

PRESS KIT

DESTINATION RIO



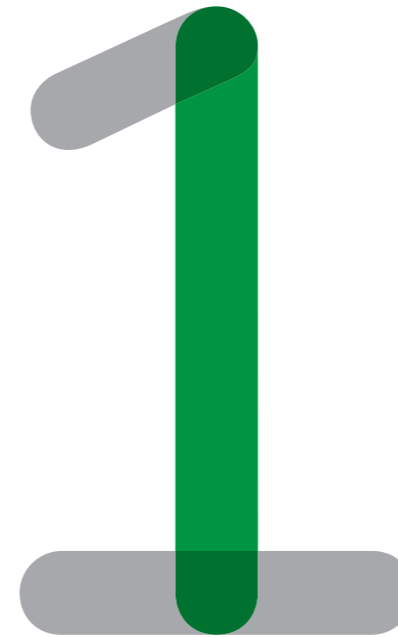
THE
OLYMPIC
MUSEUM

A 100% BRAZILIAN
PROGRAMME
10.02 to 25.09.2016



Table of content

1. Press release	3
2. Destination Rio Firsts	5
3. The 4 Exhibition Areas The Olympic Park «Destination Rio : The Games» «Destination Rio : Rhythms and Diversity» The Art Lounge and TOM Café	7
4. 5 Programme Highlights	13
5. TOM Café and TOM Shop's Brazilian flavours	16
6. School Programme: Harmonious Diversity	17
7. The Interactive Document	18
8. Practical Information	19



Press Release

DESTINATION RIO A 100% Brazilian programme

From 10 February to 25 September 2016, The Olympic Museum celebrates Rio with a programme wholly dedicated to the culture and flavour of the city and of Brazil, host of the Olympic Games.

To mark the Games of the XXXI Olympiad, The Olympic Museum showcases Brazilian culture's diversity, exuberance and energy. For seven months, impressive programmes will lend their rhythms to The Museum's life with exhibitions from contemporary Carioca artists, a carnival showcasing a famous samba school, nights at The Museum, European premieres for some Brazilian films and the European Capoeira Championships.

Destination Rio is a first at The Olympic Museum. It starts during the carnival in Rio and will reach its peak over the summer, with the two weeks of The Olympic Games. This explosion of colour and energy will permeate all other events at The Museum. Destination Rio is a free-of-charge programme. Entrance fees will remain for the permanent exhibition.

The body in movement, a key element of Brazilian culture, is at the heart of Destination Rio. It is shown throughout The Museum, from the Park to the TOM Café and the temporary exhibitions. One of the temporary exhibitions is dedicated to Rio's transformation while another gives room to the Carioca artistic avant-garde, which plays up the Cidade maravilhosa's rhythms and diversity.

The Olympic Park, first steps into Brazilian culture

Just like a stroll in Copacabana, the route is interspersed with stands offering information on Brazil. Starting at the end of March, artist Felipe Barbosa's strange little creatures provide a touch of colour and fun, combined with photos of some of Brazil's greatest athletes: an ideal setting for a warm-up!

"Destination Rio: The Games" Exhibition (The Gallery, level 2)

Presentation of the Olympic Games in Rio through the organisation, the Look of the Games, the sports on the programme, the athletes and, of course, the essential elements: the Torch Relay, the mascots and the medals. The exhibition will also highlight the legacy that these Games will have for the host city.

"Destination Rio: Rhythms and Diversity" Exhibition (Focus Space, level 1)

An exploration of the physical vocabulary of Brazilian culture through music, dance, popular festivals and sport: a full immersion into the rhythms and movement of Brazil, focusing on contemporary art and photography.



©Custodio COIMBRA

The artists chosen to exhibit their work at The Olympic Museum represent a sample of Brazil's contemporary art scene. Many of them are showing their work in Switzerland, or in Europe, for the first time. They express both Rio's power of transformation and the harmonious diversity of cultures coming together. One will be able to discover the works of Felipe Barbosa, Heleno Bernardi, Marcos Cardoso, Maria Nepomuceno, Zemog, Alex Flemming and Adriana Varejao.

TOM Café will also take on Rio's flavour with a 100% Brazilian menu and concert-brunches on the week-ends.

