THE OLYMPIC MUSEUM REOPENS ITS DOORS TO THE PUBLIC ON 21 DECEMBER 2013.
ENTRY IS FREE UNTIL 23 JANUARY.

The Olympic Museum in Lausanne will reopen its doors to the public on Saturday 21 December 2013, after 23 months of work. The new Museum, which has been entirely revamped, will integrate the latest technological innovations and a new, themed museographic approach. A unique experience will be on offer to visitors: an invitation to dive into the history, legacy, dreams, challenges and values that have contributed to making the Olympic Movement what it is today. The public can visit The Museum free of charge until 23 January 2014.

The new Museum

The extension and architectural renovation of The Olympic Museum, which were entrusted to Lausanne architects Brauen & Wälchli, have allowed us to create new exhibition areas. The design, creation and installation of the visitors’ route are the work of a multidisciplinary team, bringing together the museographic experience and talent of several renowned international companies.

The visitors’ route starts with discovering the Olympic Park, which has been entirely redesigned by the Lausanne agency, L’Atelier du Paysage. Extended and enhanced, it hosts works by great contemporary artists, such as Arnoldi, Berrocal, Botero, Chillida, Folon, Graham, Niki de Saint-Phalle and Tàpies, blending in with sports installations, such as an athletics track, high-jump bar and shot put circle. On the Museum forecourt, a statue of Pierre de Coubertin welcomes visitors, while the eternal fire burning in the cauldron recalls the origin of the Games.

Inside The Museum, covering an exhibition area that has been almost doubled (3,000m²), the permanent exhibition now spans three levels. The visitors first enter the Olympic World, from the Games of antiquity to the modern Games. On this level, the visitor will discover Olympia, Coubertin’s vision, the history of the Movement, the incredible creativity and consideration of their future shown by the host cities, and the spread of Olympism through the world and throughout history.

The experience continues through the heart of the Olympic Games. This second level reveals the stories of champions, delving into the evolution of the Olympic disciplines. The drama and intensity of these exceptional moments are illustrated using the latest audio-visual immersion techniques and a database of more than 1,000 video clips.

The last part of the visit provides a more intimate experience, meeting the athletes through a dive into the heart of the Olympic Village or through virtual meetings with great champions as well as with lesser-known Olympians whose extraordinary stories deserve to be told. The Olympic spirit is the cornerstone of this last section of the visit.
Temporary exhibitions hosted by The Olympic Museum at its reopening

*The Olympic Museum, the metamorphosis* is an exhibition retracing the intellectual and operational approach to the renovation work, introducing the service providers involved. This exhibition is open until 15 January 2014 and is aimed at the general public as well as trade professionals. Its creation and graphic design were entrusted to the companies Metaphor and Base Design, and its scenography to the Erwin de Muer Studio.

Celebrating the XXII Olympic Winter Games in Sochi in 2014, The Olympic Museum is presenting a full programme on the theme of Russia, including an exhibition entitled *The Russian Avant-garde and sport* from 24 January to 11 May 2014. The exhibition's subject is the image of sport in the Soviet Union of the 1920s and '30s as portrayed in the work of various Avant-garde artist groups, particularly in the areas of photography, cinema and graphic design, showing how these artists changed the way sport was depicted and athletes presented.

A special programme including live broadcasts of the Games, concerts, events, traditional cookery and Russian folklore will also be on offer at The Museum from 7 to 23 February.

The Olympic Museum’s principal renovation partners

Brauen & Wälchli – architectural firm
Tekhne – engineering and building site management firm
L’Atelier du Paysage, Jean-Yves Le Baron Sàrl – landscape architects
Metaphor – master-planning
Mather & Co - scenography
Paragon Creative Ltd – creation, production and installation of museographics
Centre Screen – audio-visual and multimedia production
Base - branding and signage
Dragon Rouge - shop and restaurant design

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The Olympic Museum opening hours
Reopens on 21 December 2013 at 10 a.m.
Closed on 25 December and 1 January.
Until 30 April 2014: Open from Tuesday to Sunday, 10 a.m. to 6 p.m.
Closed on Mondays, apart from Easter Monday or for special events.
From 1 May to 14 October: Open every day from 9 a.m. to 6 p.m.

Entry prices
Free entry until 23 January 2014
As from 24 January 2014:
Full price: CHF 18 – Children aged 6 to 16: CHF 10 – Family (max. 2 adults and 2 children): CHF 40 – Seniors (aged 65 and above): CHF 16 – Students / Registered disabled: CHF 12
Temporary exhibition ticket: CHF 5

The temporary Museum, located on the Helvètie boat, closed its doors on 27 October 2013. The collections that had been displayed there returned to The Museum’s main building with a view to its reopening on 21 December. The information stand on the Ouchy quayside remains open every day from 10 a.m. to 5 p.m.

Ahead of its reopening, The Olympic Museum has been officially inaugurated on 10 December by the IOC President, Thomas Bach at the ceremony marking the handover of keys from Honorary President Jacques Rogge to his successor. The ceremony took place in presence of IOC Members and Swiss authorities representatives.

The Olympic Museum in Lausanne was inaugurated on 23 June 1993. It has welcomed more than three million visitors in just under 20 years of existence and has produced more than 200 temporary exhibitions, including some 50 exhibitions outside its walls. Its mission is to explain and share the Olympic idea beyond the celebration of the Games, and to promote and highlight Olympism’s contribution to the society of yesterday, today and tomorrow. To accomplish this, it uses the stories of all those – champions, participants, officials, creators, artists, architects and volunteers – who come together to stage, every two years, the greatest event of our time.

Visit The Olympic Museum’s new website:
www.olympic.org/musee

And follow us on Facebook and Twitter.