
The 2012 Cultural Olympiad

From initial planning to final delivery and beyond

February 2014

Moira Sinclair

Executive Director, Arts Council England

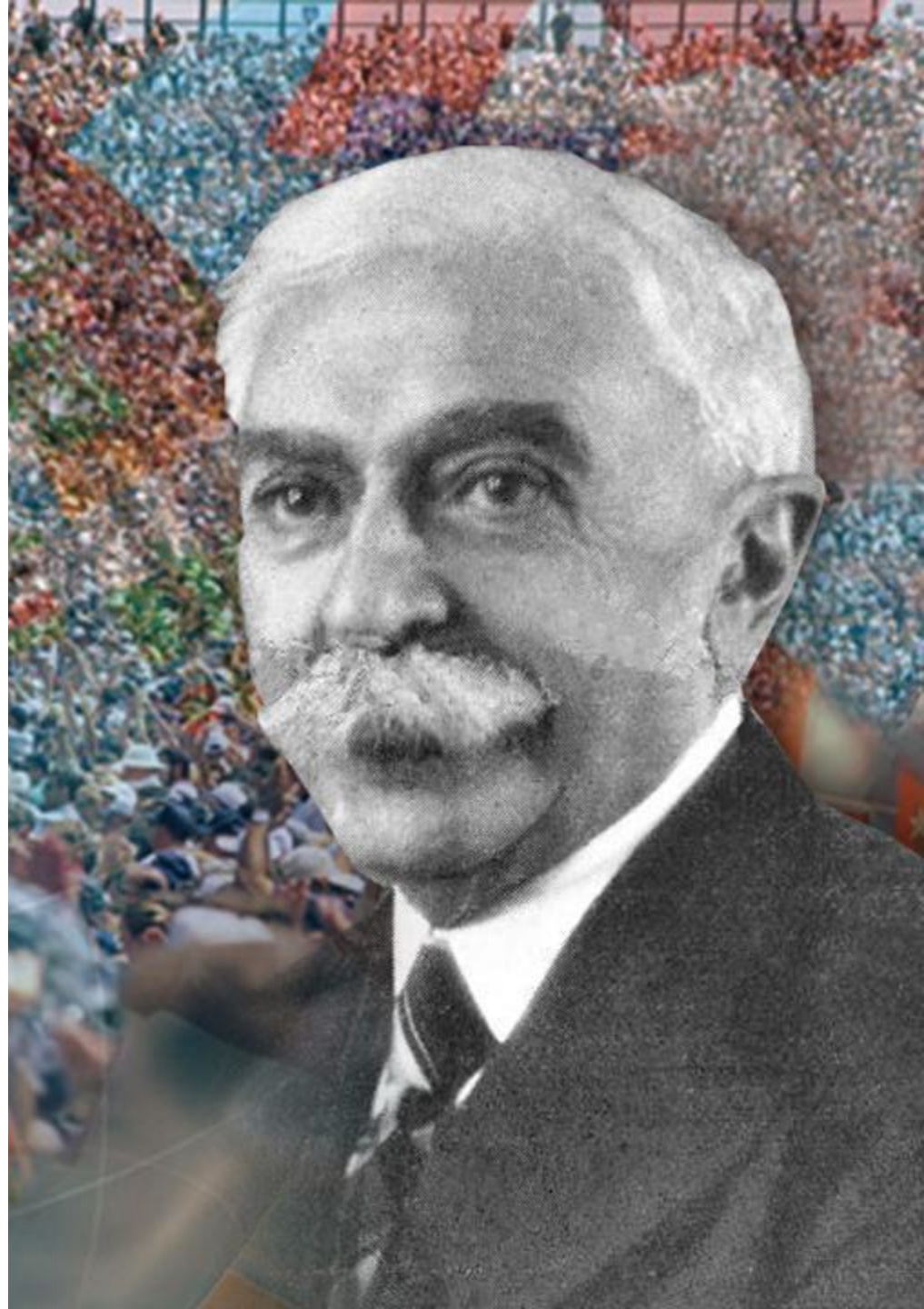


Olympic Ideals

Olympism is
a philosophy of life,
exalting and combining
in a balanced whole
the qualities of body, will and mind

Blending sport with culture and
education,
Olympism seeks to create
a way of life
based on the joy found in effort,
the educational value of good
example
and respect for universal
fundamental ethical principles

Olympic Charter



The Olympic Opportunity

“ A vibrant and rewarding Olympic Games and Paralympic Games where the creativity of the UK’s artists is enriched and inspires individuals and communities to fulfill their potential and achieve their best.”

creativity, quality, innovation
cultural Olympiad
London on show
arts sector participation
an enhanced cultural legacy
British identity in 21st century

Portal , Sue Austin



Arts Council mission: To get great art to everyone by championing, developing and investing in artistic experiences that enrich people's lives.



