STOCKHOLM – OLYMPIC CENTENNIAL JUBILEE

Olympic City: Stockholm  
Country: Sweden  
Edition of the Games:  
1912 Summer Olympic Games

INTRODUCTION

<table>
<thead>
<tr>
<th>WHEN</th>
<th>WHAT</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>100th anniversary</td>
<td>No official website</td>
</tr>
</tbody>
</table>

A year-long celebration

The 1912 Olympic Games are a milestone in Swedish history as it helped turn Sweden into a sports-fan nation and made sport a much more accessible and natural part of Swedish everyday life. In addition, it gave Swedes a more open-minded view of the world outside the country. Known as the “Sunshine Olympics”, this edition of the Games was commemorated in 2012 through the Olympic Centennial Jubilee, a year-long festival held in the City of Stockholm to mark the 100 years since the hosting of the 1912 Summer Olympic Games. This project named “Arena Stockholm 1912-2012 – One hundred years of sports and culture” was conceived as an opportunity to reinvigorate interest in sports among all Swedes with a focus on young people.

The celebration contained a packed programme of over 115 events which took place across the Greater Stockholm area. This encompassed events of all types and sizes. Cultural and educational events including museum exhibitions, historic city tours and introductions to new sports - many of which were free of charge - were offered to locals and visitors in the City. Similarly, many sporting events were held as part of the celebrations, ranging from mass participation events such as the Jubilee Marathon to elite competitions and world championships.

Olympic Legacy as cultural asset

The purpose of the project was to highlight to the citizens of Stockholm the rich Olympic history of the City. With the Games having been hosted so long ago, one of the primary aims of the Jubilee celebrations was to reignite the Olympic flame among the citizens of Stockholm. The 1912 Games were a pivotal moment in the history of the Olympics as they were the first to bring the Games into their current concentrated format, prioritising the spectator and serving as a model for all subsequent Games. This contribution to the modern Olympic experience was at the heart of the Jubilee messaging which aimed to connect with this proud past and boost the collective morale of citizens as a result.

By all and for all Stockholmers

The organisers wanted to generate an atmosphere of enthusiasm and energy, reviving the Olympic flame and spreading the Olympic values amongst the entire population of Stockholm.

The City of Stockholm worked to ensure that all its residents are, and continue to be, physically active, especially young people. That was one of the project’s most important goals. The programme itself was run by the City of Stockholm and, more specifically, the Sports and Recreation Administration. Local sports clubs and federations were strongly encouraged to get involved in the various events. A huge
number took this opportunity and were heavily integrated into the marketing and promotion of the celebrations. This was particularly the case for Sunshine Week, a 7-day sport extravaganza with multiple sports demonstrations and initiations open to the public. This was deliberately designed to highlight to the public the various sporting opportunities on offer to them in the City. With a growing population, this helped to inform many of the previously unaware citizens the various options available to them.

The event was received extremely positively and many of the events and features of the 2012 programme still remain today. Much of the knowledge and the skills generated in hosting such a variety of events in the City have assisted in the continued development of Stockholm as a world-class destination for elite international sporting events.

### FACTUAL DATA

**Event’s format**

- 115 events
  - Sports
  - Culture
  - Recreational
  - Popular
  - Commemorative

**Duration**

1 year with a highlight during the so-called Sunshine week (1–10 June 2012), named as such in order to directly reference the 1912 Sunshine Olympics.

**Location**

65 arenas or locations within the City, including sport venues, cultural halls, parks, streets (1912 Marathon Road), sparkling waters of central Stockholm, Central Station, shopping centres, etc. The City was presented as one huge arena.

**Partners**

- Sports and Recreation Administration
- Units of Communication and Protocol
- Department of Traffic
- Department of Culture/Stockholm City Library
- National Sports Federations
- International Sport Federations
- The Swedish Olympic Committee
- Various local sport clubs
**Mobilisation & visibility**

- 130,000 people participated in Jubilee activities
- One million spectators visited the events
- 10 municipalities were involved

To mobilise the population, the activity “In the streets and in the squares” was carried out.

The majority of participants in the “try-it-out” activities were children and youth.

The Jubilee also had an international dimension: relatives of historic figures of the 1912 Games were given special attention (Jim Thorpe and General Patton) and participants of the Marathon were honored (see below).

55 countries were represented in the competitions.

A crowd of dedicated people helped to create a good atmosphere at various locations around the City.

**Combination with other events**

The Jubilee was present and profiled with suitable bigger sports events such as:

- World Ice Hockey Championships
- Triathlon World Cup

Olympic Day celebrations were included in the centenary’s programme.

Connection with London Olympic Games was also established. Although Stockholm lost its bid against London for the 2012 Games, the City took a pragmatic approach and worked in close cooperation with the British Embassy and Visit London to wish London 2012 all the best by holding a series of events at Kungsträdgården, the central Stockholm park. These events were given a special British flavor in Stockholm.

**INVENTORY OF ACTIVITIES**

**Sport**

- 25 international competitions and 13 Swedish championships including:
  - Jubilee Regatta
  - Sailing race
  - Stockholm Marathon (on 1912 Route)
  - 330 km bicycle race
  - Equestrian events
  - Swimming competitions, etc.

