THE EPIC STORY OF THE OLYMPIC WINTER GAMES

BLANC

PRESS KIT

12.09.2021 - 02.27.2022
The Olympic museum, located in Lausanne, Switzerland, is part of the Olympic Foundation for Culture and Heritage.

The Olympic Museum is the major centre of Olympic history, with a mission to raise awareness about the Olympic Movement, bear witness to its contribution 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.

The cover image is the official poster of the Rêver en blanc: The Epic Story of the Olympic Winter Games temporary exhibition, taking place at The Olympic Museum in Lausanne from 9 December 2021 to 27 February 2022.
RÊVER EN BLANC :
The Epic Story of the Olympic Winter Games

To mark the Olympic Winter Games Beijing 2022, The Olympic Museum is taking a look back at the history of the Winter Olympics through the exhibition Rêver en blanc - or “dreaming in white”. The exhibition explores the current and future challenges the event faces, with the goal of making the Games more responsible, inclusive and sustainable.

We shine a spotlight on some of the iconic moments from the Olympic Winter Games through photos, films, sports equipment and archive documents: such as a ticket for the Chamonix 1924 speed skating event or the helmet worn by one of the Jamaican bobsleighers at Calgary 1988, to name just two examples. There is also a display featuring all the official posters from past editions of the Olympic Winter Games.
DON’T MISS!

- Taking centre stage in the exhibition are 80 original photographs, some of which are being displayed for the first time, depicting moments from the Winter Games editions from 1924 to 1968.
- Ice skates from the early 1900s, a bobsleigh used to transport tourists, costumes from opening ceremonies and sports gear from competitions hark back to the early days of winter sport, and show how the events have evolved over time, as well as how the Winter Games have opened up to competitors from all over the world.

Additional features for visitors to enjoy:

- The full collection of original Winter Games posters
- A display on the key aspects of the XXIV Olympic Winter Games, Beijing 2022

Three-man bobsleigh from the 1910s

Garmisch-Partenkirchen 1936, Alpine skiing, women’s slalom Gratia Schimmelpenninck van der Oije (NED)
IN PARALLEL TO THE EXHIBITION

The public can take part in various activities and make use of online resources.

AT THE MUSEUM

- Guided tours
- Beijing 2022: Opening/Closing Ceremony and competitions broadcast live

ONLINE

- Podcasts
- Educational resources related to the Winter Games

Garmisch-Partenkirchen 1936, Ski jumping, men's K90 individual (70m)

PyeongChang 2018, snowboard, men's big air Kyle Mack (USA), 2nd place
THE DEVELOPMENT OF WINTER SPORTS

The history of mountain-based sport dates back several centuries. Mountaineering became increasingly popular after the first recorded ascent of Mont Blanc in 1786, and skiing went from being a means of transport for soldiers, postmen and women, and doctors working in the Alps to a winter sport and an exciting new leisure activity on the snow.

From the early 1900s, a number of mountain towns and villages began attracting diverse groups of mostly British tourists looking to try new leisure activities like skiing, luge and skating. We have these winter activity enthusiasts to thank for the origins of winter sport and the development of winter tourism in the mountains.
It is a lesser-known fact that figure skating made its Olympic debut at the Summer Games – in London in 1908. It was there that Florence “Madge” Syers (GBR) became the first ever Olympic champion in a winter sport. At the June 1914 Olympic Congress in Paris, ice hockey, skating and skiing officially became Olympic sports. These could then be optionally included in the programme of future Games editions.
The first Winter Games were held in 1924 in Chamonix, France, with 16 events on the programme. This inaugural edition really heralded the growth of winter sport and put the Olympic Winter Games firmly on the map.

Over the years, developments in technology have changed the face of the Winter Games, which have also evolved in other ways, with the introduction of new sports and greater gender parity.

**DID YOU KNOW?**

Today, the Winter Games feature athletes from countries where snow and ice sports are not even practised. This is the direct result of the IOC’s decision in 1984 to fund the travel and accommodation of athletes and officials from every National Olympic Committee (NOC). This enabled countries without a winter sports tradition to be part of the Olympic adventure.