Arts Council England objectives

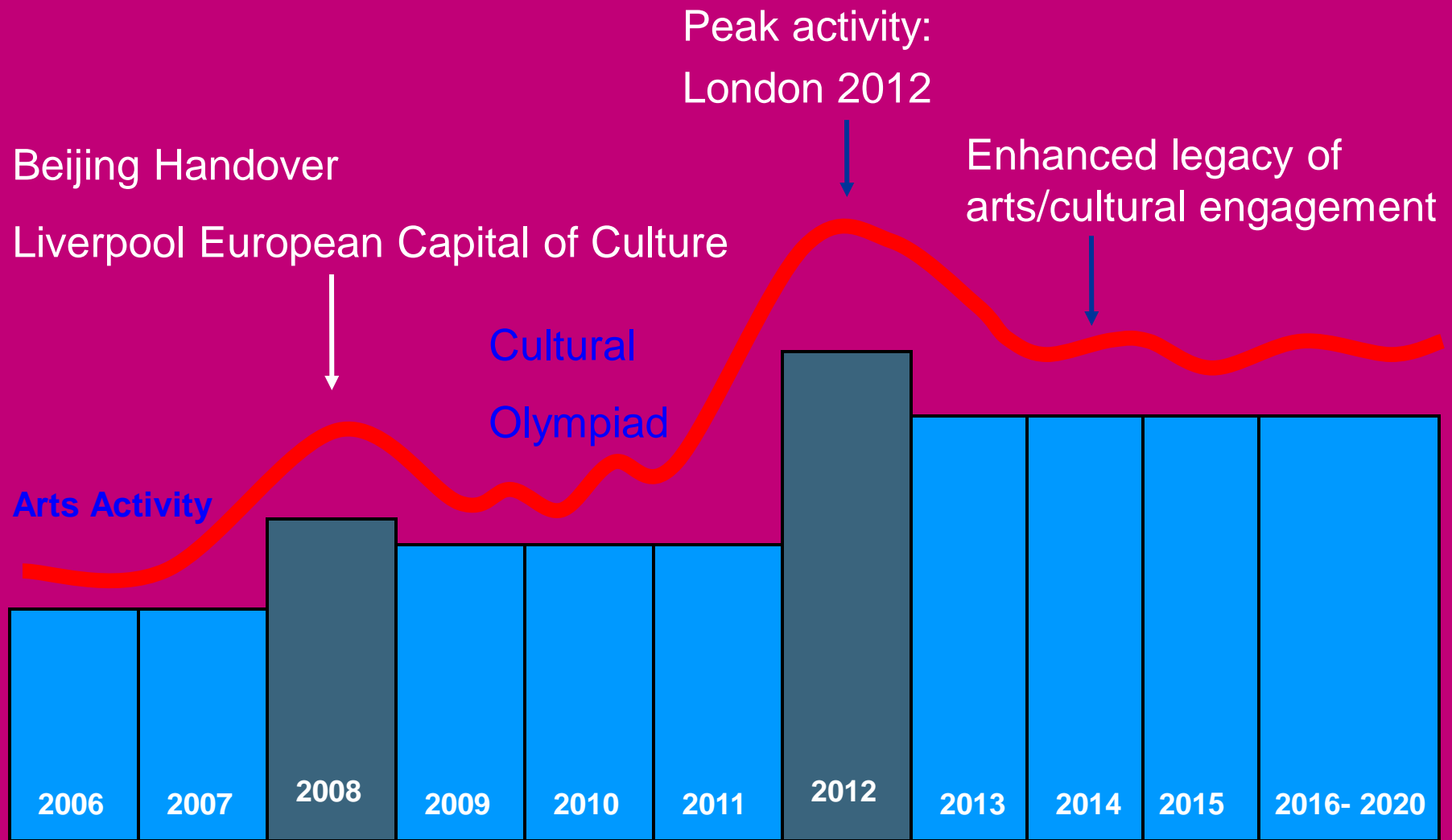
Arts Council England was a principal funder of the London 2012 Festival and Cultural Olympiad

