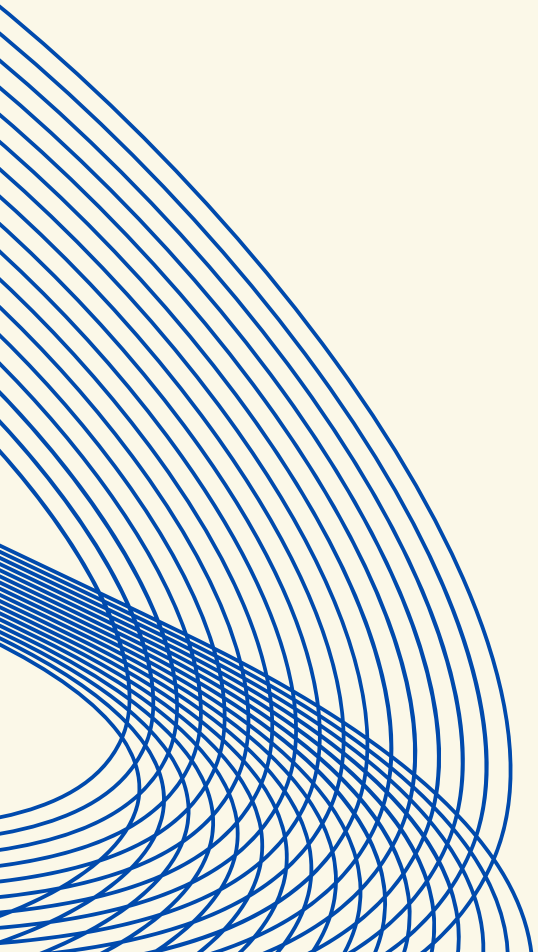


STAGING HERITAGE : POLICY LESSONS FROM GLOBAL CULTURAL EVENTS FOR THE 2028 LA OLYMPICS AND PARALYMPICS

A COMPARATIVE RESEARCH SERIES FOR MUSEUMS
AND CULTURAL INSTITUTIONS PREPARING FOR THE
LOS ANGELES OLYMPIC AND PARALYMPIC GAMES



Dr. Tawny Paul, Anaghime Esmeralda Ziani

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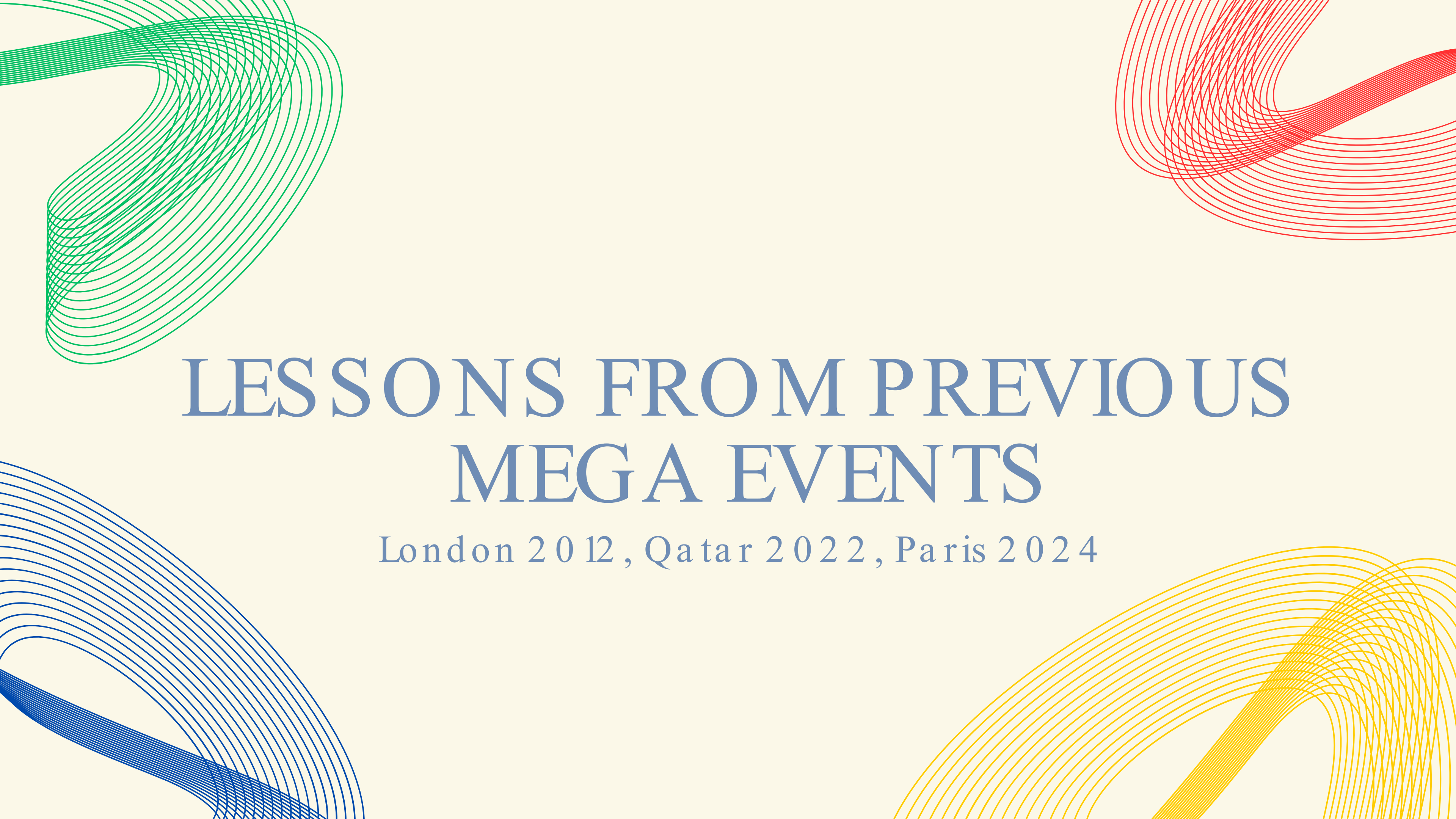