At PyeongChang 2018, Akwasi Frimpong (GHA) became Ghana’s first ever skeleton athlete and second Winter Olympian, as well as the first black male skeleton athlete in Olympic history.
THEN AND NOW

NUMBER OF EVENTS

16 30 57 74 96

INCREASED IN THE NUMBER OF EVENTS BETWEEN 1924 AND 2022

NUMBER OF NOCs

16 30 57 74 96

INTERNATIONAL OLYMPIC COMMITTEE

15,000 JOURNALISTS

88 JOURNALISTS

1924 2018

MORE AND MORE WOMEN TAKE PART IN THE GAMES

1924 2022

5% 45.44%
CAN WE CONTINUE TO DREAM IN WHITE?

Between 1924 and 2014, 19 cities around the world hosted the Olympic Winter Games. In the decades to come, global climate change will pose challenges when it comes to staging the event.

What will the Olympic Winter Games look like in the future? What are the main challenges facing the sports on the programme? How could the programme evolve in the years to come? How can the Games contribute to a healthier planet?

This section of the exhibition addresses the climate context, the growing awareness of environmental issues, and potential ideas and solutions to make sure we can continue to dream in white.
**MOUNTAIN SUMMIT**

On 11 December 2019, the IOC announced the launch of *Mountain Summit*, a group of sports organisations concerned with the current state of the world’s mountains and committed to protecting them. Their goal is to measure and minimise the negative impact of sports activities on mountain environments and to raise awareness about the importance of these issues.

**CLIMATE POSITIVE COMMITMENT**

In March 2020, the IOC decided to make the Olympic Games climate positive. From 2030 onwards, each Organising Committee for the Olympic Games (OCOG) will be contractually obliged to implement lasting zero-carbon solutions for the Olympic Games and beyond.

Paris 2024 aims to become the first climate-positive Games even before the 2030 deadline.

**THE OLYMPIC FOREST**

Already carbon neutral, the IOC aims to become climate positive by 2024.

This will be achieved by reducing the IOC’s direct and indirect emissions by 50 per cent by 2030, in line with the Paris Agreement, and compensating more than 100 per cent of its remaining emissions, mainly through the Olympic Forest project. The project will involve planting around 355,000 native trees across approximately 90 villages in Mali and Senegal – host of the Youth Olympic Games Dakar 2026 – and is expected to sequester 200,000 tonnes of CO2 equivalent. It is part of the Great Green Wall initiative in Africa, which is supported by the United Nations.
The “Nostalgia” section of the exhibition shines a spotlight on photographic heritage, from the first Winter Games, Chamonix 1924, to the 1968 edition in Grenoble. Through original photos and postcards, this section showcases the talent of photographers who successfully managed to capture athletes in full flow: the work of Lothar Rübelt and Erich Andres blends art, sport, aesthetics and technical mastery, allowing visitors to appreciate the true beauty of sporting action.

These photographs, which depict some of the more personal moments in sport, come from the photo archives of the Olympic Foundation for Culture and Heritage, and most are being displayed for the first time. They give visitors the opportunity to delve into these older Games editions and appreciate the equipment, sports outfits and facilities of the time.
LOTHAR RÜBELT (1901–1990) AND THE LEICA

The Leica camera entered the world of photojournalism in the late 1920s and changed the approach to sports photography. Yet, few photographers were able to handle this small camera as well as Lothar Rübelt from Austria. Thanks to a special lens developed specially for him, Rübelt used his Leica to take some exceptional photos at 12 Olympic Games editions between 1928 and 1964. The Olympic Foundation for Culture and Heritage has one of the largest and most complete collections of Rübelt’s Olympic photographs.

Oslo 1952, men’s cross-country skiing/18km. Martin Stokken (NOR)
PICTURING THE WINTER GAMES

Olympic posters embody the identity of each edition of the Olympic Games. They reflect the artistic, social and political context of their corresponding edition. They also convey the Olympic ideals and values, and showcase the artistic community and creative talent of the host country.

