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STORY HEADLINE: IOC President draws parallels between sport and culture at the “Olympic Agora” exhibition of Olympic values in Tokyo

LOCATION: Tokyo, Japan
DATE: 30 July 2021
LANGUAGE: English

STORY SCRIPT: The President of the International Olympic Committee (IOC) Thomas Bach has marked the start of the second week of competition at Tokyo 2020 with a visit to the lively cultural hub “Olympic Agora”.

“Olympic Agora” is a cultural programme in central Tokyo, featuring a series of art installations, exhibitions and digital content celebrating Olympism and Olympic values. Pieces include a large-scale Olympic medal and permanent legacy sculpture.

“This is a fantastic demonstration of how in the Olympic community we blend sport and culture, said President Bach. “You can experience the history and also the spirit of the Olympics in this exhibition. It gives me goosebumps to be reminded of the great traditions and the great vision of the Olympic Games.”

“Olympic Agora” is located in Tokyo’s Nihonbashi district, with interactive elements to bring the public in touch with the history and legacy of the Games they are hosting. The project was adapted to ensure all local and national COVID-19 rules have been complied with.

The attractions include a photography installation by Rinko Kawauchi, an illuminated sculpture by another Japanese artist Makoto Tojiki, and an interactive multimedia installation “Podium memories”, which offers images, sounds and iconic moments from Olympic history.

The “Olympic Spirit” part of the exhibition showcases 145 treasures from The Olympic Museum in Lausanne, including the vest worn by gold-medal winner Usain Bolt during the 200 metres final at Beijing 2008.

“In this unprecedented moment the Olympic Agora is a symbol of determination, overcoming challenges and the power of sport and art to carry us in times of crisis,” said Angelita Teo, Director of Olympic Foundation for Culture and Heritage (OFCH).
The project is partnered by global real estate company Mitsui Fudosan, whose President and CEO Masanobu Komoda said: “We are greatly honored to be able to do our part as an official partner to Olympic Agora, a cultural programme that expresses the Olympic spirit and ideals. Sport not only contributes to mental and physical health, but creates new connections and helps build prosperous communities.”

“There is a very close link between culture and sport as these are two languages the whole world understands,” added IOC President Bach.

**SHOTLIST:**
- 00:02 Wide exterior pan to IOC President Thomas Bach at “Olympic Agora” viewing outdoor exhibits
- 00:09 Wide outside “Olympic Agora” IOC President Bach and delegates doing tour of exhibits
- 00:14 Photos being taken of IOC President Bach, Mitsui Fudosan President/CEO Masanobu Komoda and Angelita Teo, OFCH Director
- 00:19 Tracking Shot of IOC President Bach and delegates walking into “Olympic Agora”
- 00:23 Wide sweep into entrance of exhibition
- 00:32 Mid tracking shot of IOC President Bach entering an exhibition room with Masanobu Komoda and Angelita Teo
- 00:40 Wide front-on IOC President Bach/Masanobu Komoda photos with a giant medal.
- 00:46 Midshot of IOC President Bach/Masanobu Komoda photos in front of giant Olympic medal
- 00:58 Pan up of IOC President Bach/Masanobu Komoda photocall with other delegates
- 01:01 Wide shot of IOC President Bach and delegates photos with giant medal

**Question:** What is the link between arts, culture and sport?

01:06 **SOUNDBITE:** Thomas Bach, IOC President (English Language)

“This is a fantastic demonstration of how in the Olympic community we are blending sport and culture, which is one of the missions our founder Pierre de Coubertin gave us, and which has its roots already in the Ancient Games 3000 years ago.”

01:27 Cutaway shot of IOC President Bach and Masanobu Komoda

**Question:** What is the purpose of having a cultural programme at the Olympic Games?

01:31 **SOUNDBITE:** Thomas Bach, IOC President (English Language)

“You can experience the history but also the spirit of the Olympic Games through these different exhibitions. Even for me, having seen a number of these exhibits already before, it gives you goosebumps when you are following the great traditions and great mission of the Olympic Games.”

01:56 Cutaway shot of IOC President Bach and Masanobu Komoda

**Question:** What do you hope will be the cultural legacy of Tokyo 2020?

02:00 **SOUNDBITE:** Thomas Bach, IOC President (English Language)

“These Olympic Games Tokyo 2020 have a very special meaning. All the Olympic Games, first of all, have the meaning of unifying the world in a peaceful competition where everybody respects the same rules and everybody is equal. This is true for all editions of...
the Olympic Games. But for Tokyo, what makes it so special is this great signal of hope, this great message of hope it gives to humankind. That even under the restrictions of the pandemic, you can come together."

**Question: What do you hope will be the contribution of Olympic Agora to Tokyo?**

02:44 SOUNDBITE: Angelita Teo, Director, Olympic Foundation for Culture & Heritage (English Language)

"I think one of the most critical things we have done is to ensure the legacy of the Olympic spirit in Tokyo. I think the people in Tokyo were very welcoming of the Olympic Games, and with the legacy sculpture where it’s specially designed to be very inclusive and people can come up close and personal, I hope more people even after the Games will come here, take photographs and find out more about the Olympic Movement."

**Question: Why did Mitsui decide to support this cultural project?**

03:13 SOUNDBITE: Masanobu Komoda, Mitsui Fudosan President and CEO (Japanese Language)

"Mitsui Fudosan is a Tokyo 2020 gold partner in city development. By contributing to the success of the Tokyo 2020 Games, we hope to contribute to the advancement of the Olympic and Paralympic Movement, which aims to build a more peaceful and better world. Against this backdrop, we are greatly honored to be able to do our part as an official partner to Olympic Agora, a cultural programme that expresses the Olympic spirit and ideals."

04:12 Midshot IOC President Bach, Masanobu Komoda and Angelita Teo with indoor exhibits
04:16 Shot of IOC President Bach and cameras
04:19 Mid behind shot of IOC President Bach with indoor Olympic exhibits
04:23 Midshot of IOC President Bach interacting with indoor Olympic exhibits
04:27 Midshot of IOC President Bach and delegates standing in front of Olympic rings
04:32 Pan along art on wall of exhibition
04:37 Mid tracking shot of IOC President Bach walking into exhibition room
04:42 Pan entrance to ‘Zone 03’ showing past Olympic cauldrons being lit
04:46 Slow move around circle of ‘past Olympic torch’ replicas from outside circle
04:52 Pan along section that recreates past Olympic outfits
04:57 Wide bronze, silver, gold medals from each Olympics, into close Athens 2004 medals,
05:03 Pan along iconic Olympic artefacts and digital moments, starting with: Usain Bolt Beijing 2008 200m vest and footage.
05:09 Tracking shot above artistic display of mobile phones and tablets playing Olympic memories
05:15 Sweep into and pan along artwork in “Olympic Agora”
05:22 Move-in shot of IOC President Bach quote exhibit
05:25 Midshot of IOC President Bach signing exhibit
05:30 Close up of IOC President Thomas Bach signature
05:33 Close shot of ‘Podium Memories’ stand, outside “Olympic Agora” entrance
05:38 Wide move-in shot of people interacting with outdoor exhibit
05:43 Wide shot street view of “Olympic Agora”

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