Celebrate Tokyo 2020 online and at The Olympic Museum! From 18.03 until 21.11.2021

Manga by URASAWA Naoki

Full programme online and at the Museum
“Sports manga are a particularly popular form of Japanese manga. They appear in weekly magazines, and the matches described generate even greater passions than “real” sport. In this poster, I have concentrated the whole essence of Japanese sports manga. In the bottom-left box, you can see the text meaning “To be continued!” Because, in real manga, readers have to contain their impatience for a whole week to find out what happens next.”

–URASAWA Naoki, mangaka and the illustrator of the Programme poster

is a Tokyo-based mangaka, who has created a large number of manga, including Monster and 20th Century Boys. His work, now published in at least 20 countries, has won numerous national and international awards. One of his best-known manga, YAWARA!, can be seen in the SPORT X MANGA exhibition at The Olympic Museum in Lausanne.
IN 2020, THE OLYMPIC MUSEUM WAS PREPARING TO LIVE AND BREATHE ALL THINGS JAPANESE. WITH THE POSTPONEMENT OF THE GAMES, THE MUSEUM ADJUSTED THE DATES AND CONTENT OF ITS PROGRAMME, AND WILL NOW BE DELIVERING ON ITS PROMISE TO PUT ON EXCLUSIVE ACTIVITIES THAT EXPLORE THE GAMES OF THE XXXII OLYMPIAD.

STAYING FAITHFUL TO ITS PRIMARY MISSION, THE MUSEUM WISHES TO CELEBRATE SPORT AND ITS VALUES WHILST SHOWCASING THE HOST COUNTRY’S CULTURE. THE MUSEUM OFFERS A BACKDROP THAT FOSTERS A COMPLETE IMMERSION INTO THE VARIOUS ASPECTS OF JAPANESE CULTURE SHOWCASED OVER THE COURSE OF THE PROGRAMME.
The adventure begins in the museum’s gardens, where visitors walk through a series of gateways, loosely inspired by the famous toriis placed in front of Shinto temples.

The indigo blue of the gateways and the drapes featuring traditional chequered designs (ichimatsu moyo) evoke the visual identity of Tokyo 2020.

During the walk up to the entrance, visitors can find in the Pavilion a photo exhibition on the Tokyo 1964 Games.

There is also a series of panels, dotted around the park, featuring 20 Japanese athletes who have made their mark on the sporting history of their country.
Once inside the Museum, the visitors are welcomed by the Olympic and Paralympic mascots, Miraitowa and Someity. The two large cuddly toys are ready for a photoshoot session.

Another unmissable item is the Olympic torch. Created by designer YOSHIOKA Tokujin, it gradually opens out into five sections forming elegant metal petals, culminating in a sakura cherry blossom, from which the flames emerge.

With blossoming sakura and koi carp, Japan comes alive to visitors in the most poetic way. The app also offers an intercultural and digital experience, with its augmented collage feature. The app can be downloaded via QR codes, using the Wi-Fi available at three hotspots in the Olympic Park. It can also be downloaded free of charge from the App Store and Google Play.
Tokyo is hosting the Olympic Summer Games for the second time, and for the second time the Games are synonymous with national regeneration. In 1964, they helped Japan to emerge as a major economic power, despite the damage inflicted during the Second World War. In 2021, they will provide another boost, following the disaster that devasted the Fukushima region in 2011, and will also serve as a symbol of hope and resilience in the context of the global COVID-19 pandemic.

But Tokyo 2020 also marks a new chapter in the history of the Olympic Games, as the host countries can now propose new sports for the Olympic programme. The exhibition therefore shines a spotlight on the five sports making their Olympic debut this year: skateboarding, surfing, sport climbing, baseball/softball and karate.

It also presents the Japanese capital and the various competition venues spread out around two geographical regions of the city. The Heritage Zone groups together several iconic venues from the 1964 Games, but also includes the new National Stadium. The Tokyo Bay Zone features new venues specially designed for the Games, such as the Ariake Gymnastics Centre.

