THE FLAME IS YOURS

THE HISTORY OF THE OLYMPIC MUSEUM

The idea of creating The Olympic Museum came from Baron Pierre de Coubertin himself, IOC President from 1896 to 1925 and founder of the modern Olympic Games. In his plan for the “New Olympia”, which he wished to set up on the shores of Lake Geneva, this visionary educator envisioned a place that would bring together historical and contemporary Olympism. Thus, a predecessor of the Museum first emerged at the Villa Mon Repos in Lausanne, the residence of the Baron and headquarters of the IOC between 1929 and 1933.

On 23 June 1993, Pierre de Coubertin’s dream finally turned into reality when the then-IOC President, Juan Antonio Samaranch, inaugurated The Olympic Museum in Lausanne.

Designed by Mexican architect Pedro Ramírez Vázquez and Swiss architect Jean-Pierre Cahen, The Museum was the embodiment of the universal values of sport propagated so ardently by Pierre de Coubertin throughout his life: culture, sharing and education.

Later in 2007, under the impetus of then-IOC President Jacques Rogge, the International Olympic Committee decided to entirely renovate The Olympic Museum and developed an ambitious project in line with its mission to create an institution of international influence.

In 2013, a multi-disciplinary team was chosen: The renovation of the building was entrusted to Swiss architects Braun & Wälchli (BWTK); the exhibition areas to Paragon Creative, Center Screen productions and Mather&Co; and the visitor routes to Metaphor. The transformation of the park was undertaken by l’Atelier du Paysage. After 23 months of work, The Olympic Museum, or TOM as it is affectionately known, was reborn at the end of 2013, with twice the surface area!

Thus modernised and endowed with state-of-the-art technological innovations and new scenography, TOM joined ranks with the foremost museums of the 21st century.

“Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.” Pierre De Coubertin

WHO IS TOM?

TOM is The Olympic Museum’s nickname

THE MUSEUM’S MISSION

The Museum is not about collections! It’s about an idea: Olympism. Indeed, TOM’s vocation is to let people discover the Olympic Movement, witnessing its essential contribution to society, and to transmit the Olympic values beyond the celebration of the Games and competitions.

Sport is, of course, the main element of a visit to The Olympic Museum. However, history, culture, design, technology and sociology are also some of the themes addressed within this new museography, which reflects the richness and diversity of Olympism.

TOM’s main objective is to promote the Olympic Movement in its entirety, through the stories of the athletes, as well as the creators, builders, artists and volunteers involved in the Movement. More indirectly, The Museum highlights the ideals and values of sport and the sense of history. The Museum offers an international multimedia platform and an essential cultural voice to serve the Olympic idea.

TripAdvisor score: 4.5

“Absolutely not to be missed! Really attractive and spacious museum on three levels that traces the history and spirit of the Olympic Games from Antiquity to the modern day. For children and adults and for a better understanding of what the Games represent for humanity.”

The flame is yours

“Pierre de Coubertin” by Jean CARDOT © IOC
Alongside the temporary exhibitions, The Olympic Museum offers a diverse programme, punctuated by events, concerts and conference cycles, in the Galerie and the Art Lounge. Throughout the year, TOM visitors (locals, tourists, schoolchildren, young and old) come together to experience the adventure of the Games through these events.

TOM is at the heart of a network of 30 Olympic Museums throughout the world (the Olympic Museums Network). It spreads the Olympic message through collaborative projects: specific programmes, experience sharing, coproductions, and loans of Olympic objects, images, videos, photos or films to travelling exhibitions.

The 97 steps in the Olympic Park © IOC

The museum experience begins in a park with a surface area of over 8,000m², containing works of art and sports installations. You’ll be in no doubt that you have well and truly arrived at The Olympic Museum.

A MARATHON OF EMOTIONS

With a surface area of 3,000m² devoted to the exhibitions, 1,500 objects, and 150 screens to relive great Olympic moments, partake in champions’ thrills, discover the creative genius of the host cities, or share the enthusiasm of the volunteers, The Museum offers visitors a unique experience in a place where information, reflection and emotion are shared around sport.

A verdant setting with a breath-taking view of Lake Geneva and the Alps, the Olympic Park is dotted with 43 sculptures (Niki de Saint-Phalle, Botero, Tapies and Calder). An homage to the world of sport, they remind us that art has always spoken to Olympism, since the birth of the Games.

The park participates actively in the Museum’s ecological goals: respect of flora and fauna, and planting of local species. In the spring, a multitude of flowers grows around the artworks, providing an ideal frame.

