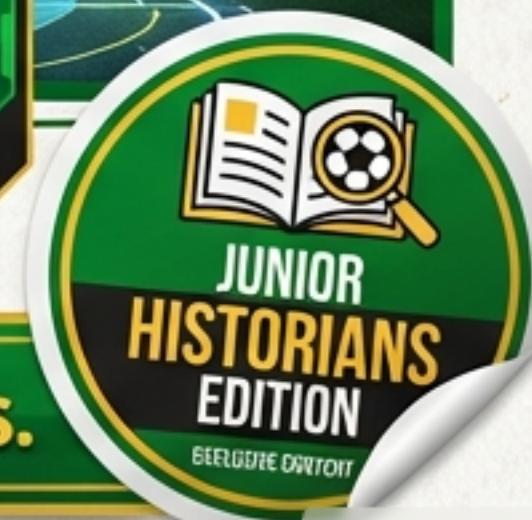


# THE FIFA WORLD CUP

» A HISTORY OF THE WORLD'S BIGGEST GAME «



2022  
MODERN INNOVATION



» From 1930 to Today: The Heroes, The Villains, and The Legends. «

# WHAT IS THE WORLD CUP?

- **THE EVENT:** The ultimate football tournament held every 4 years.
- **THE ORGANIZER:** FIFA (International Federation of Association Football).
- **THE SCALE:** From 13 teams in 1930 to billions of viewers today.



BALSILLIE SCHOOL  
OF INTERNATIONAL AFFAIRS



**DID YOU KNOW?**  
The first trophy was named the 'Jules Rimet Cup' after the Frenchman who created the tournament!

# 1930: WHERE IT ALL BEGAN



BALSILLIE  
SCHOOL OF INTERNATIONAL AFFAIRS



## THE BALL DISPUTE:

In the final, Argentina provided the ball for the 1st half and led 2-1. Uruguay provided their own ball for the 2nd half and won 4-2!

# THE QUIET YEARS (1934-1950)

1934



ITALY WINS

1938



ITALY WINS AGAIN

1942

CANCELLED

No tournaments due  
to World War II.

1946

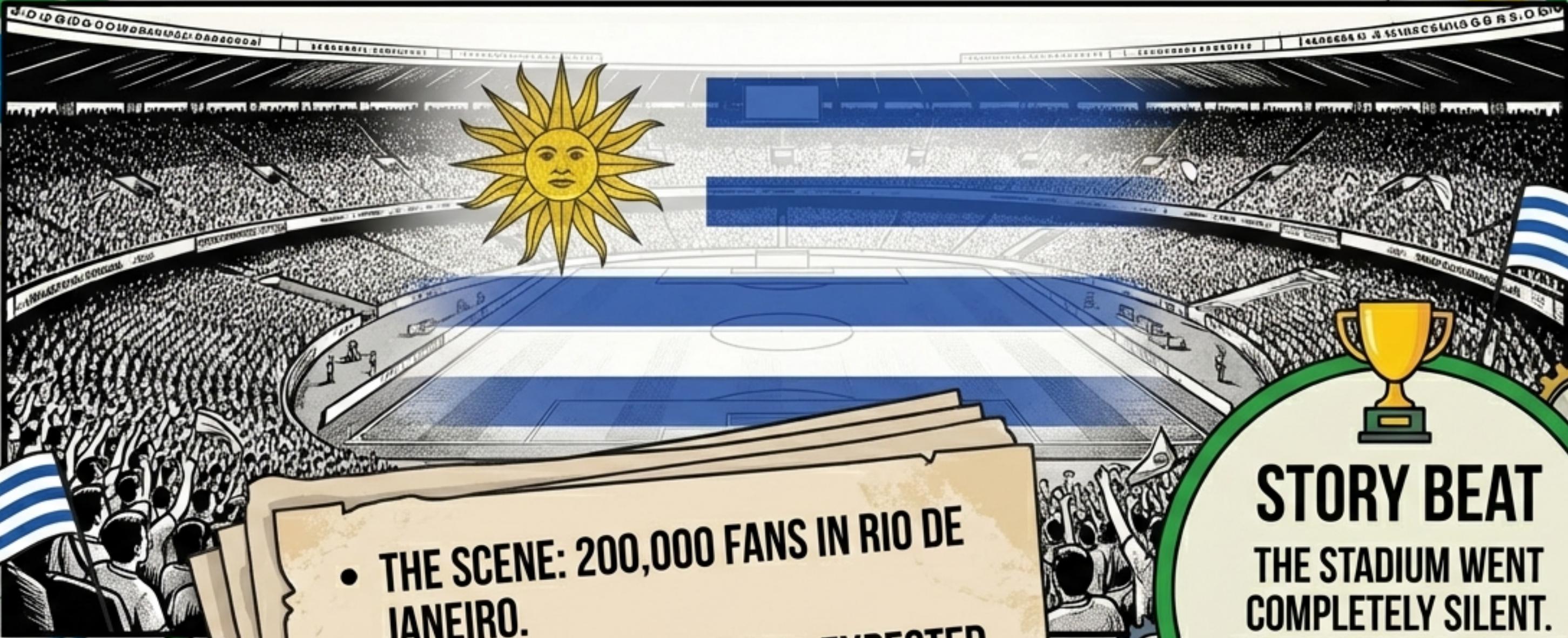
1950

THE RETURN  
(BRAZIL HOSTS)



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# 1950: THE 'MARACANAZO' (THE GREAT UPSET)



- THE SCENE: 200,000 FANS IN RIO DE JANEIRO.
- THE EXPECTATION: BRAZIL EXPECTED TO WIN EASILY.
- THE SHOCK: URUGUAY WINS 2-1!

