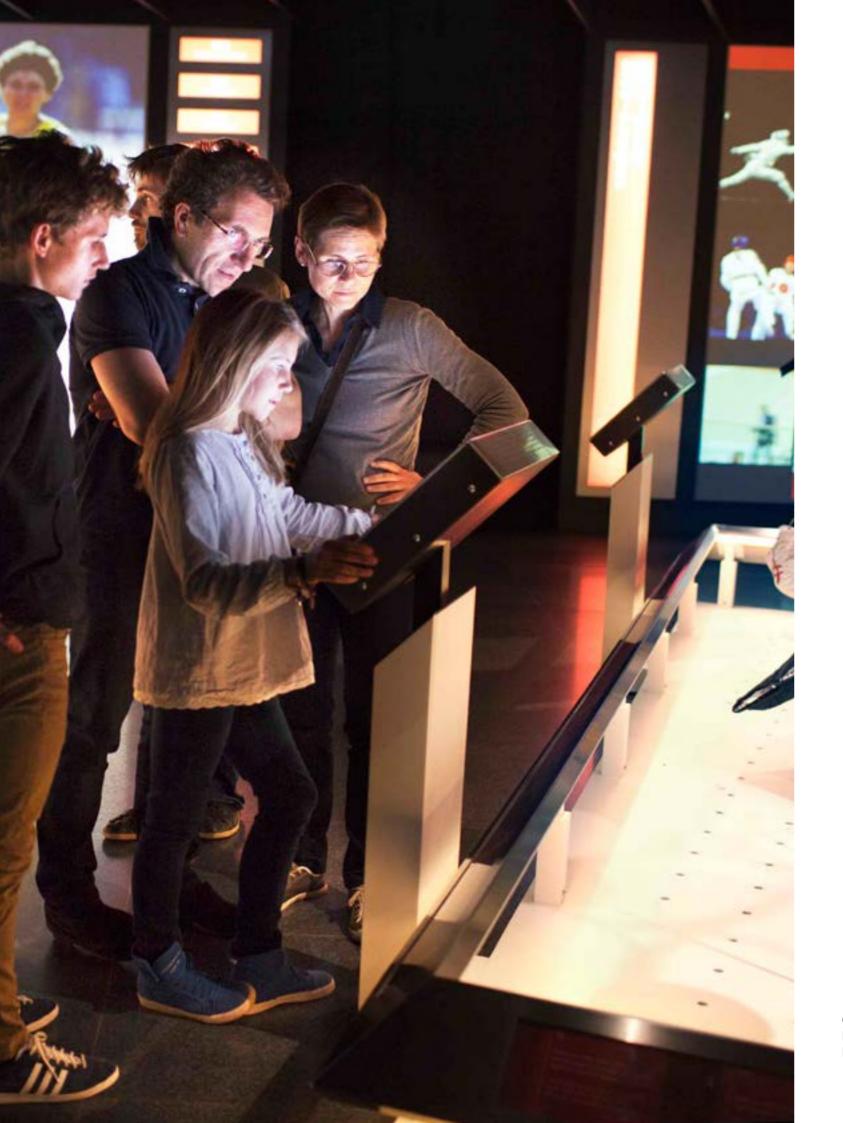
# PRESS KIT







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Cover: © IOC Left: The Olympic Games area © IOC Back cover: © IOC

# THE FLAME IS YOURS

# THE HISTORY OF THE OLYMPIC MUSEUM

The idea of creating The Olympic Museum came from Baron Pierre de Coubertin himself, IOC President from 1896 to 1925 and founder of the modern Olympic Games. In his plan for the "New Olympia", which he wished to set up on the shores of Lake Geneva, this visionary educator envisioned a place that would bring together historical and contemporary Olympism. Thus, a predecessor of the Museum first emerged at the Villa Mon-Repos in Lausanne, the residence of the Baron and headquarters of the IOC between 1929 and 1937.

On 23 June 1993, Pierre de Coubertin's dream finally turned into reality when the then-IOC President, Juan Antonio Samaranch, inaugurated The Olympic Museum in Lausanne.

Designed by Mexican architect Pedro Ramírez Vázquez and Swiss architect Jean-Pierre Cahen, The Museum was the embodiment of the universal values of sport propagated so ardently by Pierrde Coubertin throughout his life: culture, sharing and education.

