

**Handläggare**  
Viveca Waak  
Telefon: 08-508 31 935**Till**  
Kulturnämnden

## **Anmälningsärende**

### **Olympic Arts 2019**

Kulturförvaltningen har via stadsledningskontoret mottagit information om värdskap för Olympic arts 2019 vilken delges kulturnämnden. Förvaltningen avser inte att vidta ytterligare åtgärder i ärendet och har svarat Olympic arts direkt.

Inga Lundén  
T.f. kulturdirektörPatrik Liljegren  
Chef kulturstrategiska staben**Bilaga 1: Inbjudan från Olympic Arts**  
**Bilaga 2: Svar till Olympic Arts**

DAF 1.1/83/2016-1



"Tous les 4 ans, la troisième année après chaque olympiade sportive" (cf. Calendrier des grecs anciens, en 566 avant J.C.)

## LES ARTS OLYMPIQUES / THE OLYMPIC ARTS

Fondés à l'UNESCO par 65 pays les 10 & 11 juillet 1995 - Internet : www.olympic-arts.world

**Mrs Karin Wanngård**  
**Mayor of Stockholm**  
**Ragnar Ostbergs Plan 1. Stadshuset**  
**105 35 Stockholm**

Genève, le 25 octobre 2015

### PARRAINAGES & SOUTIENS



CONGRÈS DU CENTENAIRE DU  
COMITÉ INTERNATIONAL OLYMPIQUE

NATIONS UNIES

UNESCO

FRANCE TELEVISION

113 DÉPUTÉS DU PARLEMENT FRANÇAIS

\*\*\*

COMITÉ D'HONNEUR  
FONDATEUR - 1995



NIKI DE SAINT PHALLE  
CAROLYN CARLSON  
MAURICE BEJART  
MILOS FORMAN  
JORGE AMADO  
JEAN D'ORMESSON  
HAN SUYIN  
ROBERT HOSSEIN  
BOB WILSON  
CHRISTO  
SEJI OZAWA  
LORIN MAAZEL  
JESSYE NORMAN  
RAVI SHANKAR  
JEAN NOUVEL  
RICHARD MEIER  
TADAO ANDO

\*\*\*

### SUISSE OFFICE

CP 2057  
1211 GENEVE 1

### FRANCE OFFICE

Villa Madrid  
52 Ave M<sup>re</sup> Juin  
06400 CANNES

### E mail :

contact@olympic-arts.world

## First modern Olympic Arts of 2019

Mrs Mayor,

The **twentieth** century saw the rebirth and growth of the **Olympic Games**.

The **twenty-first** century will see the revival of the **Olympic Arts**, another component of Olympism, distinct and complementary, as originally envisaged by the Ancient Greeks, when in 566 B.C. they decided to organize them "every 4 years, the third year after each sporting Olympiad".

It is within the context of this historical calendar that the **Olympic Arts** will be revived, in **2019**, (three years after the 2016 Olympic Games in Rio).

The city chosen to host this revival will be announced at a press conference in November 2016.

The attached file, and our website - [www.olympic-arts.world](http://www.olympic-arts.world) - will explain the considerable innovations in art competition that will be implemented in the modern Olympic Arts, including:

- The proposed artistic disciplines (Article XX of the Charter)
- The completely new method of assessing the works of art presented (Article XIX of the Charter)
- The allocation method and hierarchy of the trophies, which are also unique (Article XVIII of the Charter)

You will no doubt be aware of the financial and media impact that this event will bring to the host city (another attached file: market analysis and revenue forecast).

The **206** countries of the world who are invited to participate will put forward their best artists for the 26 categories of the 7 major arts proposed for these first Olympic Arts.

We will give equal opportunity to every country, rich or poor, to participate in this original "catharsis" of humanity through the aesthetics of harmony and beauty.

