




 THE OLYMPIC MUSEUM

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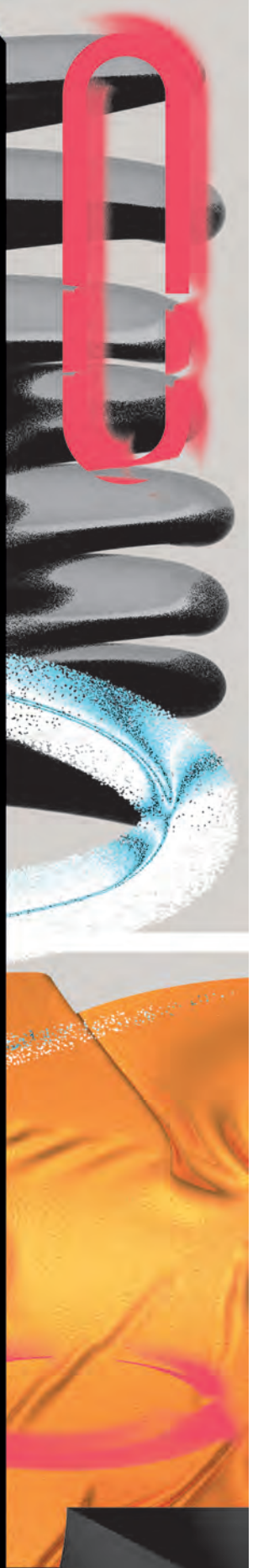
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# RIDING THE OLYMPIC WAVE

3X3 BASKETBALL | BMX FREESTYLE | BREAKING | SKATEBOARDING | SPORT CLIMBING | SURFING AND MUCH MORE

17.03.2022 – 05.03.2023 | THE OLYMPIC MUSEUM | FREE ENTRANCE



## About TOM, the poster and the artist

Cover image: The official poster of the « **Riding the Olympic Wave** » exhibition, taking place at The Olympic Museum in Lausanne from 17 March 2022 to 5 March 2023, was designed by David Zo Meroni, aka Mero.Uno, a Geneva-based graphic designer and art director. His interest in different media, including photos, videos and graphics, can be seen in his extensive, urban-inspired collage work.

The Olympic Museum in Lausanne, Switzerland, is the major centre of Olympic history; with a mission to raise awareness about the Olympic Movement, bear witness to its contributions to society and promote the Olympic values beyond the Games and sports competitions. It fosters dialogue between Olympism and the public through a range of activities designed to showcase the heritage of the Olympic Games.

## Intro

# 3X3 BASKETBALL, BMX FREESTYLE, BREAKING, SKATEBOARDING, SPORT CLIMBING AND SURFING: WELCOME TO A NEW ERA OF THE OLYMPICS

Since their inception, the Olympic Games have evolved with the times and been a true reflection of the social, political and cultural context of their era. The sports programme of the Olympic Games echoes and sometimes even anticipates emerging trends and the aspirations of society. Constantly riding these new waves, the International Olympic Committee (IOC) aims to keep the Olympic programme relevant to young people and how they play, compete and interact.

Six new Olympic sports and disciplines have recently made, or are set to make, their debut on the sports programme of the Olympic Summer Games: 3x3 basketball, BMX freestyle, breaking, skateboarding, sport climbing and surfing. The dramatic arrival of these new sports and disciplines has led to the biggest transformation of the Olympic sports programme in recent times.

The « **Riding the Olympic Wave** » exhibition explores this evolution and showcases these six sports and disciplines, along with the social, cultural and artistic settings in which they flourish. It addresses the challenges and opportunities they bring to the Olympic Games, and how the Olympics are perceived by younger generations.





