

SPOT24

SPOT24 - THE OLYMPIC EXHIBITION, SPORT AND URBAN CULTURES OPENS TO THE PUBLIC ON 3RD APRIL 2024

Just a stone's throw from the Eiffel Tower, Paris je t'aime - Office de tourisme and the Olympic Museum in (Lausanne, Switzerland) present **SPOT24 - the Olympic Exhibition, Sports and Urban Cultures**. The exhibition showcases six Olympic disciplines in themed areas. An immersive journey reveals all the facets of these urban cultures, which are now centre stage.



From 3rd April to 31 December 2024, this exhibition highlights skateboarding, sport climbing, BMX freestyle, surfing, 3X3 basketball and breaking and the link they have with urban cultures.

Designed by François Gautret, creator of the landmark «Hip-Hop 360» exhibition at the Philharmonie de Paris, and re-imagined on the basis of the Olympic Museum's «Riding the Olympic Wave», SPOT24 reveals all the secrets of these sporting disciplines and offers a rich cultural programme aimed at all audiences: events, battles, sports initiation, etc.

SPOT24 is a new living space that also houses the new Paris je t'aime tourist information point, a shop selling unique and creative Paris je t'aime items and Paris 2024 merchandise, as well as the Café SPOT24 (local products, Parisian recipes and short circuits) with a menu devised by chef Jose Ribeiro (Café A).

**THE SPOT24 EXHIBITION HAS BEEN AWARDED
THE «CULTURAL OLYMPIAD» PARIS 2024.**



«SPOT24 is a project at the heart of the Olympic system that reflects the contemporary values of our destination. The new Olympic disciplines and urban cultures are strong markers of our cultural identity. SPOT24 is a fantastic way of reaching out to everyone, visitors and Parisians alike, and highlights the local Paris that is an integral part of the Paris je t'aime tourism strategy.»

Corinne Menegaux, Managing Director of Paris je t'aime - Tourist Office

«SPOT24 takes a fresh look at the sporting practices and communities that originated in the streets and are now part of the popular imagination. Through works, original creations, objects and archives, I wanted to convey this shared desire to tell the story of these disciplines, but also to connect with what is being done today.»

François Gautret, Curator of the SPOT24 exhibition

«It is a genuine pleasure and an honour to be involved with Paris je t'aime to breathe life into SPOT24. We are proud to see the contents of our successful 'Riding the Olympic Wave' exhibition grow and evolve into a new innovative hub in Paris. The creative vision of François Gautret and the SPOT24 team of artists and athletes pay spectacular homage to urban sports culture and to the new sports that will feature in the Olympic Games. SPOT24 will no doubt encourage dialogue between culture and sport for future generations, thus embodying the next chapter of the Olympic Movement.»

Yasmin Meichtry, Associate Director of the Olympic Museum

This unique exhibition takes visitors on an immersive and interactive journey designed in close collaboration with the Olympic Museum which has also loaned a number of objects and images from its collection - including the prototype of the Paris 2024 torch - as well as original creations by French and international artists.

Between iconic objects, archives and special programming, a veritable cartography of the new Olympic disciplines and urban cultures is taking shape, feeding our collective memory and strengthening the already close link between the city of Paris and these cultures.

Among the works to be discovered at SPOT24: original frescoes by PichiAvo, posters and watches from the legendary Keith Haring x Swatch collection, the personal vinyl collection of Lord Funk, the famous New York record dealer, stop-motion videos by Patagraph, known for producing Orelsan's 'La Quête' video, a space dedicated to 'finger skate' in miniature Paris streets designed by Nicolas Pierre, surfboards by Polynesian artists, and photos and sculptures by French artist Léo Caillard, represented by Galerie 208.

SPOT24, THE OLYMPIC EXHIBITION, SPORT AND URBAN CULTURES PRACTICAL INFORMATION

- Open 7 days a week
- 101, quai Jacques Chirac - Paris 15th arrondissement
- Metro Bir-Hakeim / Duplex

THE EXHIBITION SPOT24, SPORT AND URBAN CULTURES

- Opening on April 3 at 11.30am
 - From Thursday April 4 to Wednesday April 10, opening from 9.30am to 7pm
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- From Thursday 11 April, late-night opening times: Thursday, Friday, Saturday: 9.30am - 9pm
 - Sunday to Wednesday: 9.30am - 7pm (last admission 6pm)

TICKETS AT: SPOT24.COM

Individual tickets

- Reduced price dated ticket: 10€
- Reduced price open ticket: 14€
- Free for children up to and including the age of 10, people with reduced mobility and their carers
- Full-price dated ticket: 14€
- Full-price open ticket: 18€

Reduced rate for jobseekers/ RSA, City of Paris employees, students under 26, children under 18, Paris je t'aime members, Olympic families

Groups (minimum 20 people)

- Dated ticket: 10€
- Open ticket: 14€
- Schoolchildren welcome with a dedicated educational booklet

TOURIST INFORMATION AND TICKETS

- Daily 9.30am - 6pm (last entry 5.45pm)

SHOP

- Sunday to Wednesday: 10am - 7pm (last admission 6.45pm)
- From Thursday 11 April, late-night opening times: Thursday, Friday, Saturday: 10am - 9pm

CAFÉ

- Daily 10am - 7pm



Paris je t'aime has 1,600 members from all sectors of the tourism industry. Its strategic objectives are to support tourism professionals in Paris and the surrounding region, to promote the attractiveness of the destination through a contributory and sustainable form of tourism, and to contribute to a better «visitor experience» in order to improve customer satisfaction.



Located in the Olympic capital of Lausanne, Switzerland, the Olympic Museum houses the world's largest and most comprehensive collection of Olympic heritage, including artefacts, images, publications and documentary and audio-visual archives. Its international exhibitions and programmes allow people of all ages to discover the stories, art, history and culture of the global phenomenon that is the Olympic Games. Through cultural and educational initiatives inspired by the Olympic values of respect, friendship and excellence, the Olympic Museum brings together athletes, visitors, students, artists and an affiliated network of museums around the world.

To find out more, visit olympics.com/musee.



The SPOT24 exhibition has been awarded the «Cultural Olympiad» label by Paris 2024. The Cultural Olympiad is a multidisciplinary artistic and cultural programme that runs from the end of the previous edition of the Games to the end of the Paralympic Games. The Cultural Olympiad develops original programming that explores the links between art and sport, as well as the values shared by the arts and sport, such as excellence, inclusion, cultural diversity and universalism. It brings culture to sports venues and unusual places. From summer 2022 to September 2024, a number of major events will use artistic creation to bring out the best in the dialogue between sport and culture, in every region willing to embark on the adventure.

The exhibition benefits from institutional support

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