

The Spirit Of Football

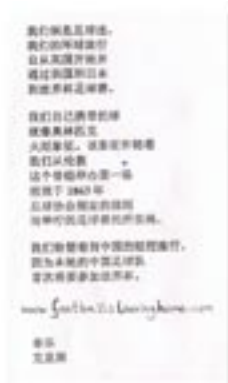


Football's Olympic Torch

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Original trip explanation



Chinese version



Korean version

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The Spirit Of Football

The Journeys to the World Cup



Korea & Japan 2002



Germany 2006



South Africa 2010



Brazil 2014

“Each time the World Cup comes around, we put on our boots for an epic journey from Battersea Park, London to the Opening Ceremony. Our football is our passport as we engage with all peoples and seek out football events and stories using the beautiful game to break down barriers.”

— Phil & Christian

The Spirit Of Football

Football's Olympic Torch



2002



2006



2010



2014

“The Ball is signed by the real stars of the show: all those who contribute to its peaceful mission. It becomes a representative of unity in a divided world and enriches the Football World Cup with a symbol that matches the spirit of the Olympic Flame.”

From 2002, our symbolic football, *The Spirit of Football* — otherwise known as *The Ball* — is always a replica of the official FIFA World Cup ball. During its journey to the World Cup, it is signed by all those who play with it or help it along its way. It is football's equivalent to the famous torch that has become such a potent symbol of the Olympic movement. As such, it reminds us of the origins of the game, and the spirit in which it ought be played at all levels.

Korea & Japan 2002

The Road to Seoul



The epic journey to Korea and Japan showed Phil and Christian the ability that football has to break down barriers and create friendships — that everyone shares football as a common language. They found that *The Ball* — their symbolic football — did indeed reflect and embody the spirit of the beautiful game.

The trip also had a personal dimension for Christian, who had been told that his grandfather was buried somewhere in Uzbekistan. He hoped that the trip would allow him to solve a long-standing family mystery.

Korea & Japan 2002

Fevernova



The Spirit of Football 2002 was the unusually styled adidas *Fevernova*. The very first *Spirit of Football* was inaugurated at its “Mount Olympus” — a pitch in Battersea Park, London, England — when a match was played to commemorate the very first game of football played to the rules that have made the game so universally popular today.

Korea & Japan 2002

Mount Olympus



“The very first match to be played under the new “Football Association” rules came off on 9 January 1864 at Battersea Park, between the secretary’s team and a side chosen by the President of the F.A., teams which included the best-known footballers of the day. After the game the two parties, their supporters and well-wishers adjourned to the Grosvenor Hotel, Pimlico for a smoking concert. The toast of the evening was “Success to football irrespective of class or creed.”

– The Association of Football Statisticians



The teams celebrate football’s origins



Christian & Phil kick off for Korea

After the commemorative match ended, *The Ball* left its “Mount Olympus” — taken by Phil Wake and Christian Wach on an epic 8000 mile overland journey to the World Cup in Korea and Japan. Instead of being passed from hand to hand like the torch, they played as many games of football with local people and got as many signatures on *The Ball* as they could.

Korea & Japan 2002

The Film

“Football poetry in motion”

— Matthew Thomas



Kicking *The Ball* over the Berlin Wall, through Red Square and over the Great Wall of China



The Ball was signed by Russian captain Titov



Football with children in Bukhara, Uzbekistan



Celebrating with children in Kashgar, China



The search to find Christian's grandfather's grave in a remote village in Uzbekistan



Playing with Tibetan monks at a secret location in the mountains of Gansu, China

Their experiences can be found vividly brought to life in the two films that they made of the trip; the first, a breath-taking five minute passing move non-stop from London to Seoul; the second a more measured fifty-five minute film that shows more of the people and places that they visited in the 14 countries that they travelled through.