For everything you need to know on Destination Rio, you can go to its website [here](http://www.olympic.org/museum). You can also access it from The Museum's page: www.olympic.org/museum.

Contributors



© Leonel Kaz, exhibition curator

Exhibition Curator: Leonel Kaz, Rio de Janeiro. Editor, Professor of Brazilian culture, expert on music, photography and contemporary art; Curator of the São Paulo Football Museum.

Audio-visual Director: Belisario Franca, Rio de Janeiro. Director of the Música do Brasil documentary, which explores the extraordinary heritage of the music and dance of the country's different regions. Winner of the "Best cultural production for television" prize in 2000. These images will be shown in Europe for the first time.

Musical Director: Jô Queiroz Geber, cultural producer and artistic events' organizer in Bahia and Switzerland, director and founder of the Montreux Jam Session.



© Jô Queiroz Geber, musical director

Scenography: Atelier Projectiles, Paris. Exhibition: "Tatoueurs, Tatoués", Musée du Quai Branly, Paris; French Pavilion at the XIV Venice Biennale; Jean-Paul Gaultier exhibition (second prize in the New York International Design and Communication Awards).



© Ivo Gonzalez



Destination Rio Firsts

Destination Rio is a unique programme with many premieres for a number of Brazilian artists and non-stop events for seven months, which are free of charge and accessible to all.

Firsts:

A Carioca Samba school's first time in Europe!

The Estação Primeira de Mangueira, one of Rio's most reputable Samba schools, guarantees a flurry of emotions. Champions 18 times, it will perform for the first time outside of the Sambadrome, live from The Olympic Museum, during the opening week-end of 13 and 14 February.

Night at the Museum: a first!

Another first for The Olympic Museum: TOM will be open all night on 5 August, to broadcast the Rio Olympic Games' Opening Ceremony live.

TOM becomes a movie theater!

Sportiv'Art, on 25 June, will focus on Brazilian cinematographic culture with a selection of must-see films to better understand Brazilian culture.

Capoeira at The Museum

Take your agendas out! On 10 July, The Museum will host the finals of the European Capoeira Championship. A first in Switzerland!

Destination Rio: 4 exhibitions in 1

- "Destination Rio: The Games", for everything you need to know about the Games in Rio. This exhibition will evolve over time and depending on Olympic news.
- "Destination Rio: Rhythms and Diversity" is a guided tour at the core of Brazilian culture, with bodies' movements and music as guiding threads.
- A 100% Brazilian path through the Olympic Park to learn more about athletes and become more familiar with this large Latin American country.
- Finally, Alex Flemming's large scale paintings will be showcased in the Art Lounge and the TOM Café.



©Adenor Gondim



© Rogério Reis

Exhibition Content shown for the first time in Europe

For some of these Brazilian artists, it will be their first time showing their work in Europe.

Among the artists showing their work at The Olympic Museum, most have had little opportunity to exhibit their work in Europe. This is an opportunity to discover the contemporary Brazilian art scene through the works of Felipe Barbosa, Heleno Bernardi, Marcos Cardoso, Maria Nepomuceno, Zemog, Alex Flemming or Adriana Varejão.

An Artist in Residence who will make participatory creations

For the first time since it opened, The Olympic Museum will welcome an Artist in Residence who will create a piece with the public during "Pãkomuzê".

From 25 to 28 March, the Carioca plastic artist Felipe Barbosa will create, in The Museum's Park and in collaboration with the general public, his "Bichos", inflatable sculptures which are reminiscent of animals from the Amazon and Tijuca forests.



© Adriana Varejão

Videos created specifically for The Museum with images that have never been seen in Europe.

Videos, created specifically for the occasion, will be shown for the first time outside Brazil, such as the ones produced by Belisario Franca. "Música do Brasil" takes inventory of all Brazilian rhythms produced through a selection of 108 different musical styles, which were registered while on a 80'000 km journey through Brazil. This musical trip is on display at the end of "Destination Rio: Rhythms and Diversity" through an immersive display.



The people from Rio are called the Cariocas



The 4 Exhibition Areas

The body's movement is at the core of Brazilian culture and is the main guide through The Olympic Museum's programme. Destination Rio's goal is to give visitors a rich and varied experience, which will deploy throughout The Museum, from the Park to the restaurant, TOM Café, and the temporary exhibitions.