WHO IS TOM is The Olympic Museum's nickname

Later in 2007, under the impetus of then-IOC President Jacques Rogge, the International Olympic Committee decided to entirely renovate The Olympic Museum and developed an ambitious project in line with its mission to create an institution of international influence.

In 2013, a multi-disciplinary team was chosen: The renovation of the building was entrusted to Swiss architects Brauen & Wälchli (BWTK); the exhibition areas to Paragon Creative, Center Screen productions and Mather&Co; and the visitor routes to Metaphor. The transformation of the park was undertaken by l'Atelier du Paysage. After 23 months of work, The Olympic Museum, or TOM as it is affectionately known, was reborn at the end of 2013, with twice the surface area!

Thus modernised and endowed with state-of-the-art technological innovations and new scenography, TOM joined ranks with the foremost museums of the 21st century. At the same time, responsibility towards the environment remained a top priority, The Olympic Museum has made a commitment to sustainability: recycling of waste, installation of solar panels and LED lightbulbs, use of water from the lake for heating, and planting of local native species of vegetation in its vast grounds.

"Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles." Pierre De Coubertin



### THE MUSEUM'S MISSION

The Museum is not about collections! It's about an idea: Olympism. Indeed, TOM's vocation is to let people discover the Olympic Movement, witnessing its essential contribution to society, and to transmit the Olympic values beyond the celebration of the Games and competitions.

Sport is, of course, the main element of a visit to The Olympic Museum. However, history, culture, design, technology and sociology are also some of the themes addressed within this new museography, which reflects the richness and diversity of Olympism.

TOM's main objective is to promote the Olympic Movement in its entirety, through the stories of the athletes, as well as the creators, builders, artists and volunteers involved in the Movement. More indirectly, The Museum highlights the ideals and values of sport and the sense of history. The Museum offers an international multimedia platform and an essential cultural voice to serve the Olympic idea.



Alongside the temporary exhibitions, The Olympic Museum offers a diverse programme, punctuated by events, concerts and conference cycles, in the Galerie and the Art Lounge. Throughout the year, TOM visitors (locals, tourists, schoolchildren, families) come together to experience the adventure of the Games through these events.

TOM is at the heart of a network of 32 Olympic Museums throughout the world (the Olympic Museums Network). It spreads the Olympic message through collaborative projects: specific programmes, experience sharing, coproductions, and loans of Olympic objects, images, videos, photos or films to travelling exhibitions.





# THE OLYMPIC **FOUNDATION FOR CULTURE AND** HERITAGE

The Olympic Foundation carries out numerous missions on the five continents. It promotes studies around Olympism using historical, sociological, artistic and academic approaches.

Along with The Olympic Museum, the OFCH oversees the Olympic Studies Centre, the IOC's Heritage Management and International Cultural Affairs. Its objective: to further blend sport and culture and provide historical and cultural context to the Olympic Movement.

# THE VISITORS' JOURNEY

The museum experience begins in a park with a surface area of over 8,000m<sup>2</sup>, containing works of art and sport-themed installations. You'll be in no doubt that you have well and truly varrived at The Olympic Museum.

## A MARATHON **OF EMOTIONS**

With a surface area of 3,000m<sup>2</sup> devoted to the exhibitions, 1,500 objects, and 150 screens to relive great Olympic moments, partake in champions' thrills, discover the creative genius of the host cities, or share the enthusiasm of the volunteers. The Museum offers visitors a unique experience in a place where information, reflection and emotion are shared around sport.



952 HELSINKI

# 1 - THE PARK

A verdant setting with a breath-taking view of Lake Geneva and the Alps, the Olympic Park is dotted with 43 sculptures (Niki de Saint-Phalle, Botero, Tapies and Calder). An homage to the world of sport, they remind us that art has always spoken to Olympism, since the birth of the Games.

### Did you know?

The park participates actively in the Museum's ecological goals: respect of flora and fauna, and planting of local species. In the spring, a multitude of flowers grows around the artworks, providing an ideal frame.





97 steps of an imposing outdoor staircase link Lake Geneva to The Olympic Museum's forecourt. Each one of the steps has the name of the final Olympic torchbearer of one edition of the Games engraved on it. In front of the Museum, a statue of a benevolent Pierre de Coubertin welcomes visitors, with his eye firmly on the Olympic fire, which burns continuously.

