

THE OLYMPIC EXHIBITION SPORT AND URBAN CULTURES

SPOT24

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Right in the heart of Paris, over a 1000 m2 space, Paris je t'aime is opening its new tourist information point (ticket office and official boutique) – Café SPOT24. And in the process, it is kickstarting “SPOT24, the Olympic sport and urban culture exhibition”.

“SPOT24 is a key component of Paris’ hosting of the Olympic Games – it embodies all the contemporary values of our city. The new Olympic disciplines and our urban culture are powerful markers forming our cultural identity. SPOT24 is an excellent lever for talking about everybody – visitors and residents of the Paris region alike. It showcases our capital and is an integral part of Paris je t’aime’s tourism strategy”.

Corinne Menegaux, Managing Director of Paris je t'aime

THE OLYMPIC MUSEUM

4



“It is a genuine pleasure and an honour to be involved with Paris je t’aime and 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 his team of artists, athletes and cultural personalities pays 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



 **MUSÉE
OLYMPIQUE**

Located in Lausanne (Switzerland) – the Olympic capital – the Olympic Museum houses the world’s biggest and most comprehensive Olympic Heritage collection – everything from artefacts, images and publications to document and audiovisual archives. People of all ages can visit its exhibitions and international programmes and enjoy accounts, learn about history and culture and view art associated with the global phenomenon that is the Olympic Games. Thanks to the cultural and educational initiatives inspired by the Olympic values of respect, friendship and excellence, the Olympic Museum brings together athletes, visitors, students and artists, as well as a whole affiliated network of museums across the world.

To find out more, visit olympics.com/musee

SPOT24

THE OLYMPIC

**SPORT AND URBAN
CULTURE EXHIBITION**



by FRANÇOIS GAUTRET exhibition curator



François Gautret, you are the curator of SPOT24 which showcases six new Olympic disciplines and urban culture. Could you tell us what links them all together?

FG Generally speaking, it is the streets that link them all together. Street life is their common denominator. It's a positive moment in which artistic challenges and surpassing one's limits are essential values. Originally, these values (derived from hip-hop) emerged as a way of counteracting all the violence of the Bronx. Other disciplines, such as skateboarding and BMX racing, also have their origins in the streets, and that is where they evolved – cities created new spaces where people could engage in these practices over the years.

What is the history of these sports which evolved primarily in the suburbs?

FG To return to the genesis of these disciplines, hip-hop came from the Bronx (New York), whereas urban wheel-based and board sports have their origins mainly in Venice Beach, in California. Rollerblading and skateboarding were originally beachfront sports, but they are all done outdoors. Often, they were underground movements on the margins of society. But now, they form an integral part of our culture and get a lot of media coverage. Such as the “Hip-Hop 360” exhibition at the Paris Philharmonic last year that I curated, or the Paris Opera which is opening up to hip-hop dance. And now, these disciplines are being featured in the Olympic Games! Genres are coming together and merging.

Are urban cultures important in Paris?

FG They are important because they have their origins in France – mainly in north-eastern Paris – in vaguely defined areas, extremely spontaneously. Nowadays, these urban cultures, more than sport, influence fashion, advertising, design... And that wealth and diversity will be showcased in the SPOT24 exhibition.

These communities that you talk about... do they know one another?

FG They do know one another, but they don't necessarily listen to the same music, for example. People breakdance to breakbeat rhythms, which is considered the origin of electro music.

Arthur Baker and Afrika Bambaataa are the pioneers of this type of hip-hop, but they are also seen as the fathers of the electro movement. When you delve into history and archives, you realise that everything is linked, and in fact, that is the whole point behind SPOT24: shed light on the connections between these movements and their origins. The SPOT24 exhibition will not be a traditional exhibition, but will instead be an immersive installation. Content from the Olympic Museum collections in Lausanne – as well as some original pieces – will be exhibited.

Has the Lausanne Olympic Museum already documented these new Olympic practices?

FG As soon as a new discipline features in the Olympic Games, the Lausanne Olympic Museum documents it. So the exhibition will feature skating, BMX racing – which is the province of athletes – as well as videos and testimonies from champions. There will also be meetings with artists and athletes, performances, lectures and film screenings, all underpinned by a desire to engage in discussion and share.

Tell us more...

FG Through various works, original creations, objects and archives, I wanted to bring out this shared desire to talk about these disciplines, as well as this desire to be connected with what is going on today. The complementarity that we have in this association with the Lausanne Olympic Museum, its history and these disciplines. We are going to interrelate the underground movement with their featuring in the Olympic and Paralympic Games.

A space will be dedicated to each Olympic sports discipline and in the centre, these urban sports will feature in an original way. A space all about gaming with arcade games from the 1980s, videogames which showcases urban sports, such as B-Boy and its hip-hop dancers and Tony Hawk which was hugely successful. We realised that videogames were a key component in the development of these disciplines. We will also explore lesser-known disciplines, such as Litefeet dancing and Subway pole dancing. A New York subway station has been reconstructed at the exhibition venue and athletes will be invited to stage competitions against this backdrop.

There will also be a “wall of curiosities” for objects created by craftsmen designed to improve athletes' performance. For example, Storm, a dancer, has developed a baseball cap with a shell on the inside so people can spin on their heads; and the Flaneurz have designed innovative trainers for rollerblades...

Is this the first time such an exhibition has been staged?

FG There have already been exhibitions about hip-hop and skateboarding, but not about all urban disciplines. SPOT24 will go beyond the confines of the Olympic Games and will also tackle urban practices that are not (yet) included in the games. Parkour, for example, which started in France with the Yamakasi and David Belle looks set to make its Olympic debut in Los Angeles in 2028. It is extremely rewarding to showcase French know-how via this exhibition.

