.

#### Organising Committee for the Olympic Games (OCOG)<sup>2</sup>

The Organising Committee for the Games of the XXIV Olympiad was created on 2 November 1981, under the name of the *Seoul Olympic Organizing Committee* (SLOOC).

The Committee has three presidents during the period of preparation and celebration of the Games, and the subsequent liquidation. The first elected president was Kim Yong Shik (2 November 1981 to 11 July 1983), then Roh Tae Woo (11 July 1983 to 7 May 1986), and lastly Park Seh Jik (7 May 1986 to 3 April 1989).

The OCOG was liquidated six months after the Games, on 3 April 1989 (official dissolution ceremony), with a *Settlement Board* put in place to deal with pending business and address the obligations arising from the Games of the XXIV Olympiad. On 20 April 1990, the *Seoul Olympic Sports Promotion Foundation* (SOSFO) was created “to build on the success of the Games in Seoul and contribute to the well-being of Korean society and the global community”. Then in September 1991 came the creation of the *Seoul Olympics Memorial Association*, officially recognised by the IOC on 6 March 1992, to work on various projects with a view to “reinforcing the spirit of the international Olympic Movement and pursuing the achievements of the Games in Seoul”.<sup>3</sup>

#### Dates and number of athletes

The Games of the XXIV Olympiad took place between 17 September and 2 October 1988. In all, 8,397 athletes (2,194 women and 6,203 men)<sup>4</sup> from 159 different countries or National Olympic Committees (NOCs) competed in 23 sports and 237 events at the 1988 Olympic Summer Games in Seoul<sup>5</sup>.

For more information on the history of the Games of the XXIV Olympiad, consult the page devoted to these Games on the IOC web site.

### Immediate source of acquisition or transfer

The fonds was received by the IOC Historical Archives in 1993, following the construction of the new Olympic Museum in Ouchy.

### Scope and content

Generally speaking, the fonds covers the IOC's activities linked to the preparation, organisation and holding of the 1988 Summer Games in Seoul, and in particular its relations with the OCOG. A wide

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<sup>1</sup> Source: IOC Historical Archives / Sessions – 82<sup>nd</sup> Session Baden-Baden – Minutes – 1981

<sup>2</sup> Source: *Games of the XXIV Olympiad: official report*, volume 1, pp. 80-105

<sup>3</sup> Source: IOC Historical Archives / C-J01-1988/47 (SD 2)

<sup>4</sup> Source: International Olympic Committee, *Olympic Movement Directory*, 2013, p. 162

<sup>5</sup> Source: <http://www.olympic.org>

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variety of subjects is covered, and the correspondence provides details about the accreditation system, youth camp, torch relay, timekeeping, ceremonies, official film, public relations and the Olympic Village. More specifically, the fonds offers more information on the various topics listed below.

The IOC's relations with the OCOG represent a major part of the fonds. The correspondence deals mainly with all items requiring IOC approval, namely the ceremony programmes, protocol, sports at the Games, competition venues, official emblem, mascots, etc. As well as correspondence, the fonds contains the organisation chart and biographies of the OCOG members, the speeches and reports given at IOC meetings (Sessions and Executive Board, Press and Radio and Television Commission meetings) as well as at the joint meetings with other Olympic bodies (International Federations and NOCs), plus the minutes of the coordination meetings between the OCOG and the IOC.

There is also general correspondence, which covers all the exchanges between the IOC and the Korean official and sports authorities other than the OCOG, linked to the organisation of the Games: letters from the Korean state and the city of Seoul, embassies and various ministries, as well as the NOC and IOC member in Korea, Un-Yong Kim. This file also includes two letters with gilt headed paper (peacocks) from the Korean Presidents Chun Doo Hwan (July 1987) and Roh Tae Woo (April 1989), the latter concerning a one-million dollar donation to the Olympic Museum (the OCOG had already donated a million dollars).

Aside from the purely operational organisation of the Games and their ultimate success, they were marked above all, and for the fourth and last time (after Montreal 1976, Moscow 1980 and Los Angeles 1984), by major political tensions and a boycott (by North Korea, Cuba, Ethiopia and Nicaragua).

A large part of the fonds is devoted to the attempts at conciliation between South Korea and the Democratic People's Republic of Korea (North Korea or PRK), which challenged the election of Seoul as the sole organiser of the Games on Korean territory. Without going into the details (cf. bibliography), North Korea threatened to boycott the Games unless they were staged jointly by both parts of the country (under the title of "Korea Olympic Games" or "Korea Pyongyang-Seoul Olympic Games"), with ceremonies in both capitals and half of the events being held on North Korean territory.