The Olympic Park is accessible to one and all. Visitors and Lausanne locals take full advantage of this lush green amphitheatre, where a picnic area and many activities are available to them. To be fully immersed in the spirit of the Games from the outset, the public can measure what separates them from the champions on a 100-metre track.

# Did you know?

The path between the lake and The Museum measures 420m, which corresponds to the ancient unit of measurement the double-stadion – a little nod to the origins of the Games!

# Compare yourself to Usain Bolt's record!

Do you want to break the record set by the Jamaican legend? A 100-metre athletics track with tracking lights lets everyone, young and old, test their sporting ability against that of Bolt.



# 2 - THE PERMANENT EXHIBITION

Split over three levels, the permanent exhibition revisits each of the essential dimensions of modern Olympism:
Level 1/ THE OLYMPIC WORLD Level O/ THE OLYMPIC GAMES Level -1/ THE OLYMPIC SPIRIT

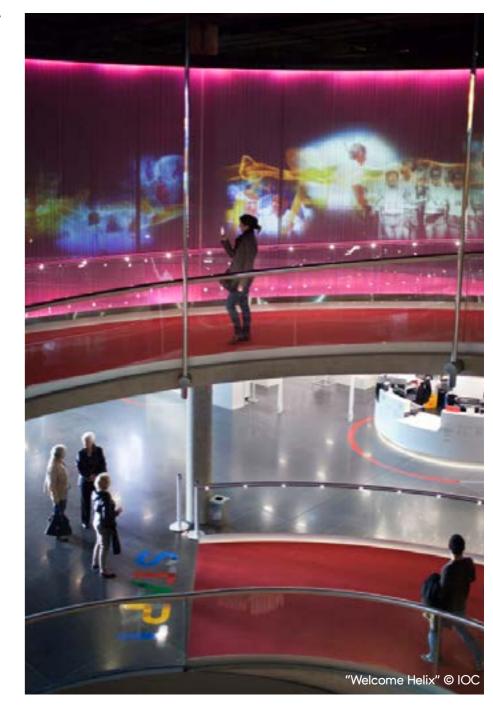
These three spaces are linked together by a spiral ramp, the "Welcome Helix", designed to help the visitor identify with the Olympic flame-bearer.



Borrow Serena Williams' or Shaun White's locker!

We all have our own hero! In the TOM cloakrooms, the lockers bear the names and colours of 216 medallists of every nationality and representing every sport of the Winter and Summer Games. A fun and original way to present all the world's greatest athletes.





VIRTUAL VISIT 360°

Visit the Olympic Museum exhibitions from wherever you are!

You can adapt your virtual visit to fit what you are interested in and want to see. Move around the rooms of The Olympic Museum as if you were there, and check out some of the detailed content!

olympics.com/museum/explore/programming/virtual-visit-360

and the different of the original of the outries.

# THE OLYMPIC WORLD (Level 1)

The visit starts with mythological and historical origins of the Games, with the highlight being the Temple of Zeus and the city of Olympia reproduced in 3D.

It continues with an area dedicated to Baron Pierre de Coubertin, where three pieces of audio-visual equipment explain his vision, influence and motivations. The founder of the Olympic Movement wished to provide an artistic dimension to the organisation of the Games; this desire is illustrated in depth in the following area, with the torches, posters and ceremony costumes created by major contemporary artists, such as Philippe Starck, Tahra Zafar and Philippe Guillotel.

The next section, "Olympic Cities", looks at the many creative challenges for Games host cities, including the "Look of the Games" – i.e. elements such as mascots or visual iden-



tity for that particular edition. To discover the architecture and urban planning of the Games, miniature models of various Olympic venues including main stadia are on display; reflections of the prowess and ever-more-impressive search for innovation in infrastructure.

Although the attribution process has evolved over the years, a timeline encapsulates what the 10year journey used to be, from candidate city to the opening ceremony of the Olympic Games!