Who is SPOT24 aimed at?
FG We want to reach an extremely broad audience, both in France and abroad. We hope it will provide different communities with the opportunity to meet and get together around urban sport. Children are also welcome – the exhibition is highly visual and interactive.

And SPOT24 – why this name?
FG We wanted a unifying name that would bring all these disciplines together... and the word «spot» is omnipresent at the moment. People are on the lookout for a breakdancing spot, their BMX spot... people go to the Trocadero spot... It's part of urban language, both in France and abroad. We can be proud – SPOT24 is the only Olympic exhibition in the country! But it's more than just an exhibition: it's a fully-fledged opportunity for different communities and the general public to meet and engage in discussion with one another.

Where are these spots in Paris?
FG The exhibition will be a gateway between existing spots and imaginary artistic creations. We will be able to discover various well-known Paris spots, such as the La Chapelle skate park – a miniature version of it has been reproduced by Art of Pop on a finger skate table.

As part of an archiving and memorialisation initiative for urban culture, every athlete who visits SPOT24 will be required to leave their mark and talk about “their” favourite Paris spot in a video. The result will be an audiovisual map of the spots featuring throughout Greater Paris.

Are there any athletes collaborating with people from a hip-hop background at the moment?

FG Absolutely. Breakdancing is part of the hip-hop movement which includes DJs, graffiti artists, MC rappers, beatbox artists and breakers. Other urban disciplines, such as BMX biking and skateboarding, are not part of this hip-hop culture, but they share the same lifestyle. It's interesting to realise that you can do sport with nothing. For example, to play 3x3 basketball, you just need a hoop and a half-court setup. This art of “making do” is common to all of these disciplines. The relationship with the city and free expression is very strong.

Do we have any idea of the numbers of people who engage in these disciplines?

FG We are starting to get some more or less official figures together via federations and the national sports agency, but it's all very recent and there are still many unknown factors. Some proclaim themselves artists through the Ministry of Culture, while others proclaim themselves athletes through the Ministry of Sport, but they are the same practices, just presented in a different way. For example, breakdancing can be done on a stage, at the theatre... or competitively as part of a breakdance break-off.

Which countries are currently making their mark in these disciplines?

FG It fluctuates, because there is a huge amount of competition and a lot of surprises. As soon as these new disciplines officially became part of the Olympic Games, countries started to support and finance them, whereas up until then they had been highly marginalised. Now there are sponsors, travel opportunities... and that changes things dramatically. As far as breakdance is concerned, China is coming along in leaps and bounds, and the Japanese are also doing very well. In US, breakdancing had become a little old school, but there is now a resurgence of it involving new models.

What will the legacy of SPOT24 be?
FG Central to our discussions is the issue of SPOT24's impact. We encourage artists, for example, to be mindful of using water-based paints, with no solvents. Hip-hop is about engagement, and we are keen to reproduce that aspect of it in the exhibition. The venue has been designed and renovated using bio / geo-sourced materials, and there is a greening project underway on its exterior, all as part of a zero-plastic approach.

The issue of the exhibition's future is very important. We are thinking about a “SPOT28” for the Los Angeles Olympic Games in 2028...

About François Gautret

Artistic direction and exhibition curation by François Gautret. François is the founder of Rstyle, an agency set up to promote all forms of urban culture which has organised numerous unmisable events, such as the Urban Film Festival, Battle IMA and Ice Dance. Rstyle is also a unique collection of cultural artefacts in France: more than 6000 videos, audio clips and writings all about urban culture and sport.

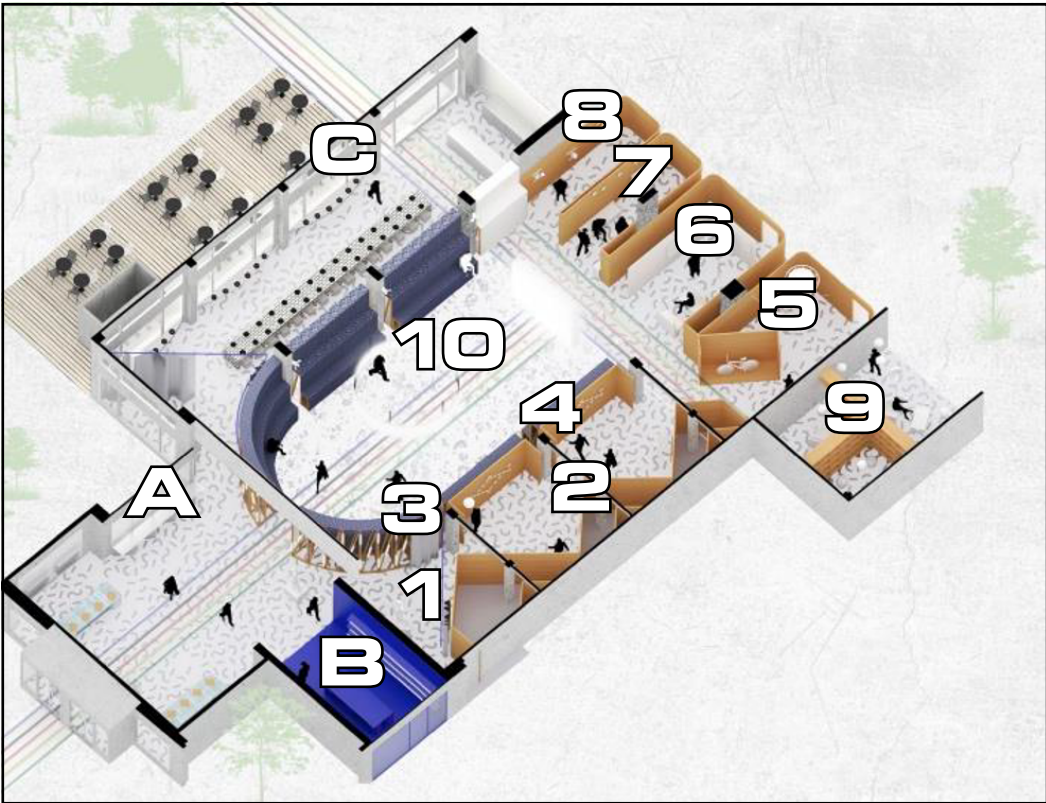
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GOING ON
TODAY**