The National Stadium is presented in the form of a scale model and opens its doors thanks to the Augmented Reality App. Thus, visitors can imagine how an athlete feels when entering the stadium.
Manga is the ambassador of Japanese pop culture around the world. Who, these days, doesn’t know about manga? This fantasy world includes series ranging from Gren-dizer and Saint Seiya to Sailor Moon. Whether you are an avid reader or not, manga never fails to impress.

With its SPORT X MANGA exhibition, The Olympic Museum is shining the spotlight on sports manga.

This exhibition reaches out to anyone interested in Japan, its history and its society, whether they are manga-enthusiasts or not. Since the Second World War, manga has maintained a constant dialogue between sports disciplines and Japanese society, one that has become inextricably linked to the reconstruction of the country. It is this relationship, from 1945 to the present day, that the exhibition aims to address, while also paying homage to Captain Tsubasa’s special moves and other extraordinary elements that sport has inspired for the mangakas.

The SPORT X MANGA exhibition has been organised in close collaboration with the Angoulême International Comics Festival. Its former Co-Artistic Director, Stéphane BEAUJEAN, curated the exhibition.
背負った！
Sports manga appeared after the Second World War and played a key role in promoting the practice of sport in Japan – especially in getting the western approach accepted. This phenomenon affected Japanese youngsters in particular (the post-War generation and those that followed), who developed a truly passionate relationship with manga. In manga production, the theme of sport rapidly became highly prevalent. Practically all of the authors have covered the world of sport. This is how some of the comic-book stars were born; and some of the greatest names in sport have seen their own career reflected in the stories.

In return, sports manga has had actual repercussions in real life. A number of successful series are known to have boosted attendance at sports clubs, and even – in the case of football and basketball – been behind the creation of professional leagues. Manga also reflects the way in which people, through sport, come together behind an athlete or team to express their national pride, an essential notion in Japanese identity. For all that, sports manga is not only a creation that stems from the country’s specific culture, the preserve of Japanese readers. It also conveys values and universal messages. Those of sport, such as those promoted by the Olympic Movement and, more broadly, those of a victorious and fraternal form of humanity.

“[...] READING MANGA SEEMS AS IMPERATIVE AS EATING OR GETTING DRESSED.”

–SUZUKI HARUHIKO, MANGA EDITOR
ふ、振りかぶった！？

え？
EXHIBITION SUMMARY

Numerous Japanese authors and publishers are featured in this exhibition, which makes the Sport x Manga project a rare and original experience. The Olympic Museum thanks Kodansha, Shogakukan and Shueisha for their kind assistance.

The exhibition is clustered around the Olympic and Paralympic mascots, placed in the centre. As ambassadors for the Games, they demonstrate the close link between manga and Japanese society.

The Manga for Dummies corner offers newbies an introduction to manga: its origins, history, codes and relationship with Japanese society and the world of art.

The nine 3D manga panels present nine major sports manga and help to trace the evolution of this cultural phenomenon in Japanese society from 1945 to the present day. The stories and characters featured in these manga illustrate the eras in which they were created. This section also shows to what extent the heroes had an influence on real life, and vice versa.

WHAT ARE THE NINE FLAGSHIP MANGA?

• Batto-kun, INOUE Kazuo
• Igaguri-kun, FUKUI Eiichi
• Kyojin no Hoshi, KAJIWARA Ikki / KAWASAKI Noboru
• Attack No.1, URANO Chikako
• Ashita no Joe, TAKAMORI Asao / CHIBA Tetsuya
• Touch, ADACHI Mitsuru
• Captain Tsubasa, Yoichi TAKAHASHI
• YAWARA!, URASAWA Naoki
• SLAM DUNK, INOUE Takehiko
The Japan X Manga film summarises post-War Japan and how sports manga has evolved, through a series of archive images and manga extracts on a giant screen.

The Discovery space for further exploration: for fans or those with an inquisitive mind, there are three interactive terminals, which allow visitors to explore around 100 sports manga titles to learn more about the characters, authors and the relationship that Japanese society has with sport.
Exclusive interviews with three mangakas (CHIBA Tetsuya, Ashita no Joe; Yoichi TAKAHASHI, Captain Tsubasa; and URASAWA Naoki, YAWARA!) and an editor (SUZUKI Haruhiko) give an insight into the process of creating manga from a more personal perspective.

