
THEME 17 – OLYMPIISM AND CULTURE

17.1 Briefly describe your plans for the programme of cultural and ceremonial events to take place during the Olympic Games.

The cultural and ceremonial aspects of the Olympic Games are extremely important parts of Los Angeles' determination to re-imagine the 2016 Olympic Games. They are critical to the Fundamental Principles of Olympism and to the inspirational effect of the Games. We have allocated an unprecedented \$50 million to cultural programs in our proposed budget. This is in addition to the Ceremonies budget of \$70 million.

Our approach to the Ceremonies will be innovative, while respecting all requirements of IOC Protocol and adhering to high standards of dignity and respecting tradition. We will accentuate the thrill of the Ceremonies with a focus on the youth of the world. The Opening Ceremony is a hallmark of the Olympic Games and will get special attention.

We will produce a great Cultural Program to extend the scope of the Games both in time and space. The Program will encompass the whole state of California. It will combine the greatest minds in the arts, music, and scholarship in an ongoing festival that will build expectation for the Games leading up to the Opening Ceremony. For the first time, an intellectual conference of great thinkers will become part of the program. Combined with a nation-wide torch relay, excitement for the Olympic Games will be at a fever pitch by July 22, 2016.

Our Cultural Program will be as follows:

▲ **Peak Performance: The 2016 Olympics Games International Cultural Festival**

The Olympic Games have a timeless allure and the power to reflect the epitome of human achievement. Transcending national and cultural limits, they speak to the most fundamental qualities of individuality, opportunity, and commitment. The inspirational nature of the Olympic Games will be reflected in the cultural festival that the OCOG produces. The 2016 cultural program will engage the entire state of California. The program will focus on Los Angeles, but will include extensive programming in San Francisco, San Jose, and San Diego, as well as regional events to serve the many smaller communities throughout the state. Further, the cultural programs do not need to be limited to the visual and performing arts: ours will encompass all areas of intellectual and artistic achievement. Finally, in keeping with the theme of "Los Angeles, Where the Whole World Comes Together," the program will engage the cultural diversity of Californians by a broad international inclusiveness.

The 2016 Olympic cultural festival will pay tribute to the great athletes in the Games, by its very existence. At the same time, the festival will celebrate the most distinguished and accomplished individuals in the arts, science, medicine technology, and design, among other disciplines. Their matchless intellectual and inspirational contributions will define society's accomplishments and well-being in the decades to come. With this as its focus, we will call the festival *Peak Performance*. The theme of *Peak Performance* emphasizes the centrality of athletes. Their accomplishments become the metaphor for achievement in all fields. It will be a multi-faceted spectacle of creative and intellectual achievement to be launched two months before the 2016 Olympic Games and to be continued on a bi-annual basis, assuring it will be among the legacies of 2016.



It is fitting that *Peak Performance* will be centered in California. California represents the ideals of “peak performance.” California gives the world contemporary entertainment; innovations in technology; superlative sporting events; and an unmatched concentration of educational, cultural, and scientific institutions.

The speakers, presenters, and performers in *Peak Performance* will not only be internationally acclaimed luminaries, but will be multi-generational, with an especially strong focus on younger talents who, like their Olympic athlete counterparts, will show us the future.

What will set this festival apart from its predecessors is the incorporation of concepts of “peak performance” into the specific programs. Some programs will be focused on single disciplines, but as many as possible will consist of cross-disciplinary, collaborative interaction. These might include an international survey of films on the concept of peak performance; newly commissioned films and other artworks on the concept; dance and theatrical presentations that showcase individual peak performance in a collaborative setting (like the Olympic teams themselves); and presentations of new urban spaces, installations, and events created by artists, architects, designers, and performers that explore and redefine the possibilities of cities in this globally urban century.

In addition, special programs will make accessible to worldwide audiences the latest advances in science and technology, in a continuing conversation about their relevance to everyday life and well-being. The high-tech communities of Silicon Valley and San Diego will be engaged. The festival will extend beyond typical artistic and intellectual pursuits to include the arts of food and wine. California has given the world a cuisine based on purity and healthfulness of ingredients that reflects Olympic Ideals of mind and body. World class wine districts cover much of California, and the festival will include special events to expose this peak of quality to Olympic visitors.

Last and not least, the concept of *Peak Performance* will directly engage the educational community by going into elementary schools and high schools throughout California, to promote a new awareness of creativity and peak performance among young people. Other kinds of regional institutions that are exemplary models of education at these levels, such as the Music Center of Los Angeles, UCLA, and the University of Southern California, will be invited to participate and will serve as hubs of interactivity bringing children together from around the world.

