Proposal for the City of Chicago, Olympics 2020

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PURPOSE OF OLYMPICS:
create unity & enhance knowledge of world cultures
promote friendship & sportsmanship
establish a venue for excellence & competition

DEFINED AUDIENCE:
families & fans
athletes
support staff & coaches for athletes
corporate sponsors
WHY CHICAGO?

water/open space/lakeshore
centrally located in U.S.
infrastructure/grid system
diverse population
visitor friendly
sightseeing
deep dish pizza
DESCRIPTIVE WORDS FOR CHICAGO:

urban/industrialized
modern/dynamic

captivating/inspiring/inviting

famous for arts/jazz/blues
sport loyalty

friendly/accommodating
diverse neighborhoods/people
GUIDING WORDS:
dynamic
captivating
modern (hip)
inspiring
open

DESIGN GUIDELINES:
customization & personalization
democratization of media sharing
communicate energy of Chicago
The Sears tower? really?

It looks Chinese... I thought this was Chicago?

Is that supposed to look like a three-eared rabbit?

This one looks like three pieces of fruit... like two bananas and a pear.

Is that a football?

A three-year-old could have drawn that.

It looks like Italy... you know, like a boot?
HORIZONTAL GRAPHICS
Phelps wins again!

American swimmer Michael Phelps, now 35 years of age, has continued to dominate the pool. Watch him reach his latest world record!
VIDEO: Baseball Highlights
live results

Baseball: United States
currently playing Japan, fifth inning, US: 3, JP: 2
3 wins, 0 losses so far, at least two more games

Tennis: Joe Jones
currently playing with Jim Jones against Jane Jones and Juniper Jones
Joe and Jim have won 1 set, 2 games; score is currently 30-love in favor of Joe and Jim

Swimming
next match in 30 mins: Butterfly stroke
Six matches so far; US: 3 golds, 1 silver; UK: 2 gold, 3 silver, 1 bronze; FR: 1 gold

Basketball: United States
currently playing Canada, overtime, US: 3, CA: 2
2 wins, 1 loss so far, at least one more game

Tennis: Jim Jenkins
currently playing with Tim Jenkins against Jane Jenkins and Juniper Jenkins
Jim and Tim have won 1 set, 2 games; score is currently 30-love in favor of Joe and Jim

Cycling: France
next departure in 30 mins
Six races so far; 5 golds, 1 silver

Baseball: Jamaica
not currently playing
1 win, 2 losses so far, at least one more game

Cycling: Bruce Legstrong
dropped out during first race; legs caught on fire
no medals won
Schedule

click on event, venue, team or station name for related schedule, including iCalendar links

Swimming: Butterfly (Male) | starts in 20 sec. | McElroy Poolhouse | NBC
competing: Michael Phelps (US), Jarod Jenkins (UK), Nik Heusch (DE)

Basketball (Male) | starts in 5 min. | Wilson Stadium | MSNBC
competing: United States, United Kingdom

Triathlon | starts in 10 min. | Navy Pier | CNBC
competing: Bruce Legstrong (US), Jim Derkstrum (NE), Kelly McGee (IR)

Baseball | starts in 10 min. | Buck Diamond | NBC.com
competing: Japan, Jamaica

Shooting | starts in 15 min. | Cheney Woods | NBC.com
competing: Bryce Larson (US), Jim Bona (UK)

Cycling (Male) | starts in 15 min. | Soldier Field | NBC.com
competing: Bryce Legstrong (US), James Derkstrum (NE), Cal McGee (IR)

Soccer (Female) | starts in 20 min. | Nike Field | NBC (hour delay)
competing: United Kingdom, Mexico

Tennis: Doubles (Female) | starts in 20 min. | Green Court | NBC.com
competing: Mercury & Arena-Jones (US), J. Holweger & G. DuPont (UK)

Tennis: Singles (Male) | starts in 25 min. | Clay Court | NBC.com
competing: Al Roundaton (US), Jack Jesseson (UK)

Swimming: Butterfly (Female) | starts in 30 min. | McElroy poolhouse | NBC
competing: Michelle Fell (US), Gail Tartar (UK), Alice Sawyer (CN)
OLYMPIC KIDS

GAMER

KNOW-IT-ALL

ATHLETE ME

VIDEOS

FUN FOR ALL

Gallery
KNOW-IT-ALL

Schedule
Results
Rules

Today

Points 10
High Score 18
Medals 2
Awards 5

KIDS’ WEBSITE: KNOW-IT-ALL
KIDS’ WEBSITE: VIDEOS

When I Grow Up
Olympic Movies
Interview of the Day

Points: 10  High Score: 18  Medals: 2  Awards: 5
KIDS’ WEBSITE: FUN FOR ALL
KIDS’ WEBSITE: GALLERY
Chicago tomorrow for the Olympic swimming.

That was a great #OlympicTennis match! Go USA!!!

SOCIAL NETWORKING WEBSITES
The Olympics are going to be sweet!

Summer Chicago 2020 Olympics

Write something...

Brenna McDonald: The Olympic flame will be in LaRonge Saskatchewan this Saturday November 7th and I can't wait to experience it... gonna be a lot of people here to support this big occasion.

Grant Lawson: I am proud that we are hosting the Olympics! I am disgusted and embarrassed at the behavior of the protesters in Victoria. Having your voice heard is there right, hurting people and animals is not there right.

Criminal

Marsi Neufeld likes this.

Pablo Hudsen: and btw, why are you "disgusted and embarrassed" by the protesters when it was the police that herded them into limited zones, curtailing their freedom of speech? Apparently you support restrictions on our freedoms in the name of Olympic spirit.

5 hours ago - Report

Vanessa Moore: It was/is 'limited zones' and let them have their voices through their protesting. The protesters overstepped boundaries when they blocked the relay route. It's a back and forth issue, we as Canadians pay taxes for the government to use to supply houses/homes for service and accommodation, and the houses are now

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SOCIAL NETWORKING WEBSITES
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KIDS’ PRODUCTS

Willy and Penny
OLYMPICS in COLOR

I WAS THERE!
My second favorite Willy

I went to the Olympics and it was... TOTALLY AWESOME!
KIDS’ PRODUCTS
PRODUCTS
THE END