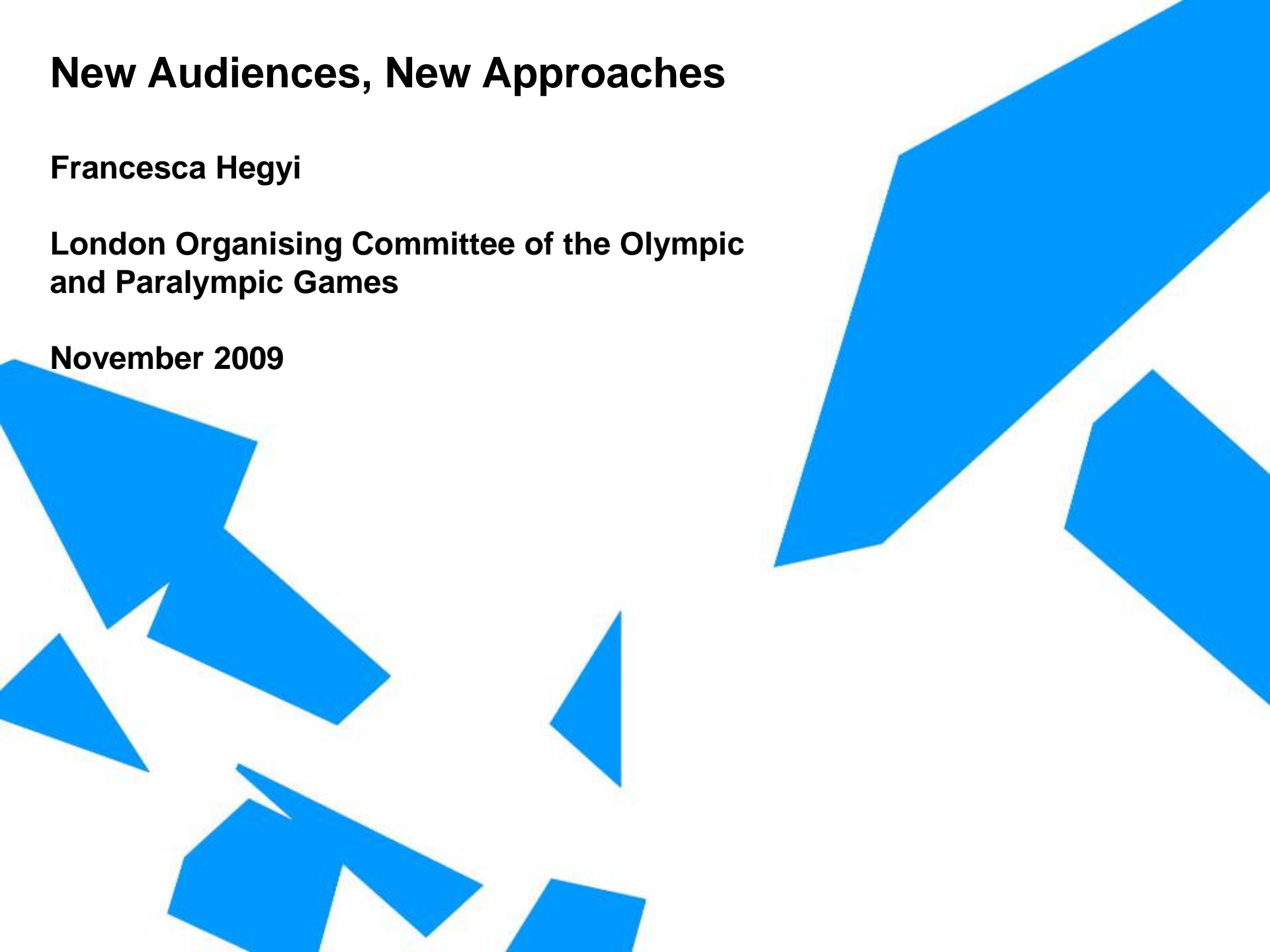


# **New Audiences, New Approaches**

**Francesca Hegyi**

**London Organising Committee of the Olympic  
and Paralympic Games**

**November 2009**

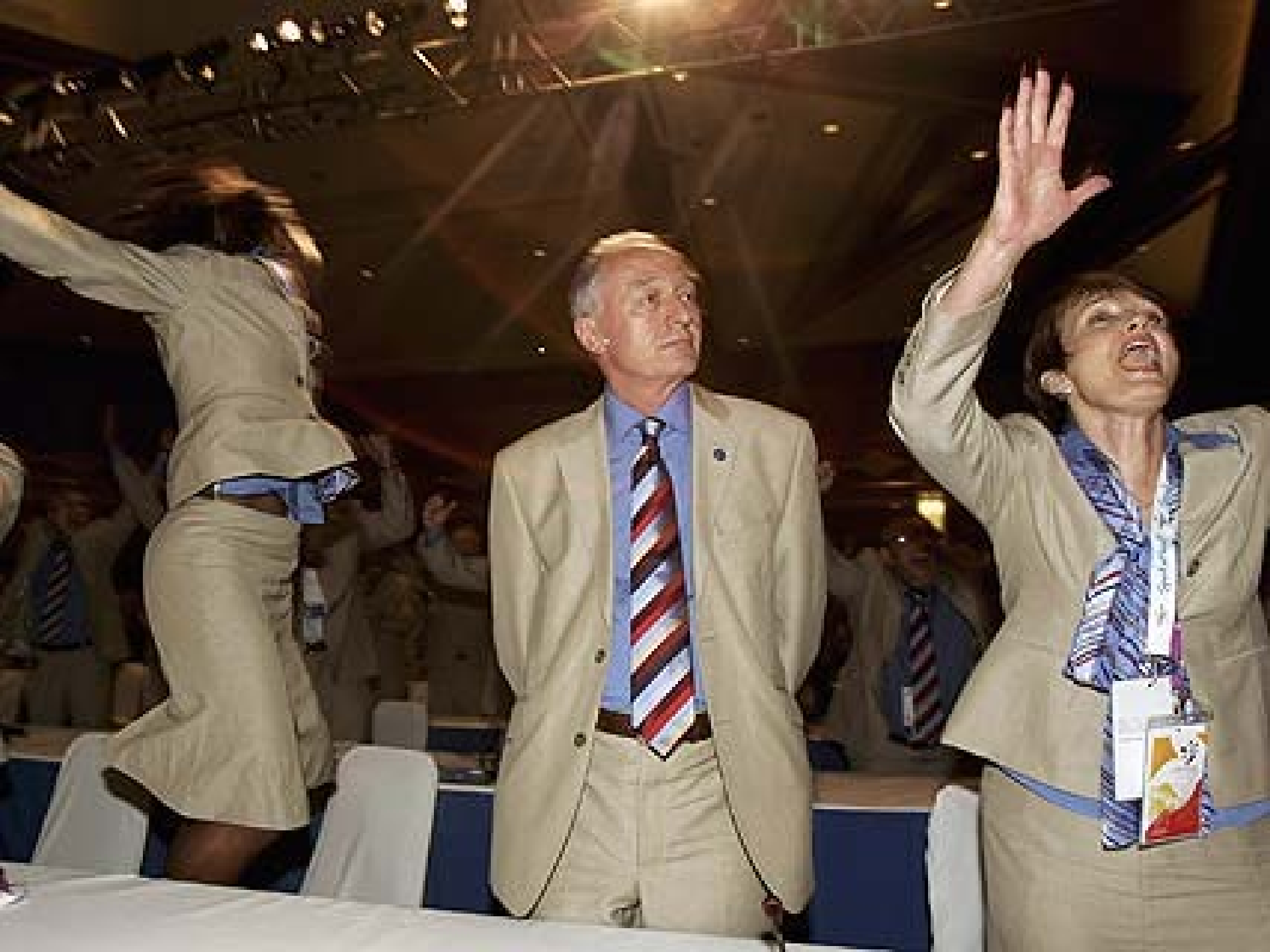


# London 2012 and the Bid

London's vision is to reach young people all around the world. To connect them with the inspirational power of the Games.

Choose London today and you send a clear message to the youth of the world: more than ever, the Olympic Games are for you.

