



OLYMPIC
FOUNDATION
FOR CULTURE
AND HERITAGE

Olympic Language

Travelling
exhibition
concept



Developed by



EXPLORING THE LOOK
OF THE GAMES
olympic.org/museum

FROM 10.05.2018
UNTIL 17.03.2019



Olympic Language: Exploring the look of the Games

Summary

Surface Area	400-1'000m ² (4'300-10'765ft ²)
Type of exhibition	Exhibition concept to recreate on the spot
Available	From May 2019
Main Audience	General public
Scenography	40 per cent immersive – 30 per cent informative – 30 per cent contemplative

Description

What do the mascots, pictograms, torches and medals all have in common? Answer: their graphic identity! Bursting with colour and distinctive shapes, the visual identity developed for the Games reflects the spirit of a city and a country; it is a language in its own right that forms part of the universal language of the five rings. **OLYMPIC LANGUAGE** shows how host cities present themselves to the world by shining a spotlight on some particularly interesting Looks of the Games. Find out the secrets behind designing a successful visual identity.

Visit Route

The five rings to the symbol of the Games

Explore the Look of the Games through seven noteworthy editions (Tokyo 1964, Mexico 1968, Munich 1972, Los Angeles 1984, Lillehammer 1994, Athènes 2004, Londres 2012), three of which succeeded in producing a global design: Mexico City 1968, a modern take on ancient tradition; Munich 1972 and its grid system; and Lillehammer 1994 with its Nordic design. The journey continues with a digital timeline that depicts how the visual identity of the Olympic Games has been constructed from their beginnings to the present day. Through these stand-out editions, the exhibition shows how the visual identity of the Olympic Games is constructed, as well as the key elements that make up this vocabulary (emblems, posters, pictograms, mascots, signage, licensed products, etc.).

Optional additional section: The creativity of the mascots

An additional section presents the history of the mascots through the creative process and their creators.

The Ambition

Immerse visitors in the visual universe of the Olympic Games. Give visitors an insight into the creative process and allow them to go back in time.

Objectives

- Understand the context in which the visual identity of an edition of the Games is created and its connections with the international cultural scene.
- Look at the creation of the five rings, which have become one of the most recognised symbols in the world.
- Present the creators and describe their creative processes.
- Tie in with the 50th anniversary of the Games in Mexico City in 2018.

Audience

For the general public. Those interested in design, graphic design, art and fashion and also the history of the Games/sport.

Scenography

40 per cent immersive – 30 per cent informative – 30 per cent contemplative. A scenography focused on showcasing objects. Highly colourful, in tune with the various Look-of-the-Games choices of previous editions.

Touring

Provision of objects and specific display equipment; content (in French and English); audiovisual material; implementation plans drawn up for Lausanne which can be reconfigured/adapted in line with the host site's preferences. Support can be provided for this process. The host institution should prepare a budget to adapt the exhibition on-site and to purchase/hire audiovisual equipment.