We saw London 2012 as an unprecedented opportunity to bring great art to more people across UK

Through our investment we set out to:

- Increase participation in the arts, particularly young people
- Increase profile for our artists and build public value for their work
- Strengthen the creative sector by encouraging new partnerships and collaborations

The desired end result

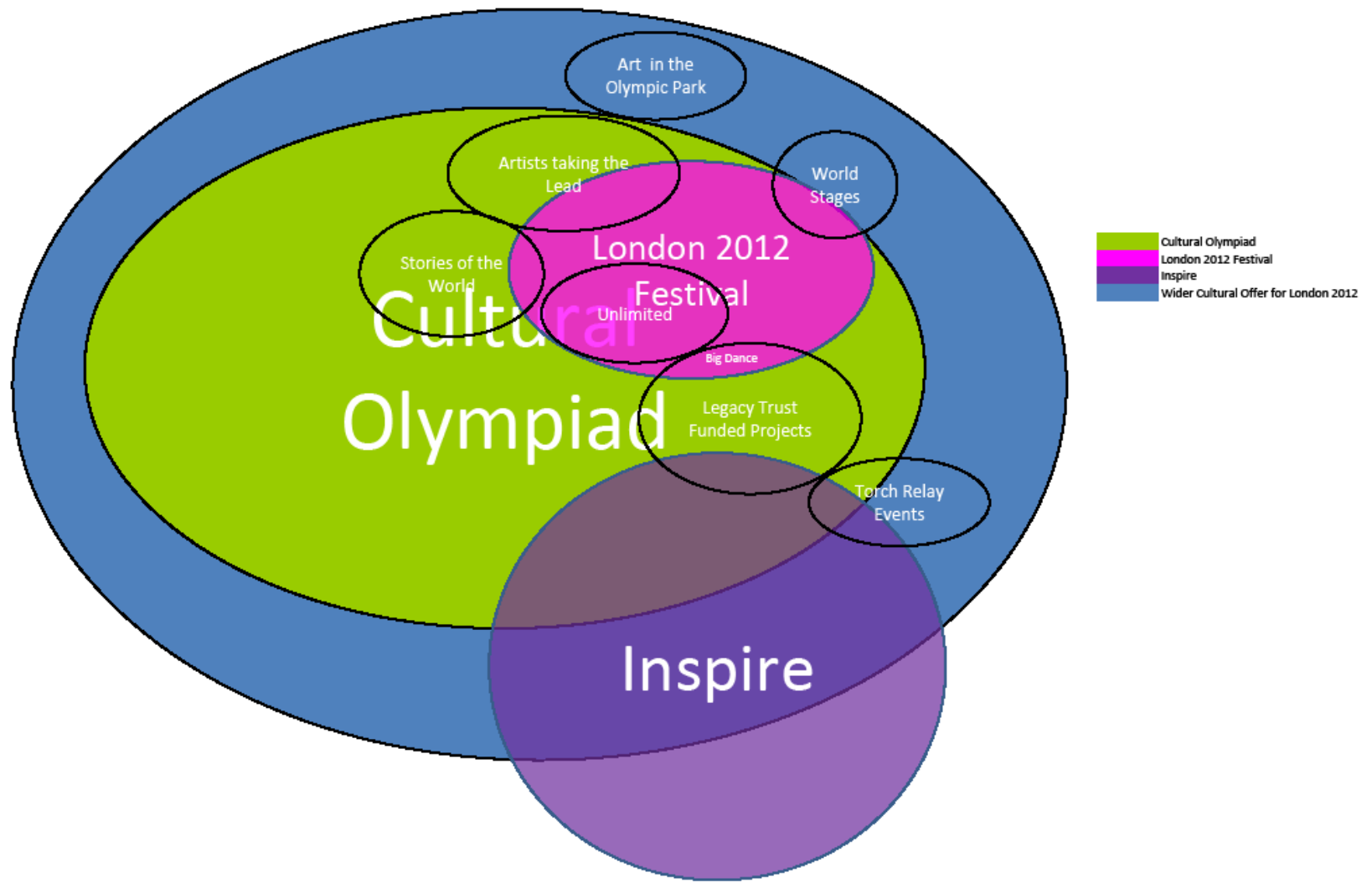


Timeline

- 2004 Arts, Culture & Education Committee
Bid document – chapter 17
- 2005 Development of bid projects
London wins bid
- 2007 Developed Inspire Mark and Programme
- 2008 Launch of the Cultural Olympiad
- 2009 Creation of Cultural Olympiad Board
- 2010 Announcement of London 2012 Festival
- 2012 London 2012 Festival, finale of the Cultural Olympiad

