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Paris Olympique™ An Immersive Journey Press Kit

Temporary exhibition
25 May 2024 –
19 January 2025
Free entrance



Quai d'Ouchy 1
CH – 1006 Lausanne
olympics.com/museum

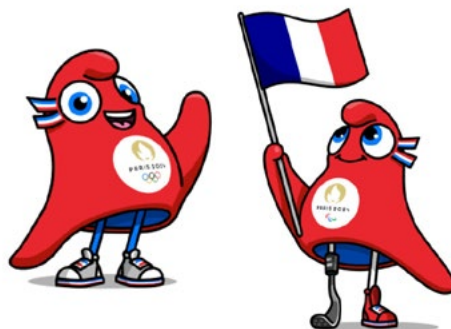


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Did you know?

The Olympic and Paralympic mascots, the “Phryges”, were directly inspired by the Phrygian cap, which became a symbol of freedom during the French Revolution.

Paris Olympique™ An Immersive Journey



Welcome to the City of Light

Step into the mesmerising world of Paris Olympique and be immersed in the three Parisian editions of the Olympic Games – 1900, 1924 and 2024. The Olympic Museum's newest exhibition is a 360° experience entitled "Paris Olympique™: An Immersive Journey", opening in Lausanne, Switzerland on Saturday, 25 May.

Paris Olympique will guide visitors through large-scale projections of "La Ville-Lumière," or "City of Light", past and present. Set to a thrilling musical score against the backdrop of Paris, explore the Olympic sites, the cultural and sports trends, the champions and the transformation of the Games from anonymity to the world's greatest sporting event.

Paris Olympique will be presented at the Olympic Museum from 25 May 2024 to 19 January 2025. For more information, including a full activities and events programme, please visit olympics.com/museum.

Duration	19 minutes
Languages	English, French and German
Cost	Free entry

Visitor Experience



Paris in 360°

Paris Olympique isn't your traditional museum exhibition – it's an audiovisual show featuring minimal text and maximum immersion, accessible for all ages and language speakers.

Located on the museum's first floor, this circular immersive journey, guided by large-scale screens, music and audiovisual content, is organised around four themes.

1. Olympic sites

The three Olympic Games hosted in Paris have had a profound impact on the city's landscape and its inhabitants. This theme explores how the Olympic Games and Paris have contributed to each other's development over the past 124 years.

2. Sports and champions

The Olympic sports programme is not stagnant; it reflects and even anticipates sporting trends in society. This theme spotlights the incredible athletes who have participated in these Games and some of the events, from basque pelota to rope climbing, as well as new sports like breaking (depicted right), in which they have competed.

3. Identity

What have the Olympic Games become over the years? Explore the Games' journey from anonymity to global fame across the three Parisian editions, from 1900 when the Exposition Universelle took centre stage to the spectacular events planned for 2024.

4. Spectacle and culture

The Olympic Games are more than sports competitions – societal, artistic and cultural elements are an integral part of each edition. This theme explores Opening and Closing Ceremonies, artistic competitions, cultural events and the crucial contributions from the world of arts and culture to the Parisian Games.

Try out “extinct” Olympic sports

How would you rate as a competitor in early 20th century sports? The exhibition's two interactive sports areas feature events that won't appear on the Paris 2024 programme – or likely any upcoming edition in the near future.

Visitors can virtually test their capabilities in the “200m obstacle” swimming event from Paris 1900, in which athletes had to climb over a pole, climb over a row of boats, and swim under another row of boats. For Paris 1924, visitors can rise to new heights by trying out rope climbing.

Post-Paris 2024

As the competition heats up, medals are won and champions are born during the Summer Games, the Paris Olympique experience will be updated with the latest content.

Snap a selfie

After finishing the exhibition, head downstairs to the museum's -1 level for a look at the Paris 2024-themed space. Don't miss the photo opportunity with the French Olympic and Paralympic mascots, the Phryges, and pose while holding an official Paris 2024 torch. Be sure to check out the Olympic medal on display as well.



French Olympic and Paralympic uniforms

Gaze up the museum's stairwell to view a cascading display of uniforms produced by French athleticwear brand Le Coq Sportif and designed by Stéphane Ashpool. To learn more about the uniforms' design, you can head to the permanent exhibition on level +1.

Olympic Park

Climb the colourful stairs to Paris 2024! Visitors can choose whether to walk up the museum's exterior staircase, decked out with the look of Paris 2024, or stroll through the Olympic Park to enjoy nine pillars with anecdotes about the three Parisian Games editions and other special décor.



Augmented reality experience

Visitors can step into the Paris of yester-year and experience Olympic augmented reality (AR) experiences at the museum through the official Paris 2024 app on Google Play and the Apple App Store.

