












PRESS KIT



THE
OLYMPIC
MUSEUM

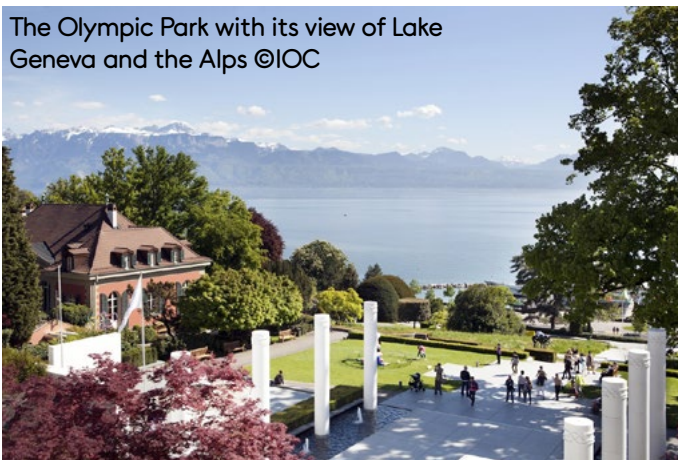




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THE FLAME IS YOURS

The Olympic Park with its view of Lake Geneva and the Alps ©IOC



“Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.” Pierre De Coubertin

THE HISTORY OF THE OLYMPIC MUSEUM

It was to the initiative of Baron Pierre de Coubertin, IOC President from 1896 to 1925 and founder of the modern Olympic Games, that we owe the idea of creating this Museum.

In the plan for the New Olympia, which he wished to set up on the shores of Lake Geneva, this visionary and educator wished to build a place that would bring together historical witnesses of Olympism. A prefiguration of the future museum finally found its place within the Villa Mon-Repos in Lausanne, the residence of the Baron and headquarters of the IOC between 1929 and 1937.

WHO IS
TOM?

TOM is The Olympic Museum's nickname



«Olympic Cities» ©IOC

On 23 June 1993, Pierre de Coubertin's dream finally became reality when the then-IOC President, Juan Antonio Samaranch, inaugurated The Olympic Museum in Lausanne.

Designed by Mexican architect Pedro Ramírez Vázquez and Swiss architect Jean-Pierre Cahen, The Museum is the embodiment of the universal values of sport defended so ardently by Pierre de Coubertin throughout his life: culture, sharing and education.

In 2007, under the impetus of then-IOC President Jacques Rogge, the International Olympic Committee entirely renovated The Museum and developed an ambitious project in line with its mission to be an international influence. In 2013, for the metamorphosis of The Museum and its park, a multi-disciplinary team was chosen, composed of reputed European companies: The renovation of the building was entrusted to Swiss architects Brauen & Wälchli (BWTK); the exhibition areas to Paragon Creative, Center Screen productions and Mather&Co; and the visitor routes to Metaphor. The transformation of the park was undertaken by l'Atelier du Paysage. After 23 months of work, The Olympic Museum, or TOM, was reborn, with twice the surface area!

Thus modernised and endowed with state-of-the-art technological innovations and new themed scenography, TOM now belongs among the museums of the 21st century.

**N° 1 of 67 things
to see/do in Lausanne
TripAdvisor score: 4.5**



**"The Museum is perfect!
Several multimedia tools are
available to learn about the history of Olympism. You can choose whether to go in-depth into a subject or not. The visit is pleasant and fun. To be recommended". ddtouriste,
October 2015**



Alongside this embellishment, being concerned about the environment, The Museum has made a commitment to sustainability: recycling of its waste, installation of solar panels and LED lightbulbs, use of water from the lake for heating, and planting of local native species.

THE MUSEUM'S MISSION

The Museum is not about collections! It's about an idea: Olympism. Indeed, TOM's vocation is to let people discover the Olympic Movement, witnessing its essential contribution to society, and to transmit the Olympic values beyond the celebration of the Games and competitions.

Sport is, of course, the main element of a visit to The Olympic Museum. However, history, culture, design, technology and sociology are also some of the themes addressed within this new museography, which reflects the richness and diversity of Olympism.

TOM's primary objective is to let people discover the Olympic Movement through the stories of the athletes, as well as the creators, builders, artists and volunteers involved in the Movement. More indirectly, The Museum highlights the ideals and values of sport and the sense of history. The Museum offers an international multimedia platform and an essential cultural voice to serve the Olympic idea.

Alongside the temporary exhibitions, The Olympic Museum offers a diverse programme, punctuated by events, concerts and conference cycles, in the Galerie and the Art Lounge. Throughout the year, TOM visitors (locals, tourists, schoolchildren, young and old) come together to experience the adventure of the Games through these events.



The Torch of the London 1948 Olympic Games © IOC



Jesse Owens © 1936 / IOC

THE OLYMPIC FOUNDATION FOR CULTURE AND HERITAGE

The Olympic Foundation carries out numerous missions on the five continents. It promotes studies around Olympism using historical, sociological, artistic and academic approaches.

Alongside The Museum, it unites the Olympic Studies Centre, the IOC's Olympic Patrimony and International Cultural Development.

Its objective: To provide as much content as possible and become a reference in the world of creative and cultural industries.

