



OLYMPIC
FOUNDATION
FOR CULTURE
AND HERITAGE

Stadiums, Theatres of sport

Future travelling exhibition: available from July 2017

Developed by



THE
OLYMPIC
MUSEUM





Stadiums, Theatre of sport

Summary

Surface area	400-600m ²
Type of exhibition	ready-made
Available	from July 2017
Main audience	general public
Scenography	modular structures
Languages	ENG/FRE (other adaptation possible)

Description

Since the Ancient Games, the stadium has transformed little by little, becoming more structured and now multifunctional. Its place in the city has also changed, and its social role has affirmed itself.

From being a place of experimentation and audacity, the stadium has become an “architectural gesture”, an added value created by the greatest architects, which always appears in the city or region’s tourist brochures!

This exhibition sets out to look at the stadium, this rather frightening colossus, through the prism of time. From its beginnings in Antiquity to the stadium of the future, the stadium will be looked at as a whole, and not just in terms of architecture.

It consists of three parts

Starting with the basic functions of the stadium (a place in which a sports performance can be refereed and where spectators can come together), the first part will look at its long history since Antiquity.

The middle part will look at the present day, focusing on the characteristics and challenges involved in building a stadium today, whether in terms of sustainability or the number of people involved.

The final part will look at the future of stadiums. A distant future, with a presentation of utopian stadiums, but also the near future, looking at the technology soon to be available and its impact on spectator numbers in stadiums.



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Ambition

This exhibition is characterised by the desire to humanise the stadium, this giant infrastructure, highlighting the human being. It is a question of observing its role and impact as a whole, not only from an architectural point of view.

Objectives

- Addresses the role and impact of stadiums in society, placing the human being at the heart of this study;
- Tells the story of the people related to the life of a stadium;
- Addresses sustainability and legacy;

Public

For the general public: this is not an exhibition for experts in architecture or the other themes addressed (history, sociology, etc.).

Scenography

A layout created for travelling, 450m² but adaptable, plan for a few partitions to be reconstructed on site;
Interactive devices;
Sensory experiences to highlight the strength of images and sound;
An immersive surround-sound experience related to the theme.

Touring

Presentation in Lausanne: October 2016-May 2017, and then available for hire as from July 2017. Developed in French and English, changing the language will be possible.
Exhibition hire and transport costs available on request.

The Pluses

Exhibition with a real media impact owing to its highly topical societal theme;
Educational material, press release and kit and material to contact athletes available.
Why not invite athletes from your region to launch the exhibition?
Publication (magazine format) produced by experts in the area (bilingual FRE/ENG, translation possible) can be sold or given on site.



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FOR MORE INFORMATION ON THIS EXHIBITION

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

In 2015, The Olympic Museum in Switzerland welcomed 300,000 visitors. Some 3,000m² of exhibition space, 1,500 objects, 150 audiovisual devices, 50 interactive screens, 7 hours of sound and video celebrate humanity in movement. Its scenography is an invitation to dive into the history of the Games, the dreams, the culture, the design, the challenges and the values of Olympism. It incorporates the latest technological innovations - an excellence recognised in 2014 by the International Audiovisual Festival on Museums and Heritage (FIAMP).