GRENoble 50TH ANNIVERSARY OF THE 1968 WINTER OLYMPIC GAMES

Olympic City: Grenoble
Country: France
Edition of the Games:
1968 Winter Olympic Games

DESCRIPTION OF THE PROJECT

The Modernity Games

The Celebrations of the 50th anniversary of the Grenoble Games aimed to honour that which made these Games the Modernity Games. These Games were the first to be broadcast worldwide on colour television. The first mascot appeared, and the first sculpture symposium was set up. Also for the first time, athletes were submitted to anti-doping controls and femininity tests.

Owning the territory

The 1968 Olympic Games had a tremendous impact on the modernisation of Grenoble, as a city and as an urban area. They clearly were an engine for change. It was not exclusively Olympic and Sport venues which were built for the Games, as projects which shape the current face of the city were realised, including: the City Hall, the Maison de la Culture, the train station and the construction of big, open avenues. Transport and connection of the city to the rest of the region and the country were also reviewed in-depth. During the celebrations, many exhibitions highlighted the achievements in urban planning and construction, and paid tribute to all the people who contributed to this historic moment. The celebrations allowed people to connect with the history of their territory.

Sharing the Olympic History

The COLJOG (Conservatory, Observatory and Laboratory of the Olympic Games in Grenoble) has been at work since 2000 to prepare the best anniversary possible. In collaboration with the City of Grenoble and the Department of Isère, for the 50th anniversary of the 1968 Olympic Games, a total of 47 events were put on or were supported by the association. With the help of the Department of Isère’s Olympic Committee, the aim was to create something original, diverse and interesting. An anniversary full of life which began, of course, well before 2018!

Taking advantage of regular events to scale up the celebrations

As the Celebrations took place over several months and included an edition of the Winter Olympic Games, the organisers managed to take advantage of the agenda of sport and cultural events to scale up the both the target and the impact of celebrations. Many “regular” events were added, and a
“celebration section” facilitated the provision of complementary activities, educational programmes or cultural components to those events.

The 2018 Jubilee project has been articulated around several axes: commemorative, sport and cultural events, exhibitions, venues, the enhancement of existing legacy and highlighting the Olympic heritage. It was a fantastic opportunity for the population to reconnect with its Olympic history.

FACTUAL DATA

Event formats

A series of small or large events, located in Grenoble or at other Olympic sites.

Popular and officials events.

A variety of events including Culture, Art, Sport, Academic work, Popular and Festive Celebrations.

Duration

From Autumn 2017 to June 2018

+ Members of the World Union of Olympic Cities visit to Grenoble and Chamrousse in November 2018.

Location

In Grenoble

Alpexpo
City Hall
Musée Dauphinois
Sports Palace
Bookshop Arthaud
Office of Tourism
Maison de l’International
University campus
Cinema Pathé Chavant
Summum
Malherbe area
Jardin de Ville

In associated sites

Alpe d’Huez (Olympic Site)
Besançon
Villars de Lans (Olympic Site)
Chamrousse (Olympic Site)
Saint-Martin d’Uriage
Autrans (Olympic Site)
Les deux Alpes
Vizille
Saint-Nizier du Moucherotte (Olympic Site)
Seyssins

Partners

COLJOG (Conservatoire Observatoire Laboratoire des Jeux Olympiques de Grenoble)

City of Grenoble – 50th anniversary of the 1968 OG Organising Committee
CDOSI (Comité Départemental Olympic et Sportif de l’Isère)
CNOSF
All Olympic Sites and other communes
Department of Isère
Grenoble Prefecture
Mobilisation & Visibility

2017 Poster Competition
Visual communication: Volunteers from COLJOG
Youth engagement through many initiatives. Work with schools.
Instagram and Facebook communication with the Department of Isère.
Shuss: the very famous mascot of the Games was celebrated and honoured throughout the period, as the symbol of modern and popular Games.