Thus, between 1985 and 1987, four big joint meetings (IOC and the NOCs of South Korea and North Korea) were held, under the aegis of President Samaranch, aimed at finding diplomatic and practical solutions to allow North Korea to take part, even symbolically. In addition to the demands listed above, various different solutions were envisaged: a unified team, the two teams marching side-by-side and including North Korea in the cultural programme. After the third tripartite meeting (10 and 11 June 1986), on 11 June, the IOC made a "historic offer" (sic)<sup>6</sup> to North Korea, proposing that it stage all the competitions for two sports (table tennis and archery) on its territory. In addition, road cycling and football (one group) could be organised on both territories, as well as cultural events. However, after a fourth joint meeting on 14 and 15 July 1987, in which the IOC offered women's volleyball to North Korea as well, and despite various attempts to reach agreement between 1987 and 1988, no agreement had been found by the time of the Games: on 5 September 1988, North Korea sent a telex officially announcing its non-participation.

Numerous documents in the fonds reflect the importance of these issues: correspondence, minutes and working documents from the four joint meetings, reports on security and the political situation, visit reports and minutes of meetings, presidential speeches and statements, press articles and releases, letters of support or protest from the public, and calls for peace and Korean reunification.

On quite a different level, marketing is another theme well covered in the fonds on the 1988 Summer Games in Seoul. This subject is divided into several sections, according to the various partner categories. In the first category there are the sponsors of the IOC's global sponsorship programme (the TOP programme). This was created in 1985 with a view to developing a more diversified revenue base for the Olympic Games. The TOP companies enjoy exclusive worldwide marketing rights and advantages within their product category, and sign up for at least four years. The 1988 Games

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<sup>6</sup> Indeed, in the name of the Olympic ideal, the IOC was prepared, in this case, to make an exception to the Olympic Charter and the Host City Contract, by proposing to share the Games between two countries.



(Calgary and Seoul) were the first to benefit from this programme, with the following nine partners: 3M, Brother, Coca-Cola, Federal Express, Kodak, Matsushita, Philips, Time and Visa.

In addition to the TOP programme, the OCOG developed other partnership programmes nationally, categorised according to the size of the contribution official sponsors (in particular IBM, Korean Airlines, the Korea Exchange Bank and Xerox), official suppliers and official licence-holders, both Korean and international.

The various types of documents dealing with marketing include contracts (originals or copies), information brochures (for example on the pin-trading programme organised by Coca-Cola), press releases and correspondence mainly concerning contracts. The fonds also contains a complete marketing plan detailing the policy for sales, official marks, promotion and public relations. In the "numismatics" files, there is also correspondence, an MoU, meeting minutes, information and press releases concerning the official Olympic coin programme and its revenue.

The area of competition venues and sports facilities is covered in this fonds on the Games of the XXIV Olympiad, mainly in the form of correspondence. But it also includes plans of the stadium, the Olympic park (the *Seoul Sports Complex*) and the sailing venue in Pusan, information on the venues and IOC visit reports, including on the venues envisaged in North Korea. The files on the Olympic Village contain a plan of the Village and its apartments, as well as the dining hall and details of the menus designed for the athletes.

As regards the sports programme, these Games saw the reintroduction of table tennis, while tennis reappeared after a 64-year absence. The correspondence also covers the demonstration sports (taekwondo and baseball) and events (women's judo). The files similarly contain numerous letters and petitions from the public concerning the official inclusion of women's judo in the programme. For the exhibition events, the OCOG presented badminton and bowling.

It is worth noting, too, that the 1988 Summer Games in Seoul were, for the first time and after 24 years, officially followed by the Paralympic Games, from 15 to 24 October 1988, using the same venues and facilities as for the Games of the XXIV Olympiad. Some 61 countries and 3,057 athletes competed in 18 different sports at these Games<sup>7</sup>. The exhibition events included two wheelchair races (800m and 1500m).

As regards the protocol element, the Opening Ceremony was marked by an unfortunate incident. Some of the 2,400 doves, released when the Olympic flag was brought into the stadium, landed on the edge of the Olympic cauldron. They were then burned to death when this was lit with the Olympic torch, which gave rise to numerous protest letters from the public.

On the subject of protocol, the fonds also contains a file on the official making, by the OCOG, of a new Olympic flag, which was inaugurated for the Games of the XXIV Olympiad, based on the 1920 Antwerp flag specially lent for this purpose.