National reach and the Creative Programmers

*Global Rainbow, Cultural Olympiad.
Image: Lunabee (Creative Commons)*



London 2012 Festival Aims

Vision

A world-class cultural offering at the heart of the Games

Publicly stated targets

A UK wide programme attracting new audiences

10m free opportunities to attend

Internal targets

500,000 new culture attendees (not public target)

Awareness of cultural programme at 20% by end of October 2011 and
30% by April 2012.

Database of >300,000 to pass on to the UK cultural sector.

Scale of Achievement

- 13,006 performances and events
- 621 productions and projects
- 1,270 venues across the UK
- 160 world and UK premieres
- 200 commissions
- 176 permanent art work
- 18m Cultural Olympiad attendances and participation
- 19.8m Festival attendances and participation
- 80% of attendance was at free events

“Every street, alley and grassy knoll here will be alive...”

Los Angeles Times

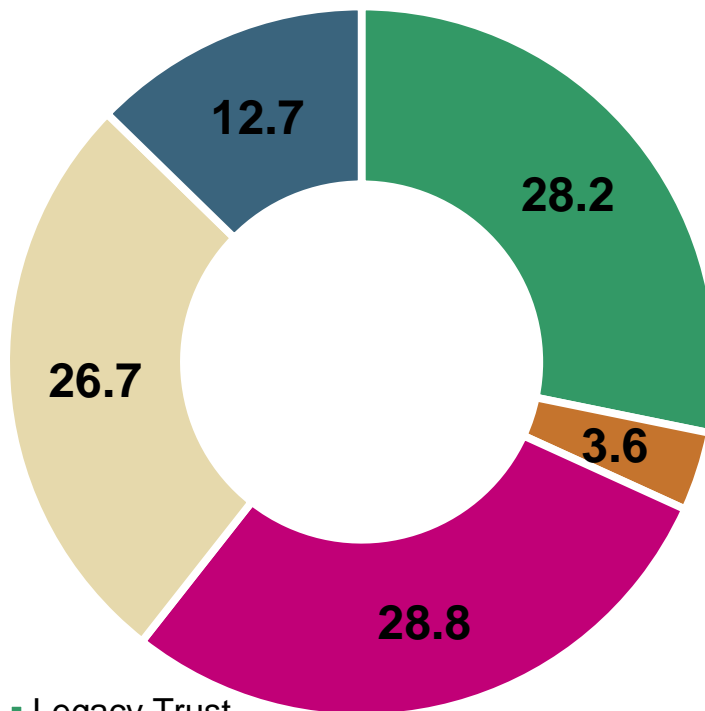
Scale of Achievement

- 550,000 brochures distributed and picked up
- 2.25m Telegraph and Guardian Festival supplements
- 14.5m London 2012 Festival emails sent to the 5.5m London 2012 database, including 560,000 culture opt ins
- 72,000 social media followers and twitter reach of 17m
- 2m visitors to the website, many from younger age groups and an international profile
- 1200 individual stakeholders

“There have been complaints that the Olympics is a London-only party... that argument is now dead in the water. Because the whole nation will be celebrating thanks to a mega festival of sport, art and entertainment.”

