

IOC CORNER

A PROPOSAL FOR
TWO STANDS IN
LONDON'S 2012
OLYMPIC VILLAGE

OBJECTIVES

Two spaces in the Olympic Village will represent the IOC, its values and its actions during and between the Games.

These spaces must be easily identified. They should be playful and inviting in order to attract mostly athletes and team officials.

The message must be clear and visible in order to inform the visitors about the IOC's actions and involvements.

The content should be presented in an interactive way to increase the visitors' attention and deliver effectively the IOC's message.

CONTEXT

A NEW GENERATION OF ATHLETES

Nowadays athletes are mostly digital natives (vs. Digital migrants, i.e., those who had seen the birth of the world wide web and had to adapt to the technology).
They grew up with this technology and with a set of new behaviors.

CONTEXT

THEY NEED FREEDOM

It is hard to impose anything to this generation. They hate constraints.

THEY HAVE A NEED FOR SPEED

Communication with friends, colleagues, and superiors takes place faster than ever. Even the email is too slow for them, they prefer chatting.

CONTEXT

THEY ARE CRITICAL

Before buying, Internet natives start by surfing on tens of sites and forums. They double check information.

THEY WANT ENTERTAINMENT AND PLAY IN THEIR WORK, EDUCATION AND SOCIAL LIFE

Funny videos, fantastic games, and social networks... Internet is a playground. This is a generation that has been bred on interactive experiences.

CONTEXT

THEY ARE THE COLLABORATION AND RELATIONSHIP GENERATION

This generation lives in community, always connected with friends at all time. They influence each others through online Networks and, among other things, discuss brands, companies, products and services.

CONTEXT

THEY ARE INNOVATORS

Since they are born, technology is in constant and rapid evolution.
They got used to products that evolve all the time.

CONTEXT

THEY CUSTOMIZE

They love to customize new product offerings, even if it means hacking (sometimes). From telephones to Facebook profiles, they are surrounded by objects which can be customized to fit their identity.

CONTEXT

THEY LOOK FOR CORPORATE INTEGRITY AND OPENNESS

The Net generation expects from companies and institutions transparency. Information is available on the Web and they can find out if a company respects environment or offers good working conditions.

CONTEXT

THEY HAVE A HYPER EGO

People of the net generation tend to be individualists and to show an egocentric and a narcissist attitude thanks to social media. Yet, to the contrary of the 90's individualism, they are open to others and sensitive to the world in which they live.

IMPLICATIONS FOR THE IOC SPACES

They need to “**own**” the place. To **leave their marks** somehow.

They need to **interact** with the IOC in an entertaining and playful way. We should avoid a classical display of information, requiring their full concentration and time. They are in need for speed. Moreover, they want to concentrate on their competition. So games and interactive applications are very welcome.

IMPLICATIONS FOR THE IOC SPACES

The format of any information should be based on the **Internet way of presenting** it: short texts, possibility to choose what they want to read (when feasible)

They can rapidly adapt to a **new technology** as long as it is reliable and intuitive. They are actually eager to discover it as they love innovation.

IMPLICATIONS FOR THE IOC SPACES

The IOC spaces should give opportunities for the athletes to **share** what they do with their family and friends.

Young athletes will constantly ask the question : “**what's in it for me?**”.

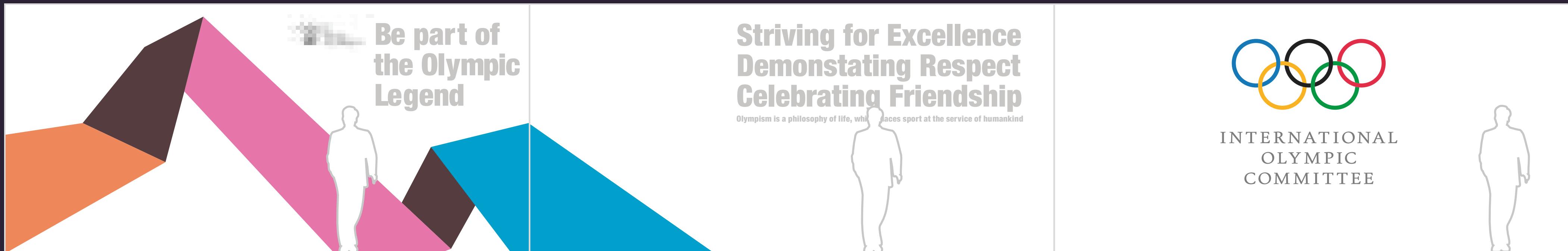
CONCEPT

THE IOC AND ME

The IOC spaces are **interaction platforms** between the IOC and athletes. Thanks to technology, they will offer the opportunity to build **customized experiences** for their visitors. Through these spaces, the IOC aims at **building a specific and personal relationship with each athlete**.

GUIDELINES FOR DESIGN

The design is directly inspired by the graphic guidelines defined for IOC's presence in London.



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA

IOC CORNER @ THE OLYMPIC VILLAGE PLAZA

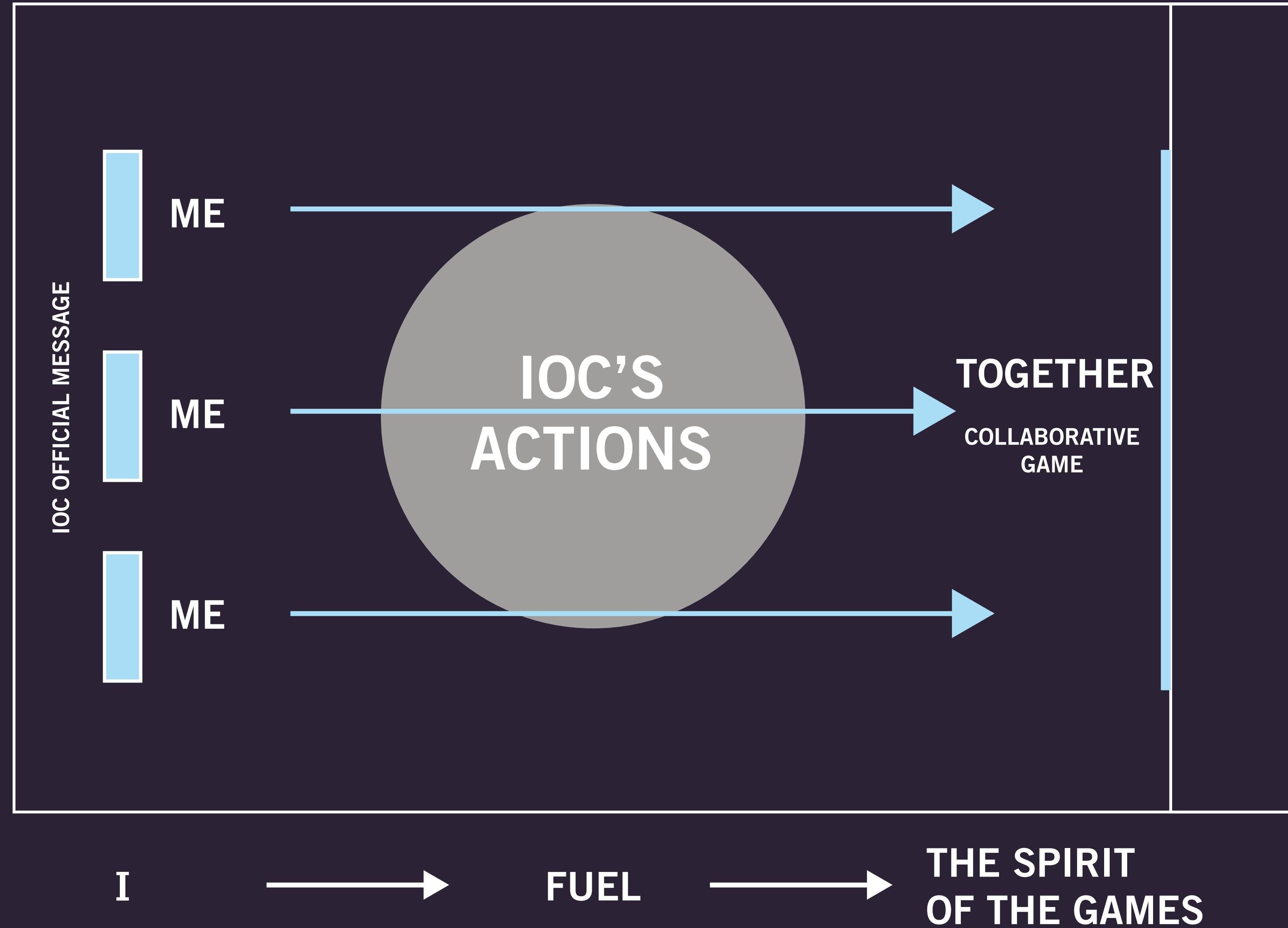
MAIN CHARACTERISTICS

Of both IOC spaces, this one is the more «corporate» one, open to a broader public of athletes, officials but also media and athletes' friends and family.

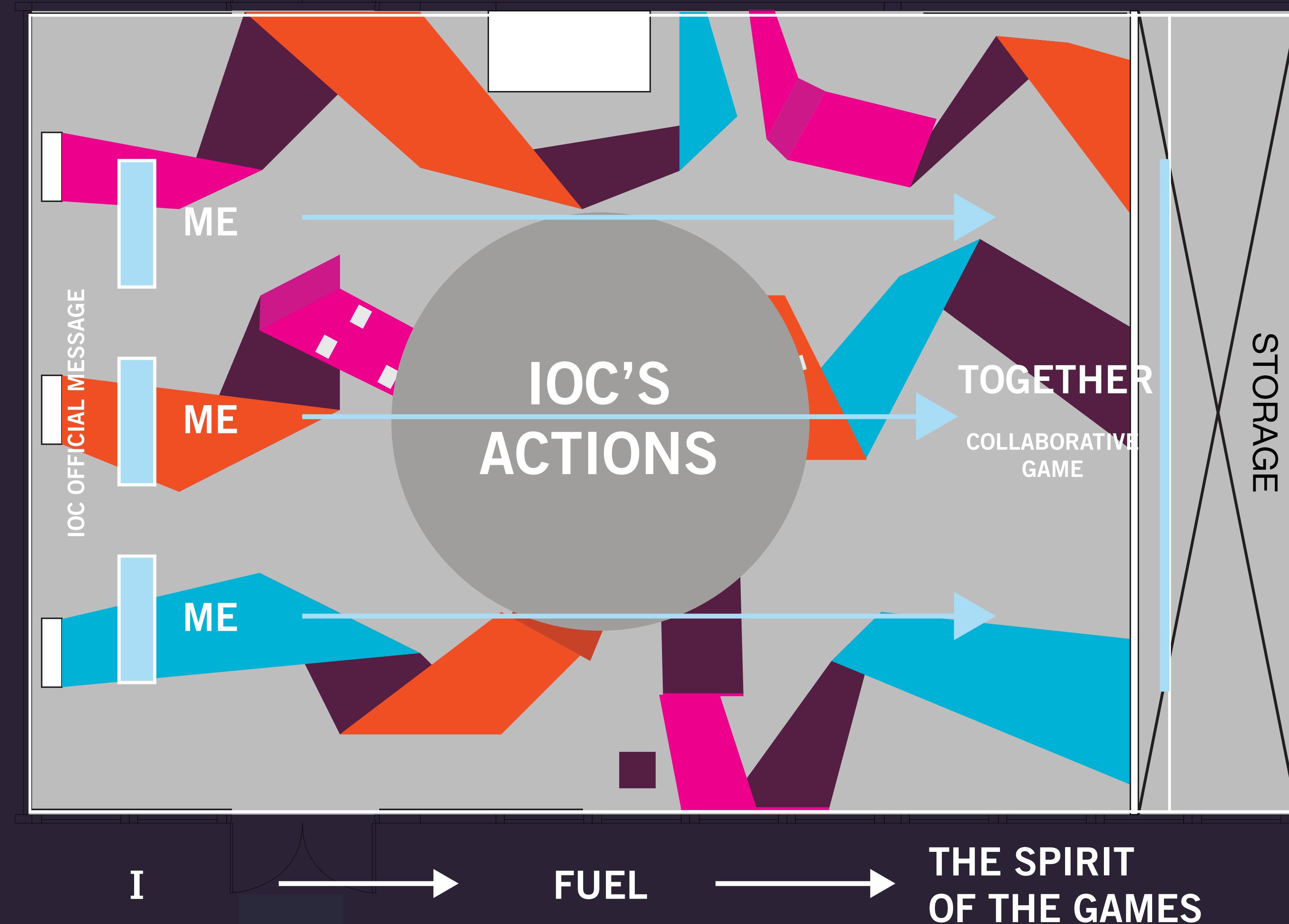
This space presents IOC's global initiatives and activities to the potential visitors.

The messages are presented within a global design and structure.