THE EXHIBITION



The SPOT24 showcases the six new Olympic disciplines via themed spaces. An immersive journey reveals all the facets of these urban cultures to visitors – urban cultures that are currently centre stage of the cultural scene.

STEP-BY-STEP



- A Home Ticketing Tourist information
- B Store
- C Café and terrace
- 1 Breaking
- 2 Skateboarding
- 3 Climbing
- 4 BMX freestyle
- 5 Surfing
- 6 Basketball 3x3
- 7 Metro
- 8 Arcade eSport
- 9 Interviews Mediatheque
- 10 Nave

BREAKDANCING

Breakdancing is an integral part of hip-hop culture, alongside other forms of artistic expression, such as graffiti, rap, beatbox and DJ-ing. Popular among the younger generations, breakdancing will make its debut at the Paris Olympics in 2024, four years after the arrival of a number of other urban spots in Tokyo 2020.

Breakdancing has its roots on the streets of the Bronx in the 1970s and quickly established itself as a powerful vector for social integration, turning rivalry between gangs into peaceful competition.

In France, hip-hop was popularised by the world’s first-ever TV programme about the genre – “H.I.P. H.O.P.”, which was broadcast on TF1 in 1984. Sydney presented this major show alongside the Paris City Breakers, a trailblazing hip-hop group, alongside Aktuel Force.

This form of artistic expression is now a global competition, renowned for its acrobatic movements. Breakdancers – known as “b-boys” and “b-girls” – go head-to-head in battles where creativity, style and technique are all assessed by the judges. The addition of breakdancing to the Paris 2024 Olympics as a sport is evidence of the global impact it has had as an athletic art. What was once a dream for the New York City Breakers 40 years ago has now become reality.

Birth

Early 1970s in the Bronx, New York

Equipment

Trainers, music

First international competition

“Battle of the Year” in 1991, Hanover, Germany

Number of breakdancers

Around 30 million throughout the world

First appearance in the Youth Olympic Games

Buenos Aires 2018

First appearance in the Olympic Games

Paris 2024





SKATEBOARDING

Freedom, rebellion and adrenaline... those are the foundations of skateboarding. The first skateboarders emerged in the 1950s in California. Underpinned by the same values as the fast-growing surf culture, skateboarding quickly established itself as one of the iconic sports of the Californian underground.

A means of artistic expression as well as a sport, skateboarding enthusiasts began demonstrating their own individual creativity by performing tricks and spectacular moves. This inventive approach was embodied by the Z-Boyz crew which contributed to the sport's development, luring enthusiasts to empty swimming pools in the Los Angeles suburbs in the 1970s. Inside these bowls, which can still be found in most skate parks, skateboarders enjoy slipping and sliding sensations that are similar to those that surfers enjoy.

Skateboarding made its «proper» debut at the 2020 Tokyo Olympics, having first been a demonstration sport at the Nanjing Youth Olympics in 2014 and at the Buenos Aires Youth Olympics in 2018.

But skateboarding has also established itself as a way of life in its own right. From music to fashion, it embodies a unique culture. Those who engage in it have their own lifestyle underpinned by universal codes – be they to do with the clothes they wear or the music they listen to.

At the Olympic Games, skateboarders go head-to-head in two of the most popular skateboarding disciplines: Park and Street.

Birth

Early 1950s

Equipment

One deck, two trucks, four wheels

First competition

1963 on Hermosa Beach (California)

Number of skateboarders

Between 20 and 40 million throughout the world

First appearance in the Olympic Games

Tokyo 2020 (in 2021)

CLIMBING

Climbing has been around forever, fascinating and inspiring more than just the climbers who engage in it. The fundamental values underpinning this discipline include an appreciation of nature, freedom, performance, enjoyment and a desire to protect the environment. Originally seen as training for mountain excursions, over the years it has established itself as an activity in its own right. People now do it on climbing walls in urban environments, and it has been opened up to a wider, more diverse audience. There are nearly 25 million enthusiasts worldwide, all communicating in their own language about «free soloing», “top rope climbing” and “belaying”.

The emergence of “free” climbing in the 1970s was a key step. Suddenly it was no longer a question of relying on equipment for climbing; the only equipment involved was for protection.

Climbing as a competition sport first emerged in 1985 in Bardonecchia, near Turin in Italy at “SportRoccia”, an event staged on a natural cliff. Thereafter, competitions were staged on artificial structures and the sport made its debut at the Buenos Aires Youth Olympic Games in 2018, before being included in the 2020 Tokyo Olympics. Climbers go head-to-head in three disciplines: speed climbing, bouldering and lead climbing.

Birth

End of the 19th century

Equipment

Climbing shoes, magnesia

First competition

5-7 July 1985 in Bardonecchia, Italy

Number of climbers

44.5 million throughout the world

First appearance in the Youth Olympic Games

Buenos Aires 2018

First appearance in the Olympic Games

Tokyo 2020 (in 2021)





FREESTYLE BMX

A BMX or bicycle motocross is a stunt bike. But it is also a sport, a passion, a culture and a way of getting around. People have been cycling for nearly 200 years as a way of getting from one place to another, and now they are BMX racing as a way of surpassing themselves!

