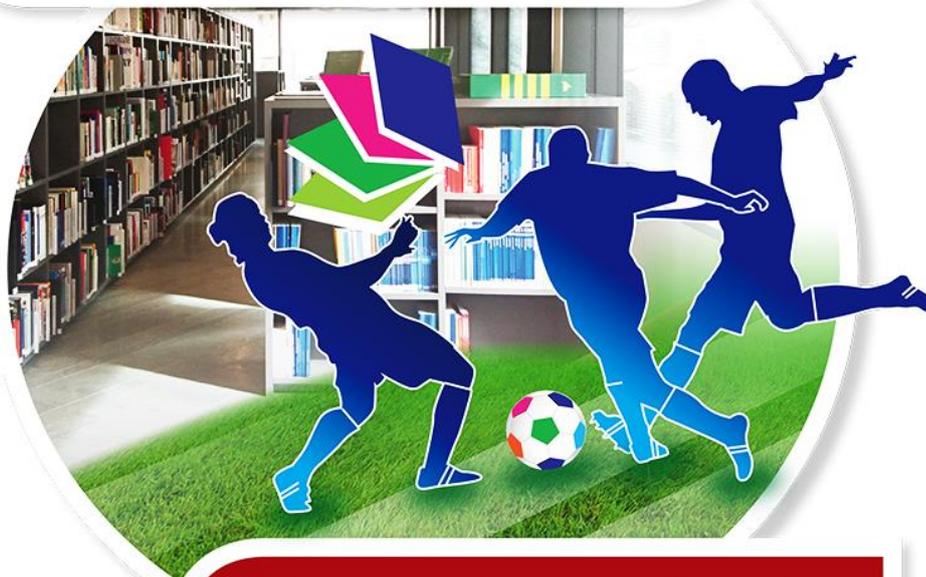


Library of the **FIFA** World  
Football Museum

## **The brain in the foot**

Jesús Castañón Rodríguez

Biblioteca del Museo del  
Fútbol Mundial de la FIFA



## El cerebro del pie

Jesús Castañón Rodríguez

### Cómo se cita este trabajo

CASTAÑÓN RODRÍGUEZ, Jesús: “Biblioteca del Museo del Fútbol Mundial de la FIFA: El cerebro del pie”. Idioma y deporte [en línea]. 1 de abril de 2017, número 193. [Consultada: 1 de abril de 2017]. Disponible en: <<http://idiomaydeporte.com/pdf/elcerebrodelpie.pdf>>

ISSN: 1578-7281.

Diseño de cubierta: Vidis Comunicación.

### Versión en inglés

CASTAÑÓN RODRÍGUEZ, Jesús: “Library of FIFA World Football Museum: The Brain in the Foot”. Idioma y deporte [on line], 193. April 1, 2017. [Accessed: April 1, 2017]. Available in: <<http://idiomaydeporte.com/pdf/elcerebrodelpieing.pdf>>

Cover design: Vidis Comunicación.

ISSN: 1578-7281.

Se autoriza el uso de esta guía como material de cátedra, bibliográfico o de consulta en el caso de que se nombre la fuente, el autor, la fecha y el sitio

[www.idiomaydeporte.com](http://www.idiomaydeporte.com).



Library of the FIFA World  
Football Museum

## The brain in the foot | Jesús Castañón Rodríguez

# Index

Introduction	4
A new sporting context for a global society	5
Characteristics	6
The presence of the Spanish language	7
Epilogue	9
Bibliographical References	10
Author	11

**El cerebro del pie**  
Jesús Castañón Rodríguez

[Versión pdf en español](#)

**The brain in the foot**  
Jesús Castañón Rodríguez

[Pdf version in English Language](#)



**IDIOMA Y DEPORTE**  
El Juego del Lenguaje

Idiomaydeporte.com, 193. Valladolid, April 1, 2017

[www.idiomaydeporte.com](http://www.idiomaydeporte.com) **3** Valladolid, April 1, 2017



B Library of the FIFA World Football Museum

### The brain in the foot

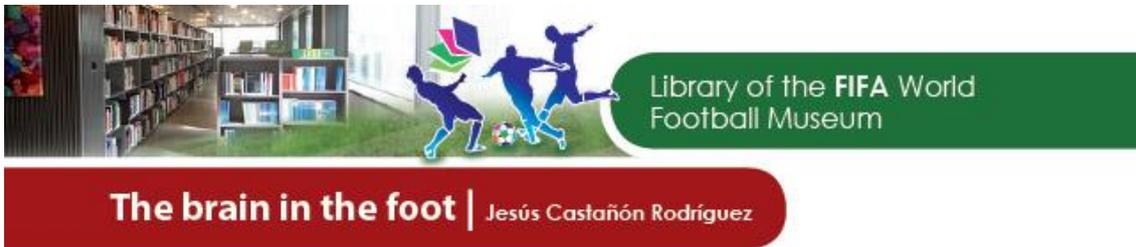
Jesús Castañón Rodríguez (\*)

The FIFA World Football Museum in Zurich (Switzerland) opened its doors on 28 February 2016. On the occasion of its first anniversary, Idiomydeporte.com has travelled to Zurich and paid a contemplative visit to one of its halls: The Library.

