

# THE AMAZING HISTORY OF THE JULES RIMET WORLD CUP

Nowadays football is a cultural universal phenomenon; pretty much every country plays it and the sport offers a common language and a set of familiar reference points that enables easy communication across national boundaries. When the football World Cup is on the whole world watches and listens. (University of Leicester).

**Purpose:** this exhibit analyzes the itinerary of the most important tournament of the football: the World Cup, reviewed from the origins up to the definitive conquest of the Jules Rimet World Cup by Brazil in 1970. The backbone of the exhibit is the development of the organization of the football World Cup, first through the Olympic tournaments, de facto a World Championship, and later the Jules Rimet World Cup.

**Background:** the development of the collection is interlaced with the social and cultural environment, the economic and political situation and, unfortunately, wars and natural catastrophes. These aspects are presented in detail, sometimes thanks to an original research on books and magazines of the time.



Ticket of the final of the first edition of World Cup, Uruguay-Argentina, 30 July 1930. "Tribuna OLIMPICA SERIE 4 PUERTA K". According to the Memorabilia book by Rory Almeida director of World Cup museum of Montevideo, the inscription at bottom "este talon debe ser conservado..." attest printing by CASA A. BARREIRO Y RAMOS SA.

## Personal research and publications

Many articles have been written by myself in these periodical magazines about the HISTORY OF WORLD CUP RIMET from 2010 up now :  
**HILASPORT MAGAZINE** UICOS recognized by CONI  
**MOS-JOURNAL** magazine of German sports collectors  
**LOTIZIARIO CIFT** (ENTRO ITALIANO FILATELICA TEMATICA)  
**ers Tokyo 2020** ( Olympic football essay pag. 56-68) by UICOS-CONI

## Rarities inside the exhibit

Given the hard work in the search for rare pieces, the more exceptional ones are highlighted with a red-colored explanatory text, with details of rarity level (R for very rare, R<sup>2</sup> for extremely rare and R<sup>3</sup> for unique piece known). The certificate of authenticity are shown with a logogram @ and are attached on the back of the sheet.

## PLAN OF EXHIBIT

### 1 EVOLUTION OF THE GAME BEFORE THE CUP

- 1.1 INTERNATIONAL FOOTBALL CONQUERS THE OLYMPIC GAMES
- 1.2 THE OLYMPIC TOURNAMENT BECOMES DE FACTO A WORLD CHAMPIONSHIP

### 2 JULES RIMET INVENTS THE CUP

- 2.1 ALL STARTS IN MONTEVIDEO
- 2.2 ONCE IN EUROPE, ROME IS AGAIN CAPUT MUNDI
- 2.3 THE SHADOW OF THE WAR ON THE SUCCESS OF THE CUP

### 3 BRAZIL, O CANECO E' NOSSO (THE CUP IS OURS)

- 3.1 FROM A SLOWLY RECOVERY TO A SHOCKING FINAL
- 3.2 THE GERMAN OUTSIDERS ARE SHOWN LIVE ON TV
- 3.3 BRAZIL STARTS DOMINATING THE WORLD OF FOOTBALL
- 3.4 THE CUP LANDS IN THE CRADLE OF FOOTBALL
- 3.5 THE JULES RIMET CUP FLIES TO RIO



Ticket of the last match of the Rimet Cup in Mexico City 1970, final Brazil-Italy, with the definitive conquest of Brazil. The ticket is signed by Edson Arantes Do Nascimento, (Pelé), the only player who won the Championship three times.

## Bibliography and resources

- MEMORABILIA** with Catalogo descrittivo By Rory Almeida 1930 World Cup Museum Director – Montevideo 2001
- DISCORSO SUL CALCIO FIORENTINO** – 1766 MARCO COLTELLINI LIVORNO –
- **FOOTBALL: ITS HISTORY FOR FIVE CENTURIES** MONTAGUE SHEARMAN- LONDON 1885 Leadenhall Press-
- **I MONDIALI DI JULES RIMET**, G. TRISOGLIO - 2012 Edizioni Bradipo Sports Literature-
- **FRANCOBOLLI CALCIO E MONDIALI** - G. MOROLLI A. FASANO - FABBRI EDITORI 1982-
- **POST, PHILATELY AND OLYMPISM**, COMITE' INTERNATIONAL OLYMPIQUE, 1<sup>ST</sup> VOLUME – GIUSEPPE SABELLI FIORETTI- IOC1984
- **WORLD CUP TICKETS 1930-2018**, MATTEO MELODIA, -2018 ANNIVERSARY BOOKS ED.–
- **FOOTBALL, CALCIO, FUSSBALL**, GIORGIO SINI – 1996 EDIZIONI CIFT–