8 March: to properly celebrate the 50th anniversary of the Games in Grenoble, the city sports office (OMS) decided to pay tribute to their mascot, Shuss, by featuring it on the trophies awarded to Grenoble's top male and female athletes. With their fantastic ambassador, Shuss, the COLJOG was a natural partner for this great ceremony.

10 March: The COLJOG and Shuss also took part in the 50th anniversary of the Malherbe neighbourhood, home to the main press centre. President Geo Perli represented the COLJOG, taking part in various discussions and seminars, and Shuss, a huge hit with the public, was honoured by the local population, featuring it on the façade of the cultural centre.

Combination with another event

The Celebrations were an occasion to make connections and synergies with several major events.

The PyeongChang Olympic Games were held at the same time. An Olympic Festival was organised by the NOC during the 2018 OG.

For the first time in history, the French champions of the 2018 OG weren't in Paris! As a tribute to the 50th anniversary of the Games in Grenoble, the CNOSF decided that the capital of the French Alps would have the honour of hosting and celebrating their heroes!

The first edition of the ISF School Winter Games was held at the Sport Palace during the celebrations. 1968 Olympians and gold medallists Jean-Claude Killy and Marielle Goitschel attended the Opening ceremony with Alain Calmat, the Olympian who lit the cauldron 50 years prior.

The French Ski Federation held its annual congress in June 2018 in Grenoble and included a visit to the Grenoble 1968 Expo in its programme.

VERCORS - Lans en Vercors, Autrans, Méaudre - 6 Feb - French Championships of Adapted Sports: the COLJOG was present at these championships in the form of a Shuss keyring, which was given to all participating athletes.

SEYSSINS Trail des 3 puces - 29 April: the organisers asked the COLJOG make a cultural and historic contribution to the run which passes through a number of legacy sites, including the Olympic ski jump. In the village where the race began, the COLJOG set up a stand featuring an exhibition on the story of the Games in
Grenoble and showed its “Generation Games” film, produced in partnership with the Musée Dauphinois and funded by the Department of Isère.

Grenoble - 7 Apr - French Ski Federation National Congress: the FFS held its national congress in Grenoble on 1-2 June 2018. This big event included a presentation on the 1968 Winter Games, with an exhibition and numerous individual meetings for all the congress participants, including athletes. The congress helped promote the COLJOG (exhibition, event in the Park, invitations, etc.).

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**INVENTORY OF ACTIVITIES**

**CHAMROUSSE, 23.01.18**
The resort held the “Race of legends”: a parallel slalom, in which Olympic champions and medallists competed against personalities from the worlds of culture, sport and politics! The programme also included a sound and light show illustrating the history of the resort. This was broadcast using a ski slope as a giant screen.

**AUTRANS, 6 Feb.**
This 50th anniversary coincided with the 40th anniversary of the “foulée blanche” race! The COLJOG was represented by its mascot “SHUSS” in the children’s event: “The Little Shuss Race”.

**Grenoble, 6 Feb.**
The Light race was organised by the City of Grenoble and open to the general public. 5,000 people ran a five-kilometre race which passed through Grenoble’s iconic Olympic sites, dressed and made-up in bright and fluorescent colours!!

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**Grenoble - Musée Dauphinois - 6.02.18-7.02.19** - Exhibition: 1968, The Games that Shaped the City of Grenoble and Isère.

**Grenoble - Maison de l’International - 5.02-5.04.18** - Photo portrait exhibition by Bernard Meric paying tribute to the men and women from North African, Italian, and Spanish communities whose hard labour contributed to the development and transformation of the city of Grenoble and Isère, and thus to the success of the 1968 Winter Games in Grenoble.

**Saint Martin d’Uriage - Centre Culturel Le Belvédère - 3.02-25.02.18** - Exhibition: In 1968, the Olympic resort of Chamrousse witnessed the exploits of the French ski team, Fifty years later, the commune of St Martin d’Uriage, with the help of the COLJOG staged this exhibition as a way to relive the atmosphere and excitement of this Olympic venue.

