

TEMPORARY EXHIBITION

11 MAY 2023 TO 3 MARCH 2024

FREE ENTRY



**ON THE ROAD TO THE
PARIS 2024 MARATHON**

MEDIA KIT

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1. **INTRO**

TEMPORARY EXHIBITION

11 MAY 2023 TO 3 MARCH 2024

***FREE TO RUN: ON THE ROAD TO THE PARIS 2024
MARATHON***

It's now perfectly normal to see people running in the city, by the lake or along forest footpaths to get some exercise. And there's nothing remotely unusual about seeing thousands of people take part in marathons in some of the biggest cities in the world. But this hasn't always been the case!

The Olympic Museum presents "Free to Run", a multimedia experience that explores the fascinating world of marathon and long-distance running. From the marathon's first appearance at the Athens 1896 Olympics to the Paris 2024 Mass Participation Marathon, the exhibition tells the story of how personal and social freedoms were achieved through running.

2. EXHIBITION

2.1 PIERRE MORATH

Pierre MORATH - a Swiss athlete, sports historian and documentary filmmaker - is the curator of the "Free to Run" exhibition. In 2016, he directed the film *Free to Run*, which looks back at how running went from being an unconventional hobby to a worldwide phenomenon.

MORATH has created a series of original short films and audio experiences specially for the exhibition.



2.2 THE CLUSTERS

“Free to Run: On the Road to the Paris 2024 Marathon” offers fresh insight into the history of the marathon and the social revolution it represented.

The exhibition features an immersive audiovisual experience in three languages (English/French/German), including an exclusive film. Visitors will learn about:

- the first marathon runners to become part of the wider athletics family;
- the women who fought for the right to compete in the 42.195km marathon;
- the individual stories of iconic marathon runners;
- how Paris 2024, with the Mass Participation Marathon, is giving amateur runners the chance to run the same route as Olympians.

Ultimately, “Free to Run” invites visitors to step out of their comfort zone and remind themselves that, to quote marathon legend Eliud Kipchoge (KEN), “*Nothing is impossible.*”

The exhibition displays contribute to the immersive experience, with large-screen projections of beautifully captured images taking visitors on a journey from the first-ever Olympic marathon all the way to the Paris 2024 Mass Participation Marathon. A blue line - the iconic marking used by runners to navigate marathon circuits - will guide visitors round the exhibition space.

BORN TO RUN?

Are human beings really cut out to run long distances? Is it in their genetic make-up? These questions may not have definitive answers, but what is clear is that humans are unique in the animal kingdom - no other living creature can match them when it comes to long-distance running. This is because humans have an in-built cooling mechanism (sweat) that no other animal has.

THE MARATHON: BLOOD, SWEAT AND TEARS

Track and field athletes who competed in stadiums in the late 18th century came from well-to-do families and were seen to embody a certain "noble" quality. Long-distance runners, meanwhile, were frequently men from working-class backgrounds. As a result, in a nod to the term given to workers, they came to be known as "blue-collar" athletes.

Athens 1896 : The marathon was one of the highlights of the first Olympic Games of the modern era. Invented by Frenchman Michel Bréal, the race reflected the desire to establish a link between the Games and their ancient, glorious past. The route was the same one said to have been taken by Pheidippides, the soldier who, according to legend, was sent from Marathon to Athens to announce the Greek victory over the Persians in 490 BC. Greek shepherd Spyridon Louis won the first Olympic marathon, becoming a national hero.

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© 1948 - International Olympic Committee (IOC) - All rights reserved

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London 1908: Dorando Pietri (ITA)'s dramatic finish sparked an almost voyeuristic fascination for the discipline and the extreme effort and suffering on show.



London 1948: Emil Zatopek (CZE) became the first athlete to win the 5,000m, 10,000m and marathon at the same Games edition. He remains the only athlete to have achieved this feat, men and women combined.

"I was not talented enough to run and smile at the same time. When they count style in running, as in figure skating, I will apply."