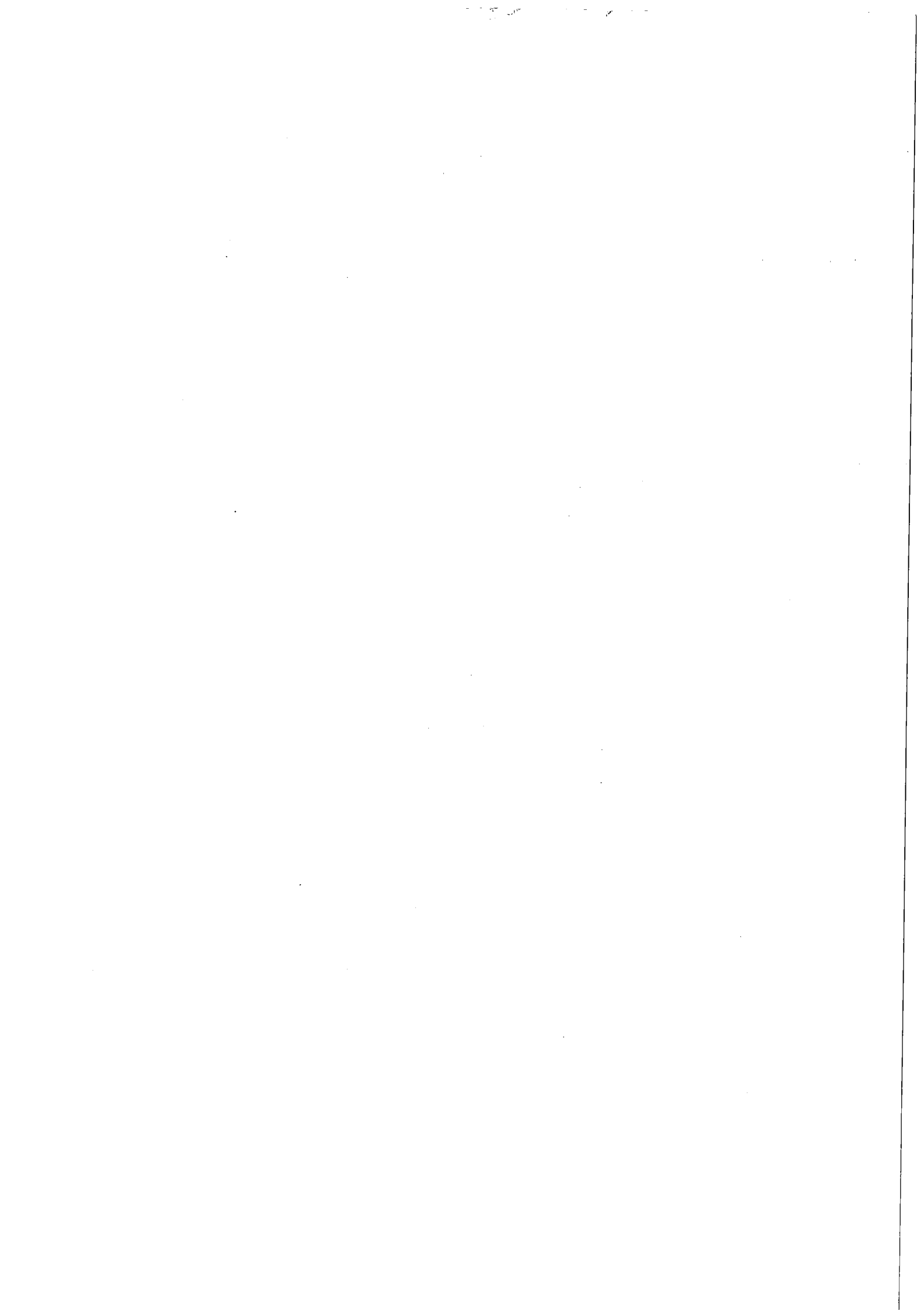
12 major cities, including yours, who possess the structures necessary for this world premiere, have been selected to simultaneously receive this request for applications. You will find details in the attached file.

If the city of **Stockholm** wishes to host the modern **Olympic Arts in 2019, the first of the twenty-first century, in tribute to the IOC**, please let us know as soon as possible. We remain at your disposal for any further information you may require.

We look forward to your reply and remain,

Yours faithfully

Marc Verriere  
Président fondateur





# THE OLYMPIC ARTS

*Founded in the UNESCO by 65 countries on July 10th & 11th, 1995*

[www.olympic-arts.world](http://www.olympic-arts.world)

## 2019

*Rebirth of the calendar established by the Ancient Greeks, in 566 B.C.  
"Every four years, the third year after each sports Olympiad"*

### First Modern Olympic Arts

### In Homage to the IOC International Olympic Committee

*"Your venture is in keeping with Pierre de Coubertin's philosophy; indeed his concern was that universality, which he rated so highly, would become the underlying principle not only regarding sports but any other cultural aspect as well. (...) The Olympic Arts fit perfectly into this philosophical stream, therefore I am all in favour of your Charter."*

**Nelson PAILLOU, Chairman of the Congress for the Centenary of the INTERNATIONAL OLYMPIC COMMITTEE (I.O.C.), Paris 1994**





## SUMMARY

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## HISTORY OF THE OLYMPIC ARTS

**The first Olympiads in History dedicated exclusively to the Arts were created in the year 566 BC., then abandoned - as were likewise the Olympic Sport Games of Ancient Greece - and never reinstated until today!**

The Ancient Greeks, who had realised that it was necessary to separate the Body from the Mind, Sport from Art, found the ideal solution to differentiate them one from the other.

By transforming the "Grand Panathenaia" – whose origins go back more than 1000 years BC – into an artistic competition which would take place "**every four years, the third year after each Olympic Games**" (1), the Greeks thus determined the Olympic idea of these artistic competitions.

The astute calendar which they fixed thus allowed them to bring together Sport and Art, which were in their eyes complementary, in this Olympic idea, but all the same, keeping them apart so that they never took place at the same time, avoiding overshadowing one by the other.

More than ever, today: *"the gigantic proportions of the modern athletic Olympic Games make it unthinkable to add the Olympic Arts, if only for practical and safety reasons."* (Cf. Nelson Paillou's letter of 6<sup>th</sup> April 1994, President of the Centenary Congress of the IOC).

**The modern Olympic Arts** were created on 10<sup>th</sup>/11<sup>th</sup> July, 1995 at UNESCO, in the presence of 65 countries who signed the Charter. Many celebrities and artistic, cultural and political institutions as well as press articles from numerous countries attest to the official creation (see the [www.olympic-arts.world](http://www.olympic-arts.world) site).

The first modern Olympic Arts was due to be celebrated at the beginning of the 21st Century, but it was not possible to respect this date because the deadlines for the finalizing and setting up were too short, at a time when technological means and the means of communication of today did not exist. Added to this was the financial crisis which affected every country in the world.

For this reason, it was decided to postpone the launching of the Olympic Arts. Today technological developments and a more stable economic situation in the host cities have made it possible to schedule a definite date.

.../...

(1) 'The Eternal Olympics' The Art and History of Sport – Published by Nicolaos Yalouris – Caratzas Brothers Publishers – New Rochelle New-York 1979



.../...

**This first modern Olympiad dedicated to the Arts will finally take place in 2019**, three years after the Olympic Games of 2016 in Rio, thus respecting the calendar imagined by the Ancient Greeks. Its main objective is the participation of the 193 member states of the United Nations and 13 autonomous territories with a distinctive status.