The OCOG likewise decided to produce an official song for the Games in Seoul, *Hand in Hand*, both for publicity purposes and to consolidate the Olympic ideal of friendship and peace between the peoples of the world. *Hand in Hand* was composed by Giorgio Moroder, creator of the soundtrack to the film *Top Gun* in 1986, with words by Tom Whitlock. It was sung by the South Korean group *Koreana*. This song reached the top ten in more than 30 countries. On this subject, the fonds contains the contract between the OCOG and Polygram Records, correspondence, press articles, the score, the original record sleeve and a photo signed by the group *Koreana*.

The technology used, and the telecommunications networks and systems developed specifically for the Games of the XXIV Olympiad are also detailed in the fonds. For the results service, the Korea Advanced Institute of Science and Technology (KAIST) developed the "GIONS" (Games Information On-line Network System) and the "WINS" (Wide Information Network Services). As well as correspondence, various brochures, a contract with the press agencies and numerous IOC reports on

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<sup>7</sup> Source: <http://www.paralympic.org/paralympic-games/seoul-1988>



the main operations and communications centres, electronic coverage and technical and IT planning reveal the importance of this sector.

With regard to the media, a large part of the fonds is devoted to the television broadcast rights of the various international networks, and in particular the negotiations with the National Broadcasting Company (NBC), in the form of correspondence, press articles, minutes of meetings and contracts. There is also the original contract with host broadcaster Korean Broadcasting System (KBS), IOC commission reports, plans of the Main Press Centre (MPC) and the various media positions, as well as manuals and information brochures on the broadcasting operations.

The fonds on the 1988 Summer Games in Seoul also provides information on medical matters (report on services and infrastructure, coordination with the IOC Medical Commission) and doping. For the latter, there is not just correspondence, the procedures guide, daily reports from the accredited testing laboratory, and an official statement by athletes against doping, but also press releases concerning the disqualification of the athletes who tested positive. The most well known case is that of Ben Johnson (100m athletics world record), whose samples revealed the presence of an anabolic steroid. He was the first internationally renowned athlete to be disqualified by the IOC for doping, with his gold medal going to Carl Lewis.

Finally, the cultural and scientific aspects are also widely covered in the fonds. On the cultural side, there is considerable information on the Olympic Arts Festival. As for the Games in Calgary, the programme was extremely varied, combining classical and contemporary music, in addition to dance, theatre, cinema, traditional arts (embroidery, pottery, floral art, etc.), painting and sculpture. The fonds reflects this diversity through correspondence, press releases, brochures, various programmes and invitation cards. It also contains a contract between the IOC and the OCOG concerning the erection of an "Olympic Movement Monument" sculpted jointly by artists Josep Maria Subirachs (Spain) and Choi Man-Lin (South Korea) to symbolise the union between East and West.

On the scientific side, important congresses and symposiums were organised during the Games, but there were also commemorative events (a year and 10 years afterwards). The Seoul Olympic Scientific Congress, on the theme "New Horizons of Human Movement", was held from 9 to 15 September 1988 at Dankook University. It received patronage and funding from the IOC. Its emblem featured the Olympic rings, for the first time in the history of scientific congresses. Dealing with sports sciences, it was organised in collaboration with the IOC Medical Commission and the International Council for Physical Education and Sports Science (ICPESS).

In addition to the subjects listed above, the fonds contains other types of documents, including: general press articles, contracts (in particular a copy of the Host City Contract), various unused forms, invitations (including the official invitations to the NOCs), speeches given at the Opening and Closing Ceremonies, itineraries for visits by the IOC President and Secretary General, statistics and graphs, a financial audit report, information files, publications, as well as various Korean and international newspapers reporting on the Games.

**Accruals**

No

**Conditions governing access**

The documents are freely accessible subject to the IOC's access rules.

**Language/scripts of material**

The documents are mainly in English and French.

**Bibliography**

Organising Committee for the 1988 Olympic Summer Games in Seoul, *Games of the XXIV Olympiad: official report*, 1989

Richard W. Pound, *Five Rings over Korea: the secret negotiations behind the 1988 Olympic Games in Seoul*, Little, Brown and Company, Boston, New York, Toronto, London, 1994



IOC web site, page on the Seoul 1988 Games of the Olympiad

**Additional sources**

Internal sources

- Candidate cities: C-J04-1988

External sources

- Seoul Olympic Sports Promotion Foundation
- Seoul Olympic Museum Library

**Notes**

The content of this fonds, including the Olympic identifications, is the property of the IOC.

**Rules or conventions**

Description complies with ISAD(G).

**Date(s) of descriptions**

July 2013