Daily Star

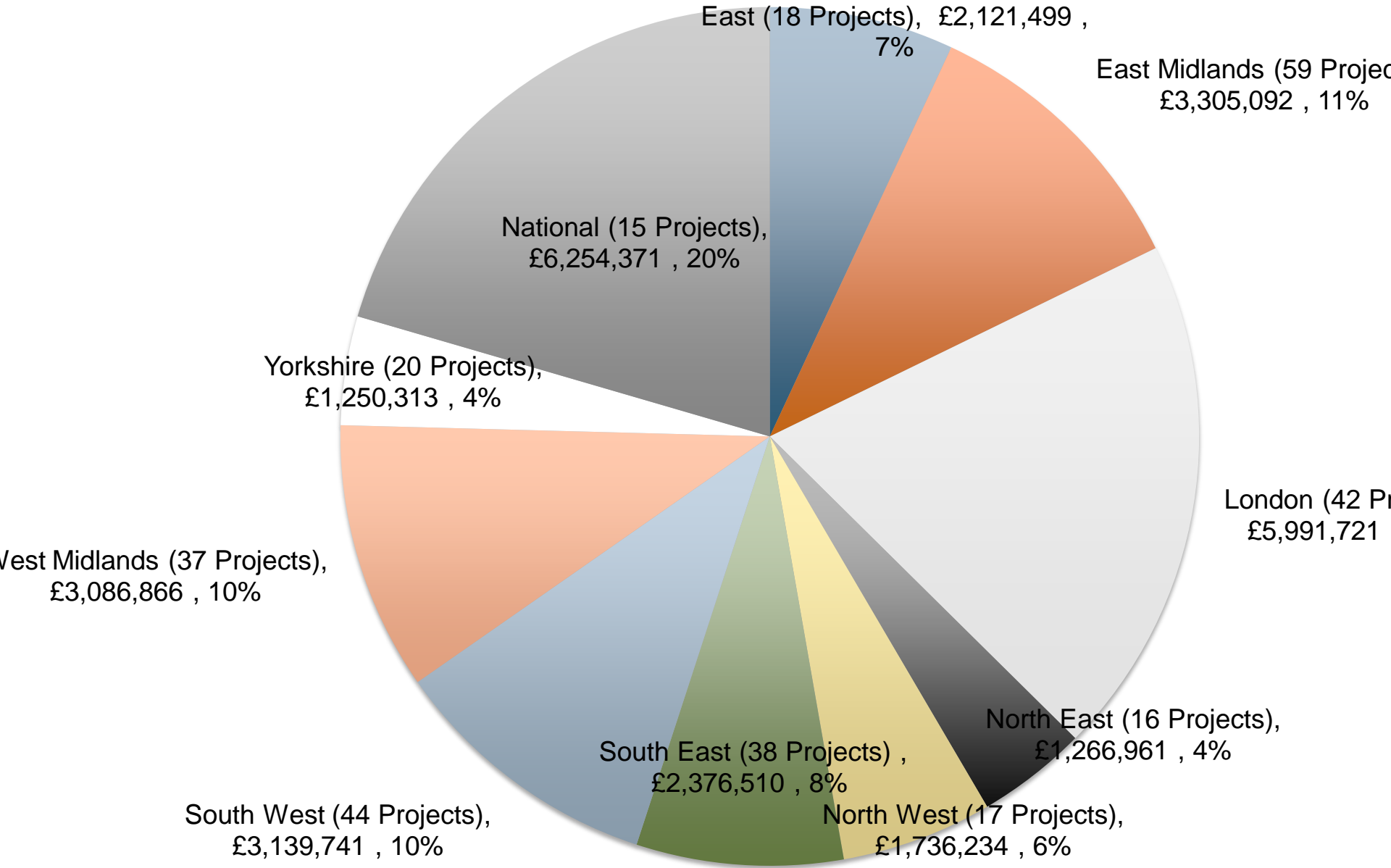
Cultural Olympiad Income



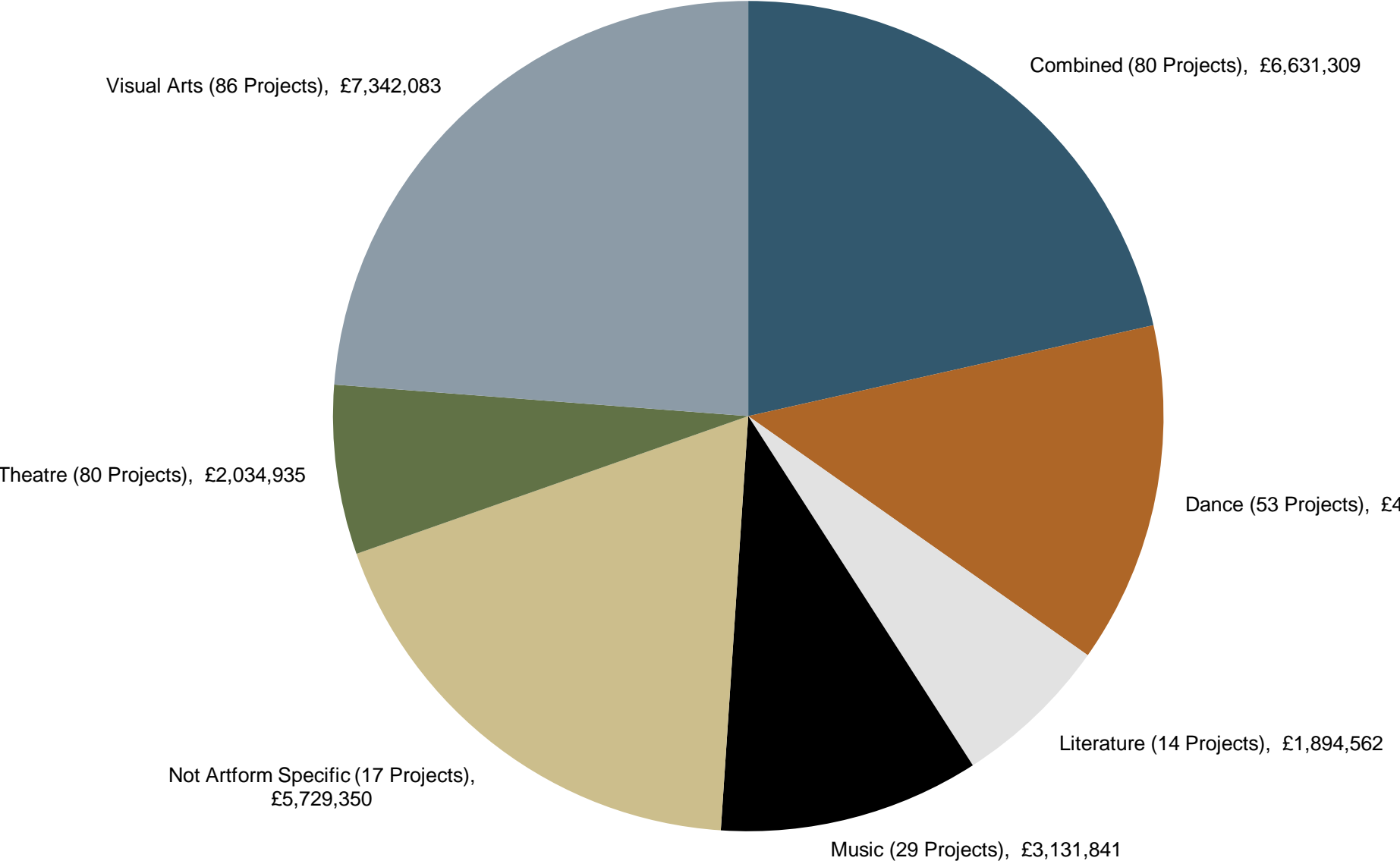
- Legacy Trust
- Great London Authority
- Arts Council
- LOCOG
- Co Funding

LOCOG	£33.7m
Arts Council	£36.3m
Legacy Trust	£35.7m
GLA	£4.6m
Co Funding	£16.1m
Total	£126.6m

Cultural Olympiad Funding by Region



Cultural Olympiad Spending by Artform



Legacy for the UK

Large scale ambitious commissions and international artists

Art in unusual places and iconic venues (and pop up)

Sell cultural tourism nationally and internationally

Free opportunities for big crowds

Cross-genres and inclusive across culture, heritage, arts, creative industries

Digital partnerships

Disabled and deaf artists

Creating new partnerships and ownership

Ambition and international



Art in unusual places

*Circa/ I Fagiolini, How Like An Angel, commissioned by
Norfolk & Norwich Festival and London 2012 Festival.
Film produced by Polyphonic Films Ltd.
Photo: Chris Taylor*

Cultural Tourism



*Tree of light, Oxford, 2012.
Image: Nick Serpell-Rand*

Free Opportunities and mass participation



*Sacrilege by Jeremy Deller,
College Green, Bristol.
Image: Kevin Clifford*

Deaf and Disabled artists



Claire Cunningham, 12 : Candoco Unlimited by Candoco Dance Company
Photo: Rachel Cherry

