GET ACTIVE! EXHIBITION

6 July - 29 November 2015
Olympic Museum Galerie
Free entry

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BOUGEZ!

LE MUSÉE OLYMPIQUE

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Introduction

On your marks, get set, “GET ACTIVE!” at The Olympic Museum and at home. Discover your talents while having fun!

From 6 July to 29 November, the “Galerie” at The Olympic Museum will be hosting – free of charge – young visitors aged 9 and above in a quite unusual house...

The furniture is used to invite the youngsters to take on surprising challenges and thus encourage them to exert themselves while still having fun.

The kitchen table becomes a ping-pong table; the bed is transformed into a musical instrument; pedalling turns the computer on; and so on.

The modules are designed to encourage the youngsters to move, practise a regular physical activity and discover their aptitude for a sporting discipline. Getting moving is always possible, even in front of the TV!

The quirky, fun tone with a touch of humour and steely energy gives meaning to our movements and shows that it can be enjoyable to move anywhere at any time. Even in a museum, especially an Olympic one...
**The aims of this exhibition:**

To invite visitors to get active, while having fun, in an environment that is as ordinary as an apartment;

to raise awareness of 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.

**Our target audience:**

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

**Scenography: The TOM House**

It is a journey through the rooms of a house in which the furniture has been used to invite the visitor to get active and reconsider the movements of everyday life.

All of the activities deployed in the various rooms call for physical, but also mental and social, skills present in sport. Furthermore, the athlete profiles and quotes that decorate the walls subtly connect the exercises undertaken by the visitor to the sporting environment.

While moving about in a fun atmosphere, the visitor discovers an interest and even a talent for one or more of these skills.

At the end of the journey, the visitor finds channels to improve and continue to be active regularly.

TOM is the abbreviation for The Olympic Museum. It is also the name of an imaginary character that symbolises this exhibition. In each room of this house, TOM has misplaced some personal belongings. The young visitor will be appreciative of this narrative thread, which is both fun and entertaining. This character was created by illustrator Laurent Blachier (FR).

This exhibition’s world is based on the comic book. The black-and-white outline graphics were produced by atelier oï, La Neuveville (SUI).

The elements in yellow identify the activities to carry out.
Structure of the exhibition:

The exhibition highlights **seven skills that are important in all sports**. Each skill is addressed through a fun activity (with varying degrees of difficulty) and a small text structured in four parts: It’s science, No kidding, What’s it for? And How to reach the top.

The text is completed by an athlete’s quote and a photo to provide context.

A conclusion, in the form of an animated film, summarises the “discoveries” of the sports skills and explains that we need all of these skills to be active on a daily basis and practise a sport.

As an example, here is the text with the four points, as featured in the imitation bathroom:

**HAPPY IN MY SKIN**

**It’s science**
Contrary to popular belief, there is no ideal weight for your height and age. The best thing is to find your healthy weight: when you feel comfortable about your body, eating a varied and balanced diet and regularly doing exercise. This feeling is yours alone. What’s more, your healthy weight can fall within a broad range.

**No kidding**
Muscles like Batman or tall and slim like Barbie? No point comparing yourself to unachievable caricatures. If you look more closely, you’ll see that the “perfect body” is total nonsense.

**What’s it for?**
Feeling comfortable about your body increases your self-confidence. To achieve a good body shape, it’s best to maintain your healthy weight and gently train your muscles. With the help of a coach or your sports teacher, you’ll achieve your goal without getting injured.