# Interaction between the OG and the world: culture, politics and society

A massive interactive panel, which unfolds before the eyes of the visitor, allows them to navigate through the different editions of the Games, from 1896 to 2014. This fresco recalls the social, political and cultu-





Visitors' favourite part of The Museum is the section devoted to the Olympic torches. The 50 torches that carried the Olympic flame of all the Games since 1936 are ever more ingenious in their aim of keeping the flame burning.

ral context around each edition of the Games; an original scenography that places the Olympic Games at the heart of humanity.

Finally, a big screen projects a film which immerses the visitor in the spectacular fairy-tale world of the opening ceremonies.

# THE OLYMPIC GAMES (Level 0)

Immersion in the history of the competitions and discovery of their champions are at the heart of this second area. The Olympians who have marked the Summer and Winter Games, and whose careers and feats embody the Olympic values of excellence, friendship and respect, find their place here.

The equipments belonging to these champions are on display, with no showcase.

The scenography presented by photos and videos gives life to the objects and reminds us of the inspirational stories behind each of the artefacts.

200 "best stories" can be accessed in the Games area.

Over 1,500 Olympic Games "best of" moments are available as audiovisual features.





# THE OLYMPIC SPIRIT (Level -1)

The third area of the permanent exhibition invites the visitor to feel the Olympic spirit with athletes in the Olympic village and around the world, through the actions of the IOC.

The visitors discover a space dedicated to the Olympic Truce, testimonies of athletes and different training methods.

Thanks to interactive exercises, the visitors can test their balance in curling or their dexterity in shooting, or can follow a mind-training session.

Today, there is no international sporting competition which does not involve researchers and engineers.

"You got to try and reach for the stars or try and achieve the unreachable." Cathy FREEMAN (AUS)



Visitors also discover the increasingly specialised equipment and more efficient materials that help athletes go faster, higher, stronger! The goal is to make the athlete's movement more effective, but not to replace it!

Olympism in Action offers an insight into the work of the IOC beyond the Games and shows how the organisation helps build a better world through sport.

The visit ends in front of the medals of the modern era (the medals from the Games of 1896 to the present), the ultimate Olympic symbol.



UNMISSABLE

The medals area is the 3<sup>rd</sup> most popular part of The Museum with visitors.

# Did you know?

In 1896, a silver medal was awarded for finishing in first place, a bronze for second and nothing for third.

"Words of Olympians", a collection of filmed interviews of athletes.

The athletes speak in these interviews specially recorded for The Olympic Museum. They talk about their stories, with some anecdotes about their career, youth and daily life, as well as the legacy they wish to leave as elite athletes.

- 480 archived and transcribed interviews
- 97 National Olympic Committees from the five continents represented

Since PyeongChang 2018, the collection also includes interviews of Olympic designers and IOC members who have contributed significantly to the history of the Olympic Movement.



<u>Dawn Fraser on the feeling of competing in her first Olympics</u>



Bonnie Blair «The whole world is watching»



"Anything is possible, no matter how big the goal or how big the dream." Michael PHELPS (USA)



"My motto is: can't isn't in my dictionary" Marjorie JACKSON (AUS)

KSON (AUS) athle



At the heart of the Olympic spirit floor, you can find the Olympic Truce Wall of the London 2012 Games



# A PLACE FULL OF LIFE... ...AND EVENTS

The Olympic MuseumIn Lausanne is a lot more than a museum. It has become one of the city's must-see attractions where you can go for a stroll in an open, green area that links the city to the lake, go for something to eat or drink at the TOM Café, with its stunning view of the Alps, and take home an Olympic Games souvenir from the gift shop.

## Did you know:

Thanks to its good practices and commitments, the TOM Café has obtained the highest level of ECOCOOK Sustainable Restaurant certification!

# THE TOM CAFÉ (Level 2)

In pleasant weather, lunch or brunch on the TOM Café terrace offers a superb view to complement the gourmet dishes created by chef Pascal Beaud'huin, who has been at the helm of the Museum kitchen since 2003. Humour adds to the flavour of some of the dishes, whose names are inspired by Olympic vocabulary: Starting Block for the starters, Finish for the desserts and gold, silver and bronze medals in the kids' menu.

Tel +41 21 621 67 08 - tomcafe@olympic.org



# THE TOM SHOP (Level 0)

Situated at the main entrance to The Museum, the TOM Shop lets the visitors take some of the Olympic dream home with them. It is the only place in the world, outside the Games host countries, to have Olympic Games items on offer. More studious visitors can choose from over 300 reference books in our bookshop.