THE EXHIBITION IN THE OLYMPIC PARK First steps in Brazilian culture

The « Destination Rio » programme experience begins with a warm-up in The Olympic Museum's Park.

50 Info points signposted by tryptic stones in bright Rio Games colours are dotted along the route. They allow the visitor to find out more about 19 Brazilian athletes such as Pelé, Garrincha, Ayrton Senna, Maria Lenk or Gabriel Medina. As for the "did you know" posts, they tell anecdotes in order to learn more about this large Latin American country's society, culture and history.

The lamps created by Sophie Guyot, a local artist, are inspired by soccer balls flipped around on Rio's beaches and dot the gardens. They create a waterfall of light linking both of the Park's entryways.

Starting from 25 March 2016, the "bichos" will welcome visitors in a fun and colourful way. These sculptures, made from inflatable beach toys, are created live by Carioca artist Felipe Barbosa. They evoke the fauna of the Amazon and Tijuca forests.



The Samba School Estação Primeira de Mangueira comes to TOM



© Felipe Barbosa

« DESTINATION RIO : THE GAMES » EXHIBITION

Gallery on level +2

In an atmosphere created by the colours and Look of the Games Rio de Janeiro 2016, the exhibition presents the characteristics and long-term impact of this edition of the Games, which are being held for the first time in South America.

It has also been created to evolve over time and in line with Olympic topical events, from the lighting of the flame in Olympia in April 2016 to the unveiling of the medals (dates still to be confirmed), not forgetting the live broadcast of the competitions from 5 to 21 August 2016 and the Paralympic Games from 7 to 18 September 2016.

This exhibition is divided in 3 different sections :

1) it starts with **a film** to present the first Olympic Games in South America : the history of sport in Rio, the context of the candidacy, the Olympic Games coming to Rio and its meaning.

2) **Rio 2016 unmissables**, such as :

- The torch, an iconic object if ever there was one, through its design and technical conception.
 - The Visual identity, the Look of the Games, with the basis of its visual language being the pebble, whose organic shape represents movement and performance.
 - The Torch relay and its magic as it crosses the country and gets the whole population involved.
 - The mascots, « Vinicius » and « Tom »: Vinicius as a tribute to Vinicius de Moraes, and Tom, as a tribute to Antonio Carlos Jobim (Tom Jobim), two musicians who contributed to the development of contemporary music and jazz, not forgetting the Bossa Nova style.
 - The winners' medals, from conception to production.
 - The 41 Olympic disciplines and the 23 Paralympic ones on the programme, with their pictograms.
 - A spotlight on the two new sports on the programme, golf and rugby.
 - The competition venues situated in four zones in the city.
- And a convivial place to experience the event: screenings, Best Of, etc.

3) **Games for the Future**, the Games' positive legacy :

On the cultural, social and sportive side : the educational programme whose aim is to make young people aware of sport and Olympic values, the use post Games of sportive complex...

On the urban life side, with the revitalization of the historic port area; the extension of the public transport networks...

On the environmental side, with the clean-up of Guanabara Bay and a reduction in the uncontrolled overflow of sewers into the Barra de Tijuca lagoons.

Finally, a convivial place dedicated to screenings of images and movies in link with the news, such as the relay and the lighting of the flame, the opening and closing ceremonies and the highlights of the Olympic and Paralympic Games closes the exhibition.



© 2015 / CIO

© Alex Ferro - Brazilian Handball player
Giovane Gavio

“DESTINATION RIO: RHYTHMS AND DIVERSITY”

EXHIBITION

Focus Level + 1

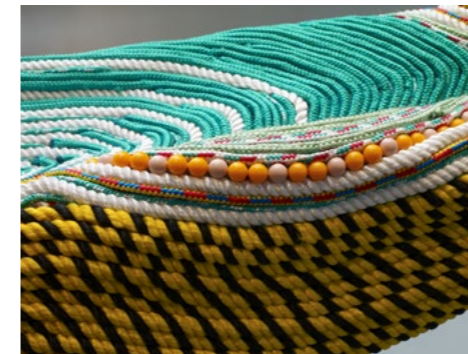
A guided tour in the heart of Brazilian culture through music, dance, folk festivals and sports.

