

Sochi Live! exhibition **from 24 January to 9 March 2014**

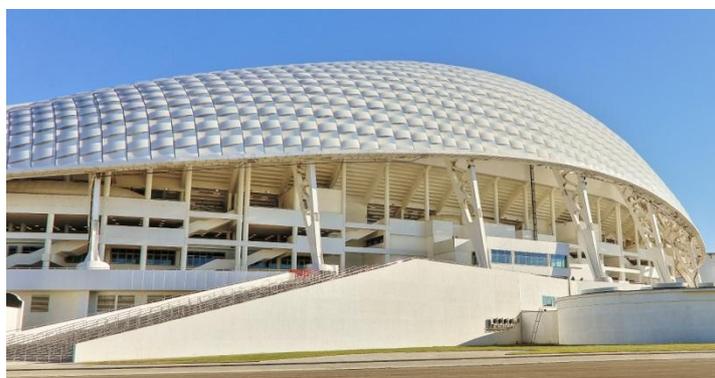
To mark the 22nd Olympic Winter Games in Sochi, and running alongside the *The Russian Avant-Garde and Sport* exhibition, The Olympic Museum presents ***Sochi Live!***

The setting for the exhibition is inspired by Russia and the visual identity of the Sochi Games. It presents many aspects of the 22nd Olympic Winter Games - from competition venues, the torch relay, emblematic objects and sports which are new to these Games. ***Sochi Live!*** also offers visitors an opportunity to explore how the visual identity of these Games was created, drawing inspiration from Russian arts and crafts.

Sochi Live! is divided into five sections. The first part focuses on the **icons of the Games**, such as the red and chrome torch, designed by Vladimir Pirozhkov, or the relay which will see the flame travel more than 65,000 km (40,000 miles) through Russia - and even into space! - over a period of 123 days. The Games' three mascots, which are the polar bear, the rabbit and the leopard, will also be presented to the public. Finally, the winners' medals will be a highlight of this part of the exhibition. Designed by four young creative artists from the Leo Burnett Moscow advertising agency, each of the 1,300 medals takes more than 18 hours' work to produce.



The second section presents the resort of **Sochi**, on the edge of the Black Sea, the infrastructure which has been set up and the various competition venues. Eleven Olympic sites have been built for these Games, spread out across two zones, each of which has its own Olympic village: the mountain zone and the coastal zone with the Olympic Park which, amongst other things, houses the *Fisht* Olympic Stadium and the *Bolshoi* Ice Dome.



Fisht Olympic Stadium

The theme of the third section is the **design of an Olympic downhill course**, explained by Bernhard Russi, himself twice an Olympic medal-winner for Switzerland and now a ski course designer. The Sochi Games Organising Committee commissioned him to design the downhill courses for both the men's and women's events.

The fourth part of the exhibition is entitled **Look of the Games** and sets out the origins of the graphic design for the Sochi Games, which is inspired by Russia's most famous arts and crafts, taking a fresh look at the various cultures and traditions to be found in Russia. The visual identity of the Games breaks down into the decoration of the city and venues, along with the various souvenirs. The final part of the exhibition is all about the **new sports** on the programme of these Games.

True to its mission to enable as many people as possible to take part in the Olympic experience, The Olympic Museum will broadcast the Opening and Closing Ceremonies – to be held on 7 and 23 February 2014 respectively - live on a big screen. The competitions will also be broadcast live from 10 a.m. to 6 p.m. every day (except Mondays).

Sochi festival

The Olympic Museum is also offering a **cultural programme** in February and March. For instance, there will be a concert of music by Tchaikovsky and Mussorgsky on 23 February and a chance to meet Nicolas Vanier on 27 March, when he will be talking about his Siberian Odyssey. Every weekend during the Games, visitors will be offered an introduction to Russian culture, in partnership with the *Association Léman Russe*. Finally, there is also an opportunity to explore Russian gastronomy at the TOM Café every day.

Practical information



5 to 10 p.m. on **Friday 7 February**, Gallery (level +2) and Auditorium (level 0): broadcasting of the Opening Ceremony on a big screen, plus fireworks.

10 a.m. – 6 p.m. every day (except Mondays), Gallery (level +2) and Auditorium (level 0): broadcasting of the competitions

11.15 a.m. on **Sunday 23 February**, Tchaikovsky / Mussorgsky concert; from 5 to 8 p.m., Gallery (level +2) and Auditorium (level 0): broadcasting of the Closing Ceremony on a big screen.

From 2 to 5.30 p.m. on Saturdays and Sundays **8-9, 15-16, 22-23 February**, Gallery (level +2): introduction to Russian culture (songs, dances, music, shows, games, workshops for children and gastronomy)

Olympic Museum opening times

Open from 10 a.m. to 6 p.m. Tuesday to Sunday
from 1 May: 9 a.m. to 6 p.m. every day

Prices

Tickets: 18 CHF
Free entrance to the *Sochi Live!* exhibition

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