BMX bikes were popularised at the start of the 1980s in France thanks to the film ET. They then gained in credibility with race competitions held at Bercy Stadium, as well as other venues.

BMX racing falls into two categories: track racing – the non-motorised version of motocross, which has been part of the Olympics since the 2008 Beijing Games – and freestyle. Freestyle itself comes in different hues, often inspired by skateboarding. Fundamentally, it involves performing tricks and moves that are both technical and artistic in nature:

- Park, the only freestyle Olympic trial that takes place in a skate park;
- Street, which people do in the streets;
- Half-pipe, involving a U-shaped structure;
- Flatland, on a flat clear area;
- Dirt, over a succession of bumps.

Towards the end of the 1970s, freestyle BMX emerged under the impetus of Bob Haro, who used the first skateboarding parks to perform acrobatics. In 1982, this Californian invented the first bike specifically for freestyle, a bike which went on to become a benchmark. Having first won over the crowds at the 2018 Youth Olympics in Buenos Aires, freestyle BMX has been on the Olympic Games programme since Tokyo 2020.

Birth

In the 1970s, riders took over the skate parks to perform tricks.

Equipment

BMX bike, helmet, protective clothing

First competition

1981, at the Lakewood skate park in California

Number of BMX bikers

Tens of millions

First appearance in the Youth Olympic Games

Buenos Aires 2018

First appearance in the Olympic Games

Tokyo 2020 (in 2021)

SURFING

“He’e nalu” – that’s the original Polynesian term meaning surfing. Nowadays, around 30 million people worldwide engage in this spectacular discipline which is all about taming the elements. But it has its origins in Hawaii, 500 years ago. An integral part of the island’s culture, it became popular in California in the 1950s before taking over beaches all over the world.

The essence of surfing is all about the art of living, and the surfing community is united around a respect for the ocean and a love of communing with nature.

One of the key people in surfing who catalysed its growth and is considered by many to be the “father of surfing” is Hawaiian Duke KAHANAMOKU. As well as being an exceptional champion surfer, he was a remarkable swimmer and won five Olympic medals between 1912 and 1924, including three golds. Duke shared the surfing culture with more and more enthusiasts, forever hopeful that the sport would one day make it to the Olympic Games.

His success meant that world championships were quickly organised, starting in the 1960s. Duke’s dream became reality at the Tokyo 2020 Olympics, which saw a set of ace riders surfing their very first Olympic waves. Surfing will again feature at the Paris 2024 Olympics, on the legendary wave of Teahupo’o (Tahiti).

Birth

The modern version of surfing was born at the start of the 20th century

Equipment

Boards, fins, leash, wetsuit

First competition

1953 in Makaha (Hawaii, US)

Number of surfers

Between 25 and 35 million

First appearance in the Olympic Games

Tokyo 2020 (in 2021)





3X3 BASKETBALL

3x3 basketball is a street variation of basketball. It has its roots in the playgrounds of cities all over the world: outdoor playgrounds designed to bring sport to the masses and enable as many people as possible to engage in it. These spots, sometimes customised by artists, each have their own identity. Across the Greater Paris region, more than a dozen or so playgrounds have become locations at which local and international artists can express themselves, getting art and sport to interact with each other. Their colourful, shiny frescoes animate and transform these meeting places.

3x3 basketball is a fun and free practice. It started in the early 1980s, spearheaded by street players, and gradually became more formalised as increasing numbers of national and international competitions were held.

Closely linked to hip-hop culture, 3x3 basketball is underpinned by the same values and codes. This young discipline is very much a sport of its time and is winning over people of all generations with its freedom to create, its high intensity and its incredible sense of modernity against a unique street backdrop.

The Olympic history of 3x3 basketball is inextricably intertwined with the history of the Youth Olympic Games: it has been on the YOG programme since the games were first held in 2010 in Singapore, and eventually made it onto the 2020 Tokyo Olympic Games programme.

Birth

3x3 basketball is derived from traditional basketball, which was invented in 1891.

Equipment

Ball, basket, shoes, vest

First international competition

2010, Youth Olympic Games in Singapore

Number of players

More than 100 million

First appearance in the Olympic Games

Tokyo 2020 (in 2021)

THE NAVE, THE HEART OF SPOT24

The central nave is a completely modular space and will be the beating heart of SPOT24. In addition to housing the permanent collection, it has been extended with a whole section dedicated to the Olympic movement and breakdancing champions, and a “Fashion” section featuring clothing tips created by athletes to optimise their performance via a cabinet of curiosities. This buzzing venue will be livened up by events, performances, meetings and more.

FABIEN HULIN, CABINET OF CURIOSITIES (2023)

Each section of the cabinet showcases iconic objects from eight urban disciplines, each one unique in its genre: Ice dance, Freestyle foot, Double Dutch, Roller, Parkour, Street Workout, Freeslyde, Trickline. These objects are everyday accessories essential for urban athletes and the new generation of artists, and embody the continuity of the body when it is in motion and engaging in effort.

LÉO CAILLARD

Alongside a temporary exhibition, Léo Caillard’s works will be shown permanently in the SPOT24 nave, linking the Olympic movement, sculpture, photograph and 3D.

KANTI (LOUIS- KANTIGUI DEMBELE)

Kanti is both a painter and a breakdancer. He creates works of art on the ground, driven by the energy of his breakdancing movements on the canvas itself, his shoes dipped in ink. The result is a graphic system, a sort of alphabet with its own logic and repertoire of shapes.