The scenography of “Destination Rio : Rhythms and Diversity” draws on the extraordinary diversity of Rio’s inhabitants and traditions to bring together different atmospheres, musical forms and works of art born of the attraction of opposites and the acceptance of difference. Get into the rhythms. Watch people’s bodies and minds move in time to the beat of Rio 2016.

Zemog assembles whole worlds. He collects things made by man or nature and gives everyday consumer goods a second life through art, such as his beer and lemonade capsules made into spellbinding necklaces... His work is a puzzle with always just one piece missing, some scrap of metal to be picked up off the street. Often, there is something unsettling about the attempt to touch others by an act of beauty.



© Zemog



© Maria Nepomuceno

Concrete and chlorophyll

Music by Villa-Lobos and Nana Vasconcelos

Plant life seems to burst forth from the coast and spread over the surrounding mountains, carpeting them. Man and nature live in close contact here. There is a scent of tropical rain. The humidity is nearly 100%, thanks to the Tijuca forest, and makes people want to relax and play in water. Thanks to the climate, Carioca culture is best lived outside.

Maria Nepomuceno has identified with the most authentically popular strands of Brazilian culture: traditional rope-making for bags, hats and baskets. As well as making hammocks and fired clay-work that are an unexpected riff on traditional techniques, she crafts ropes into organic shapes. The work shown in this exhibition is a twisted and colourful human body, or rather a plaiting together of human and animal bodies, matching wild and domestic physicality to speak of forest ecosystems.

106 Shades of ... Celebration

Samba Sound

Here, visitors discover the origins of Brazilian people, the fruit of several centuries of mixing between Europeans, Native peoples and Africans. The shades of skin tones, religious syncretism, words and customs all show the fusion, shape bodies and shine in cultural expressions.

This dynamic can also be seen in bodies' rhythms and movements during Carnival, in Samba and in Brazil's spiritual life, with its many holidays.

For her piece called “Polvo” (octopus), **Adriana Varejão** was inspired by a study which found 106 words to describe shades of skin colour in Brazil. She painted a series of self-portraits with 33 colours she created herself. The pose remains identical, but the colour of her skin is changed, showing that she is both herself and everyone. Through Polvo, Adriana Varejão underlines how skin colour belongs to a language or lexicon. She invites us to rethink our classification through colours and the social cast system they express.

Polvo Portraits IV (Classic Series)_2013 © Adriana
Varejão

Tudo bem? To the Sound of Bossa Nova



© Felipe Barbosa

Give room to Brazilian language on the beach where it is constantly renewed. It owes its softness to its native and European roots (Indigenous people and the Portuguese colonizer) as well as its African ones (domestic slaves or “African mothers”). In Brazil, daily language has distanced itself from Portuguese and seems more melodious and relaxed, tinted with an eternal relaxation.

[Felipe Barbosa](#) takes hold of footballs which, under his influence, transform into leather mosaics. Brazil’s mythical sport becomes a piece of art, multicolored sceneries hanging in galleries and museums. Barbosa is also attracted to the balloon groupings sold on the beaches. He uses them to create inflatable sculptures, “Bichos”, inspired by the animals in the Amazon and Tijuca forests.

Turn up The Funk Funk sound

More than a musical genre, Funk is a way of life, with its own style rules and language. It’s a suburban culture, created through the mixture of social classes due to Rio’s geography. Funk sharpens your energy when the harshness of everyday life has blunted it.



© Marcos Cardoso

[Marcos Cardoso](#) creates with everything he finds. Sandals, matches and plastic bags are used to recreate Western masterpieces. He has shown his work worldwide, including at the Cartier Foundation in Paris. “The Acrobat”, which you can see at The Museum, is part of his Picasso series. It is created from plastic bags from the supermarket, a way for the artist to bring elite and popular cultures together.



© Zemog

O jogo Bonito

Football, Brazil’s soul, is at the heart of the 5th and last part of the exhibition. It encapsulates all of Brazil’s traits, such as the love of curves, sidestepping, dancing, acrobatics and rhythms. It fills stadiums and creates stars, half-gods whose achievements become legendary.

