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OLYMPIC  
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## Story script and Shot log

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### **STORY HEADLINE: BUENOS AIRES 2018 URBAN PARK DEMONSTRATES THE FUTURE OF THE OLYMPIC GAMES**

**DATE:** 16 October, 2018

**LOCATION:** Buenos Aires, Argentina

**LANGUAGE:** English

**Broadcast quality footage available at the IOC Newsroom:** <http://iocnewsroom.com>

#### **STORY SCRIPT:**

The future of the Olympics has been showcased at the Youth Olympic Games (YOG) Buenos Aires 2018 in the form of the innovative Urban Park, based in the heart of the city.

Located by the Rio de la Plata, the Urban Park represents youth and street culture in the youngest neighbourhood of Buenos Aires.

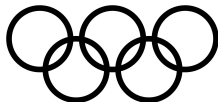
This cluster format, powered-up by an artistic intervention on the field of play, offers a glimpse into the future of the Games, which are becoming more youthful and more urban by bringing together sports either 'born' in the streets or 'brought' to the streets of the host cities.

This park has highlighted the sports with a loyal youth following, including sport climbing and breaking, 3x3 basketball and BMX freestyle –which have made their debut on the Olympic programme, but has also showcased traditional sports in adapted formats, such as canoeing and rowing.

Commenting on the groundbreaking Olympic addition, IOC Sports Director Kit McConnell said: "The Urban Park here in Buenos Aires allows us to do two things which are very special around the Youth Olympic Games and hopefully we will see more in the Olympic Games in the future.

"One, it allows us to bring in really urban forms of youth focused events and sports to the Youth Olympic Games and builds on the Sports Lab we had in Nanjing 2014 and also builds on the Olympic agenda 2020 and the flexibility in the event programme and a more youth focused sport moving forward.

"Also, not just the sports in the events, but the way they're presented and the way they engage with the local public is something very special here. We've got a cluster of sports venues right downtown; very open to the public, engaging with the public and making it really accessible for people to see and experience the sports."



Bringing sport to the people, the opening weekend of Buenos Aires 2018 saw skateboarding royalty - in the form of Tony Hawk - join world champions in both skateboarding and BMX freestyle to ride through Urban Park.

Thousands gathered in the east of the city to watch Leticia Bufoni (BRA), professional street skateboarder and reigning world champion; Nyjah Huston (USA), professional skateboarder and overall champion at the Street League Skateboarding competition series in 2010, 2012, 2014 and 2017; Logan Martin (AUS), BMX freestyler and 2018 X-Games winner, as well as 15 Argentinian skateboarders and BMX freestylers demonstrate the most popular sports of the streets.

The concept will be replicated for the first time in Tokyo for the Olympic Games 2020 and will be developed at Los Angeles 2028.

Taking inspiration from the Buenos Aires 2018 Urban Park, Tokyo 2020 Sports Director, Koji Murofushi, said: "The most important thing is the concept, the vision, and that everybody will get together in the park in a peaceful atmosphere. That's the things that we want to create in Tokyo so I know that this will be very important for us to see in Buenos Aires as an example."

Marking the future of the Olympics, plans are already in development for a Sports Park at the Olympic Games Los Angeles 2028.

Chief Operating Officer for Los Angeles 2028, John Harper, has spoken about the importance of delivering culture and sports to the doorsteps of the people.

"Our Sports Park concept really takes advantage of existing infrastructure and bringing the Games to the people where they are, and it also demonstrates a level of aligning to the culture of the sports that are domain to the environment. The flexibility that it provides us as an Organising Committee really creates a lot of innovative opportunities that are at the core of our vision.

He continued: "Ultimately, that's really what we're trying to do is create a relevancy to connect the sports and the culture of the sports whether it be music, arts and entertainment and bring all that together in a celebration in the city and bring it right to all the communities around the city."

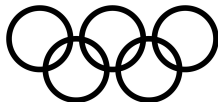
### SHOTLIST

00:06 Shot of a YOG volunteer welcoming people to the Urban Park

00:10 Sequence of shots touring the Urban Park, showing the sports, the audience and the venue

### 00:34 SOUNDBITE: Kit McConnell, IOC Sports Director (English Language)

*"The Urban Park here in Buenos Aires allows us to do two things which are very special around the Youth Olympic Games and hopefully we will see more in the Olympic games in the future. One, is it allows us to bring in really urban forms of youth focused events and sports to the Youth Olympic Games and builds on the Sports Lab we had in Nanjing 2014 and also builds on the Olympic agenda 2020 and the flexibility in the event programme and a more youth focused sport moving forward. Also, not just the sports in the events, but the way they're presented and the way they engage with the local public is something very*



