

HOW TO ENGAGE WITH LONDON 2012 OLYMPIC AND PARALYMPIC GAMES

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Discovering Places
The Heritage Alliance

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Alliance

Discovering Places

- **DISCOVERING PLACES**
- **MAJOR PROJECT**
- **CULTURAL OLYMPIAD**
- **THE HERITAGE ALLIANCE**
- **THE LONDON ORGANISING
COMMITTEE OF THE OLYMPIC AND
PARALYMPIC GAMES**

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Cultural Olympiad

- Largest cultural celebration in the history of the modern Olympic and Paralympic Movements
- A chance for everyone in the UK to be part of the London 2012 celebrations
- Inspire creativity & engagement across all forms of culture & reach new audiences
- Finale of Cultural Olympiad will be a twelve week UK wide Festival in the summer of 2012

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Cultural Olympiad

- Non-commercial organisations can have their activities recognised as part of the Olympic and Paralympic celebrations
- Millions of people have already part of the Cultural Olympiad
- Finale of Cultural Olympiad will be a twelve week UK wide Festival in the summer of 2012

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The Heritage Alliance

- Established in 2002
- Largest coalition of heritage interests in England
- Aims to demonstrate the importance of our heritage as a national asset that can deliver wide-ranging public benefits and takes the lead to connect heritage with the big issues in modern society.

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MAJOR PROJECTS

THE PROJECTS IN THE LONDON 2012 CULTURAL OLYMPIAD
FEATURED IN THE BID FOR THE GAMES. THEY ARE THE
BACKBONE OF OUR CULTURAL ACTIVITIES

FILM & MUSIC
OUTDOOR ARTS
SOMEWHERE TO
WORLD SHAKESPEARE FESTIVAL
ARTISTS TAKING THE LEAD
UNLIMITED
STORIES OF THE WORLD

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Discovering Places

Discovering Places is a UK-wide campaign giving participants the opportunity to

discover, explore, be inspired by
&
benefit from the UK's hidden gems

- historic and contemporary buildings, public spaces and natural places in and around the cities, towns and villages where they live and work.

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Commissions

- 3 to 4 large scale commission in the natural / historic environment
- Curated by Ruth Mackenzie, Director of the Cultural Olympiad
- Part of 12 week festival finale in 2012



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Engagement Projects

- 4 major engagement projects
- Working in partnership to deliver
- Projects interlink and complement each other
- Creating new experiences and attracting new audiences
- Engaging with new technology



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Meet the Species Bristol Natural History Consortium



- List of 2000 Species and a race to find them
- Online community
- Links out to a wider online community
- Series of outdoor events
- Working with scientist, naturalist, artists and the public
- Scientific research is presented internationally

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Walking Globally Royal Geographical Society (with IBG)

- 20 interactive online walks, that illustrate the links to the 205 nations through physical manifestations in our landscapes – and that uncover the stories behind those manifestations.
- Online community to upload and create your own walks by linking the local physical manifestations of the 205 Olympic nations



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Discover:Place The Geography Collective

- Digital Platform to create a scalable game
- Rewards explorers for discovering new places, learning about stories and being creative
- Mobile friendly website, mirrored printable booklets and challenge map
- Links the local historic, natural and built environment



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Discovering Places - In development



- Regeneration project and showcasing the Olympic Park in Stratford
- Telling the story on a wider scale about regeneration
- How we work closer with artists in a smaller scale to help local communities discover their environment

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DISCOVERING PLACES & VISIT ENGLAND

WORKING TOGETHER TO
MAXIMISE THE OPPORTUNITY AND
AUDIENCES THAT LONDON 2012 WILL
BRING

ENABLING LOCAL COMMUNITIES AND
VISITORS DISCOVER OUR HIDDEN
GEMS AND THE STORIES THEY HAVE
TO TELL

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OPEN WEEKEND – 22nd to 24th July 2011

- Annual countdown celebration to the opening of the London 2012 games
- Moment of mass participation incorporating arts, cultural, sporting and environmental initiatives
 - In 2010 over 1 million participants UK wide
- www.london2012.com/get-involved/open-weekend



Creative Programmers & Inspire Mark

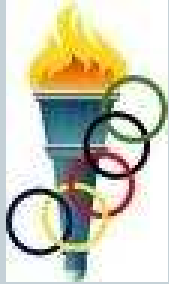
- Creative Programmers – manage Inspire Programme and work as a regional hub for creative projects
- Inspire Mark – non profit organisation can apply to run programmes, events or activities inspired by the London 2012 games
- Successful projects are awarded the coveted Inspire Mark



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London 2012 – Torch Relay

- 70 day Olympic Torch Relay
- 5 – 10 day Paralympic Torch Relay
- Torch Routes will be animated by activities arranged by local councils
- Nations and Regions groups



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