I Don't Love Soccer
Because Soccer Has Never Loved Me
2018

The World Cup and Its Pomps

I Don't Love Soccer Because Soccer Has Never Loved Me 2018

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I Don't Love Soccer Because Soccer Has Never Loved Me 22 June – 15 July

Art Of Football Pop-Up Gallery
Camp and Furnace Liverpool

I Don't Love Soccer Because Soccer Has Never Loved Me takes a critical look at “the beautiful game” through the lens of graphic design and illustration. The exhibition presents graphic artwork made in response to an essay entitled The World Cup and Its Pomps written in 1978 by the famous Italian semiotician, intellectual and writer, Umberto Eco. Published in his 1986 collection of essays Travels in Hyper-Reality, Eco links football “with the absence of purpose and the vanity of all things” questioning the corrosive banality of its punditry, its inherent prejudice and exclusivity and its (a)political morality. The essay concludes with Eco asking rhetorically “Is the armed struggle possible on World Cup Sunday…Is revolution possible on a football Sunday?”

The exhibition, curated by Ian Mitchell, features newly commissioned artworks by an international selection of graphic artists as well as artworks produced by academics and researchers from the Graphic Design and Illustration and Fashion departments at Liverpool School of Art and Design, Liverpool University.

I Don't Love Soccer Because Soccer Has Never Loved Me is presented as part of Art Of Football—a month-long celebration of the creative culture and social fabric which underpins the beautiful game coinciding with the 2018 FIFA World Cup.

Art Of Football is commissioned by Culture Liverpool as part of Liverpool 2018, celebrating 10 years since Liverpool's historic Capital Of Culture year.

idontlovesoccer.co.uk
artoffootball.co.uk
#idontlovesoccer #ArtOfFootball
Joe Magee
Mystery Play
“One day, as I was observing with detachment the senseless movements down there on the field ... for the first time I doubted the existence of God and decided that the world was a pointless fiction.”
periphery.co.uk
@mrjoemagee

Jimmy Turrell
Untitled
“There’s no need to ask ourselves why the World Cup has so morbidly polarized the attention of the public and the devotion of the mass media: From the famous story of how a comedy by Terence played to an empty house because there was a trained bear show elsewhere, and the acute observation of Roman emperors about the usefulness of circenses, to the shrewd use that dictatorships (including the Argentinian) have always made of great competitive events, it is so clear, so evident that the majority prefers soccer or bicycle racing to abortion, that it isn’t even worth reflecting about. But since external pressure impels me to reflect, I might as well say that public opinion, especially in Italy, has never needed a nice international championship more than it does now.”
jimmyturrell.com
@jimmyturrell

Ben Jones
Putin’s World Cup
“Is it possible to have a recitation on a football Sunday?”
benjonesillustration.com
@ben_jones_illustration
I'M NOT DISPUTIN’ VLADIMIR PUTIN
(DON’T WANT MY LIFE ENDED IN SOME KIND OF SHOOTIN’)

BUT LET’S SEE HOW MANY OPPOSITION PLAYERS DISAPPEAR ON THE ROUTE IN

HERE WE HAVE ENGLAND’S FIRST ELEVEN:

1. MAY
2. FARAGE
3. HOPKINS
4. CLARKSON
5. MORGAN
6. FOX
7. DAVIS
8. JOHNSON
9. HUNT
10. GOVE
11. REES-MOGG

AND ANY OTHER VILE SHITS YOU’D LIKE TO MENTION

TRYING HARD NOT TO RHYME MICHEL PLATINI WITH BENITO MUSSOLINI

NOTE: THE OXYGEN YOU ARE NOW BREATHING IS THE OFFICIAL FIFA WORLD CUP 2018 OXYGEN. PLEASE KINDLY REFRAIN FROM CONSUMING OTHER KINDS OF OXYGEN WHILE IN THE STADIUM.