LA84: HISTORICAL CONTEXT



“Los Angeles is poised between two ~~East~~ ^{East} Europe/New York and the Orient. Tokyo, Seoul and Beijing are as influential here as Boston, Paris and Milan. Likewise, cultural traditions that date back to the days of the Spanish explorations of North America combine with the city’s openness to the new and untested to create an atmosphere unique in all the world.’

-Olympic Arts Festival press release, 1984



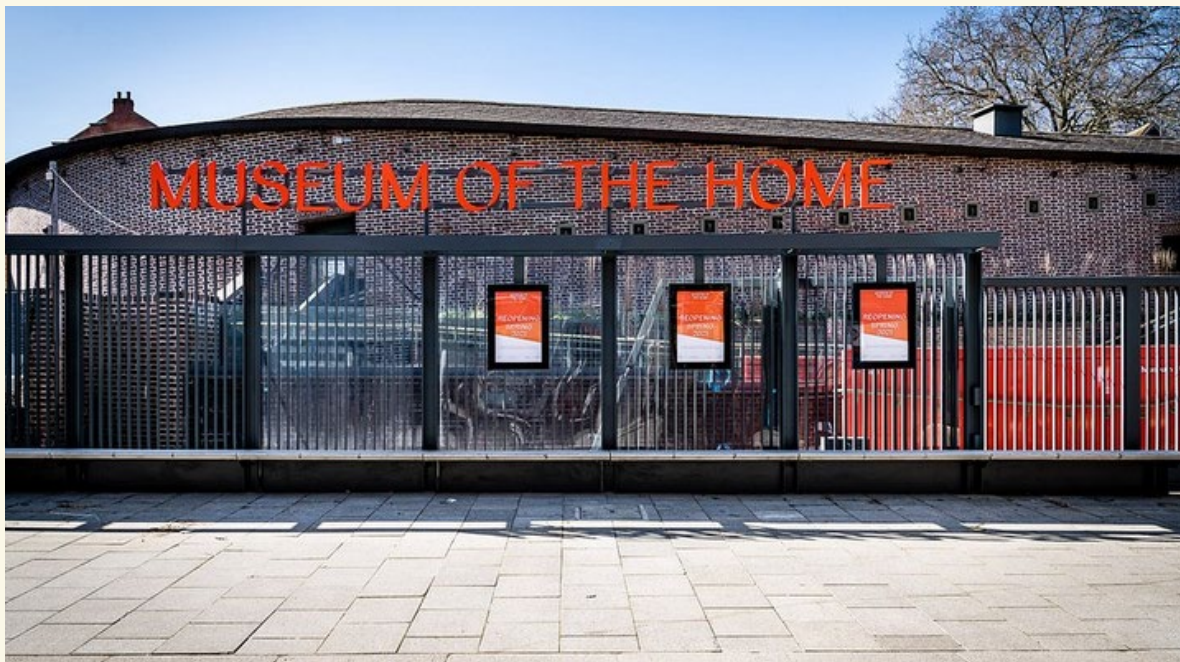
LESSONS FROM PREVIOUS MEGA EVENTS

London 2012, Qatar 2022, Paris 2024

OUR AUDIENCES ARE LOCAL



LA2 8: PRESENTING ITSELF TO ITSELF



CULTURAL PROGRAMMING NEED NOT BE ABOUT SPORTS



“Some of the world’s most outstanding artists will gather to share their talent, exchange ideas and participate in a pursuit of excellence comparable to that which world-class athletes will be displaying in their respective sports.”

COMMUNITY PARTICIPATION



Picadilly Circus at the London 2012 Festival



The rehearsal of a choreography by Mehdi Kerkouche at the Louvre Museum, "Les visites sportives"

"Visitors of the Festival would clearly see that America has more than imported stars and super athletes."

-Op-Ed, LA Sentinel, 1984

At the Los Angeles Festival in 1990 "there would be no European and no east coast culture in this festival."

