

# London 2012 Cultural Olympiad

## What is it?

The Cultural Olympiad is a four year cultural celebration encompassing a series of events to showcase the UK's arts and culture to the rest of the world.

It is the largest cultural celebration in the history of the modern Olympic and Paralympic Games, designed to give everyone in the UK a chance to be part of London 2012.

## How can I be part of the Cultural Olympiad?

Across the West Midlands there are a number of National Cultural Olympiad projects as well as Legacy Trust funded programmes specific to the region:

**Dancing for the Games:** From street dance to bangra and classical ballet, this programme aims to get as many people as possible on their toes between now and 2012.

**Community Games:** Drawing directly on the inspiration of Much Wenlock, this programme enables communities to stage their own Games. From traditional sporting events to poetry and knitting, anything goes as long as it's devised by the community and for the community.

**Inspire Programme:** The London 2012 Inspire programme recognises projects and events across the UK that are inspired by the values and aims of the Games. Projects must comply with certain criteria and must apply for the rights to use the Inspire Mark.

**London 2012 Festival:** The finale of the London 2012 Cultural Olympiad will be a 12-week cultural festival taking place across the whole of the UK. From visual arts and fashion to theatre and carnival, the Festival will run from 21 June 2012 until the 9 September 2012.

## When is the Cultural Olympiad?

The four-year London 2012 Cultural Olympiad began in September 2008, at the end of the Beijing 2008 Games and will continue until the closing ceremony of the 2012 Paralympic Games on 9 September 2012.

## What are the Cultural Olympiad values and themes?

All Cultural Olympiad projects will display the first three core values and adopt at least three themes..

### Values:

The Cultural Olympiad is for everyone:

- Celebrating London and the UK and inviting the world to share the event with us
- Inspiring and involving young people to unlock their creativity
- Using cultural and sports participation, audience development, urban regeneration, tourism, international links and other key strands of the Cultural Olympiad to build a meaningful legacy

### Themes:

To bring sport and culture together:

- Encourage audience participation
- Make public spaces exciting through street theatre, public art, circus skills and live big screen sites
- Raise environmental sustainability, health and well-being issues through cultural and sporting activities
- Create unique collaborations and innovations between communities and cultural sectors
- Honour and share the values of the Olympic and Paralympic Games
- Support the learning, skills and personal development of young people through links to our education programme

## Who do I contact to be part of the Cultural Olympiad?

### West Midlands

Paul Kaynes, West Midlands Creative Programmer  
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West Midlands for 2012:

[www.wmfor2012.com](http://www.wmfor2012.com)

Inspire Programme:

[www.wmfor2012.com/inspire](http://www.wmfor2012.com/inspire)

### Websites

London 2012:

[www.london2012.com/get-involved/cultural-olympiad](http://www.london2012.com/get-involved/cultural-olympiad)

Dancing for the Games:

[www.dancingforthegames.co.uk](http://www.dancingforthegames.co.uk)

Community Games:

[www.communitygames.org.uk](http://www.communitygames.org.uk)

