



# The heritage of Chilean sport

**I**n December 1995, the remodelling of a three-story building which will house the National Sports and Olympic Movement Information Centre was initiated. This project is being financed by the National Olympic Committee of Chile, the General Directorate of Sports and Recreation, the Coca-Cola Export company and domestic private sector companies.

The Museum will build its permanent collections from the holdings of the former Sports Museum and the current collections of the National Olympic Committee. It will also benefit from an agreement signed by the International Olympic Committee and IBM, and sponsored by Coca-Cola and Kodak, to provide technology enabling the transfer of information from the IOC and the Olympic Museum in Lausanne to the National Olympic Committees, thereby expanding the sport world's potential to disseminate its cultural and educational activities through permanent exhibitions on the traditions and philosophy of Olympic sport.

The Museum will also be closely linked with a Centre for Olympic Studies, which will house both the current library and a video-library, and contain photography collections and documentary films with valuable information about the Olympic Committee of Chile and national and international sports.

Collections will offer a multidisciplinary approach to national sport and the events that have shaped the Olympic Movement. Periodically, visitors will enjoy itinerant exhibitions about sport, Olympism, health, art, culture and sport-related memorabilia. In the library they will find an Internet station and information about the history of the International Olympic Committee, the National and International sport Federations, the Olympic Games, etc. Finally, there will be a projection room for viewing films and audio-

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visual programmes and a shop with publications, posters, pins and all kind of souvenirs for sale.

## The Sports Museum

Building this Sports Museum is a challenging project and it is bound to have a profound impact on the sports community in Chile. It will consolidate our sports assets and memorabilia, and through its library it will become the centrepiece of a nation-wide system of Olympic information and documentation, made available on all kinds of media: print, video and audio recorded or digitally stored.

"Interactive" will be the centre's watchword. Visitors will be able to retrieve information via dynamic multimedia computer-based terminals, optimized to provide fast, efficient and user-friendly service to a broad spectrum of users, from children to athletes and academics.

The challenge of information organiza-

tion and management has special relevance in today's highly competitive environment. Modern technology provides ways to handle high volumes of information, but technology by itself does not guarantee efficiency. Therefore, the proper organizational and managerial systems must be carefully designed in order to ensure that systems are efficient, dynamic and flexible and that, as they exchange information with other institutions, they will allow users to proceed with ease in an ever-changing but seamless maze of information.

This Museum is an unprecedented enterprise, and therefore requires careful planning, a close study of current needs and a well thought out forecast of potential users' future needs. Fortunately, the experience of the Olympic Museum in Lausanne emerges as a paradigm in the field. A detailed study of the Olympic Museum can therefore provide the basis for developing the best methodological instruments to successfully complete our work.

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