Users are transported back in time through an AR portal: they enter the historical Colombes Stadium to be surrounded by the Paris 1924 atmosphere, featuring imagery from the Olympic Museum's archives.

Olympic Museum Shop

Stop by the gift shop for a full range of Paris 2024 products to mark the Summer Games, including luggage tags, home goods, pins, a pétanque set, clothing, sneakers, artwork, the official poster and more.



The Context : Paris 1900, 1924 and 2024



14 28

May - Oct



997

Athletes:
22 women
975 men



24

National
Olympic
Committees



19

Sports



95

Events



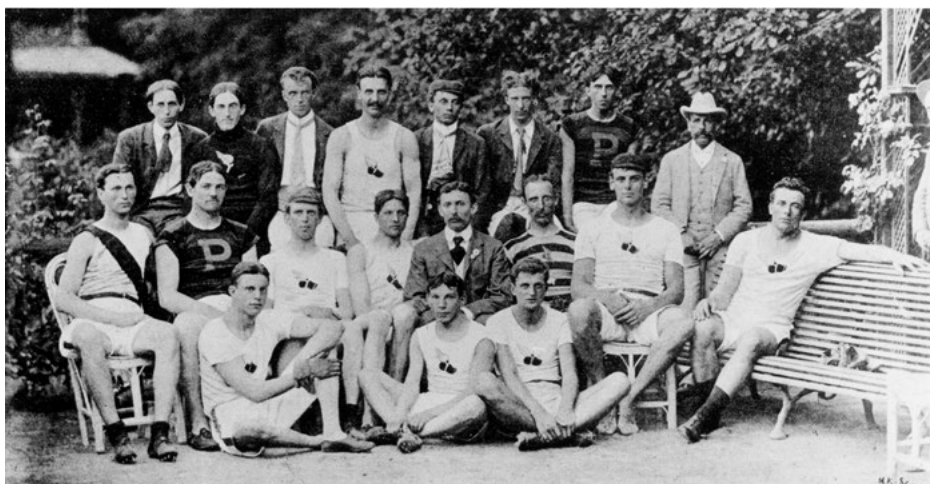
N/A

Accredited
Journalists

Paris 1900: Women compete for the first time

In 1900, the Olympic Games were largely unknown to the general public. Sport and leisure were reserved for the elites, and the Olympic rings and flag did not yet exist.

Many of the athletes who took part in the “International Contests of Physical Exercise and Sport” that took place in and around Paris during the Exposition Universelle did so unaware that they had actually competed in an Olympic Games, as some of the events were granted official Olympic status quite late in the day.



Some sports on the Paris 1900 programme, such as golf and rugby, have made their return after a long absence. However, events like croquet, jeu de paume and pelota are no longer a part of the Olympic Games, or were not recognised by the IOC as official,

Did you know?

Paris 1900 featured long and high jump competitions [on horseback!](#)

including fishing, boule lyonnaise, petanque, kite-flying, pigeon racing, hunting and hurling.

American Alvin KRAENZLEIN won the 60m sprint, the 110m hurdles, the 200m hurdles and the long jump in the space of three days – a feat unparalleled in Olympic history. Raw EWRY (USA), won all three jumping events – the high jump, the long jump and the triple jump – to earn himself the nickname of “Rubber Man”.

Women make their mark

Paris 1900 represented a historic watershed in Olympic history in that they saw the inclusion of female athletes for the first time. The first-ever female competitors on the Olympic stage were two Frenchwomen, Madame BROHY and Mademoiselle OHNIER, who took part in the croquet competition.

Charlotte COOPER (GBR, middle picture), who was regarded as the best female tennis player of her generation, defeated France’s Hélène PREVOST to win the women’s singles final and became the first woman to win an individual Olympic title.

For more information on Paris 1900, visit the [IOC website](#).



Paris 1924: The first Olympic Village



4 27
May - Jul



3,088
Athletes:
135 women
2,953 men



44
National
Olympic
Committees



19
Sports



126
Events



724
Accredited
Journalists

The Olympic Games Paris 1924 were widely regarded as a major success. Aside from attracting a large number of reporters and being the first Games to be broadcast over the radio, Paris 1924 also proved to be popular with the public, with a total of 625,000 spectators turning out to watch the events.

These Games introduced the Closing Ceremony ritual as we know it today. This involves the raising of three flags: the flag of the International Olympic Committee, the flag of the current host and the flag of the next host. Finnish runner Paavo NURMI won five gold medals to add to the three he had won in 1920. His most spectacular performance occurred on 10 July. First, he easily won the 1500m and then, a mere 55 minutes later, he returned to the track to win the 5,000m.



