PRESS KIT

WE ARE OLYMPIANS

AND YOU?

THE OLYMPIC MUSEUM

13.04.2019–15.03.2020
Throughout the Games period, the media around the world shine a spotlight on athletes’ achievements and record-breaking exploits, with stories about the passion, solidarity and personal challenges behind their success. During these two weeks, the Olympians become ambassadors for the Olympic values, embodying a philosophy that lasts well after the flame is extinguished. “We are Olympians, and You?” explores what form these values have taken over time, and how we can draw inspiration from them!

EXHIBITION

FOCUS AREA (LEVEL 1)

Free of charge

Through the stories and testimonies of different athletes, visitors will discover what forms the Olympic spirit has taken over the years! This dynamic, interactive exhibition illustrates how the Olympic values are reflected in the choices athletes make in various situations. Find out how the Olympic spirit can help you develop the skills to be successful.

MORE THAN 50 ATHLETE STORIES FOR VISITORS TO DISCOVER!
The exhibition is composed of three parts, reflecting how the values contribute to **personal development (ME)**, **social (ME & YOU)** and **general dimensions (TOGETHER)**:

### 1. ME – THE QUEST FOR EXCELLENCE

“As I’d learned long ago... the only victory that counts is the one over yourself.”
— Jesse OWENS (USA), athletics

Practising sport allows you to discover and take on board values, and get your mind and body working together, leading to harmony and better self-awareness. This means facing up to new challenges, identifying your weaknesses, and setting and achieving new objectives.

### 2. ME & YOU – A QUESTION OF RESPECT

“If you win through bad sportsmanship, that’s no real victory.”
— Mildred “Babe” DIDRICKSON (USA), athletics

Practise sport to help you find your place and role within a group, learn to live with other people, accept differences, make friendships, move forward together, fully understand the rules for each discipline and handle competitiveness.

### 3. TOGETHER – HELPING TO BUILD A BETTER WORLD

“The Olympic Games showed us that, despite all our differences, it is possible for humankind to live together in peace, respect and harmony.”
— Thomas BACH (GER), IOC President

Being at ease with yourself and others thanks to sport allows you to open up to the world in a spirit of dialogue: that is the essence of the Olympic Games. Sport and athletes can make a difference by building bridges between all human beings. The might of the Olympic values conveyed by the Games can be considered an instrument of soft power.

**PARTICIPATIVE AREA**

Time to get creative together! At the end of the exhibition, visitors are invited to contribute to a fresco to visually represent the choices they make and the importance they attach to the Olympic values.

**NOT TO BE MISSED!**
Interactive features to trigger and inspire discussions.

DON’T MISS: table football, but with a twist...
The Olympic spirit is also about having fun! Visitors can unwind in this relaxing area and enjoy games and activities related to the Olympic values – “Discussions and Challenges” cards, a giant hopscotch grid, values memory games, films and two table football – all in a friendly spirit of fair play.

GALERIE AREA (LEVEL 2)

HIGHLIGHTS

Pick up the “Discussions and Challenges” cards in the Galerie and Focus areas. The cards contain questions, discussion topics and even little challenges for you to try by yourself or in a group. Questions include:
- Would you be prepared to do anything to win?
- Do you play fair?
- Which athletes inspire you?
- Why?
- Are referees essential?
- What is your next challenge?

ART LOUNGE (LEVEL -1)

This area showcases the work by five photographers as part of the IOC’s “Olympism Made Visible” project. Internationally renowned photographers were tasked with travelling the world to capture how the Olympic values are expressed when sport is used to serve humankind.

NICO KRIJNO (1981-) RSA

AFRICA
Rwanda / Refugee camps / August 2018
A group of boys having a kickabout. Since April 2015, nearly 54,000 people have sought refuge in the Mahama Refugee Camp near the Tanzanian border. More than half are unaccompanied children.