THE VISITORS’ JOURNEY

THE OLYMPIC FOUNDATION FOR CULTURE AND HERITAGE

The Olympic Foundation carries out numerous missions on the five continents. It promotes studies around Olympism using historical, sociological, artistic and academic approaches.

Along with The Olympic Museum, the OFCH oversees the Olympic Studies Centre, the IOC’s Heritage Management and International Cultural Affairs. Its objective: to further blend sport and culture and provide historical and cultural context to the Olympic Movement.

The Torch of the London 1948 Olympic Games © IOC

1 - THE PARK

Did you know?

The park participates actively in the Museum’s ecological goals: respect of flora and fauna, and planting of local species. In the spring, a multitude of flowers grows around the artworks, providing an ideal frame.
97 steps of an imposing outdoor staircase link Lake Geneva to The Olympic Museum’s forecourt. Each one of the steps has the name of the final Olympic torchbearer of one edition of the Games engraved on it. In front of the Museum, a statue of a benevolent Pierre de Coubertin welcomes visitors, with his eye firmly on the Olympic fire, which burns continuously.

The 8,000m² of the Olympic Park are accessible to one and all. Visitors and Lausanne locals take full advantage of this lush green amphitheatre, where a picnic area and many activities are available to them. To be fully immersed in the spirit of the Games from the outset, the public can measure what separates them from the champions on a 100-metre track.

Did you know?
The path between the lake and The Museum measures 420m, which corresponds to the ancient unit of measurement the double-stadium – a little nod to the origins of the Games!

Compare yourself to Usain Bolt’s record!
Do you want to break the record set by the Jamaican legend? A 100-metre athletics track with tracking lights lets everyone, young and old, test their sporting ability against that of Bolt.

2 - THE PERMANENT EXHIBITION

Split over three levels, the permanent exhibition revisits each of the essential dimensions of modern Olympism:

Level 1/ THE OLYMPIC WORLD
Level 0/ THE OLYMPIC GAMES
Level -1/ THE OLYMPIC SPIRIT

These three spaces are linked together by a spiral ramp, the “Welcome Helix”, designed to help the visitor identify with the Olympic flame-bearer.

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DID YOU
KNOW?

Misha the little bear conquers space!

During the Opening Ceremony, the official mascot of the Moscow Games Misha was moulded and created in space, live on 19 July 1980 from the Salyut-6 space station. The Olympic Museum has the original mold which was used for this operation.
Visitors’ favourite part of The Museum is the section devoted to the Olympic torches. The 50 torches that carried the Olympic flame of all the Games since 1936 are ever more ingenious in their aim of keeping the flame burning.

This fresco recalls the social, political and cultural context around each edition of the Games; an original scenography that places the Olympic Games at the heart of humanity.

Finally, a big screen projects a film which immerses the visitor in the spectacular fairy-tale world of the opening ceremonies.

THE OLYMPIC GAMES
(Level 0)

Immersion in the history of the competitions and discovery of their champions are at the heart of this second area. The Olympians who have marked the Summer and Winter Games, and whose careers and feats embody the Olympic values of excellence, friendship and respect, find their place here.

The equipments belonging to these champions are on display, with no showcase. 200 “best stories” can be accessed in the Games area. Over 1,500 Olympic Games “best of” moments are available as audiovisual features.

The scenography presented by photos and videos gives life to the objects and reminds us of the inspirational stories behind each of the artefacts.
THE OLYMPIC SPIRIT
(Level -1)

The third area of the permanent exhibition invites the visitor to live the Olympic spirit with athletes in the Olympic village and around the world through the actions of the IOC.

The visitors discover a space dedicated to the Olympic Truce, testimonies of athletes and different training methods.

Thanks to interactive exercises, the visitors test their balance in curling or their dexterity in shooting, or can follow a mind-training session.

Today, there is no international sporting competition which does not involve researchers and engineers.

“You got to try and reach for the stars or try and achieve the unreachable.”
Cathy FREEMAN (AUS)

Discover the increasingly specialised equipment and more efficient materials that help athletes go faster, higher, stronger! The goal is to make the athlete’s movement more effective, but not to replace it!

Olympism in Action offers an insight into the work of the IOC beyond the Games and shows how the organisation helps build a better world through sport.

The visit ends in front of the medals of the modern era (the medals from the Games of 1896 to the present), the ultimate Olympic symbol.

The medals area is the 3rd most popular part of The Museum with visitors.

Did you know?
In 1896, a silver medal was awarded for finishing in first place, a bronze for second and nothing for third.

“Words of Olympians”, a collection of filmed interviews of athletes.