*Marc Verrière, President Founder of the Olympic Arts*





## **DISCIPLINES AND CATEGORIES**

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The Olympic Arts propose 7 main disciplines, divided into 26 categories. The reason for this large number of categories is to cover all the different themes linked to Art and to enable the largest number of countries to take part.

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### **I. MUSIC**

1. Classical music
  - instrumental soloist
  - vocal soloist
  - small ensembles and orchestra
2. Diverse music (Jazz, folk, pop, traditional)
  - instrumental soloist
  - vocal soloist
  - small ensembles and orchestra

### **III. THEATER**

1. Mute (mime, body movements, puppets, etc)
2. Poetry
3. Recitative (One man/woman show)
4. Company

### **II. DANCE**

1. Duo / solo
2. Company

### **IV. ARCHITECTURE**

3. A house
4. Interior design (decoration)



## V. VISUAL ARTS

1. Sculpture
2. Painting
3. Graphic Art / Drawing
4. Photography

## VII. CINEMA

1. Short films
2. Series (pilot only)
3. Reports / documentaries
4. Animation / Cartoons
5. Short videos/jingles/  
announcements (60 seconds  
max)

## VI. CRAFTWORK ART

1. Figurines (stone, metal, wood ,  
bone)
2. Masks
3. Jewels (precious and semi  
precious)

### NOTA

All the selected disciplines should be able to be seen, heard and appreciated by the audiences present at the Olympiads ( including Architecture, thanks to the scale models.).

This is the reason why **Literature** was not selected, because it cannot be appreciated "live". It needs time to be read and to be thought about and this is not compatible with the immediate, spontaneous appreciation of an audience. Moreover, the diversity of language makes such a discipline complicated and subject to discussion.

Poetry, which is different, has however been retained since it can be expressed "live" by a narrator artist



## THE INTERNATIONAL OLYMPIC ART COMMITTEE

The International Olympic Arts Committee – **IOAC** – is made up as follows

- The General Assembly is the main representative, decision-making organ which brings together the national committees of the participating countries (193 countries and 13 distinctive autonomous states). Its aim is to discuss and take decisions concerning the rules which apply to the Olympic Arts.
- The Executive Council (see next page) is responsible from a civil and legal point of view. Its objective is to ensure the respect of international rules and to pass on to the national committees and continental federations any information concerning action to be taken.
- The Continental Federations, coordinated by the members of the Executive Council, are responsible for supporting and making sure that the management rules are applied to the National Committees regionally.
- The different management organs are :
  - Communications & Information Department
  - IT Department
  - Finance Department
  - Administration Department
  - Music Department
  - Dance Department
  - Theatre and Dramatic Arts Department
  - Architecture and Modelling Department
  - Plastic Arts Department
  - Craftmanship Department
  - Cinema Department



## CONSEIL EXÉCUTIF DU CIAO

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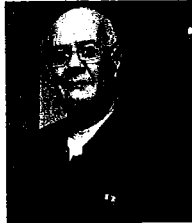
All the biographies of the members of the Executive Council are available on the Olympic Arts site : [www.olympic-arts.world](http://www.olympic-arts.world)



Marc VERRIERE  
President Founder



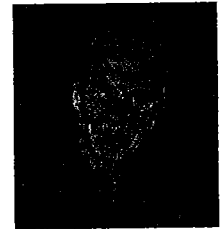
Françoise LEGRAND  
France  
Co-Founder  
Executive member  
Directeur Artistique



Alain NONAT  
Canada  
Co-Founder  
Executive member  
Ambassadeur des  
Arts Olympiques en  
Amérique du Nord



Cesare NISSIRIO  
Italia  
Co-Founder  
Executive member  
Ambassadeur des  
Arts Olympiques en  
Europe Occidentale  
(Sud)



Kimmo PASANEN  
Finland  
Co-Founder  
Executive member  
Ambassadeur des  
Arts Olympiques en  
Europe Occidentale  
(Nord)



Marlos NOBRE  
Brazil  
Co-Founder  
Executive member  
Ambassadeur des  
Arts Olympiques en  
Amérique du Sud



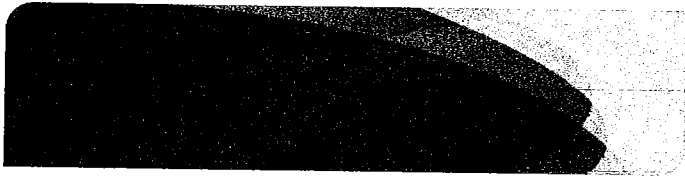
Igor LIVANT  
Russia  
Co-Founder  
Executive member  
Ambassadeur des  
Arts Olympiques en  
Europe Orientale et  
Asie du Nord Est



Adépo YAPO  
Ivory Coast  
Co-Founder  
Executive member  
Ambassadeur des  
Arts Olympiques en  
Afrique



Mary RIX-MILLER  
New Zealand  
Co-Founder  
Executive member  
Ambassadeur des  
Arts Olympiques en  
Océanie et en Asie du  
Sud Est



## **206 NATIONAL COMMITTEES IN THE PROCESS OF FORMATION**

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The National Committees will be present in each State participating in the Olympic Arts. They will be entirely responsible for the management of the artists representing their State.

The 206 National Committees in the process of formation, cover 193 member states of the United Nations and 13 territories or autonomous states.