**Grenoble - Palais des Sports – 10-12.11.17** - Book Fair on Alpine literature

**Grenoble - Cinéma Pathé Chavant – 6.02.18** - COLJOG’s documentary film “Generation Games”.

**Autrans – 6.12-10.12.17** - International Mountain Film Festival

**University Campus - 12.02-17.02.18** - Conferences and workshops, PyeongChang fan zone, sport challenges, in collaboration with the University of Grenoble-Alpes and Labex-ITEM (Social change and Innovation in Mountain Territories)
GRENOBLE – Through a dedicated guided walk in the city, visitors and inhabitants were invited to discover sculptures installed for the occasion of the 1968 Sculpture Symposium.

Urban renovation

Urban modernisation is a hallmark of the 1968 Grenoble OG.

To celebrate its 50th anniversary, the Malherbe Maison de Quartier, the Main Press Centre for the 1968 Games in Grenoble, staged the opening of a giant fresco illustrating the Olympic history of Grenoble. Ideally located opposite the MC2, (Maison de la culture, also built for the Games), this fresco was created with the support and funding of social landlord GRENOBLE HABITAT, the local residents’ association. This monumental work will remain visible for decades to come.

GRENoble – February 2018: To mark the 50th anniversary of the Games in Grenoble, the USEP Isère continued the educational work done by the COLJOG in 2013 in partnership with the TAG (Transport Agglomération Grenobloise) – SMTC. The primary aim was to use digital communication (such as QR codes) to tell schoolchildren about the history of the Games in Grenoble through its architectural legacy viewable on tram route A, and follows the “Voie Triomphale” which serves the Mistral Olympic Park.

Use of Olympic Symbols & Brand

For all celebrations, the logo of the 1968 Olympic Games was deployed on posters and communication media. A mention of the 50th anniversary was added to the initial logo. The cauldron in Grenoble was used again, with the flame reignited for the celebrations.

CHAMROUSSE - 23 January
Inauguration of the Place Henri Duhamel and the new site for the Olympic cauldron.

HISTORY & STORY

A historical moment in the spotlight

The return of the PyeongChang athletes to Grenoble during the Celebrations

The French athletes returning from the PyeongChang Olympics were honoured in the capital of the Alps, during the celebrations of the fiftieth anniversary of the 1968 Grenoble Olympics. The circle was made complete, fifty years after the 1968
Olympic Games. And with a first, as the athletes returning from the Olympics traditionally land in Paris!

The 15 medalists in the spotlight were part of the party, including those who had already returned to France, such as Perrine laffont, who won the very first medal of these Winter Games. The ceremony, chaired by sports minister Laura Flessel, already having visited Isère earlier in the day, began more than three hours later than foreseen, due to the late arrival of the champions coming straight from PyeongChang. All the available invitations were distributed, and the Convention Centre was full.

Some PyeongChang medalists, Perrine Laffont, Julia Pereira, Marie Martinod, Pierre Vaultier, Maurice Manificat, Richard Jouve and Adrien Backscheider had returned earlier from Korea. In the first part of the evening, they revisited their Olympic journey and the rest of their season. They also answered a few questions from an enthusiastic, multi-generational audience.

Martin Fourcade, the head of the French delegation and the flag bearer for the opening ceremony, spoke to the crowd: “We are very happy to be here. We didn't realise at all that there would be so many people. It’s amazing. With three titles in PyeongChang, the biathlete, located in the Vercors, equaled the record of Jean-Claude Killy in 1968, and left his mark on the Olympics.

Festivities continued the day after with a figure skating gala at the Sports Palace, in the presence of the dancing couple Gabriella Papadakis and Guillaume Cizeron, silver medallist in PyeongChang.