This brightly-lit reading space has a reception counter, six workstations, several areas with shelves, where the books are arranged according to subjects and languages, display cases showing periodical publications in various languages and an archive section for the consultation of European magazine collections. In this singular space the editor of Idiomydeporte.com held a pleasant chat with the librarian, Michael Schmalholz.



Facade of the FIFA World Football Museum. Photo: Jesús Castañón.



### **A new sporting context for a global society**

As the Council of the European Union recognised in 2014, sport has become the largest non-governmental movement in Europe, an economic driving-force and an element for innovation.

In the twenty-first century sport constitutes a social need that has leapt from the sports grounds to the avenues and streets, defining contemporary life and establishing a global phenomenon, the study of which brings together cultural history and the media and includes dimensions of a political, cultural, emotional and aesthetic nature. Its social value is associated with aspects of internationalism, interculturalism, education, health and quality of life.

This complex reality has led many sports clubs to set up museums aimed at strengthening positive emotions, although few of these include a library.

The four floors of the FIFA World Football Museum include spaces filled with a succession of thousands of objects, pictures and symbols that highlight the festivity and joy of football over the years. They envelope the visitor with the sounds of the field and the terraces and offer audiovisual stimuli on large screens and tactile screens that make an impact on the mind, exalt emotional links, provide knowledge regarding all kinds of curiosities and trigger the best sensations.

This panorama is complemented by an innovative and highly entertaining games area and a section where people of all ages and from all backgrounds share their experience of living with football as a social activity with no exclusions: from Pope Francis to stamp collections, from FIFA executives to the volunteers who participate at the FIFA World Cup, from children to the games for grow-ups, from table football to videogames, from the rainbow created with the shirts of all the associations to the language of football, from the gallery dedicated to the history of football and the different FIFA World Cup tournaments to the smile provided by the vision of cartoonists...

In this total football experience, the function of the Library is to connect football with society and to generate spaces for reflection, knowledge, the relationship with sports sciences, university education and research, Schmalholz comments. It becomes a pitch for thought and a rational playing field that goes beyond the cliché of sport as a topic far-removed from the academic world. It seeks a meeting point for users interested in the wealth of football, its emotional force and its impact on society.

Since football is an Olympic sport, the Library of the FIFA World Football Museum maintains a close collaboration and exchange of information with the Olympic Studies Centre (and its Library) of Lausanne, which was recognised with the Council of Europe's European Museum of the Year Award in 1995, while its promotor, Juan Antonio Samaranch, was awarded an honorary degree by the University of the Sorbonne (France) in 1995 and granted the condition of Honorary Academic of the Real Academia de Bellas Artes de



San Fernando (Spain) in 1998. It follows the model developed by the Olympic movement since 1993, with an innovative union of tradition and avant-garde in the cultural and educational dissemination of the sport, some of its keys being the combination of great rigour with regard to the collections housed and modern forms of presentation, together with the divulging of multimedia products while benefitting from the possibilities offered by new technologies and modern communications in spaces devoted to cultural expansion and leisure.



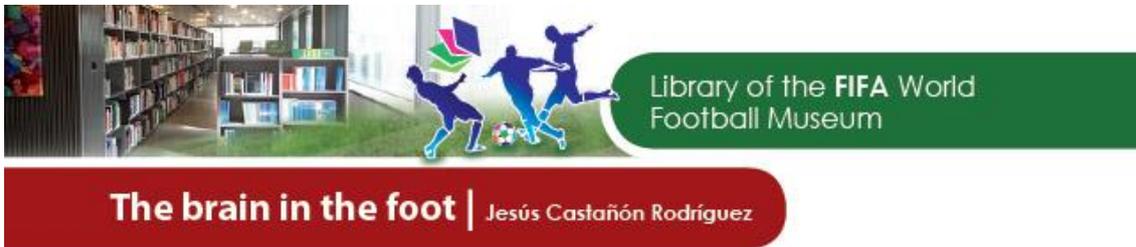
Panoramic view of the Library. Photo: Jesús Castañón.

