



The Story within History

Olympic City: Grenoble

Country: France

Edition of the Games: 1968 Grenoble Winter Olympic Games

The Museobus



A traveling version of the Musée dauphinois exhibition circulated from January to April 2018 throughout the department of Isère, France. Equipped with exhibition panels, showcases and interactive devices for the viewing of archives and films, the Olympic Muséobus showcased the history of the 1968 Olympic Winter Games. As an original and educational staging, it allowed the public to discover the major themes developed in the Musée Dauphinois' exhibition, notably the Olympic venues, the development of the mountain and the role of the resorts.

A unique exhibition at the Musée Dauphinois!

In 2018, the Department of Isère celebrated the 50th anniversary of the Winter Olympics in Grenoble. In February 1968, the city hosted the 10th Winter Olympics. The French team's exploits during the Games are fondly remembered to this day. Beyond just the impact of the sporting event, the visual appearance of Grenoble and its surrounding area were drastically altered as a result of the Olympics, and also coincided with the move of the Musée Dauphinois to its current location at Sainte-Marie d'en-Haut. The Games enabled the city to make up for lost ground in terms of

its infrastructure and cultural facilities, while boosting the growth of winter sports in Isère. This legacy includes roads, buildings and a whole host of developments that are still an important part of people's daily lives in Isère.

The 50th anniversary of the Games is an opportunity to examine its legacy. And what a legacy it is! Grenoble 1968 played a crucial role in shaping this area. But the various marks left on our urban and mountain landscapes are often discrete and little known to the public at large. The term "Olympic" itself is rarely used in public spaces. Of course, there is the Olympic Village, a high school and an avenue, but this does not add up to a great

deal. And yet, the Games are a fundamental part of Isère's heritage, one that deserves to be passed down to those who were not lucky enough to experience them. The 1968 Winter Olympic Games belong not only to the history of Grenoble, but to the history of the entire Department of Isère.

Making culture and history accessible to all

The exhibition at the Musée Dauphinois paid a great tribute to this extraordinary history. And to maximise the raising of awareness of this history, the exhibition has been made available in the form of a travelling exhibition. The Department of Isère desired an anniversary which would resonate throughout the region. The proposal of a traveling version of the Musée Dauphinois exhibition germinated and finally a refitted urban bus began circulating throughout the territory: the Olympic Muséobus. Given the high number of requests, priority was given to the five mountain municipalities which co-hosted the Games – Autrans, Saint-Nizier-du-Moucherotte, Villard-de Lans, the Alpe d'Huez and Chamrousse – and to the high schools outside of the Grenoble agglomeration. The bus toured the Department for several months, welcoming a diverse population, from school children to the elderly, teaching and sharing the story of the 1968 Olympic Games and its long-lasting legacy, and contributing to the building of new collective memories and pride.

An Olympic land beyond the City

Grenoble was the main site and the Host City of the Olympic Games. However, several Olympic sites with dedicated facilities were developed throughout the Department of Isère in order to ensure the best conditions for the athletes and events.

Thanks to the Games, which coincided with a period of profound demographic growth, Grenoble and the surrounding region experienced its most significant urban transformation of the 20th century. Dozens of construction projects sprouted up across the city between the summer of 1965 and late 1967. To meet rising demand for labour, a considerable number of foreign workers were brought to the region. In addition to the construction of the Olympic facilities (the athletes' villages, the ice stadium, and the speed skating ring, the ski jumping venues in Saint-Nizier-du-Moucherotte and Autrans, the luge and bobsleigh tracks in Villard-de-Lans and Alpe d'Huez, and the Alpine ski runs of Chamrousse), to which the region's mountain troops contributed immensely, the city and the Department performed much-needed upgrades to its roads, particularly those leading to its surrounding resorts. It also built a host of brand-new facilities, including a new city hall and police headquarters, a railway station, a fire station and a hospital. A new airport was also opened.

In addition to celebrating the achievements of the athletes, the Muséobus featured stories related to this massive upgrade to the local infrastructure, and the overall contributions of the Games to this mountain region!