Korea & Japan 2002

The Website

A full account of that journey can be found at www.spiritoffootball.com the website that they maintained and wrote along the way. The site became one of the first multimedia blogs — a pioneering experiment in digital media combining text, images, sound and video to document the journey — and a place where everyone was able to contribute to the journey and feel involved in the progress of *The Ball*.



The 2002 weblog



Comments from subscribers

The website — then known as *Football's Leaving Home* — was featured and linked to by many websites, including official FIFA World Cup website. It was voted number eight in Simon Mayo's "Top 10 World Cup Websites" by listeners of BBC Radio Five Live. Christian and Phil's adventures were covered en route by the Moscow Times, the Guardian's World Cup Weblog, Ananova, and Rediff's Guide to The Net who said that they were "lending an Olympian touch to the World Cup, in an attempt to salvage the sullied image of England's soccer fans"



The Official FIFA Website



The Moscow Times Online

Korea & Japan 2002

Broadcast Media

The 2002 trip received a large amount of press interest and coverage, including features on London News Network, CNN and The BBC. It suggested that the idea of *The Ball* could contribute in a positive way to the perception of football and led to a similar journey in 2006 and proposals for a similar journeys in the run up to the 2010 World Cup and beyond.



London News Network feature — broadcast on Carlton's London Tonight



CNN feature — interview by Tim Lister



BBC Radio Five Live — Interview by Nicky Campbell & Pat Nevin

The Korea Herald

www.koreaherald.com

SATURDAY, JUNE 8, 2002



Cup spirit embodied by traveling British fans

By Michael Mackey
Contributing writer

Two British men are waiting to see if the football they have carried on an overland journey from England will be allowed inside Seoul's World Cup stadium.

Phil Wake, 35, a freelance musician from Brighton, departed Britain to go to the World Cup on March 29 with friend Christian Wach, also 35, a Web designer from London's Whitechapel area.

The journey, however, had begun long before that over a bottle of red wine the friends bought in France during the 1998 World Cup, which they had both agreed not to drink until they were in Asia for the next World Cup.

The wine is now being shipped and the two friends have bought along a football which they have used for matches in many countries around the world. They hope that this will inspire FIFA to start the footballing equivalent of an Olympic Torch.

"We thought we'd take a football — Chris came up with the idea of it being a beacon, like an Olympic torch ... We looked at each other and said 'what a great idea'" said Wake.

Now in Seoul, the two are waiting to hear if they can play with the ball inside the Seoul World Cup Stadium. "We would like to have the ball on display in the stadium," said Wake. "It would be nice to be personally recognized, better still see the idea taken on. I thought FIFA could be interested."

The two are also trying to change the traditional image of British football fans.

"We're quite keen to promote an image of England football that is something more than hoodigan, something that is constructive and creative," said Wach.

"We've played games of football everywhere along our route," said Wake. "The most bizarre match was with Tibetan monks at Xobe in China's Lhasa province and in Kashgar we organized a big game after the Sunday markets."

This game was held in a dry river bed with some 400 spectators who watched a nine-a-side game that was 16-15 after 90 minutes.

Wake also said that when they arrived in the western Chinese town of Niya they went through the town by car holding the football out of the window and blowing whistles. Within five to ten minutes, he said, "We had a six-a-side game going."

The journey thus far has taken

(Continued on Page 8)

Korea Herald
Two British soccer fans, Phil Wake and Christian Wach, display the ball that has traveled overland with them from London, in downtown Seoul. The two are waiting to see if they will be allowed inside Seoul World Cup Stadium.

Front page of the Korea Herald

영국인 2명 '축구공 여행' 두달만에 한국 도착

“우리들의 피버노바는 월드컵 聖火”



월드컵을 축하하는 “2002년” 축구공 한 개가 영국 런던을 출발해 벨기에-러시아-우크라이나-중국-중국어를 지나는 1만2천km의 긴 여정 끝에 한국에 왔다.