**How to reach the top**
Sailing, rope running, breakdancing, roller skating, yoga, etc.

**Advice**
You are superb!
You have a magnificent smile.
You are unique!
The skills addressed through the various rooms of the house:

The activities highlight the following physical, mental and social skills:

- **In the bathroom = STRENGTH and self-esteem** (the bathroom mirror reflects self-awareness, body awareness)

- **In the kitchen = COORDINATION** (reaction and differentiation) and openness to others, friendship (the kitchen table brings people together and encourages conviviality)

- **In the laundry room = FLEXIBILITY + courage to innovate** (finding the right moves to perform)

- **In the office = ENDURANCE + motivation** (not getting discouraged when having to make an effort)

- **In the games room = COOPERATION + solidarity, fair play, joy** (playing together and aiming for a common goal while respecting each other)

- **In the bedroom = BONE STRENGTHENING + creativity** (by jumping on the bed, we produce sounds, music)

- **In the living room and laundry room (on the bricks) = BALANCE + desire to excel oneself** (the living room is the place to evaluate the journey and encourages the visitor to engage in regular sporting activity)
The Olympic Museum, a scientific testing ground

In the framework of this exhibition, The Olympic Museum is on the one hand contributing to the sharing of scientific knowledge, and on the other, serving as a laboratory for the scientific community.

Sharing scientific knowledge:

To put this exhibition in place, The Olympic Museum's teams were supported by a Scientific Committee.

The members of the Scientific Committee: Promotion Santé Suisse, The Federal Office for Sport, Gorilla, Fit4future, Muuvit and Défi Vélo

On a more ad hoc basis, other experts were consulted: the IOC Medical and Scientific Department, the HEP-Vaud-Lausanne didactic physical and sporting education teaching and research unit, and the University of Berne's Sports Sciences Institute.

A laboratory for the scientific community:

The Sports Barometer, based on each person’s tastes, helps to find a sport to suit everyone. It was devised by Jürg Schmid and Katharina Albertin from the University of Berne, Stefan Wyss from the Federal Office for Sport (OFSPO) and Olivier Padiina de Radix from the Swiss Health Foundation.

If the young person has yet to find their favourite sport, the test proposes sports to suit them and indicates places nearby to practise it. Some 10 to 15 minutes are required to conduct the test.

The Museum’s project is to test this online barometer among the general public and provide feedback to the researchers. Following this evaluation phase, the barometer can be customised and modified to guarantee a better user experience.
Athletes' quotes

This exhibition is supported by athletes who encourage visitors to Get Active or practise a sporting activity. They communicate the benefits of daily activeness and how movements that seem trivial have taken them to the highest level.

They support this exhibition and are present today:

- **Anne-Sophie Thilo**, Switzerland, Olympic 470 sailor 2008. (Best result: 2nd place, European Championships 2008)
- **Toni Wilhelm**, Germany, Olympic windsurfer in 2004 and 2012. (Best result: 4th place at London 2012)
- **Virginie Faivre**, Swiss freestyle skiing, half-pipe specialist. (Best result: three-time World champion and 4th at the Sochi 2014 Winter Games). Also an ambassador for Mozilla.

Athletes' quotes in the exhibition:

“Sport allowed me to be face up to those who bullied me as a child. It also helped me learn how to make friends and taught me how to communicate with people.” **Elana MEYERS TAYLOR (USA)**, bobsleigh, Vancouver 2010 bronze medallist, Sochi 2014 silver medallist

“Through sport I was able to build my confidence and be proud of the person I am.” **Jazmine FENLATOR (USA)**, bobsleigh, Sochi 2014

“Sport has taught me so much about how great it is to push yourself outside your comfort zone, and how this gives you a real sense of achievement.” **Rebecca WARDELL (NZL)**, athletics, Beijing 2008

“I find my balance in life when practising sport. Sport has also given me the ability to connect with people from around the world!” **Hisham SHEHAB (BRN)**, swimming, Athens 2004

“Sport has taught me all sorts of life lessons about dedication, team work and the importance of hard work.” **Emma TWIGG (NZL)**, rowing, London 2012

“Competitive sports taught me to believe in my dreams and to dare go for even crazy challenges at times.” **Anne-Sophie THILO (SUI)**, sailing, Beijing 2008

“Sport has taught me to think positively and always look for a solution if I am in a difficult situation.” **Kaveh MEHRABI (IRI)**, badminton, Beijing 2008

“Sport has taught me many values like sharing with others, respect and fair play. Through sport I have learned to work with a great diversity of people.” **Wilson KIPKETER (DEN)**, athletics, Sydney 2000 silver medallist, Athens 2004 bronze medallist

“Playing sport and being active allowed me to make new friends and learn the importance of looking after my body.” **Scott RICHARDSON (RSA)**, cycling, Barcelona 1992
To extend the experience:

Each visitor is invited to share what gets them active on a post-it note which will be displayed on a wall in the exhibition.