Emil ZATOPEK



Rome 1960: Abebe Bikila (ETH), a humble soldier in the Imperial Guard of Ethiopian Emperor Haile Selassie, won the marathon barefoot, finishing at the Arch of Constantine. In doing so, he became the first black African Olympic champion.

THE TRAILBLAZERS

Thanks to a training technique based on running long distances at a slow pace, called the LYDIARD method, long-distance running became more accessible to the wider population. Jogging – running at a leisurely pace, as a form of exercise or a simple leisure activity – was born. The method was taken to the USA by Bill BOWERMAN, and jogging fever swept the planet.

For women, however, there was a long, difficult road ahead before they finally won the right to compete in marathons.

“They told us our uteruses would fall out.”

Nina KUSCSIK (USA), pioneer of women’s running

In 1966, Bobbi GIBB (USA) secretly joined and competed in the Boston Marathon, after she was refused entry. At the time, women were not authorised to run more than 1,500m in competition.

THE REVOLUTION

One of the highlights of the exhibition – the fascinating story of the running revolution, told via an immersive film projected onto three large screens.

RUNNING BOOM

Running soon became a lifestyle – men and women alike were running in nature or in the street, and not just in official races, with a real freedom of spirit. *Spiridon* magazine, launched in Switzerland by Noël TAMINI, began advocating women’s rights and pushing for races that were open to everyone. It promoted a libertarian ideal, as embodied in its photos and articles.

At the Los Angeles 1984 Games, the women’s marathon finally became an Olympic event. It was won by Joan BENOIT (USA) in 2:24.52.



RECORDS

The progression of Olympic and world records has shown that women's times are getting closer and closer to those posted by men. The next challenge for runners is to break the two-hour barrier in an official race. This could well be achieved, thanks in particular to technological improvements to competition shoes, such as carbon plates and shock-absorbing foam.



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Beijing 2008. Paula RADCLIFFE (#1825) held the women's marathon world record for 16 years, between 2003 and 2019, with a time of 2:15.25.

RUNNING FOR ALL!

For a number of years now, amateur runners have been pushing boundaries - in terms of distance, duration and terrain - with long-distance trails of more than 100km. The marathon's once daunting distance of 42km no longer seems to intimidate people (for the most part), with increasing numbers of running enthusiasts taking on the many different circuits that exist throughout the world.

Paris, 10 August 2024: For the first time, amateur runners will get to run the same route as Olympic athletes, in the Mass Participation Marathon. A marathon and a 10km race will be held during the Games, giving tens of thousands of running enthusiasts the chance to follow in the footsteps of champions.



RUN LIKE A CHAMPION?

On 25 September 2022 in Berlin, Eliud KIPCHOGE set a new world record, with a time of 2:01.09 - running at 21km/h. To get a sense of how fast this is, visitors can go to the same marathon circuit and try to run at Kipchoge's pace for 30 seconds.

They are then told what their time would have been if they had run the full 42.195km.

WHAT MAKES PEOPLE WANT TO RUN?

At the end of the exhibition, after listening to testimonies from people explaining why they go running, visitors are invited to think about what their own reasons for taking up or going running might be, and contribute to our colourful mural.

2.3 THE MARATHON HISTORY-MAKERS

ALAIN MIMOUN (FRA)

Alain MIMOUN's career is inextricably linked to that of his great rival and friend Emil ZATOPEK (CZE). Having finished behind the Czech at the 1948 and 1952 Games, MIMOUN finally managed to win gold in the 1956 Olympic marathon in Melbourne. Looking back on his Olympic races, he said: "I look at my career as a castle. My London silver medal [1948] is the foundation; my two Helsinki silver medals [1952] are the walls; my gold medal in Melbourne [1956], the roof."