Tel: +41 21 621 65 75 - shop\_museum@olympic.org





Just FYI: Shopping is not a recognised sport on the Olympic programme





- 1. The Pierre de Coubertin key rina
- 2. The TOM milk chocolate bar
- 3. The "Plouf" bathing cap
- 4. The basketball, volleyball and football kit
- 5. The Quai d'Ouchy Swatch



# **EVERY YEAR THE MUSEUM PUTS ON NUMEROUS EVENTS**

The Olympic Museum welcomes around 25,000 people for cultural events. Not to mention shows which are open to all, concerts, films and workshops with athletes, artists and other sportsmen and women!

## 1. PâKOMUZé [Easter at The Museum]

During the Easter holidays, in cooperation with Lausanne's museums, aimed at young visitors.

### 2. Mini-stars relay

An event organised with Athletissima at the end of June (or in August during the Games).

### 3. Museums Night

An event organised at the end of September with Lausanne's museums.

### 4. Olympic Week

A week of sporting and cultural activities in October.

# **CORPORATE EVENTS**

The Museum can be reserved privately and can welcome groups of 10 to 1,000 people in a unique setting.

A total of +400 company events are held here every year: from conferences to business dinners, not forgetting gala dinners. Tel +41 21 621 67 20 events.museum@olympic.





# THE IDEAL VISIT

## 1 – Niki de Saint Phalle's Footballers.

This artist wanted to show the beauty of the movements and attitudes of "the beautiful game".







# 3 – Life-sized sculpture of Jappeloup by Gabriel Strek.

With this little horse, standing 1.58 metres at the withers, horseman Pierre Durand won the gold medal at the Olympic Games Seoul 1988.

# 4 - Olympic mural painting by Antoni Tapiès.

Commissioned for the IOC pavilion at the Universal Exposition, Seville 1992, it was then set up in the Museum Park.

# 5 – 4<sup>th</sup> century BC amphora.

Discover sports practice in antiquity through amphorae.





# 7 – First Olympic flag, 1914.

This was produced by the Bon Marché workshops in Paris. following Pierre de Coubertin's instructions.





# THE PARK



12 – Model of the Olympic velodrome. One of the most environmentally friendly and emblematic venues of the Olympic Games London 2012.

2 - The 100-metre

athletics track.



## 11 – Olympic Games Mexico City 1968 hostess's dress.

This iconic dress picks up the central motif of the official poster of the Games and evokes the traditional concentric designs of the Huichol Native Mexicans.

# THE OLYMPIC WORLD (Level 1)



10 - Los Angeles OG 1984, artistic poster by David Hockney. This image, divided into 12 squares, is based on a photomontage

technique by the artist, whereby he created an image by arranging a series of Polaroid photographs in a grid format, which here emphasises the swimmer's progress through the water.



9 – Torch of the Rio Games 2016 For the first time in the Olympic

Games history, the "Refugee Olympic Team" competed under the Olympic flag. Torch signed by the 10 members of the this team.

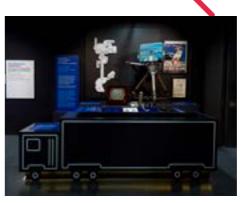
# 13 – The Games in history.

An interactive journey allows the visitor to navigate chronologically through different editions of the Games from 1896 to 2014. This frieze shows the different ways the Games echo evolution in society.



### 14 - OB truck.

In broadcasting jargon, «OB» is the magic (but highly technical) operation by means of which the Games images reach you. That's the OB truck: magic on four wheels.



15 - Costume of the Italian delegation's name board carrier. Created by couturier Moschino, it was

worn during the Opening Ceremony of the Olympic Games Turin 2006.





16 – Jesse Owens' shoe. Created by Adi Dassler on the occasion of the Olympic Games Berlin 1936. The black American sprinter won four gold medals, thus negating Hitler's racist theories.



Olympic Games
Beijing 2008.
At these Games,
he became the first
male athlete to win
three events and set
world records in the
three events at the
same edition of the
Games.

17 – Jersey worn by

Usain Bolt for the

200m final at the

# THE OLYMPIC WORLD



# THE OLYMPIC GAMES (Level 0)

# 18 – Pair of cross-country skis used and signed by Slovenia's Petra Majdic.

She won the bronze medal at the Olympic Games Vancouver 2010 despite having fractured four ribs.

