

# COMMUNITAS—

## Bringing People Together to Celebrate Our Common Spirit

San Francisco's vision for the 2012 Cultural Olympiad is rooted in the concept of *Communitas*—the Latin word for community. It is a vision that seeks to unify humanity through the power of the Olympic Ideal and the celebration of our common spirit. It is a vision that seeks to produce innovative programs—such as *The Olympic Way*, *The Academic Olympiad* and *Training for 2012*—to bring the Olympic Family together in new ways and to create community with the world beyond the Games through technology.

Like all previous Olympic host cities, San Francisco 2012 proposes to conduct a four-year Cultural Olympiad that will culminate in the Olympic Arts Festival during the Games. Uniting all the arts—photography, dance, theatre, music, film, pottery and poetry to name but a few—the Cultural Olympiad will engage the world's artistic community in a spectacular quadrennial celebration of global creativity.

Through its cultural program, San Francisco will grant 50 cultural commissions a year for four years to individuals and groups to create works celebrating and expressing *Communitas*. It will leave—as part of *Legacy 2012*—a cultural endowment to ensure the heritage of the Games lives on. But unlike its predecessors, San Francisco's Cultural Olympiad features two unique and innovative initiatives designed to strengthen the ties that bind the Olympic Family together—and to draw the world into a more interactive experience of the Games.

### ***The Academic Olympiad:***

Hosted by a group of the world's leading educators at Stanford University and the University of California at Berkeley, *The Academic Olympiad* will feature a series of interdisciplinary symposia for the entire Olympic Family in the years leading up to the Games. Designed to create a broader understanding of the impact of the Modern Olympic Movement on our global society, *The Academic Olympiad* will assess everything from elite athletic performance to the influence of world sport on art and culture. Part and parcel of this program will be an effort to enhance the USOC's international partnerships with NOCs around the world by sending teams of students to assist in the development of *Academic Olympiad* programs of interest to each major geographic region.

**"San Francisco itself is art, above all literary art. Every block is a short story, every hill a novel. Every home a poem, every dweller within immortal. That is the whole truth." —William Saroyan, author**



### ***The Olympic Way:***

Like a world expo, *The Olympic Way* will be a six-month global festival along San Francisco’s dynamic waterfront and along major thoroughfares in San Jose and Oakland featuring interactive cultural exhibits from all the nations participating in the Games, giving families and fans an opportunity to take a tour of the Olympic world and visit their favorite countries in the months before the Games begin. Taking a page from the NOCs, who traditionally hold open houses during the Games—Italian House, Brazil House, the House of China—San Francisco 2012 will provide the structure and environment for each country to celebrate its unique culture and Olympic traditions—each with technology links back to the home country. As a festival center for the Games, multiple entertainment stages and big-screen broadcasts of Olympic and Paralympic events will be incorporated into the innovative concept—which distinguish San Francisco in the international competition.

**SF 2012**  
By The Numbers:

|   |      |
|---|------|
| Major performing art venues in the Bay Area:  | 49   |
| Museums and galleries in the Bay Area:  | 104  |
| Annual cultural celebrations in the city of SF:                                       | 1014 |
| Average number of weekly performances:  | 30+  |
| Nobel laureates from Stanford University<br>and University of California at Berkeley: | 41   |

# TRAINING FOR 2012 IN 2002:

## The First Wave of San Francisco's Cultural Olympiad

In its desire to promote the ultimate Olympic Ideal of "Peace through Sport," San Francisco launched *Training for 2012* in 2001, a program designed to encourage the young people of the Bay Area to be involved, educated and excited about the Olympic Games and its values. *Training for 2012* is currently providing Olympic-based educational and motivational materials and arranging for Olympians to make public appearances at community centers and schools throughout the San Francisco Bay Area.

"The principal reason my collection was given to the City of San Francisco was that San Francisco seems to be the gateway to Asia. This project, therefore, presents a wonderful opportunity for San Francisco and its people to become leaders in a search for the new understanding so desperately needed, for a bridge of international knowledge and respect. This bridge can be as important as those over the Bay and the Golden Gate, and even more significant internationally."

—Avery Brundage, IOC President 1952–1972, who in 1959 donated his Asian Art Collection, one of the best in the world, to the City of San Francisco.



Already active throughout the Bay Area, *Training for 2012* has developed relationships with 30 active youth organizations, such as the Boys and Girls Clubs, Sports for Kids, Team Up for Youth, YMCAs, Bay Area Scores, and the San Francisco Recreation and Parks Department.



As part of its effort to involve a broad range of creative people in its bid, San Francisco invited 12 of the Bay Area's leading graphic designers to create a series of posters expressing *The Bridge to the Future* theme. This highly visible program is on display throughout the Bay Area in store windows and public spaces, galleries and restaurants. The posters have already become popular collectibles and signed editions have been auctioned to raise funds in support of the bid.

**"We have reached thousands of children already with a clear and compelling message of the power of the Olympic Ideals to change lives and build a better future. Our work will endure well beyond the Games. Our quest is to get the Olympic Ideals into the lives of children, to reach them with the positive force of the Olympic Spirit."**

—Marilyn King, 1972, 1976 Olympian and *Training for 2012* Leader