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FRANK SHORTER (USA)

When the USA's Frank SHORTER crossed the finish line in first place in the Munich 1972 marathon, perfectly relaxed and with no outward sign of fatigue, he successfully did away with the stereotypical image of the marathon runner as a "martyr". The daunting distance of 42.195km finally seemed more accessible, and the marathon boom began. SHORTER went on to win the silver medal at the Montreal Games in 1976.



ROSA MOTA (POR)

Rosa MOTA ran 21 marathons between 1982 and 1992, winning 14 of them. She is the only woman to have simultaneously held European, world and Olympic titles, after winning the Olympic marathon in 1988.

MOTA also won a number of other major international marathons: Chicago, Rotterdam, Tokyo, Boston, Osaka and London.



BRIGID KOSGEI (KEN)

On 13 October 2019 in Chicago, Brigid KOSGEI broke the women's marathon record with a time of 2:14.04, shaving more than a minute off the previous record, set by Great Britain's Paula RADCLIFFE. A silver medallist at Tokyo 2020, Kosgei has also won the Chicago, London and Tokyo marathons.



2.4 SPORTING EQUIPMENT AND ARTEFACTS



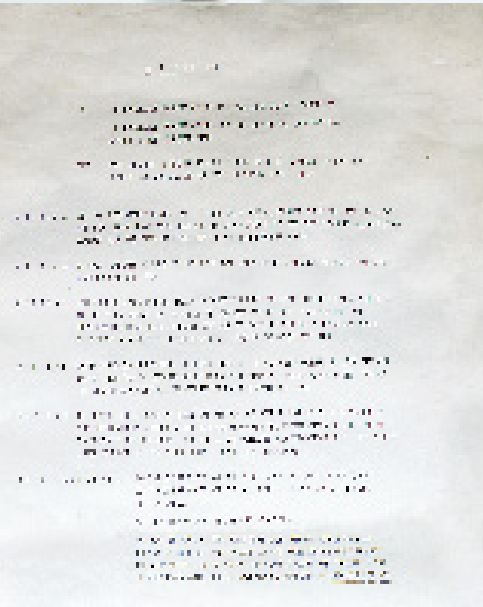
Shoe worn by Emil ZATOPEK (CZE) at Melbourne 1956.



Shoe signed by Eliud KIPCHOGE (KEN). Rio 2016.



Bermuda shorts and tank-topped bathing suit worn by Bobbi GIBB, who secretly joined and competed in the 1966 Boston Marathon. Loan by the Boston Athletic Association - Gloria G. Ratti Collection, Boston



On 26 March 1980, the IOC received a petition signed by 389 women calling for women's participation in long-distance races at future Olympic Games, in particular Los Angeles 1984.

2.5 PARIS 2024 - MASS PARTICIPATION MARATHON

Providing the public with an incredible Games experience has always been Paris 2024's ambition.

The Mass Participation Marathon will help make this promise a reality, giving as many people as possible the chance to get closer than ever to the heart of the Games by following in the footsteps of the Olympic athletes, on the same route as the Olympic marathon event.

In Paris, for the first time, races open to the general public - a marathon and a 10km event - will be held during the Olympic Games. The marathon will also be an extraordinary experience for the athletes themselves, with a unique, looped circuit between Paris and Versailles that celebrates the heritage and history of the Paris region and France as a whole.



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HOW CAN YOU WIN A PLACE?

A number of races have been or will be organised for you to try to win a place in one of the races. Join Club Paris 2024 and/or download the Mass Participation Marathon app for the chance to win race entry.

DID YOU KNOW?

On 31 October 2021, thousands of people tested their running skills against arguably the greatest marathon athlete of all time, Eliud KIPCHOGE (KEN). Participants were given a head start over KIPCHOGE in the 5km mass pursuit race, with one aim: not to get caught by the champion! Everyone who managed to cross the finish line ahead of KIPCHOGE earned a place in the Mass Participation Marathon at the Paris 2024 Games.