The list of these states is available on the Olympic Arts web site :  
[www.olympic-arts.world](http://www.olympic-arts.world)



## HOST CITY CANDIDACIES ELIGIBLE FOR 2019

The first Olympic Arts is planned for 2019, so it is important to analyse and identify the cities in the world which have the means of accommodating and managing this event. The Host cities are identified according to certain precise conditions.

The Host City should be able to make available venues, such as already existing auditoriums, mobile structures (marquees) and other exhibition spaces which should be numerous enough to receive all the proposed shows.

The Host City should provide a WIFI connexion available to all spectators, at all the venues throughout the duration of the Olympiads. The modalities and length of connexion will be decided by the organisers.

The Host City should also make available sufficient quality hotel accommodation in order to receive all the artists and spectators from all over the world.

To date, 12 cities have been identified as having the logistical, safety and technical means to accommodate the Olympic Arts.

Abu Dhabi  
Berlin  
Dubai  
Osaka  
Saint-Petersburg  
Seoul

Shanghai  
Singapour  
Stockholm  
Taipei  
Vancouver  
Yokohama

All these cities will receive a call for an official candidacy in the Autumn of 2015 and the final decision will be announced at a Press Conference at the end of 2016.



## ANNEXES

**Annex 1 :** Letter of support from Mr Nelson PAILLOU, President of the Centenary Congress of the INTERNATIONAL OLYMPIC COMMITTEE (IOC) Paris, 6<sup>th</sup> April, 1994



LE PRÉSIDENT  
DU COMITÉ INTERNATIONAL OLYMPIQUE

Monsieur Marc VERRIERE  
Président Fondateur  
Les Arts Olympiques  
57, rue Sainte Anne  
75002 Paris

Nos réf. : NP/VB./252

Paris, le 6 avril 1994

*Cher Monsieur le Président,*

Combien de fois, le vieux professeur de lettres que je suis, pour avoir consacré sa vie "militante" au Sport Olympique, a été amené à faire remarquer que les "Jeux Olympiques" n'étaient qu'une facette, qu'une expression, de "l'Olympisme" philosophique humaniste qui doit sous-tendre et inspirer toutes les formes d'expression artistique. (Le sport devant bien entendu faire partie intégrante de la famille culturelle)

Autant dire que je vous suis particulièrement reconnaissant d'avoir pris l'initiative de faire renaître les Arts Olympiques.

°  
° °

Votre initiative s'inscrit on ne peut mieux dans les préoccupations de Pierre de Coubertin qui souhaitait que le principe de l'Universalité, auquel il était tellement attaché, soit mis au service du sport, mais aussi des autres dimensions de la Culture.

Il serait injuste de ne pas rappeler en effet que dès 1900, il a essayé de mettre à profit les aspects artistiques de l'Exposition Universelle de Paris, pour la rapprocher des Jeux qui se sont déroulés à la Croix-Catelan. Il a échoué. Il n'a pas davantage réussi (en dépit de sa pugnacité) à l'occasion des Jeux de St Louis en 1904, et a rencontré une opposition farouche des Anglais pour les Jeux de Londres en 1908. Par la suite il a réussi par trois fois : en 1912 à Stockholm, en 1920 à Anvers, et en 1924 à Paris, (Colombes), à faire figurer des épreuves artistiques dans le programme des Jeux.

CONGRÈS DU CENTENAIRE DU COMITÉ INTERNATIONAL OLYMPIQUE - PARIS 1994  
Ministère du Sport Français - 1, Avenue de la Porte de Clichy - 75643 Paris Cedex 13 - Téléphone : (1) 40 78 29 00 - Télécopie : (1) 40 78 29 70 - Fax : (1) 40 78 29 71



Pour l'anecdote rappelons que Coubertin a participé lui-même, sous un nom d'emprunt (Rhode je crois ?) aux épreuves littéraires en publiant une "Ode au Sport", oeuvre un peu "plate" qui n'est pas passée à la postérité, mais qui lui a permis tout de même d'obtenir la médaille d'or de la littérature aux Jeux Olympiques de Stockholm !!

Malheureusement, il n'a pas réussi à convaincre, pour permettre à son initiative de perdurer après 1924. Ses expériences n'en sont pas moins intéressantes et en tout cas significatives de ses convictions.

Il faut aussi, bien plus tard, souligner le rôle important joué par le Président du C.I.O., Juan-Antonio Samaranch, pour associer les Arts aux Jeux Olympiques.

Sans doute, le "Programme Artistique", rendu obligatoire pour les organisateurs des Jeux Olympiques, est-il extérieur aux Jeux proprement dits. Sans doute aussi ce programme ne donne pas lieu à une compétition, mais il se déroule pendant les Jeux, et dans son environnement.

Le programme artistique des J.O. d'Albertville et celui des J.O. de Barcelone ont été particulièrement riches, et d'une très grande qualité.

°  
° °

Les "Arts Olympiques" s'inscrivant parfaitement dans ce courant de pensées, j'adhère complètement à votre charte, et aux dispositions que vous prenez pour la mise en place des premiers de ces Jeux en 1995.

Je crois que vous avez raison d'adopter le calendrier qu'avaient imaginé les Grecs prévoyant le déroulement des Arts Olympiques la troisième année de chaque olympiade sportive.

Même si je regrette un peu que Sport et Art ne soient pas associés dans la même manifestation, il faut tenir compte des échecs passés. D'ailleurs le "gigantisme" des Jeux Olympiques sportifs actuels (qui exigent un village de 15000 personnes) rend inimaginable d'y adjoindre des Jeux Artistiques proprement dits, ne serait-ce que pour des raisons matérielles et de sécurité.

