



Press release

Wednesday 21 December
2016

**Third anniversary since the
reopening**

2016 OLYMPIC YEAR 2017 YEAR OF THE PHOTO!

Since it reopened in December 2013, the Museum has welcomed 850,000 visitors (Park and Museum included). 2016 was a record-breaking year! 2017 already promises to be highly photogenic! On your marks, get set, say “cheese”...

On 21 December, The Olympic Museum will celebrate its third anniversary of reopening to the public in 2013. In 2016, over 300,000 visitors came to The Museum to experience the Rio Games from Lausanne, to “get active” as a family or to immerse themselves in the world of Olympic stadiums. The year 2017 looks set to be highly promising, with the focus on sports photography.

2016: Looking back on a record-breaking year!

Since it reopened in December 2013, 850,000 visitors have come to The Olympic Museum (Park and Museum included). In 2016 alone, over 300,000 people arrived for a visit. Some 25,000 children have benefited from the TOM schools educational programme, i.e. 20 per cent more pupils than for previous years. Two-thirds of visitors were from overseas and a quarter were under 16! The number of tourists from Europe has grown by 25%, the USA by 37% and Brazil by 30%. Once again, this year The Olympic Museum retains the top step of the podium as the “top Swiss museum mentioned spontaneously”.

To celebrate the first Olympic Games in South America, The Olympic Museum staged the Destination: Rio programme.

This was an enormous success, as 45,000 visitors came just to visit the exhibition! To pay tribute to the Carioca culture, the Museum teams also put together a series of events open to all ages: Rio Carnival, a weekend devoted to the Olympic flame, Pākomuzé, samba and capoeira workshops, a concert by Brazilian artist Carlinhos Brown, broadcasts of the Rio Games, *Lausanne Estival*, a mini-stars relay, Camerata and conte musica concerts, Museums' Night, 37th Olympic Week, etc. – in total, **25,000 people** came to take part in over 16 events.

Over the year, **18 pop-up or temporary exhibitions have been organised**: 7 Items in the Spotlight, 4 free exhibitions (Get Active!, Golf, Rio Artists; Neville Gabie and the Albertville Games 25th anniversary), 3 temporary exhibitions (the Olympic Games: Behind the Screen; Destination: Rio; and Stadiums Past and Future), 4 exhibitions in the Park (the torch relay, spectators in the stadiums, Brazilian athletes and the artist in residence, Felipe Barbosa).

The Museum's permanent exhibition has been renewed and updated with all the items and images that made their mark on the Rio 2016 Games: a torch signed by the Refugee Olympic Team, medals, mascots and much more.

The year 2017 will be based on the theme of sports photography with a small taster of Korea:

"Stadiums past and future" on show until 07/05/2017, is still going strong, with three original events that are free of charge:

Stadium dating on Thursday 26 January 2017: A special evening of meeting and discussion between visitors and stadium specialists. In the form of speed dating, the general public will have an opportunity to have a friendly chat with stadium enthusiasts. Find out more [here](#).

Pākomuzé "Stades : quel chantier !" from 11 to 17 April: Fun and free-of-charge workshops and shows for all the family (no reservation required) with the highlights over the Easter weekend.

Cine-stadiums from 14 to 17 April 2017: a selection of 10 short films and documentaries with the stadium as a backdrop.

And for those who want to find out more about stadiums and sustainable development, the "Pierre de Coubertin in search of a sustainable stadium" serious game is still online [here](#).

Photographing sport – 25 May to 19 November 2017

Unusual sports images in the spotlight! A six-month programme devoted to the art of sports photography, emotions and the decisive moment.

All areas will be covered, with the highlight being a major exhibition: Who Shot Sports. Proposed by the Brooklyn Museum in New York and created by photography historian Gail Buckland, this retrospective of around 180 photos, from 1859 to the present day, pays tribute to the men and women who have captured the quintessence of sports movements in their fleetingness, finesse and dynamism.

Two other angles, this time more Olympic. The Olympic Museum will be offering another view of Rio through the lenses of four sports photographers - David Burnett, Jason Evans, John Huet and Mine Kasapoglu – to capture the close links between the Games and photography. And lastly, this will also be a chance to unveil the wealth of images contained in the Olympic heritage collections. A celebration of the eighth art from all angles...

PyeongChang – 7 December 2017 to 11 March 2018

Exhibitions and events on the occasion of the Olympic Winter Games in PyeongChang, to discover the best of contemporary Korean culture and experience the Games live at The Olympic Museum: just like being there. Performances by artists, gastronomy and unusual events.



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For pictures of the forthcoming exhibitions in 2017, click [here](#).

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THE OLYMPIC MUSEUM

Quai d'Ouchy 1
1006 Lausanne – Switzerland
Tel: +41 21 621 65 11
Open every day from 9 a.m. to 6 p.m.
From 15 October to 1 May: from 10 a.m. to 6 p.m.
(closed on Mondays).
<https://www.olympic.org/museum>

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Photos

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