Diversity and multiculturalism



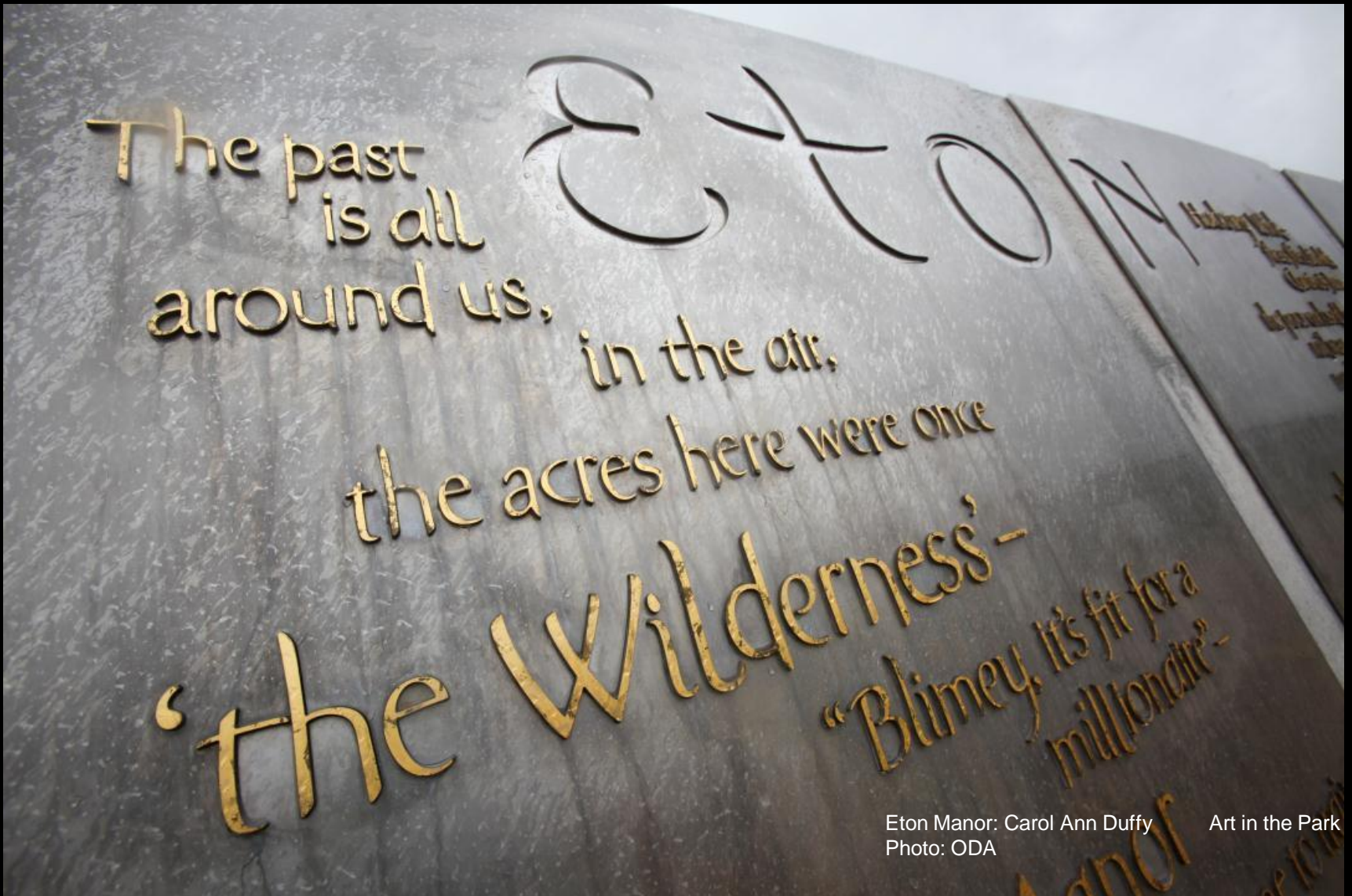
All's well that ends well - Globe to Globe