### Characteristics

The Library of the FIFA World Football Museum was inaugurated in March 2016 and is open to the public, although it is necessary to arrange an appointment in advance and to fill in a registration form.

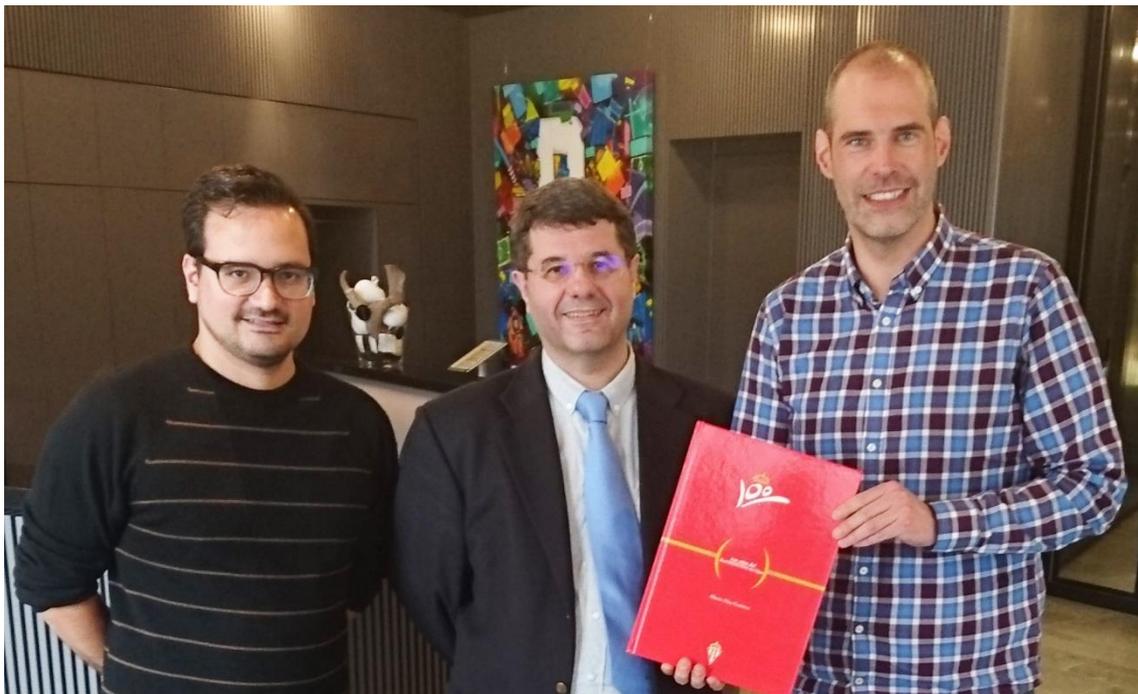
Once there, visitors can discover its mission to preserve and disseminate the historic heritage of football, as well as being able to benefit from the use of technology in the service of information and knowledge. The Library is especially intended for users who are interested in the history of football in general, the history of FIFA, in existence for more than 110 years, and the study of the sport.

According to Schmalholz, the Library is not a mere spectator of history but, rather, it



conserves, interprets and expands it and makes it available to researchers, students and the public attracted by football. It stores 4,500 volumes, including contemporary works and antiquarian books, and more than 70,000 digitised documents relating to various types of collections: books, magazines, official documents of the associations and confederations that belong to FIFA, photographs, records, videos, sound archives, conferences, meeting minutes, official publications, rules, working documents of the different plenary sessions, university theses and research papers...

The collection covers very varied subjects. Predominant among them is a very interesting repertoire on the memory of the institution with official FIFA publications, the history of the member associations and confederations and a detailed account of the FIFA World Cup and the continental tournaments. And, together with these, it houses numerous bibliographical exhibits relating to the historical, political and social aspects of the sport: year books, competitions, tournaments, histories of organisations, associations and clubs, biographies of the figures of the sport (players, trainers, referees, managers...), cartoons, journalism, psychology, sociology... and also language and literature.



Dominik Peterman, Jesús Castañón and Michael Schmalholz. Photo: Julian Rieck.

