





Get active!

A turnkey exhibition to promote physical activity

As a summary

Surface : 250-350 m²

Main public: young public and families

Type of exhibition : ready-made

Scenography : modular

Available : from March 2016

Languages : 3 languages possible

Description:

All too often, visiting an exhibition means not touching anything, not running, not doing this, not doing that... Well, the new *Get Active!* exhibition is not like that at all!

On the contrary, this exhibition is an invitation to do physical activity – yes, you read it correctly!

The visitor enters this unusual house made up of six rooms: kitchen, laundry room, office, bathroom, bedroom and living room. The activities on offer highlight and explain seven skills that are essential for moving and sport: coordination, flexibility, balance, endurance, strength, bone strengthening and cooperation. The participants gauge themselves through play and might even find an interest in or a natural ability for some type of physical exercise!

Genesis:

This exhibition reflects the campaigns run in recent years by the International Olympic Committee (IOC), the World Health Organisation (WHO) and other health organisations to fight obesity and sedentariness.

Objectives:

- To invite visitors to get active, while having fun, in an environment that is as ordinary as an apartment;
- To raise awareness of the skills required when we get active and the advantages we can derive from it, such as well-being, living together and self-esteem; and
- To raise interest in the regular practice of a sport or physical activity.

Public:

It is aimed mainly at children aged 9 and above - schoolchildren and children outside school hours. Generally, this exhibition is also aimed at the whole family.

Scenography:

The exhibition is formed around six stations representing the various rooms of a house. These modules, which allow visitors to perform fun physical activities, can be placed freely in an area of 250-350m². The ambiance aims to be "pop art", and the yellow colour of certain items signals the interactivity on offer. Short texts, athletes' quotes and an animated film accompany these activities.

Touring:

The exhibition walls transform directly into a transport case! The total volume of all the elements is 55m³, the equivalent of a tractor-trailer. Just under a week is required for assembly and two days for dismantling (4-5 pers.). Assembly book and replacement material available.

The exhibition (currently in French, English and German) is available for hire from January 2016. Changing the language is simple.

The pluses:

- Exhibition with a real media impact owing to its highly topical societal theme;
- Why not invite athletes from your region to launch the exhibition?
- Press release and kit, teaser video, educational material and support to contact athletes available.

Contact:

For more information on this exhibition, please contact:

Mr David Parietti,
International Programmes Project Manager
The Olympic Foundation for Culture & Heritage
International Olympic Committee
david.parietti@olympic.org



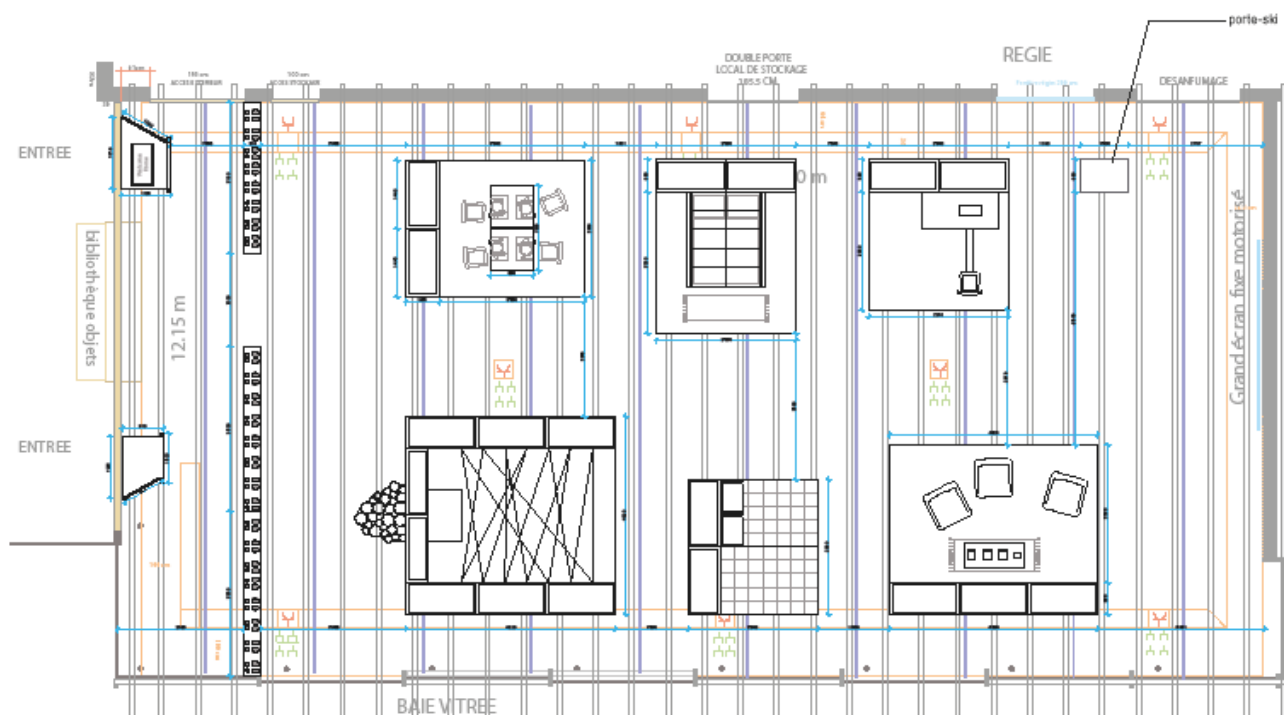


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Possible set-up of the modules in an area of 280m²:



In 2014, **The Olympic Museum** has welcomed 240,000 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).