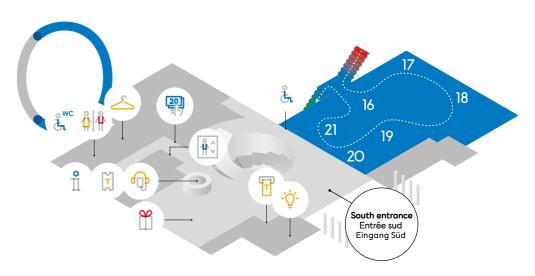




19 - Alpine skiing helmet belonging to Adam Lamhamedi, Sochi 2014.

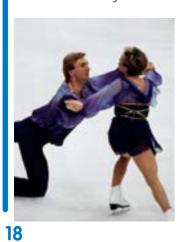
Adam is the first athlete from an African country to win a winter Olympic medal at the YOG in Innsbruck 2012.

# THE OLYMPIC GAMES



# 20 – Christopher Dean and Jayne Torvill's costumes.

The British figure skating champions wore these costumes at the 1984 Olympic Games in Sarajevo.





Olympians.
In over 390 filmed interviews, the athletes tell their story and anecdotes about their career and daily life.



22 - Truce Wall,

Olympic Games

to sport.

London 2012.
For the first time, the 193 UN Member
States united in a call for the Truce during the 2012 Games, as a sign of peace in the world thanks



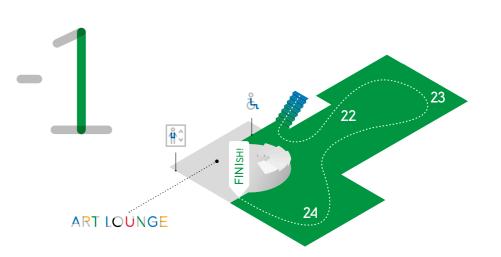
23 – Set of medals

from the first Games

of the modern era, in 1896 in Athens.
At this time, only two medals were awarded: silver for the winners and bronze for the runners-up.

THE OLYMPIC SPIRIT (Level -1)

# THE OLYMPIC SPIRIT



# 10 GOOD REASONS TO VISIT THE OLYMPIC MUSEUM

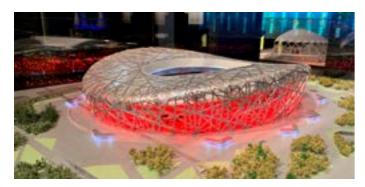
# THE VIEW Marvel at the exceptional view of Lake Geneva and the Alps from the terrace.

# 2 EXPERIENCE THE ADVENTURE OF THE GAMES By diving into the Olympic world thanks to interactive scenography.



# 3 DISCOVER THAT OLYMPISM ISN'T ONLY ABOUT SPORT

By discovering history, technology, environment, design and architecture through the prism of the Games.





DISCOVER A PHILOSOPHY OF LIFE
"The important thing in life is not victory but combat; it is not to have vanquished but to have fought well".

Pierre de Coubertin



# PUT YOURSELF IN THE SHOES OF AN ATHLETE

By sharing a champion's daily life through interactive exercises.



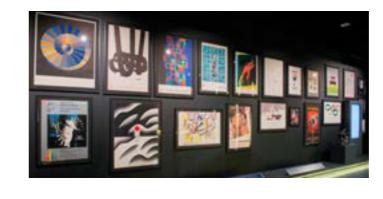
FEEL THE EMOTION

By reliving opening and closing ceremonies of the Games, thanks to the latest audio-visual innovations.



# DISCOVER ARTWORKS INSPIRED BY SPORT

By taking in the works of major artists such as Andy Warhol, Roy Lichtenstein, David Hockney, Antoni Tapiès, Niki de Saint Phalle, Fernando Botero and Jean-Michel Folon. TAKE ADVANTAGE OF A LIVING
AREA OPEN TO EVERYONE
By having lunch at the TOM Café,
shopping in the TOM shop, walking
through the sculptures in the Park,
or discovering a temporary exhibition.





'SNAP & SHARE' EVERYTHING
At the Museum you can take a picture
of anything and immortalise your favourite works and objects without the

barrier of a showcase.