The Olympic Museum pays homage to the Football Museum, a World Heritage site. The 4 videos leant by the museum celebrate respectively the motion, rhythms and bodily virtuosity of Pelé and Garrincha, futevôlei and the iconic pelada game that is to be found all over Brazil.



© Heleno Bernardi

For [Heleno Bernardi](#), the multi-colored mattresses are both the mattresses and the people sleeping on them. Piled up and combined by visitors, they constantly reinvent themselves. Through this both regressive and festive approach, the artist uses a symbol of the body to remind us it is our common link, no matter our origins, status or belonging. Heleno Bernardi has shown his work in galleries in Europe and New York and at the Calouste Foundation in Lisbon.

Music is everywhere in this exhibition. At the end of it, a 10 minute musical journey called “Música do Brasil” is offered to visitors. It was created specially for the exhibition by producer Belisario Franca and is an inventory of the rhythms found in Brazil. It was created from a selection of 108 musical styles, recorded over an 80’000 km journey through the country. It will be shown in Europe for the first time.

The selected artists were suggested by Leonel Kaz, professor of Brazilian culture and curator. Their pieces express both Rio’s inherent transformation powers and its harmonious diversity. Linked with musical choices, the art shows the visitor Brazilian people’s energy and an irresistible desire to dance.



Altinha is a new beach sport. The goal is to never let the ball touch the ground. It is so popular in Ipanema that Rio’s City Council had to forbid this activity between 8 a.m. and 5 p.m.



© Heleno Bernardi



© Alex Flemming

THE ALEX FLEMMING EXHIBITION

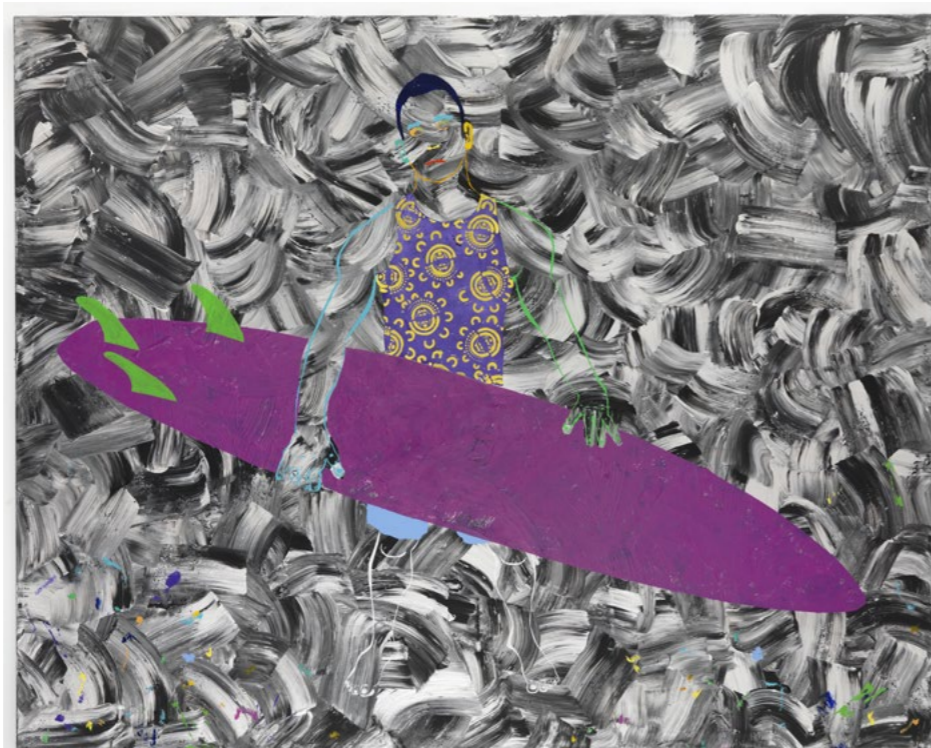
TOM Café, level 2
Art Lounge, level -1

With [Alex Flemming](#), skin colours are erased. His drawing's bodies and faces are fused with the background of his paintings. Born in São Paulo, the artist now lives in Berlin. Since 2003, his work has been shown in museums in Rio and São Paulo, Santiago do Chile and at the Brasilea Foundation in Basel in 2012.