IOC CORNER @ OVP : THE MESSAGE IN SPACE

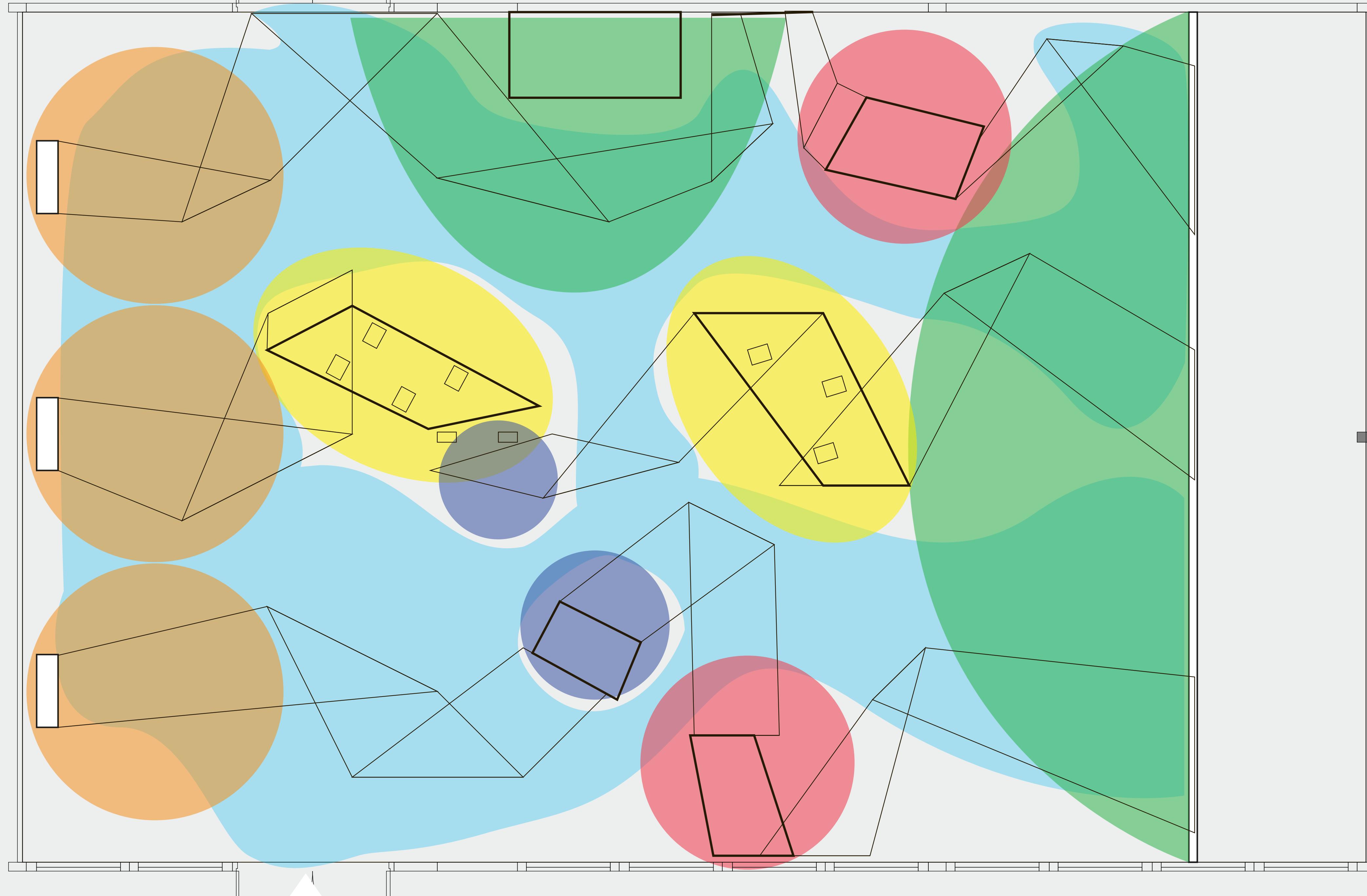


IOC CORNER @ OVP : THE MESSAGE IN SPACE



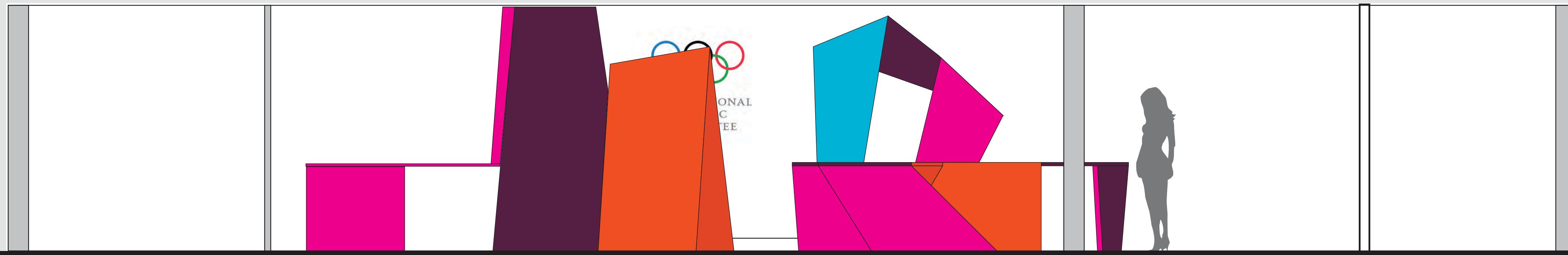
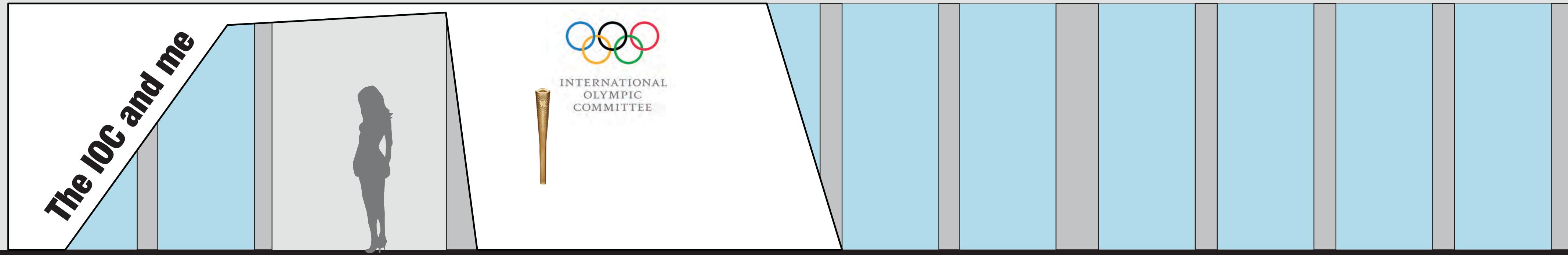


STORAGE



- active zone
- work space
- visualization
- TV area
- IOC content display
- circulation

IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



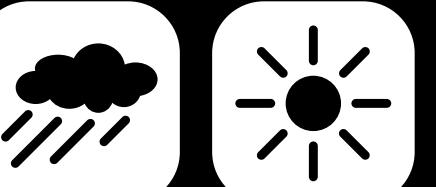




The loc and me







trivial mass
production











IOC CORNER @ THE OLYMPIC VILLAGE PLAZA

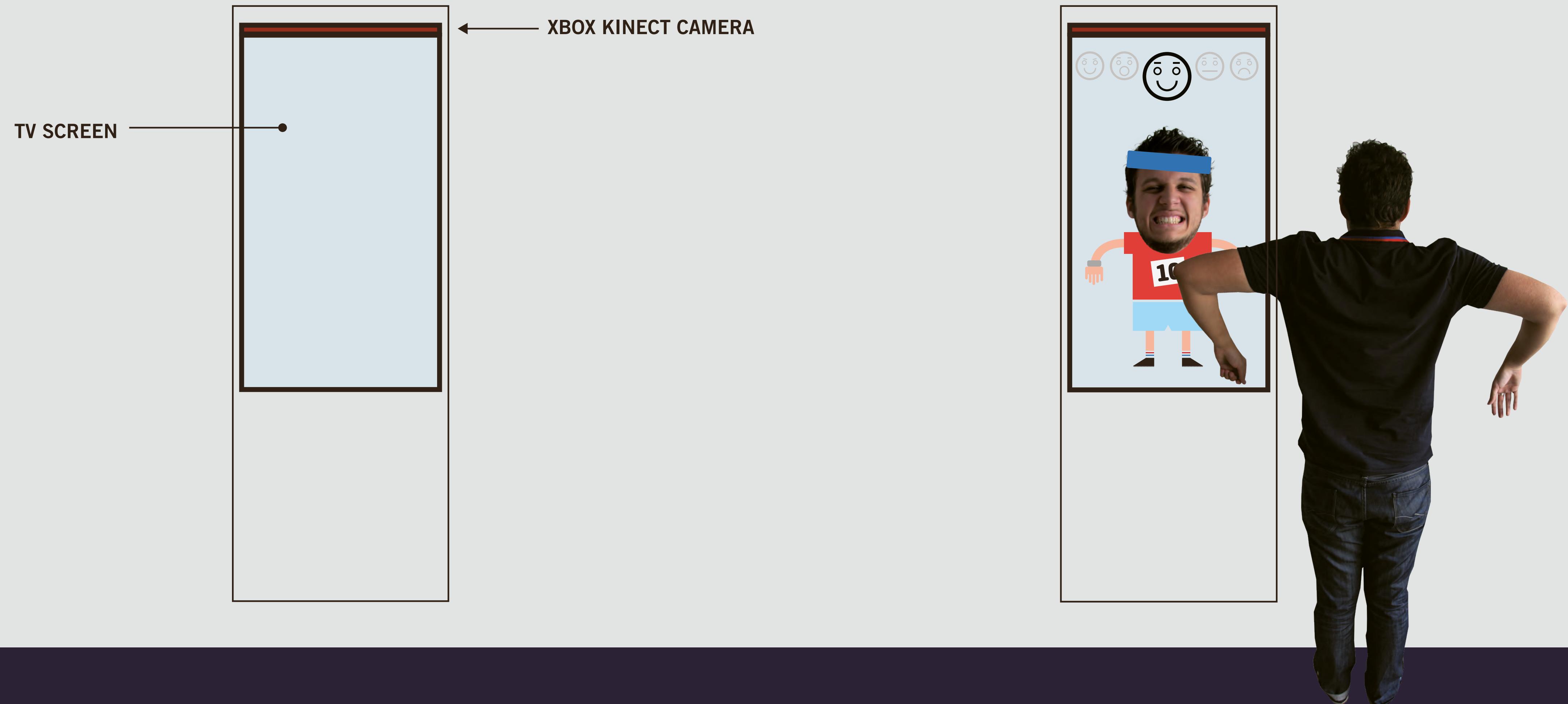
THE INTERACTIVE GAME

1. A personal dialog

An interactive installation made from a vertical screen and a special camera detects the presence of the visitor and transforms his image into an avatar.

Basic questions are asked about the visitor's identity (athlete, journalist, official, friend) and about his own Olympic Values (sharing, thriving for excellence, pride, fair-play, etc...)

IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA

THE INTERACTIVE GAME

1. A personal dialog

The visitor defines which category he is part of and which are his core values.

An object will symbolise his category:

Athlete = Olympic Torch

Journalist = camera

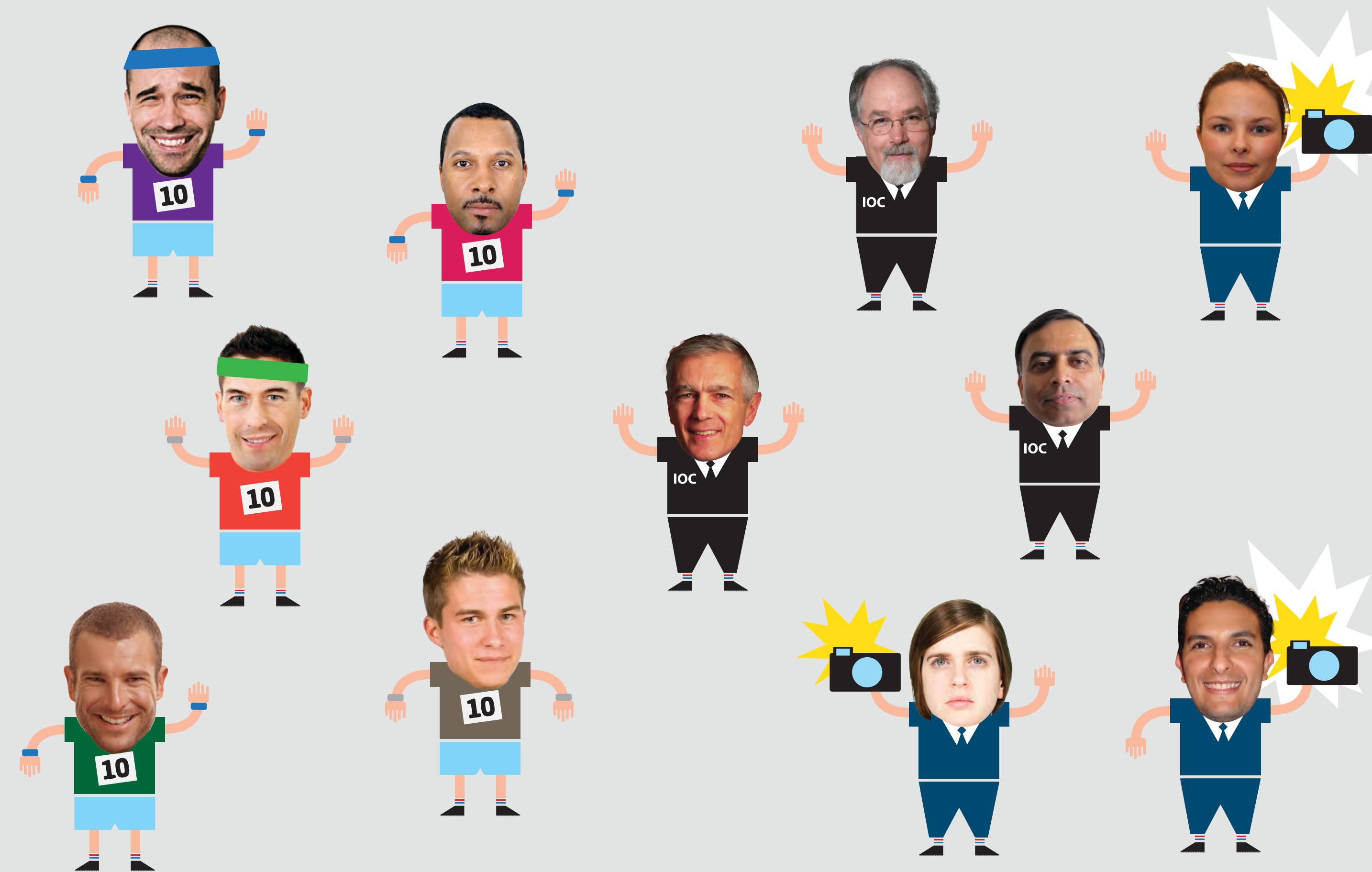
Friend = a flag for cheering

...

IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA

THE INTERACTIVE GAME

2. Sharing the experience on the wall

The avatar and its information is then sent to the wall to participate in the collaborative game.

All the avatars are animated automatically to illustrate in a fun way the actions of the IOC.