OTHER OFFICIAL FIFA LICENSED PRODUCTS NOT TO BE MISSED:

1. OFFICIALLY LICENSED FIFA 2 MILLION DOLLAR ANONYMOUS PAYMENT INTO YOUR BANK ACCOUNT
2. OFFICIALLY LICENSED FIFA GOLD ROLEX WATCH
3. OFFICIALLY LICENSED FIFA LARGE CUT OF THE TV RIGHTS MONEY
4. OFFICIALLY LICENSED FIFA SELF-PARDON NOW ALSO AVAILABLE TO PRESIDENTS OF THE UNITED STATES

NOTE: THE OXYGEN YOU ARE NOW BREATHING IS THE OFFICIAL FIFA WORLD CUP 2018 OXYGEN. PLEASE KINDLY REFRAIN FROM CONSUMING OTHER KINDS OF OXYGEN WHILE IN THE STADIUM.
Jonathan Barnbrook
A-trophy

"Instead of judging the job done by the minister of finance (for which you have to know about economics, among other things), you discuss the job done by the coach; instead of criticizing the record of Parliament you criticize the record of the athletes; instead of asking (difficult and obscure questions) if such-and-such a minister signed some shady agreements with such-and-such a foreign power, you ask if the final or decisive game will be decided by chance, by athletic prowess, or by diplomatic alchemy. Talk about soccer requires, to be sure, a more than vague expertise, but, all in all, it is limited, well-focused; it allows you to take positions, express opinions, suggest solutions, without exposing yourself to arrest, to loyalty oaths, or, in any case, to suspicion."

barnbrook.net
@barnbrookstudio

Ian Mitchell
La Historia Paralela

"Is the armed struggle possible on World Cup Sunday? ... Is it possible to have a revolution on a football Sunday?"

The 1978 World Cup in Argentina was the first world cup I remember. Live football on TV in the afternoons, great kits, the Adidas Tango football, ticker tape, the Dutch team and Argentina’s Mario Kempes all went to make this an exotic experience for a 7 year old football fanatic. Little did I know that whilst all this was going on a far more sinister parallel story was taking place within walking distance of the World Cup final stadium. In 1999 I was lucky enough to visit Buenos Aires, and whilst being shown the city I was told the story of Argentina’s lost generation of the late 1970s – ‘the disappeared’ – who were abducted by the Argentinian government and held and tortured in The Naval Mechanics School, less than a mile away from River Plate Stadium.

These artworks have been produced in response to research found online about this parallel narrative – in particular the paradox of how the result of a football match can make torturer and the tortured celebrate together. I uncovered too many deeply sad personal stories that are still unresolved for the families affected. This work has been made with the greatest of respect for all individuals involved – especially Manuel Kalmes and Graciela Daleo, both named, and whose stories have been featured.

ianmitchell.online
@graphics_lead
“In a certain sense I could agree with the Futurists that war is the only hygiene of the world, except for one little correction: it would be, if only volunteers were allowed to wage it. Unfortunately war also involves the reluctant, and therefore it is morally inferior to spectator sports. (...) Is the armed struggle possible on World Cup Sunday? Perhaps it would be best to engage in fewer political discussions and in more circenses sociology. Is it possible to have a revolution on a football Sunday?”

The artwork has 3 influences rooted in Umberto Eco’s text:
- Revolution/Soldier
- Futurismo/Movement
- Soccer/Jerseys graphics

Football is both a virtual clash between populations, a diversion that replaces war. The artwork shows a player as a soldier dressed with famous soccer national teams and from famous clubs. The famous sculpture from Umberto Boccioni, Unique Forms of Continuity in Space, can be seen at MoMA in New York.

genevievegauckler.com
@genevievegauckler
"...from my earliest childhood I belonged to that category of infants or adolescents who, the moment they kick the ball – assuming that they manage to kick it – promptly send it into their own goal or, at best, pass it to the opponent, unless with stubborn tenacity they send it off beyond hedges and fences, to become lost in a basement or a stream or to plunge among the flavors of the ice-cream cart."
Cecilia Garside

Formations

“Talk about soccer requires, to be sure, a more than vague expertise, but, all in all, it is limited, well-focused; it allows you to take positions, express opinions, suggest solutions, without exposing yourself to arrest, to loyalty oaths, or; in any case, to suspicion...”

