Beat: Sports

PARIS 2024 UNVEILS THE ART POSTERS FOR THE OLYMPIC GAMES & PROGRAM

CULTURAL OLYMPIAD OF SPORT/ART

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USPA NEWS - Paris 2024, unveiled yesterday, there Posters over the Cultural Olympiads. Several thousand events and artistic performances, showcased in every artform and throughout the regions, will give the public the opportunity to see the extent to which sport and art are based on common values. They represent the Cultural Olympiad, which are an artistic collaborative venture will consist of events and performances until 8 September 2024, one day ahead of the Closing Ceremony of the Paralympic Games Paris 2024.

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Fourteen art posters revealed at 2023 edition of Nuit Blanche [All-Nighters]
For every edition of the Games, the Organising Committee develops a programme of “Art Posters” complementing the official poster of the Games, in cooperation with the IOC. This programme gives artists a unique creative opportunity to be involved in building the collective memory of the Games.
For the Paris 2024 Cultural Olympiad, five artists were selected by a competition jury composed of representatives of the IOC, Paris 2024, the Ministry of Culture, the City of Paris and the sports movement, as well as personalities from the arts world. Two additional features were launched to celebrate the centenary of the Olympic Games Paris 1924, the introduction of breakdancing as a new Olympic discipline, and the Paralympic Games coming to France for the first time. The artists selected include American painter and sculptor AdamJanes,American multidisciplinary artist Clotilde Jiménez,French painter Gilles Elie,French photography duo Elsa & Johanna,French designer Pierre Seinturier,French designer and illustrator Fanny Michaëlis,and French photographer Stephanie Lacombe.

The seven artists were invited to create, for the first time, diptychs featuring an Olympic poster and a Paralympic poster. They have all been involved in creating an original body of artworks using images to express the Olympic and Paralympic tenets such as inclusion, equality, celebration and innovation, all of which are at the heart of Paris 2024’s ambitions, with the aim of passing on an artistic and cultural legacy.
The fourteen artistic posters for the Olympic Games Paris 2024 were revealed on 1 June on the banks of the Seine, for the 2023 edition of Nuit Blanche, which will take place on 3 June. They will be on display for one month, and as September 2023 they will tour France thanks to the Terre de Jeux 2024 network.

CREATIVE PROGRAMME COVERING THE WHOLE OF THE FRENCH TERRITORY
Led by the Paris 2024 Cultural Section, the Cultural Olympiad is a joint project created in close cooperation with personalities involved in culture and sport throughout the national territory. Several major events will feature in the lead-up to the Olympic Games 2024, including the European Heritage Days and a Children’s and Youth Olympiad, providing many opportunities to celebrate the unique and historical character of these Games.

More than 500 Terre de Jeux 2024 operators are involved in this project, as well as a vast cultural network alongside the Olympic, Paralympic and Sports Movement.
There has already been a number of major nationwide excellence projects developed in cooperation with the cultural sections of the Paris 2024 stakeholders and the Ministry of Culture. The Mobilier National, the Quai Branly Museum, the Chaillot National Dance Theatre and the Natural History Museum have developed ambitious projects as part of the Cultural Olympiad.
Launched on 1 June 2023, a special website gives the public the opportunity to discover the full programme of the Cultural Olympiad. An interactive map and a system of filters allow users to select the event of their choice according to proximity and their own preferences.

TIMELINE OF THE NEXT MAJOR EVENTS TO COME:
• Major events in 2023
? The Cultural Olympiad Summer: from 1 June to 15 September 2023
? The big Cultural Olympiad 2023 concert: 1 June 2023
? European Heritage Days: 16 and 17 September 2023
? The Cultural Olympiad Autumn: from 21 September to 21 December 2023

• Major events in 2024
? The Children's and Youth Olympiad: from 1 April to 20 June 2024
? The Amateurs' Olympiad: from 21 to 23 June 2024
? The Torch Relay: from 8 May to 26 July 2024
? The Celebration of the Games: from 26 July to 8 September 2024

"The Cultural Olympiad is a programme of events that allows the host country of the Games to create a dialogue between sport and culture throughout the nation. For Paris 2024, hundreds of projects have already been labelled as part of the Cultural Olympiad, thanks to great collaboration with our partners. Today, we are very happy to reveal the major events of the Cultural Olympiad, which will be exciting milestones as we approach the Games. Thanks to the commitment of all those involved, and, of course, personalities from the worlds of sport and culture, the Cultural Olympiad has come to life, and its projects will reach an increasing number of people. Together we are "Games Wide Open", and millions of us will be experiencing wonderful emotions thanks to sport and culture!" Tony Estanguet, Paris 2024 President

"The Cultural Olympiad is a programme of artistic and cultural events gaining momentum ahead of the global event that is the Olympic and Paralympic Games, a generous spread of works aimed at people from all walks of life, whether or not they are involved in culture. I wish to pay tribute to the incredible mobilisation of all those involved in sport and culture, which has been going on for several months. This mobilisation continues to grow, with more than 1,600 projects already identified, half of which have been labelled or are in the process of being labelled."Dominique Hervieu, Paris 2024 Head of Culture

ABOUT PARIS 2024
The mission of the Olympic and Paralympic Games Paris 2024 Organising Committee, in accordance with the host city contract signed between the International Olympic Committee (IOC), the Comité National Olympique et Sportif Français (CNOSF – French National Olympic and Sporting Committee) and the Ville de Paris municipal authorities, is to plan, organise, fund and deliver the Olympic and Paralympic Games Paris 2024.
The Olympic and Paralympic Games are the greatest sporting event in the world, with unparalleled media impact. They bring together 10,500 Olympic athletes and 4,400 Paralympic athletes, respectively from 206 and 182 delegations, across five continents. They are watched by over 13 million spectators and 4 billion television viewers across the world, across a total of over 100,000 hours of TV broadcasting. They are without equal in sporting, economic and cultural events throughout the world, and this power helps to further their impact. Set up in January 2018, Paris 2024 is headed by Tony Estanguet, three-time Olympic champion. It is run by a Board of Directors, on which sit all the founding members of the project: the CNOSF, Ville de Paris, the French Government, the Île-de-France regional authority, the CPSF, the Métropole du Grand Paris, the Conseil départemental de Seine Saint-Denis, representatives of the local authorities involved in the Games, civil society and corporate partners. Source: Paris 2024, Olympic & Paralympic games.

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