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA

THE INTERACTIVE GAME



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA

THE INTERACTIVE GAME

For example:

Giving is winning

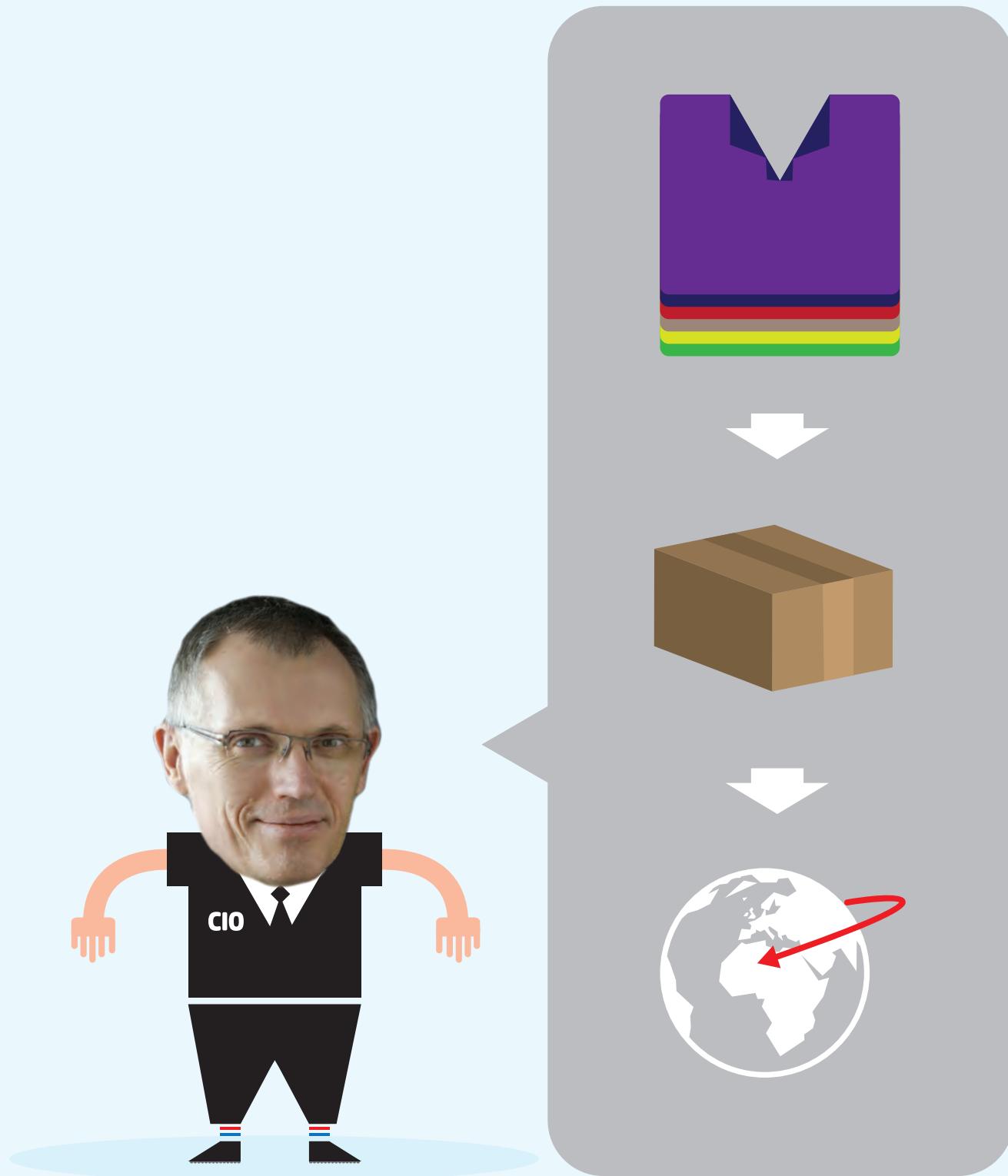
IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



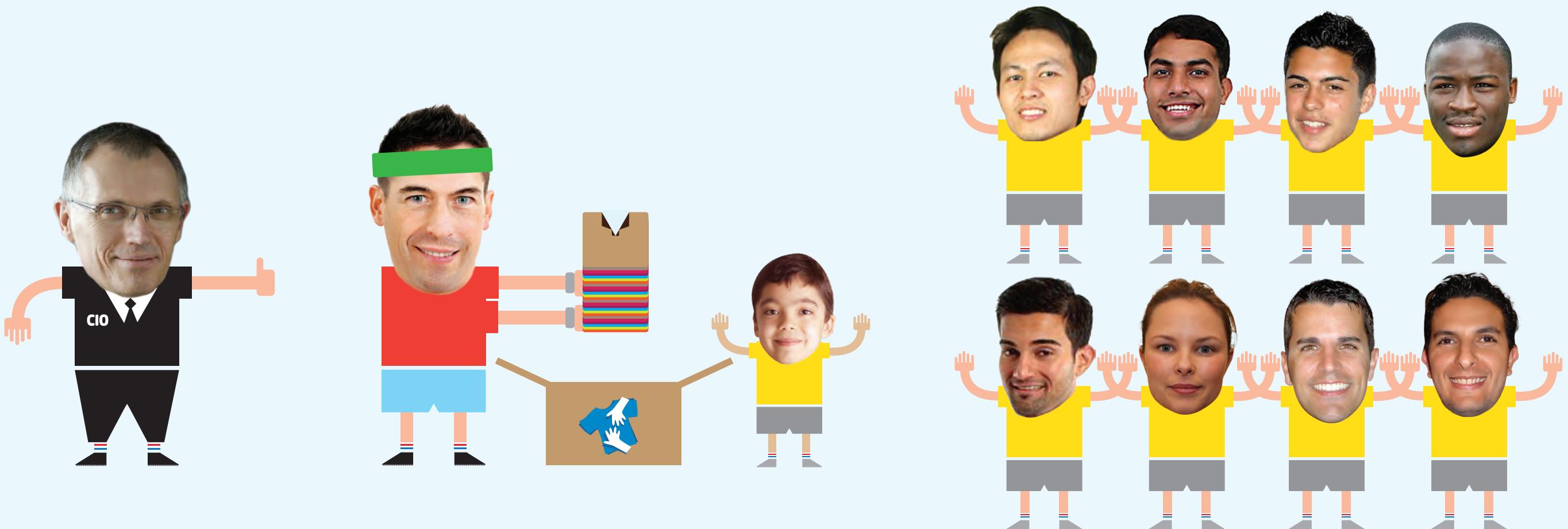
IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



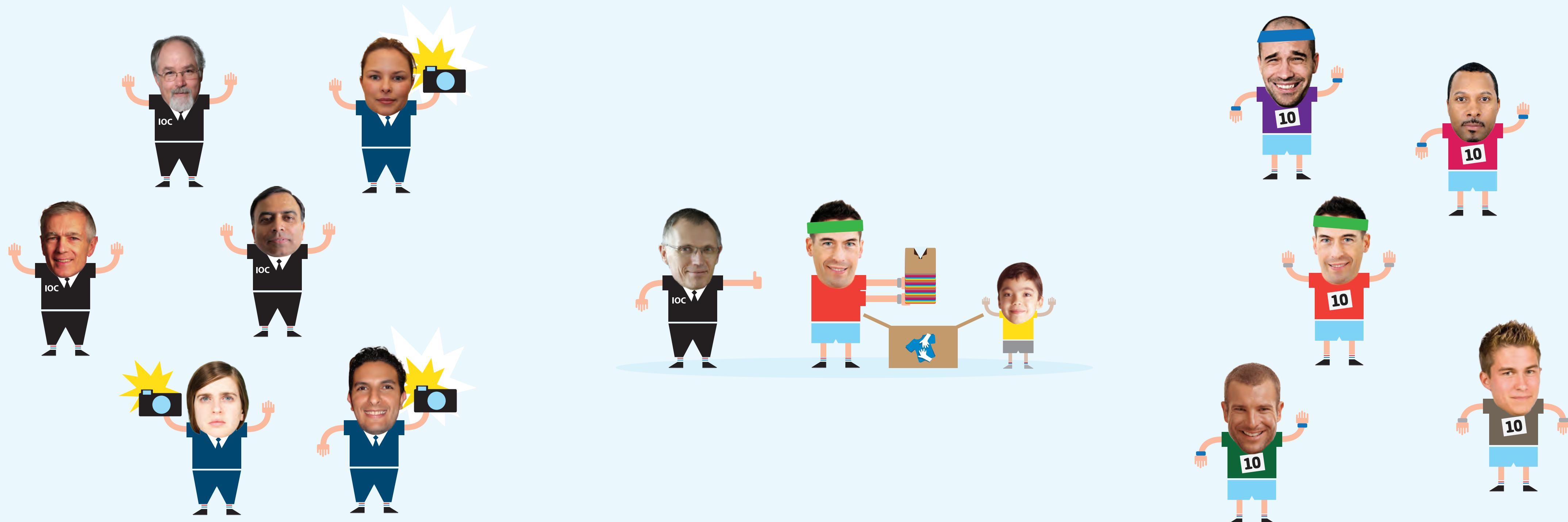
IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA

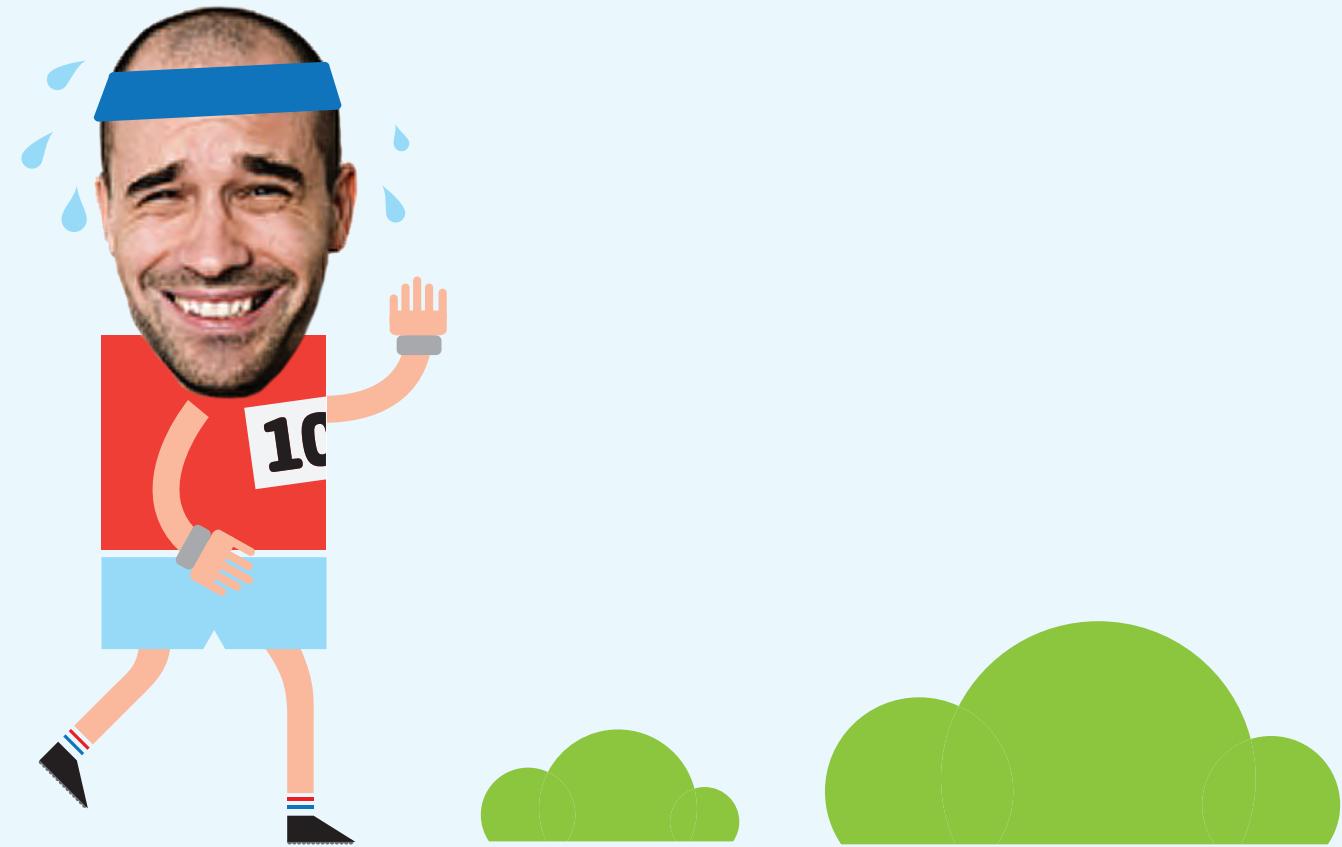
THE INTERACTIVE GAME

For example:

Giving is winning
Sustainability



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA





IOC CORNER @ THE OLYMPIC VILLAGE PLAZA

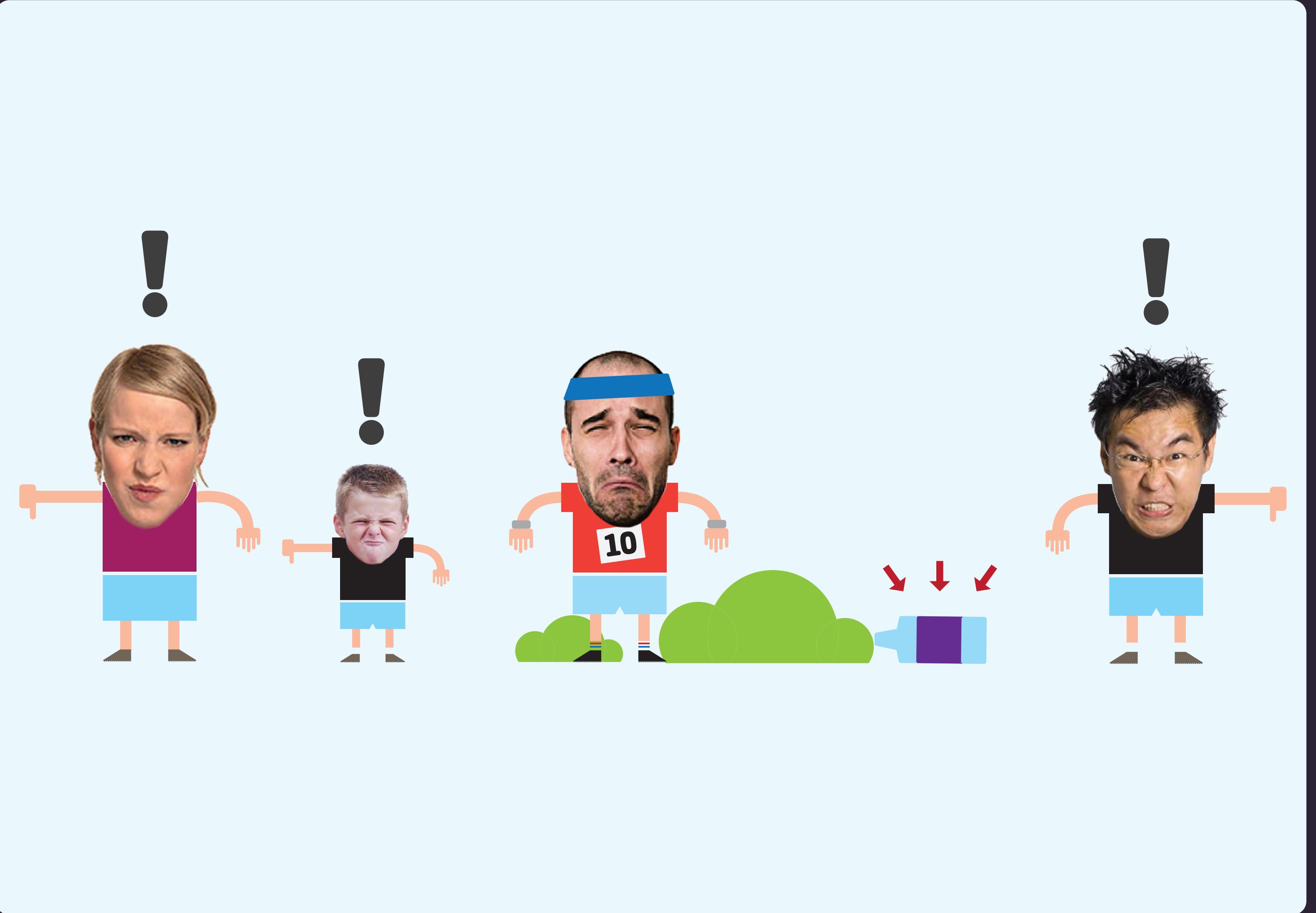




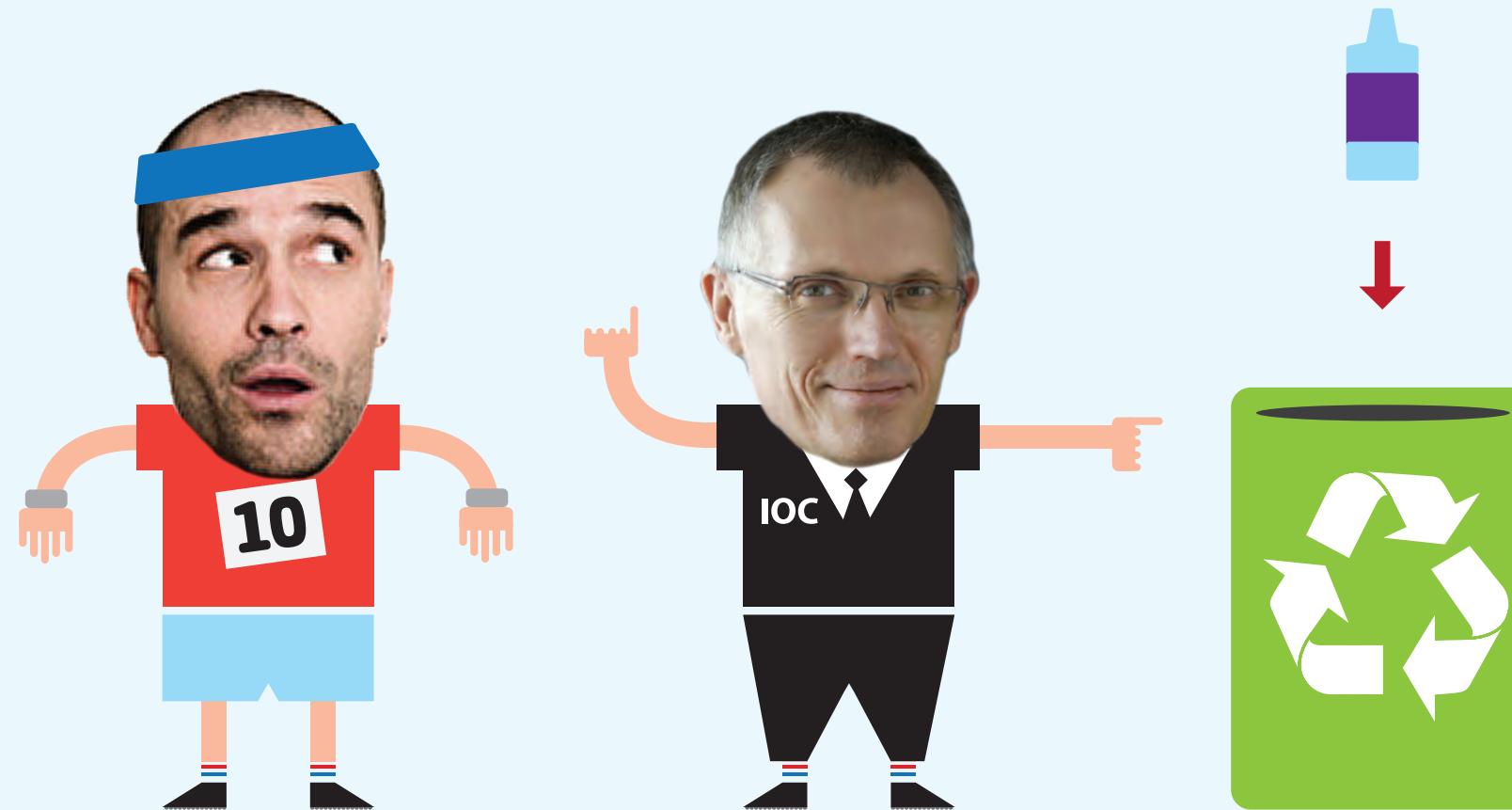
IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



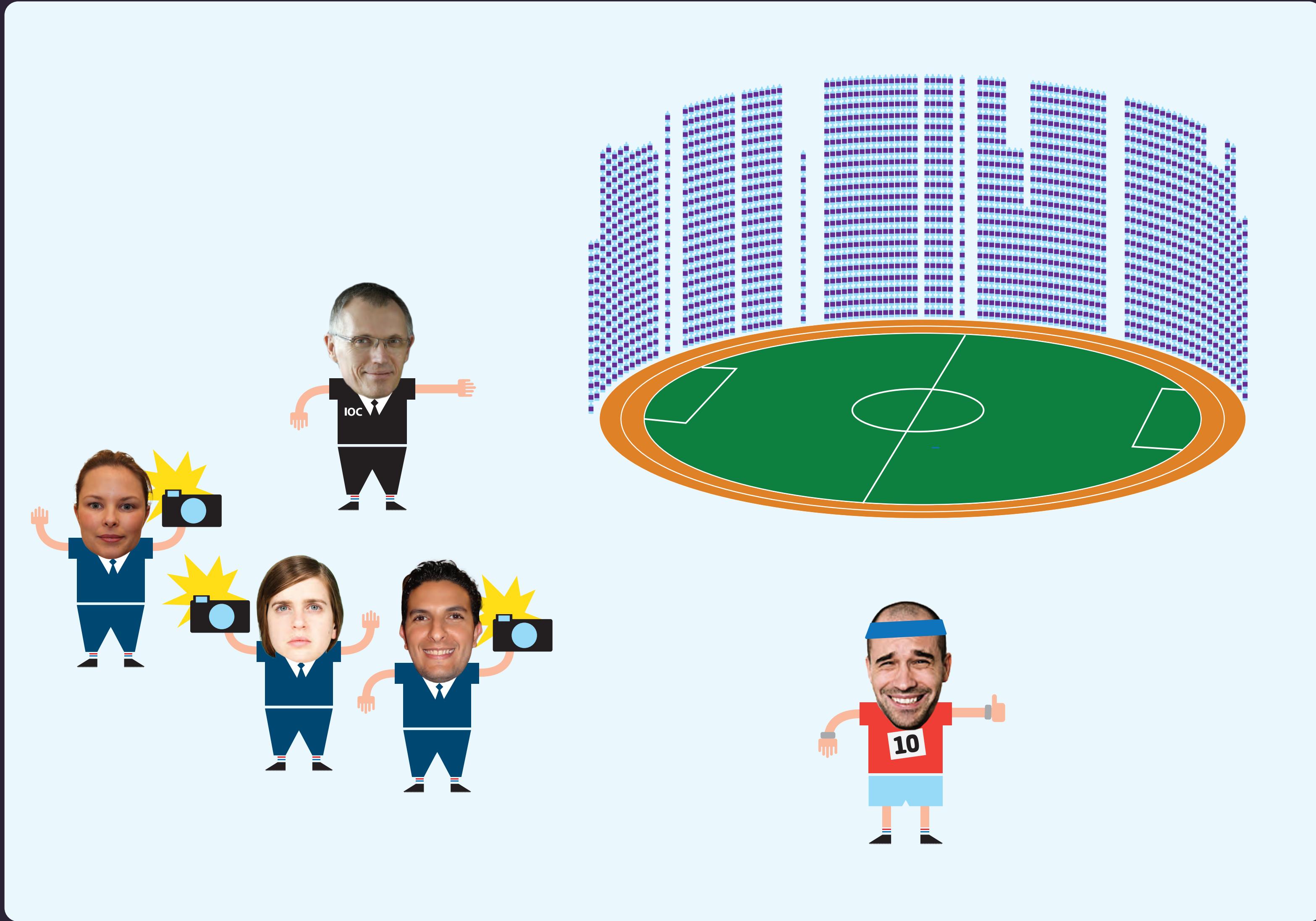
IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



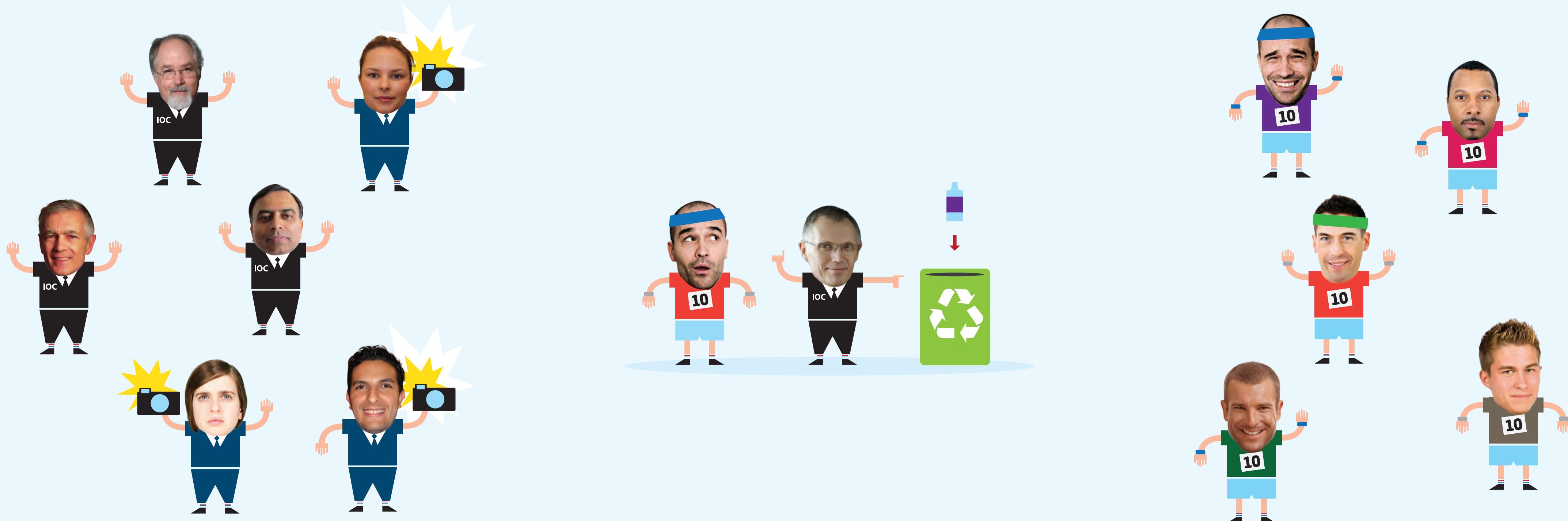
IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA

THE INTERACTIVE GAME

For example:

Giving is winning

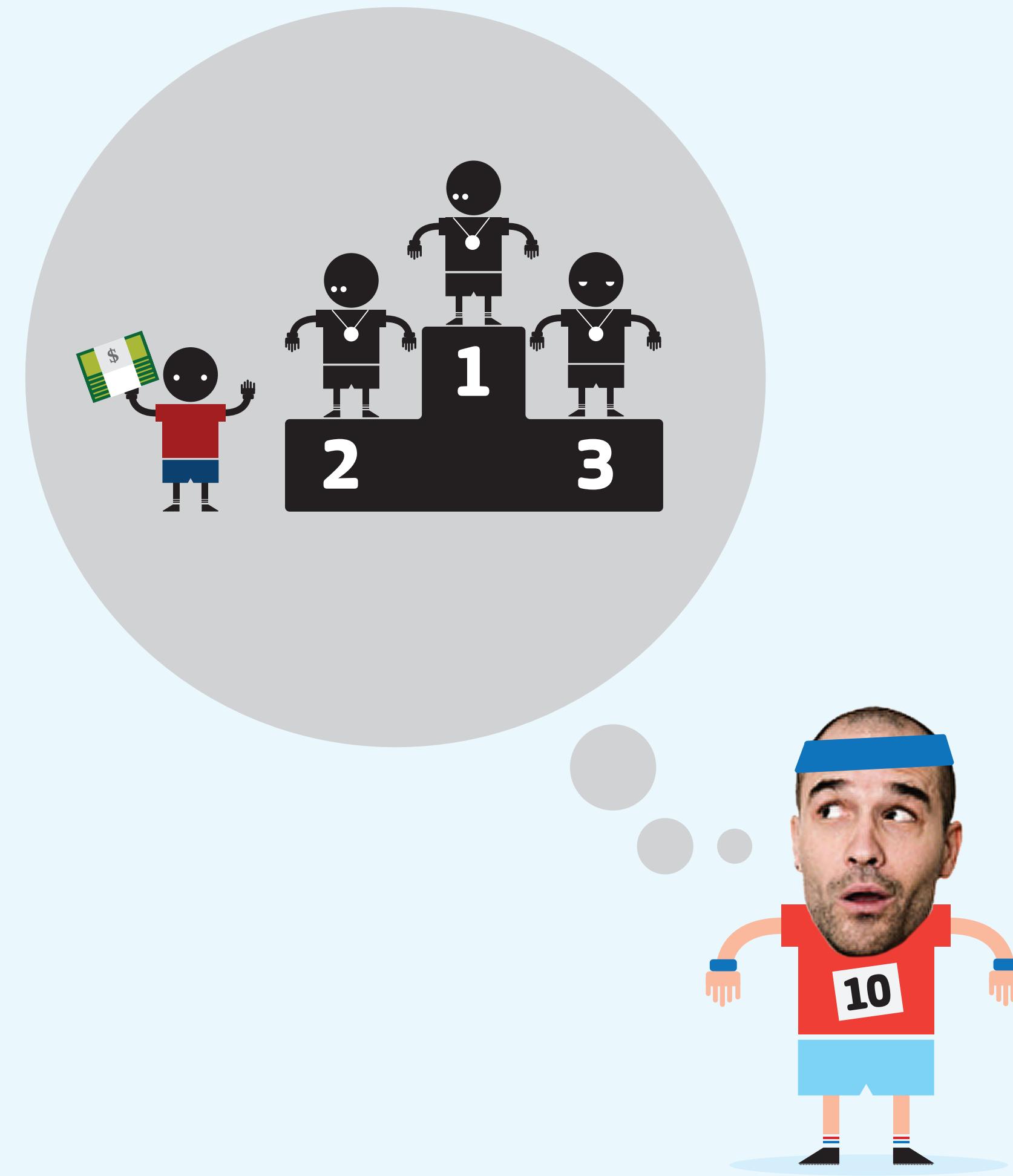
Sustainability

Betting

IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



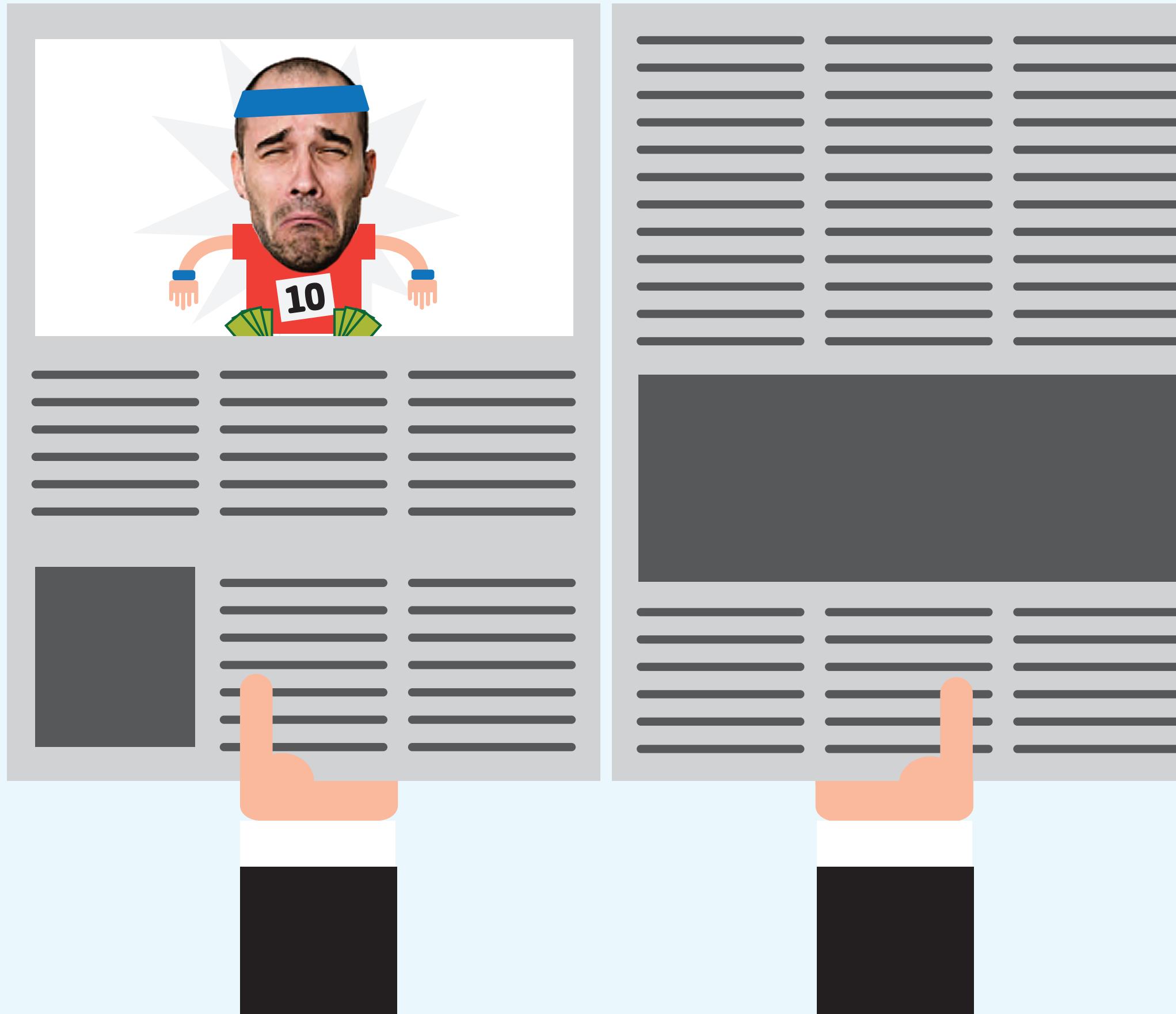
IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



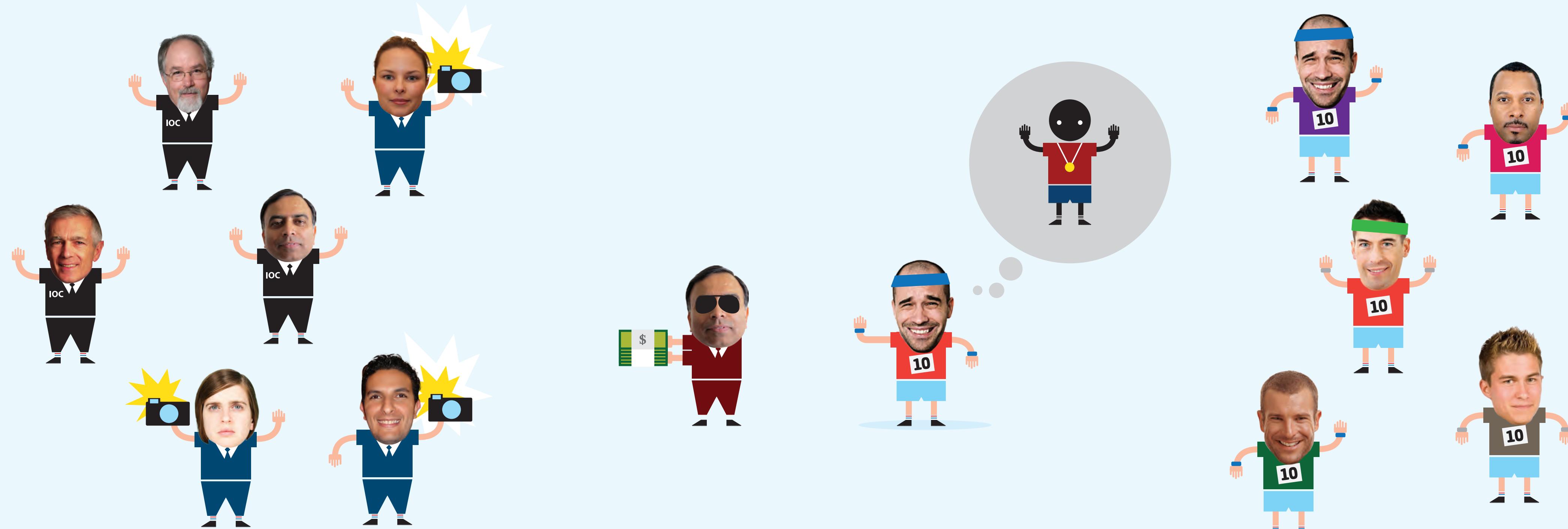
IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



IOC CORNER @ THE OLYMPIC VILLAGE PLAZA



IOC CORNER @ THE DINING HALL

IOC CORNER @ THE DINING HALL

MAIN CHARACTERISTICS

The IOC space in the dining hall has a more intimate relationship with the athletes and the team officials.

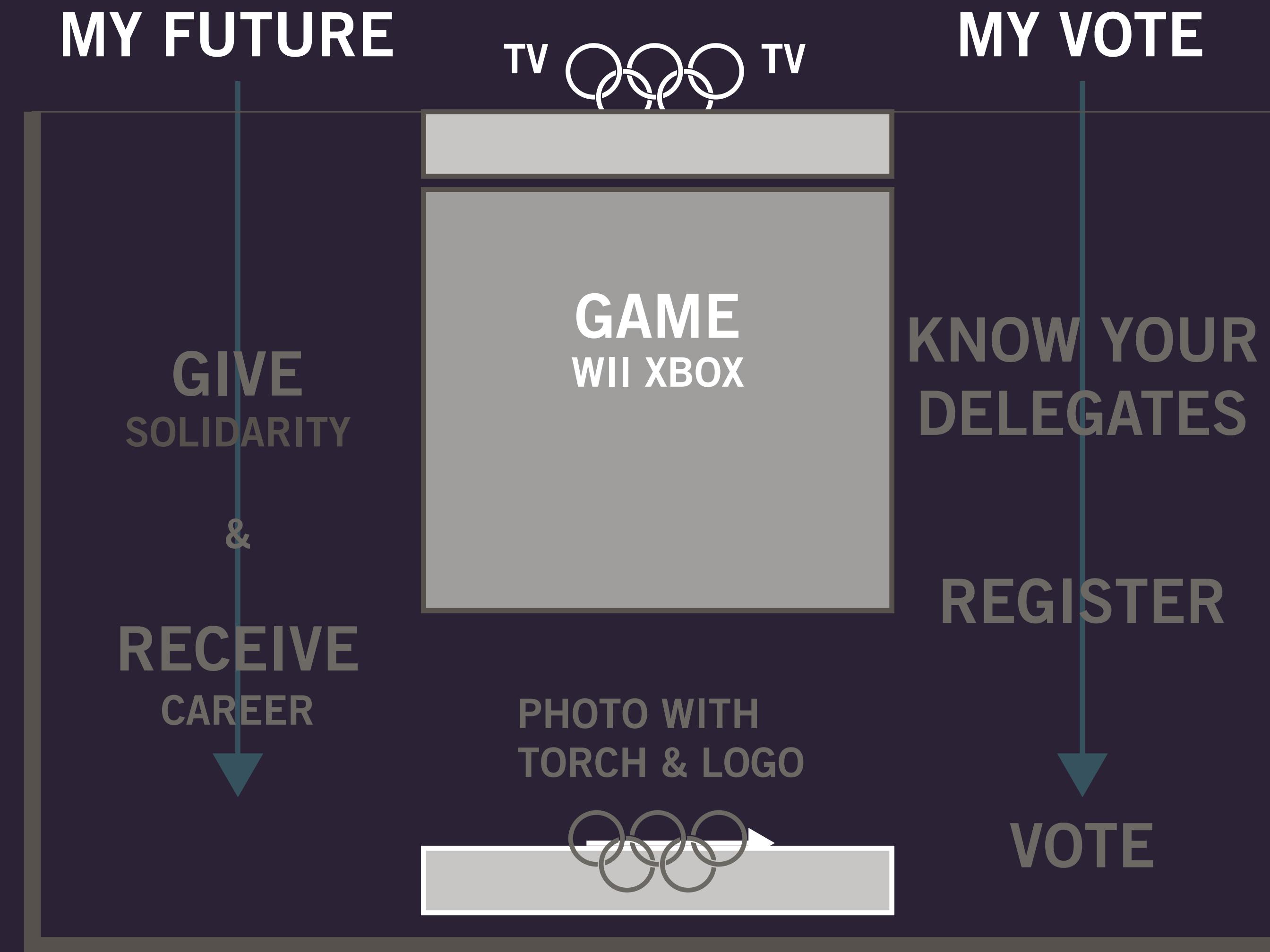
The two main goals are:

- inform the athletes about the career program
- invite athletes to vote for their delegates

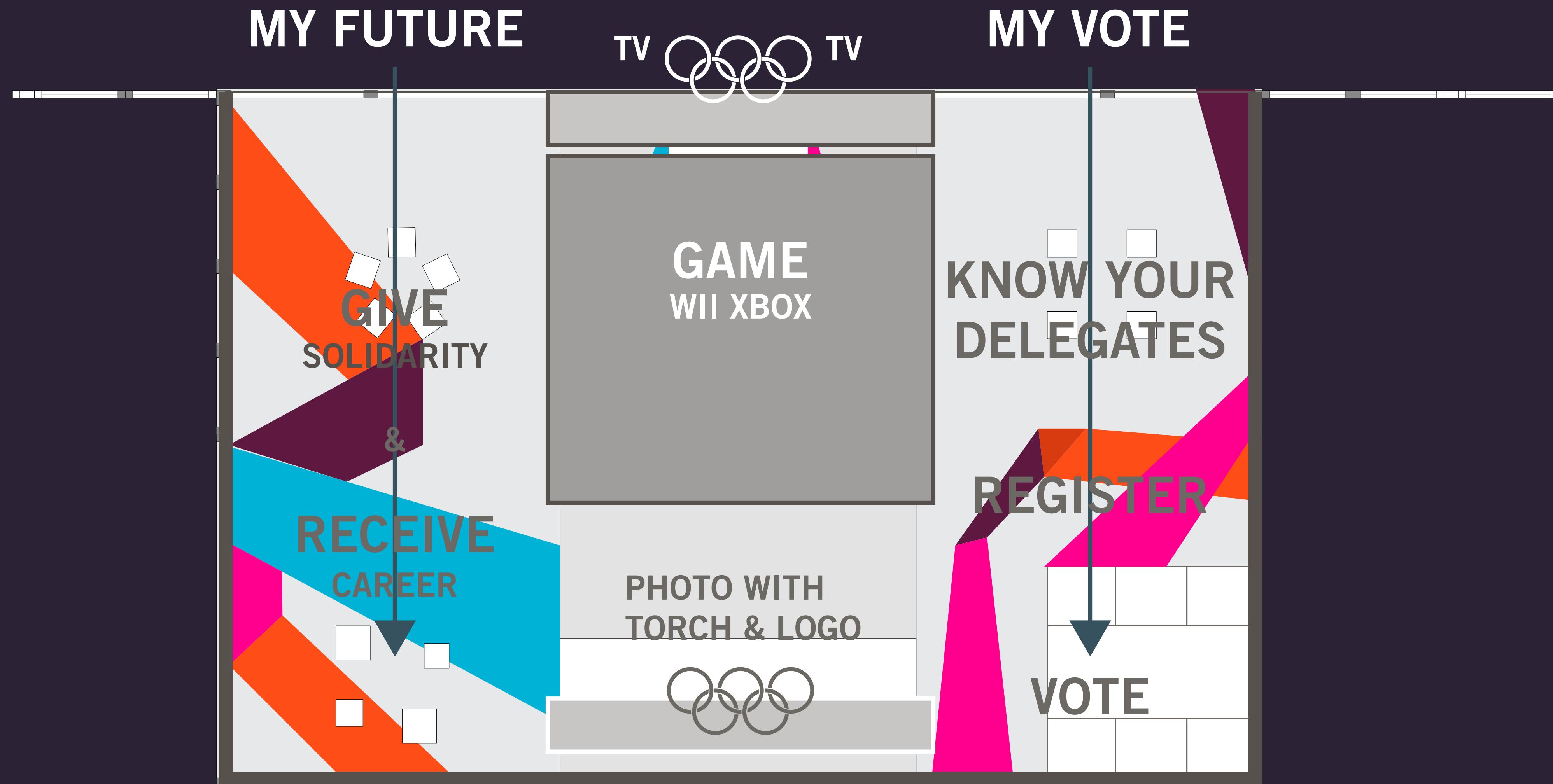
The athletes are attracted to the space by two elements:

