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London 2012

The Cultural Olympiad  
Be Part of It...

10 March 2008

# Agenda

Cultural Olympiad

Key Dates

Go Live

Launch

Summary

# Cultural Olympiad

## Culture at the heart of the Games

Four-year cultural celebration across the UK and in London from September until the end of the 2012 Games

Hundreds of local and regional projects and events

Large-scale, “signature” projects included in London 2012 bid – Access All Areas

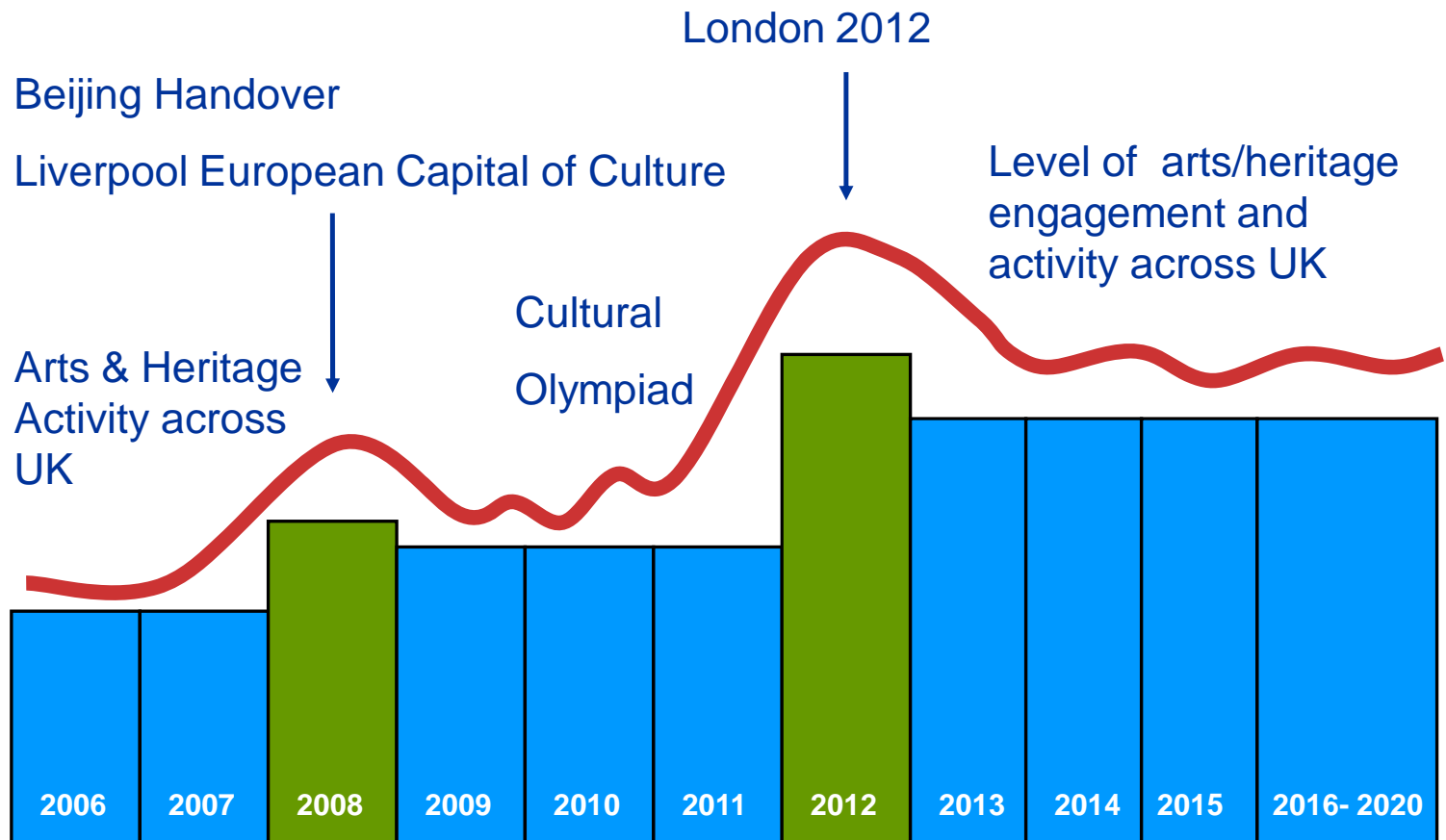
Mandatory ceremonies

# Cultural Olympiad core values

- Welcoming the world
- Inspiring young people
- Delivering a legacy



# Our end goal: re-positioning culture post 2012



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## Key dates

Dates (2008)	Activity
11 March	“Go live” date for “Inspired” mark Information on September 08 launch weekend
24 August	Beijing Olympic Games closing ceremony / handover moment Approx. 2.30pm UK time
17 September	Beijing Paralympics closing ceremony / handover moment Approx. 2.30pm UK time
26-28 September	2012 Cultural Olympiad launch weekend

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# Planning ahead

March 11

Application process for the four-year festival begins

Briefings on how to apply

[www.london2012.com/beinspired](http://www.london2012.com/beinspired)

Creative Programmer role

Cultural Olympiad launch weekend 26-28 September  
2008

What you're applying for

The "Inspired..." mark

A first for any Olympic Games or Paralympic Games

Endorsing non-commercial projects and events across culture, sport, education, environment, volunteering and business

Project or event selected to be part of the Cultural Olympiad

Inclusion in Cultural Olympiad publicity



What we're looking for

Like never before...

Inspirational ideas from all sorts of people

London and the whole UK

Surprising, exciting, brand new projects, events or activities which have been inspired by 2012

Core values

Excellence and innovation

Broad definition of "culture"

What we're looking for

To bear in mind

Not-for-profit organisations

Non-commercial support or funding

Balance between commercial partners' rights and  
"Everyone's Games"

Legally binding brand licence

Curating a national programme

Modest start

LOCOG not a funding body

How to apply

Creative Programmer

Discuss your idea

Guidelines and application form

Eligibility

Meeting the criteria

Assessment for best fit

Creative Programmer's recommendation

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# The purpose

A Cultural Olympiad like never before....

The weekend of 26-28 September 2008 will:

1. Promote start of four year cultural celebrations
2. Announce some large scale major projects
3. Begin Cultural Olympiad awareness campaign

# Key messages

- Everyone's Games
- The Cultural Olympiad offers a place for everyone
- From September we will show the creative and cultural potential of the UK, through the celebration of our cultures and our heritage



## Concept for the launch

### **Open up: the aim**

to open up opportunities for people across the UK to get involved in imaginative, thought-provoking creative activities they may not have done before.

# Concept for the weekend

## Open up: the action

Do something unusual or open up different spaces.

Work could be created anywhere: craft / creative workshops, venues, urban or rural spaces, behind the scenes.

Free tickets could be offered to an event. Each part of the UK will be different and reflect the region or country.

## What do I need to do next?

- Let us know what you are planning over that weekend – specifically activities which reflect the core Cultural Olympiad values
- Consider any other opportunities for Open Up concept

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# Summary

Four-year cultural festival across the whole UK

11 March 'Go Live'

"Inspired..." mark

26 -28 September Launch weekend

Be Part of It.....

# Thank you



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