American swimmer Johnny WEISSMULLER (above) won three golds. He claimed two further golds at the 1928 Games and went on to become famous playing Tarzan of the Apes in 12 movies. The Paris Games themselves became immortalised in “Chariots of Fire”, the Oscar-winning film about principled British runner Eric LIDDELL by Hugh Hudson.

The first Olympic Village

The Olympic Games Paris 1924 ran from 4 May to 27 July, with the heart of the action being Colombes, a suburb in the north west of the city. For the first time, the athletes stayed at an Olympic Village. Built near the Olympic Stadium, the Village comprised portable wooden houses complete with running water, and also featured a post office, bureau de change, hairdressing salon and a restaurant.

At Paris 1924, the Olympic Art Competition reached its peak. Encompassing literature, sculpture, painting, architecture and music and also celebrating sport and Olympism, the competition boasted an illustrious jury that included Jean Giraudoux and Paul Claudel from the literary world, the composers Maurice Ravel and Bela Bartok and the painter Fernand Léger. For more information on Paris 1924, visit the [IOC website](#).



Paris 2024: Achieving gender parity



26 11
Jul - Aug



10,500
Athletes:
5,250 women
5,250 men



206
National
Olympic
Committees



41
Sports



329
Events



20,000
Accredited
Journalists

In 2024, Paris is looking to make its mark on the history of the Games once more with an edition in the very heart of the city, rooted in the concepts of international celebration, inclusion and sustainability, to show that sport can help build a better world.

Paris 2024 chose to include skateboarding, surfing and sport climbing – all of which made their debut at Tokyo 2020 – and add breaking, in its first Games appearance.



This is the first Games emblem to depict a woman's face. It's a nod to Olympic history, as it was at Paris 1900 that women were allowed to compete in the Games for the first time. It's also a reference to equality: these Games will be the first to achieve full gender parity among the 10,500 male and female athletes expected to take part.

Did you know?

The main Olympic Stadium used during Paris 1924, the Stade Yves-du-Manoir, will serve as the field hockey venue for Paris 2024!

Ninety-five percent of the venues are existing or temporary. The Games will be front and centre throughout Paris, from the outdoor Opening Ceremony to events in iconic locations such as the Eiffel Tower, the Seine, Place de la Concorde and the Esplanade des Invalides.



A marathon for all

20,024 runners of all ages and levels will take on the challenge of running the Paris 2024 marathon. The “Mass Participation Marathon” will see participants run the same 42km route through the Paris region as the Olympic athletes. A shorter 10km race, which will be more accessible, including for people with disabilities, is also set to take place in the centre of Paris.

Visit the [Paris 2024 website](#) for more information.

Events Programme

Experience the Games at the Olympic Museum

Celebrate the Paris 2024 Olympic Games in Lausanne!

25 May: Launch

Programme at-a-glance

9:00am – 6:00pm: Visit “Paris Olympique™: An Immersive Journey”

1:00pm – 4:00pm: Live painting

4:30pm – 5:00pm: Screening of special RTS episode

5:00pm – 6:00pm: Q&A and autographs with athletes and artists

Price Free entry

Meet comic artists and illustrators

In collaboration with BDFIL, the Festival de Bande Dessinée Lausanne (Lausanne Comics Festival), seven renowned comic strip and illustration artists will be creating live original works inspired by Paris 2024 Olympic sports.

Yann Cozic (Erwann) - Nicolas Debon (Marathon) - Pierre Florent (La Ride) - Guillaume Long (Swimming Poule Mouillée) - Lisa Lugin (Yekini, le roi des arènes) - Diane Truc (Colossale) - Chloé Wary (Saison des roses).

Visitors will be able to meet the artists, watch the creative process and leave with an autograph. The works created will be exhibited in the Olympic Park until the end of the year.

Attend a TV broadcast: “Notre rêve, les Jeux Olympiques - Paris, on y va !”

In partnership with Radio Télévision Suisse (RTS), the public is invited to attend a special broadcast of an episode of the series “Notre rêve, les Jeux Olympiques - Paris, on y va !” (“Our Dream, the Olympic Games - Paris, Let’s Go!) live at the museum.

The episode will go behind-the-scenes with Swiss sportsmen and women and their preparations for the Paris 2024 Olympic Games, offering a glimpse into the daily lives of young athletes. After the broadcast, viewers will be able to interact with them in a question-and-answer session and enjoy an autograph session.