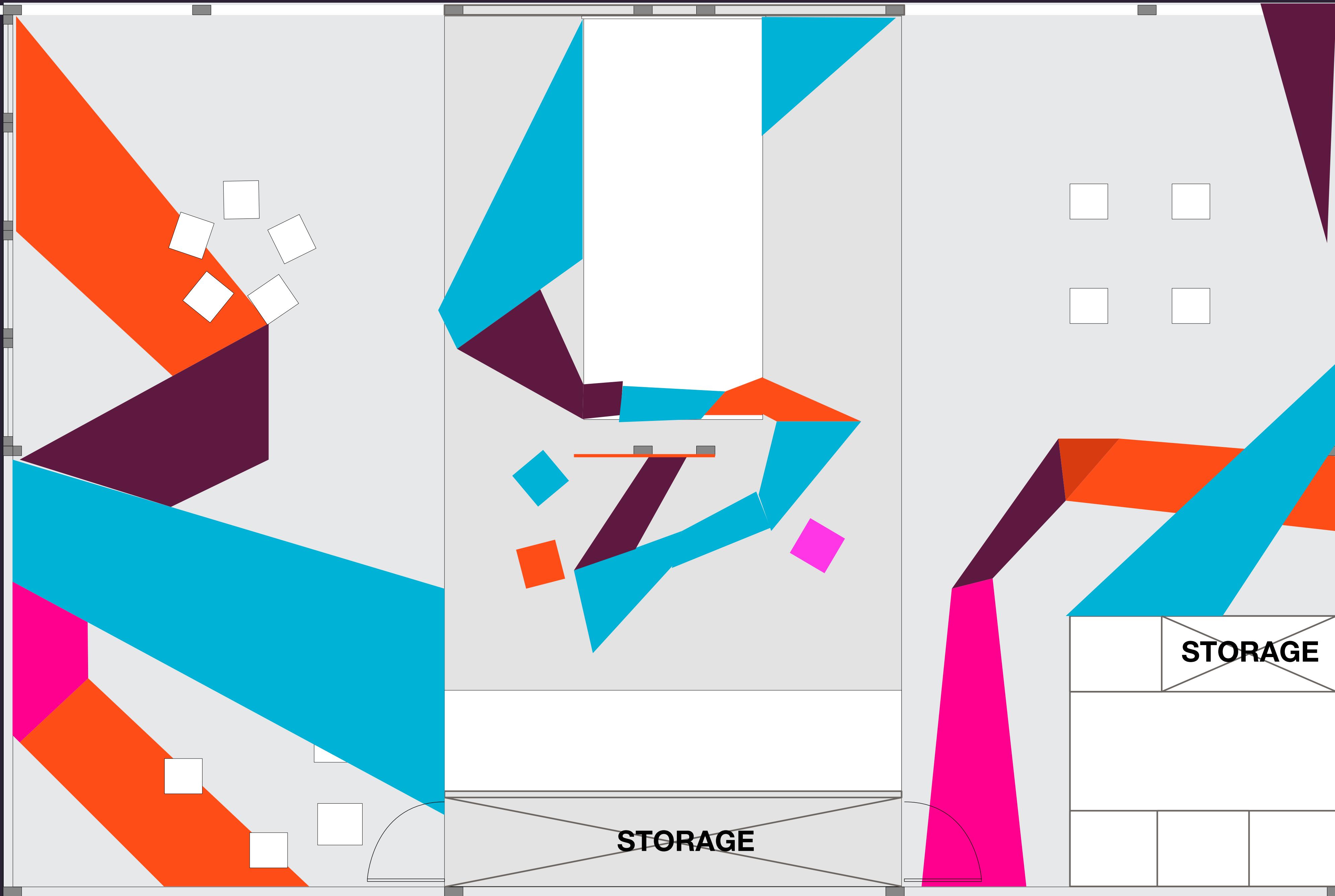
- two screens show a live streaming of the ongoing events
- a game console is available to play the official London release
- an exclusive IOC photo-wall

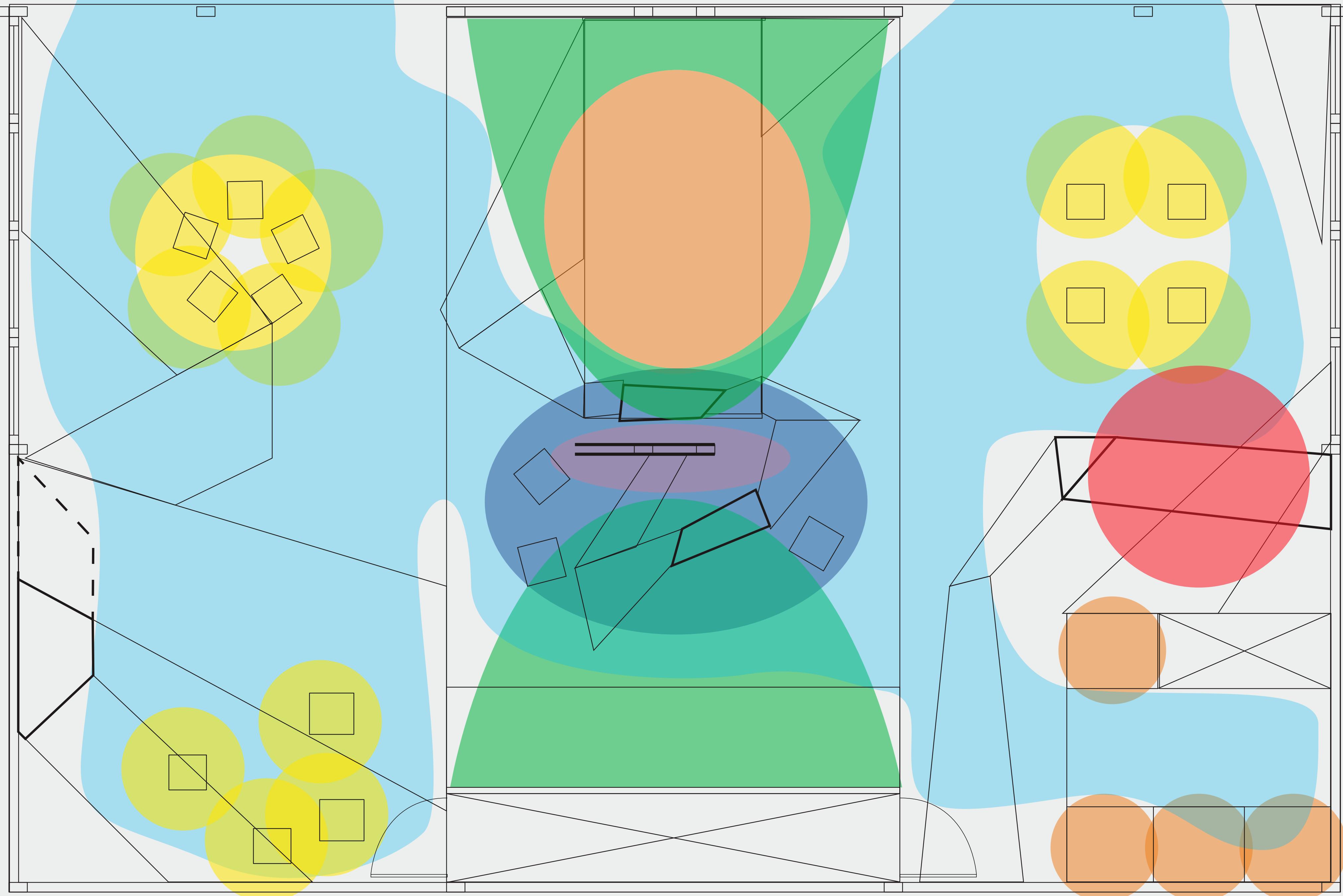
IOC CORNER @ DINING HALL : THE MESSAGE IN SPACE



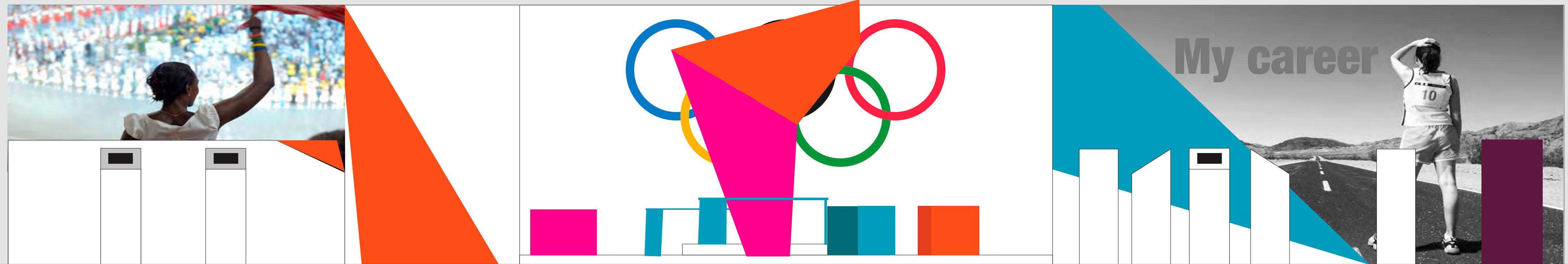
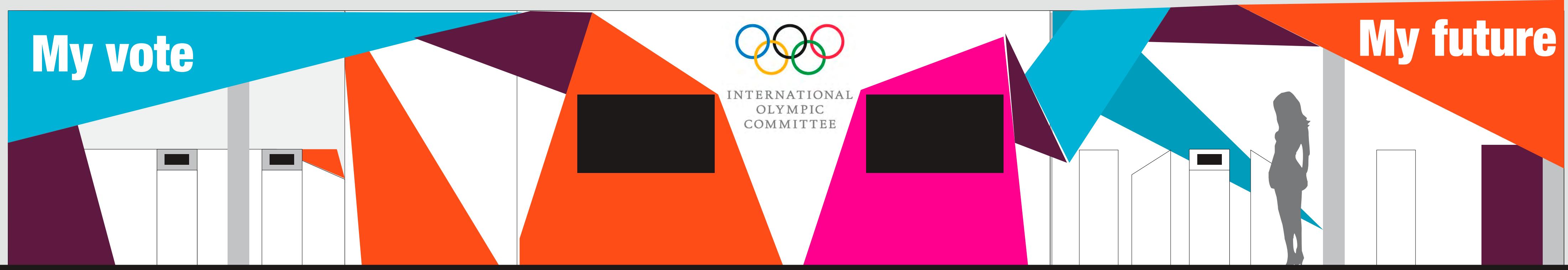
IOC CORNER @ DINING HALL : THE MESSAGE IN SPACE







IOC CORNER @ THE DINING HALL





trivial mass
production



My vote



My future



trivial mass
production







My contribution

"As an athlete, there
is nothing more rewarding"



"The future
is full of possibilities"



"Now I can dedicate myself
to training as a fitness instructor"



"Athletes are such a valuable asset
for both companies and society!"



"To all who read my story
I say: never ever give up!"



"For me, the placement
was the perfect solution"



"The finish line
is just the beginning!"



"I can build a successful career
in international business"



R.U.



trivial mass
production

My o

My career



"As an athlete, there
is nothing more rewarding"



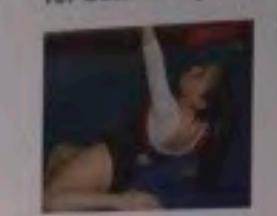
"The future
is full of possibilities"



"Now I can dedicate myself
to training as a fitness instructor"



"Athletes are such a valuable asset
for both companies and society!"



"I am still training
I am not living the life"