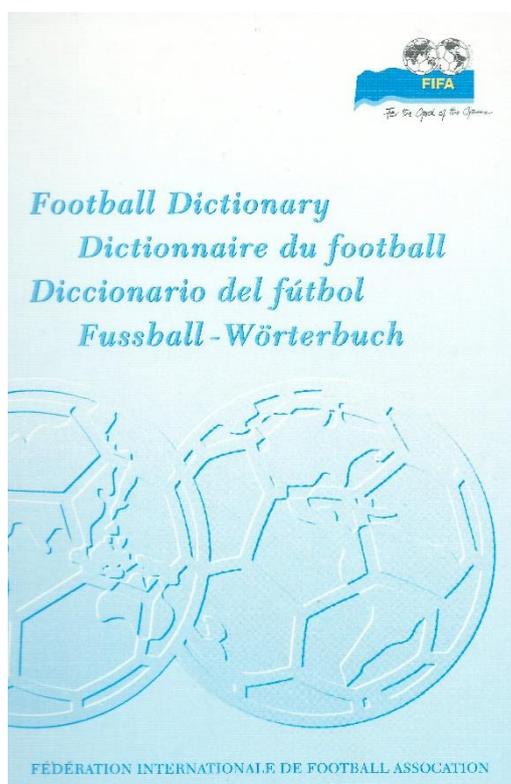
### **The presence of the Spanish language**

The Library staff emphasise that Spanish is one of the official languages of FIFA together with German, French and English and they stress the increasing importance of Portuguese



and Russian in recent times. Although the majority of the collections are in German and English, documentation is recorded in the various languages of the institution's 211 member associations.

This tradition, since Spanish has been an official language since 26 July 1946 at the proposal of the Uruguayan Football Association, means that the presence of collections in Spanish is especially ample in all the internal and working documents of this organisation and its presence in other types of collections originates on both sides of the Atlantic.



Cover of FIFA multilingual dictionary, published in 1998.

As for linguistic works, it is possible to consult dictionaries, encyclopaedias, glossaries and multilingual terminological works, in addition to collections dedicated to the journalistic language of the media, as well as theses and research papers. Also included are studies on the metaphoric use of sports language in fields such as economics, education, politics, religion, health and tourism, or on the presentation of reality using sports terms with emotional reinforcement to generate trust, create easily remembered messages, give new meaning to data in order to influence their interpretation, synthesise states of mind, classify experiences and create opinions



In the literary field the library offers creative works (novels, poetry, stories, plays...), a prominent section for cartoons and comics and works for reflection such as literary studies and anthologies. It recognises the value of modern language and literature for their capacity to create symbols that propagate values and generate images that endure over time.



Michael Schmalholz and Jesús Castañón during the interview. Photo: Dominik Peterman.

## Epílogo

In short, the Library of the FIFA World Football Museum constitutes a cultural asset that preserves the indelible marks of the sport and its meaning, it records its different types of manifestations in various formats and centralises information and documentation on the heritage of football knowledge throughout the world with its different voices that interweave and strengthen each other.

If the Spanish humourist José Luis Coll, during the 1982 FIFA World Cup tournament, defined football as the activity in which two teams fight to score the most goals “with the brain in the foot”, this library would create new meaning. The brain in the foot would be this unmissable venue for intelligent surprises owing to its great capacity to connect passion with reason, to twin the reality of football and its history with society and to create an ideal playing field for thought, culture and research in its zeal to facilitate the understanding of the global phenomenon of football.



Library of the FIFA World  
Football Museum

## The brain in the foot | Jesús Castañón Rodríguez

### Referencias bibliográficas

BINDER, T. y M. BRASSE (Comp.) (1998): *Football Dictionary*. Zürich: Fédération Internationale de Football Association.

BRAUN, A. (August, 2016): La cámara del tesoro. In FIFA 1904, pp.38-39.

CASTAÑÓN RODRÍGUEZ, J. (January 1, 2017): Guía del lenguaje deportivo 2017. In *Idiomaydeporte.com*, 190. Accessed March 1, 2017. Available in <http://www.idiomaydeporte.com/pdf/guiadellenguajedeportivo2017.pdf>.

COLL, J. L. (June 24, 1982): Con el cerebro del pie. *Diario 16*. *Diario 16 en el Mundial 82*, p. XV.

DIARIO OFICIAL DE LA UNIÓN EUROPEA (December 5, 2014): Conclusiones del Consejo y de los Representantes de los Gobiernos de los Estados miembros, reunidos en el seno del Consejo, sobre el deporte como motor de la innovación y del crecimiento económico. En *Diario Oficial C 436*, p. 2. Accessed March 1, de 2017. Available in [http://eur-lex.europa.eu/legal-content/ES/TXT/?qid=1454055911668&uri=CELEX:52014XG1205\(01\)](http://eur-lex.europa.eu/legal-content/ES/TXT/?qid=1454055911668&uri=CELEX:52014XG1205(01)).

