

THE MUSEUM, KOREAN-STYLE

Do you speak PyeongChang?

From 7.12.2017 to 11.03.2018

Get ready – The Olympic Museum is about to head to Korea for the XXIII Olympic Winter Games PyeongChang 2018. Try on traditional Korean clothing and discover the modern and traditional aspects of Korean culture. The Olympic Museum's programme has been designed to reflect the slogan of these Games: "Passion.Connected". The objective: to provide all the ingredients to follow the Games from a more than purely sporting perspective. Prepare to discover Korean traditions and experience the Olympic Games as if you were there.

HOW DO YOU SAY "FREE" IN KOREAN AGAIN?

Come to the Museum to find out... the entire Korean programme will be free of charge!

WELCOME TO SOUTH KOREA (Park, entrance hall, Art Lounge, TOM Café)

On arrival, visitors will be welcomed by two of Korea's special representatives, with giant mascots Soohorang and Bandabi setting the tone in the entrance hall. The people of Korea are also represented through Françoise Huguier's photo exhibition "Virtual Seoul". Contemporary Korean artist Choi Jeong-Hwa illuminates the "well of light" with his participative work "Happy Happy", which is made from plastic containers and represents the five Olympic rings. For a 100 per cent immersive experience, visitors can try on a **HANbok**, a traditional Korean garment, and visit all of the exhibitions devoted to Korea free of charge. There's no doubt about it – the Museum is truly getting into the spirit of the Games.

PYEONGCHANG 2018: SOUTH KOREA BETWEEN TRADITION AND MODERNITY (Focus)

Level+1

In the spotlight: the culture of the country that will be hosting the Olympic Winter Games. This exhibition is based around the word "HAN" (which means "Korean") and three associated terms: **HAN-gul** (Korean alphabet), **HA-Ilyu** (Korean cultural wave) and **HAN-Tech** (new technologies). The exhibition features both traditional and modern elements, including

references to HANji (traditional paper) and HANok (a traditional Korean house). The public will also learn about Korea's close links to sport thanks to a photo wall showcasing 15 key dates, via still and moving images. A brochure entitled "*Do you speak PyeongChang?*" will serve as a visit guide and will answer all your questions.

PYEONGCHANG 2018: THE PASSION.CONNECTED OLYMPIC GAMES (Galerie) Level+2

In a nod to the slogan of the Games – "Passion.Connected" – A 3D animated diorama will whisk the public off to the various competition venues. Two simulators give visitors the chance to test their skiing abilities on two of the Olympic slopes in PyeongChang. Some of the symbols of the Games – the torches, medals, mascots and pictograms – are also given pride of place. The Games will be broadcasted on a big screen in this area from 9 to 25 February 2018.

FROM ANCESTRAL TO NEW WAVE ART

The festivities kick off with the "*When Tigers Smoked Pipes*" programme that will be open to everyone during the Christmas and New Year holidays in a Korean Corner with build-your-own-mascot and Korean design activities. For the **Games opening weekend on 9 and 10 February**, the Opening Ceremony will be broadcasted live, and the Museum will be rocking to the beat of a Korean New Wave percussion show, Samulnori workshops and "Gangnam Style" flashmobs. And for the grand finale, we will be **celebrating the Korean New Year on 17 and 18 February**. Over the course of this weekend, the public will get to learn about traditional Korea, with a programme that includes crane dancing and workshops teaching Hangul, considered one of the most "scientific" alphabets in the world.

100 PER CENT KOREAN SCHOOL PROGRAMME

This programme involves a guided tour where pupils can learn about the Olympic Games in a fun, innovative way – getting to experience them as if they were there – and focuses on exploring the culture of the host country. The experience continues with the "All Different, All Winners" workshop on the theme of living together in harmony. Find out more [here](#).

KIMCHI AND SWEET POTATO NOODLES... AT TOM CAFÉ

TOM Café is taking a little trip to Korea. A whole range of surprising and creative dishes are being added to the menu, including so bulgogi (soy-marinated beef), japchae (sautéed noodles with vegetables and prawns) and kimchi (fermented cabbage). And the restaurant is having a bit of a makeover specially for the occasion, with each table mat featuring a manhwa (Korean comic book) extract. Find out more and book a table [here](#).

WHITE TIGERS AND BEARS... AT TOM SHOP

TOM Shop remains the only point of sale in the world (outside the host country) for official Olympic Winter Games PyeongChang 2018 merchandise. Many of the items on sale feature the two mascots: Soohorang, the white tiger, and Bandabi, the black bear. Aspects of Korean lifestyle are also showcased with a whole range of items celebrating "K" culture: snail slime beauty products, beauty boxes and a "K" clothing line. Find out more [here](#).

AND DON'T MISS OUR BLOG!

To continue the Korean experience, check out TOM blog, which will be providing its own

Korean touch with exclusive interviews, behind-the-scenes info, and a whole lot more...
<https://blog-tom.com/>.

Find out more about the PyeongChang programme at The Olympic Museum [here](#).



For visuals, an album has been created on Flickr [here](#).

In 2016, 300,000 visitors came to see the new exhibitions at The Olympic Museum. 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. The Museum's displays are an invitation to dive into the history of the Games, the dreams, the culture, the design, the challenges and the values of Olympism. They incorporate the latest technological innovations – an excellence recognised in 2014 by the International Audiovisual Festival on Museums and Heritage (FIAMP).

THE OLYMPIC MUSEUM

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1006 Lausanne – Switzerland
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Open every day 9 a.m. to 6 p.m.
15 Oct. - 1 May: 10 a.m. to 6 p.m. (closed Mondays)
<http://www.olympic.org/museum>

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