Seb Coe (2005)





North Sea

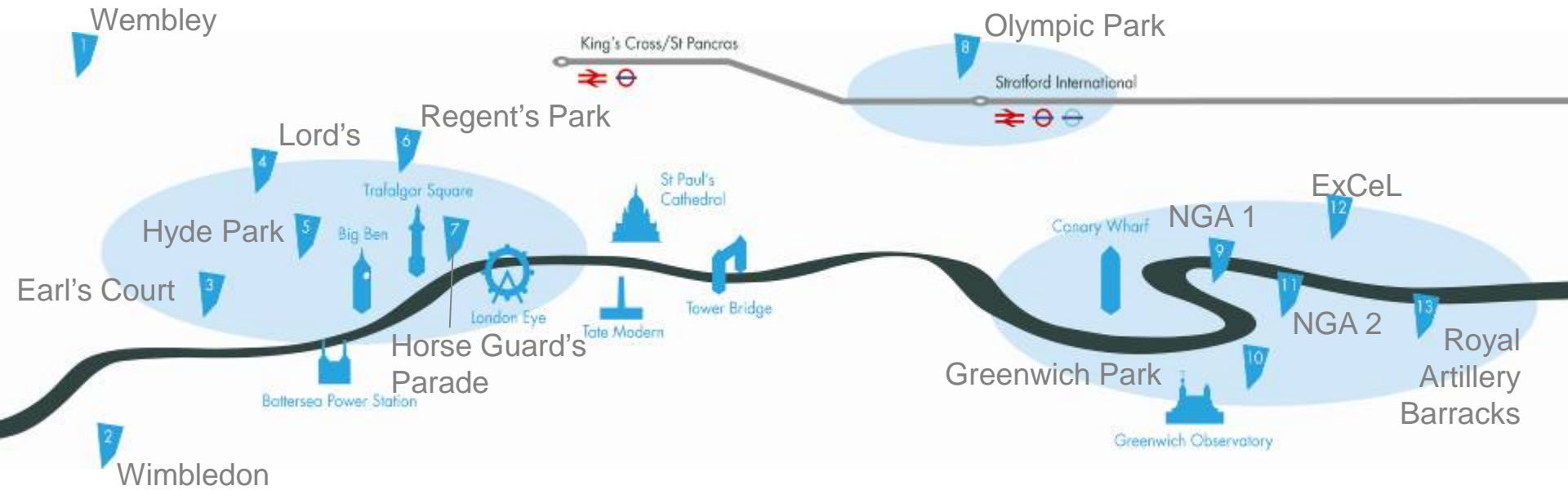
London

# Getting the UK involved

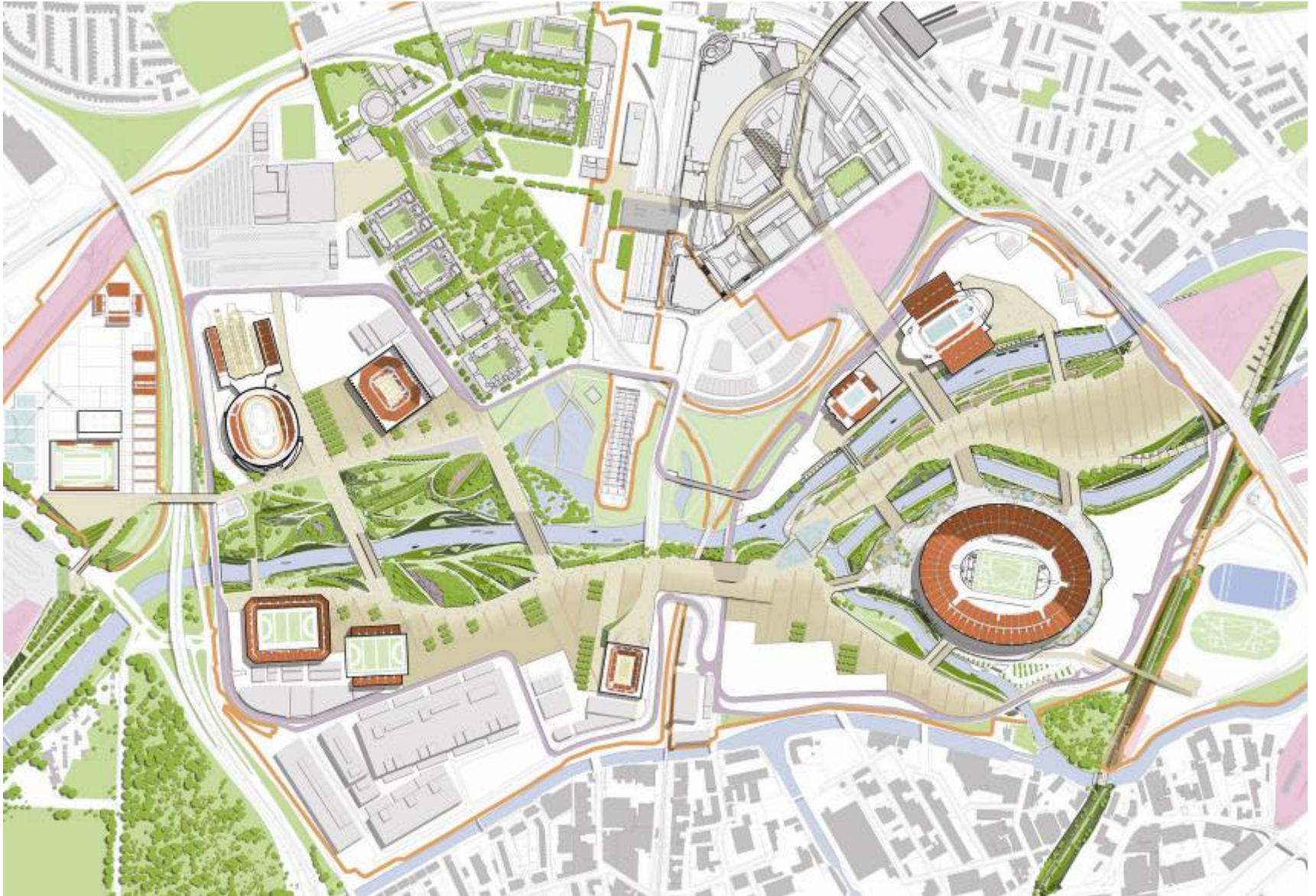




# London Venues



# London's Olympic Park

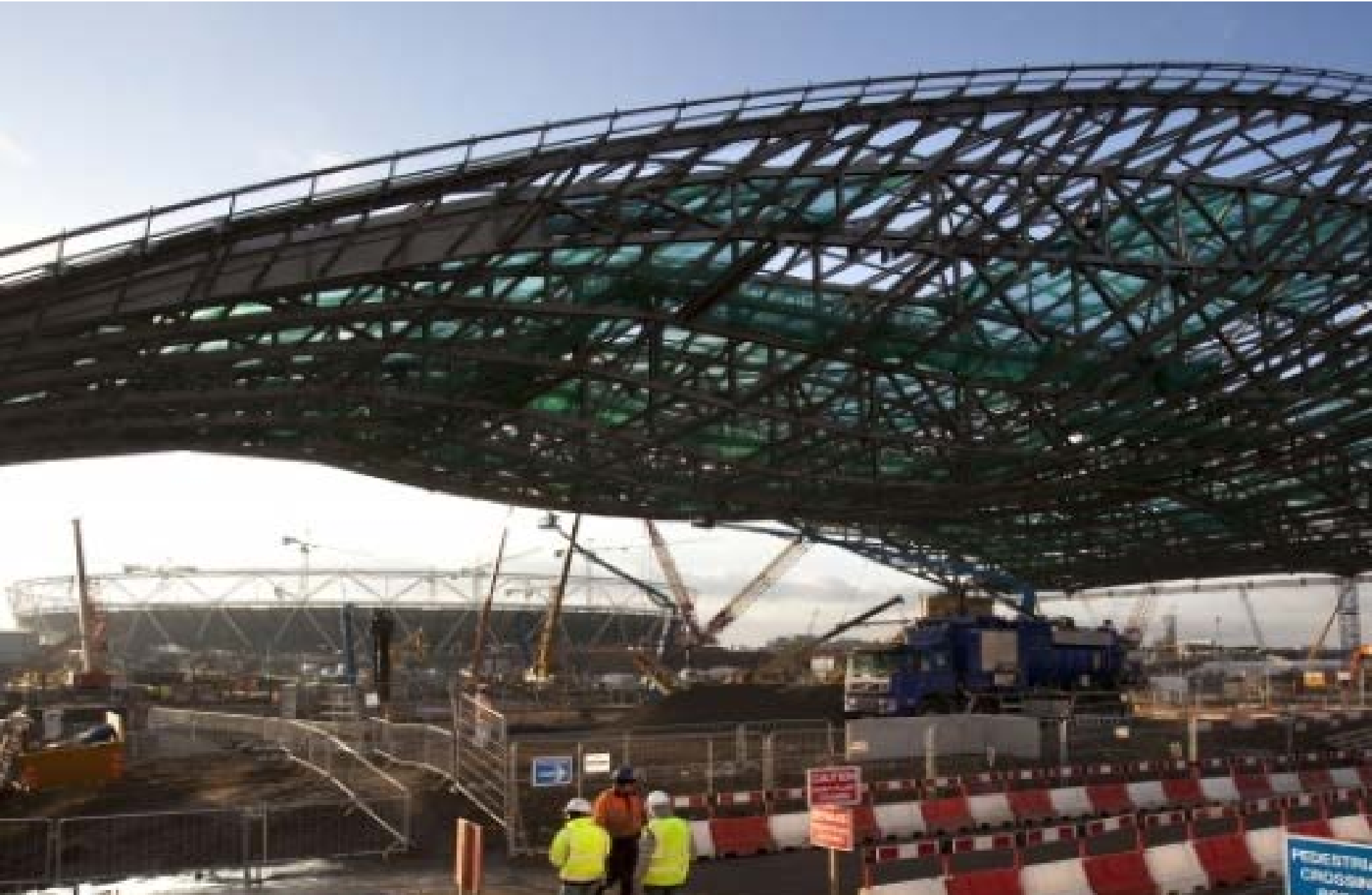




# Progress to Date

- Construction timetable on plan
- Handover park in 2011

# Aquatics Centre



# Aquatics Centre



# Olympic Stadium



# Olympic Stadium





# Olympic Stadium



# 1000 Days to Go





# The Role of Culture

Reaching the UK

Building Momentum

Reaching Young People

# Young People





Spongecell

Hula

kiko

Trumba

eskobo

mayomi

Pageflakes

vimeo

skobsie

shadows

grovee

YouTube

Zimbra

LookSmart FURL | Your Personal Web File

smugmug

newsgat

Blagniscent

Tin Finger

shutterfly

me4feedia

PodDater

Feedster

favor

Planzo.com

ZAZZLE

Tailrank

TagWorld

nuvvo

dogear

yakalike

grouper

ODDPOST

qoo

iNods

Lulu

R

BR

blish

flagr

FireAnt

simplyhired

veoh

theadcloud

rbloc.com

oyogi

cafépress

Renkoo

standpoint

pixagogo

EXTRA TASTY!

last-fr

gather

Aoatra

browsr

oyogi

dabble

YEDDA

SHOUTWIRE

meebo

EXTRA TASTY!