Pierre DE COUBERTIN, 1895 © 1895 / International Olympic Committee (IOC) - All rights reserved

**« Olympism is a state of mind. It can permeate a wide variety of modes of expression and no single race or era can claim to have the monopoly of it. »**

**Pierre de Coubertin,  
Founder of the modern Olympic Games**



Owen WRIGHT (AUS). Men's surfing bronze medalist, Tokyo 2020.  
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OKAMOTO Misugu (JPN). Women's park, skateboarding, Tokyo 2020.  
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Irek RIZAEV (ROC). Men's park, BMX freestyle, Tokyo 2020.  
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Jessica PILZ (AUT) and Janja GARNBRET (SLO). Women's combined sport climbing, Tokyo 2020.  
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Rae Lin D'ALIE (ITA) and Migna TOURE (FRA). Women's 3x3 basketball, Tokyo 2020.  
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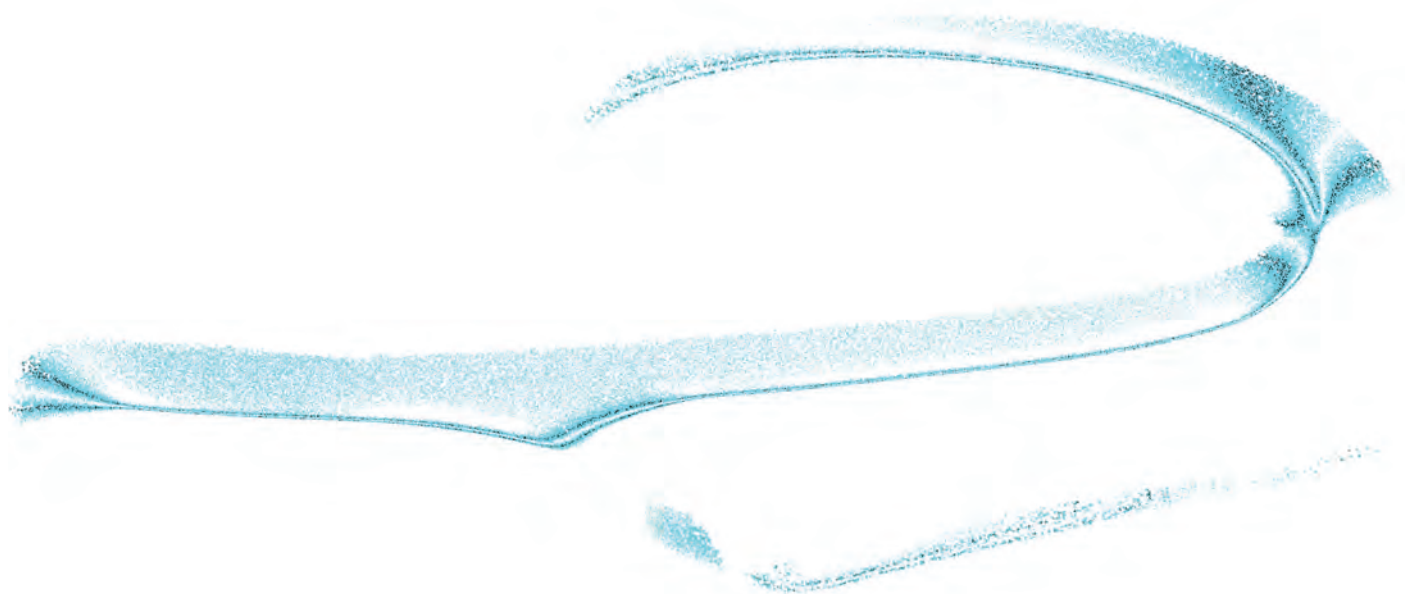
Buenos Aires 2018, men's breaking semi-final, Bumblebee (RUS), gold (left) vs. Shigekix (JPN), bronze.  
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## About the six new sports and disciplines