He creates large scale paintings by mixing strong, flashy and metallic colours. They will greet visitors of The Olympic Museum in the TOM Café and the Art Lounge.

Born in Rio, architect Oscar Niemeyer, one of the fathers of modern architecture, celebrates curves. He is inspired by women's shapes, waves from the sea, rivers and mountains from his country. He has been nicknamed "the architect of sensuality".

Did you know?



© Alex Flemming



5 Programme Highlights

It's impossible to imagine a programme on Rio, Brazil and its culture, without music, Samba, Funk, percussion, capoeira and tasting food. From February to September, The Olympic Museum is the host of free-of-charge festivities and invites the public in the discovery of culture and Brazilian arts. Carnival will fuse with the celebration of sport. Rhythms will be on the beat. The colours of people mixing together will be expressed through music, images and activities and there will be multiple points of view on Rio's vitality, poetry and diversity.

13-14 February 2016

Launch of the «Destination Rio» programme to the rhythms of the Rio Carnival

With a tip of the hat to Rio's carnival, this week-end marks the official start of Brazilian festivities at The Museum.

Share a tropical brunch, meet an authentic Samba school and learn how to dance, learn all there is to know about Carioca culture, discover Brazilian cinema: two festive days filled with music and rhythms to start the countdown to the Games in Rio.

- Screening of 2 films by Georges Gachot, in the presence of the director. in the Auditorium, 10:30 a.m. – 12:30 p.m.

13 February: «*Maria Bethânia, Música é perfume*»

Dive into the universe of Brazilian music, guided by Maria Bethânia, the most famous of Brazilian singers.

14 February: "O Samba"

Martinho da Vila is our charismatic guide and sets out to go beyond the clichés and take Samba at face value, for what it truly is.

- **Brunch-Concert with Octavio Liochi**, playing Bossa Nova
TOM Café, 11 a.m. – 2:30 p.m. on 13 and 14 February

- **The Rio Carnival for Dummies**

Gallery, level +2, 3 p.m. – 4 p.m. on 13 and 14 February

An hour of exchanges, to find out all there is to know about Rio's biggest annual event. Beyond the feathers and glitter, understand how a samba school operates, its social engagement and its importance for the Carioca communities.

This meeting will be moderated by Brazilian journalist Denise Barra Devillaire and Marcio Perrota, Director of the Mangueira.

- **Samba Workshop**

Gallery, level +2, 4 p.m. – 5 p.m. on 13 and 14 February

Time to practice what you've learnt! Learn how to dance Samba and play percussions with the Estação Primeira de Mangueira school.

Founded in 1928, The Estação Primeira de Mangueira is one of the most respected Rio Samba schools. Crowned champion 18 times, the schools performed with the Mestre Sala, the Porta Bandeira, the Musa, two passistas and eight musicians. A must-see-show presented in Europe for the very first time, colorful and festive at the same time.

For the record, the school of Samba will be on stage February 9 at the Sambadrome in Rio de Janeiro. The same night 18 participants will get on the plane off to Lausanne and, as of 10 February, the school will offer its first performance at the Olympic Museum to launch the programme. Still in the run for the title in Rio de Janeiro, The Mangueira School will take the plane back to Rio to participate in the second round!



© Laiza Musa Caldeirão

25-28 March 2016

PãKOMUZÉ [Easter at The Museum]: Awareness programme on animal and environmental protection in Brazil



© Compagnie Pia Fraus

Bichos do Brasil puppet show by the Companhia Pia Fraus From 25 to 28 March in the Auditorium at 4 p.m. (free entry) is a mixture of puppets and music to discover Brazil's animals and become aware of the importance of environmental protection.

Felipe Barbosa, Artist in Residence at The Museum, will install his creations in the Park. His sculptures, made from inflatable toys sold on beaches, represent animals from the Amazon and Tijuca forests.



© Felipe Barbosa - Cavalo (horse)

Brunch-concerts

TOM Café 11 a.m – 2:30 p.m.
 with Ademi Cândido on 25 March
 with Anissa Banda on 26 March
 with Cravo and Canela on 27 March
 with Jurandir Santana and Gabriel Grossi 30 April and 1st May

25 juin 2016 Sportiv'arts

The best of Brazilian cinema

On this occasion, The Museum remains open all night and shows a number of Brazilian films, for their Swiss premiere. First-class producers will be there to meet and exchange.
 Screenings in the Auditorium 3 p.m. – 2 a.m.