@ludditeseel

Craig Oldham, Office Of Craig

Leading to the Death of the Best

“Races improve the race, and all these games lead fortunately to the death of the best, allowing mankind to continue its existence serenely with normal protagonists, of average achievement.”

Probably the only thing I agreed with in this pomp essay on pomp and circumstance.

craigoldham.co.uk
@officeofcraig

Paul Owen

Moving the Goalposts

“But soccer has nothing to do with sport in this sense.”

‘Moving the Goalposts’ is taken from a photographic series that explores inner city public spaces which defines Liverpool’s soccer culture. Capturing aspects of true grassroots soccer as seen in urban locations around the city. Where soccer is not a sport - it’s something completely different.

Soccer is not about wearing the right boots, or having the latest shirt, it’s not even about strategy, skill, timing or co-ordination and it’s definitely not about future fame and fortune. Soccer is a spirit – a kind of ethos.

It’s about a different kind of team. Forget the technical and the physical, soccer is about the psychological and social. A spirit of equality, fun and freedom that starts from the grassroots unseen on the pitch.

Soccer brings people together from all walks of life – united, regardless of their background, religion, age and gender. Soccer is one of the ultimate foundations to the fabric of community. It is about escapism and belonging to a different kind of club – a sense of acceptance and approval of identity, something much more than sport.

In this team there are no reserves, no referees and the players are all forwards and defenders at the same time. Each rewarded with things that are better than trophies.

owenstudio.co.uk
@paul_owenstudio
This is Philipp Lahm's time. And once more, Germany's time. The tension that is around the Maracanã stadium. A lot of money been paid, a lot of people have come a long way to see... away from one and then put the brakes on. Well he's got a free kick but he's lucky because he miscontrolled it. Looked the team talk as they went in at extra time against the Dutch on Wednesday this time he was well away from it. It was all... have played in one final that went to extra time on their patch in 1978 when they beat the Dutch. Germany have played...you're right? Off Klose wasn't it? Off Klose. Schweinsteiger. You can see Schweinsteiger saying to Höwedes 'where are you?'. Again Schweinsteiger to find Lahm, two of the long servers in this Germany team. Müller. Completing the bright Bayern... it. Clever too. Not gonna let Hummels anywhere near that. Demichelis and Garay from the back. Rojo too has got to leap. He couldn't quite keep the ball in the end. Nor could Lahm there. Jogi's contemplating what move to make next. I think... through to Messi. Messi bounces past a couple of tackles to shoot! He couldn't quite wrap that left foot around but here... steps and fantastic control. He's thinking Iran wasn't he, all over again. The goal that won it in injury time. Moments... to see it all. Now Argentina with Lavezzi sent sprawling. Free kick. Wanted to take it quickly, he? Dear oh dear. The man wearing number nine. Look at Javier Mascherano's reaction. And he looks at the bench. Oops. It's still the case then, couldn't quite, couldn't quite... a really bright start by Argentina. He's not just looking down... his original position. Yeah, since Lavezzi took the corner before he's not gone back to his original position. Little bit wasted. I think you're right, a really bright start by Argentina. He's not just looking down... in. He always does, does Cliff. Wandering away as he does, about to become a world champion-winning coach if his team can...towards the Maracanã. There's a lot of feeling creeping into this now. Echoes of when the men in the... to Messi. Deny Arjen Robben a chance. Most definitely. In the São Paolo semi-final. Stretched so much he did himself a mischief but... up-ended Bastian Schweinsteiger here. And there is a lot of feeling creeping into this now. Echoes of when the men in the... that you catch one. Oh dear. Yeah. Garay came in with everything he had and he took the full weight. Zabaleta got one the...
Al Murphy
Victory
Penalty

“And one day, as I was observing with
detachment the senseless movements
down there on the field, I felt how the
high noonday sun seemed to enfold men
and things in a chilling light.”