The athletes speak in these interviews specially recorded for The Olympic Museum. They talk about their stories, with some anecdotes about their career, youth and daily life, as well as the legacy they wish to leave as elite athletes.

- 480 archived and transcribed interviews
- 97 National Olympic Committees from the five continents represented

Since PyeongChang 2018, the collection also includes interviews of Olympic designers and IOC members who have contributed significantly to the history of the Olympic Movement:

- 15 interviews of Olympic designers
- 1 interview of IOC member

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- 15 interviews of Olympic designers
- 1 interview of IOC member

“Anything is possible, no matter how big the goal or how big the dream.”
Michael PHELPS (USA)

In the heart of the Olympic spirit floor, you can find the Olympic Truce Wall of the London 2012 Games.

Did you know?
In 1896, a silver medal was awarded for finishing in first place, a bronze for second and nothing for third.

“My motto is: can’t isn’t in my dictionary”
Marjorie JACKSON (AUS)
The Olympic Museum is a lot more than a museum. It has become one of the city’s must-see attractions where you can go for a stroll in an open, green area that links the city to the lake, go for something to eat or drink at the TOM Café, with its stunning view of the Alps, and take home an Olympic Games souvenir from the gift shop.

Did you know: Thanks to its good practices and commitments, the TOM Café has obtained the highest level of ECOCOOK Sustainable Restaurant certification!

**THE TOM CAFÉ (Level 2)**

In pleasant weather, lunch or brunch on the TOM Café terrace offers a superb view to complement the gourmet dishes created by chef Pascal Beaud’huin, who has been at the helm of the Museum kitchen since 2003. Humour adds to the flavour of some of the dishes, whose names are inspired by Olympic vocabulary: Starting Block for the starters, Finish for the desserts and gold, silver and bronze medals in the kids’ menu.

Tel +41 21 621 67 08 - tomcafe@olympic.org

**THE TOM SHOP (Level 0)**

Situated at the main entrance to The Museum, the TOM Shop lets the visitors take some of the Olympic dream home with them. It is the only place in the world, outside the Games host countries, to have Olympic Games items on offer. More studious visitors can choose from over 300 reference books in our bookshop.

Tel: +41 21 621 65 75 - shop_museum@olympic.org

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**EVERY YEAR THE MUSEUM PUTS ON NUMEROUS EVENTS**

The Olympic Museum welcomes around 25,000 people for cultural events. Not to mention shows which are open to all, concerts, films and workshops with athletes, artists and other sportsmen and women!

1. **PâKOMUZé [Easter at The Museum]**
   During the Easter holidays, in cooperation with Lausanne’s museums, aimed at young visitors.

2. **Mini-stars relay**
   An event organised with Athletissima at the end of June (or in August during the Games).

3. **Museums Night**
   An event organised at the end of September with Lausanne’s museums.

4. **Olympic Week**
   A week of sporting and cultural activities in October.

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**CORPORATE EVENTS**

The Museum can be reserved privately and can welcome groups of 10 to 1,000 people in a unique setting.

A total of +400 company events are held here every year: from conferences to business dinners, not forgetting gala dinners.

Tel +41 21 621 67 20

[events.museum@olympic.org](mailto:events.museum@olympic.org)
1 – Niki de Saint Phalle’s Footballers. This artist wanted to show the beauty of the movements and attitudes of “the beautiful game”.

2 – The 100-metre athletics track. Thanks to a subtle trick of light, the track allows visitors to compare their skills to Usain Bolt’s world record.

3 – Life-sized sculpture of Jappeloup by Gabriel Strek. With this little horse, standing 1.58 metres at the withers, horseman Pierre Durand won the gold medal at the Olympic Games Seoul 1988.

4 – Olympic mural painting by Antoni Tapiès. Commissioned for the IOC pavilion at the Universal Exposition, Seville 1992, it was then set up in the Museum Park.

5 – 4th century BC amphora. Discover sports practice in antiquity through amphorae.


7 – First Olympic flag, 1914. This was produced by the Bon Marché workshops in Paris, following Pierre de Coubertin’s instructions.

8 – Costume for the flame-lighting ceremony at Olympia. Greek fashion designer Eleni Kyriacou drew her inspiration from the Greek landscape for the colour of the robes.

9 – Torch of the Rio Games 2016. For the first time in the Olympic Games history, the “Refugee Olympic Team” competed under the Olympic flag. Torch signed by the 10 members of the this team.

10 – Los Angeles OG 1984, artistic poster by David Hockney. This image, divided in 12 squares, is based on a photomontage technique created by the artist, whereby he created an image by arranging a series of Polaroid photographs in a grid format, which here emphasises the swimmer’s progress through the water.