### YOUTH-FOCUSED SPORTS: RIDING THE OLYMPIC WAVE

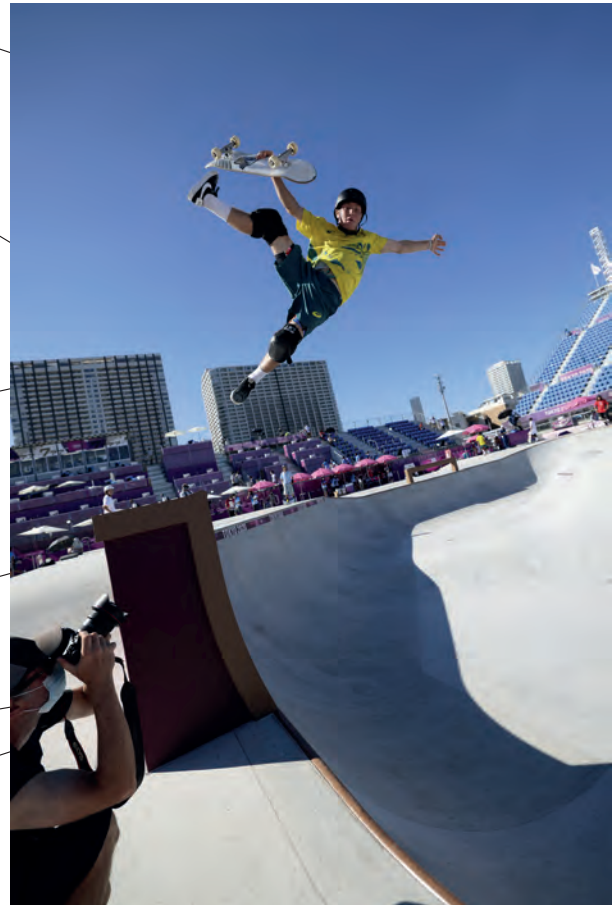
Sometimes described as urban sports or even extreme sports, these youth-focused sports are those that spontaneously broke away from traditional sports practices and spread internationally in the 1960s and 1970s. These sports and disciplines are practised either in natural or urban settings. Their common hallmark is a natural, organic evolution that took place as a result of young people developing their own modes of play, creativity and competition within their sports community. Thus, their philosophy and lifestyle are often starkly different from other sports.

The values of 3x3 basketball, BMX freestyle, breaking, skateboarding, sport climbing and surfing reflect the desires of today's society, including creativity, the quest for freedom, new challenges and new sensations, an affinity for novelty, and the feeling of belonging to a community. The "Riding the Olympic Wave" exhibition will involve a series of installations and cultural and artistic events that highlight the close ties between art, culture and sport.



## The road to Tokyo

Kieran WOOLLEY (AUS). Skateboard, Park Herren, Tokio 2020.  
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## ROAD TO TOKYO

At Tokyo 2020, the presence of these youth-focused sports on the Olympic programme marked a new stage in their evolution. In some ways, it was the meeting point of two worlds that had long stood apart. To these sporting communities that have always prided themselves on being unorthodox, why was their inclusion in the Olympic Games so important? How did their journey from being “offbeat” to mainstream come about?





In 2016, a group of skateboarders organised a global relay to promote the inclusion of skateboarding on the 2020 Olympic programme. Eight skateboarders took turns riding from Zaragoza, Spain, to Tokyo, Japan, on a board created for the relay. They travelled via Montpellier, Venice, Ljubljana, Budapest, Moscow and Beijing. On arrival in Tokyo, they lit the board like a torch and sent it to the IOC headquarters in Lausanne.

The exhibition explores this journey and looks at what these sports and disciplines bring to the Olympic Games. At the same time, for sports fans, the exhibition also provides fascinating details about each one. It contains nuggets of information such as: what are the main differences between traditional basketball and 3x3? How do you tell the difference between street and park skateboarding? And how can you delve into the DNA of these sports by understanding the “lifestyle” associated with them?

## SNIPPETS FROM TOKYO 2020

What do you want skateboarding to bring to the Olympics?

«[I want] to show the world skateboarding. I feel like people don't really know how beautiful, how creative it is. I don't know. It just is a really fun sport – also, you can do it anywhere you want. You can do it on flat ground, you can find a little staircase. I think people really enjoy watching it.»

**Sky Brown, 13**  
Professional skateboarder, Great Britain



Sky BROWN (GBR). Women's skateboarding park bronze medallist, Tokyo 2020.  
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What has changed since surfing has become an Olympic sport?

**«Now that it's in the Olympics, all the world is going to start watching. I think that's what surfing needs; we need more people to watch this sport because it's super nice. It's a really nice sport. And with this opportunity to be in the Olympics, I think more people are going to start practising this sport and watching the sport.»**

**Lucca Mesinas, 25  
Professional surfer, Peru**



Lucca MESINAS (PER). Men's surfing, Tokyo 2020.  
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## Timeline

### OFFBEAT TO MAINSTREAM: THE STEPPING STONES

**The YOG lab in 2010:** The first-ever edition of the Youth Olympic Games, Singapore 2010, included 3x3 basketball on the programme. This new competition format was urban, spectacular and played in a festive atmosphere. It was a great success!