More info here: <https://www.paris2024.org/fr/le-marathon-pour-tous/>

2.6 LAUSANNE MARATHON - 30TH ANNIVERSARY

The Lausanne Marathon is a must for running enthusiasts. Thousands of runners now take up the challenge every year, setting off along Route du Lac to fulfil a dream.

In 1982, on the initiative of then-IOC President Juan Antonio Samaranch, the *20km de Lausanne* race made its debut as one of the city's mass sports events.

In 1993, the first Lausanne Marathon was held, again under IOC patronage.

23 June 1993 - The Olympic Museum opened in Ouchy.

26 June 1993 - The first Lausanne Marathon, with IOC President Juan Antonio Samaranch in attendance. Some 700 runners set out from the Stade Pierre-de-Coubertin on a route that took them to La Tour-de-Peilz and ended in front of the Olympic Museum fountain. Since then, more than 265,000 people have taken part in the Lausanne Marathon!

To celebrate this shared history, The Olympic Museum has put together a photo retrospective looking back at the Lausanne Marathon over the years.

Visit the exhibition until 12 November in the Art Lounge (level -1).



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**PROUD TO HAVE TAKEN PART IN
ONE OR MORE EDITIONS OF THE
LAUSANNE MARATHON?**

If you've taken part in the Lausanne Marathon before, you're invited to add a photo showcasing your accomplishment to the photo wall at The Olympic Museum!

3. EVENTS

PUBLIC EXHIBITION OPENING - 10 MAY 2023, FROM 6 TO 10 P.M.

- Exhibition opening
- Meet-and-greet session with marathon legends Bobby GIBB and Kathrine SWITZER, and exhibition curator and running expert Pierre MORATH. Talk in English, moderated by Thérèse Courvoisier.
 - Concert by ROXANE (SUI), folk, pop.

MARATHON PREPARATION PROGRAMME WITH ENMOUVEMENT (MAY - OCTOBER 2023)

Beginner runners will get the chance to take part in an eight-week training programme in the Olympic Museum Park. The sessions will focus primarily on functional training, which is often neglected by people taking up running for the first time.

The goal for participants is to compete in the 2023 Lausanne Marathon, in the distance of their choice. The programme, being carried out in partnership with EnMouvement, will include physical training sessions and coaching videos led by coaches and their assistants.

The programme will be split into two eight-week blocks (max. 25 people), with the sessions taking place on Tuesdays at 6 p.m. in the Olympic Museum Park. These sessions will introduce participants to the various aspects of the Park and show them how they can make use of the Museum's surroundings to train.

Group 1: from Tuesday 16 May to Tuesday 4 July
Group 2: from Tuesday 22 August to Tuesday 20 October
Sign up from 24 April: www.olympics.com/musee

30TH ANNIVERSARY OF THE OLYMPIC MUSEUM - 24 JUNE 2023

To celebrate its 30th anniversary, The Olympic Museum is organising a series of activities throughout the year. There will be a special day of festivities on 24 June to mark its three decades of existence. Programme to be released in April.



MUSEUMS NIGHT - 23 SEPTEMBER 2023

- Mini tours of temporary and permanent exhibitions
 - Workshops for the whole family
 - Running regime stand
- Programme to be released in September.

MEET-AND-GREET EVENTS

The exhibition programme includes meet-and-greet events with a number of athletes and running professionals.

Events:

- **10 May at the exhibition opening: Meeting with legends**

Pierre MORATH and marathon legends Bobbi GIBB and Kathrine SWITZER will chat about their professional journeys and their experiences in the world of running.

- **23 November: The world of racing**

A discussion, moderated by Rémi DUCHEMIN, about different types of races and the specific features of each, with:

- Maude MATHYS: a high-level athlete who competes in several disciplines, including Alpine skiing and trail running. Mathys has now taken up marathon running with the goal of competing at Paris 2024.
- Grégoire MILLET: an exercise physiologist, specialist in how the human body adapts to its environment, and professional athlete. He worked as a coach for the French triathlon team, and subsequently coached the Great Britain team for the Sydney Olympic Games.
- David POLETTI: co-organiser of the *Ultra-Trail du Mont-Blanc*, director of LiveTrail, amateur runner and participant in the Paris 2024 Mass Participation Marathon.
- Franco FOGLIATO: President and CEO of Salomon since 2021. Salomon is a global manufacturing brand that produces equipment for a range of different sports and disciplines, including running and trail running.