**Culture**

- 55 countries represented in the competitions.
- Cooperation with 50 athletic federations.
- Sunshine Days in collaboration with the Swedish Olympic Committee.

Opportunity to try or observe ‘old’ sports including standing long jump, standing high jump, javelin throwing with the weaker hand.

Opportunity to try or observe ‘new’ sports including Segway Polo or Roller Derby.

- People were invited to dress up or down with clothes from the early 20th century (especially for the Marathon or the Jubilee Regatta).

- Several new publications on the 1912 Games were released and presented.

- Gala dinners were organized featuring living Olympians; the Royal family; IOC members; and representatives from the many Embassies in the City.

- Exhibition within the Olympic Stadium: corridor of the Olympic Stadium with window bays used to present 22 snapshots from the 1912 Olympic Games that focus on important situations and events, ranging from organization, logistics, catering and colorful sporting personalities => Wall of Fame of 1912.

- Bus tours to Olympic locations.

- Parade of 250 wooden boats, including a number from the original 1912 race.
Special competition for young Stockholmers to invent a new sport (with a SKR 10,000 prize award).

Parade of +700 past and present Swedish Olympians in the Stadium, accompanied by young Swedish Olympic hopefuls.

Exhibition of many sports including gymnastics with 600 participants, wrestling, fencing, tennis, dressage, cycle pursuit, and track and field.

Display of 12 plaques in and around the City to commemorate various special moments of the 1912 Games.

The Stockholm Olympic Stadium is under permanent renovation following very strict rules set by the City of Stockholm. The Jubilee was a starter in opening this venue to the public all year round. In the winter, the Stadion provides ski tracks from late November to March. The rest of the year, the tracks are available for public jogging.

More Stockholmers have found their way to the stadium for exercise, even in winter.

The Jubilee Regatta was the occasion to inaugurate Nynäshamm’s newly built waterfront.

Use of the Official 1912 Poster.

Creation of a special logotype “100 Arena Stockholm 1912-2012” used for a number of publications and purposes.

Cauldron and torch were not present in 1912.

No agreement with the IOC regarding the use of Olympic rings.

While there was no direct usage of the Olympic brand as part of the Centennial Jubilee celebrations, the connection with the 1912 Games and the involvement of the Swedish Olympic Committee meant that there was a very soft presence of the Olympic brand throughout the course of the year.

Participation of IOC President, Jacque Rogge, in the celebrations.

HISTORY & STORY

A historical moment in the spotlight

The 2012 celebrations put particular emphasis on the 1912 Olympic Marathon Race which is considered to be one of the most memorable and dramatic moments in Olympic history. A diverse set of athletes performed on that infamous, hot day: the winner, Kenneth Kane McArthur, born in Ireland and competing for South Africa; the Swedish favourite, Sigge Jacobsson, who ended up in sixth place due to new shoes that chafed his feet; the very young Portuguese runner, Francisco Lazaro, who tragically fell twice and died the following day; and, the most memorable of them all, Shizo Kanakuri - “The Japanese runner who disappeared”. The latest still embodies today the 1912 Olympic Games. He has been and is honoured in a number of ways in Stockholm.
During the 2012 centenary, special commemorating events were organized with representatives from Japan, Portugal and South Africa who paid tribute to these historic figures.

The 2012 marathon was run on the 100 year-old route. Many runners and spectators were dressed in the spirit of 1912 and many vintage cars could be spotted at many places. Even the water checkpoint had a 1912 flavour.

Zoom on an (extra)ordinary story

The Story of Shizo Kanukari, the Missing Marathonian from Japan

To learn what happened to the “Japanese runner who disappeared” and to see how this story is echoed in the centenary celebrations, read the annexed text!

LEGACY OF THE CELEBRATIONS

Linking Past, Present and Future

The whole idea of the Centennial Jubilee in 2012 was to be future-oriented with the successful 1912 Games as a historic base. The 1912 Olympic Stadium was the hub and other still-existing venues were given attention. One vital part of the Jubilee was to get children and young people interested in sports and physical movement. The historical Olympic angle got support from the fact that 2012 was an Olympic year (London 2012). The different events and activities were spread out all over the City of Stockholm and nearby communities who were involved in the 1912 Games. This gave great opportunities for neighbour communities such as Solna, Sollentuna and Nynäshamn to be important partners in the celebrations. Thanks to excellent cooperation with the NOC during the so-called “Sunshine Days”, the Olympic spirit and its symbols were represented and children and young people were welcomed.

When trying to connect people with an event that has long since passed, it is important to integrate a real and human element into the approach. The Jubilee organisers managed to do this through a number of innovative ideas. For example, relatives of some of the star athletes of the 1912 Games from all over the world were invited to various events, bringing them to the very sites where their ancestors had triumphed. Similarly, the Jubilee Marathon was fully themed in the style of the beginning of the last century. Vintage cars lined the streets and traditional clothing was worn by many of the organisers, athletes and spectators in attendance.

