

# OLYMPIC LANGUAGE

## Come and explore the Look of the Games from 10.05.2018 to 17.03.2019

What do the mascots, pictograms, torches and medals all have in common? Answer: their graphic identity! Bursting with colour and distinctive shapes, the visual identity developed for the Games reflects the spirit of a city and a country; it is a language in its own right that forms part of the universal language of the five rings. **OLYMPIC LANGUAGE** shows how host cities present themselves to the world by shining a spotlight on some particularly interesting Looks of the Games. Find out the secrets behind designing a successful visual identity and get creative at The Museum. The programme is free of charge.

### **PROGRAMME HIGHLIGHTS:**

**ORIGINAL OBJECTS:** Over 200 objects on display, gems of collections;

**A FIRST:** Games audio-visual identity timeline;

**EXCLUSIVES:** 12 interviews with designers, graphic artists and Look of the Games creators;

**SNEAK PREVIEW:** Presentation of the preliminary draft designs of the mascots and pictograms for the Youth Olympic Games Lausanne 2020;

**HALF-CENTURY ANNIVERSARY:** Tribute paid to "Mexico 68" – an internationally successful Look celebrating its 50th anniversary!

### **COBI AND MEXICO 68 BALLS IN THE PARK AND ART LOUNGE**

Visitors are welcomed by an enormous eight-metre high Cobi, the mascot designed by Javier Mariscal for the Olympic Games Barcelona 1992. Balls in the Mexico City colours dance above the fountain and doves printed on the banners seem to be flying around the columns in the forecourt. A photo exhibition on the Look of the Games takes pride of place in the park. The Art Lounge and the Hall shine a spotlight on the richness of the cultural program of Mexico City 68 with a poster exhibition and a diashow on the Route of Friendship.

### **FROM THE UNION OF THE FIVE RINGS TO THE SYMBOL OF THE GAMES (Focus) Level +1**

Explore the Look of the Games with seven noteworthy editions, three of which succeeded in producing a global design: Mexico City 1968, with its blending of the traditional and the modern; Munich 1972, with its graphic design grid; and Lillehammer 1994, with its Nordic design. The visit continues with a digital timeline; an audio-visual feature that illustrates the process of creating the visual identity of the Games from the beginning until nowadays.

### **THE MASCOTS' CLUB (Galerie) Level +2**

Welcome to the inclusive mascots' club, featuring Waldi from Munich, Cobi from Barcelona, Sam from Los Angeles, Mischa from Moscow, Soohorang from PyeongChang and Tokyo 2020's already famous "pair A". Whether animals or imaginary creatures, these popular figures serve as Games ambassadors. This section features a colouring area for children.

## CREATIVE WORKSHOPS, TALKS AND A BIG WEEKEND EVENT

**WORKSHOPS:** The Olympic Museum is putting on poster design workshops in partnership with Lausanne 2020 and the École Romande d'Arts et Communication (Eracom).

**TALK:** Save the date! Conference in collaboration with the École Cantonale d'Art de Lausanne (ECAL) has been scheduled for **Thursday 24 May**. The theme of the talk will be the visual identity of the Mexico City 1968 Games, and speakers will include Beatrice Trueblood, director of publications, and Eduardo Terrazas, director of the Mexico 68 urban design programme.

**BIG WEEKEND on 26 and 27 May – “Got the Games Look!”** On the programme: creative workshops with Javier Mariscal, visits with members of the Mexico 68 and Los Angeles 84 (Paul Prejza) creative team and exhibition commissioner Markus Osterwalder. Don't miss: a joint project with the fashion design section of the Centre d'Orientation et de Formation Professionnelles (COFOP) to recreate the seven Mexico City 1968 host dresses, presented during mini fashion shows by The Museum team!

## DESIGN THE SCHOOLS PROGRAMME

Become top Olympic designers! There are a whole host of fun, innovative ways to discover the Look of the Games thanks to our roaming guides and the “Design your Games” visit on tablet. Continue the experience with a multimedia workshop, where you can design your own fictional poster for the Youth Olympic Games Lausanne 2020 using the graphic elements provided. Find out more [here](#).

## THE LOOK OF THE GAMES ONLINE

Browse through a webdoc to immerse yourself in the atmosphere of 12 editions of the Games, from Paris 1900 to London 2012. A blog to go further, with exclusive articles, interviews Q&A, clips with testimonials from designers, photo galleries, and many other content to stimulate creativity...

Stay connected: <https://blog-tom.com/>

## OLYMPIC DESIGN GETS ITS TEETH INTO THE TOM CAFÉ

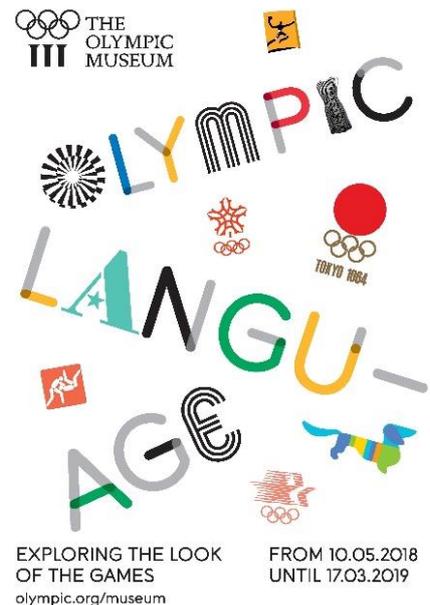
The TOM Café is a haven for Olympic treasures of all shapes and sizes. There are already about 100 Olympic-related objects in the cabinets of curiosities in and around the restaurant. See them up close while enjoying one of our Olympic dishes by booking a table [here](#).

## OLYMPIC MASCOTS AT THE TOM SHOP

The most famous mascots will soon be much more than just a name. Cuddly toy versions of Waldi, Mischa, Cobi and plenty of other lovable Olympic mascots will delight children and collectors alike. Those who enjoy getting creative can continue the exhibition experience with an activity book – aimed at children aged 6 to 9 – devoted to these fictional characters who serve as Games ambassadors. More information [here](#).

To find out more about the programme [here](#).

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



## THE OLYMPIC MUSEUM

Quai d'Ouchy 1  
1006 Lausanne – Switzerland  
Tel: +41 21 621 65 11  
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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