

MUSEUM 2000 A RENEWAL PROGRAMME

Museum 2000 is a stunning programme to renew the facilities, because the Olympic Museum is much more than a museum. It is the symbol of Olympism, a permanent venue for meetings, exchanges and pilgrimages for the Olympic family and the general public.

The *Museum 2000* programme was set up to improve and continuously renew what the Museum offers, diversifying the services and making them available to all members of the public. Many varied exhibitions will be on offer: some focused on interactivity, others on history, and still others on sport and social issues. The aim is to diffuse, on an ever-increasing scale, the Olympic Movement ideals.

Through *Museum 2000*, the Museum is pooling its experience and skills to deal with current issues that are essential to Olympism, such as the fight against doping, the promotion of women in sport and the promotion of fair play.

Overview of the new exhibition areas – Ground floor

Permanent exhibition *The Olympic Adventure* (842 m²):

All the information on Olympism and the development framework of the Olympic Movement. This area is devoted mainly to the history and structure of the Olympic Movement, from its origins to the present day.

Introduction and show (81 m² et 154 m²):

An audiovisual show entitled *The origins of the Olympic Movement* paves the way for the Museum visit. It gives a vivid and intense illustration of the importance and universality of the Olympic Movement. It evokes the prin-

ciple ideas of the modern Olympic Movement, as conceived by Baron Pierre de Coubertin, and links it to its Ancient Greek origins, Torches and symbols (108 m²):

The first opportunity for visitors to come into close contact with objects symbolic of the Olympic Movement. In the middle of the display is a replica of the cauldron from the XVI Olympic Winter Games in Albertville, along with a series of screens showing images of the torch relay.

Since the beginning of November 2000, the following areas have been open to the public:

Greek area (216 m²):

A return to the beginning, with an exceptional display of original objects of great artistic and archaeological value: amphorae, vases and sculptures, upon which sporting scenes depict the splendour of the Ancient Games of the Olympiad.

The History of the Olympic Movement (391 m²):

The seven presidencies and the chronology of the history of the Olympic Movement in connection with history in general.

- The Games Renaissance: the presidencies of Vikélas, Coubertin and Baillet-Latour
- Consolidation: the presidencies of Edström and Brundage
- Transition and modernity: the presidencies of Killanin and Samaranch

A fourth display reveals the forthcoming Olympic Games in Salt Lake City 2002, Athens 2004 and Turin 2006, as well as the candidate cities for the Games of the XXIX Olympiad in 2008.

Two information satellites develop themes in connection with how the Olympic Movement functions: the structure and spirit of the Olympic Movement, solidarity, education, finance, marketing, and media.



The Greek area.

Olympic Museum

Overview of the new areas – level 1

Permanent exhibition ***Athletes and the Games*** (1,309 m²):

The Games – a spectacular stadium (378 m²): Tour of the world through the eras of the Summer and Winter Games. All the Games are represented with emphasis placed on significant objects. The visitor alternates between the “sixties” feel of the Games in Mexico City, the clean lines of those in Tokyo and the extraordinary fantasy of Découflé in Albertville in 1992.

Athletes and sport (378 m²): In the middle of the Summer and Winter Games areas is the ***Hall of Fame***, which is a tribute to all the athletes ever to have taken part in the Games. It is an interactive area, enabling in-depth and entertaining research on the Games, medals and sports. Equipped with the latest technology, the visitor creates the entertainment! In addition, thematic islands deal with each of the Olympic

sports and show the technical development of equipment.

Audiovisual show (315 m²): The highlight of the Museum, this is Switzerland’s first multimedia show, entitled

The Magic of the Games. Sound and visuals create an atmosphere in which visitors can relive the best moments of the Games, from Athens 1896 to Sydney 2000.



The Pierre de Coubertin area.

Curling: an ancient game – a modern sport

After athletics, baseball, fencing, football and equestrian sports, the Olympic Museum will include curling on its programme from 22 February to 22 April 2001, at the same time as the World Championships in Lausanne from 31 March to 8 April. In collaboration with the Swiss Museum of Sport in Basel, and the international and national federations of this Olympic discipline, the Olympic Museum is presenting the history of curling and its origins – which appear to be Scottish – from the end of the 17th century to the present day. Besides sports equipment, works of art, literary essays and anecdotes add an important cultural aspect to this historical chronology.

Curling is the youngest Olympic winter sport, appearing officially in 1998 on the programme of the XVIII Olympic

Winter Games in Nagano, where the gold and silver medals were won by Switzerland in the men’s events and Canada in the women’s events. In Cha-



A poster from the exhibition.

monix in 1924, during the International Winter Sports Week, known later as the 1st Olympic Winter Games, a men’s curling competition was organized. Since then it appeared as a demonstration sport on the programme of the Olympic Winter Games in 1932, 1936, 1964, 1988 and 1992 for men, and in 1988 and 1992 for women. Thanks to the splendid television images and through the implementation of exceptional technological means, curling was a genuine revelation for the television viewers of the Games in Nagano, who became fans of this sport, which had been kept under wraps for far too long by those who practised it.

Through this exhibition, the Olympic Museum hopes to contribute to the promotion of this sport, which is still a vivid illustration of a value dear to Olympism, fair play, since the players compete without a referee, refereeing themselves throughout the matches.