In a nutshell, the legacy of the centenary is threefold:

- Connect the Stockholm residents with their Olympic past and pride;
- Reinvigorate sport practice, physical exercise and an active lifestyle in the City;
- Showcase Stockholm as a world-class City for sports and events.

Heritage of the Jubilee is now considered to be an important part for developing Stockholm as an event City.
FEEDBACK SECTION

Key challenges

Reviving the Olympic Flame
The task of reviving the Olympic flame so long after hosting the Olympic Games was not easy. The organisers found that there was a lack of awareness and understanding about the great importance of the 1912 Stockholm Games amongst the local residents except the Olympic Stadium and some long-living human touch stories such as “The Japanese runner who disappeared”.

The educational and cultural aspects of the programme aimed to address this by informing the citizens of the City of the marvellous Olympic history all around them and the important contribution that the Stockholm Games made to the modern version of the Games.

Getting the whole City involved
One of the fundamental goals of the Jubilee was to ensure all areas and all communities across the City felt involved in the celebrations. The 1912 Games took place in a particularly concentrated area within the City and Stockholm has grown immensely since that time. This presented a challenge in trying to balance the connecting with the physical element of the City’s Olympic past and involving the wider communities from across Stockholm.

To do this, special efforts were made to host additional events in targeted areas outside of the centre of the City to get more people involved. While many of the activities and events were based at Olympic sites, these were complimented by others that were dotted evenly across greater Stockholm.

Evaluation
Evaluation of the Jubilee was done on a both formal and informal basis. A huge amount of knowledge and experience was generated by the organisers and the various City departments involved in delivery which has already begun to be used in hosting further international sporting events. The Jubilee celebrations are seen as having been key in this success.

Key indicators have been used to measure the success of the event: 115 events; 25 international competitions; 65 arenas or venues, 10 municipalities involved; 130,000 participants; 20 Olympic historical markers displayed; 10 exhibitions; 68,000 web visits from 101 countries; 55 countries represented in competitions.

In addition to these figures, longer-term projects have been generated thanks to the celebration of the centenary: Sunshine Days (Olympic days; constant preservation work on the Stadium; Permanent Stadium 1912 OG exhibition; discussions on a potential bid for the 2026 YOG, etc.).

Replicability
The legacy of the Jubilee was an important part of the planning from the very beginning. There are a number of examples:

Almost 30 Olympic Jubilee signs have been put up in and around Stockholm. A special Marathon Pavilion has been opened at the race’s turning point north of Stockholm. Up to 90 percent of the 1912 marathon track is still original. It has now been described in a special brochure as The Marathon Track in order to inspire people to run, walk or to cycle this truly historical track. The permanent Olympic Stadium and 1912 Games exhibition is in use and open for individuals and groups. The idea is
to expand the marketing of the “museum” to get more people, both Swedes and international visitors interested. The Stockholm Centennial Jubilee, as we see it, is very suitable as a model for jubilees in other Olympic Cities. The City of Stockholm in cooperation with The Stockholm Sports Historical Association will be happy to offer assistance to those Cities who want to arrange similar jubilees.

-----------------------------------------------

**PRACTICAL INFORMATION**

**Project Management - Timeline**

The idea of the Centennial project was presented to the City of Stockholm as early as 2007 and actual planning began in 2008.
In order to organise a succession of events as big as the Centennial Jubilee, a huge amount of planning and organisation is required. This is particularly the case when planning the hosting of major sporting events as part of the celebrations, the bidding process for which often begins years in advance. Work on the project commenced in 2007, a full five years before the centenary year. This early start had the advantage of allowing the organisers more time and scope to come up with creative and innovative ideas for the year-long festivities, a factor that contributed hugely to the ultimate success of the project.
The purpose of the 100th anniversary was to highlight Stockholm as an event City in connection with a natural anniversary and to strengthen the profiling of Stockholm as the capital of Scandinavia. During the planning of the anniversary, cooperation was strengthened between the City’s various actors in event issues and in collaboration with the local and national sports movement. Sweden’s Olympic Committee, Sweden’s Central Association for the Promotion of Sport, the national sports federations, were some of the obvious partners. Together, they aimed at making Stockholm visible as a world-class sports and events City. The sport venue booking organization was managed by the Sports Administration.

**Finance and Cost**

The total cost for the year for the Centennial Jubilee was approximately € 1,000,000. High in-kind contribution from partners.
The City of Stockholm provided a contribution of SEK 12 million and other benefits were paid by the participants themselves.

**Human Resources and Time**

The number of personnel varied from two at the very beginning to up to five in 2012. The majority were employees from The Sports and Recreation Administration.
CONTACT

City of Stockholm
Anette Craas: anette.craas@stockholm.se

Roland Berndt (former Head of Communication and Marketing of the Jubilee, now coordinating the permanent 1912 exhibition at the Olympic Stadium and other legacy activities within the Stockholm Sports Historical Association): roland.berndt@telia.com

http://arenastockholm2012.se/
https://www.facebook.com/arenastockholm2012/
http://international.stockholm.se/