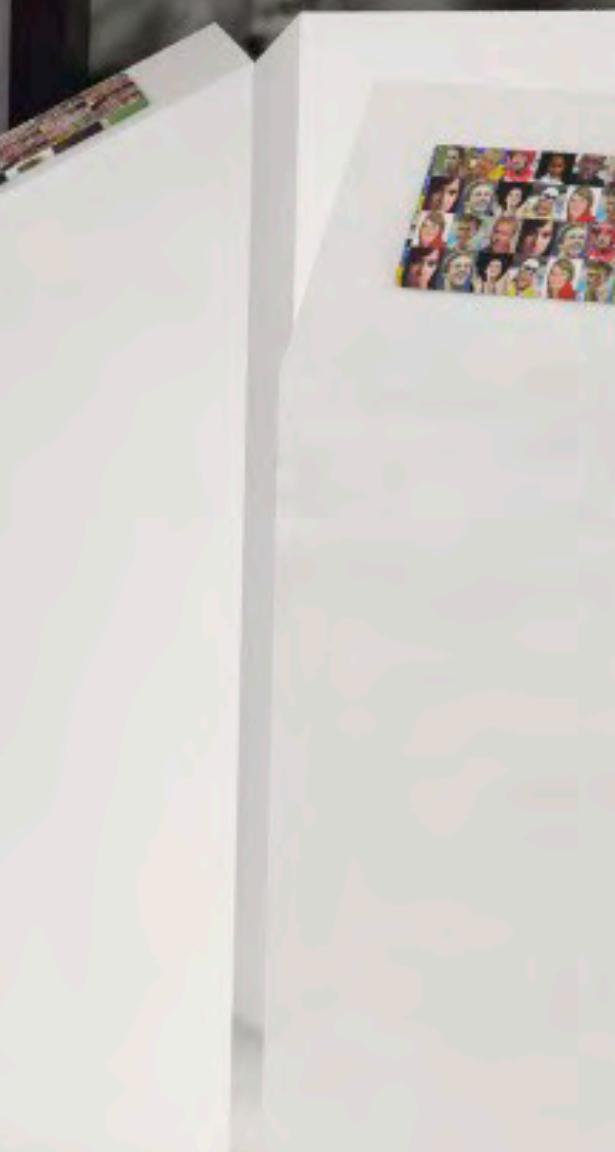
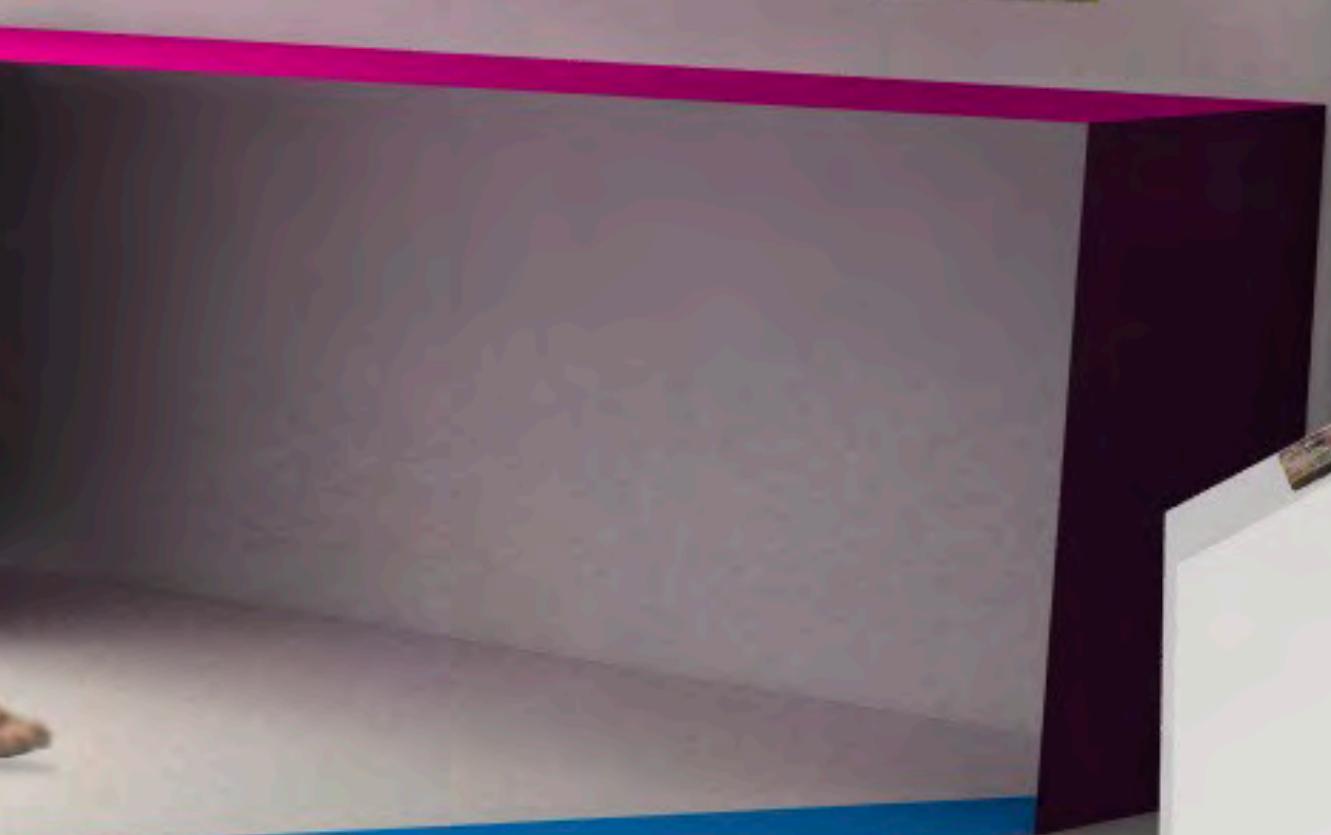
"For me, the placement
was the perfect solution"



"The finish line
is just the beginning!"



"I can build a successful career
in international business"





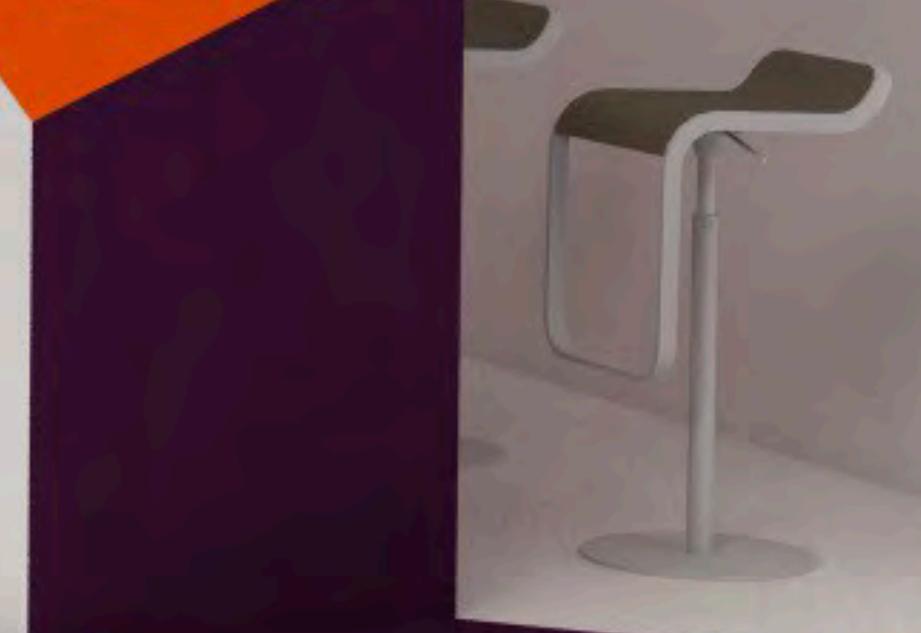
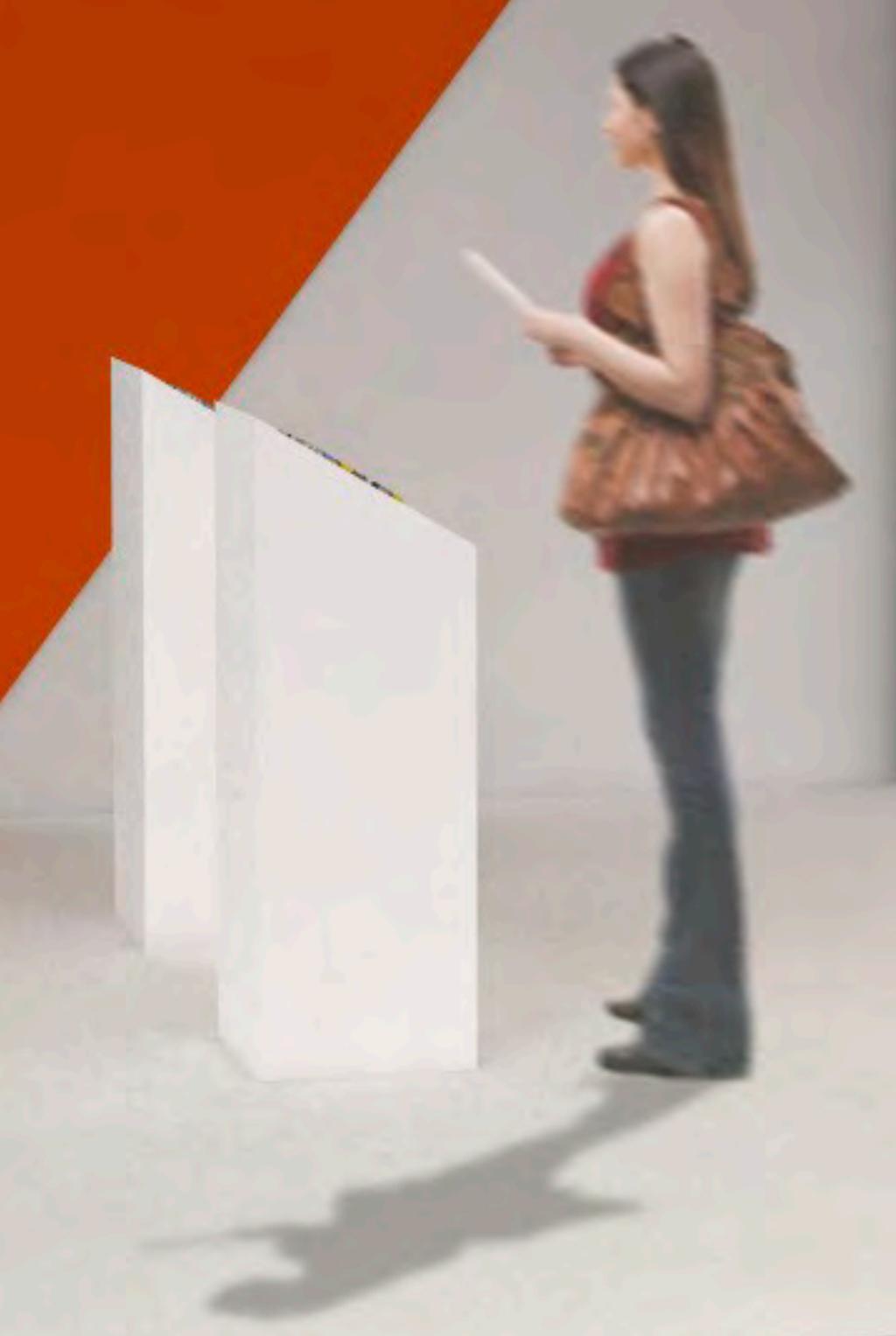
trivial mass
production

The future of the
IOC is also in your hands

Who will represent
your ideas?