▲ **A Highly Distinguished, International Advisory Network**

From the early conceptual stages onward, *Peak Performance* will be guided by input from advisory committees whose members represent today’s acclaimed leaders in the arts, civic life, business, science and technology, as well as a balance of regional, national, and international expertise, with special emphasis on Californians. Committee members will be charged not only with identifying established talents of many kinds for various events, but recommending younger performers who will be ready to take the stage in 2016. In addition, they will advise and, whenever possible, participate in fundraising, promotion and marketing, and the development of new and innovative projects and events for *Peak Performance*.

▲ **A Legacy Through Documentation and Future Commissioned Events**

Like the Olympic Games themselves, the impact of *Peak Performance* will go beyond the duration of the actual program events. Again, advanced technologies will enable the festival to be documented and disseminated in a host of ways that are relevant to the diverse audiences served. Records of the festival will range from online blogs and websites to commemorative publications, as well as specially commissioned films, photography, and videos and even some permanent installations. The presenters and authorities on matters of public



policy and intellectual issues will be expected to generate papers that will be published and preserved. All of this will be *the* definitive record of an Olympic Festival. All documentation will be widely shared with the media and public audiences, thus helping to support post-event marketing efforts and publicity that will continue long after the events.

The legacy of *Peak Performance* will be made possible by a new special endowment intended to support commissions of future creative and intellectual activities throughout California. Plans for the endowment will proceed in conjunction with the festival, ensuring a smooth transition when the Games end.

As the Games approach and throughout the Olympic Games and the Paralympic Games all of the Los Angeles area will take on a festive look that will make the Games into the joyous celebration we intend. Each of our neighborhoods will have its own special festivities supervised and subsidized by the OCOG, but arranged locally so that the Games will touch every resident.

17.2 Describe the intended venue for the Opening and Closing Ceremonies of the Olympic Games (location, dimensions, seating capacity etc.) and indicate whether the venue already exists or has yet to be built.

The Opening and Closing Ceremonies (and the Athletics Competitions) will be held in the Los Angeles Memorial Coliseum, in Exposition Park, near downtown Los Angeles. Its seating capacity for the Ceremonies will exceed 75,000. Its dimensions are set forth in our response to Theme 8. The Coliseum has been designated a national landmark. It exists today and will remain for tomorrow. It was the site of the Ceremonies of two previous Olympic Games, and is among the most well-known Olympic icons in the world. The athletes will emerge from the tunnel into the sun on hallowed Olympic ground. The athletes will circle the stadium on a brand new track and gather on a brand new field—both installed for the Games. The new master lessee of the Coliseum, soon to be appointed, will assure that the entire audience will sit in freshly installed seats, and patronize new concessions and lavatories. The entire audience will be shielded by sun shading, the rim of the stadium will be lined all the way around with luxury suites, both installed by the OCOG for the Games. The stadium will wear the “Look” of the Games and be a festive, exciting, fresh home for the 2016 Olympic Games.

If the ceremonies are not taking place in your main athletics stadium, please give the location of the venue on maps A and B.

17.3 Briefly describe the educational programmes intended to be set up in schools during the years leading up to the Olympic Games in order to promote the Olympic Ideal.

We have already begun. Commencing September, 2006 we have been placing Olympians and Paralympians from Southern California’s enormous population of Olympic athletes in Los Angeles public schools in our innovative “Ready, Set, Gold!” Program. SCCOG director, Olympic Gold Medalist, Peter Vidmar chairs this endeavor. In this program we deploy our greatest asset, the Olympians and Paralympians, to the schools to encourage and inspire students to eat nutritiously and exercise so as to improve their fitness and resist obesity and diabetes. We have developed a curriculum and curricular materials in support of the program that are available to students and teachers even in schools not visited by an Olympian or Paralympian. The athlete visits his or her assigned school at least five times during the year. To respect the value of the time and expertise of the athlete, a modest honorarium is paid for each visit. At the end of the school year the state-mandated fitness tests will be administered. The program will use independent evaluators from local universities to measure the improvement by students in our program.



We began with 30 schools in September and are expanding to 50 schools this Spring. In future years the program will expand to additional schools in the Los Angeles public school system and beyond. It can be replicated anywhere there are Olympians, Paralympians, and children. We will make our materials available. Our program has initially been funded by charitable donations in the amount of about \$250,000. We will raise more funds for future years. We will continue this program whether or not Los Angeles is selected to host the 2016 Olympic Games. However, if we are selected the program will grow faster and form the backbone for a broader array of educational programs that involves athletes, children, schools and the Olympic Ideals. We know that education was a core of the modern Olympic Movement at its inception. We plan to continue to honor that tradition.