I was an avid football fan until the age of
around eleven or twelve when I realised
it was a game with few winners. The
disappointment of being left on the
sideline... the humiliation of being picked
last... missing a sitter... the gloating
opposition... the trudge home in a state
of mud spattered hopeless dejection. Call
me an old hippy, but I suddenly realised
that a good day out shouldn’t be one
which ends with 50 percent of those
present going home feeling terrible.

I moved on to other things but will
occasionally dip my toe back in – usually
the World Cup – only to be reminded of
why I left it behind all those years ago.

al-murphy.com
@al_murphagram

Chris Rodenhurst
Under Nines Football

“I belonged to that category of infants or
adolescents who, the moment they kick
the ball – assuming that they manage to
kick it – promptly send it into their own
gold or, at best, pass it to the opponent.”

500mm x 700mm print and
developmental sketches

chrisrodenhurst.co.uk
@chrisrodenhurst
Mike O’Shaughnessy

Vuvu, Mascots & Hyperreality

“...soccer for me has been linked with the absence of purpose and the vanity of all things.”

I had the Brazil 1970 World Cup Kit when I was seven years old. I had a terrible Kevin Keegan haircut when I was ten. I was obsessed with football.

Football has changed. Vanity and commercialism reign supreme.

Each World Cup produces its own mascot or character. The vuvuzela in South Africa was the nadir of World Cup merchandising. I still love soccer but don’t own any of the following:

Footix, Ato, Kaz and Nik, Zakumi, Fuleco

moshaughnessy.co.uk
@mickeyshona

Malik Thomas

Red Sea ’05

“...the vanity of all things”

The 2005 Liverpool Champions League bus parade was the first time I experienced football fans in an act of worship. It amazed me how an entire city came together and religiously praised Rafa Benitez as a God with the power to create miracles.

malikthomas.co.uk
@malikts
Jacqui McAssey
Spot the Girl
"...who, in fact, behave like hordes of sex maniacs..."
Main camera.
Helicopter camera.
Cable camera.
Pitch level camera.
Slow motion camera.
Handheld camera.
Reverse camera.
High camera.
Steadicam.
In goal camera.
Capturing all of the action and emotion, of the hot girls in the crowd.
girlfans.co.uk
@girlfanszine
@jacquimcassey

Heather Almond
Fifty Years of Hurt
“For the male adult it’s like little girls playing ladies: a pedagogical game, which teaches you how to occupy your proper place.”

In 1918, the Representation of the People Act gave the first British women the right to vote and stand for public office — 100 years ago this June. In 1921, the English Football Association outlawed the playing of the ‘distasteful’ yet very popular women’s game at all Association members’ pitches. The ban lasted until 1971. Today the legacy of this decision lives on. Despite the success and popularity of the Women’s Super League in England, many Premiere League clubs routinely move their women’s team home matches to local grounds — if they have a women’s team to play at all.

heatheralmond.tumblr.com
Christopher Brown

Aren’t there any gay players?!

“…so his playmates reject him and banish him from the happiest of competitive events.”

Football V Homophobia: 92 Premier League and Football League clubs in UK. 50 (estimated) players contracted to each team. 4600 (estimated) players in the Premier League and Football League. 5-7% “is a reasonable estimate” according to Stonewall, the Gay Rights charity of the number of gay men in the UK. 5% would mean 230 Premier and Football League players might be gay. 1997 Justin Fashanu aged 37 takes his own life. 2013 Thomas Hitzlsperger announces he is gay shortly after retiring from football.