THE VISITORS' JOURNEY

A MARATHON OF EMOTIONS

With a surface area of 3,000m² devoted to the exhibitions, 1,500 objects, and 150 screens to relive great Olympic moments, partake in champions' thrills, discover the creative genius of the host cities, or share the enthusiasm of the volunteers, The Museum offers visitors a unique experience in a place where information, reflection and emotion are shared around sport.



1 - THE PARK

A verdant setting with a breath-taking view of Lake Geneva and the Alps, the Olympic Park is dotted with 43 sculptures (Niki de Saint-Phalle, Botero, Tapies and Calder). A homage to the world of sport, they remind us that art has always spoken to Olympism, since the birth of the Games.

Did you know?

The park participates actively in the project's ecological goals: respect of flora and fauna, and planting of local species. In the spring, a multitude of flowers grows at the foot of the artworks.





"Footballers", Niki de Saint Phalle © IOC

To access TOM, you need to climb the 97 steps of the great staircase that links Lake Geneva to the Museum's forecourt. Each one of the steps has the names of the last Olympic torchbearers for each Games engraved on them. In front of The Museum, a statue of a benevolent Pierre de Coubertin welcomes visitors, with his eye on the Olympic fire, which burns constantly.

The 8,000m² of the Olympic Park are accessible to all. Visitors and locals take full advantage of this green, rural amphitheatre, where a picnic area is available to them. And to be totally emerged from the outset in the spirit of the Games, the public can measure what separates them from the champions on five sporting structures, including a pole vault, high jump and 100-metre track.

Did you know?

Because nothing has been left to chance, the path between the Lake and The Museum measures 420 metres, the equivalent of an Olympic stadium athletics track.

Compare yourself to Usain Bolt's record!

Ready, Get Set, Go!

Do you want to break the record set by the Jamaican runner? A 100-metre athletics track lets everyone, young and old, test their sporting ability, thanks to beams of light.



The 100-metre athletics track © IOC

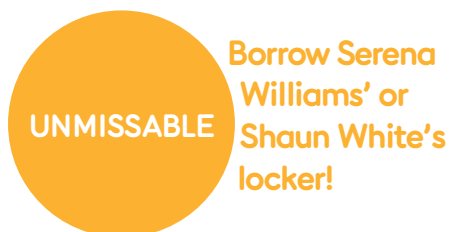
2 - THE PERMANENT EXHIBITION

Split over three levels, the permanent exhibition revisits each of the essential dimensions of modern Olympism:
Level 1/ The Olympic world
Level 0/ The Olympic Games
Level -1/ The Olympic spirit

These three spaces are linked together by a spiral ramp, the "Welcome Spine", designed to let the visitor identify with the flame-bearer.

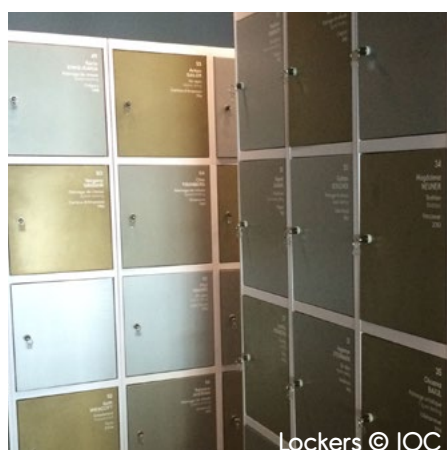


"Welcome Spine" © IOC



Borrow Serena Williams' or Shaun White's locker!

We all have our own hero! In the TOM cloakrooms, the lockers bear the names and colours of 216 medallists of every nationality and in every sport at the Winter and Summer Games. A fun and original way to present all the world's greatest athletes.



Lockers © IOC



Misha the little bear conquers space!



The official mascot of the Moscow Games, Misha was born in space, live on 19 July 1980 during the Opening Ceremony. In their Salyut-6 space station, two Russian cosmonauts moulded and created her in an innovative material, Rippor.



The Olympic World (Level 1)

The visit starts with the philosophical and historical origins of the Games, with the highlight being the Temple of Zeus and the city of Olympia reproduced in 3D.

It continues with an area dedicated to Baron Pierre de Coubertin, where three pieces of audio-visual equipment explain his vision, influence and motivations. The founder of the Olympic Movement wished to provide an artistic dimension to the organisation of the Games; this desire is illustrated in depth in the following area, with the torches, posters and ceremony costumes created by major contemporary artists, such as Philippe Starck, Tahra Zafar and Philippe Guillotel.

The next set, the "Look of the Games", presents the numerous creative challenges of the host cities, such as the mascots or the visual identity created for the occasion.



"Olympia, the origin of the Olympic Games"
Pseudo-Panathenaic amphora with black figures, 540 BC © IOC

To discover the architecture of the stadiums built for the Games, models placed on an island display are miniature reflections of the prowess and ever-more-impressive search for innovation.

A massive interactive frieze, which unfolds before the eyes of the visitor, allows them to navigate through the different editions of the Games, from 1896 to 2014.

This fresco recalls the social, political and cultural context around each edition of the Games; an original scenography that places the Olympic Games at the heart of humanity.

Finally, a big screen projects a film which immerses the visitor in the spectacular fairy-tale world of the opening and closing ceremonies.



