

The Richmond Olympic Experience

General Purposes Committee
January 20, 2014



RICHMOND OLYMPIC OVAL

Richmond Olympic Experience

The Vision

“...re-ignite the excitement felt by residents and visitors during the Games; inspire viewers to excellence; educate youth in the science, art, culture and power of sport; and create a permanent lasting legacy of the Games...”



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The Experience

"...the Richmond Olympic Experience is designed to be a multifaceted, multidimensional, highly interactive experience that will engage all ages through a transformative exhibit experience that inspires excellence in sport, promotes community and motivates everyone to dream big..."



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The Design

- Reignite the Olympic Spirit
- Motivate visitors to strive toward their own person podiums
- Create awe inspiring visitor experience
- Celebrate Richmond's rich sporting history
- Create a legacy for Richmond which celebrates our role in the 2010 Games
- Maintain connection with the world-wide Olympic Movement



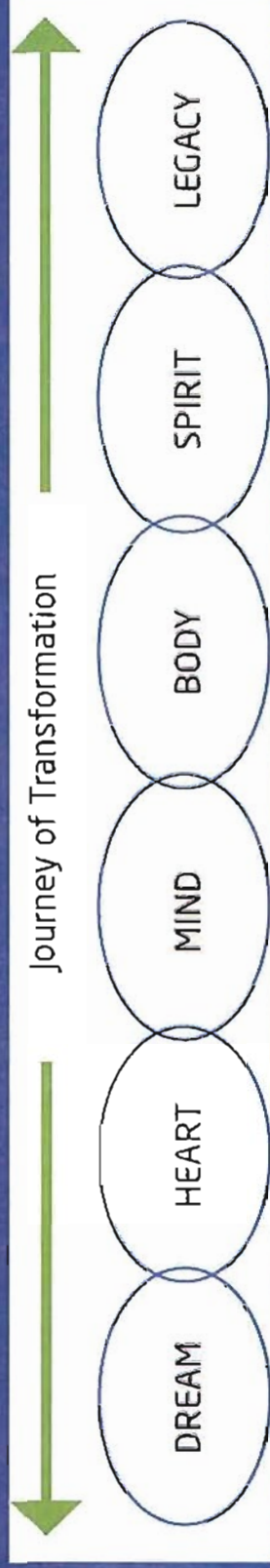
Olympic Museums Network

- First North American Member
- Coordinated through IOC's The Olympic Museum
- 22 Member Museums World-wide
- Collaboration, Idea Sharing and Exhibit Sharing



The Journey of Transformation

- Exhibit organization inspired by the evolution of a dream
- A dream starts in the heart
- Requires determination and training of both mind and body
- Personal spirit elevates the dream
- Once the dream has been achieved – the journey creates a legacy



Richmond Olympic Experience

The Exhibit



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Next Steps

- Exhibit Design Development Completed
- Exhibit Construction and Fabrication in Progress
- Marketing Communications Strategy – Completed
- Brand Development in Progress
- Retail Space Design in Progress
- Education Program in Progress
- Operating Plan in Progress
- Grand Opening – Fall 2014



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