© IOC/Nico Krijno / 2018
Stephany Lima and other girls practising their gymnastics routine at a park as part of the “One Win Leads to Another” programme. Pervasive and structural gender and race inequalities affect all aspects of life and society in Brazil, and urban violence in Rio can be an obstacle that prevents girls from leaving their homes. The programme provides girls access to high-quality sport and life skills training with a gender equality perspective. It aims to create emotional and physical safe spaces where girls can practise sport free from discrimination.

A young girl at a school session run by the NGO Skateistan. As well as learning the technical skills involved in skateboarding, children get taught important life skills, such as teamwork, making friends and taking turns.

Linda leads the tai chi exercises during the early morning workouts at KB Bridge Beach.
WEB-DOCS

Continue the “We are Olympians, and You?” experience with two web-docs:

“GAMES POWER” deals with the symbolism and spirit of the Games. The Olympic spirit and values are expressed most powerfully during the Olympic Games (the Olympic Truce, the torch relay, the opening ceremonies, the coming together of athletes from all over the world at the Olympic Village, etc.). This is conveyed through images from different periods that you can browse in this web-doc, which takes the form of a photo album.

“CHANGE-MAKERS” deals with the athletes who have helped to champion the cause of women and minorities to foster greater EQUALITY and RESPECT.

Did you know?

Women were not allowed to compete in the inaugural edition of the modern Games in 1896. The 1900 edition in Paris was the first to feature female athletes. This was only the start, and the rate of women’s participation in the Games continued to increase, reflecting the fight for gender equality within wider society.

Ahead of the Ice Hockey Women’s World Championship in 2017, the American team threatened to boycott the competition if they did not receive a stable salary and the same treatment as the men’s team. «I think it’s not just a women’s sports problem; it’s a problem in the country. And it’s not just a female conversation. It’s a conversation for everybody, because everybody’s involved in the problem. So I think if we can start doing that – getting everybody at the table talking about it and really pushing to make a change – that’s when change will start happening.» The players’ demands were met by the federation two weeks later, as they obtained unprecedented support for the women’s national programme over four years. A victory for gender equality, which may have paved the way for the team’s victory on the ice in the World Championship final against eternal rivals Canada.

Did you know?

At the first two editions of the modern Games, in 1896 and 1900, there were almost no ethnic minority athletes. The 1904 edition in St Louis changed the situation, with the first participation by black African athletes and the first medals won by African American athletes. This was just the start, and ethnic minority participants have played an increasingly important role at the Games ever since.

The winner of four medals at the Olympic Games 1936 in Berlin, Jesse Owens was one of 18 African American athletes, three times the number who had competed at the Los Angeles Games in 1932. Despite a boycott of the Games being on the cards, in the USA black athletes saw this as an opportunity to achieve progress for their community. Even though they represented only 5 per cent of the US delegation, they won 14 medals – 25 per cent of the USA’s medals. Nevertheless, on their return to the United States, none of the African American medal-winners was received by President Roosevelt. Berlin had been just one step on a long journey.
“COACH ME, PLEASE!” EVENT

FROM 19 TO 22 APRIL 2019
ACTIVITIES, MEET & GREET SESSIONS
AND WORKSHOPS

Free of charge and no reservation required, subject to availability.

Whether they’re weekend warriors or budding athletes, visitors can come and meet experienced coaches and athletes, and immerse themselves in the Olympic values. The programme includes meet & greet sessions, workshops, mini-visits, breakdancing demonstrations and initiation sessions, circus performance-workshops, and “Discussions and Challenges” workshops. By providing opportunities to engage in discussion and try out new experiences, the activities shine a spotlight on the relationship between coaches and their protégés, one of the main channels for passing on the Olympic values.
Over the course of a weekend, visitors get the chance to meet and have friendly, informal chats with champions – high-level athletes and their coaches – who will talk about what sporting spirit means to them. Théo Gmür, a three-time medallist at the Paralympic Winter Games 2018 in PyeongChang, will offer behind-the-scenes insight into his success, while breakdancer Martin Lejeune will share how it felt to win a medal in his discipline at the Youth Olympic Games 2018. Experienced physiotherapist Véronique Lugrin will also be on hand to give visitors a taste of the unique demands of the circus, where physical performance merges with art.