Mais il ne faut pas oublier, comme vous le soulignez, que "l'Art et le Sport étaient indissociables dans l'Education et la vie des Grecs". La dichotomie des deux manifestations n'était donc pas grave. L'environnement culturel est bien différent aujourd'hui. Il convient, me semble-t-il, d'être plus vigilant si on ne veut pas que la séparation "matérielle" des deux manifestations, n'ait pour conséquence que les publics ne les rattache pas au même idéal, au





même objectif.

Il ne faudrait pas que vos structures renforcent cette césure.

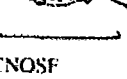
Pour limiter cette séparation il me semble qu'il faut concerner les responsables de l'Olympisme sportif dans votre organisation ne serait-ce que pour les impliquer. Je suis étonné par exemple que le Président du C.I.O. Juan-Antonio Samaranch, ne figure pas parmi les membres d'honneur de votre organisation. Au plan de la symbolique je crois qu'il n'est pas bon que les Jeux Olympiques soient absents de vos structures. Il pourrait peut-être aussi être envisagé une représentation des Comités Olympiques Nationaux (de préférence leur Président) dans les Comités Nationaux des Arts Olympiques.

De meilleures solutions peuvent sans doute être trouvées. Ce qui me paraît essentiel c'est que votre magnifique création autorise réellement de prouver que l'Homme dispose d'une palette riche de moyens à sa disposition pour réaliser ses virtualités et que toutes ces facettes (qu'elles soient artistiques ou sportives) concourent à défendre la philosophie olympique humaniste.

Je suis sûr que c'est pour vous une lapalissade, mais il me semble bon que les structures mises en place le prouvent.

Excusez-moi de vous avoir trop longuement fait part de mes réactions, mais c'est sans doute en raison du grand intérêt que je porte à votre très beau challenge.

*Avec mes sentiments cordiaux  
d'avance*

  
Nelson PAILLOU  
Président d'Honneur du CNOSF  
Président du Comité d'Organisation du  
Congrès du Centenaire

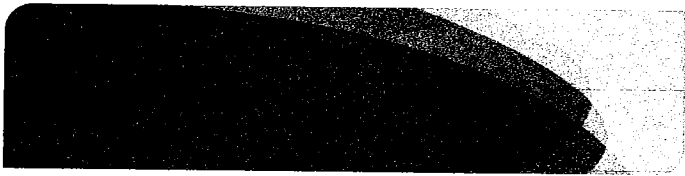
P.S. : Vous avez raison aussi, je crois, de rétablir la compétition. Car, même si vous attribuez trois médailles d'or (au lieu d'une en or, une en argent, et une en bronze) il s'agira bien pour le jury de désigner les 3 meilleurs au lieu du "meilleur", parmi les nombreux concurrents, et donc de consacrer une compétition par des récompenses. Et c'est bien ainsi car il est injuste de donner à "compétition" une connotation péjorative pour peu que chacun respecte authentiquement l'autre et reconnaisse aussi la qualité de l'autre. A noter qu'il y aura aussi des sélections nationales. Autant dire qu'il n'est pas grave de reconnaître qu'il existe des "meilleurs" en art, comme en sport.



**Annex 2** : Photo of the constitutive Assembly of the 65 participating countries at the time of the signing of the first Charter of the Olympic Arts. 10<sup>th</sup> & 11<sup>th</sup> July, 1995 at UNESCO in Paris.



The list of the signatory personalities and the co-founders is available on the Olympic Arts' web site : [www.olympic-arts.world](http://www.olympic-arts.world)



### Annex 3 : Honorary Committee and supports

#### Honorary Committee founder 1995



*cher Marc Velletta,  
 merci pour votre  
 invitation de faire partie des  
 Olympic Arts.  
 amicalement  
 Niki de Saint Phalle*

- |  |                 |
|--|-----------------|
| • NIKI DE SAINT PHALLE                     | • BOB WILSON    |
| • CAROLYN CARLSON                          | • CHRISTO       |
| • MAURICE BÉJART                           | • TADAO ANDO    |
| • MILOS FORMAN                             | • RICHARD MEIER |
| • JORGE AMADO                              | • JEAN NOUVEL   |
| • JEAN D'ORMESSON, de l'Académie Française | • LORIN MAAZEL  |
| • HAN SUYIN                                | • JESSYE NORMAN |
| • ROBERT HOSSEIN                           | • SEIJI OZAWA   |
|  | • RAVI SHANKAR  |

#### Institutions and Enterprises

- Le Congrès du Centenaire du Comité International Olympique
- Les Nations Unies
- L'UNESCO
- France Télévision
- Radio France

#### French Ministers

- |                              |                                  |
|------------------------------|----------------------------------|
| • Monsieur Alain JUPPÉ       | • Monsieur Roger ROMANI          |
| • Monsieur François FILLON   | • Monsieur Philippe DOUSTE-BLAZY |
| • Monsieur François BAYROU   | • Madame Anne-Marie COUDERC      |
| • Monsieur Hervé GAYMARD     | • Monsieur Bernard PONS          |
| • Monsieur Hervé DE CHARETTE |                                  |

**113 members of the french Parliament** have already support the Olympic Arts (lists & letters available on request).



**Annex 4 : Letter of Mr Thomas BACH, President of the IOC**



COMITÉ  
INTERNATIONAL  
OLYMPIQUE

Le Président

Monsieur Marc Verrière  
Président fondateur  
Les Arts Olympiques  
Case postale 2057  
1211 Genève 1

Lausanne, le 2 juillet 2015  
Réf. No MFGT/mchv  
Envoi par courriel

Monsieur le Président fondateur,

Votre lettre du 12 juin 2015 m'est bien parvenue et je vous en remercie.