ARCADE

For several decades, the world of gaming has been a fully-fledged catalyst, propagating people’s passion for each sports discipline and for urban culture in homes throughout the world. In the Arcade space, SPOT24 is showing four decades of urban sports-themed arcade games, against a backdrop of neon LED works by American graffiti artist Futura 2000.

This space also has information and a video about the Olympic eSports. The programme features baseball, cycling, rowing, sailing and automotive competitions.

TAPE OVER URBAN OLYMPIA (2023)

Tape Over is a collective of artists from Germany. Their works are exhibited all over the world.

Tape art involves using nothing more complicated than sticky tape to create complex works of art. The artists in the Tape Over collective are constantly pushing back the boundaries of this emerging art form, creating exceptional and always unique works of art.

Urban Olympia was designed and created in situ. It is dedicated to the Olympic movement and its values, as well as to the athletes and iconic venues where sport is played: “spots”, this incredibly important concept in urban sports, as well as in surfing and rock climbing.



THE SPOT24 ARTISTS

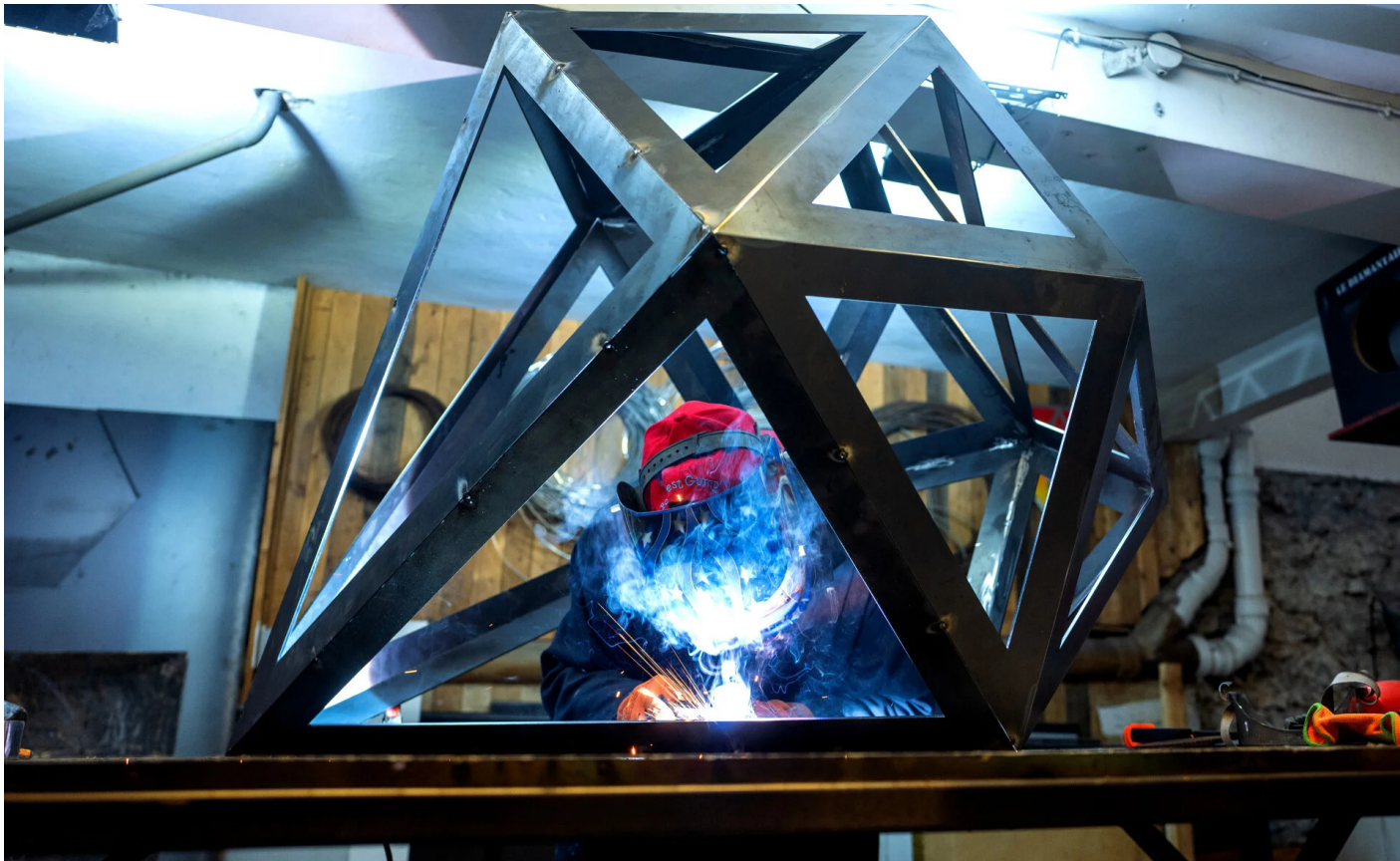
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INSANE 51



A 30-year-old Greek mural painter based in Athens, Insane 51 is one of the pioneers of 3D art, having started out as a graffiti artist. He has reached a new milestone and is now focusing on anaglyph images, enabling him to create various optical illusions. For SPOT24, Insane 51 will create an original anaglyph fresco representing surfers.

ALEXIS LE DIAMANTAIRE



Alexis Le Diamantaire is a French sculptor whose works have been exhibited throughout the world. Since 2011, he has been working on a street art project based on the theme of diamonds, collecting abandoned mirrors and then reinventing them as public works of art. He is creating the design for SPOT24's 3x3 basketball basket entirely out of mirrors, working alongside Trajectoire Studio, a design studio that blends art and sport.