2014 One openly gay footballer, Liam Davies plays for Gainsborough Trinity six divisions below the Premier League.

Emily Hayes

Walk Out On 77

“But soccer has nothing to do with sport in this sense. Not for the players, who are professionals subjected to tensions not unlike those of an assembly-line worker (except for questionable differences in pay)”

Football has historically been a sport watched mainly by ordinary working people but football clubs continue to test the limit of the fans’ devotion and their loyalty to their team with the increase in ticket prices, with the supporters absorbing the costs from the clubs. The financial disparity also continues to widen between those within the game and the fans that pay to follow it. The money that has flowed into the game has mainly gone into the pockets of the players whilst fans on lower incomes have found themselves priced out.

On Saturday 6th February 2016, Liverpool FC played against Sunderland at Anfield Stadium. On the 77th minute of this match, an estimated 10,000 supporters walked out of the stadium whilst chanting, “enough is enough, you greedy b******ds, enough is enough” and singing, “You’ll Never Walk Alone.” The significance of the planned walkout on the 77th minute was a direct reference to the rise in ticket prices to £77, announced by Liverpool Football Club the previous week. It was also a clear indication of the disappointment felt by many LFC fans in the club’s failure and lack of commitment to share any of Premier League’s new £8.3 billion television contract through ticket price reductions.

The protest forced LFC owners to reconsider its pricing scheme and a few days later they decided to scrap the £77 ticket price and apologised to their fans.
Laura Parke
I Don’t Love Soccer because
But My Sister Does

“...it allows you to take positions, express opinions, suggest solutions, without exposing yourself to arrest, to loyalty oaths, or, in any case, to suspicion...”

I’ve never really engaged with football. Maybe because I’m embarrassed that I can’t kick a ball with any degree of accuracy, or because the media representation of football tends to be male-dominated, aggressive, patriotic and gossipy. Or, perhaps it’s because I have other interests and groups that I’m able to be involved in.

It’s easy to have a negative opinion on something that you don’t feel part of, so I interviewed my sister who is huge fan of football to find out why she loves it.

Football is a part of her life that is consistent and evades any barriers that she may find in her day to day life. She is part of a community that is open to everyone, regardless of ability, language, education or wealth.

The film can be viewed from:
vimeo.com/277439610
@laura.parke
Jon Spencer
Ball Games: Football

"...instead of asking (difficult and obscure questions)...."

Part of an ongoing project which uses pared-down sporting imagery to experiment with and investigate print separations and overprints.
Details featured opposite.
@jonathanjspencer

Matthew Johnson
Desaparecidos

“There’s no need to ask ourselves why the World Cup has so morbidly polarized the attention of the public and the devotion of the mass media.”

Details featured above.
mutanten.tumblr.com
@mattjohnson_vcult

Anthony Ellis
Blue – Red

“Those crowds of fans, cut down by heart attacks in the grandstands, those referees who pay for a Sunday of fame by personal exposure to grievous bodily harm, those excursionists who climb, bloodstained, from the buses, wounded by shattered glass from windows smashed by stones.”

A photographic documentation of a walk from Manchester City’s Etihad Stadium to Manchester United’s Old Trafford stadium. The photos focus on objects around each ground, objects that reflect the colour of the respective teams: blue street signs, walls and bin bags around the Etihad; red cars, doors and bridges around Old Trafford. Some of the connections are arbitrary, some symbolic; some we cannot be sure.