Comme vous l'a indiqué le Président d'honneur du CIO, Dr Jacques Rogge, dans son courrier du 12 mai dernier, c'est avec plaisir que, par le biais de M. Francis Gabet, nous serons informés du développement de votre projet.

Entre-temps, M. Gabet se tient à votre disposition pour vous entendre sur toutes nouvelles propositions ciblées qu'il ne manquera pas de nous transmettre lors de l'une de nos prochaines réunions.

Permettez-moi de vous féliciter de votre attachement aux valeurs olympiques.

Veuillez croire, Monsieur le Président fondateur, à l'expression de mes sentiments distingués.

cc : Dr Jacques Rogge, Président d'honneur du CIO

Château de Vidy, 1007 Lausanne, Suisse | Tél. +41 21 621 6111 | Fax +41 21 621 6216 | [www.olympic.org](http://www.olympic.org)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100



# **THE OLYMPIC ARTS**

*Founded in the UNESCO by 65 countries on July 10th & 11th, 1995*

[www.olympic-arts.world](http://www.olympic-arts.world)

## **THE ART MARKET**

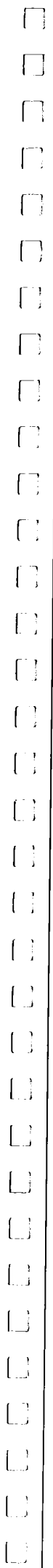
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## **PROJECTED REVENUES**

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## **TECHNICAL SPECIFICATION**

\*

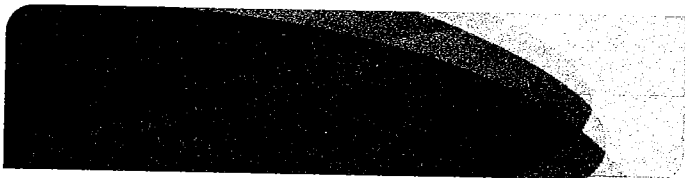




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For the record	14





## INTRODUCTION

This document has been drawn up with the purpose of providing the information required for an application to host the first Olympic Arts to be held in 2019.

**A huge amount is at stake for the host city, in terms of tourism, revenue and job creation. In contrast with the Olympic Games, which involve the financially demanding construction of bespoke infrastructure, the Olympic Arts offer the defining feature that, with a few key exceptions, they can make use of pre-existing performance and exhibition spaces as well as temporary marquees.**

Following market research carried out internationally, we present a provisional, initial assessment. This market research has been carried out, based on the – *known and published* – financial statements for the major arts festivals that have taken place on an annual basis all over the world. We have opted for conservative estimates in order to reach a provisional result which is both reasonable and realistic.

This essential, preparatory study offers a general framework which the International Olympic Arts Council (IOAC) requests from all candidate cities.

In this instance we are working on the assumption of a 15 day duration. If the event is extended to three weeks, a possibility yet to be ruled out, the budget will of course be accordingly reviewed, as will all necessary technical and logistical arrangements. The latest point that the decision on whether to extend from 2 to 3 weeks will be made is one year before this Olympiad takes place, on the basis of the number of registered candidates at that juncture.

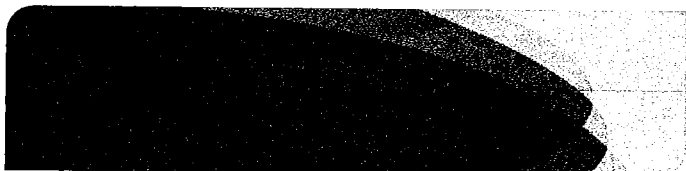
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## Projected revenues

- **The visitor figure (tourists and spectators) is estimated at 1,000,000**  
(this is a minimum estimate) with the possibility that the use of social media could result in this minimum estimate increasing massively, given the prestigious nature of the Olympic Arts
- **Number of countries invited to present artists: 206**
- **Expected number of candidate artists: 500 to 1200**
  
- Public revenue from shows (tickets):  
20,000,000 Euros
- Revenue resulting from television broadcasting rights:  
80,000,000 Euros
- Revenue resulting from related products:  
15,000,000 Euros
- Sponsoring (both private and public):  
between 5M and 20,000.000 Euros
- **Direct and indirect revenues for the host city** based on tourism and the visiting public (hotels, restaurants and related business)  
70,000,000 Euros

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## **OTHER REVENUES**

### **Tickets**

#### **PUBLIC ENTRANCE FEES**

A number of ticketing options will be made available:

- fortnight pass
- week pass
- day pass (with a reduced rate for 2, 3, 4 or 5 days)

each pass allows free access to all shows and performances.

The prices of these passes will be set at a later date, in agreement with the host city.

\* \* \*

Package offers, inclusive of reduced cost travel and accommodation, covering periods ranging from 3 to 10 days, will be made available throughout the world's capital cities. The international public will thus be invited to take part in this exceptional Olympiad, and to show their appreciation instantly of the presented works.

The major international travel agencies, in partnership with the Olympic Arts, will offer packages priced to suit all budgets.

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## MARKET RESEARCH

### QUANTITATIVE AND STATISTICAL STUDY

Breakdown of planned performances:

A) Categories of audio-visual shows:

- Music - Dance - Theatre - Cinema

B) Other categories of performance: exhibitions and conferences

- Visual arts - Architecture - Craftwork

There will be 12 full days of audio-visual shows and exhibitions of the candidates' presented work. 3 of the days being dedicated to the opening and closing ceremonies.