Women's 3x3 basketball gold-medal match (AUS vs. CHN), Singapore 2010.  
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Skateboarders in the Sports Lab, Nanjing 2014.  
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**YOG Nanjing 2014:** 3x3 basketball made a return and a new feature, the Sports Lab, was introduced, offering skateboarding and climbing demonstrations by top athletes.



**IOC roadmap in 2014:** A pivotal moment occurred in December 2014, when the IOC approved Olympic Agenda 2020, a strategic roadmap for the future of the Olympic Movement. One of its 40 recommendations was the inclusion of youth-focused sports.

WORLD DEBUT



**YOG Buenos Aires 2018:** The next edition of the Youth Olympic Games had an “Urban Park” inspired by urban art, where spectators could watch competitions, cultural events, concerts, artistic performances, demonstrations and much more. BMX freestyle made its first appearance, complete with graffiti artists and DJs.

**Olympic Games Tokyo 2020:**

3x3 basketball, BMX freestyle, skateboarding, sport climbing and surfing made their official debut on the programme of the Olympic Summer Games.



## The future

### RIDING INTO THE FUTURE

The Olympic Games will continue to adapt and stay in step with the aspirations of society and young people in the years to come. What impact will this have on the format of the Olympic sports programme? Which sports will be next to enter the Olympic Games? Riding the Olympic Wave transports visitors to Paris, Dakar, Los Angeles and Brisbane... onto new adventures!

#### Paris 2024:

Breaking (breakdancing) will make its debut on the Olympic stage in the French capital city, while 3x3 basketball, BMX freestyle, skateboarding and sport climbing will all be back. Tahiti, an island in French Polynesia, will host surfing. The iconic Place de la Concorde, in the heart of Paris, will be transformed into an urban park dedicated to most of these sports and their cultures, hosting concerts, exhibitions, sports demonstrations and initiations.



#### Dakar 2026:

In October 2026, the next edition of the Summer Youth Olympic Games will be held in Dakar (SEN), which will become the first African city to organise an Olympic sports event. This came about as a result of the IOC's desire to bring the YOG to all parts of the world. While the youth-focused sports will be showcased, new events like beach wrestling will also be part of the programme.

# DAKAR 2026





# Brisbane 2032

Olympic Games Host

*Queensland*



**LA 2028 and Brisbane 2032:** Los Angeles (USA) and Brisbane (AUS) are both sporting cities with young populations. In February 2022, the IOC announced that sport climbing, skateboarding and surfing had been included on the initial sports programme for Los Angeles 2028. The Organising Committee will still be able to propose the inclusion of additional sports in 2024. Nothing has been decided yet for Brisbane, but in a country where these sports are extremely popular and have a longstanding tradition, there's every chance they'll be back.



## Riding the Olympic Wave: Best of

### NOT TO BE MISSED!

Check out the helmet and knee pads of Great Britain's Sky Brown, bronze medallist in the women's park event at Tokyo 2020 – and also one of the youngest professional skateboarders in the world!



© IOC Culture and Heritage Collections – Artefacts – Artefacts

What does a piece of an Olympic sport climbing wall look like? Come up close and personal with this sport climbing volume from Tokyo 2020, signed by the eight finalists in the women's event.



© IOC Culture and Heritage Collections – Artefacts

Can you guess what size the shoes of Latvia's Nauris Miezis – the current men's 3x3 basketball world No.1 and Tokyo 2020 Olympic champion – are? Come discover for yourself.