Identity



The Boat Project by Lone Twin. Photo: Arts Council England

Identity



Eton Manor: Carol Ann Duffy
Photo: ODA

Art in the Park

Learning for Future Host Cities

Starting with a clear vision of the end point

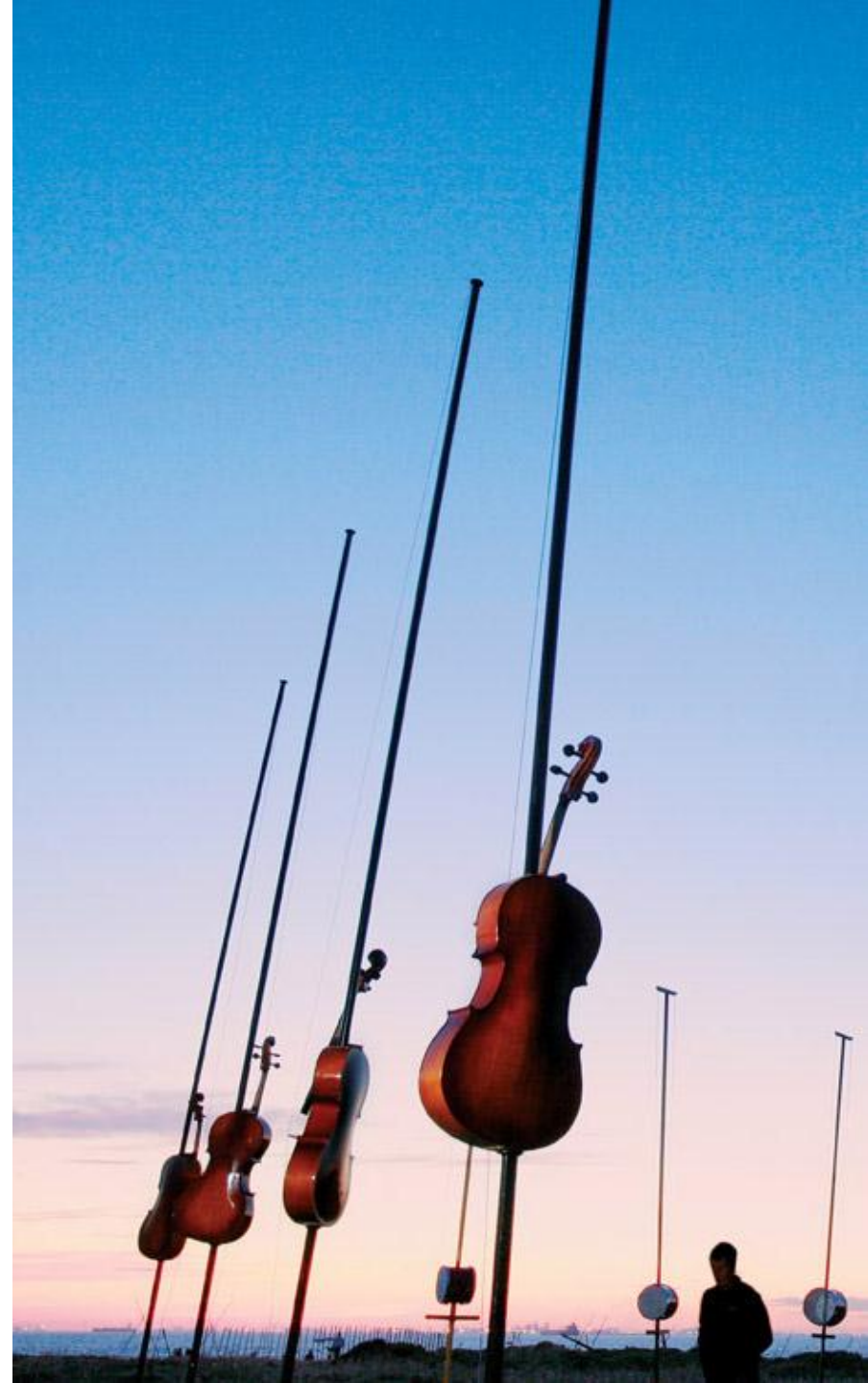
Securing leadership within the cultural sector and the OCOG

Linking into key moments of the Games

One brand – including the regions

Flexibility to include venues with non Olympic sponsors

Inside Out Dorset: Harmonic Fields
Artist: Pierre Sauvageot
© Vincent Lucas, Inside Out/Activate



Thank you

www.artscouncil.org.uk

[@moirasinclair1](#)





The Orbit
Anish Kapoor