



OLYMPIC
FOUNDATION
FOR CULTURE
AND HERITAGE

We are Olympians, and You?

Travelling
exhibition
concept

WE ARE OLYMPIANS



Developed by



AND YOU?



We are Olympians, and You?

Summary

Surface Area	300-600m ² (3,300-6,500ft ²)
Type of exhibition	Exhibition concept to recreate on the spot
Available	From January 2020
Main Audience	General public
Displays	Immersive and interactive

Description

During the period of the Games, the media headlines are full of sports records and performances, with stories of passion and solidarity featuring athletes as their heroes. During these two weeks, the Olympians become ambassadors for the Olympic values, a concrete example of the philosophy of life we call the “Olympic spirit”. The “We are Olympians, and You?” exhibition explores what form these values take, and how they can inspire all of us, both on and off the field of play! Through the stories and testimonies of different athletes, visitors will discover what forms the Olympic spirit has taken over the years! The exhibition proposes an exploration of specific behaviour illustrating the Olympic values.

Visit Route

The “We are Olympians, and You?” exhibition features various different media (films, video animations and interactive cartoons) and manual activities (puzzle, balance game and table football) to create a fun, immersive experience. Composed of four parts, it shows visitors how values contribute to fulfilment:

- **ME - THE QUEST FOR EXCELLENCE**
Practising sport allows you to discover and take on board values, and get your mind and body working together. It therefore leads to harmony and better self-awareness. Excellence is not about being the best, it means giving your best.
- **ME & YOU - A QUESTION OF RESPECT**
Practising a sport helps you find your place within a group. This teaches you to live with other people, make friendships and accept differences, so that everyone can move forward together. Competition and its rules teach many lessons. They define your relationship with other people: whether as an opponent or a team-mate, each athlete helps the others to develop their capacities.
- **TOGETHER - HELPING TO BUILD A BETTER WORLD**
Being at ease with yourself and others thanks to sport allows you to open up to the world in a spirit of dialogue: that is the essence of the Olympic Games. Sport and the athletes can make a difference by building bridges between all human beings. The power of the Olympic values conveyed by the Games can be a source of inspiration and help to change attitudes.
- **AND YOU? - Participative area where visitors can think about what they have learnt and top up their knowledge. Could the experience of Olympians inspire you? How are you an Olympian of everyday life?**

Topics covered

- Knowing yourself and pushing your limits.
- The benefits of sport.
- Respect for yourself, other people and the rules.
- Tolerance and living together.
- Fair play.
- Team spirit and solidarity.
- Universality of the Olympic Games.
- Stories of Olympians and other athletes.

Objectives

- Discover that the Olympic Games are about more than just sports competition and have a global reach.
- Understand the concept of values in the Olympic context.
- Discover the stories of well-known and lesser known Olympians.
- Learn about the Olympic spirit and the symbols which represent it.
- See how the values of sport apply to everyday life (at school or at home).

Audience

For the general public (with many games and interactive features for young people).

Displays

Immersive displays with wall, floor and ceiling projections and numerous digital features. This exhibition does not require objects to be loaned from the collections of The Olympic Museum in Lausanne.

Touring

Provision of exhibition concept, i.e. text content (English and French), audiovisual material, graphic design elements and 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 purchase/hire audiovisual equipment.

The Pluses

- A game with cards provides a chance to discuss and interact with other visitors.
- A multimedia feature enables each person to choose a particular value and help to create a collective work.
- A library is available for those who want to find out more.
- Press kit available in English and French.
- Educational kit on fair play.

First Impression

Example of the visit route at The Olympic Museum



Atmosphere of the exhibition of The Olympic Museum



INTRODUCTION AREA – immersive experience in which sequences from the Games illustrating the Olympic values are shown on a screen, against a backdrop of athlete silhouettes. Key words are displayed alongside the clips.



ME - MENS SANA IN CORPORE SANO: A balance game to help athletes put together a balanced training programme.



ME - MENS SANA IN CORPORE SANO: Two information panels with flaps that you can lift up to reveal the characteristics needed for a balanced body and mind.



ME & YOU – CHOOSING FAIR PLAY:

Two touch-screen terminals with identical content - four interactive cartoons which put you in the situation of athletes who had to decide whether or not to choose fair play.



ME & YOU – CHOOSING FAIR PLAY: The area seen from another angle.



ME & YOU – COACH ME, PLEASE!: A puzzle to find out what makes the difference between winners and champions.



In a number of the exhibition areas you'll find an audiovisual floor projection with letters that, when rearranged, spell out key words.



TOGETHER – CHANGE-MAKERS: An interactive feature with information on athletes who have made an impact in an area relating to equality or respect.



AND YOU? – PARTICIPATIVE AREA: Visitors can use the installations provided (books freely available to read, a game with cards) to think and talk about what they have seen and learnt.



AND YOU? – A multimedia feature enables each person to choose a particular value and help to create a collective work.



OUTDOOR INSTALLATION – visitors can get a taste of the exhibition theme before entering the Museum and share photos on social media.

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”
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