THE FLAME IS YOURS
The history of The Olympic Museum

THE VISITOR’S JOURNEY
A marathon of emotions

A PLACE FULL OF LIFE ... AND EVENTS

THE IDEAL VISIT

10 GOOD REASONS TO VISIT
THE OLYMPIC MUSEUM

EDUCATIONAL PACKAGES

THE OLYMPIC MUSEUM IN FIGURES

PROGRAMMING
Schedule of temporary exhibitions

PRACTICAL INFORMATION

Cover: © IOC
Left: The Olympic Games area © IOC
Back cover: © IOC

2022 edition
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

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 1937.

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 Brauen & 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. At the same time, responsibility towards the environment remained a top priority, The Olympic Museum has made a commitment to sustainability: recycling of waste, installation of solar panels and LED lightbulbs, use of water from the lake for heating, and planting of local native species of vegetation in its vast grounds.

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.

WHO IS TOM?

TOM is The Olympic Museum’s nickname

"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
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, families) come together to experience the adventure of the Games through these events.

TOM is at the heart of a network of 32 Olympic Museums throughout the world (the Olympic Museums Network). It spreads the Olympic message through collaborative projects: specific programmes, experience sharing, co-productions, and loans of Olympic objects, images, videos, photos or films to travelling exhibitions.

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

1 - THE PARK

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, Tàpies 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.

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 Olympic Park is 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-stadion – 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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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.

“The Olympic flame is not just for a single edition. To discover the architecture and urban planning of the Games, miniature models of various Olympic venues including main stadia are on display; reflections of the prowess and ever-more-impressive search for innovation in infrastructure.

Although the attribution process has evolved over the years, a timeline encapsulates what the 10-year journey used to be, from candidate city to the opening ceremony of the Olympic Games!

Interaction between the OG and the world: culture, politics and society

A massive interactive panel, which unfolds before the eyes of the visitor, allows them to navigate through the different editions of the Games, from 1896 to 2014. 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.

Olympia, the origin of the Olympic Games

Pseudo-Panathenaic amphora with black figures, 540 BC © IOC
"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.

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

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

The third area of the permanent exhibition invites the visitor to feel 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 can 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."
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Today, there is no international sporting competition which does not involve researchers and engineers.

Visitors also 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.

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)
A PLACE FULL OF LIFE...

The Olympic Museum in Lausanne 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

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.

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

Jusr FYI: Shopping is not a recognised sport on the Olympic programme

THE FIVE BEST-SELLERS

1. The Pierre de Coubertin key ring
2. The TOM milk chocolate bar
3. The “Plouf!” bathing cap
4. The basketball, volleyball and football kit
5. The Quai d’Ouchy Swatch

The flame in front of the Olympic Museum © IOC
THE IDEAL VISIT

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 Tapies.
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.

6 – Equestrian Fencing.
The only living portrait of Pierre de Coubertin. He penned a “Treaty on Equestrian Fencing”, published in 1906. He attempted to develop this new sport, without success.

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.

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 into 12 squares, is based on a photomontage technique 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 OLYMPIC WORLD (Level 1)

16 – Niki de Saint Phalle’s Footballers.
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17 – The 100-metre athletics track.
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She won the bronze medal at the Olympic Games in Sarajevo.


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.

THE OLYMPIC GAMES (Level 0)

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 Lamhamedi, 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.

THE OLYMPIC SPIRIT (Level -1)

THE OLYMPIC WORLD

THE OLYMPIC GAMES

THE OLYMPIC SPIRIT
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 OLYMPISM 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 vanished 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 Tapiès, 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, or discovering a temporary exhibition.

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.

“EXPERIENCE THE ADVENTURE OF THE GAMES”

“THE VIEW”
The Olympic Museum welcomes children and youth 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.

olympics.com/museum/visit/schools/educational-kits

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.

Consult the TOM Schools services online:
olympics.com/museum/visit/school-visits
+41 21 621 66 85
edu.museum@olympic.org

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 participants 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.

How well do you know the Olympic Games?
This guided tour helps participants learn the essential facts about the Olympic Games, which are much more than just a sports competition. Based around the Museum’s permanent exhibition, this dynamic tour is a real journey into the Olympic world, complete with a host of anecdotes, objects and records!

EXCLUSIVE WORKSHOPS AND/OR THEMATIC TOURS ARE ALSO OFFERED DEPENDING ON THE CURRENT TEMPORARY EXHIBITIONS.
**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 2020**
- **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.

Riding the Olympic Wave
From 17.03.2022 – 05.03.2023

The Olympic Games echo and sometimes anticipate the trends and aspirations of society, constantly riding these new waves.

As such, six new sports and disciplines have been added to the programme of the Summer Games: 3x3 Basketball, BMX Freestyle, breaking, skateboarding, sport climbing and surfing.

“Riding the Olympic Wave” explores this evolution and presents these six sports and disciplines, together with their respective social, cultural and artistic contexts.
The Olympic Museum offers an immersive digital experience and is working to develop its online presence through different internal and external platforms.

**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]