

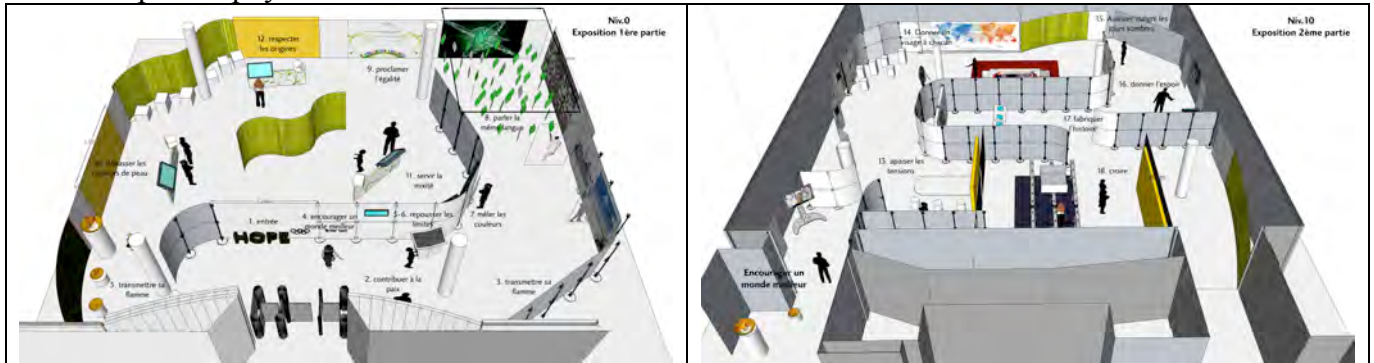


de pinxi creates the HOPE exhibition ***"When sport can change the world."*** ***700 m² for the Olympic Museum in Lausanne.***

The project

The Olympic Museum in Lausanne has called in *de pinxi* to design and create its new travelling exhibition, entitled "HOPE".

It is an expression of the Olympic dream and presents a humanistic, optimistic philosophy of life.



The exhibition

Hope is brought to life by the superimposing of the kind of iconic sporting events where the participants' human qualities are as wonderful as their records. *de pinxi* symbolises the abstract concept in the form of a plant shoot evolving from one end of the exhibition to the other.

de pinxi has designed and incorporated interactive systems and content following these two lines of force. Each device is a concrete expression of a subject on show: the *Olympic Charter* appears in the form of a digital book, the *negotiations* on an interactive table, IOC actions are *spread* across a digital world...

The exhibition walkway is lined with modules including audiovisuals, objects, panoramas, text and interactive displays. These modules offer a unique dialogue between the items in the collections and the impressive media base of the Olympic Museum.

Through their actions, visitors create the context between the objects and stories, and between the stories and the heroes of the stories.

The description below looks at the modules we have developed in turn, calling on the reader to relate to the photos and videos available on our site:

<http://www.depinxi.com/selectedshows/hope/hope.php>

1) The Olympic DNA

- **Contributing to peace**

A panorama over 13 metres long explains the concept of the Olympic Truce from antiquity to modern times. Lots of cutaways and light sculptures bring the walkway to life.

- **Passing on the torch**

Handing over the Olympic torch symbolises peace, togetherness and light. As visitors pass in front of the basins lining the route, they symbolically light the torch and carry on it on to the next position - *participating* in the message of the relay.

- **Pushing the boundaries**

A huge, interactive, digital book (the *de pinxi digiBook™*), presents to visitors an extract from the Olympic Charter. The notions of hope are highlighted. The book is multilingual.

- **Blending colours**

The Olympic flag is a symbol of the universal nature of the Olympic spirit. *de pinxi* has created an interactive feature which shows on a huge touch screen how the colours of the Olympic flag are found in all the national flags, thus emphasising the sense of universality!

- **Speaking the same language**

This *de pinxi* interactive application presents visitors with examples of athletes (both unknown and well-known) in the form of a media mosaic, explaining why sport and the Olympic spirit are a symbol of hope in their eyes.

A spectacular animated media planet becomes ever richer in content as you move through the exhibition: *de pinxi* has provided the Museum with an application which keeps increasing in the richness of its content, based on visitor inputs from the Museum's Facebook pages!

2) Proclaiming equality

The zone is divided into three sectors devoted to women, Afro-Americans and ethnic minorities.

In each sector, visitors can select an iconic athlete using a huge touch screen; immediately, the exemplary story of that athlete appears on an immersive projection system, plunging the visitor into the heart of the event; at the same time, the objects associated with that athlete light up in the display cases to create the context: *that very* item was carried during *that very* event by *that very* athlete!

Visitors will find this an unforgettable association, because they create it themselves.

3) *Pacifying exchanges*

Sometimes at the Olympic Games, it is sport which succeeds where politics has failed.

To reflect these successes, *de pinxi* offers its *interacTable*TM, a huge interactive table and a symbolic representation of a negotiating table.

Animated puzzle pieces, bearing the opponents, are jumbled together here. By matching up the pairs, visitors trigger a giant projection which explains how these opponents are brought together by the Olympic spirit.

4) *Giving everyone a face*

The Olympic Games provide an opportunity for people who only play a small part on the international scene to express their identities at this concert of nations.

de pinxi has devised a 3D graphics animation simulating the parade, projected onto a large support structure which represents the Olympic stadium. As the Games proceed, visitors can see the ever-growing number of national committees which have emerged since the modern games were founded.

The animation also presents the key facts in relation to the theme, concluding with the powerful symbol of the final parade, where all the nations come together without distinction.

5) *Carrying on despite the dark days*

In its quest for peace and humanity, the Olympic spirit has known bad times.

These stories, often tragic, are expressed in the form of a shattered, dark, chaotic and organic context, using video clips which are presented like dead leaves, hanging from broken branches.

6) *Giving hope*

Together with other international organisations, the Olympic Movement manages programmes where sport is used as a tool for education.

Coming back to the idea of sowing the seeds of hope with these projects, *de pinxi* has designed an interactive feature showing the way these projects make use of sport to good effect. Visitors trigger the display of information by miming the action of sewing seeds before the screen and see projects developing. The images are carried by a plant shoot, the emblem of the exhibition (motion tracking technology).

7) *Building hope*

de pinxi presents its famous *sharedMemories*TM system to provide access to the Olympic Committee's fantastic media bank. Thanks to this installation, visitors can return to the stories presented in the exhibition: by answering a few questions on a

touch screen, visitors create a personalised clip, a snapshot of great sporting, cultural and political events of their choice.

This clip is downloadable on the exhibition site, and visitors can add their photograph to create a souvenir they can share with their nearest and dearest by visiting the website.

8) *Believing*

This is a multipurpose standing projection room, with 36 individual audio positions so visitors can avoid sound contamination using a traditional sound system.

Technical data

Exhibition area: 700m2.

All the modules described above have been exclusively developed and installed by *de pinxi* who has produced the multimedia content, ICT equipment, audiovisual engineering and control electronics for them. Module 8 has been designed to receive audiovisual content developed by the Museum or its suppliers.

de pinxi also designed all the furnishings in the reception areas: giant panoramas and videos at the entrance point.

The exhibition has been designed on a modular basis so that it can be transported to other museums or Olympic events.

Media available:

Photos and video of the unit

About de pinxi:

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