« Look of the Games » © IOC



The first Olympic flag dates from 1913. It was raised for the first time in Alexandria on 5 April 1914.

The 49 torches that carried the Olympic flame of all the Games since 1936 are ever more ingenious in their aim of keeping the flame burning.

The Olympic Games (Level 0)

Immersion in the history of the Games and discovery of their champions are at the heart of this second area. The Olympians who have marked the Summer and Winter Games, and whose careers and feats embody the Olympic values of excellence, friendship and respect, find their place here.

Some equipment or items belonging to these athletes are on display to the public, with no showcase. The scenography presented by photos and videos gives life to these objects to remind us of the prowess of these athletes and the story hidden behind each of the artefacts.



Pair of recreational ice skates, signed by Sonja HENIE (NOR), three-time Olympic champion in figure skating © IOC



The 180° audio-visual show, "Inside the race" by British director Daryl Goodrich, illustrates the emotions engendered by hardship and the strength needed to overcome obstacles and break records. This six-minute film won an award at the International Audiovisual Festival on Museums and Heritage (FIAMP) in 2014.

The Olympic spirit (Level -1)

The third area of the permanent exhibition invites the visitor to the heart of the Olympic Village.

The visitors discover the preparation specific to different sports disciplines, training methods, nutritional information and even concentration techniques.

Thanks to interactive exercises, the visitors test their balance in curling or their dexterity in shooting, or can follow a mind-training session.

The visit ends in front of the medals of the modern era (the 59 medals from the Games of 1896 to the present), the ultimate Olympic symbol.



In the "Inside the Village" section, you can find the Olympic Truce Wall of the Olympic Games London 2012.

UNMISSABLE

“Words of Olympians”, a collection of filmed interviews of athletes.

The athletes speak in these interviews specially recorded for The Olympic Museum. They talk about their stories, with some anecdotes about their career, youth and daily life, as well as the legacy they wish to leave as elite athletes.



An athlete speaks for “Words of Olympians” ©IOC

- 275 archived and transcribed interviews
- 76 National Olympic Committees from the five continents represented
- All the sports on the Summer and Winter Olympic programmes represented
- The youngest Olympian (at the date of the interview): Born in 1997 (London 2012)
- The oldest Olympian (at the date of the interview): Born in 1920 (Berlin 1936)



The Olympic Spirit
© IOC

3 - THE TOM CAFÉ (Level 2)

On the top floor, it's time to take a break at the TOM Café, with its exceptional panoramic view over Lake Geneva and the Alps.

In warm weather, lunch or brunch on the terrace gives you the chance to take in the superb view while tasting the dishes concocted by famous chef Pascal Beaud'huin, who has been at the reins of the Museum kitchen since 2003 (he started out at Paul Bocuse's restaurant in Lyon, followed by Frédy Girardet and Philippe Rochat in Crissier). Humour can be found in the name of the dishes, which are inspired by Olympic vocabulary: Starting Block for the starters; Fish Style for fish dishes; No Li-Meats for meat dishes; and salads named after Games host cities. And for those needing slow-burning carbs, there are dishes called For Long Distance Races.

Tel +41 21 621 67 08 - tomcafe@olympic.org



4 - THE TOM SHOP (Level 0)

Situated at the main entrance to The Museum, the TOM Shop lets the visitors take some of the Olympic dream home with them. The TOM Shop is the only place in the world, outside the Games host countries, to have Olympic Games items on offer. The most studious will have 120 books, including 45 devoted to Olympism, to choose from.

The shop can be found online:

shop.olympic.org

Tel: +41 21 621 65 75 - shop@olympic.org

Did you know?



The Museum can be reserved privately and can

welcome groups of 20 to 700 people in a unique setting. A total of 500 company events are held here every year: from conferences to business dinners, not forgetting team-building to test team spirit!

Tel +41 21 621 67 20

events.museum@olympic.org



Shopping is not a recognised sport on the Olympic programme



1. Vintage mini rugby balls
2. Bracelets in the colours of the rings with the Olympic values written on them
3. The book presenting the Olympic Games from Athens 1896 to London 2012
4. The Pierre de Coubertin keyring
5. The Plouf bath towel and cap with pictograms

EDUCATIONAL PACKAGES

The Olympic Museum hosts more than 20,000 visitors every year in a school or educational framework. The Museum makes TOM Schools available to teachers. This is a worldwide educational project that allows teachers to use the Olympic values to enrich their programmes.

Thanks to interactive and dynamic resources, school groups benefit from a hands-on experience. Teachers can call upon a TOM Coach, who, like a trainer, accompanies the pupils and offers them a particular route according to their age.



Visit with a TOM Coach ©IOC



A birthday workshop in the Gym' ©IOC

The workshops organised during the visit, in the Gym' and the Studio, two interactive areas devoted to young visitors, enrich the experience in the permanent and temporary exhibitions.

Teachers who wish to address Olympism in class or prepare their visit in advance can find free documentary resources on the Museum website. They may also lead the visit themselves, at The Museum.

