Permanent Legacy Celebrations

Spectaculars
• Celebrations are a unique opportunity to reawaken and rekindle the Olympic spirit enjoyed by the cities and people in the Games, as well as reengaging with volunteers, staff, athletes and the general public.
Encourage Legacy celebrations

• Recommendation 36 of Olympic Agenda 2020 sets the scene for a change of mindset towards a wider use of the Olympic brand for non-commercial purposes.

• Permanent recognition of the Olympic Games can be created by leveraging brand properties, for example to mark important sites that hosted specific events or activities related to an edition of the Olympic Games and bring forward important legacy stories.

(IOC Legacy Strategic Approach)
“Spectaculars are large-scale installations of the Olympic rings and/or Olympic marks in very prominent and visible locations in the host city and/or country [...] Strategically placed, they [...] create memorable images and memories.”

(Olympic Games Guide on Brand, Identity and Look of the Games)
• The selected location should have a **strong affiliation** with the Olympic Games, and in no way undermining the values carried by the Olympic Brand *(e.g. no proximity to gambling activities)*.

• The spectacular’s location needs to provide clear and clean sightline.
People love taking photos of or with Olympic rings spectulars; the selected location and design should be convenient and exciting to encourage this.
• Accompanied by meaningful storytelling and interesting facts to inform the general public.

• Contextualisation is essential; it is not just about the placement of Olympic brand properties in public spaces.
Requirements

• No non-Olympic commercial partners may gain any Olympic association from the implementation of the project.

• Maintenance & security must be ensured.

• Technical requirements communicated by the IOC must be respected.

• Innovative/successful ideas can be shared as best practice examples.
• In collaboration and with the support of the NOC, the project lead entity uses the template provided by the IOC to prepare its proposal.

• The IOC review the project and provide feedbacks.

• Once the details are agreed between the lead entity, the NOC and the IOC, the proposal is signed by all parties and the project can be implemented.
St. Louis example

The Olympic Stadium at Francies Field was the site of the first Olympic games in America. Known as the games of the III Olympiad, the St. Louis Olympics in 1904 introduced the practice of awarding gold, silver, and bronze medals for first, second, and third place. The medal podium design of this sculpture honors this enduring legacy.
Seoul example

Storytelling
Whistler example