#### Example references:

##### **Entries based on 2013 and 2014**

- **BOURGES Spring Festival = 200,000 festival-goers over 5 days for a single discipline : music (all genres)**
- **MONTPELLIER Radio-France Festival = 120,000 festival-goers over 2 weeks for a single discipline : music (classical and jazz)**
- **The "Vieilles charrues" Music festival: 400,000 festival-goers**
- **Avignon Festival = 180,000 festival-goers = one discipline: performing arts**
- **F.I.A.C. (International Contemporary Art Fair) in Paris = 80,000 visits over 3 days for a single discipline: the Plastic (Visual) Arts.**

**Other researched festivals: Berlin Festival, Venice Festival, Montreux Festival, Florence Festival, Bayreuth Festival, Salzburg Festival, Juan les Pins Festival in Antibes.**

**We have retained the figure of 1,000,000 visitors (spectators, tourists etc...) for this first, artistic Olympiad which will bring together between 500 and 1200 competing artists from 206 countries, covering 26 different categories involving 7 artistic disciplines.**

**This minimum figure of 1,000,000 does not take into consideration the exponential effect that the social media will have on the visitor numbers for this hugely popular "Olympic" event.**

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## **AUDIO-VISUAL RIGHTS**

### **Live and recorded television broadcasts**

#### **STATISTICAL EVALUATION**

#### **A) TELEVISION BROADCASTING RIGHTS**

The purchase price for commercial television channels of artistic programmes that are produced and made available for broadcasting vary greatly and depend on the type of programme (documentary, film, series, fiction etc...) and on the budget of the channel.

NB: prices can be higher where the entire filmography is concerned.

It would appear preferable that in the case of a large quantity of programmes shown in a relatively short period of time (approximately 100 hours covering 7 artistic disciplines as defined in the Olympic Arts' charter, and involving all countries) that commercial television channels are offered a flat rate fee (a principle adopted for the Olympic Games, certain major Festivals and international exhibitions).

**National television channels will be offered a flat rate fee**, for which they will be able to choose their desired number of hours of available programming from the following structure:

1. Opening and closing shows (2 days)
2. Competitions: 12 days x 4 audio-visual disciplines  
(Music-Dance-Theatre-Cinema)  
from 10 different locations at the same time, the audience for "static" arts (Visual Arts, Architecture and Craftwork) being a less attractive proposition for commercial television.
3. A complete production of prizewinning performances: 2 days of concerts, ballet, plays and films etc.  
(broadcast in their entirety)

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**The key moments** that will attract the largest television audiences for the channels break down as follows:

1. **approximately 7 televised hours** for the opening and closing ceremonies (shows) and the official trophy ceremonies (all disciplines).
2. **approximately 20 hours of highlights** taken from the competitions in the 4 audio-visual disciplines.
3. **between 10 and 40 hours of headline shows**, in line with the channel's relevant field of interest in certain key disciplines.
4. **several hours dedicated to reports covering the exhibitions and events** regarding the Visual Arts, Architecture and Craftwork.

It is of course accepted that on the basis of the impact of the Olympic Arts, this sales policy could be amended in accordance with demand.

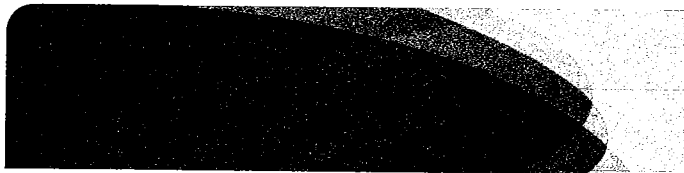
**For this first Arts Olympiad of 2019**, 2 distinct national television groups will purchase the broadcasting rights:

- **1<sup>st</sup> group**: The commercial (private or public) television channels that dispose of a financial capacity which is known on the market: approximately 40 countries.

- **2<sup>nd</sup> group**: Other countries' national television channels whose budget is more limited.

In some instances, we will nevertheless guarantee them event coverage at preferential financial rates which we prefer not to include in our budgetary forecasts.

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## **B) THE OPTIONS AVAILABLE**

National television channels will be offered two options. These two options have been conceived according to the national television channels in several countries who are willing to accept these financial conditions.

- **1<sup>st</sup> option** : the exclusive broadcasting (live or recorded) of the following:

- a) the opening ceremony;
- b) the closing ceremony including trophy presentations;
- c) all images relating to shows by the artist from the country in question.

- **2<sup>nd</sup> option** : the exclusive broadcasting (live or recorded) of all images of the Olympic Arts, over the 12 day duration of the Olympiad.

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## **GLOBAL MARKETING OF RELATED PRODUCTS**

All shows and related products will be subject to an international marketing programme which will employ all means currently available and make use of the media as well as all internet based social media platforms.

### **NON-EXHAUSTIVE LIST**

- all available digital files and formats concerning:
  - all shows (concerts; choreography; cinema, etc...)
  - TV and radio reports
  - One-off performances (opening and closing)
  - conferences and exhibitions
  
- Various promotional products:
  - T-shirts
  - books
  - badges and pins
  - stationery (cards, pens, notebooks, etc)
  - posters
  - toys (mascots, cuddly toys etc...)
  - miscellaneous (plastic bags and items of any other materials)
  - all use of the logo for commercial purposes
  - etc.

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## **THE SITE AND FACILITIES**

### **TECHNICAL SPECIFICATIONS**

ASSUMPTION : 1200 ARTISTS EXPECTED - 15 DAYS

#### **TIME** (DURATION : 14 DAYS)

1. Accommodation for participating artists: Hotel/ full board (1200 artists): 1200 rooms (x 14 days)
2. Accommodation for organisers, "VIPs", invited journalists and members of the media: Hotel/ full board (350 guests): 350 rooms (x 14 days)

#### **INTERNATIONAL TRANSPORT**

International flights for organisers, "VIPs", journalists and invited members of the media (to be decided): **350 flight tickets.**

Note: National Committees will cover the international transport of their participating artists who will be entirely catered for once in situ.