[Consult the TOM Schools services online
bit.ly/TOMSchooIs-EN](http://bit.ly/TOMSchooIs-EN)

Tel: +41 21 621 66 85

edu.museum@olympic.org

TOM ON THE PODIUM

THE MUSEUM'S PRIZES AND AWARDS

European Museum of the Year, 1995

The aim of this prize is to promote new museum concepts, facilitate the development of recently created museums, and reward original and functional renovations. The jury, chaired by Kenneth Hudson, chose The Olympic Museum from among 45 museums representing 15 European countries.

AVICOM Grand Prix

At the end of September 2014, in Moscow, The Olympic Museum won the most prestigious prize of the The International Audiovisual Festival on Museums and Heritage (FIAMP).

This competition, organised by AVICOM – one of the ICOM's international committees – underlines the excellent way of highlighting the Museum's collections and the use of new image and sound technologies.

Teachers' tablets given an award by Best of the Web

In 2014, the TOM Schools application for teachers won the first prize in Best of the Web's "User Experience" category. The application was selected from some of the best web projects in Switzerland.

TOM Style rewarded

In 2015, Belgian agency Base won the Best Branding gold medal in the Design category for its work for The Olympic Museum. This prize was awarded by the Creative Club of Belgium.



"Best Archive Preservation Project" trophy ©FIAT/IFTA



10 GOOD REASONS TO VISIT THE OLYMPIC MUSEUM

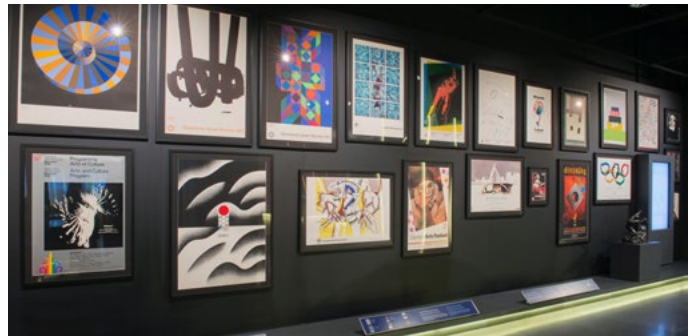
- 1 AN OPEN-ROOF MUSEUM**
By marvelling at the exceptional view of Lake Geneva and the Alps.



- 2 EXPERIENCE THE ADVENTURE OF THE GAMES**
By diving into the Olympic world thanks to interactive scenography.



- 3 DISCOVER ARTWORKS INSPIRED BY SPORT**
By taking in the works of major artists such as Andy Warhol, Roy Lichtenstein, David Hockney, Antoni Tapiès, Niki de Saint Phalle, Fernando Botero and Jean-Michel Folon.



- 4 DISCOVER THAT OLYMPISM ISN'T ONLY ABOUT SPORT**
By discovering history, technology, environment, design and architecture through the prism of the Games.



5 DISCOVER A PHILOSOPHY OF LIFE
“The important thing in life is not victory but combat; it is not to have vanquished but to have fought well.”
Pierre de Coubertin



6 BE A MEMBER OF THE GREAT OLYMPIC FAMILY DURING YOUR VISIT
By reliving the Games opening and closing ceremonies thanks to the latest audio-visual innovations.



7 TAKE ADVANTAGE OF A LIVING AREA OPEN TO EVERYONE
By having lunch at the TOM Café, shopping in the TOM shop, walking through the sculptures in the Park, discovering a temporary exhibition, etc.



8 PUTTING YOURSELF IN THE SHOES OF AN ATHLETE
By sharing a champion's daily life through interactive exercises.



9 'SNAP & SHARE' AT THE MUSEUM, YOU CAN TAKE A PHOTO OF ANYTHING
By immortalising your favourite works and objects without the barrier of a showcase.



10 PLACE YOURSELF AMONG THE OLYMPIC SYMBOLS
By posing in front of the flag, the podium of the Olympic Games Sydney 2000 or the flame.



THE OLYMPIC MUSEUM IN FIGURES

THE PERMANENT EXHIBITION



OLYMPIC PATRIMONY

The Museum's programmes find their treasures in the Foundation's patrimony.

500,000 photos

75,000 artefacts

40,000 hours of video

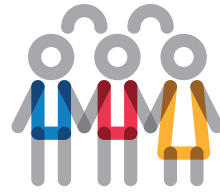
15,000 hours of sound documents

1 linear kilometre of historical archives

VISITORS



300,000 visitors in 2015



20,000 children in a school context every year



20 per cent increase in visitors compared to the figures before renovation



6,500 budding athletes during Olympic Week



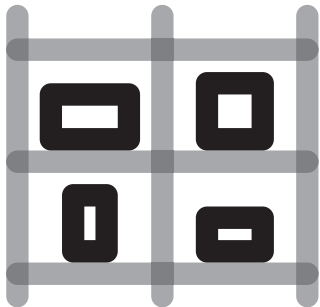
600 adult guided tours per year



2/3 of visitors from abroad, including 1/4 under 16 years old



LOCKERS



216 athletes' lockers

More than just lockers, TOM lockers include the names of the athletes and the colours of the medals.
Borrow Serena Williams' or Shaun White's lockers!