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**Zoom on an (extra)ordinary story**

The Museobus!  
*See Zoom annexed*

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**LEGACY OF THE CELEBRATIONS**

**Linking Past, Present and Future**

“Grenoble entered the modern world with the 1968 Olympic Games. At a time when all energies are geared towards building the Grenoble of tomorrow, the fiftieth anniversary of the Olympic Games is a unique opportunity to pay tribute to the transformations of yesterday's Grenoble which today is our common heritage.” Eric Piolle, Mayor of Grenoble.

Celebrations gave the public a chance to reconnect with their Olympic history. In addition, this event lent a new dynamic to the projects supported by the COLJOG for years to come: the creation of a dedicated Olympic space showcasing the existing legacy, renovation of the Paul Mistral Olympic Park and implementation of
FEEDBACK SECTION

Key challenges

An opportunity not to be missed

The 50th anniversary of an Olympic Games is a major milestone for cities and regions that want to reactivate their Olympic legacy. Fifty years after the Games, it is still possible to gather and involve former athletes, organisers, volunteers, and spectators who participated in the adventure. But the primary reason to organise celebrations is to transmit the history, the human values and the spirit of the Games to the youth and the next generation. It is also an avenue for the public to reinvest in their own region and to take ownership of the place where they live.

After rather limited celebrations for the 30th and then 40th anniversary, many volunteers and engaged people decided not to miss the 50th anniversary opportunity.

A coordination challenge for the partners

Many actors were involved in the organisation of the 50th anniversary of the Games: the COLJOG, the Department of Isere, the National and Departmental Olympic Committees, the City of Grenoble and the peripheral Olympic sites. It was a real challenge to first mobilise and involve people and then to coordinate amongst the various involved sites and to set up a comprehensive agenda that could combine unique events with regular activities.

Evaluation

In assessing the success of the celebration, the attendance at the various events and the overall results speak for themselves:

- GRENOBLE: Exhibition at the Musée Dauphinois, 100,000 visitors
- ALPE D'HUEZ, Musée d'Huez et de l'Oisans, 3 Feb – 21 Apr: 15,000 visitors
- GRENOBLE Autumn Fair, Alpexpo, 3 Nov – 13 Nov: 55,000 visitors
- VILLARD DE LANS, Maison du Patrimoine 23 Dec – 21 Apr: 11,500 visitors
- GRENOBLE Feb, 12,000 “Shuss mascott” luck charms for the Epiphany celebration
- GRENOBLE, Office de Tourisme, guided tours, 2 Feb – 5 Apr: 12,000 visitors
- GRENOBLE, Palais des Sports, 6 Feb – 25 Feb (including ice hockey and figure skating show and Welcome ceremony for the French athletes returning from PyeongChang Olympic Games: 40,000 visitors
- GRENOBLE, Jardin de Ville, Treasure Hunt, 2 June, 10,000 participants.

Not all data of attendance is available.

Replicability

The programme was based on a variety of activities: sport events, exhibitions, conferences, popular races, athletic competitions, tourist visits, etc. What made celebrations unique was the accumulation of activities, the multiple sites involved and the wide range of targeted people, from families to students, from school...
children to visitors, and from athletes to the whole region’s inhabitants. Taken individually, all of these activities can be replicated in other places for other celebrations.

PRACTICAL INFORMATION

Project Management - Timeline

After the actions which took place from 2002 to 2014 (including the 40th anniversary in 2008), the COLJOG dedicated itself until 2018 to the pursuit of the preparation and realization of a global PROJECT entitled JUBILEE 2018. Six themes were selected: events; exhibitions, urban setting, recognition, legacy and communication.

Finance and Cost

Financial partners
Department of Isere's Olympic Committee (CDOSI)
CNOSF
Department of Isere
City of Grenoble and other Olympic Sites

Human Resources and Time

The COLJOG team
The Organising Committee of the 50th Anniversary of Grenoble's Olympic Games (City of Grenoble and other Olympic sites)

CONTACT

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Additional resources
www.50ansjogrenoble.fr
www.50ansjo.fr

Interview with Olivier Cogne, Director, Musée Dauphinois, Grenoble
http://www.olympiccities.org/interview-olivier-cogne/