“피버노바의 여정”을 하고 있는 사람들은 올해 초에 런던에서 영국인 웹 디자이너 크리스티안 왁와 크리스티안 웨이크가 친구가 되어 지난 2월28일 런던을 출발한 이들을 기차와 버스를 탄중에서 2달 2주간 거쳐 두 달여 만인 5월 30일 서울에 도착했다.

“세계인과 즐거리” 12개국 거쳐

“월드컵이 생기자 크리스티안 웨이크가 시작되었. 두 달여는 이 공이 바로 월드컵 聖火였다.” 서울에서 유일한 축구공여행인 “피버노바”라는 이름이 붙은 이 축구공은 그동안 도시 방문객-시차-호텔에서 숙영하는 사람들의 발걸음 위에 나뉘어 여행했지만 축구공 여행하는 이들은 사생활도 빼놓지 않았다. “지난 크리스마스 월드컵 구경꾼들이 즐겁게 어울리는 각국 사람들이랑 보고 ‘한 세대가 축구 경기를 즐기게 월드컵 개최 국으로 길을 떠났다’는 계획을 세웠다.”

이들 출발점은 영국 런던의 “해리스 파크(Harris Park)”, 여기서는 “2002년 영국축구협회

구경할 워드는 첫 경기 축구 경기기 시작할 시점까지 축구공이 날라야 할 수 있을 것”이라고 말했다.

“한국 물가 싸고 재미 넘쳐”

벨기에의 작은 마을 에베르, “세계와 내한 해 여행 중이던 영국인과 독일인이 크리스티안 웨이크 유년되고 이곳에서 공을 잃고도 잡았다.” 지금은 허허벌판인 이곳에서 웨이크와 왁와가 도착하는 날이 공을 잃었다. 무슨 에베르산 무가다에서는 이같은 사건의 정황을 볼 크리스티안 웨이크와 왁와가 축구공 잃고, 중국의 사막을 가로지르는 유원 해남여행객과 중국인들이 공을 나눠 친선경기를 펼쳤다.

“축구공, 정말 나쁘다”라는 이름이 붙은 여행의 웹사이트(www.footballjourney.com)에 붙여가면 이들의 여행기를 볼 수 있다. 물론 공 잃었던 곳도 쓴다. “한국이 너무 재미있고 물가도 싸지만 ‘다들’에게 공을 걸치고 싶은 것도 없게 해줘라.”

본지 기자가 www.koreaherald.com

The Chosun Ilbo

Germany 2006

The Road to Munich



The Spirit of Football was again the centre of attention in a commemorative match at Battersea Park that reminded us of the origins of the modern game. *The Ball* then set out from England, visited some key locations en route, and headed to Munich for the Opening Ceremony. The journey reflected the motto of the World Cup 2006:

“A Time to make Friends”

Germany 2006
Team Spirit



The Spirit of Football for 2006 was the adidas *Teamgeist*. This translated as “Team Spirit”, and, as before, we sent it off from Battersea Park with a fanfare and an updated toast similar to the one which formed the FA in 1864.

***“Success to football irrespective of
class, creed, race or gender”***

Germany 2006

The Road to Munich *England*



The Players



Signing *The Ball*

After the initial game at the home of football — Battersea Park in London — we kicked off for Munich in southern Germany. *The Ball* (we capitalise it because it is not just any old ball) again embodied the spirit of the project and followed a road of footballing discovery to visit places that hold iconic status in footballing lore - places that reflect the very best of the beautiful game.



Honouring *The Ball*



Kick Off to Germany

Germany 2006

The Road to Munich

Belgium

Our first stop on the continent was Ieper (Ypres) in Belgium, where, during the Christmas truce of 1914, the British and German troops put down their weapons and played football in no-man's-land between the trenches



First World War grave in Ypres



Phil & Christian find the field in 2002

In 2002, we visited the site of a particular game which the Germans won 3-2. This time, we looked to update the Ypres football experience and so met the chairman of KVK Ieper to talk about the footballing legacy of those brave souls. KVK are alive and well in a local league, only just missing out on promotion on goal difference. However, the football season was over and the pitches were all up for repair. Our most engaging moment came round the back of our campsite on the KVK training ground, where we found three young lads with the skills of dedicated professionals.



