

# PROJECT BRIEF



**WOA is calling for Olympian led creative projects for the Olympic Games Tokyo 2020. If your proposal is selected, you will be flown to Tokyo to support the implementation of the project.**

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If your project is selected, you will work with World Olympians Association and IOC to develop it and will be **invited to Tokyo 2020 to support the implementation**. Expenses including the cost of the project and travel arrangements will be covered.

There are **no restrictions on the type of art** such as painting, photography, digital, music, dance, sculpture etc. **Projects must meet the following criteria:**

1. Welcome the audience to participate in a creative experience that brings to life the Olympic values
2. Provide a positive and memorable experience of the Tokyo Games
3. Foster a sense of cross-cultural collaboration, connection and community
4. Creates engagement via social media

**Proposals from Olympians are welcome across different sites in Tokyo**

## **A) A district in central Tokyo**

Audience: General Public

Location: Downtown Neighbourhood

Space: Indoor and outdoor venues either temporary ('pop up') or permanent along sidewalks, metro station and other locations. See photographs on page 4 for inspiration

## **B) Olympic Village**

Audience: Olympians and members of their entourage

Location: Olympic Village

Space: temporary ('pop up') project that can move to various locations within the Village

## **Project dates**

Olympians selected to participate will be invited to the Olympic Games Tokyo 2020 and should be available to deliver the project in Tokyo between 15 June – 23 August, depending on the project and location.

## **Process to submit a project idea**

Please complete the **online form application** here: <https://olympians.org/olympians/oly-art/> by the **end of Saturday 30 November** Lausanne time.

### Timeline (subject to change)

Time	Action
October – November 2019	Call for proposals
<b>30 November 2019</b>	<b>Deadline for submitting proposals</b>
November – December 2019	Review and discussion of proposals, feasibility study, notification of selected Olympians
January – March 2020	Project development, final budget planning, pre-production
April – May 2020	Shipment of materials etc.
June – August 2020	Implementation

### Inspiration

Please see the pages below which provide:

- Examples from Olympian Art in PyeongChang 2018
- Images from potential locations in Nihonbashi (Olympic Agora)
- Inspiration images from Tokyo in general

We look forward to receiving your proposal. For any questions please email [info@thewoa.org](mailto:info@thewoa.org)

# OLY Art Case Study: PyeongChang 2018

Four Olympians celebrated the Olympic values through art with a wider audience via the hashtag #OlympicArt.

In PyeongChang, they shared their creative spirit and experiment with different forms of artistic expression through two projects:

## 1) Painting the Olympic Values “by Olympians, for Olympians”

At Gangneung Olympic Village with Roald Broadstock OLY, Lanny Barnes OLY and Jean-Blaise Evequoz OLY, hundreds of Olympians used paints to colour in 15 pre-drawn pictures, one per day.

Each individual painting represented one of the 15 Olympic winter sports. When connected, the 15 paintings became one large painting revealing the Olympic values.



## 2) Olympic Dreams short film project

Alexi Pappas OLY and filmmaker Jeremy Teicher shot a series of shorts film blending fiction and reality.

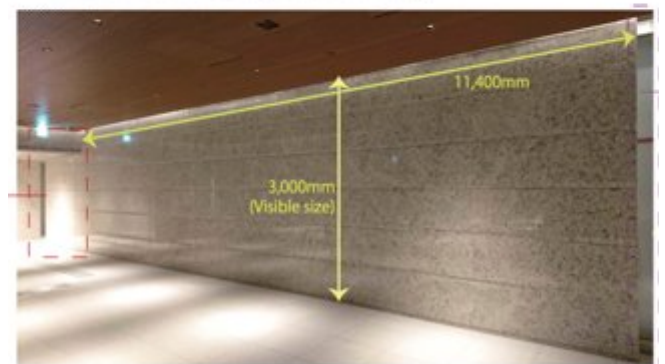
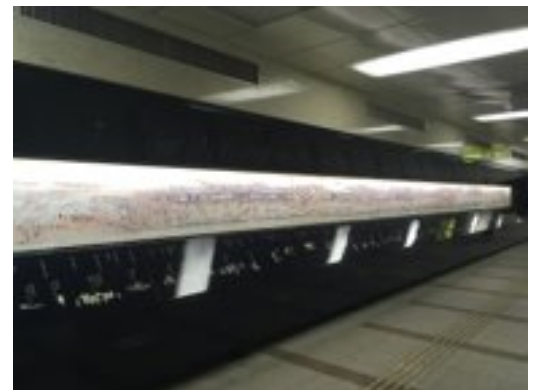
The films tell the fictional story of an athlete at the Winter Games who has devoted her life to her Olympic dream. The short films of 3 min each feature a poetic voice over written and performed by Alexi devoted to specific Olympic values and virtues. Olympians were also invited to volunteer on site to participate in short acting scenes.

<https://www.nytimes.com/2018/02/05/style/olympics-artists-in-residence-program.html>





# Inspiration images, potential locations in Nihonbashi (Olympic Agora)





# Inspiration images for Tokyo 2020

