

## THE ARTS, KEYNOTE OF "THE OLYMPIC DAY" IN POLAND

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This year the "Olympic Day" was celebrated on 5th March in Poland with a great gala at the Palace of Culture and Sciences in Warsaw. Dr. Włodimierz RECZEK, President of the Polish Olympic Committee and member of the IOC, delivered an opening speech to about 2,000 people. Surrounded by Olympic flag-bearers, a young athlete pronounced an Olympic appeal. The public enthusiastically applauded the artistic programme which comprised interviews with Olympic champions and athletes, gymnastic and fencing displays and singing by the capital's most outstanding artists.

The next day four important exhibitions were opened.

The exhibition entitled "The Sports Poster in the World", under the patronage of the IOC, showed 257 posters from 35 countries and was made up of three aspects: the Olympic Games (68 posters), sports celebrations and art in sport.

Dr. RECZEK, present at the opening of this exhibition, stated that: "sport remains a delicate subject of artistic creation in spite of its attraction. Every sporting event has a unique and short-lived nature. Artists who have a leaning for these subjects are so much the more talented."

But if sport needs art, the organisation and publicity of its meetings should also be gauged.



Which art form will best record the history of contemporary sport? Poetry and sculpture were dominant at the time of the Ancient Games. The future will show which forms best reflect the great sporting events and we cannot rule out any sport a priori.

The poster will probably be called upon to fill this role. Although it was originally intended for a practical purpose - to encourage people to attend sports meetings - the poster will soon be expressing artistic impressions and will therefore be a vehicle for intellectual ambitions.

It has, in fact, succeeded in presenting the event it advertises by way of synthesis. Thus the contemporary sports poster is born. It announces, becomes the visiting card for events and sports meetings; it synthesises thought; it becomes logical, "functional and esthetic".

Professor J. HRYNIEWIECKI - sometime rower, architect and creator of the Stadium of Warsaw 10th Anniversary - wrote the preface of the exhibition catalogue and states: "the poster is ahead of sports events. It shows what they should be, the atmosphere they should evoke. It mentions future meetings, which, contrary to other spectacles, have no ready-made scripts. Their scripts will be made by competitions, new results, Victories and defeats. That is why the sports poster advertises the unknown."

The Museum for Sports and Tourism opened two other exhibitions on 6th March. "Sport in Medals" exhibited 714 medals divided into two periods - modern medals and medals dating back before 1914. Bulgaria

provided 15 modern medals, Hungary 43 old and 47 modern, Poland 230 old and 212 modern, Switzerland 50 old and Czechoslovakia 117 old medals.

The exhibition "The Swiss National Games", entered by the Bale Sports Museum, showed national sports practised in Switzerland at public festivals.

Finally, an exhibition entitled "Sports Impressions" was opened the same day by the Polish Photographers' Association.

However, "The Olympic Day" celebrations were not restricted to Warsaw. Galas were held in the 19 provincial capitals and in 900 boroughs and the "Olympic Appeal" was pronounced in 11,500 schools.

The Polish Olympic Committee also organised a literary competition on "Olympic Souvenirs".

This year saw an innovation, namely, the "Olympic Festival", which consists of demonstrations of "sport for everyone". Organised by youth groups, trade unions and factory clubs in towns, in the country and in holiday resorts, it aims to interest people of all ages in sport in a spirit of sportive honesty and an Olympic atmosphere. The best organisers of this "Olympic Festival" - which started in May and continues until 25th August - will receive diplomas signed by the Polish Olympic Games medallists. In this way those who help to promote the Olympic ideals are encouraged to become active sportsmen.