KRAKEN



Kraken is a Parisian street artist known for his monumental painted frescoes representing sea monsters which adorn the walls, façades and roofs of Paris. His precise black strokes are his trademark which won over designer Agnès b. for an original collection of trainers. Kraken will create an original fresco in the “DJ” space at SPOT24.

LORD FUNK

“Lord Funk” has been sharing music in a number of different ways since the 1980s: music store, DJ, producer, arranger, composer, remixer, consultant for record companies such as BMG (and many others), sample vendors, radio presenter, lecturer, label boss, creator of compilations of B-sides and rarities... For SPOT24, he will be sharing his goodies in a number of ways. These include composing the audio brand for SPOT24 and creating several Spotify playlists for various disciplines which will be used for the exhibition’s audio background.

NICOLAS PIERRE AND ARTOF POPOF



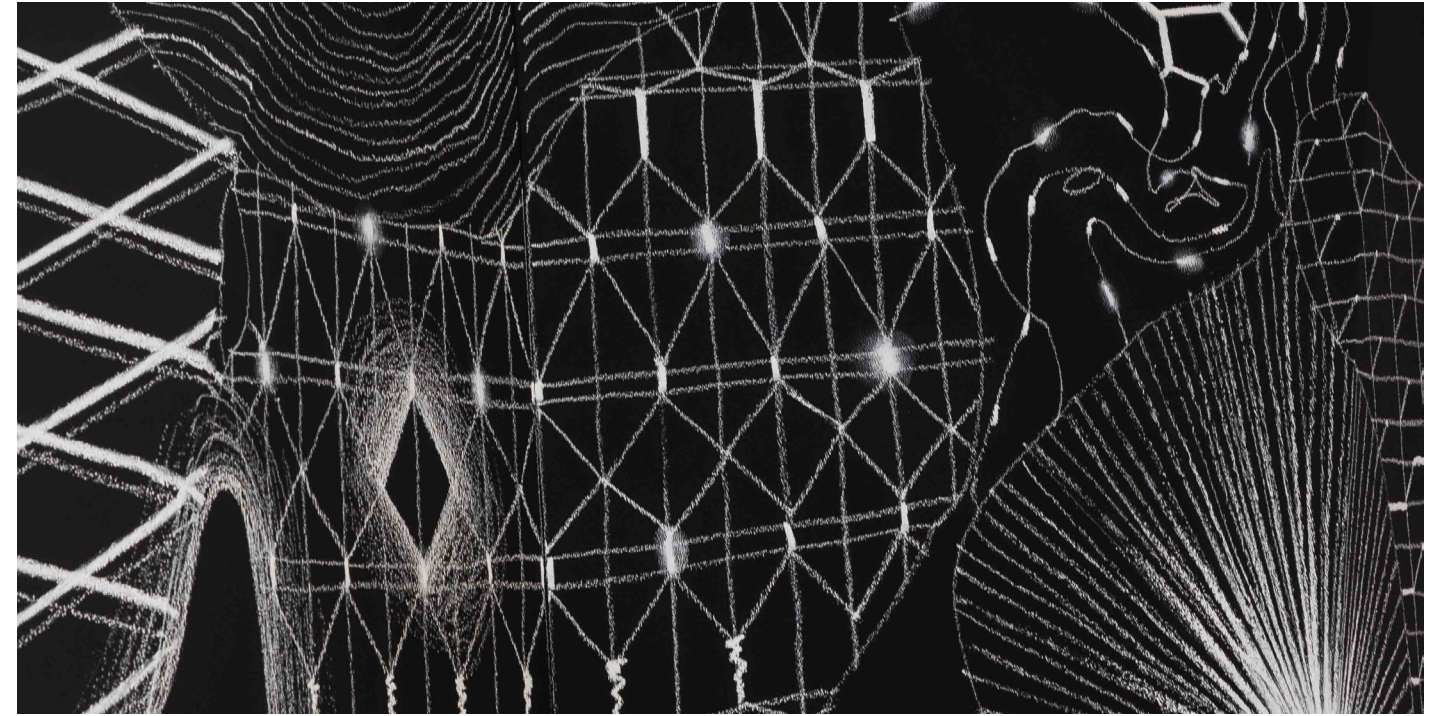
Nicolas Pierre is a French painter and illustrator who recently started creating miniature urban landscapes. He recreates the atmosphere of some of the capital’s poorer neighbourhoods in his “Street Miniature Paris” series, taking a fresh look at a constantly changing city. For SPOT24, Nicolas Pierre is creating an ultra-realist model of the La Chapelle skateboarding park.

PATAGRAPH



Victor Haegelin a.k.a. Patagraph makes films using stop motion animation. Patagraph enjoyed considerable success among the general public when he collaborated on OrelSan’s video for “La Quête”. Several of his videos will be on show at SPOT24 in the «skateboard» space.

PHILIPPE BAUDELLOCQUE



Philippe Baudelocque has not lost any of the energy that he had back when he first started on the graffiti scene at the end of the 1980s. And he continues to use extremely expansive media, which he covers with drawings, etched out with his modest chalk. His motifs are improvised at the precise moment that they are produced. For SPOT24, Philippe Baudelocque is creating an original mural about climbing, based on the footwork of athletes Nathaniel Coleman and Tomoa Narasaki at the 2020 Tokyo Games.

PICHI AVO



PichiAvo is a duo of artists from Valencia, Spain. Their work is a balancing act featuring both classic art and contemporary urban art. PichiAvo has renounced artistic individuality and the two have combined their respective strengths to create a set of absolutely unique works, using a conceptual urban idiom. These two Spanish artists are opening the exhibition with a large fresco in the entrance hall, created especially for SPOT24.