Paralympic sports in manga: for Tokyo 2020, many mangakas have created **manga on Paralympic sports and Paralympians** – themes that are still not widely covered in the media.

A series of devices invite visitors to:

- Replicate Captain Tsubasa’s special moves
- Discover the facial expressions of the characters created by OSAMU Tezuka
- Listen to onomatopoeia sounds
Three photobooths, in the shape of Japanese “capsule hotels”, invite the visitor to take a selfie inspired by kaki moji.
When the Olympic Games were organised in Tokyo in 1964, the elements chosen to present Japanese culture stemmed from the traditional arts. The country was then in the midst of social reform, modernity synonymous with western influence, reconstruction and technological research. Today, Japanese culture has become a byword for a fantasy world full of exceptional heroes. It is therefore natural that the imagery for the Tokyo 2020 Games should draw on a dynamic and colourful aesthetic. With indigo chequerboard patterns for the Olympic Games and pink for the Paralympic Games, these mascots have magical powers: teleportation, the ability to communicate with the natural elements, and telekinesis... These mascots are the perfect embodiment of kawaii imagery, where tradition and modernity come together, redefining Japanese culture. The name Miraitowa combines the Japanese words mirai (future) and towa (eternity) to symbolise faith in a bright future. Someity is an anglicisation of the Japanese term for the famous white cherry blossom, “somei-yoshino”, and echoes the expression “so mighty”.

DID YOU KNOW?
TOKYO 2020 IN MANGA

The hosting of the 2020 Olympic Games in Tokyo was already mentioned in the 1980s in the science fiction manga Akira by OTOMO Katsuhiro – 40 years in advance!
100 PER CENT JAPANESE EVENTS *
In person and/or online, depending on the health restrictions.

100 per cent digital event
LAUNCH EVENING LIVE FROM THE MUSEUM
18 March, 7 to 8 p.m.
With Stéphane BEAUJEAN, the curator of the SPORT X MANGA exhibition.

100 per cent digital event
AN EVENING WITH GEORGES BAUMGARTNER
May (date TBC), 7 to 7.30 p.m.
Open discussion with Georges BAUMGARTNER, who worked as the RTS correspondent in Japan for 30 years. Launch of The Olympic Museum’s new “Experts” podcast series.

*Programme subject to modification
Live-streamed on Facebook from the Auditorium, with an audience if the situation allows.

MEET ARCHITECT KENGO KUMA
May or June (date TBC), 7 to 8 p.m.

A unique chance to meet one of Japan’s greatest contemporary architects and the main designer of the Tokyo National Stadium, the setting for some of the Games competitions. What were the constraints when devising the project? How can such a structure become fully integrated into the city?

In the Museum and the Olympic Park

24 HOURS OF J-POP
13 June, from 10 a.m.

Day- and night-time entertainment centred on manga culture and Japanese pop culture. Featuring retro gaming, manga drawing and kendama workshops. Japanese anime films to be shown in the park in the evening.

EXPERIENCE THE GAMES AT THE MUSEUM
23 July to 8 August 2021

Live broadcast of the Games Opening Ceremony on 23 July (12-8 p.m.) and exclusive concert by Japanese Afrobeat group Ajate.

For three weeks, there is an opportunity to experience the Tokyo 2020 Olympic Games. Every day, the Games will be broadcast live in the Galerie, and cultural workshops and experiences linked to various facets of Japanese culture will be organised.
The redecorated TOM Café is offering dishes inspired by Japanese cuisine, specially prepared for the occasion. Yes, it’s absolutely possible to admire the Alps whilst immersed in a Japanese atmosphere!

TOM Café customers can try their luck at making an original origami creation to obtain a 20% discount on Tokyo 2020 products in the TOM Shop.

May not be combined with other offers or promotions. Valid only until 21 November 2021.

The items on the menu may be subject to change depending on the season and availability.

ITADAKIMASU!
ENJOY YOUR MEAL IN TOM CAFÉ!
TOKYO 2020 MERCHANDISING AND THE BEST PRODUCTS FROM JAPANESE POP CULTURE ON SALE AT THE MUSEUM SHOP.

