

# NEXT STOP LILLEHAMMER



*A little town nestling at the bottom of a valley.*

Lillehammer's aim is to turn the XVII Olympic Winter Games in February 1994 into a sporting and popular festival with few earlier parallels world-wide. Preparations for welcoming the world are in full swing, reports Arild Vollan from Lillehammer.

*By Arild Vollan \**

**G**etting ready to host the Winter Olympics is a complex business, admits Henrik Andenaes, President of the Lillehammer Olympics '94 organization. "This job involves extensive and complicated co-

ordination of people and machinery," he says. "We're now working hard to make sure that the arenas and other technical facilities are the best possible. Together with our partners in Norwegian industry,

the aim of my organization - and everyone in Lillehammer - is to create a memorable and exciting Winter Games in February 1994. We want to welcome the world in style !"

The Olympic flag was passed to Lillehammer and Norway by Albertville when the French city completed its task of hosting the XVI Olympic Winter Games this February. It will next be hoisted on 12 Feb-

## OUR COMMON FUTURE

"Winter sports are part of our national identity. Rock carvings that date back to Stone Age times show that skis already were used here thousands of years ago. The 1994 Lillehammer Games will build on these long traditions, while simultaneously seeking to make everybody aware of the responsibility we all have for our common future," says Gro Harlem Brundtland, the Prime Minister of Norway. Much has changed since the Games in 1952, when Oslo took on the job, not least in the scale of this sporting mega-event. Today, it demands new arenas, technical equipment and aids in every area, with communications a key element. High standards are set for transport, services and advanced electronics transmission.

Mr Andenaes emphasises that Lillehammer and Norway are well endowed by nature to repeat and enlarge the national success achieved with the 1952 Games. An Olympic Games is no longer just a sporting event, but has increasingly gained the character of a world exposition - giving Norway a fresh chance to show what a small nation can accomplish. And Lillehammer, with its surrounding communities, will be left with some of the world's best winter sports facilities when the dust has settled after 1994.

## AN OUTSTANDING EXAMPLE

The city's aim is to create a sporting and popular festival unlike anything even seen before. "Cultural activities are assured a prominent place in the programme, and we want to show the world that it is possible to stage an Olympic Games in harmony with the natural environment," says Mr Andenaes.

The Prime Minister Gro Harlem Brundtland has under-lined that Norway has a clear ambition to make the Lillehammer Games an outstanding example of how environmental concerns can be integrated in the implementation of a major project. By taking environment challenges seriously, the Olympic ideal can remain a constructive force into a new millennium.



*The Olympic flag is now in the hands of the Norwegians.*

ruary 1994 in the Norwegian host city, to wave above its rooftops for 16 hectic days.

The short gap of only two years reflects an International Olympic Committee decision to stagger the Summer and Winter Games in future, rather than holding them in the same year.

The last time Norway hosted the Winter Olympics, in Oslo in 1952, a leading US newspaper commented that "no other nation would have made such exertions in peacetime". This comment is indicative of the strong position held by winter sports among Norwegians.

"Lillehammer in 1994 will hopefully serve as a standard and a guide for subsequent Olympic events where our responsibility for looking after the environment is taken seriously," says Mr. Andenaes.

A Winter Olympics differs in several ways from the Summer Games. While the latter are rooted in antiquity's ideals of humanity, with their emphasis on the relationship between body and spirit, winter sports relate more to modern ideals about wholesomeness and health. An emphasis on close ties with the natural landscape gives the winter disciplines a stronger connection with traditional popular sport.

### POPULAR SPORT AND NATURE

"This link between popular sport and experience of Nature in the wild occupies a central place in our vision of the sort of



winter games we are preparing in Lillehammer, Mr Andenaes emphasizes.

The Olympic arenas now under construction are carefully designed to harmonize with the landscape. Attractive yet functional stadiums and outdoor arenas will also serve as a showcase of the creative skills present in contemporary Norwegian design, architecture and culture. "For a small country like Norway, staging the Olympics represents a national challenge. Those of us directly involved in organizing the 1994 Games know that we cannot do it alone." He adds that the occasion provides Norwegian industry with a unique opportunity for showing the world the kind of qualities and capabilities that are concentrated in domestic firms.



### HELP IN PLANNING

Norwegian and international companies are collaborating with his organization in various ways to help in planning and implementing the Games. Nine of the most central of these supporters are grouped in the national sponsor programme, known as the Team Birkebeiner in memory of an heroic deed performed in the Lillehammer area centuries ago. Apart from the Post and Norwegian Telecom, the members of this team include the state oil company Statoil, the TBK telecommunications firm, car-maker Volvo, Procordia (food services), Union bank of Norway International, IBM and ABB Norway.

In addition, a number of world's biggest and most successful firms will participate in the TOP III sponsorship programme organized by the International Olympic Committee, and covering both Lillehammer and the 1996 Summer Games in Atlanta, USA. (This programme will start in the beginning of 1993.)

But the 1994 event draws support not just from top companies, but also the ordinary man, woman and child in the Olympic region in and around Lillehammer.

***Mrs Gro Harlem Brundtland with the Norwegian Minister of Culture, Mrs Ase Kleveland, at the cross country skiing competitions in Les Saisies.***



*Streets in harmony with local traditions.*

## INTO THE FUTURE

"We intend to be a showcase for the Norwegian community," says Mayor Audun Tron. "Our aim is to unite past traditions and present practices, and carry them over into the future." Nor is his city sitting idly by while the sporting arenas, Olympic Village, media centres and other facilities go up. Lillehammer has taken a number of steps to provide many anticipated visitors during the Games with an attractive environment. Fine old buildings are being ren-



ovated, and additions made to the city's cultural facilities. Lillehammer Olympics need to recruit and mobilize an army of 8,000 volunteers by February '94. In addition to the civilian volunteers, 2,500 military troops will assist in the staging of the Olympic Winter Games. And add 500 Olympic employees and 2,000 police officers to that, and you have what it takes to cope with 2,000 athletes, 7,000 media representatives plus officials - and up to 100,000 spectators at the most popular events.

## UNTAMED NATURE

Mr Andenaes notes that the 1994 Games provide a unique opportunity to present Norway as a distinctive destination for tourists, with wide opportunities for coming into contact with untamed Nature. The number of tourists visiting Lillehammer has already risen markedly since the city was selected to host the XVII Olympic Winter Games in 1994. Apart from many fine arenas being constructed in the area, which

have a wide potential for later use, Lillehammer will substantially increase its hotel capacity. The city is investing some NK 300 million in upgrading water supply, sanitation and highway systems to cope with the influx of visitors before, during and after the Games. In addition comes NK 200 million spent on new cultural buildings.

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*Cultural activities take a leap forward with the Games : construction of the Fine Arts Museum in Lillehammer.*