Rik Verstraete, Chairman of Ieper FC



Glyn, Peter , Matthieu and *The Ball*

Germany 2006

The Road to Munich

German History

Compared with the three months it took to cross Europe and Asia, this trip was but a mere 10 days to reach the opening ceremony in Munich. We arrived early in the host nation and headed for Braunschweig, the site of the first game of football in Germany.



The school in Braunschweig



Konrad Koch commemorated

We visited the Martino Katharineum school, where, in 1874, the school's sports professor, Konrad Koch, encouraged his colleague, August Hermann, to throw a ball into a crowd of children during their lunch break.



Philip, Christian and *The Ball*



Philip takes the throw-in

“His throw-in is thus regarded, according the great German football historian Hans Dieter Baroth, as ‘the moment when football in Germany was born’”

— Ulrich Hesse-Lichtenberger

Germany 2006

The Road to Munich

German Borders

Further south, we crossed from the former west to the former east at the remains of an American base called Point Alpha — a relic of the cold war.

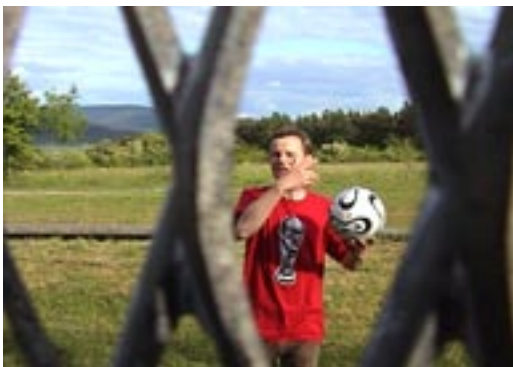


Approaching the former border



A watchtower at Point Alpha

Two guard towers stared at one another across a strip of grass like goalkeepers in a derby game. We imagined the players battling away, but they were now ghostly memories since the half-way line had been erased and the place was now deserted. East and West were simply ideas being headed back-and-forth in a bygone age and a new and different country hosted the World Cup in 2006.



Phil looks for a way through...



...and finds an unusual solution

Germany 2006

The Road to Munich

Central Germany



The Ball reaches its destination...



...and finds a circus waiting for it

The 2006 video–podcast did not stop once we reached Munich. *The Spirit of Football* may have reached its destination, but we continued to document and report on the quirkier side of the World Cup. We were based in Erfurt in Thuringia, a former East German city in the heart of the new Germany, as guests of an organisation — by coincidence also called *Spirit-Of-Football*. We were to find out that we had more in common than our names.



Five–a–side teams



About time we made friends

At a local five-a-side football competition, we met a couple, one of whose grandparents had been a member of the SS. They had never met English folk before and their reticence to talk to us was palpable. However, we stayed with them late into the evening learning a new goalmouth-training game, and parted company after they had signed *The Ball*. To our surprise, for the first time since *The Ball* has existed, we were asked to sign theirs.

Germany 2006

Press Coverage

The project received lengthy, positive pre-kickoff coverage from *Sky Sports News* in the UK, the *Thüringer Allgemeine* and the *Thüringer Landes-Zeitung* in Germany.



Christian on *Sky Sports News*



The Spirit of Football 2002 retires

CNN returned to Battersea Park to interview Phil and Christian before the kick-off game, and they were later interviewed by Sandi Toksvig on *Excess Baggage*, BBC Radio 4's flagship travel programme. The pair were also interviewed for regional German radio.