Some highly distinctive Olympic posters have been designed by internationally renowned artists. Many have become iconic cultural works that form part of a powerful artistic legacy forever associated with that edition of the Games.
BEIJING 2022

The Olympic Winter Games Beijing 2022 are being held from 4 to 20 February in and around the capital city of the People’s Republic of China. Beijing is the first city to host both the Summer (2008) and Winter (2022) editions of the Olympic Games. With more than 2,800 athletes and seven new events – women’s monobob, men’s and women’s freestyle skiing big air, and mixed-team events in short track, ski jumping, freestyle skiing aerials and snowboard cross – it promises to be an edition to remember.

THE EMBLEM

The Beijing 2022 emblem combines traditional and modern elements of Chinese culture. It also has features that embody the passion and vitality of winter sports. Inspired by 冬, the Chinese character for “winter”, the emblem resembles a skater at the top and a skier at the bottom. The flowing ribbon-like motif between them symbolises the host country’s rolling mountains, Olympic venues, ski pistes and skating rinks. It also points to the fact that the Games will coincide with the Chinese New Year.
BING DWEN DWEN THE PANDA

Designed by Cao Xue and his team at the Guangzhou Academy of Fine Arts (GAFA), Bing Dwen Dwen is the mascot of the Olympic Winter Games Beijing 2022. The panda wears a costume that resembles a space suit but is made of ice – a tribute to new technologies for a future with infinite possibilities.

THE TORCH

The design of the 2022 torch is a tribute to the Chinese capital’s Olympic legacy. It features a design similar to that of the 2008 Summer Games cauldron, which looked like a giant scroll. The torch has a unique feature: during the Torch Relay, torchbearers are able to pass the flame to each other by interlocking the two torches via a “ribbon” construction. This symbolises Beijing 2022’s vision to “promote mutual understanding and respect between different cultures”.

DID YOU KNOW?

The torch, made of highly resistant carbon fibre, can withstand temperatures as low as -40°.
ADDITIONAL ACTIVITIES

MUSEUM

Guided tours (register online)

- For adults/families, on alternating Wednesdays
  - Family visit: 5 & 19 January and 2 & 16 February at 3 p.m
  - Lunchbreak visit: 12 & 26 January and 9 & 23 February at 12 p.m.
- General tours on the weekends of 5-6, 12-13 and 19-30 February, several times a day
  - 30-minute mini-visit with an activity leader
- School group tours
  - from 11 January 2022 booking required
  - “Winter Stories” guided tour

During the Beijing 2022 Games, the Opening/Closing Ceremony and competitions will be broadcast live.

ONLINE

- Educational resources related to the Winter Games
- Audio guide in German (available on site and on YouTube)

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During the Beijing Games, the TOM Café is getting a Chinese flavour.

**ON THE MENU**

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<tr>
<th>Chicken and noodle soup</th>
<th>Sautéed prawns with crunchy vegetables</th>
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<tr>
<td>Wok-fried Sichuan-style beef</td>
<td>Sautéed chicken with soy sauce and peppers</td>
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**TOM SHOP**

Our iconic range of official Beijing 2022 merchandise is available exclusively at the TOM Shop. From the must-have official mascot and Games-coloured scarf to a branded stationery collection, there’s a Beijing 2022 souvenir for everyone.
PRACTICAL INFO

TEMPORARY EXHIBITION

_Rêver en blanc: The Epic Story of the Olympic Winter Games_

9 December 2021 to 27 February 2022
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:

To request archive photos and footage, please contact our Images team at: images@olympic.org

SOCIAL MEDIA

You can follow all our activities on @olympicmuseum Instagram, Facebook, Twitter and YouTube!

#OLYMPICMUSEUM

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The Olympic Museum

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.
THANK YOU FOR YOUR ATTENTION

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Open Tuesday to Sunday
9 a.m. to 6 p.m.
Closed on Mondays,
except on public holidays
and for special events
olympics.com/musee