Olympic Language: Exploring the look of the Games

Summary

- Surface Area: 400-1'000m² (4'300-10'765ft²)
- Type of exhibition: Exhibition concept to recreate on the spot
- Available: From May 2019
- Main Audience: General public
- Scenography: 40 per cent immersive – 30 per cent informative – 30 per cent contemplative

Description

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.
Visit Route

The five rings to the symbol of the Games
Explore the Look of the Games through seven noteworthy editions (Tokyo 1964, Mexico 1968, Munich 1972, Los Angeles 1984, Lillehammer 1994, Athènes 2004, Londres 2012), three of which succeeded in producing a global design: Mexico City 1968, a modern take on ancient tradition; Munich 1972 and its grid system; and Lillehammer 1994 with its Nordic design. The journey continues with a digital timeline that depicts how the visual identity of the Olympic Games has been constructed from their beginnings to the present day. Through these stand-out editions, the exhibition shows how the visual identity of the Olympic Games is constructed, as well as the key elements that make up this vocabulary (emblems, posters, pictograms, mascots, signage, licensed products, etc.).

Optional additional section: The creativity of the mascots
An additional section presents the history of the mascots through the creative process and their creators.

The Ambition

Immerse visitors in the visual universe of the Olympic Games. Give visitors an insight into the creative process and allow them to go back in time.

Objectives

• Understand the context in which the visual identity of an edition of the Games is created and its connections with the international cultural scene.
• Look at the creation of the five rings, which have become one of the most recognised symbols in the world.
• Present the creators and describe their creative processes.
• Tie in with the 50th anniversary of the Games in Mexico City in 2018.

Audience

For the general public. Those interested in design, graphic design, art and fashion and also the history of the Games/sport.

Scenography

40 per cent immersive – 30 per cent informative – 30 per cent contemplative. A scenography focused on showcasing objects. Highly colourful, in tune with the various Look-of-the-Games choices of previous editions.

Touring

Provision of objects and specific display equipment; content (in French and English); audiovisual material; implementation plans drawn up for Lausanne which can be reconfigured/adapted in line with the host site’s preferences. Support can be provided for this process. The host institution should prepare a budget to adapt the exhibition on-site and to purchase/hire audiovisual equipment.
The Pluses

- Visitor immersion in the visual universe of past editions of the Games.
- Educational material, press release and kit available.
- Merchandising related to the exhibition theme.

First Impression

Example of visit route
Atmosphere of the exhibition of The Olympic Museum
Du jamais vu!

Un emblème en rupture

A Disruptive Emblem

Once in a Lifetime!

London 2012 was not just a gleaming modern city, but also a powerful reminder of the city's rich history. From the ancient Temple of Diana to the modern Olympic Park, London has a unique story to tell. The city's history is a blend of old and new, with its past and present coexisting in harmony. This exhibition celebrates the city's rich heritage and its role in shaping the modern world.
The Olympic Museum is part of the Olympic Foundation for Culture and Heritage, which brings together The Olympic Studies Centre, Heritage Management and IOC International Programmes.

The Olympic Foundation for Culture and Heritage is the IOC’s driving force behind the international promotion and dissemination of Olympism in the fields of culture, heritage and education. Through the Culture & Education Hub, it offers unique know-how and access to over 100 years of Olympic patrimony, through loans of items from the collections, images, videos, historical and sound archives, Olympic Films, turnkey exhibitions, educational material and digital kits. Olympism has never been so universal or accessible!