Phil waiting at BBC Brussels



Interviewed for German radio

Other coverage included feature articles in *The Guardian* (UK), *FOCUS Magazine* (Germany), the BBC World Cup Blog under the title "Seeking Serendipity", and the Global Game football culture blog

Germany 2006

The Website

Just like in 2002, we ran a multimedia blog on the website — this time with the inclusion of a more sophisticated video–podcast, which could be found and subscribed to in the *iTunes Music Store* podcast directory. People who subscribed were able to view the videos we produced on their *iPods*, *Playstation Portables*, or in a video–blog aggregator such as the *iTunes*, *FireANT* or *Democracy* players.



The 2006 weblog



iTune Music Store video–podcast

The website was again a place to become involved with the project, to interact with its makers and other viewers. The audience was able to dive deeper into the content by reading, and commenting on, the posts written by those taking part in the trip.

People were able to join the *team-talk* mailing list to chat with others who were also following *The Ball*, and savour the experience of *The Ball* itself by subscribing to the daily video–podcast.

During the month of the journey, the site received more than half a million hits from people in over eighty countries — building on the total of more than one million hits that it received in the previous 12 months — even though the project had been in hibernation between World Cups.

South Africa 2010

The Road to Johannesburg



As usual, *The Ball* will be played with in a commemorative match at Battersea Park, and then set out from England on another epic trans-continental journey to the Opening Ceremony in South Africa.

There will again be a personal dimension to the trip for Christian, since his grandmother (the wife of Bronislaw, whose grave he found in Uzbekistan in 2002) is buried at the foot of Mount Kilimanjaro. He has never seen the grave.

South Africa 2010

The African Adventure

In 2010, The Ball will make a 10,000 mile pilgrimage to South Africa. It will immerse itself in the passion and excitement of the African continent in the run up to the World Cup – and share those insights and experiences with a global audience.



The view from Gaucin to Gibraltar



Our pitch in Chefchaouen, Morocco?

The Ball itself will be made in South Africa by the non-profit organization Alive & Kicking. It will be an African ball made for the poorest African communities; the very embodiment of development through football in Africa.



Freestyle skills



Participatory video

The Ball will visit football projects where local people have been trained to tell their own stories by making their own videos. It will investigate local football culture and visit festivals of football, music and dance, where young people will take part in football workshops led by freestyle experts. Alive & Kicking will deliver balls donated by our audience to African organisations. All this helps The Ball leave a lasting legacy and extend the impact of the World Cup to the whole African continent.

South Africa 2010

During the World Cup

The Fans

As usual, we'll be showing the passion and the antics of fans from across the globe — and the musicians that always seem to accompany them wherever they go. From Brazilian samba players, who we met in Japan, to the drummers of Togo and the chants of the South Koreans, we'll film what people don't get to see in the usual format of football coverage.



Argentine drummer at France 1998



Senegalese drummer on subway



Chinese drummer in Jeju, Korea



Korean drummer celebrates victory

Brazil 2014

The Road to Rio



The 9th January 2014 will be the 150th anniversary of the first game of modern football. What better day could there be to kick off *The Spirit of Football's* pilgrimage to the country that has taken to the game like no other.

From Battersea Park, London to Rio de Janeiro, Brazil — the longest journey yet. It's not certain that Brazil will be hosts, but FIFA has designated South America as the venue come what may. What a trip this will surely be.

Beyond



2018

If the founding of *The FA* was the conception of the modern game of football, then the match in Battersea Park was its birth. Yet, at the present time, there is not even a blue plaque on the gates of the park to point to and say “*this is where football as we know it was born.*”

Our vision for *The Spirit of Football* is to see *The Ball* as an intrinsic part of the Opening Ceremony with the same importance and symbolic value as the Olympic Torch.

The Ball leaves Battersea Park to a clamorous fanfare. It travels the world as if it were a giant pitch — and everyone on it a player. It arrives in the stadium for the start of the Opening Ceremony and comes to rest on the centre spot. A referee sounds a whistle.

The World Cup begins.

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