-Peter Sellars (Director), 1990

ACCESSIBILITY MEANS EXPERIENCING AND CONTRIBUTING



Public art installations in Paris during the 2024 Games



London 2012 *Unlimited* artists are stretching themselves and the arts organisations supporting their commissions

COMMUNITY PARTICIPATION REQUIRES RESOURCES AND AUTHORITY



Picadilly Circus at the London 2012 Festival



The rehearsal of a choreography by Mehdi Kerkouche at the Louvre Museum, "Les visites sportives"

LEGACY BEGINS NOW



Public art during the 2022 FIFA World Cup in Qatar



Cultural Olympiad in Paris 2024



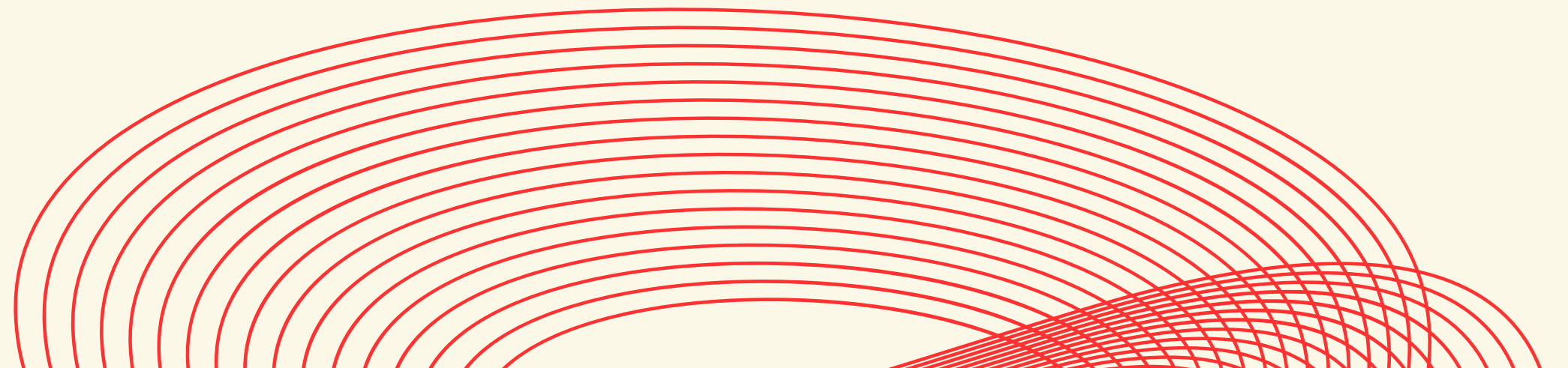
Cultural Olympiad in London 2012



LOOKING AHEAD: MAPPING LA28 PARTICIPATION



- A major goal of the project is helping institutions navigate the Games governance systems clearly and understand where and how they can participate :
- LA28 also presents a uniquely complex governance structure for cultural institutions, with at least three major and at times overlapping cultural frameworks currently operating :
 - the LA28 Cultural Olympiad,
 - the City of Los Angeles cultural program led by the DCA,
 - and the County's cultural planning and coordination processes



REPORTS AND TOOLKITS



**THANK
YOU**