- **February 2024: Le marathon sans fin - the Afterlife**

With Pierre MORATH and some of the participants from the RTS programme *Le Marathon sans fin*.

A look back at the experience of taking part in this programme, in which MORATH trained running novices to prepare them for a marathon. The round table discussion will cover both perspectives - that of beginner runner and coach.

4. ONLINE PROGRAMMES

The Google Arts & Culture experience

This new digital experience includes the following:

- **Online exhibition:** This exhibition on the rich history of Olympic marathons features videos, photos and exclusive Olympic heritage archive material, plus interactive activities for virtual visitors.
- **360° virtual tour:** Those of you who are unable to visit Lausanne in person can still experience the "Free to Run" exhibition as if you were actually there!
- **Audio experience:** Access to the immersive audio experience developed specially for the "Free to Run" exhibition.

More information here: <https://artsandculture.google.com/partner/the-olympic-museum>

Podcast - À la croisée des Jeux

The fourth season of the podcast "À la croisée des Jeux" (At the Crossroads of the Games) is available on Spotify, Apple Podcasts, Google Podcasts, YouTube and the Museum website.

Listen to athletes, experts and journalists discuss running and the marathon from a historical, Olympic, sporting, scientific and grassroots perspective in English and French.

Listen here: <https://olympics.com/musee/decouvrir/programmation/podcast-the-olympic-museum>

Exhibition video tour with Pierre MORATH

Guided tour of the "Free to Run" exhibition via short videos with the curator, Pierre Morath, providing an overview of the six main clusters.

Available from 11 May: <https://www.youtube.com/channel/UC667uznIP7FQTshhhefPfnA>

5. EDUCATIONAL PROGRAMME

Exploring the world of marathon running can lead to a wider conversation about sports practised in the city in general. The “Urban Playground” workshop invites school groups to think about the perception and use of public spaces through sport, with the aim of perceiving and inhabiting the city differently. A tour of the Museum can also be booked.

The workshop is open until 1 March 2024 - booking required.

Find out more here: <https://olympics.com/musee/visiter/offres-scolaires/urban-playground>

Info and reservations:

Tel. : +41 21 621 67 20

E-mail : edu.museum@olympic.org

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6. GENERAL / PRACTICAL INFORMATION

VISIT THE SHOP AND RESTAURANT!

A selection of original running-related items will be available at the TOM Shop.

And if you fancy a bite to eat, check out our range of healthy food options at the TOM Café!

TEMPORARY EXHIBITION:

FREE TO RUN: ON THE ROAD TO THE PARIS 2024 MARATHON

The Olympic Museum, Lausanne

From 11 May 2023 to 3 March 2024

Free entry

PRESS

For press enquiries, contact the Olympic Museum Press Office at:
press.museum@olympic.org.

IMAGES

A selection of photos for editorial use is available here.

To request archive photos and footage, please contact our Images team
at: images@olympic.org.

THE OLYMPIC MUSEUM

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Open Tuesday to Sunday, 9 a.m. - 6 p.m.
(closed on Mondays, except on public holidays and for special events)
Website: olympics.com/musee



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THE OLYMPIC FOUNDATION FOR CULTURE AND HERITAGE

The Olympic Foundation for Culture and Heritage (OFCH) drives the International Olympic Committee (IOC)'s culture, heritage and values-based educational activities.

Dedicated to the international promotion and dissemination of Olympism, the OFCH fosters the creation and spread of Olympic knowledge. The OFCH includes The Olympic Museum; the IOC Heritage Unit; the Olympic Studies Centre; and the International Cultural Affairs Unit.