THE OLYMPIC PARK

- 8,000m²** Park
- 420m** the length of the path leading from the Lake to The Museum
- 97** steps
- 43** sculptures
- 5** sports installations
- 600,000** visits since reopening



THE IDEAL VISIT

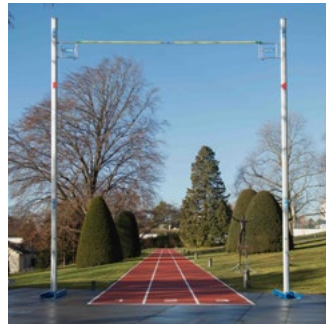
1 – Niki de Saint Phalle’s Footballers.

This artist wanted to show the beauty of the movements and attitudes of “the beautiful game”.



2 – The 100-metre athletics track.

Thanks to a subtle trick of light, the track allows visitors to compare their skills to Usain Bolt’s world record.



3 – Life-sized sculpture of Jappeloup by Gabriel Streck.

With this little horse, standing 1.58 metres at the withers, horseman Pierre Durand won the gold medal at the Olympic Games Seoul 1988.



4 - Olympic mural painting by Antoni Tapiès.

Commissioned for the IOC pavilion at the Universal Exposition, Seville 1992, it was then set up in the Museum Park.

THE PARK



12 – Model of the Olympic velodrome.

One of the most environmentally friendly and emblematic venues of the Olympic Games London 2012.



11 – Olympic Games Mexico City 1968 – hostess’s dress.

This picture dress picks up the central motif of the official poster and evokes the tradition concentric motifs of the Huichol Native Mexicans.

13 – The Games in history.

An interactive journey allows the visitor to navigate chronologically through different editions of the Games from 1896 to 2014. This frieze shows the different ways the Games echo evolution in society.



5 – 4th century BC amphora.

Discover sports practice in antiquity through amphorae.



6 – Olympic Challenge.

Produced by the house of Fabergé, this was given by Tsar Nicolas II to American Jim Thorpe at the 1912 Games. It was then passed from winner to winner.



7 – Sculpture by Emile-Antoine Bourdelle, 1921.

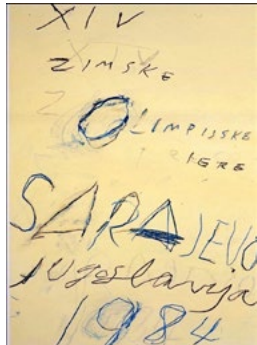
This represents Heracles killing the birds on the Stymphalian Lake (the sixth of the 12 Labours of Heracles).

8 – First Olympic flag, 1914.

This was produced by the Bon Marché workshops in Paris, following Pierre de Coubertin's instructions.



THE OLYMPIC WORLD (Level 1)



10 – Poster by American artist Cy Twombly.

Entitled "Graffiti", it is part of a series of artistic posters on the theme "Art and Sport", commissioned by the Organising Committee from 16 artists from 9 countries in the framework of the Olympic Games Sarajevo 1984.



9 – Torch of the Sydney Games.

Created by Australian industrial designers, it carries the colours, energy and creativity that defined the 2000 Games in Sydney.

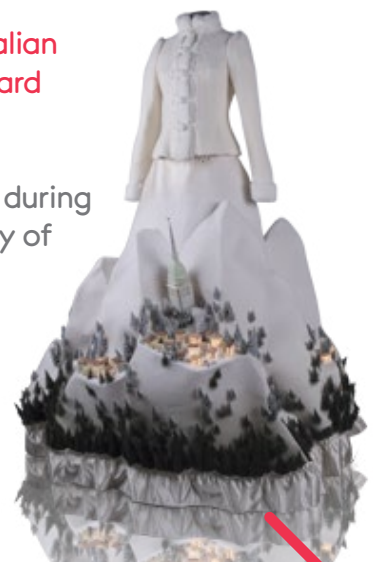
14 – Colour television camera.

Equipped with an image-orthicon tube, it was used at the Olympic Games Cortina d'Ampezzo 1956.



15 – Costume of the Italian delegation's name board carrier.

Created by couturier Moschino, it was worn during the Opening Ceremony of the Olympic Games Turin 2006.





16 – “Inside the Race”. This six-minute, 180° audio-visual show was produced for The Museum by British director Daryl Goodrich.



17 – Jesse Owens’ shoe. Created by Adi Dassler on the occasion of the Olympic Games Berlin 1936. The black American sprinter won four gold medals, thus negating Hitler’s racist theories.



18 – Judogi worn by Afghanistan’s Friba Razayee at the Olympic Games Athens 2004.

She was one of the first Afghan women to participate in the Olympic Games after the exclusion of her country in 2000.

THE OLYMPIC GAMES (Level 0)

20 – Pair of cross-country skis used and signed by Slovenia’s Petra Majdic.

She won the bronze medal at the Olympic Games Vancouver 2010 despite having fractured four ribs.



19 – Christopher Dean and Jayne Torvill’s costumes.

The British figure skating champions wore these costumes at the 1984 Olympic Games in Sarajevo.



21 – Truce Wall, Olympic Games London 2012.

For the first time, the 193 UN Member States united in a call for the Truce during the 2012 Games, as a sign of peace in the world thanks to sport.



22 – Words of Olympians.

In over 200 filmed interviews, the athletes tell their story and anecdotes about their career and daily life.

23 – Jersey worn by Usain Bolt for the 200m final at the Olympic Games Beijing 2008.

