

# VIRUS OLYMPUKES

Designed by: Jonathan Barnbrook and Marcus McCallion.  
A series of 'real' pictograms for the Olympics, released  
on the occasion of the Athens Olympics 2004.

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THE OLYMPICS IS PRIMARILY ABOUT MAKING MONEY



HOST NATION BRIBES



CRAP OLYMPIC MASCOT



STADIUM NOT QUITE FINISHED ON TIME



BRITAIN IS RUBBISH AT SPORT



CRAP IDENTITY BY COMMERCIAL DESIGN GROUP



CARPET BOMBING ADVERTISING



BRIBABLE JUDGE



MEDAL WON THROUGH THE USE OF PHARMACEUTICALS



CHINESE BLATANT STEROID CONSUMPTION



RICHER COUNTRIES HAVE AN INCREASED CHANCE OF WINNING



PUBERTY DELAYED GYMNAST



ABUSE OF HUMAN RIGHTS IGNORED BY HOST COUNTRY



BORING MILLIONAIRE TENNIS PLAYER



OPPORTUNISTIC MANAGERS AND PUBLICISTS



ALL OPENING CEREMONIES LOOK THE SAME



UNETHICAL POLITICAL IDEOLOGIES IGNORED



WATCHING OLYMPICS PURELY FOR SEXUAL PURPOSES



ZERO COVERAGE OF DISABLED OLYMPICS



AMERICAN BIASED TV COVERAGE



ZERO VIEWER SPORT



BIASED JUDGE



OBSOLETE SPORT THAT IS IGNORED UNTIL YOUR COUNTRY WINS A MEDAL



LOADS OF SHAGGING IN THE OLYMPIC VILLAGE (PROBABLY)



OLYMPIC BID IS MONEY NOT SPENT ON EDUCATION, HOSPITALS, HOUSING



POLITICAL BOYCOTT



TERRORIST ASSEMBLY POINT



OBSSESSED FAN ASSEMBLY POINT



STEROID INJECTING ASSEMBLY POINT



AMERICAN TOURIST ASSEMBLY POINT



OBSOLETE CRAP SPORTS



SPORT PERSONALITIES UNDUPLY INFLUENCING CHILDREN



SPORT PERSONALITIES USED TO ENDORSE UNHEALTHY PRODUCTS



EXTORTIONATELY PRICED MERCHANDISE



FEMALE ATHLETE THAT USED TO BE A MAN



STADIUM BUILT WITH THE USE OF SLAVE LABOUR



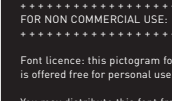
OLYMPIC COMMITTEE MEMBER



'GIFT' FOR OLYMPIC COMMITTEE MEMBER



UNHEALTHY ARMCHAIR SPORTS PERSON



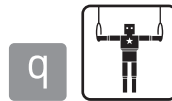
SPORT ON EVERY BLOODY CHANNEL



OVER ZEALOUS TRAINER



FOCUS IS ON MONEY RATHER THAN SPORT



EAST EUROPEAN PERFECT GYMNAST



POLITICS THROUGH SPORT



TAKE THE MONEY AND RUN



DENIAL OF TAKING DRUGS AT PRESS CONFERENCE



OPENING CEREMONY LASTS FOREVER



UNFAIR TECHNOLOGICAL ADVANTAGE



DROWNING IN ADVERTISING



REVEALING SPORTS WEAR



PROFESSIONAL MILLIONAIRE SPORTS PERSON TRYING TO WIN GOLD



REFERS TO 'READ ME' FILE SENT OUT WITH FONT EXPLAINING THE LICENCE

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