**STORY BEAT**  
THE STADIUM WENT COMPLETELY SILENT. THIS IS KNOWN AS THE 'MARACANAZO'.

# THE GOLDEN ERA OF PELÉ (1958-1970)

- **THE PRODIGY:** Won his first World Cup at 17 years old!
- **THE DYNASTY:** Brazil won 3 out of 4 tournaments (1958, 1962, 1970).
- **THE RECORD:** Pelé is the only player to win 3 World Cups.



## WORLD CUP WINNERS 1958-1974

1958:  
HOST  
SWEDEN  
WINNER  
BRAZIL  


1962:  
HOST  
CHILE  
WINNER  
BRAZIL  


1966:  
HOST  
ENGLAND  
WINNER  
ENGLAND  


1970:  
HOST  
MEXICO  
WINNER  
BRAZIL  


1974:  
HOST  
WEST GERMANY,  
WINNER  
WEST GERMANY  


**DID YOU KNOW?**  
In 1958, Just Fontaine (France) scored 13 goals in one tournament—a record that still stands!



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# MEET THE MASCOTS!

1966: WORLD CUP WILLIE



Open Sans

The First Ever Mascot!

1982: NARANJITO



Open Sans

From Spain!

1994: STRIKER



Open Sans

USA Style!

2010: ZAKUMI



Open Sans

South Africa!

Why Mascots? To bring luck, fun, and represent the host country's culture.



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# THE EVOLUTION OF THE BALL

THE HEAVY LEATHER (1930s)



Absorbed rain and  
got heavy!

THE TELSTAR (1970)



Designed to look good  
on Black & White TV.

THE MODERN ERA (2010s)



Waterproof and  
scientifically tested  
for speed.



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# 1986: THE DIEGO MARADONA SHOW

The Controversy: "The Hand of God"



The Genius: "Goal of the Century"



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**Host:** Mexico (1986)

**The Star:** Diego Maradona (Argentina)

**The Match:** Argentina vs. England Quarter-Final

**Result:** Argentina went on to win the World Cup.

# GOING GLOBAL (1994-2002)



## WORLD CUP WINNERS (1978–1998)

- 1978: Argentina 🇦🇷
- 1982: Italy 🇮🇹
- 1986: Argentina 🇦🇷
- 1990: West Germany 🇩🇪
- 1994: Brazil 🇧🇷
- 1998: France 🇫🇷



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# 2010: AFRICA'S TIME TO SHINE



**Host:** South Africa  
(First African Host Nation). 

**The Champion:** Spain wins  
their first-ever World Cup. 

**The Sound:** The buzz of  
Vuvuzelas was heard around  
the world!

**Mascot:** Zakumi the  
Leopard.



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# THE RECENT GIANTS (2014 & 2018)

## 2014 (Brazil)

Germany wins their 4th title.



**The Shock:**  
Germany 7 - 1  
Brazil  
(Semi-Final)

## 2018 (Russia)

France wins their 2nd title.



**The New Hero:**  
Teenager Kylian  
Mbappé scores  
in the final



**DID YOU  
KNOW?**

Miroslav Klose (Germany) became the all-time top scorer with 16 goals in 2014.



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# 2022: MESSI'S MOMENT



**Host:** Qatar (First in Middle East).

**The Final:** Argentina vs. France. Ended 3-3, Argentina won on penalties.

**The Story:** In his 5th World Cup, Lionel Messi finally wins the trophy.

**Record:** Messi has played the most World Cup matches in history (26).



# WORLD CUP HALL OF FAME



## MOST WINS

**Brazil** (5 Titles).  
The only team  
to play in every  
tournament!

## TOP SCORER (ALL TIME)



## TOP SCORER (ALL TIME)

**Miroslav Klose**  
(Germany) -  
16 Goals.



## MOST GOALS IN ONE CUP

**Just Fontaine**  
(France) - 13  
Goals (1958).



## AGE RECORDS

**Youngest Scorer:**  
Pelé (17).  
**Oldest Player:**  
El-Hadary (45).



# THE FUTURE: 2026 AND BEYOND



- **Next Stop: 2026** Hosted by Canada, Mexico, and USA.

- **Bigger Than Ever:** Expanding to 48 Teams!

## QUESTION FOR YOU:

With 48 teams competing, who do **YOU** think will win the next World Cup?

