

SPORT IN FOCUS

Collections of the Olympic Museum and Photo Elysée

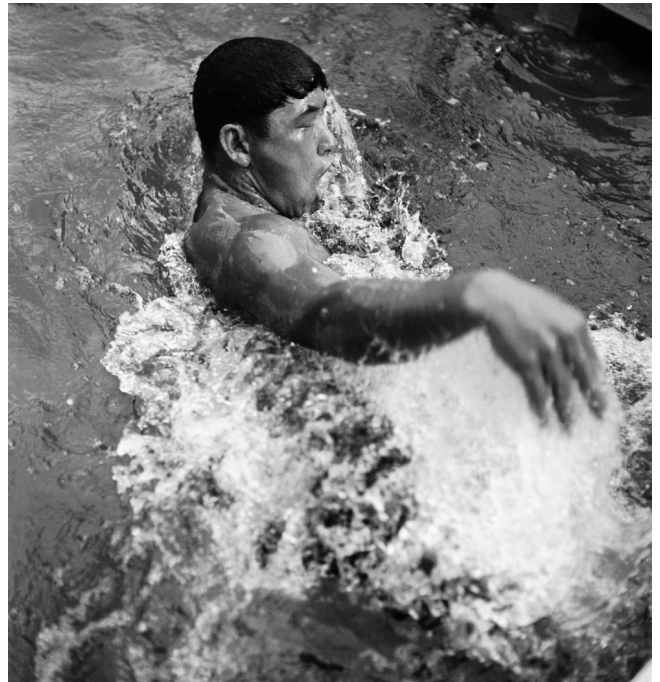
The exhibition *Sport in Focus* will be presented jointly at the Photo Elysée from March 28 to August 17 and at the Olympic Museum from May 27 to August 17.

First presented at the Rencontres de la Photographie Arles in 2024, this exhibition, co-produced by Photo Elysée and the Olympic Museum, explores the fundamental role of photography in the mediatization of sport since the late 19th century.

For more than a century, images have accompanied major sporting events. With the rise of amateur photography at the end of the 19th century, coinciding with the first modern Olympic Games in 1896, photography and sport have in many ways developed in tandem. The visibility given to sporting events necessarily involves the photographic image. The pursuit of performance, the combination of effort and movement, sport is governed by precise rules and is made into a spectacle when it is staged with a view to competition. The staging of sport is conveyed by the photographers who take up positions around the stadium.

Watched and played everywhere, from the most industrialized areas to the most remote corners of the globe, spectator sports are highly sought after by the media, business and political worlds alike. Major events attract ever larger crowds and, thanks to images, an increasingly global audience. The sporting performance on which the cameras focus becomes a demonstration of a social model. Watched and played everywhere, from the most industrialized to the most remote parts of the globe, spectator sport is propelled into a world of media, economics and politics. Photography has undoubtedly played an essential role in this process, mobilizing a mass audience.

Sport in Focus showcases the vast photographic collections of the Olympic Museum and Photo Elysée. During major competitions, photographs are used to draw attention to the performance of athletes. By exploring a largely unpublished photographic legacy, the exhibition reveals the visual grammar of sports photography through a series of themes: media coverage, which began in Athens in 1896; technique, which sought to capture movement through freeze-frames; composition, which influenced the visual narrative and constructed the celebration of athletes' achievements; and, finally, a series of



Jeux Olympiques Helsinki 1952, Natation - Un nageur s'entraîne © 1952 Comité International Olympique (CIO)



Jeux Olympiques Beijing 2008, Hockey Hommes - Chine (CHN) 11e - Afrique du Sud (RSA) 12e, détail d'un joueur © 2008 Comité International Olympique (CIO), Héléne Tobler

images that are a key element of the Olympic Games.

There are the photographers who use sports photography as a pure documentation of performance, and others who use it as an artistic medium. The numerous focal points offer us a narrative that sheds light on the photography of sport and the Olympic Games in particular.

Sport in Focus is an opportunity to bring together two photographic collections: that of the Photo Elysée, with over one million objects, and that of the Olympic Museum, which houses the world's largest and most comprehensive collection of Olympic heritage, including artifacts, archives, images, books and films. As the cultural and heritage arm of the International Olympic Committee (IOC), its mission is to make Olympism and Olympic culture accessible and relevant to everyone.

Photo Elysée also presents *Olympism Made Visible*, a photographic project that highlights the impact of Olympism around the world. This series, initiated by the IOC, illustrates how Olympic values are translated beyond competition into a variety of cultural and social contexts.

Curator : Nathalie Herschdorfer

Curatorial team : Audrey Bongard, Fanny Brühlhart, Anne-Cécile Jaccard, Yasmin Meichtry, Hannah Pröbsting, Fernando Scippa, Anna Volz Got and Anja Wodsak

Scientific advisors : Olivier Le Noé and Julien Sorez

PRESS CONFERENCE

Thursday, March 27, at 10 AM

Exhibition visit in the presence of Nathalie Herschdorfer and Yasmin Meichtry, co-curator and associate director of the Olympic Foundation for Culture and Heritage.

