

The London Organising Committee of the  
Olympic Games and Paralympic Games Limited

Cultural Olympiad launch weekend  
Outline paper  
March 2008



*inspire*

This paper offers an overview to our thinking on the Cultural Olympiad Launch Weekend, which is taking place Friday 26 – Sunday 28 September 2008.

At this stage, we're asking organisations and individuals to consider how they might be part of Open Up and Light Up (more below) and to let us know of anything they have planned over the 26-28 September weekend.

## **Introduction**

26–28 September is the launch weekend for the Cultural Olympiad across the UK. This weekend kicks off a four year celebration of our cultures, on a scale that has not been done before, designed to enable the widest range of people across the UK to take part. It will also launch a number of large-scale creative projects. It is not just another one-off weekend, but the start of the four-year celebration. We are making our first mark; writing the first sentence of a four year story.

The purpose of the weekend is to:

- Promote the start of the four year celebrations
- Announce large scale creative projects
- Begin the Cultural Olympiad awareness campaign for the public

The outcomes we want are for the general public to:

- Understand what it is all about
- Find out how, where and when they can get involved
- Build personal interest, growing to widespread national understanding over the four year period

And for the arts and cultural sectors to:

- Understand how they can get involved and play their part in the 2012 Olympics and Paralympic Games

These are the Cultural Olympiad messages- the opportunities

- 2012 is for everyone and the Cultural Olympiad is our chance to find a place for ourselves, both individually and collectively, in it.
- This is our chance to try something new and different, to do things as never before, to encourage a real sense of community involvement and neighbourliness, to think differently about the Olympics and Paralympics, and to present ourselves to the world in a variety of different ways which represent the creative UK.
- There will be opportunities for individuals, communities, organisations, villages, towns, cities, regions and countries of the UK to show both our

current and future creative and cultural potential through this celebration of our cultures over the next four years.

- These opportunities will happen in a range of places, both real and virtual. Whether inside buildings, outside on the streets, in parks, on the water, in the countryside or via the web. There will be a place for everyone to be involved and take part, whatever their current or potential interest.

## **What might the weekend look like?**

There are two core concepts: 'Open up' and 'Light up'.

**Open up: the aim** - to open up opportunities for people across the UK to visit spaces, places and people and / or to get involved in imaginative, thought-provoking creative activities they may not have done before.

**Open up: the action** - cultural groups and organisations could work together to do something unusual or open up different spaces. Work could be created anywhere: in digital film / animation studios, craft and creative business workshops, or arts organisation spaces, in urban or rural spaces, in nursery gardens or on the water, by carnival bands, poetry slams or opera companies. Free tickets could be offered to an event. Each part of the UK will be different and reflect the region or country.

**Light up: the aim** - you will know the 2012 journey has started over the weekend without having to go inside a cultural building. Many people are not familiar with how close they are to a cultural or sporting venue.

**Light up: the action** - a simple gesture will be to make people aware of their presence by lighting them up in a different colour. Over the launch weekend, from a light in a window to a major building changing colour, a variety of spaces and places around the UK regions and countries could 'present themselves' differently. Lit in one of the 2012 logo colours. These pools of (hopefully mainly low-energy) light along with marketing materials in the same colour, would create an instant visual marker to launch the 2012 Olympic and Paralympic awareness campaign. This same colour theme will then continue to mark projects across the four year period.

## **Facts figures and dates**

London and the UK become the custodians of the 2012 Olympic and Paralympic Games following the Beijing handovers on 24 August / 17 September 2008, on behalf of the International Olympic Committee (IOC) and International Paralympic Committee (IPC), until the closing ceremony in 2012.

The Cultural Olympiad core values

- London and the UK welcome the world
- Inspire and involve young people
- Leave a lasting and positive legacy

The key is to bring these to life and make them both real and relevant, in whatever part of the country you are in and whoever you are.

### Key calendar dates – for information

Dates (2008)	Activity	Ownership
Week commencing 3 March (running up to 11 March)	Briefings across UK re: Inspire mark, how to get involved and September 08 launch weekend	LOCOG Culture and UK Teams
11 March	Go live date for information on Inspire mark and September 08 launch weekend	LOCOG Culture and UK Teams
24 August	Beijing Olympics closing ceremony / handover moment: 13.30 / 14.30 UK time and UK party post closing ceremony	LOCOG Ceremonies, Culture and UK Teams
17 September	Beijing Paralympics closing ceremony / handover moment Approx. 2.30pm UK time	LOCOG Education and UK Teams
26-28 September	2012 Cultural Olympiad launch	LOCOG Culture and UK Teams

### How can you get involved?

- Let us know what you are planning to do over that weekend – specifically activities which reflect the core Cultural Olympiad values
- Consider any other opportunities for Open Up and/or Light Up concepts

If you're interested in finding out more about applying to be part of the Cultural Olympiad, please go to [www.london2012.com/beinspired](http://www.london2012.com/beinspired) from which you'll also be able to contact your local Creative Programmer.