The Pluses

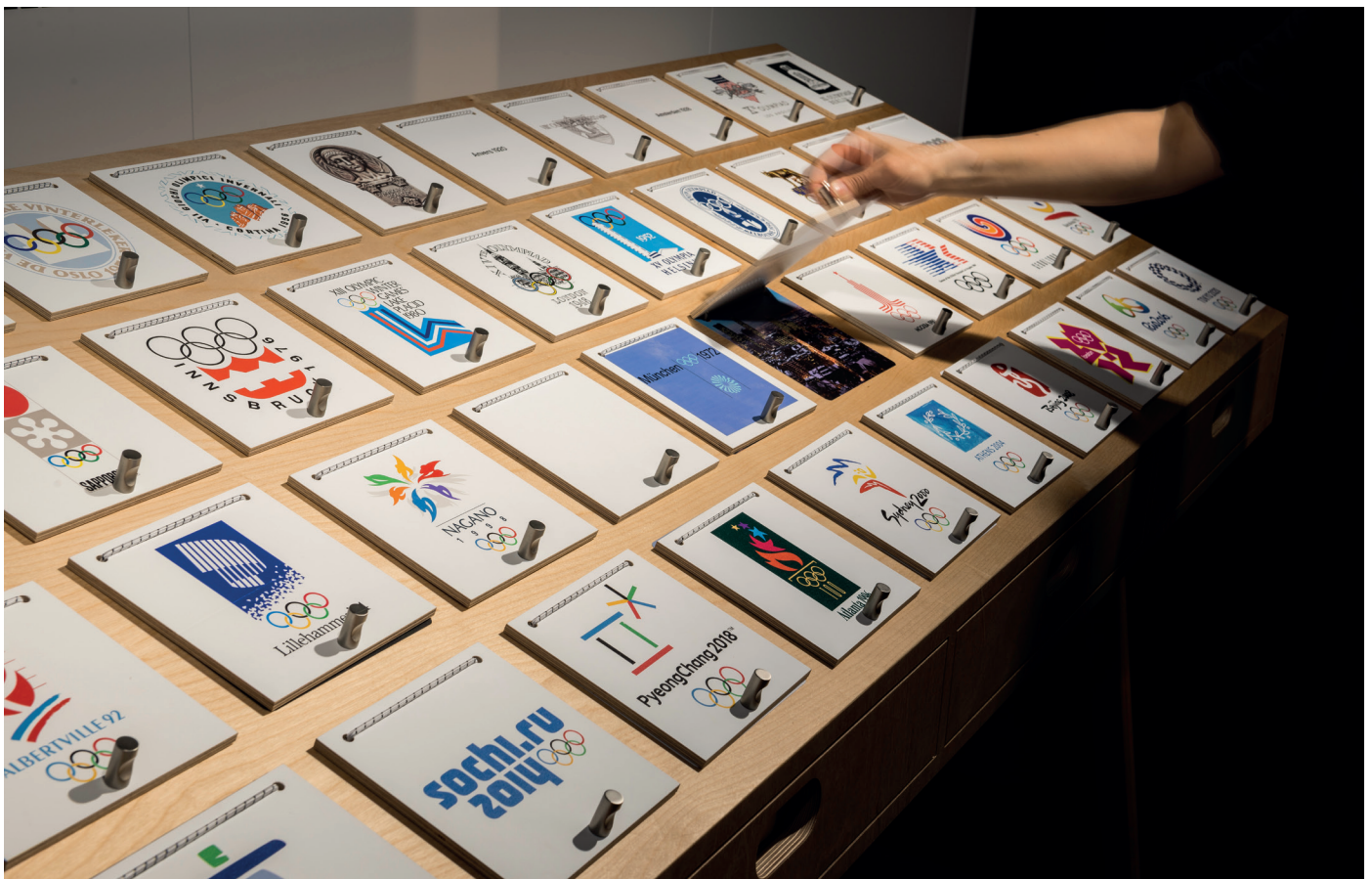
- Visitor immersion in the visual universe of past editions of the Games.
- Educational material, press release and kit available.
- Merchandising related to the exhibition theme.

First Impression

Example of visit route



Atmosphere of the exhibition of The Olympic Museum















About the Olympic Foundation for Culture and Heritage

The Olympic Museum is part of the Olympic Foundation for Culture and Heritage, which brings together The Olympic Studies Centre, Heritage Management and IOC International Programmes.

The Olympic Foundation for Culture and Heritage is the IOC's driving force behind the international promotion and dissemination of Olympism in the fields of culture, heritage and education. Through the Culture & Education Hub, it offers unique know-how and access to over 100 years of Olympic patrimony, through loans of items from the collections, images, videos, historical and sound archives, Olympic Films, turnkey exhibitions, educational material and digital kits. Olympism has never been so universal or accessible!



FOR MORE INFORMATION

Culture & Education Hub
“Your first point of contact to facilitate Olympic culture and education initiatives”
culture-education.hub@olympic.org

International Programmes
The Olympic Foundation for
Culture and Heritage
Quai d'Ouchy 1,
1006 Lausanne, Switzerland
Tel: +41 21 621 6511