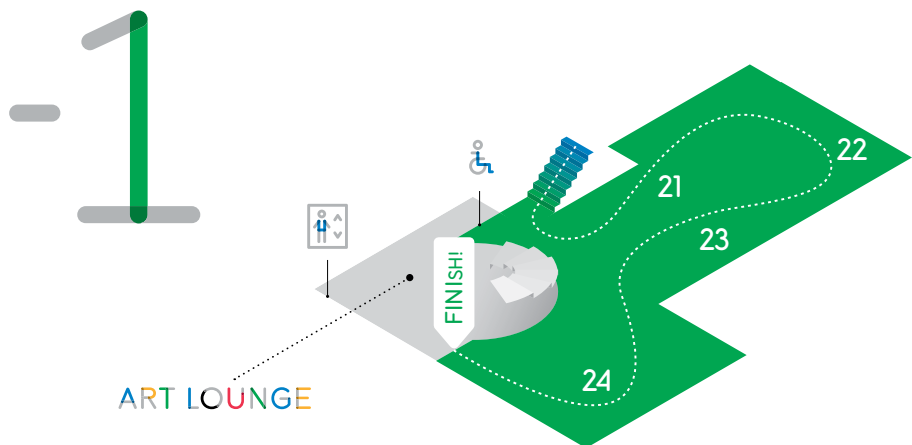
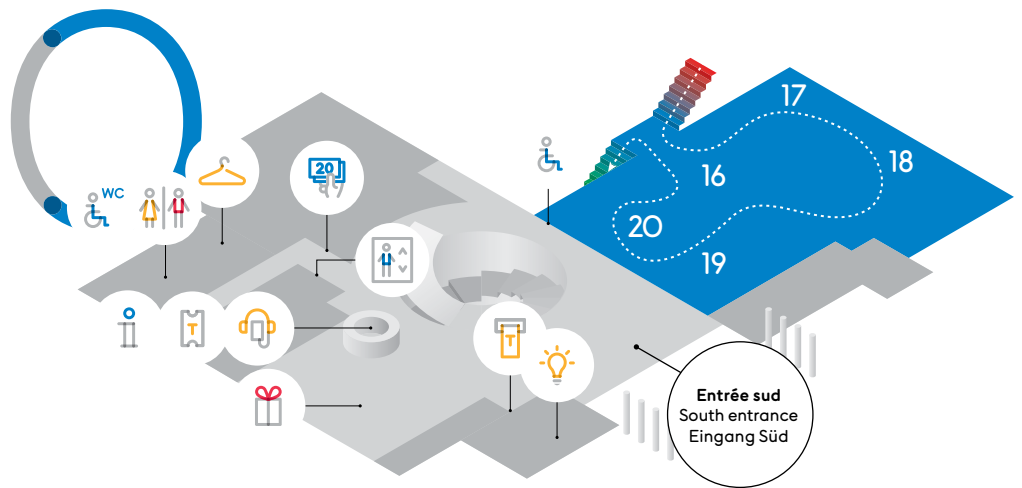
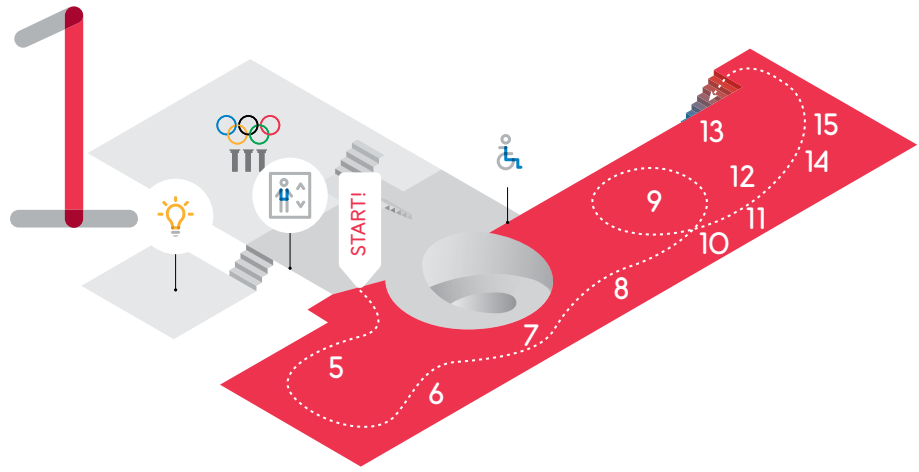
At these Games, he became the first male athlete to win three events and set world records in the three events at the same edition of the Games.



24 – Set of medals from the first Games of the modern era, in 1896 in Athens.

At this time, only two medals were awarded: silver for the winners and bronze for the runners-up.

THE OLYMPIC SPIRIT (Level -1)



SAVE THE DATE

Schedule of temporary exhibitions up to 2018

The temporary exhibitions allow us to understand the relationship between Olympic culture and the world surrounding it. Each temporary exhibition is complementary to the permanent collection, and addresses subjects, always linked to current affairs, under several themes: historical, technical or sociological. Each of these exhibitions is a pretext for varied cultural events to experience the Games in a different way.

Did you know?