PUNTOYCOMA, Boletín de los Traductores Españoles de las Instituciones de la Unión Europea (2016): Número Especial Deporte, Lengua y Traducción. In *Puntoycoma*, 146. Accessed March 1, 2017. Available in [http://ec.europa.eu/translation/spanish/magazine/documents/pyc\\_146\\_es.pdf](http://ec.europa.eu/translation/spanish/magazine/documents/pyc_146_es.pdf).



## EL AUTOR

(\*) **Jesús Castañón Rodríguez** (Palencia, 1964) is a teacher and writer. Ph. Doctor of Hispanic Studies from the University of Valladolid in 1991 and doctor *honoris causa* by Consejo Iberoamericano en Honor a la Calidad Educativa in 2004, he has been directing the personal page [Idiomaydeporte.com](http://Idiomaydeporte.com) since 1999 and he is specialized in communication, information and sports documentation.

From 2000 to 2007 he was an external collaborator of the Real Academia Española in reviewing sporting terms for the twenty-second edition of the *Diccionario de la lengua española* and the first edition of the *Diccionario esencial de la lengua española*, and the International Baccalaureate Organization for the *Guía de Educación Física Para los Años Intermedios*.

Between 1999 and 2016 he has collaborated with the Área Interdisciplinaria de Estudios del Deporte SEUBE-FFyL-UBA (University of Buenos Aires), the Grupo Científico de Documentación e Información Deportiva (Consejo Superior de Deportes of Spain), the research groups Global Anglicism Database (Bergen) and Lexicografía y Lexicología (University of Alicante), the Grupo de Trabajo Interdisciplinario Comunicación y deporte (Centro de Estudios Olímpicos y Ciencias Aplicadas al Deporte José Benjamín Zubiaur) and The Innsbruck Football Research Group (University of Innsbruck).

From 2001 to 2016 he has participated as a lecturer in *Máster de Periodismo de Agencia*, *Máster de Periodismo ABC-UCM* and *Máster en Comunicación e información deportiva*, in titles of *Experto en Lenguaje y medios de comunicación (prensa, radio, televisión, publicidad, internet)* and *Experto en Comunicación deportiva*, and he has participated in activities organized by the Olympic Studies Centre in Barcelona and the Olympic Studies Centre at the University of Oviedo.



Author of 17 monographic books and 13 book chapters on language arts sport between 1991 and 2016, their profile is considered as an essayist in the *Diccionario Espasa de la Literatura Española*.

He belongs to the Advisory Board of *Idiomaydeporte.com*, to the Arbitration Committee of the digital publication *Lecturas: Educación Física y Deportes* and to the Scientific Committee of the publications *Investigación y Educación Física y Comunidad Virtual de Ciencias del Deporte*. From 1988 to 2016 he has carried out written and audiovisual collaborations that have been reproduced in 67 media outlets in 15 different countries: Argentina, Brazil, Chile, Colombia, Cuba, Ecuador, Spain, Guatemala, Honduras, Mexico, Peru, the United Kingdom, Serbia and Uruguay. Between 1997 and 2016 he has analyzed the sports language in the sections: “El deporte del lenguaje” in the Malaga radio stations *Avance Deportivo Radio* and *Radio 4G Málaga*, “El español en el deporte” in *Elcastellano.org*, “Hinchas del idioma” in *Radio Salamanca*, “Literatura y Lingüística del deporte” in *Comunidad Virtual Ciencias del Deporte* and “Palabras en juego” in the newspaper of Oviedo *La Nueva España*.

His work has been cited, among others, by the International Olympic Academy, Agencia Efe, Asamblea Legislativa de Costa Rica, Asociación de Periodistas Deportivos Europeos, Cámara de Diputados de México, Fundación del Español Urgente BBVA, International Association for Sports Information (IASI), The Church and Sport section of the Pontifical Council for the Laity and Senado de la República de México. Also, by the publications *Boletín de la Real Academia Española*, *Journal of Sport History*, *Punto y Coma* (Boletín de la Traducción Española en las Instituciones de la Unión Europea), *The International Journal of the History of Sport*; and the websites of the Fundación Gabriel García Márquez para el Nuevo Periodismo Iberoamericano, The International Centre for Sports Studies (CIES) and Unión Latina. His work of literary creation is contained in the anthologies *El gol nuestro de cada día*, *Futbolatos* and *Poesía a patadas*.

Among other awards, he has received Premio de Poesía Deportiva Juan Antonio Samaranch in 1990, organized by the Barcelona weekly *Don Balón*, and Trofeo Rey Pelayo in 2014, granted by Gobierno del Principado de Asturias and Asociación de la Prensa Deportiva del Principado de Asturias.



## IDIOMA Y DEPORTE

El Juego del Lenguaje



**The brain in the foot** | Jesús Castañón Rodríguez