This sticker links to the Olympic Museum’s web site, which offers an online test:

http://www.olympic.org/musee/bougez

Online test: Sports Barometer

This produces a list of sports adapted to each person’s personality.

It also linked to nearby clubs (further reading).

The test can also be done on-site using two interactive screens located in the exhibition.

In conclusion:

In our daily lives, we need all of the skills found in the various rooms of the house.

Each room has its own use; put together, they form a house where it is great to live. The same goes for the skills - we need each of them to move or practise a sport.

By extension, the notions of friendship, positive self-image and the "dangers" of too much screen time are also addressed:
- the important thing is not looking good, but well-being,
- friendly relations are essential,
- watching TV or playing video games for too long prevents you from doing other activities,
- regularly practising a sports activity ensures healthy development.
The partners of the Get Active! exhibition

*Promotion Santé Suisse* is a private foundation supported by the cantons and insurance companies. In accordance with its legal mandate, it initiates, coordinates and evaluates measures to promote health (law on health insurance, article 19). *Promotion Santé Suisse* aspires to improve the health of the Swiss people sustainably. The Foundation wants to inform people, but also equip them with the resources to help them adopt a healthy lifestyle. In addition, it wants to create social conditions conducive to implement this process.

The Federal Office for Sport (OFSSPO) is the Switzerland’s competence centre for sport. It is attached to the Department of Defence, Protection of the Population and Sports. Its task is to promote sport and its values to all age groups and those at all levels, regardless of social or cultural differences. The OFSPO monitors the development of the national sports policy.

Muuvit is an educational tool that encourages physical activity, aimed at level 1 to 6 primary school teachers. Innovative and fun, Muuvit allows for learning in motion. The tool supports the transversal skills and general education of the pupil.

fit-4-future is the Cleven Foundation’s flagship project. fit-4-future makes available to primary schools free of charge a varied ready-made programme focusing on the themes of physical activity, nutrition and brain gym. The programme currently benefits 130,000 Swiss pupils, regardless of their social background, family context or physical condition.

GORILLA can be summarised in a few words: pleasure in movement and optimism. Encouraging adolescents to take charge of their well-being is the aim of GORILLA. Physical activity, a balanced diet and sustainable consumption are thus at the centre of the programme activities, and are presented to youngsters using language they can identify with. Each year, over 160,000 Swiss adolescents aged 10 to 20 take part in day-long workshops and other prevention measures in and outside school hours.

DEFI VELO Switzerland represents the interests of cyclists nationally, particularly in the areas of cyclist safety and comfort, improving cycling facilities and a better combination of cycling and public transport. Promoting the bike as an ecological individual vehicle that is rapid and good for one’s health is one of the aims of the umbrella association.

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In 2014, The Olympic Museum welcomed 240,000 visitors. Some 3,000m2 of exhibition space, 1,500 objects, 150 audiovisual devices, 50 interactive screens, and 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 - excellence recognised in 2014 by the International Audiovisual Festival on Museums and Heritage (FIAMP).

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**Photos**
To obtain photos of our events, please go to our dedicated press room here or Flickr. If you have a more specific request, please contact the Images team: images@olympic.org.

**Social media**
Like us on facebook.com/theolympicmuseum and follow us on Twitter @olympicmuseum.

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Open every day, 9 a.m. to 6 p.m.; from 15 October, 10 a.m. to 6 p.m. (closed on Mondays)

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