PRESS CONTACT

presse.elysee@plateforme10.ch



Lothar Jeck, *Saut de la barre fixe*, 1936 © Lothar Jeck. Collection Photo Elysée



Un instructeur de Skateistan, l'école de skateboard à Phnom Penh, Cambodge, 2018. Une image d'Olympism Made Visible, « L'autonomisation des jeunes par le skateboard » © 2018 / Lorenzo Vitturi - Comité International Olympique

Partenaire global

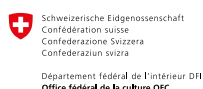


Partenaires de l'exposition



FONDATION COROMANDEL

Partenaire média



In Lausanne, the exhibition takes place in two complementary locations :

- At the **Photo Elysée**, a thematic trail will show how sports photography shapes our perception of sport and athletic performance.
- At the **Olympic Museum**, a section dedicated to the Paris 2024 Olympic Games will allow visitors to immerse themselves in the most striking images of this event. This part of the exhibition is free and open to all.

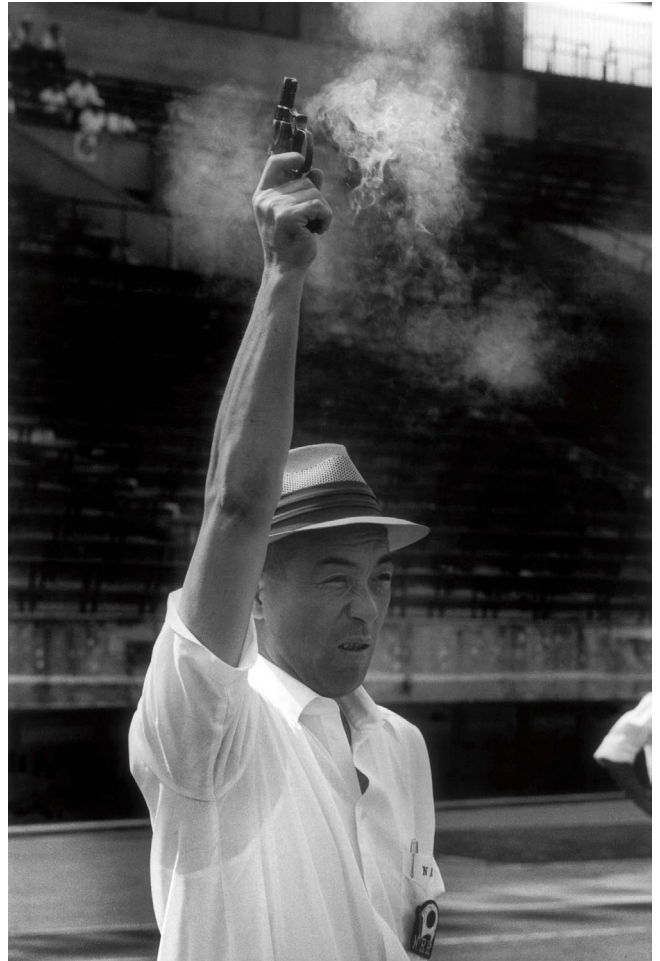
The exhibition is co-produced by Photo Elysée, the Olympic Museum and Les Rencontres d'Arles.



JOINT OFFER

Plateforme 10 and the Olympic Museum
1 ticket, 4 museums

Gain access to four iconic museums in Lausanne through an exclusive collaboration created for the exhibition *Sport in Focus*. Embark on an exceptional cultural and museum adventure!



Tokyo Olympic Games, Japan, 1964, Coll. Photo Elysée © René Burri_Magnum Photos. Fondation René Burri

A LOOK BACK AT THE PARIS 2024 GAMES

Until September 30, 2025

To celebrate the strong ties between the city of Lausanne and the Olympic Movement, as well as the 30th anniversary of its official designation as the Olympic Capital, a selection of exclusive photographs from the Paris 2024 Olympic Games has been on display since December 19 in the heart of the city at the train station square.

Designed by the Olympic Museum, with the participation of Photo Elysée and the support of the Swiss Federal Railways (CFF), the Lausanne Olympic Capital Foundation, and the City of Lausanne, this exhibition adorns the bustling corridors of the railway hub as well as its main northern and southern entrances, welcoming commuters and travelers alike.

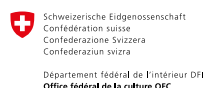
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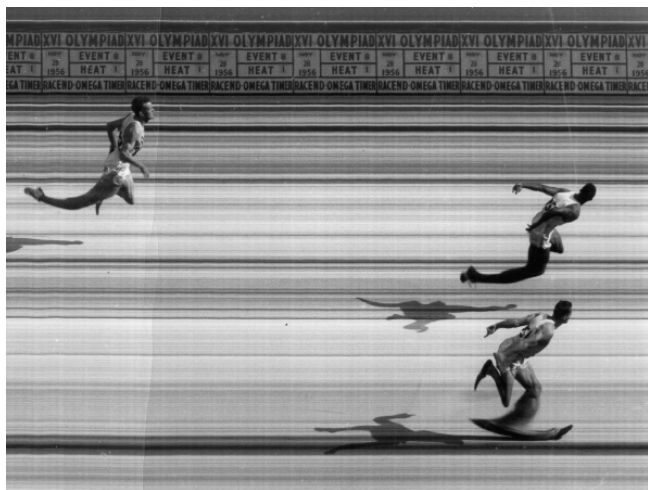
PRESS IMAGES

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Jeux Olympiques Beijing 2008, Hockey Hommes - Chine (CHN) 11e - Afrique du Sud (RSA) 12e, détail d'un joueur © 2008 Comité International Olympique (CIO), Hélène Tobler



Jeux Olympiques Melbourne 1956, Athlétisme, 110m haies - SHANKLE Joel (USA) 3e, DAVIS Jack (USA) 2e, CALHOUN Lee (USA) 1e © 1956 / Comité International Olympique (CIO)



Lothar Jeck, Saut de la barre fixe, 1936 © Lothar Jeck. Collection Photo Elysée



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