11 – Olympic Games Mexico City 1968 – hostess’s dress. This iconic dress picks up the central motif of the official poster of the Games and evokes the traditional concentric designs of the Huichol Native Mexicans.

12 – Model of the Olympic velodrome. One of the most environmentally friendly and emblematic venues of the Olympic Games London 2012.

13 – The Games in history. An interactive journey allows the visitor to navigate chronologically through different editions of the Games from 1896 to 2014. This frieze shows the different ways the Games echo evolution in society.

14 – OB truck. In broadcasting jargon, «OB» is the magic (but highly technical) operation by means of which the Games images reach you. That’s the OB truck: magic on four wheels.

15 – Costume of the Italian delegation’s name board carrier. Created by couturier Moschino, it was worn during the Opening Ceremony of the Olympic Games Turin 2006.

THE IDEAL VISIT

17 – Jersey worn by Usain Bolt for the 200m final at the Olympic Games Beijing 2008. At these Games, he became the first male athlete to win three events and set world records in the three events at the same edition of the Games.

18 – Pair of cross-country skis used and signed by Slovenia’s Petra Majdic. She won the bronze medal at the Olympic Games Vancouver 2010 despite having fractured four ribs.

19 – Alpine skiing helmet belonging to Adam Lhamamed, Sochi 2014. Adam is the first athlete from an African country to win a winter Olympic medal at the YOG in Innsbruck 2012.

20 – Christopher Dean and Jayne Torvill’s costumes. The British figure skating champions wore these costumes at the 1984 Olympic Games in Sarajevo.

21 – Words of Olympians. In over 390 filmed interviews, the athletes tell their story and anecdotes about their career and daily life.

22 – Truce Wall, Olympic Games London 2012. For the first time, the 193 UN Member States united in a call for the Truce during the 2012 Games, as a sign of peace in the world thanks to sport.

23 – Set of medals from the first Games of the modern era, in 1896 in Athens. At this time, only two medals were awarded: silver for the winners and bronze for the runners-up.
10 GOOD REASONS TO VISIT THE OLYMPIC MUSEUM

1. THE VIEW
Marvel at the exceptional view of Lake Geneva and the Alps from the terrace.

2. EXPERIENCE THE ADVENTURE OF THE GAMES
By diving into the Olympic world thanks to interactive scenography.

3. DISCOVER THAT OLYPISM ISN’T ONLY ABOUT SPORT
By discovering history, technology, environment, design and architecture through the prism of the Games.

4. DISCOVER A PHILOSOPHY OF LIFE
“The important thing in life is not victory but combat; it is not to have vanquished but to have fought well”. Pierre de Coubertin

5. PUT YOURSELF IN THE SHOES OF AN ATHLETE
By sharing a champion’s daily life through interactive exercises.

6. FEEL THE EMOTION
By reliving opening and closing ceremonies of the Games, thanks to the latest audio-visual innovations.

7. DISCOVER ARTWORKS INSPIRED BY SPORT
By taking in the works of major artists such as Andy Warhol, Roy Lichtenstein, David Hockney, Antoni Tapiés, Niki de Saint Phalle, Fernando Botero and Jean-Michel Folon.

8. TAKE ADVANTAGE OF A LIVING AREA OPEN TO EVERYONE
By having lunch at the TOM Café, shopping in the TOM shop, walking through the sculptures in the Park, discovering a temporary exhibition, etc.

9. ‘SNAP & SHARE’ EVERYTHING!
At the Museum you can take a picture of anything and immortalise your favourite works and objects without the barrier of a showcase.

10. PLACE YOURSELF AMONG THE OLYMPIC SYMBOLS
By posing in front of the flag, the podium of the Olympic Games Sydney 2000 or the Olympic Fire.
The Olympic Museum welcomes many per year as part of school and educational programmes. Teachers can tailor their visits to their own needs and interests, choosing between self-guided tours, guided tours and workshops, with online educational resources also available.

Online educational resources in three languages
A wide range of teaching tools are available from the Museum according to theme. These materials were created with the help of teachers and education experts in the relevant fields and are available to any teacher who wishes to address these Olympic themes. Available in French, German and English.

olympic.org/education

VISIT GUIDE
The self-guided tour gives access to all exhibition areas except for the educational areas. There are also tour guides available for download (in French, German and English) to accompany classes during their visit.

PERMANENT PROGRAMME
A permanent programme of visits and workshops is offered all year round on the major themes of Olympism.

Destination Olympia
The children learn the secrets of Olympia, starting with the ancient Olympic Games and the legacy that they left. In order to understand the sports on the programme, they compare the sports equipment of the first athletes with today’s equipment, and imitate the sporting scenes painted on the vases.