The TOM Shop is the only worldwide point of sale (outside Japan) for official merchandise of the Olympic Games Tokyo 2020. From traditional yukata to mascot backpacks, there is something for everyone looking to take home a souvenir of Tokyo 2020.

Also on offer: unusual Japanese beauty secrets, manga, totally kawaii soft toys, jade green tableware... and much more!
Ages 11 and upwards
Accompanied by a TOM coach, the pupils will learn about the history and culture of Japan and will be invited to express their creativity by producing an “augmented collage” on tablets using a library of images inspired by Japanese culture.

The Lausanne-Tokyo AR workshop will be an opportunity to explore augmented reality (AR) technology and discuss cultural differences and diversity.
“KAKI MOJI!” WORKSHOP

Age 7 and upwards
A workshop that explores the fascinating world of sports manga. Through the graphic codes of onomatopoeia, students become familiar with Japanese culture. By transforming themselves into athletes’ heroes of a sports scene, they express their emotions and creativity, while becoming aware of the diversity of communication systems. The result is original pictures!

Kaki moji are words integrated into manga drawings. Like onomatopoeia, they can express sounds, but also emotions and physical sensations. This workshop allows to discover the inventiveness of manga in this field which is both graphic and linguistic.

Educational Kit
To introduce the topic or prolong the class experience, there is our Experience and learn about the Olympic Games Tokyo 2020 educational kit (available on the website and free of charge), which contains ready-to-use information and activity suggestions.

From 1 January 2021, all our educational offer are free for groups of children under 16.

Tuesday to Friday, from 23 March to 19 November 2021 45-minute educational workshop.
The workshop can be combined with an unaccompanied self-guided tour visit or a 45-minute guided tour of the temporary exhibition.

→ INFORMATION AND BOOKING

www.olympic.org/museum/visit/school-visits
has been living in Japan since 1982, which makes him an expert on Japanese culture. BAUMGARTNER is a journalist and was a correspondent in Japan for Radio Télévision Suisse (RTS) until 2012 and was the President of the prestigious Foreign Correspondents’ Club of Japan from 2010 to 2013. He is especially well known for the way he signs off his reports: “Georges Baumgartner, Radio suisse romande, Tokyo”.

KUMA KENGO (1954- )

is considered as one of the most significant contemporary Japanese architects. He has worked on many projects abroad, including the ArtLab at the Federal Institute of Technology Lausanne (EPFL, Switzerland). More recently, he has taken part in the creation of the National Stadium for the Olympic Games Tokyo 2020.

STÉPHANE BEAUJEAN (1976- )

the curator of the SPORT X MANGA exhibition, was the Co-Artistic Director of the Angoulême International Comics Festival for four years.
Traditional Japanese folding technique for wrapping gifts or transporting objects

FUROSHIKI

Traditional chequered pattern

ICHIMATSU MOYO

A very short poem, made up of three phrases formed of 5, 7 and 5 syllables

HAIKU

A Japanese bar

IZAKAYA

Words that transcribe sound effects such as WHACK! BOOM! SPLASH! etc

KAKI MOJI

A skill toy, similar to the cup-and-ball game

KENDAMA

Cybercafé with individual booths where you can read manga on a self-serve basis

MANGA KISSA

Manga artist

MANGAKA

Cherry blossom

SAKURA

Manga for boys

SHÔNEN

Genre of sports manga involving a hero with a strong determination never to give up

SUPOKON

A traditional gateway that marks the entry to Shinto shrines

TORII

Plastic food models on display in Japanese restaurant windows

SAMPURU

Traditional Japanese festivals

MATSURI

KAWAII

HAIKU

KENDAMA

MANGA KISSA

MANGAKA

SAKURA

SHÔNEN

SUPOKON
The Olympic Museum
Quai d'Ouchy 1
1006 Lausanne
Switzerland
olympic.org/museum

OPENING TIMES
9 a.m. to 6 p.m.
All year round (Tuesday to Sunday) closed on Mondays (except Easter Monday or for special events), 24 & 25 December and 31 Dec & 1st January

Due to the health situation, the programme presented in this press kit may be subject to change. The final programme will be available on the Olympic Museum website: www.olympic.org/museum

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