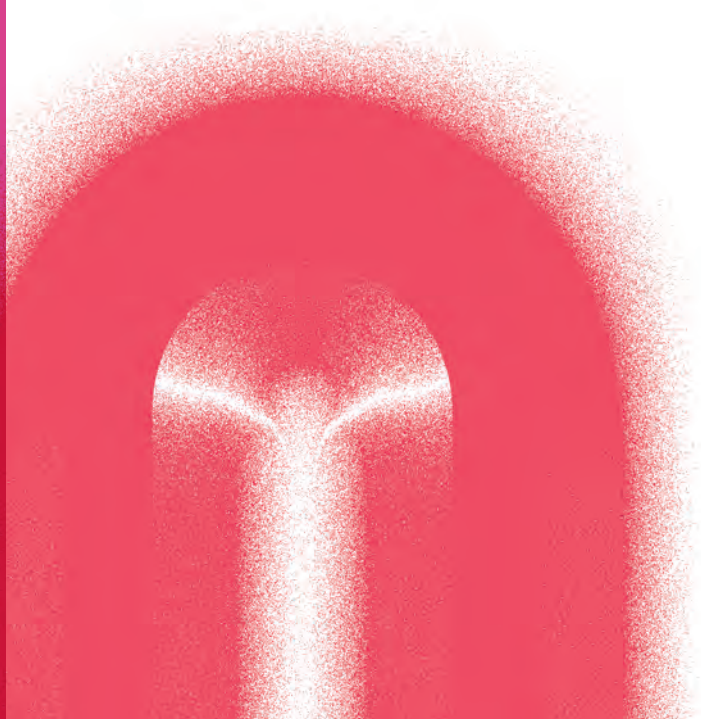


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Have a look at the BMX freestyle frame of Switzerland's Nikita Ducarroz, bronze medallist at Tokyo 2020.





A pro-model skateboard is one that includes the athlete's name and a design created by or for them. Have a look at the pro-model skateboard of Japan's Horigome Yuto, Tokyo 2020 gold medallist in men's street.



© IOC Culture and Heritage Collections – Artefacts

© IOC Culture and Heritage Collections – Artefacts



Sport climbing shoes can come in all kinds of shapes. They differ in arching, asymmetry, heel tension and fastening system, but all have a sole made of rubber gum to improve the grip. The climbing slipper worn by Tokyo 2020 gold medallist Janja Garnbret, from Slovenia, is on display.

Come doff your hat to the signed shortboard of legendary American surfer Kelly Slater. He may not have been at Tokyo 2020, but the 11-time world champion is widely considered the greatest pro surfer ever.



© IOC Culture and Heritage Collections – Artefacts

## Art, culture and sport

Many youth-focused sports are considered creative practices and are often built upon rich and evolving cultural references. Each of the six sports and disciplines featured in “Riding the Olympic Wave” have a strong relationship with urban culture and creation. Hence, works of art are interwoven into the exhibition experience.

Several local and internationally renowned artists from these sporting cultures have been invited to create original art installations that blur the boundaries between sport, art and culture. This series of art installations, being launched with three themed events at The Olympic Museum, explores concepts that are central to such sports.



## EVENTS AND ARTISTS

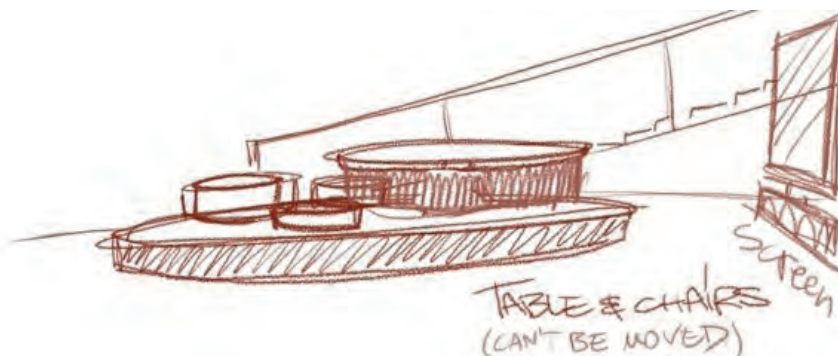
Three marquee events held in collaboration with the sports and local communities will feature performances and artistic activities with artists and athletes.

## OPENING 17 MARCH 2022, 6 P.M. ONWARDS

In the world of performance, the spotlight highlights the space where the individual is free to act.

**Marion POLLAERT** and **Grégoire TRIAU** produce suspended, engraved prints that allow the public to walk through, in step with a soundtrack.

**David WARNER** aka Serval, a major figure in the international old-school graffiti scene, creates a “living space” installation that evokes the feeling of creating a home and identity in urban spaces. The glass ramp in the Museum is adorned with his original hand lettering.



«Espace de vie» installation sketch © Serval



Artist **Alex LARSON** creates graffiti projections and videos, with the backdrop of international hip hop and rap musicians. His work is a tribute to both the “movement” of creating graffiti writing and the art form of performing music on stage.

Artist **BUST THE DRIP** creates a series of projections and contemporary-style paintings that give the illusion of breaking.

## URBAN CULTURE WEEKEND 11 AND 12 JUNE 2022

Cultural, artistic and sporting practices that originate in urban spaces evolve in alternative, collaborative and multidisciplinary ways.