PROGRAMME OF EVENTS FOR SPOT24

TEMPORARY EXHIBITIONS

Each quarter, a temporary exhibition will feature as part of SPOT24, before, during and after the Games.

20 YEARS OF QUAI 54

April 3rd, 2024

Quai 54, the world's biggest streetball tournament, celebrates its 20th birthday in summer 2023, at the historic Roland Garros stadium in Paris. SPOT24 is joining in the celebrations for this birthday with an exhibition all about the event, presenting photos, vests, iconic shoes, video archives and much more.



A PARIS JE T'AI ME

VENUE



THE NEW PARIS JE T'AIME TOURIST INFORMATION POINT



38

In a new 1000 m2 space, Paris je t'aime – Office de Tourisme is unveiling its new tourist information point (reception, ticket office, official store, etc.). A place for meeting and discussion for visitors from all over.

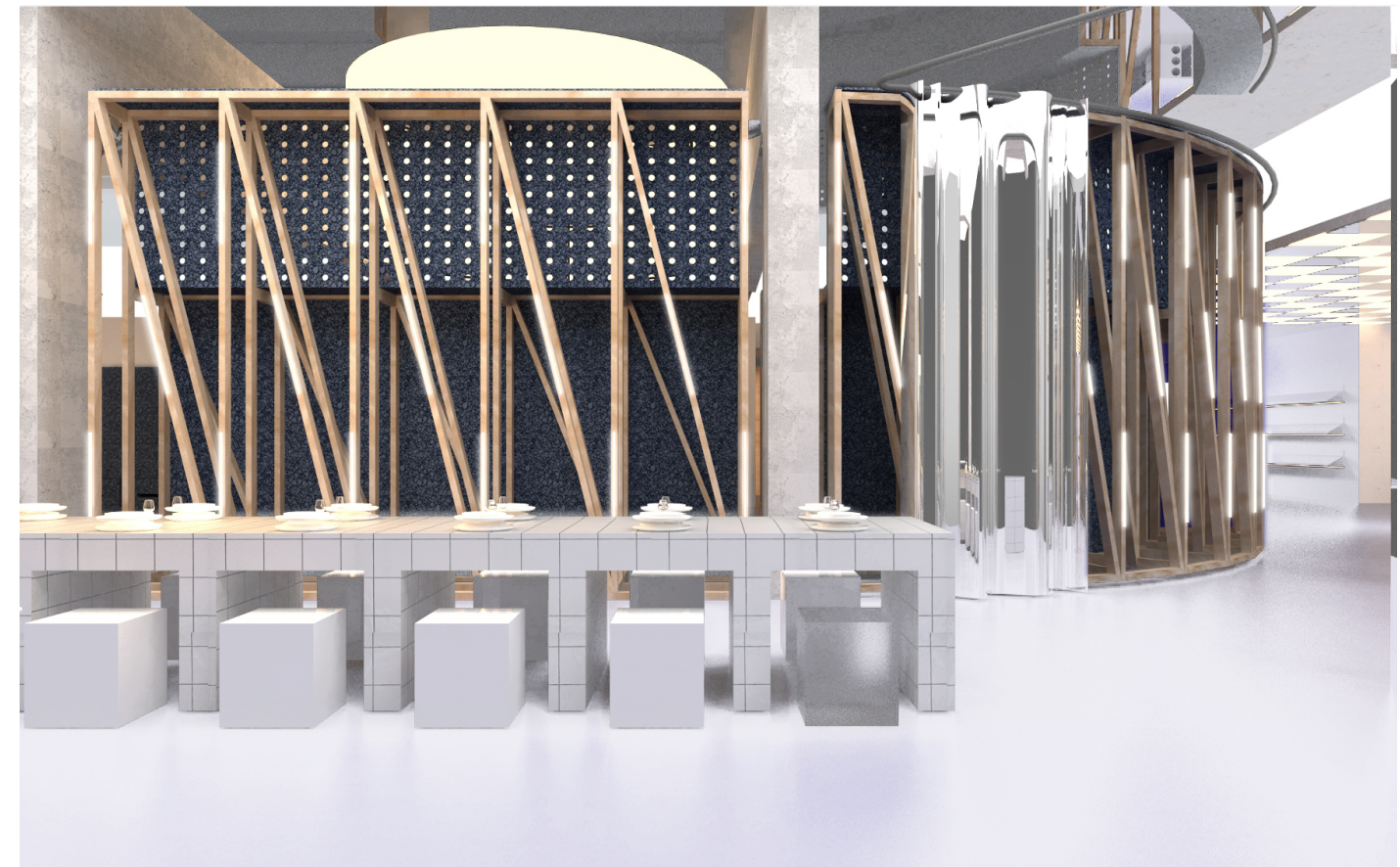
THE SPOT24 STORE

With products:
**Paris je t'aime
Paris 2024**
Olympic Museum
Street wear capsule collection
featuring fashion and street art

THE SPOT24 CAFÉ

An area open to everyone spearheaded
by David Zenouda
Parisian recipes and short distribution
channels, local products
A menu developed by chef Jose Ribeiro (Café A)

A VENUE RENOVATED BY ARCHITECTURAL FIRM SAME



“SPOT24 is an opportunity to convey an overhauled image of sport and architecture. Our wish is to root and promote the new disciplines now included in the Games in the current social and environmental context. The way space is used at the venue and its scenery present a positive image of the city and urban sports, with inclusivity in mind. They are exemplary from an environmental perspective and are focused on what they will become after the exhibition. Using sincere, raw and reusable materials is at the heart of our design”.