last-fr

Jotspot

Frappri

jeteye

dabble

Writeboard

SHOUTWIRE

iKarma

KANoodle

Air

tech.memorandum

CalendarHub

zigtag

Findory

backfence

clipmarks

wayfaring

gOFFICE

win

Supr glu

pando

zigtag

Findory

backfence

clipmarks

wayfaring

gOFFICE

win

AllPeers

tb

Rallypoint

Zoozio

blogbeat

Ziggs

zoto

vSocial

Boltfolio

win

riya

Audible Wordcast

Opinity

Opinity

reddit

measuremap

gumshoo

bluepulse

imvoo

win

STREAMLOAD

CONGOO

PODZINGER

RSS MAD

FeedTier

phanfare

WIKIPEDIA

Fruitcast

PubSu

nativetext

CONGOO

PODZINGER

RSS MAD

FeedTier

phanfare

WIKIPEDIA

Fruitcast

PubSu

dPolls

flickr

Ning

Ookles

Strongspace

zoominfo

CASTPOST

WIKIPEDIA

yubnub

PubSu

BLOOP

ProjectSpaces

FeedBurner

Bloglines

purevolume.com

FOTOLOG

ourmedia

gabb.com

Gcast

blinkx

riffs

Yub.com

Spot Runner

myspace

NewsAlloy

BAllmydata

chatsum

PANDORA

looklater

ajchat

ajchat

Jambo

ROLLYO

ClipShack

squish

# Local Community



## Marriage of Sport and Art



**Pierre de Coubertin 1863 - 1937**

# The Cultural Olympiad

A requirement of every Host City

2006 -7 Consultation

3000 People

How should London and the UK present itself?















Controlled  
**ZONE**  
  
Mon - Sat  
8.30am - 6.30pm



# Cultural Olympiad values

Welcoming the world  
Inspiring young people  
Delivering a legacy



# Structures

Major projects

Inspire Projects

Open Weekend





# Show of culture to let Games begin

# Cultural Olympiad is up and running

**News**

## Sport and art sites declare open house in readiness for Olympics

Asking O'Connor Olympics Correspondent

The race between London and Beijing to mark the start of a four-year cultural renaissance to the London Olympics.

## Coe gets cultural Olympiad off to a sprinting start

Lord Coe has set the Olympic torch alight in a symbolic gesture to mark the start of the four-year cultural renaissance to the London Olympics.

Lord Coe has set the Olympic torch alight in a symbolic gesture to mark the start of the four-year cultural renaissance to the London Olympics.

10 HOME

## Coe joins Creed for 'Cultural Olympiad'

By Amal Rajan and Arifa Akbar Arts Correspondent

A FOUR-YEAR "Cultural Olympiad" in anticipation of London 2012 Games has been unveiled by Olympic chief Lord Coe.

It will begin with an "Open Weekend" showcasing the best that creative Britain has to offer in the arts.

### Events from the 'Open Weekend'



Open Bharat, the Greater London Authority's annual invitation to the public to look behind the scenes at institutions from the Royal Opera to English National Ballet, above, will have an extended programme for the Olympiad's 'Open Weekend' launch.



In There will be a celebration of the 60th anniversary of the arrival of immigrants from the West Indies, on 28 September in Weymouth. Londonderry hosts a renaissance festival and there will be free exhibitions of urban art in Cardiff.



## Supporting artists Coe announces Cultural Olympiad



They have been invited to submit proposals in any genre - "It could be a symphony in one region, and a sculpture in another."



UK". It will encompass a full and singing day and an event in July 2012 involving a renaissance of live music - King the Classics.

## Physical culture: 2012 organisers pledge to marry the arts with sport



year event that aims to leave a 'clear and lasting legacy' for the games, organising committee chief Lord Coe said.



The handover in Beijing, deflected by Lord Coe but destined as kickoff by others



Studios of the film industry will be used to tell the people's stories through animation.



The Nation: Bringing a great film readers and people to a book is the aim of those making films on film and literature. There will be a look film competition and an oral documentary project with young people.

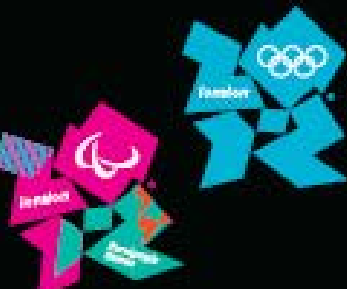
Festival of Caribbean Dance: The festival will feature Caribbean dance, music and games in 2012.



# The Story So Far

# Artists taking the lead





# stories of the world

One of the major projects of  
London 2012's Cultural Olympiad



Unlimited





## Open Weekend

1400 events

Over 1 million people

2010

2011

2012



70% new events

65% attracted new audiences

# The Next 12 Months

# Music Programme - Sounds





## Street Arts Commissions



# Film Programme



# The Year of 2012