#### **LOCAL TRANSPORT**

Shuttles, limousines, bus (City).

#### **LOCAL PERSONNEL**

We judge it necessary to allocate between **80 and 200 staff** in the host city, over a period of 6 months, for the preparation and delivery of the Olympic Arts, (paid employees and volunteers, depending on the exact number of participating artists which is as yet unknown).

#### **MEDIA SUPPORT**

- Radio/ television antennae; recording and interview studios
- Digital peripherals and antennae

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## **PROMOTION**

A pre and post-event promotion campaign

## **ARTISTIC AND TECHNICAL RESOURCES**

### **Equipment required:**

- computer hardware (a Wifi environment in all performance and exhibition rooms)
- production of promotional material
- technical equipment for music, dance, cinema and performing arts
- exhibition equipment for the Visual Arts, Architecture and Craftwork.

## **FACILITIES AND LOGISTICAL RESOURCES**

Shows can be held in existing rooms or in moveable, temporary structures (marquees). The numbers suggested below are provisional and given for reference only.

- **MUSIC:** 12 performance rooms
- **DANCE:** 8 rooms
- **PERFORMING ARTS:** 6 rooms
- **CINEMA:** 8 rooms
- **VISUAL ART, ARCHITECTURE, CRAFTWORK:** 15 rooms or exhibition spaces

**IMPORTANT:** The moveable structures will be available to be used to supplement the compliment of rooms at the city's disposal should there be an insufficient number. These modern marquees have a very high technical specification and can be assembled and disassembled within a week. They can hold between 2000 and 5000 spectators and offer a perfectly safe and comfortable environment.

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## **RETURN ON INVESTMENT FOR THE HOST COUNTRY**

### ***SPONSORS***

The group of sponsors, patrons and national institutional partners involved in the event will be brought together as soon as the signing of the contract between the IOAC and the host city has taken place.

It is of course understood that the host city will be granted the opportunity to present sponsors with whom it works on a regular basis. Indeed, the national bodies are the ones best placed to choose and determine a group of sponsors able to provide part of the event's financing whilst ensuring the promotion of the cultural heritage of the city who will host the first modern Olympic Arts

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### ***THE INFLUX OF FOREIGN CURRENCY***

The flow of foreign currency to hotels, restaurants, shops and other local service providers will represent the creation of jobs, the generation of taxes and substantial revenues from which the residents of the host city will benefit directly.

The IOAC estimates that the foreign visitors to the Olympic Arts will stay on average for three days.

The **average** daily budget (hotel, meals, miscellaneous) per person is estimated at 100 EUROS (a figure subject to conditions), which represents the low end of the spectrum based on the prices usually charged in the peak holiday season.

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## ***JOB CREATION FOR THE HOST CITY AND THE REGION***

The setting-up of the first modern Olympic Arts will lead to the creation of jobs in a number of sectors: technical, artistic, logistical and administrative.

### **1) On a one-off basis:**

- a) for the event preparation which will unfold over several months;
- b) during the running of the Olympic Arts themselves

### **2) On a permanent basis:**

We propose to allow the host country **to manufacture**, under IOAC license, **as well as to distribute a share of the related products** (see the non-exhaustive list of related products on page 6)

**We will offer the host country an initial renewable contract covering 4 years (an Olympiad), guaranteeing a profitable investment with regard to the manufacturing of these related products.**

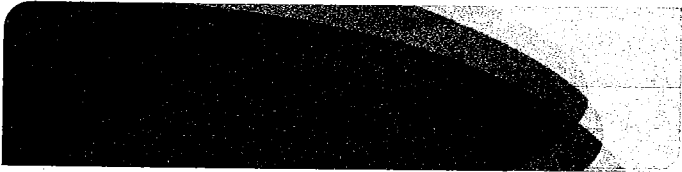
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## ***REACTION AND MEDIA IMPACT***

The national and international implications of the first modern Olympic Arts of the 21<sup>st</sup> Century will serve to considerably enhance the standing of the host country.

This event will leave its mark on history and will become for Art what the Olympic Games have become for Sport since their revival, thanks to Pierre de Coubertin a century ago.

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## **GENERAL ORGANISATION**

The host city will be responsible for the logistical organisation.

The principle elements will be developed together at a later date by the host city and the IOAC.

1. The financial terms
2. Facilities
3. Accommodation
4. Protocol
5. Equipment and technical issues
6. Security and medical services available
7. Local transport

Non exhaustive list.

\* \* \* \* \*



Stockholms  
stad

Hej!

Denna förfrågan har  
inkommit finansborgar-  
rådet. Vi på internationella  
enheten bedömer att detta  
skulle behandlas av  
Kvottnämnden.

Vänliga hälsningar,  
Marc

**Marc Zetterblom**  
Projektledare, internationella frågor

**Stadsledningskontoret**  
Finansavdelningen  
Internationella enheten

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## **Reply to invitation to host Olympic Arts 2019**

Dear Sirs,

The city of Stockholm thank you for the invitation to host the modern Olympic Arts in 2019.

We have informed the Culture Committee that we will decline the invitation due to a highly scheduled program the coming three years.

We wish you all well in your future work with Olympic Arts.

Yours sincerely,

Patrik Liljegren

Stockholm Culture Administration  
Head of Culture Strategic Department