# PLACE YOURSELF AMONG THE OLYMPIC SYMBOLS

By posing in front of the flag, the podium of the Olympic Games Sydney 2000 or the Olympic Fire.





# EDUCATIONAL PACKAGES

The Olympic Museum welcomes children and youth per year as part of school and educational programmes. Teachers can tailor their visits to their own needs and interests, choosing between self-guided tours, guided tours and workshops, with online educational resources also available.







# Online educational resources in three languages

A wide range of teaching tools are available from the Museum according to theme.

These materials were created with the help of teachers and education experts in the relevant fields and are available to any teacher who wishes to address these Olympic themes. Available in French, German and English.

<u>olympics.com/museum/visit/schools/educational-kits</u>

# **VISIT GUIDE**

The self-guided tour gives access to all exhibition areas except for the educational areas. There are also tour guides available for download (in French, German and English) to accompany classes during their visit.



Consult the TOM Schools services online: olympics.com/museum/visit/school-visits

+41 21 621 66 85 edu.museum@olympic.org

# PERMANENT PROGRAMME

A permanent programme of visits and workshops is offered all year round on the major themes of Olympism.

### **Destination Olympia**

The children learn the secrets of Olympia, starting with the ancient Olympic Games and the legacy that they left. In order to understand the sports on the programme, they compare the sports equipment of the first athletes with today's equipment, and imitate the sporting scenes painted on the vases.

# All different, all winners

The participants explore several fundamental notions of Olympism. Through group games, questions and activities, they learn how values, such as respect, friendship and excellence, form the basis of the Olympic Games, and that these can be transferred to their daily lives and are essential for us to live together.

# How well do you know the Olympic Games?

This guided tour helps participants learn the essential facts about the Olympic Games, which are much more than just a sports competition. Based around the Museum's permanent exhibition, this dynamic tour is a real journey into the Olympic world, complete with a host of anecdotes, objects and records!







EXCLUSIVE WORKSHOPS
AND/OR THEMATIC TOURS
ARE ALSO OFFERED
DEPENDING ON THE CURRENT
TEMPORARY EXHIBITIONS.

# THE OLYMPIC MUSEUM IN FIGURES

# THE PERMANENT EXHIBITION



# **OLYMPIC PATRIMONY**

The Museum's programmes find their treasures in the Foundation's patrimony.

75.000 artefacts

1 linear kilometre of historical archives

**794,000** photos

47,700 hours of video

**52** restored Olympic films

8,900 hours of audio documents,

# **VISITORS**

In 2020, the COVID-19 pandemic had an unprecedented impact on the cultural and tourism sectors worldwide. The Olympic Museum's visitors were therefore strongly affected by this crisis.



**320,000** visitors in 2020



**300+** adult guided tours in 2019



2/3 of visitors from abroad, 1<sup>st</sup> museum in Switzerland mentioned spontaneously



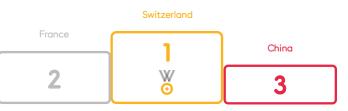
25,000+ children in a school context in 2019



In 2019, **6,000+** budding athletes during the Olympic Week



Top 3 provenance of our visitors in 2020



Top 3 provenance of our visitors in 2019

# **LOCKERS**

216 athletes' lockers

More than just lockers, TOM lockers include the names of the athletes and the colours of the medals. Borrow Serena Williams' or Shaun White's lockers!

