



2 THE SALT LAKE 2002 VISION

THE 2002 OLYMPIC WINTER GAMES POSSESSED A SINGULAR IDENTITY. LIKE ALL OLYMPIC host cities in history, Salt Lake City enhanced the spirit of Olympism and rejuvenated the strength of the Olympic Image through its local color, culture and characteristics.

The visual presentation and communication platform for the 2002 Olympic Winter Games were based on one of the core values of the Olympic Games. Dreams and Inspiration, one of the intrinsic brand messages to emerge from years of global study into the Olympic Image undertaken by the IOC in the late 1990s, conveys the enduring power of the Olympic Games to inspire humanity to achieve personal dreams. The vision for Salt Lake 2002 was built from an understanding of this value and was encapsulated in the 2002 theme of *Light the Fire Within*.



The Olympic Games possess a singular and powerful Image. More than 87% of Salt Lake 2002 Olympic athletes agreed that the atmosphere at the Olympic Winter Games is unique among sporting events.

Light the Fire Within



“Light the Fire Within’ should serve as a slogan for all: winners and losers, athletes and non-athletes. To follow a dream, to stretch our talents to the limit, to accept losses and go forward to be all that we can be and do the best job that we can is in fact a recipe for success and personal fulfillment.”

— The Korea Herald

Light the Fire Within emphasised that the best qualities of the Olympic spirit are shared by all of humanity. The theme encouraged all who experienced the 2002 Olympic Winter Games to discover our greatest inner potential through the athletes’ inspiring example of sacrifice and determination. The Salt Lake 2002 theme of Light the Fire Within was incorporated throughout every aspect of the Games and adopted as a slogan by athletes and spectators. The theme defined the 2002 Olympic Torch Relay, the Olympic Ceremonies and the Look of the Games. Light the Fire Within communicated a unified message of inspiration in the streets of the host city, in the Olympic venues, in the flame that burned in the Olympic cauldron for 17 nights, and in the Olympic symbol of five interlocking rings — made up of nearly two thousand points of light — that shined from the foothills of the Wasatch Mountain Range.



“We brought heart and character to the Games.”

— Mitt Romney, President and Chief Executive Officer, SLOC



The Salt Lake 2002 theme of Light the Fire Within was complemented by the concepts of Contrast, Culture and Courage. These ideals arose from the landscape and cultural history of Utah, the rich global heritage of the Olympic Games and the enduring spirit of the world’s athletes.

Contrast

The landscape of Utah, a diverse environment ranging from icy snow-capped mountain peaks to rugged red-rock canyons, reflected the vitality of the Olympic Winter Games and inspired a theme of contrast for Salt Lake 2002. This influenced the visual image of the Games with the design concept of Fire and Ice, present in the Salt Lake 2002 emblem, the Olympic Torch Relay, the Olympic Ceremonies and the Look of the Games. The theme reflected Olympism’s rich blend of ancient and modern traditions, where timeless human values unite with the excitement of today’s winter sport.





Culture

The Salt Lake region has been the dwelling place of the four Native American tribes of Utah, a land of opportunity for pioneers of the Old West and a home for Mormon settlers. Salt Lake 2002 strived to honour Utah's eclectic heritage and to celebrate the cultural vitality of the Olympic Games. School children learned the histories and national anthems of participating nations, and throughout the state each community adopted a country and cheered its athletes. The Olympic Arts Festival brought a rich array of traditional and innovative dance, music, verse, painting, sculpture and film. The culturally diverse Olympic volunteer team used a knowledge of many languages to help make the Games happen. And the spectacles of the Olympic Ceremonies proved to be vitally inclusive of the world's many cultural traditions.



"There is wonderful harmony — all countries coming together. Everyone is rooting for everyone!"
— Salt Lake 2002 Olympic spectator

Courage

The enduring Olympic spirit has always resided in the courage of the athletes. In the months before the Salt Lake 2002 Opening Ceremony, however, the notion of courage became an even more significant and relevant theme for these Games. The 2002 Olympic Winter Games were a demonstration in courage — from the Olympic Family and the host nation in their steadfast commitment to stage these Olympic Winter Games, to the hundreds of thousands of Olympic visitors who shared in the Olympic experience, to the Olympic athletes who came to fulfill their dreams. Through courage in turbulent times, the 2002 Olympic Winter Games offered the world an opportunity to celebrate humanity in a peaceful gathering.



"We've seen some of the worst of humanity. Now, these Games represent the best of humanity."
— Salt Lake 2002 Olympic spectator

The Salt Lake 2002 Olympic Winter Games presented a cohesive image built on meaningful and complementary themes. The full integration and the diligent management of the Games vision enhanced the Olympic Image and reinforced its position beyond sport. The 2002 Olympic Winter Games vision created a powerful platform for the unparalleled success of the Olympic broadcast and marketing agenda. The Olympic partners built successful programmes using this image and communications platform and, in turn, helped to communicate the powerful message of Salt Lake 2002 to the world.