From 25 May onward

Guided tours

Spotlight on the Olympic Games Paris 2024

Discover the special features and symbols of the Paris 2024 Olympic Games during this inspiring guided tour of the permanent exhibition. From the Olympic flame to the torch relay and the mascots to the sports on the programme, this third edition of the Paris Summer Games will unveil its secrets to you.

Dates	Every Sunday from 26 May to 8 September 2024
Time	11:00am
Languages	English, French, German
Location	Meeting point in the museum entrance hall
Age	From 10 years old
Price	Adults: CHF 25; reduced price, seniors and students: CHF 19; free for children 15 and under. Includes entrance to the permanent exhibition.



Taste French-inspired cuisine at the Olympic Museum Restaurant

The seasonal summer menu at the Olympic Museum Restaurant has been given a French twist in honour of Paris 2024! Choose from a selection of culinary French favourites, ready to delight the senses of diners against a breathtaking view of the Alps. For gourmet tastes, the unlimited weekend brunch is an experience not to be missed, offering a lavish buffet featuring fresh, home-grown, seasonal and local produce.

Dates	25 May to 11 August; closed Mondays except between 26 July and 11 August. Brunch every Saturday and Sunday in July and August.
Time	Mon–Fri: 9:00am to 6:00pm. Sat–Sun: 10:30am to 2:30pm
Price	the brunch buffet is CHF 68 per person and includes a hot drink and Vaud apple juice. Children ages 4 to 15: CHF 4 per year of age. Free for children 3 and under.

Soirées at the Olympic Museum Restaurant

Every Thursday in July and August and on Fridays and Saturdays during the Olympic Games, bring your friends, colleagues or family and enjoy a special French-inspired food and drink menu on the museum's panoramic terrace overlooking Lake Geneva.

During the Olympic Games, the evenings will be accompanied by live broadcasts of the Paris 2024 competitions. On Saturdays, a line-up of live DJs will be presented in collaboration with the **Montreux Jazz Artists Foundation (MJAF)**. Watch fireworks over the lake on the 1st of August for Swiss National Day. [Reservations](#) recommended.

Dates	4, 11, 18 and 25-27 July; 1-3, 8-10, 15, 22, 29 August
Time	5:00pm to midnight.



26 July to 11 August: Games-time in Lausanne

Opening Ceremony and first weekend

Watch the Paris 2024 events live at the Olympic Museum! Join us on the Quai d'Ouchy by the fountain to watch the Opening Ceremony outside on the big lakeside screen, or at the snack bar or restaurant. Events shown throughout the weekend.

Dates 26 July to 11 August
Time 11:00am to 11:00pm
Price Free entry

Olympic Games: Live at the museum

Competitions and the Closing Ceremony will be screened in the Olympic Park by the snack bar every day, weather permitting. Select events will also be shown in the museum's auditorium and restaurant.

Dates 26 to 28 July
Time 11:00am to 11:00pm
Price Free entry

Weekend celebrations

Spend the weekend celebrating at the museum with a full line-up of festive activities and sports demonstrations during Olympic Games weekends. Free entry. Schedule to be announced in May.

Dates 26-28 July, 3-4 and 10-11 August



Snack in “sports mode”

Stop and enjoy the Olympic Museum’s snack bar and terrace, located in the Olympic Park. Enjoy homemade food and ice cream and local drinks while watching the competitions live on the big screen.

Dates 26 July to 11 August (weather permitting)
Time 11:00am to 11:00pm

14 September: Closing Celebration

Brass ensemble concert

To mark the end of the Paris 2024 festivities, the Olympic Museum will host a concert of Olympic music by a brass ensemble from the Haute Ecole de Musique (HEMU).

Dates 14 September
Time 4:00pm to 5:00pm
Price Free entry

For Schools

Tours

On the Road to Paris 2024

Get your students ready for the Olympic Games Paris 2024! Through this guided tour, students will discover all there is to know about this edition of the Games as well as Paris 1900 and 1924. 11-15 years. 1 hour. Booking required. Available January to December 2024 in English, French and German.

Self-Guided tours: The Paris 2024 Olympic Games teacher guide and student activity booklet are for educators who are visiting the museum with their class. Available in English, French and German.



Educational workshops

At the Heart of the Olympic Values

Through games, questions and activities, students will discover the positive values that form the basis of Olympism while exploring how they epitomise the upcoming Olympic Games Paris 2024. For ages 11-15 years. 1 hour. Booking required. Available January to December 2024 in English, French and German.

The Olympic Flame

From lighting the flame in Olympia to the final torchbearer lighting up the cauldron in the stadium, find out all there is to know about an often overlooked journey that sets the stage for every Games. For ages 4-10 years. 1 hour. [Booking](#) required. Available May to June 2024 in English, French and German.