alphaecho.co.uk
I love soccer
BECAUSE I'M NOT INTO SPORTS, BUT
I DO LOVE FOOTBALLER'S STRONG LEGS
BECAUSE MY SISTER LOVES IT
BECAUSE IT'S BORING
BECAUSE IT'S AN AMAZING
PASSIONATE SPORT
BECAUSE IT IS JUST A SPORT AND NOT A
RELIGION LIKE IT SEEMS SOMETIMES
BECAUSE OF THE WHOLE CULTURE
/ FANS THE PASSION AND RIVALRY
BECAUSE IT IS JUST A BUNCH OF FASHION
MODELS RUNNING AROUND A FIELD
BECAUSE IT'S A MENTALLY CHALLENGING GAME,
IF SOME PEOPLE FIND IT BORING, IT'S BECAUSE THEY
ARE NOT SMART ENOUGH TO UNDERSTAND IT
BECAUSE I DON'T LOVE SOCCER
BECAUSE OF IT'S ABILITIES TO BRING
PEOPLE TOGETHER, EVEN IF IT'S NOT FOR ME
BECAUSE I FIND SOCCER BORING
BECAUSE DEL PIERO IS GOD
BECAUSE I FIND THE RULES HARD TO
FOLLOW AND THE MEN ARE FAIRIES
BECAUSE IT BRINGS
PEOPLE TOGETHER
BECAUSE I LOVE FOOTBALL
BECAUSE :)
BECAUSE IT'S THE AMERICAN NAME FOR
FOOTBALL. FOOTBALL IS GREAT EXERCISE I'M
SURE, BUT IT DOESN'T EXCITE ME
BECAUSE IT'S A TYPE OF SPORT
AND KEEPS US HEALTHY
BECAUSE SOCCER WOULDN'T
LET ME PLAY
BECAUSE OF THE DRAMA
AND UNPREDICTABILITY
BECAUSE I DON'T KNOW THE RULES
...ANIMATED GIF OF LIVERPOOL
WINNING IN 2005 GOES HERE

I don't love soccer
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BECAUSE I DON'T KNOW THE RULES
...ANIMATED GIF OF LIVERPOOL
WINNING IN 2005 GOES HERE

Marie Jones
Half'n'Half Scarves

"...it teaches you how to occupy your proper place."

A scarf from Liverpool 2005 is the only football memorabilia I own. When I was 7 in 1990 a scouse family moved onto my estate in North Wales. Their youngest daughter became my best friend and told me I supported Liverpool. I don't follow football, but since, Liverpool has followed me. It pops up in different friendships or relationships throughout my life. Interested in where these currently lie I asked close friends and family to choose one of the following statements to finish...

I don't love soccer because...
I love soccer because...

I received 22 replies, 11 who love soccer and 11 who don't.

Made to order scarves can be bought from ... kochi-kochi.co.uk/SHOP

kochi-kochi.co.uk
@kochi__kochi
Dorothy
Love It Or Hate It

"I belonged to that category of infants or adolescents who, the moment they kick the ball – assuming that they manage to kick it – promptly send it into their own goal or, at best, pass it to the opponent, unless with stubborn tenacity they send it off the field, beyond hedges and fences, to become lost in a basement or a stream or to plunge among the flavors of the ice-cream cart. And so his playmates reject him and banish him from the happiest of competitive events."

Football, so much to answer for.

Dorothy
The Eco

"...before my eyes a cosmic, meaningless performance was proceeding."

wearedorothy.com
@dorothy_uk
“I doubted the existence of God and decided that the world was a pointless fiction.”

The False Office of Football Administration is an organisation for football related investigations. Of an unofficial nature...

Penini Wurld Cyp Sticker Generator is an affectionate tribute to all the football videogames that lack official player and team licenses. Whether rounding three men with Peul Gescoigne, or smashing in a 40 yard free kick with Roberto Larcos, these fictional players played a very real part in our lives and informed our love of football (soccer). We salute this rabble of unofficial heroes.

Sipp illetrie
FOFA President

Selection of @fofasoccer Instagram content produced during the World Cup featured opposite.

fofasoccer.org
@fofasoccer
The international section of contributing artists all have close connections to the Graphic Design and Illustration department at Liverpool School of Art and Design as graduates or visiting lecturers…

Jonathan Barnbrook
barnbrook.net
@barnbrookstudio

Christopher Brown
centralillustration.com
@christopherbrownlino

Dept. Of
departmentof.co.uk
@department_of

Dorothy
wearedorothy.com
@dorothy_uk

Geneviève Gauckler
genevievegauckler.com
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Marie Jones
kochi-kochi.co.uk
@kochi__kochi

Joe Magee
periphery.co.uk
@mrjoemagee

Al Murphy
al-murphy.com
@al_murphagram

Craig Oldham
craigoldham.co.uk
@officeofcraig

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