Your vote
makes a difference

Register here



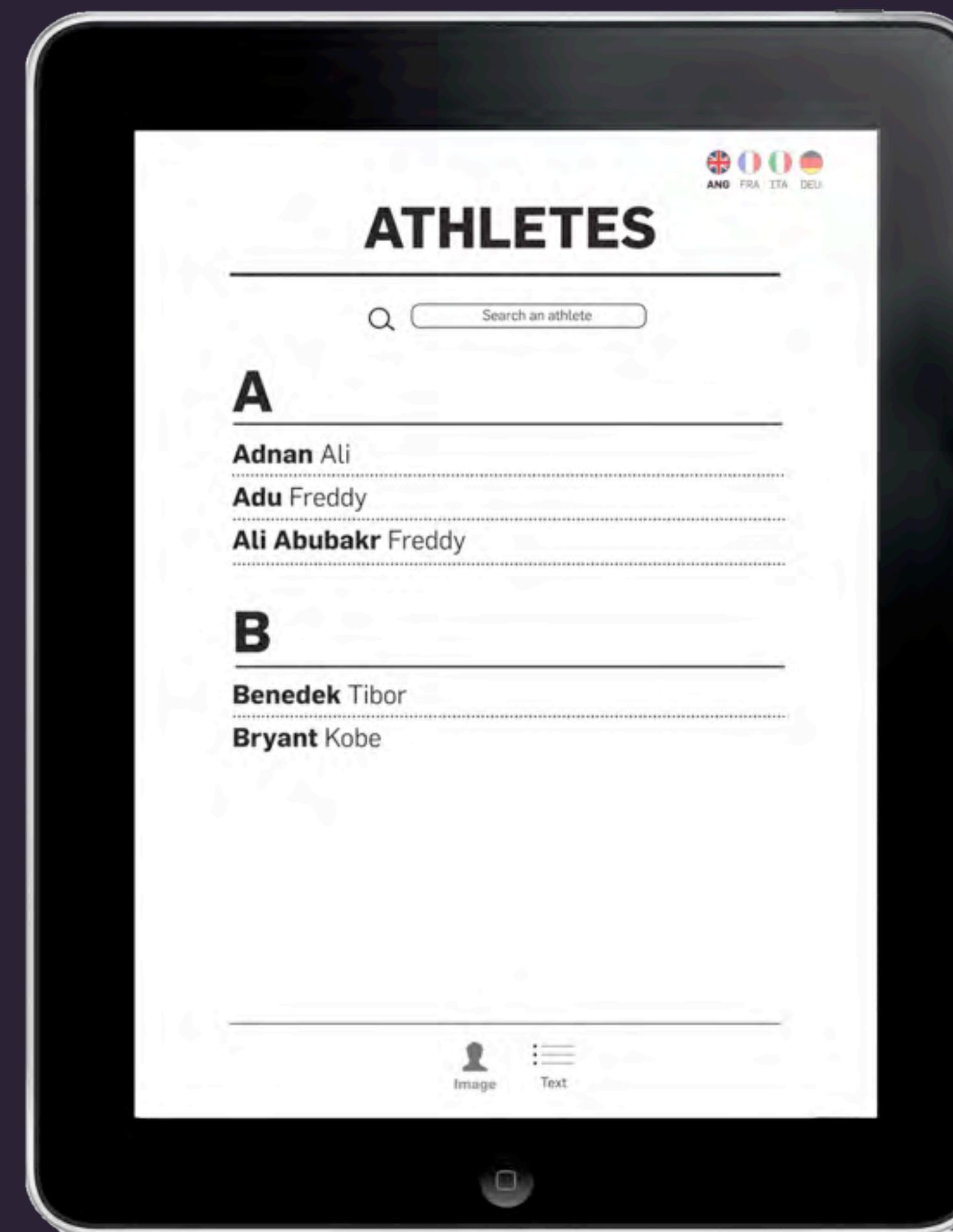
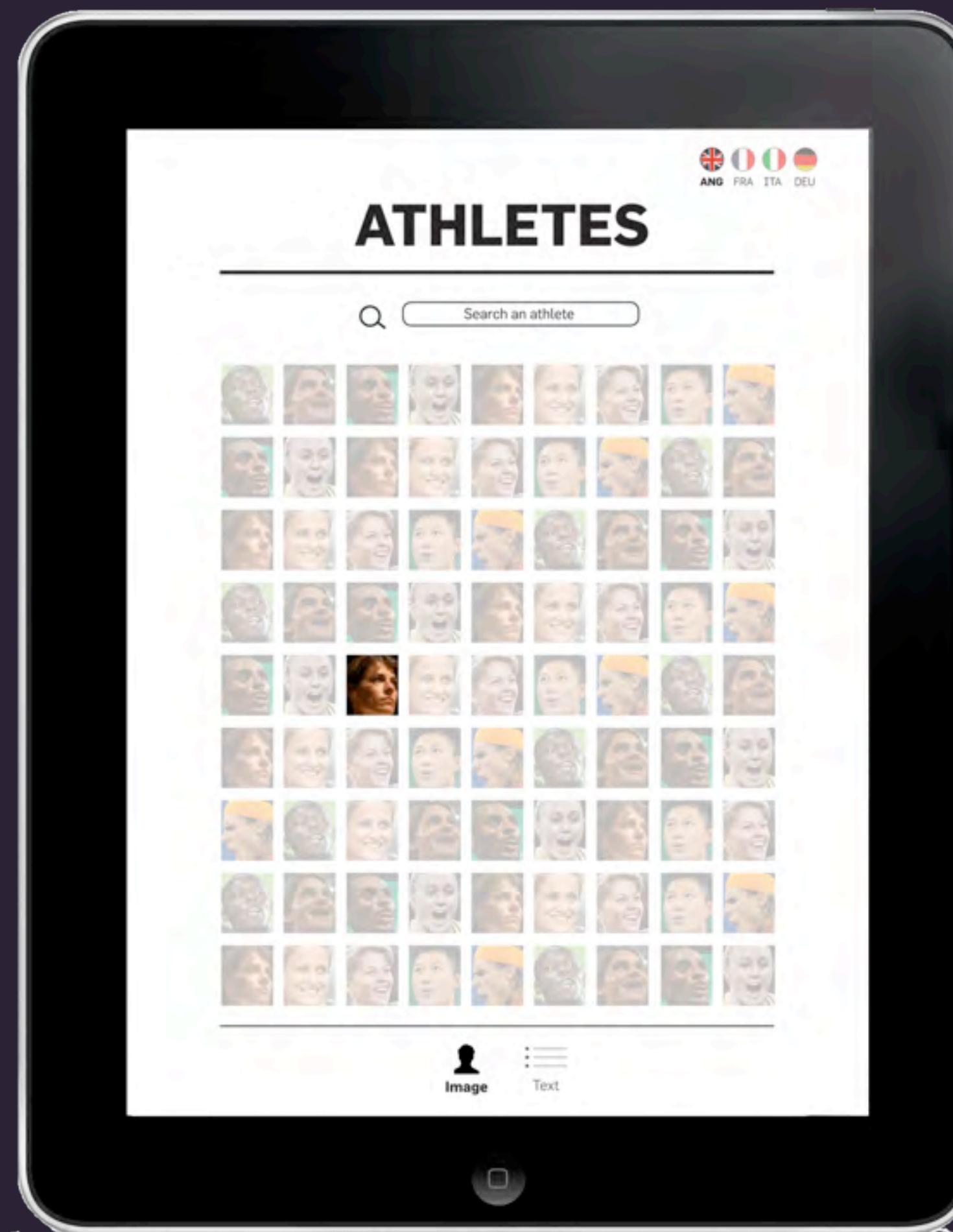
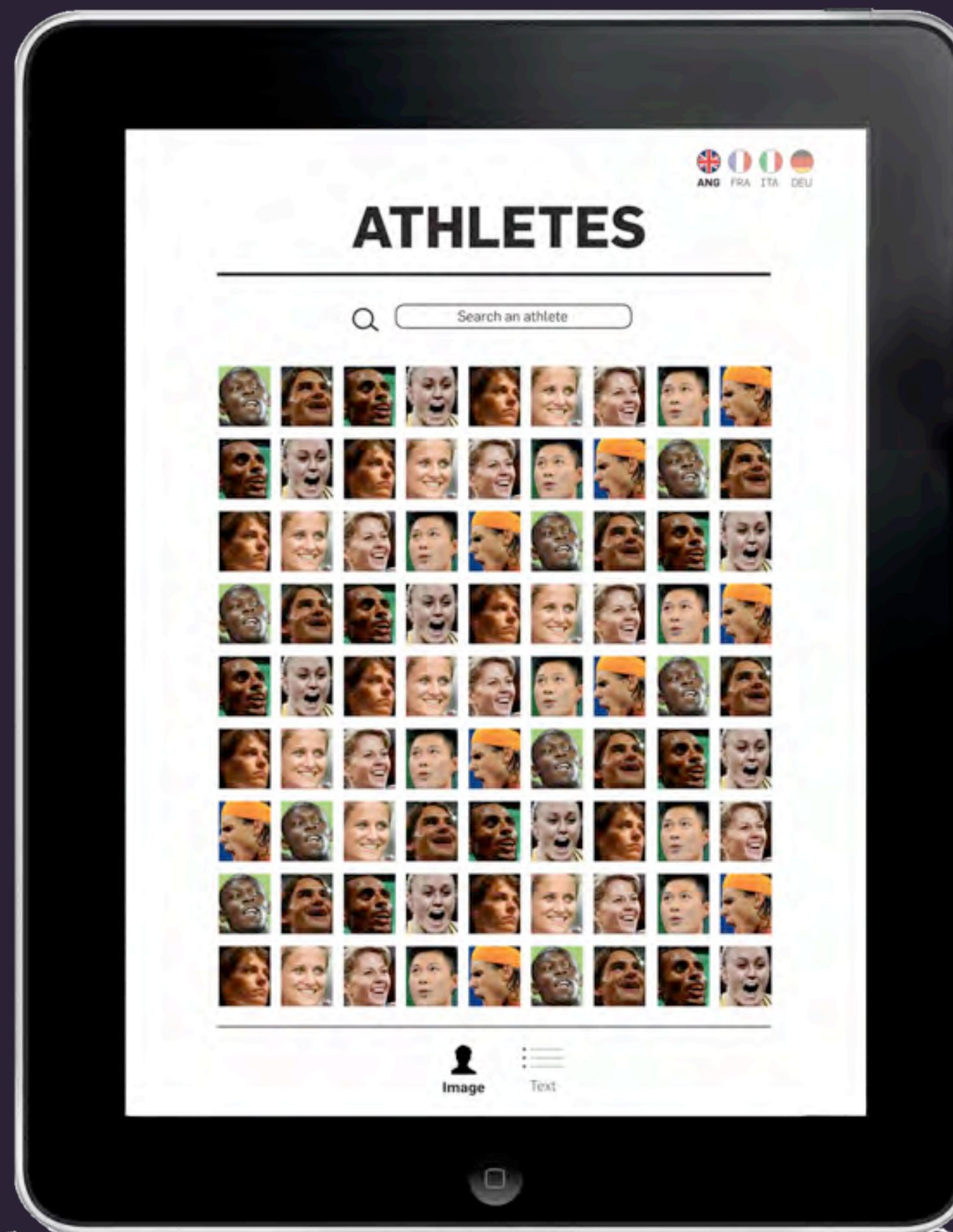


Register here



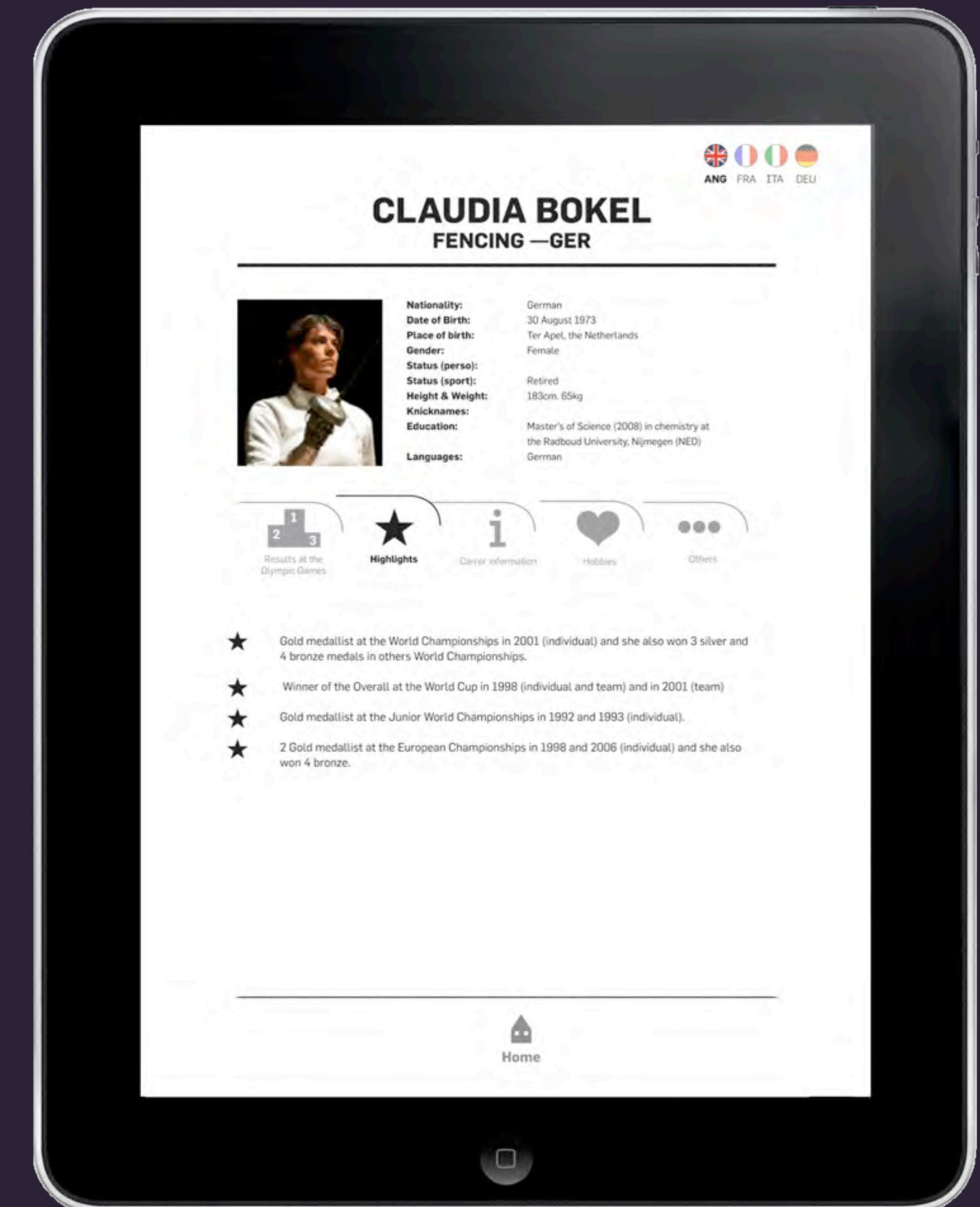
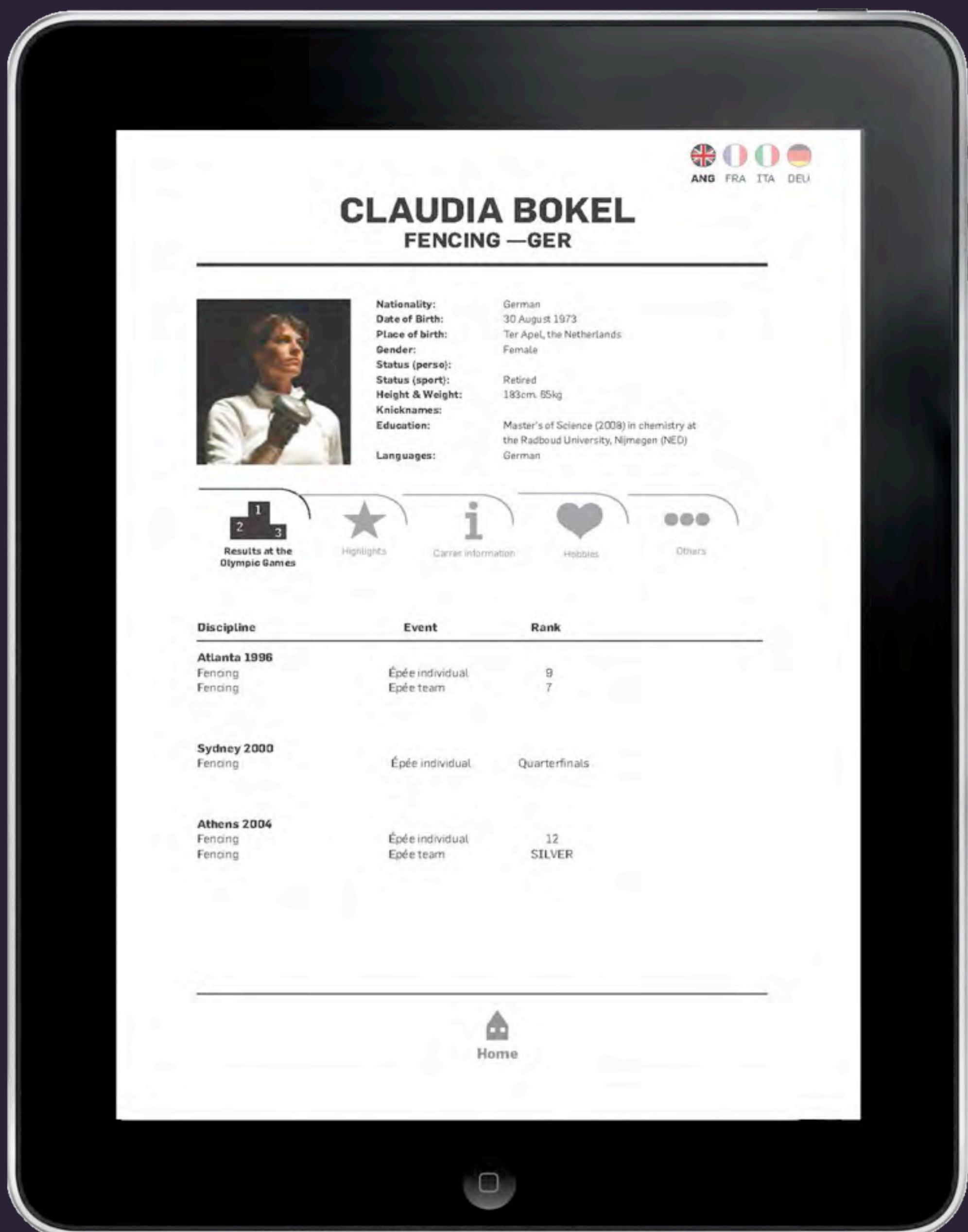
IOC CORNER @ THE DINING HALL

EXAMPLE OF DELEGATES' INFORMATION





trivial mass
production



IOC CORNER / TIMING

03 Oct. '11

Presentation of the IOC Corner concept

Mid October '11

Deadline for feedback by the departments

Until mid November '11

Modifications of the spaces following the departments' feedback and needs

Reception of departments' material

End of December '11

Final design proposal for both spaces

IOC CORNER / TIMING

January '12

Technical drawings

Graphic design

January - February '12

Programming of the interactive game

Programming for TouchPads

February '12

Offers request and choice of suppliers

March - April '12

Production of graphic elements and furniture

IOC CORNER / TIMING

May '12

Stand shipment and mounting
Reception of content for Touchpads

June '12

Olympic Village lock down

9 - 15 July '12

Pre-opening of the Olympic Village
Testing of interactive game on site
Final content of TouchPads installed

July 16th '12

Official opening of the IOC spaces



THANK YOU!