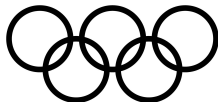
*special here. We've got a cluster of sports venues right downtown; very open to the public, engaging with the public and making it really accessible for people to see and experience the sports, so the combination of the events themselves, the way they are presented, the cluster in an urban environment is something very new and special and we look forward to thinking about it as we move forward to Tokyo where we'll have an urban cluster as well, and beyond."*

00:42 Shot of an athlete climbing the climbing wall  
00:46 Shot of spectators sat watching the action  
00:47 Wide general view of the venue  
00:49 Sequence of shots showing skateboarders and BMX freestylers entering the venue  
00:57 Slow motion shot of basketball in action  
01:04 Shot of spectators clapping  
01:08 Slow motion shot of spectators walking  
01:10 Shot of the spectators cheering  
01:12 Slow motion shot of basketball players high-fiving  
01:20 Shot of young spectators using the 'Try the Sport' activity of rowing  
01:26 Wide shot of the rowing competition underway at Urban Park  
01:29 Close shot of a rower celebrating after winning  
01:31 Shot of the rowing 'Try the Sport' activity  
01:34 Close shot of Greek rowers hugging  
01:37 Shot of spectators holding up a national flag  
01:38 Sequence of shots showing Tony Hawk and BMX freestylers in action  
01:51 Wide shot of Sport Climbing  
01:59 Slow motion shot of a BMX freestyle rider in mid-air  
02:01 Sequence of shots showing a BMX freestyle rider doing a front flip  
02:04 Shot of a breakdancer hugging his coach  
02:07 Wide shot of the Breaking competition in action  
02:17 Shot of the excited crowd watching  
02:18 Slow motion shot of two Break competitors hugging

**02:28 SOUNDBITE: Koji Murofushi, Tokyo 2020 Sports Director (English Language)**

*"The Urban Park in Buenos Aires will be very, very exciting for us with Tokyo 2020, especially as it will be the first time ever in an Olympic Games that Tokyo will be delivering the urban sports and also the concept. The most important thing is the concept, the vision, and that everybody will get together in the park in a peaceful atmosphere. That's the things that we want to create in Tokyo so I know that this will be very important for us to see in Buenos Aires as an example."*

02:36 Shot of a basketball shooting a hoop  
02:41 Wide shot of a canoe race starting  
02:44 Close shot of a canoe race in action  
02:49 IOC President Thomas Bach using the 'Try the Sport' rowing activity  
02:50 Shot of an athlete hugging their teammate  
02:53 Shot of a spectator having a photo with Tony Hawk  
02:54 Shot of a skateboarder in action  
02:57 Close shot of spectators cheering  
02:58 Shot of a skateboarder entering the skate park  
03:00 Wide shot of various national flags draped on a bridge at the venue



03:02 Wide shot of a kayaker in action with a large crowd watching

03:13 Timelapse shot of people walking past an Urban Park sign at Buenos Aires 2018

**03:16 SOUNDBITE: John Harper, Los Angeles 2028 Chief Operating Officer (English Language)**

*"I think the concept of the Urban Park here at the Youth Olympic Games is really, really exciting and it's going to bring these relevant sports to the youth in such an accessible way. It really demonstrates the flexibility that the Buenos Aires team have done to really create a wonderful, wonderful new environment. You know, it's very aligned to how we're thinking about the Games in 2028 in Los Angeles; our Sports Park concept really takes advantage of existing infrastructure and bringing the Games to the people where they are, and it also demonstrates a level of aligning to the culture of the sports that are domain to the environment and the flexibility that it provides us as an Organising Committee really creates a lot of innovative opportunities that are at the core of our vision. Ultimately, that's really what we're trying to do is create a relevancy to connect the sports and the culture of the sports whether it be music, arts and entertainment and bring all that together in a celebration in the city and bring it right to all the communities around the city."*

03:16 Shot of a basketball slam dunk and subsequent celebration

03:23 Shot of entertainers dancing

03:26 Slow motion shot of a spectator looking onto the rowing venue

03:27 Slow motion shot of spectators walking

03:28 Slow motion shot of a Buenos Aires 2018 poster with the Argentina flag

03:29 Slow motion shot of a rower

00:31 Slow motion shot of Argentina fans celebrating

03:34 Close shot of Argentina fans drumming

03:39 Sequence of shots of athletes being awarded their medals and on the podium

03:49 Sequence of shots showing graffiti art being created

04:07 Shot of a robot being played with

04:09 Shot of body marbling being created

04:11 Shot of visitors engaging with entertainment on offer in the Urban Park

04:15 Shot of Buenos Aires mascot, 'Pandi', posing

-- ENDS --

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