Teaching resources

Paris 2024 posters

A set of printable posters [for download](#) about the Paris 2024 Olympic Games.



Paris 2024 quiz

To be used alongside the set of dedicated posters for the Paris 2024 Olympic Games. It includes [two quizzes](#), one with multiple choice questions and the other with fill-in-the-blank questions. The answers to all 13 questions can be found on the posters and can be used as part of a reading comprehension exercise.

Meanwhile In Paris...

Headed to the Olympic Games Paris 2024? Visit the museum's initiatives and partner programmes in the City of Light and across France!

SPOT24 - the Olympic Exhibition, Sport and Urban Cultures

The Olympic Museum and the Paris tourism office, Paris je t'aime, have co-produced a new space near the Eiffel Tower. SPOT24 and its exhibition, inspired by Riding the Olympic Wave, shine a spotlight on six new Olympic disciplines – skateboarding, sport climbing, BMX freestyle, surfing, 3x3 basketball and breaking – and the vibrant cultures surrounding them.

Dates	Until 31 December 2024
Partner	Paris je t'aime - Office de Tourisme de Paris
Location	101 Quai Jacques Chirac, 75007 Paris (Bir-Hakeim metro station)



Sport in Focus: Rencontres d'Arles photography exhibition

The Olympic Museum and the Photo Elysée museum, both based in Lausanne, Switzerland, are co-producing a sports photography exhibition from their collections, in collaboration with Les Rencontres de la Photographie d'Arles. The exhibition will be unveiled at the festival.

Dates	1 July - 29 September 2024
Partner	Photo Elysée and Les Rencontres d'Arles
Location	Musée départemental Arles antique, Presqu'île du Cirque Romain, 13200 Arles

Gold, silver, bronze: A history of the Olympic medal

This museum exhibition is a fascinating exploration of the history of the Olympic medal, highlighting its evolution through the editions of the modern Olympic Games. The exhibition, a testament to the expertise of the Monnaie de Paris in medal craftsmanship, tells the story of victory in sport through objects, images and archives.

Dates 27 March to 22 September 2024
Partner Musée de la Monnaie de Paris
Location 11 Quai de Conti, 75006 Paris



Cultures at Play: Photo exhibition at UNESCO Headquarters

The Olympic Museum and the IOC have partnered with UNESCO to produce an exhibition of archival Olympic images from Opening and Closing Ceremonies. The photographs, including athlete portraits, will be displayed on the external fencing of the UN institution in an ode to diversity, inclusion, peace and culture.

Dates 24 June to September 2024
Partner UNESCO
Location 7 Place de Fontenoy, 75007 Paris



For more information, download the [Olympic Museum at Paris 2024 press kit](#).

Practical Information

About the Olympic Museum

The Olympic Museum is the official home of the world's largest and most complete collection of Olympic heritage, including artefacts, archives, images, books and film. Located in the Olympic Capital of Lausanne, Switzerland, its international exhibitions and programmes connect people of all ages with the diverse stories, art, history and culture of the global phenomenon that is the Olympic Games. Through educational initiatives inspired by the Olympic values of respect, friendship and excellence, the Olympic Museum brings together athletes, visitors, students, artists and an affiliated network of museums across the world.

For more information, please visit olympics.com/museum.

Media resources

- High resolution images with credits are [available for download](#).
- Visit the [Olympic Museum press office](#) online.
- Olympic Museum logos are [available for download here](#).
- Research questions and fact checking needs: contact studies.centre@olympic.org.
- To arrange interviews and special media tours: contact press.museum@olympic.org.



Practical Information

Address

Olympic Museum, Quai d'Ouchy 1, 1006 Lausanne, Switzerland

Opening hours

9:00 to 18:00 from Tuesday to Sunday.

Last admission at 17:00.

Closed every Monday except on public holidays in the Canton of Vaud and during the Olympic Games Paris 2024.

Closed 24, 25 and 31 December and 1 January.

Contact

press.museum@olympic.org

+41 (0) 21 621 65 11

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- [YouTube](#)
- [TikTok](#)
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Credits

Curation

Alain Quenzer, Olympic Museum

Design and production

- Tamschick Media+Space GmbH, Berlin – Concept, exhibition design, graphic design, audiovisual design, production and implementation.
- SIGMA System Audio-Visuell GmbH, Düsseldorf – Media technology planning and integration.
- MWB Theater- und Veranstaltungen GmbH, Berlin – Exhibition construction
- Schmalz Déco-Pub, Poliez-le-Grand – Exhibition graphics production
- Studio Blackburn, London – Graphic design

Special thanks

The staff of the Olympic Museum and the International Olympic Committee.



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