The Galerie is a 280m² space situated on the top floor, which hosts events and temporary exhibitions with, as a bonus, a unique view over Lake Geneva.



The Galerie © IOC

2015

SWING !

GOLF RETURNS TO THE GAMES

From 9 December 2015 to 31 January 2016

Absent from the Olympic Games for 112 years, golf is making its comeback in 2016 in Rio de Janeiro. Presented as a green, the scenography of the "Swing!" exhibition leads the visitor through a course with several "holes" to find out all about this discipline before the next Games: its origins, equipment, rules, courses, and its greatest icons.

This exhibition will subsequently be staged in the fan zone reserved for golf during the Games.

No green fee necessary – the exhibition is free.

Discover the exhibition [programme](#) at bit.ly/SWING-GOLF

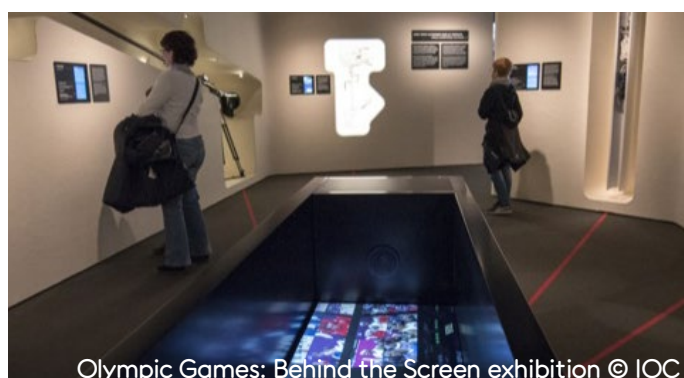
OLYMPIC GAMES: BEHIND THE SCREEN

From 19 February 2015 to 22 January 2016

What progress has been made between the first TV broadcast of the Olympic Games Berlin 1936 and those of Sochi in 2014! The "Olympic Games: Behind the Screen" exhibition highlights the ever-increasing means used by the media to broadcast the Games. It addresses the universal dimension of broadcasting through two perspectives: new technology at the service of sporting excellence, and the creation of emotions thanks to content broadcasting systems.

Discover the whole programme in the "Olympic Games: Behind the Screen" press kit: bit.ly/Press-BehindTheScreen

An interactive documentary entitled "[LIVE! Broadcasting the Olympic Games](#)" is available on the Museum website: bit.ly/WebdocLive



Olympic Games: Behind the Screen exhibition © IOC

Golf returns to the Games
09.12 - 31.01 — olympic.org/museum

THE OLYMPIC MUSEUM

UBS

EACH YEAR, THE MUSEUM OFFERS:

1. PâKOMUZé

[Easter at The Museum]

During the Easter holidays, in cooperation with Lausanne's museums, aimed at young visitors and people with disabilities.

2. Sport images

SPORTIV'ARTS celebrates the most beautiful sport images at the end of June

3. Mini-stars relay

An event organised with Athletissima at the end of June (or in August during the Games).

4. TOM Estival

[TOM in the summertime]

In partnership with Lausanne Estivale in July and August.

5. Museums Night

An event organised at the end of September with Lausanne's museums.

6. Olympic Week

A week of sporting and cultural activities in October.



TOUS
EN
SHORT

LE
MUSÉE
OLYMPIQUE

35^e SEMAINE OLYMPIQUE
+ de 30 activités – De 8 à 15 ans
11.10 → 15.10.2015
olympic.org/semaineolympique

GRATUIT!



Rio de Janeiro, Copacabana Beach
©IOC

2016

DESTINATION RIO

From 10 February to 25 September 2016

The Olympic Museums dons the colours of Brazil on the occasion of the Games of the XXXI Olympiad in Rio de Janeiro. For seven months, all the exhibitions and events are celebrating the diversity, energy and exuberance of Brazilian culture.

1. Discover Brazil through the body in movement

An exploration of Brazilian culture through dance, music, public festivals and sports. Full immersion in the rhythm and movement of Brazil which feature predominantly in contemporary art and photography.

2. Jogging in the Olympic Park like in Copacabana

Just like being there! Like a walk along the sea front at Copacabana, the route is interspersed with balloon lamps and loudspeakers providing information about Brazil. The strange little inflatable creatures by Brazilian artist Felipe Barbosa bring a colourful and fun touch to this décor, and blend in with photos of great Brazilian athletes.

3. All about Rio 2016

Presentation of the Olympic Games that are taking place in Rio de Janeiro in 2016: the organisation, the Look of the Games, the sports on the programmes, and, of course, the essentials – torch relay, mascots and medals. The exhibition also highlights all the heritage of the host city.

4. Games of the XXXI Olympiad From 5 to 21 August 2016

5 August: broadcast of the Opening Ceremony on the big screen

5 to 21 August: broadcast of the competitions every day

21 August: broadcast of the Closing Ceremony on the big screen

In Rio de Janeiro, 10,500 athletes will participate, over 17 days, in 306 events in 28 sports!

Ready, Get Set, Go, Rio!



STADIUMS

From 13 October 2016 to 7 May 2017

This exhibition tells the story of the stadiums, from Ancient Greece to the Olympic stadiums of the 20th and 21st centuries, both their social role and the great architects who designed them.

