

# Olympic Museum

## Overview of the new areas – level 1

Permanent exhibition ***Athletes and the Games*** (1,309 m<sup>2</sup>):

***The Games – a spectacular stadium*** (378 m<sup>2</sup>): 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 m<sup>2</sup>): 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 m<sup>2</sup>): 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 17<sup>th</sup> 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 1<sup>st</sup> 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.