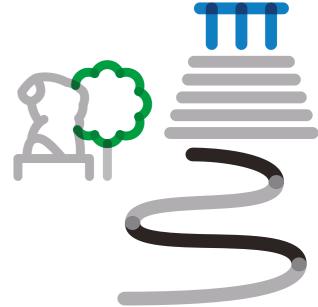
# THE OLYMPIC PARK

# 8,000m<sup>2</sup>

**420m** the length of the path leading from the Lake to The Museum

### **97** steps

Over **40** sculptures and sports installations

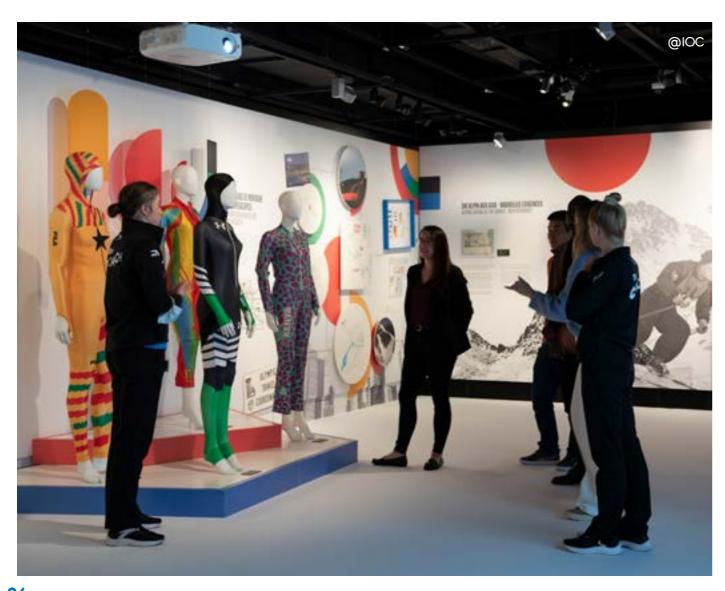


25

# PROGRAMMING

# Schedule of temporary exhibitions

The temporary exhibitions allow us to understand the relationship between Olympic culture and the world surrounding it. Each temporary exhibition is complementary to the permanent collection, and addresses subjects, always linked to current affairs, under several themes: historical, technical or sociological. Each of these exhibitions is a pretext for varied cultural events to experience the Games in a different way.



# Riding the Olympic Wave

From 17.03.2022 - 05.03.2023

The Olympic Games echo and sometimes anticipate the trends and aspirations of society, constantly riding these new waves.

As such, six new sports and disciplines have been added to the programme of the Summer Games: 3x3 Basketball, BMX Freestyle, breaking, skateboarding, sport climbing and surfing.

"Riding the Olympic Wave" explores this evolution and presents these six sports and disciplines, together with their respective social, cultural and artistic contexts.



# PRACTICAL INFORMATION

# **ADDRESS**

The Olympic Museum Quai d'Ouchy 1, 1006 Lausanne, Switzerland +41 21 621 65 11 olympics.com/museum

# **OPENING TIMES**

Open all year from Tuesday to Sunday, from 9 a.m. to 6 p.m. Closed on Mondays (except public holidays), and on 24, 25, 31 December and 1 January.

# INDIVIDUAL AND **FAMILY RATES**

### Permanent exhibitions

Adult (aged 16+):	20	
Children accompanied		
by an adult(up to 15 years old) :	FREE	
Senior citizen, student,		
person with disabilities:	14	

# Temporary exhibition

FREE

### **Group rates**

Available for 10 people or more

### Payment methods

CHF, EUR

# **AUDIO GUIDE**

Available in nine languages (German, English, Arabic, Chinese, Spanish, Italian, French, Russian, and Japanese). **FRFF** 

Audio description for the visually impaired (free).

# **IMAGES**

### Album Flickr

For more specific photo requests, please contact us.

# **CONTACTS**

### **Press office**

press.museum@olympic.org

The Olympic Museum offers an immersive digital experience and is working to develop its online presence through different internal and external platforms.

# THE WEBSITE

The Museum's website is rich in content and information, and offers three search options: Visit, Collaborate and Explore. It is a useful tool to prepare a visit and provides detailed information on The Museum's programmes in French and English. The website is constantly being updated to ensure that users are given full and accurate information. Discover TOM in a video

# **INTERACTIVE DOCUMENTARIES**

To continue the Olympic experience beyond The Museum, the Webdocs link texts, photos, sounds and videos, and recreate a unique online atmosphere around each temporary exhibition. Discover now:

# **PLATFORMS**

**TOM Schools:** TOM provides free documents and resources on more than 10 pedagogic websites.

Google Arts & Culture: TOM is also present on Google Arts & Culture to share its content and exhibitions.

# TOM BLOG

The Olympic Museum receives nearly 300,000 visitors per year at its home in Lausanne. The TOM blog picks up the baton after the visit and allows The Olympic Museum and its followers to stay in touch, at any time and in any place. Together, the TOM community addresses various subjects linked to TOM programming, from additional angles, with fascinating and exclusive interviews and stories. Stay connected!

# **FOLLOW US:**













