

# London Olympics Games 2012

## Cultural Olympiad

- Vision

The Cultural Olympiad is an integral part of the London 2012, starting over the weekend of 26-28 September 2008 and run right through to the end of the Games. They return to Pierre de Coubertin's original vision of culture, sport and education uniting in celebration.

- Values

The Cultural Olympiad is for everyone. It will:

- **Celebrate London and the whole of the UK welcoming the world** – our unique internationalism, cultural diversity, sharing and understanding
- **Inspire and involve young people**
- **Generate a positive legacy** (for example through cultural and sports participation, audience development, cultural skills, capacity building, urban regeneration, tourism and social cohesion, international linkages)

- Themes

The Cultural Olympiad will also reflect and support a number of **themes**. It will:

- inspire and involve the widest range of London and UK-wide communities;
- generate sustainable long-term benefits to our cultural life;
- create outstanding moments of creative excellence across the full range of performing arts and creative industries;
- connect future generations with the UK's artistic communities and with their peers around the world;
- promote contemporary London as a major world cultural capital;
- drive tourism and inward investment and use the creative industries to boost economic regeneration; and
- embrace the Olympic movement values of 'excellence, respect and friendship' and the Paralympic movement vision to 'empower, achieve, inspire'.

**It is expected that every project in the Cultural Olympiad will have to fully display the first three core values and adopt at least three of the themes.**

- Structure

We have created three tiers through which the Cultural Olympiad will be delivered:

### 1. Mandatory Ceremonies

Delivered by the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG), these will be live spectacles including:

- Handover Ceremonies at Beijing 2008
- Torch Relays
- Team Welcome Ceremonies
- Medal Ceremonies
- Closing Ceremonies in 2012
- Olympic Youth Camp.

### 2. Major and bid projects

A number of major cultural projects featured in the London 2012 bid and now offer a programme of world-class cultural events inviting the world to join in with London 2012.

The following ten key projects form the initial backbone of the Cultural Olympiad:

- Film and Video Nation
- International Exhibitions Programme

- Artists Taking the Lead
- 2012 Sounds! Olympic Proms
- International Shakespeare Festival
- Live Sites
- Celebration of Disability Arts and Sport
- 2012 Carnival
- World Cultural Festival
- World Festival of Youth Culture

### **3. UK Cultural Festival**

The 2012 Games and the celebrations leading up to them will not just take place in the many communities of London, or just through the big national institutions. We are committed to spreading the benefits as far as possible across the UK over the four years from summer 2008 - the Cultural Olympiad will encompass thousands of local and regional events as part of our nationwide celebration. These celebrations will be supported and lead by the network of Creative Programmers, regional representatives of the London 2012 Culture team.

- **How to join?**

If your project is local or regional in scope it should go first to your regional Creative Programmer. National or UKwide projects should go directly to the LOCOG Culture team.

If your project is successful, it will be granted the right to use the 'Inspire mark' on various project materials, such as posters, brochures and website. (This will be subject to our standard licence agreement being signed and approval processes being followed.) The Inspire mark is part of the London 2012 brand family. It recognises that a project has been 'inspired by London 2012' and reflects the values of the Olympic and Paralympic Movements.

There are some criteria which your proposed project or event has to meet in order to be eligible for selection:

- \* Only organisations can apply (i.e. not individuals).
- \* The scheme is predominantly for projects which have entirely non-commercial funding.
- \* Your project or event must start after 25 August 2008 and before 9 September 2012.
- \* Your project must be primarily cultural.
- \* Your project must meet all three core values of the Cultural Olympiad.
- \* Your project must address at least three of the seven themes of the Cultural Olympiad.
- \* Your project must be inspired by London 2012 and not an existing piece of work – it needs to be different from what you normally do, taking bold, new steps forward.

Please note, the London 2012 Organising Committee is not a funding body. You should have sorted out all or most of the funding you need for your project before you put in an application to us.

Contact:

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All these information have been found on the Olympics Games website:  
[www.london2012.com](http://www.london2012.com)

Fanny DELERIS, 24th July 2008, Arcola Theatre.