All different, all winners
The participant explore several fundamental notions of Olympism. Through group games, questions and activities, they learn how values, such as respect, friendship and excellence, form the basis of the Olympic Games, and that these can be transferred to their daily lives and are essential for us to live together.

EXCLUSIVE WORKSHOPS AND/OR THEMATIC TOURS ARE ALSO OFFERED DEPENDING ON THE CURRENT TEMPORARY EXHIBITIONS.

Consult the TOM Schools services online:
olympic.org/schools
+41 21 621 66 85
edu.museum@olympic.org
THE OLYMPIC MUSEUM IN FIGURES

THE PERMANENT EXHIBITION

- 3,000m² of permanent exhibition
- 1,500 objects
- 5,000 photos
- 7 hours of audio-visual documents
- 50 interactive screens
- 150 audio-visual terminals

OLYMPIC PATRIMONY

The Museum’s programmes find their treasures in the Foundation’s patrimony.

- 75,000 artefacts
- 1 linear kilometre of historical archives
- 794,000 photos
- 47,700 hours of video
- 52 restored Olympic films
- 8,900 hours of audio documents,

VISITORS

In 2020, the COVID-19 pandemic had an unprecedented impact on the cultural and tourism sectors worldwide. The Olympic Museum’s visitors were therefore strongly affected by this crisis.

- 320,000 visitors in 2019
- 300+ adult guided tours in 2019
- 2/3 of visitors from abroad, 1st museum in Switzerland mentioned spontaneously

LOCKERS

- 216 athletes’ lockers

More than just lockers, TOM lockers include the names of the athletes and the colours of the medals. Borrow Serena Williams’ or Shaun White’s lockers!

THE OLYMPIC PARK

- 8,000m²
- 420m the length of the path leading from the Lake to The Museum
- 97 steps
- Over 40 sculptures and sports installations
Schedule of temporary exhibitions

The temporary exhibitions allow us to understand the relationship between Olympic culture and the world surrounding it. Each temporary exhibition is complementary to the permanent collection, and addresses subjects, always linked to current affairs, under several themes: historical, technical or sociological. Each of these exhibitions is a pretext for varied cultural events to experience the Games in a different way.
THE WEBSITE

The Museum’s website is rich in content and information, and offers three search options: Visit, Collaborate and Explore. It is a useful tool to prepare a visit and provides detailed information on The Museum’s programmes in French and English. The website is constantly being updated to ensure that users are given full and accurate information.

Discover TOM in a video

INTERACTIVE DOCUMENTARIES

To continue the Olympic experience beyond The Museum, the Webdocs link texts, photos, sounds and videos, and recreate a unique online atmosphere around each temporary exhibition.

Discover now:

PLATFORMS

TOM Schools : TOM provides free documents and resources on more than 10 pedagogic websites.

Google Arts & Culture : TOM is also present on Google Arts & Culture to share its content and exhibitions.

Follow us

olympics.com/museum

blog-tom.com

ADDRESS

The Olympic Museum
Quai d’Ouchy 1,
1006 Lausanne, Switzerland
+41 21 621 65 11
olympics.com/museum

OPENING TIMES

Open all year from Tuesday to Sunday, from 9 a.m. to 6 p.m. Closed on Mondays (except public holidays), and on 24, 25, 31 December and 1 January.

INDIVIDUAL AND FAMILY RATES

Permanent and temporary exhibitions
Permanenent exhibition
ADULT (AGED 16+)
CHF 20.-
CHILDREN ACCOMPANIED BY AN ADULT (UP TO 15 YEARS OLD) FREE
SENIOR CITIZEN, STUDENT, PERSON WITH DISABILITIES 14.- CHF

Temporary exhibitions FREE

Group rates
Available for 10 people or more

PAYMENT METHODS

CHF, EUR

AUDIO GUIDE

Available in nine languages (German, English, Arabic, Chinese, Spanish, Italian, French, Russian, and Japanese). FREE

Audio description for the visually impaired (free).

IMAGES

Album Flickr
For more specific photo requests, please contact us.

CONTACTS

press.museum@olympic.org
Tel : +41 21 621 67 64

TOM BLOG

The Olympic Museum receives nearly 300,000 visitors per year at its home in Lausanne. The TOM blog picks up the baton after the visit and allows The Olympic Museum and its followers to stay in touch, at any time and in any place. Together, the TOM community addresses various subjects linked to TOM programming, from additional angles, with fascinating and exclusive interviews and stories. Stay connected!

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