DON’T MISS!
Meet & greet sessions with athletes and their coaches, demonstrations and immersive workshops.

MARTIN LEJEUNE (FR)
& ABDEL MUSTAPHA (BBOY ABDEL) (FR)

Having secured his place in breaking history by finishing second in the first-ever Olympic competition in the discipline, at the Youth Olympic Games Buenos Aires 2018, Martin Lejeune – supported by his coach, Abdel Mustapha – is currently in training to hopefully go one better, this time at the Olympic Games.

BOND BETWEEN AN ATHLETE AND THEIR COACH

BALANCE BETWEEN RESPECT AND PROVOCATION
Taking on a new coaching assignment can’t be easy when the athlete you’re going to be working with has just won three Alpine skiing titles at the Paralympic Winter Games in PyeongChang. But there’s no doubt that this partnership has got off to a fine start, with a World Championship victory in downhill at the start of 2019 already in the bag.

THÉO GMÜR (CH)
& GRÉGORY CHAMBAZ (CH)

Excelling yourself, balance, concentration… just some of the qualities that these two entities are looking to bring to the fore, with one objective in mind: to help pupils master incredible moves that will wow the crowds in the circus tent.

CENTRE ENMOUVEMENT
& LAUSANNE-RENENS
CIRCUS SCHOOL

Led by performing arts professionals, the circus school supports pupils in their personal development and strives to provide each of them with the skills they’ll need to progress both in the circus ring and in life.

www.enmouvement.ch
www.ecoledecirque.ch
To celebrate the Winter Youth Olympic Games Lausanne 2020, we are offering a special “Lausanne 2020 Package” for school groups. The Package provides a unique opportunity to teach children about Olympism, the ancient and modern Games, and the values they represent. Teachers can customise their visit with our interactive tablets, “Discussions and Challenges” sessions and other themed workshops, and online teaching resources.

**“LAUSANNE 2020 PACKAGE” UNTIL 15 MARCH 2020**

Special rate of CHF 7 per pupil

The pupils are joined by a TOM coach in the final exhibition space for a 30-minute workshop. Using cards in small groups, the pupils will discuss and explore topics such as fair play, excelling yourself, team spirit and the necessary balance between body and mind. They will express and defend their opinions, before presenting the outcome of their discussions to the rest of the class. During the discussion, the TOM coach will help to fuel the discussions and encourage the pupils to think about universal values, both in a sporting context and in their everyday lives. At the end of the workshop, the pupils will be asked to take on a number of brief challenges in the exhibition together, in order to put the values into practice.

Available resources on the topic of values to introduce the subject or build on your experience in class:

**Exhibition visitor's guide:**
olympic.org/museum/visit/schools/visitors-guide

This guide is designed to help teachers lead a visit to the temporary exhibition. It contains a suggested route, activity ideas and questions to ask the pupils. Ages 6 and upwards. This document is free, and is available in English, French and German.

**Worksheet on fair play:**
olympic.org/education

This worksheet focuses on fair play and the Olympic values. It contains information and activity suggestions to address the topic with pupils aged 6 to 15.

More information on our educational programme:
olympic.org/schools
ADRESSE
The Olympic Museum
Quai d’Ouchy 1,
1006 Lausanne, Switzerland
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olympic.org/museum

OPENING HOURS
From 1 May to 14 Oct.
every day from 9 a.m. to 6 p.m.
From 15 Oct. to 30 Apr.
from 10 a.m. to 6 p.m.
Closed on Mondays, except for Easter
Monday and special events
Closed on 25 December and 1 January

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