Internationally renowned contemporary artist Rylsee presents a spectacular skateable sculpture in the forecourt of The Olympic Museum. Inspired by moments of everyday life, the city and his passion for skateboarding, the Berlin-based Swiss artist has developed his reputation with an avant-garde approach to design and hand-lettering. Experienced athletes will give demo performances during this weekend.



Model of Rylsee's skatable sculpture © Vertical Technik

The association Les Ateliers Baumes gives interactive demonstrations on how to create and shape surfboards.

**Jules MAGISTRY's** series of illustrations celebrate style and fashion within skateboarding communities. The Paris-based illustrator is inspired by pop culture and blends anime, manga and comic book art to create his thought-provoking illustrations.

Finally, there will be two installations – inspired by BMX freestyle and skateboarding – created by students from the **Haute Ecole d'Art et de Design in Geneva (HEAD)**

## LA TRACE 24 SEPTEMBER 2022

The track is particularly important in urban and board sports. In skateboarding and climbing (and even snowboarding), since movement is free and there is no strictly defined «terrain», the tracks indicate the areas of practice and serve as a marker for the athletes.

Professional stand-up paddle athlete **Steeve FLEURY** creates an interactive space for visitors that mirrors the environments of surfing, skateboarding and mountaineering.



## Digital and for schools

### RIDING THE OLYMPIC WAVE ONLINE

- A 360° virtual tour allows you to visit the exhibition online and get up close to the objects and images. Online visitors also have access to additional content such as videos and interviews. Audio interviews of athletes talking about their sports are available onsite and online. These include 3x3 basketball player Gilles Martin, skateboarder Greg Ruhoff, climber Jérôme Meyer, surfer Pauline Ado, BMX freestyler Nikita Ducarroz and breaking legend Mr Freeze. Available in April.
- Educational resources related to the sports and disciplines recently added to the Games.
- Audio guide (two voice options) in German. Available on site and on YouTube .

### PLAYING WITH URBAN SPACES

Workshops and school visits that form part of the exhibition programme encourage questions on the perception and use of public spaces through sport, with the aim of perceiving and inhabiting the city differently. This theme will be available from 5 April 2022 to 3 March 2023, by reservation only.

## TOM Café and TOM Shop

### TOM CAFÉ

During the «Riding the Olympic Wave» exhibition, street food will be on the menu in the TOM Café.

TOM CAFÉ

**ON THE MENU:**

**BURGERS, WRAPS, TOASTIES, CHICKEN SKEWERS, CLUB SANDWICHES, FISH & CHIPS AND POKE BOWLS.**

### TOM SHOP

The «Riding the Olympic Wave» exhibition is making its presence felt in the TOM Shop as well, with a selection of street culture-inspired items, for novices and pros alike.

Want a look inspired by surfer Kelly Slater? The TOM Shop has you covered with oversized sweatshirts and five panel caps. If you're more about footwear, check out our selection of Vans shoes and Stance socks. And for that extra something to really stand out from the crowd, customise your clothing with our stylish range of badges and patches.

## RIDING THE OLYMPIC WAVE TEMPORARY EXHIBITION

The Olympic Museum, Lausanne  
17 March 2022 to 5 March 2023  
Free of charge

## PRESS

For press enquiries, contact the  
Olympic Museum Press Office at:  
press.museum@olympic.org

## IMAGES

A selection of photos for editorial use  
is available here: <https://bit.ly/FlickrRidingTheOlympicWave>  
To request archive photos and  
footage, please contact our Images  
team at: [images@olympic.org](mailto:images@olympic.org)

## THE OLYMPIC MUSEUM

Quai d'Ouchy 1  
1006 Lausanne – Switzerland  
Tel: +41 21 621 65 11

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## THE OLYMPIC FOUNDATION FOR CULTURE AND HERITAGE

The Olympic Foundation for Culture and Heritage (OFCH) drives the International Olympic Committee (IOC)'s culture, heritage and values-based educational activities. Dedicated to the international promotion and dissemination of Olympism, the OFCH fosters the creation and spread of Olympic knowledge. The OFCH includes The Olympic Museum; the IOC Heritage Unit; the Olympic Studies Centre; and the International Cultural Affairs Unit.