Capoeira and Samba de Gafieira workshop

On The Museum's forecourt and in the Art Lounge (free entry)
 Capoeira workshop, 3-8 p.m. / Samba de Gafieira workshop, 8 p.m. to 12:15 a.m.



©Adenor Gondim

10 July 2016

Final of the European Capoeira Championships

Declared an intangible cultural heritage by UNESCO in 2014, capoeira is a mix between martial and traditional dancing. This Afro-Brazilian art is both fun and acrobatic, and will be front and centre at The Olympic Museum where the Final of the European Championship will take place with some of the best capoeiristas. On The Museum's forecourt and in the Art Lounge
 Sunday 10 July, 2p.m. to 5p.m.



© Daniel Moreira

Projection Screening of the film «The battle of the Passinho» (2013)

A documentary by Emilio Domingos which shows a new way of dancing funk, born in the Rio favelas, a veritable phenomenon that has become urban culture.
 Auditorium
 Sunday 10 July 2016 from 10.30 to 11.45 a.m.

5-21 August 2016

The Games on the big screen, from the spectacle of the Opening Ceremony to the emotions of the competitions

Friday 5 August 2016, experience the Games' Opening Ceremony on a big screen, and enjoy speciality Brazilian nibbles, concerts and much more from 6 p.m. to 4 a.m.
 Auditorium and TOM Café

From 6 to 21 August 2016, Broadcast of the competitions on a big screen
 Every week-end during the Games, sport, music and dance are scheduled at The Olympic Museum, in the Auditorium and TOM Café:
 - Fridays and Saturday until 9 p.m.: colourful aperitif, capoeira and Samba workshops
 - Saturday and Sunday afternoons: capoeira and Samba workshops

Did you know?
 After football, volleyball is the most popular sport in Brazil, especially with young girls.



Vinicius, one of the Olympic Mascots. © FERRO, Alex



TOM Café and TOM Shop's Brazilian flavour

TOM Café

In honour of the Games in Rio, TOM Café chef Pascal Beaud'huin created a menu inspired by Brazilian cuisine. Coxinhas de galinha (chicken nuggets) are side by side with Moqueca de peixe (a dish made with fish, peppers, coconut milk and coriander) and the famous Xinxim de galinha (a spicy chicken dish with shrimp, peanuts, cashew nuts and coriander). For a sweet touch, a "Rio lait" served with fresh fruit and coconut ice cream is a must!

For the duration of Destination Rio, TOM Café will host a series of brunch-concerts tuned in to Brazilian rhythms on Saturdays and Sundays, 11 a.m. – 2:30 p.m. Weather permitting, the brunch is served on the terrace, where one can absorb the beauty of the Alps and the lake. To complement the feast to one's tastebuds, Alex Flemming's paintings will awaken one's curiosity.

TOM Shop

The Museum's shop celebrates the Games in Rio and offers exclusive official Rio 2016 Olympic Games merchandise and a selection of objects straight from Copacabana.

Apart from within the organizing country, the TOM Shop is the only authorized retailer of exclusive Rio 2016 products, such as mascots Vinicius and Tom. Gilson Martins, a true Carioca star, is in the TOM Shop thanks to objects hand-made in Rio, with recycled materials: toiletry bags, small beach totes, wallets, etc. colourful articles, associated with the famous Brazilian beaches where the designer has several shops. One can also find flip flops, caípirinha kits, pareos and bathing suits for a summer drenched in Rio's colours.

Rio products are also available online: shop.olympic.org



TOM Café © CIO

Did you know? "Tudo bem!" + a smile + a thumb up? This means that "all is well". This expression reflects optimism and patience, two virtues that are important in Brazilian culture



TOM Shop © CIO



School Programmes

Harmonious diversity

From 1 March to 13 May and 4 July to 23 September 2016

In honour of the Rio 2016 Olympic Games, The Olympic Museum has created a school programme for children 9 and up. The goal is to bring awareness about Olympic Games using the specificities of this edition, coloured by Brazilian and Carioca identity, to make students reflect on their own relationship to diversity.