Anaïs Estrade & Marc-Antoine Servella

SPOT24 opens its doors to the former Emile Anthoine Centre for Youth Information and Documentation, a stone’s throw from the Eiffel Tower. A site that has been entirely renovated for the occasion, both inside and out, in order to provide visitors and Paris residents with a new, responsible and immersive experience.

The venue has been transformed by architects from the SAME studio (Anaïs Estrade and Marc-Antoine Servella), who specialise in bio-/ geo-sourced materials. They are committed to a sensitive form of architecture, focused on a sustainable heritage.

The site exterior is being greened, the result being a green parenthesis in the heart of the city. The whole SPOT24 site has been designed as part of a “zero plastics” approach, and the SPOT24 Café sources and sells local products.

SAME is currently engaged in restructuring the Croix Rouge metro station and developing the Le Rhodia restaurant at the Bourdelle Museum.

INSTITUTIONAL PARTNERS

The exhibition has a number of institutional partners supporting it

Soutenu par





And it has been certified a “Cultural Olympiad” event



MEDIA PARTNERS



Mouv’ has the youngest listeners of all radio stations in France across all radio station categories. In 2020, it was voted the best national themed radio station in the Grand Prix Radio awards. It was recognised for the quality and innovation of its programming and content.


Mouv’ gets 392,000 listeners every day, has 31 frequencies in France (including Lyon, Paris, Marseille, Nantes, Lille, Bordeaux, Rennes, Montpellier, Toulouse and more), has 1.4 million digital streamings every month... and still has no advertising. Mouv’ is the second national radio station to place the emphasis on broadcasting rap, with an inclusivity rate of 63% and a novelty rate of 78%.

Mouv’ has more than 800,000 subscribers to its YouTube channel, 403,000 followers on Instagram, 367,000 on Tik Tok and 260,000 on X.



The ultimate in French public television network services, TV5MONDE transmits eight feeds (general interest, cultural and the French-speaking world, as well as two themed channels – children and life style) Their mission is to promote the French language and the French-speaking world, as well as providing multilateral, international information that is reliable and verified throughout the world. With funding from France, Switzerland, Canada, Québec, the Wallonia-Brussels Federation and Monaco, by its very nature, TV5MONDE works in synergy with its partner television stations, whose programmes it showcases worldwide. It also broadcasts its own productions and programmes on a Francophone audiovisual landscape.







France Médias Monde

Listen to and watch the world. France Médias Monde, the group in charge of French international broadcasting, comprises the news channels France 24 (in French, English, Arabic and Spanish), the international radio station RFI (in French and 16 other languages) and the Arabic-language radio station Monte Carlo Doualiya. The three media outlets broadcast worldwide in 21 languages. Its journalists and correspondents offer viewers, listeners and Internet users comprehensive coverage of world events, with a focus on cultural diversity and contrasting viewpoints via news bulletins, reports, magazines and debates. Its employees represent 64 different nationalities. Every week, RFI, France 24 and Monte Carlo Doualiya attract 259.6 million contacts (average for 2022). The group’s three media outlets have more than 100 million followers on Facebook, Twitter, YouTube and Instagram, and got more than 3.4 billion video viewings and audio streams in 2022. France Médias Monde is the parent company of CFI, the French media cooperation agency, and one of the shareholders of the French-language general interest TV channel TV5MONDE.

Basket LE MAG

Basket is not just about points, bouncing balls, victories and defeats. First and foremost, it’s about people, it’s about developments and changes and it’s about being in phase with the world of basketball. Whatever the venue, whoever the player might be and irrespective of the team, Basket is there whenever there is a tale to tell or a destiny to find out about. A comprehensive overview of basketball which takes a step back and places the emphasis on analysis.



BREAKERS is a collective comprising creative talent all with the same passion for hip-hop, breakdancing and subcultures. Together, we breathe life into ambitious ideas, and so we have created the magazine BREAKERS which thus far is the collective’s flagship project. Textile modelling, graphics, journalism, events, photography and video making – we have the expertise to create our own projects, as well as supporting organisations and companies, depending on their needs.



France Basket was set up by French publishing group Lafont- Presse in 2017, and defines itself as THE basketball culture magazine.

With a print run of 50,000 every three months, France Basket tackles recent developments in the world of basketball, interviews champions and showcases the best teams in the France Championships, as well as the NBA.

PARIS JE T’AIME OFFICE DE TOURISME

Created in 1971 as a joint initiative between the City of Paris and the Paris Chamber of Commerce and Industry, Paris je t’aime – Office de tourisme is a non-profit association governed by the law of 1 July 1901. The roles and responsibilities of Paris je t’aime - Office de tourisme are to welcome and inform visitors, support professionals operating in the Paris tourism sector and promote Paris internationally as a destination.

For more information, visit www.parisjetaime.com



USEFUL INFORMATION

April to December 2024

7 days a week

Monday to Wednesday:
9:30 AM – 7 PM

Thursday, Friday, Saturday:
9:30 AM – 9 PM

101, quai Jacques Chirac
Paris 15th arrondissement

Metro
Bir-Hakeim
Dupleix

Tariffs	Individual tickets	Group tickets
Undated full price ticket	18€	14€
Dated full price ticket	14€	10€
Undated reduced-price* ticket	14€	10€
Dated reduced-price* ticket	10€	10€

Free – Person with reduced mobility + 1 accompanying adult // Children under the age of 10
*Reduced-price ticket given to jobseekers / RSA, persons working for the City of Paris, students under the age of 26, children aged 10 to 18, Paris je t’aime members, Olympic family.
** Groups of 20 people or more

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**BASKETBALL 3X3, BREAKING,
SKATEBOARD, SURF,
BMX FREESTYLE, ESCALADE**