Theatres of Olympic culture and emblems of each edition of the Games, the stadiums are, without a doubt, architectural masterpieces. The exhibition chooses to highlight the sustainable development aspect of these “concrete and steel giants”. It addresses their role and impact in the Games host city, and more generally throughout society. It also explores the new technologies the stadiums use and the passions and controversies they engender.

The “Stadiums” exhibition enables us to study the function of these edifices, which are today closely linked to sustainable development and the needs of our society.

To complete this presentation, an interactive documentary, publications, and an educational and events programme will be developed.

2017

WHO SHOT SPORTS

From 25 May to 21 November 2017

The best sports photos. An exhibition devoted to photography, full of emotions and snapshots.

2018

PYEONGCHANG FESTIVAL

From 14 December 2017 to 17 April 2018

Exhibitions and events on the occasion of the Olympic Winter Games PyeongChang to discover the best of Korean culture.



Olympic Games London 2012 – Opening Ceremony, the show
© 2012 IOC / JUILLIART, Richard

THE MUSEUM OUTSIDE ITS WALLS

**ALTHOUGH LOCATED IN LAUSANNE,
THE MUSEUM SPREADS TO ALL FIVE CONTINENTS.**

TOM is at the heart of a network of 27 Olympic museums throughout the world (the Olympic Museums Network). It spreads the Olympic message thanks to its collaborative projects: specific programmes, co-productions, and loans of Olympic objects, images, videos, photos or films to travelling exhibitions.



The Museum also develops travelling exhibitions throughout the world on the subject of the Olympic values. It relies on researchers and experts, thus becoming a platform for discussion and a laboratory trying out the new museographic trends developed in the very diverse exhibitions and programmes.

THE MUSEUM ON THE WEB

INTERACTIVE DOCUMENTARIES

To continue the Olympic experience beyond The Museum, the Webdocs link texts, photos, sounds and videos, and recreate a unique online atmosphere around each temporary exhibition.

Discover now:

- [The Olympic Journey](#)

bit.ly/OlympicJourney-EN

- [Time and Sport](#)

bit.ly/TimeAndSport

- [LIVE! Broadcasting the Olympic Games](#)

bit.ly/WebdocLive

THE WEBSITE

The [Museum's website](#), rich in content and information, can be searched using three criteria: Visit, Collaborate and Explore. Practical for preparing your visit, it also offers a detailed presentation of our scheduling in French and English.

FOLLOW US

Website: olympic.org/museum

Facebook: facebook.com/theolympicmuseum

Twitter in English: twitter.com/olympicmuseum

Twitter in French: twitter.com/museeolympique

[Discover TOM in a video](#)

The website is constantly being updated in order to offer its users the fullest and most precise information possible.

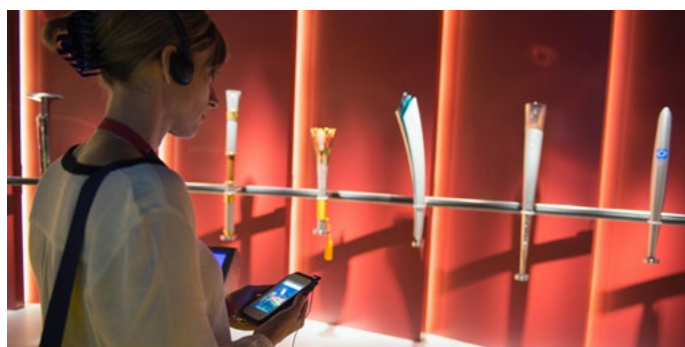
SOCIAL NETWORKS

Since it reopened in 2013, TOM has been present on social networks.

On Facebook, it provides information about its schedule, and shares its values and archives.

On Twitter, it answers questions and starts conversations.

At the end of 2016, The Museum will also be on Instagram.



FIGURES

2 years after launch

25,000+ Facebook fans

3,500+ followers on Twitter

200 messages posted

every month in French and English



PRACTICAL INFORMATION

ADDRESS

The Olympic Museum
Quai d'Ouchy 1,
1006 Lausanne, Switzerland
+41 21 621 65 11
www.olympic.org/museum

OPENING TIMES

From 01.05 to 14.10 – every day from 9 a.m. to 6 p.m.
From 15.10 to 30.04 – from 10 a.m. to 6 p.m., closed on Mondays, except Easter Monday or for special events. Closed on 25 December and 1 January.

AUDIO GUIDE

Available in eight languages (German, English, Arabic, Chinese, Spanish, Italian, French and Japanese).
CHF 5

Audio description for the visually impaired (free).

INDIVIDUAL AND FAMILY RATES

Permanent and temporary exhibitions

Full price Adult (aged 17+)
CHF 18
Full price Children (aged 6-16) (Under 6 free)
CHF 10
Reduced price Senior citizens
CHF 16
Reduced price Students and People with a disability
CHF 12
Reduced rate Family (max. 2 adults and their children aged 6-16)
CHF 40

Temporary exhibition

Flat rate Adults, senior citizens, children (under 6 free)
CHF 5

Group rates

Available for 10 people or more

Payment methods

CHF, EUR (VISA cards only)

IMAGES

Album Flickr
bit.ly/FlickrTOM
For more specific photo requests, please contact images@olympic.org

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