Students, accompanied by a TOM Coach, visit the exhibitions followed by a workshop where, starting from the example of the Games, they will explore diversity and how to live together well ...
Cost: CHF 15.- per child

A second option is available for teachers who would like to visit the exhibition with their students but without a coach. In this case, the teacher is lent a tablet to help guide them through the exhibition and a suggested tour with 5 stops, explanations about the space and suggested activities for each stop.
Cost: please refer yourself to the website.

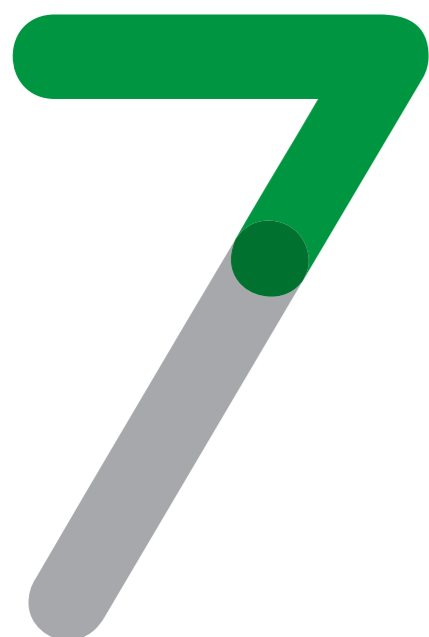
TOM SCHOOLS offers an information leaflet with classroom activities geared toward different age groups on Destination Rio. The pdf file is available for download free of charge from The Museum's website. This leaflet covers 4 themes: Rio 2016's Look of the Games, the torch relay, the Olympic programme with its new sports and the Game's legacy.

For teachers worldwide who would like to discuss Olympism in class, TOM SCHOOLS has downloadable resources available for The Museum's website.

For more information: www.olympic.org/museum/visit/schools



© 2014/Rio 2016/FERRO, Alex



The Interactive Document

In a bid to showcase the host city's culture and fulfill its cultural and educational mandate, The Olympic Museum created a microsite dedicated to Destination Rio.

It is an interactive document which links several medias (photos, videos, interviews, hyperlinks) while presenting Destination Rio's entire programme. With its simple but colourful style and a bubbly ambiance inspired by Rio and Brazil, the site has a simplified and easy to use structure. One automatically gains access to everything that is happening in the Park, Focus and Gallery exhibitions and all the events.

Regularly updated, this virtual brochure is a communication tool accessible directly from The Museum's website. It is for everyone, no matter the information needed: on exhibitions, events, Rio, the artists or practical information.

As a bonus, a brief presentation of each artist is available as well as a video regarding Destination Rio: Rhythms and Diversity's curator, Leonel Kaz.

As Destination Rio covers 4 exhibitions for 7 months of programming, only one site was necessary to concentrate all of the information and help the public prepare its visit.

This website is available in French and in English:
www.olympic.org/cap-sur-rio-musee-olympique
www.olympic.org/destination-rio-olympic-museum

Did you know?

Rio has the largest urban forest in the world, called Tijuca. It covers over 3'300 hectares and contains 3'000 different species.



Joy in the streets of Rio, after its selection as Host City for the XXXI Olympiad.



Practical Information

Dates

Presentation to the Press: 10 February 2016
 Destination Rio: from 10 February to 25 September 2016

Address & Website

THE OLYMPIC MUSEUM
 Quai d'Ouchy 1
 1001 Lausanne
 Switzerland

Phone : +41 21 621 65 11
www.olympic.org/museum

Opening Hours

From 1 May to 14 October: Open every day 9 a.m. to 6 p.m.
 From 15 October to 30 April: Open Tuesday to Sunday 10 a.m. to 6 p.m., closed on Mondays (except Easter and special events), closed on 25 December and 1 January.

Price

Full price 18 CHF (permanent exhibition)
 Destination Rio exhibitions and events are free of charge

Visuals

Destination Rio images are available on our [Flickr](#) account.
 For any additional questions, please contact images@olympic.org.

Social Media

Like us on [facebook/theolympicmuseum](https://www.facebook.com/theolympicmuseum) and
 follow us on Twitter [@theolympicmuseum](https://twitter.com/theolympicmuseum)

Press Contacts

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