

# 7. Beyond Sport



- **Opening and Closing Ceremonies:** a unique experience
- **The Olympic Flame**, carried by 10,001 torchbearers for more than 11,000 kilometres
- **The Volunteers** and their invaluable work
- **Olympic values:** brotherhood, peace, loyal competition, meeting of peoples and cultures, respect for the environment
- **The Mascots and the Official Products** of the XX Olympic Winter Games
- **The Games' Website:** an essential guide for spectators



## When Did It All Start?

The Opening Ceremony as we know it has come a long way. At the London 1908 Games, athletes marched for the first time with their countries' flags. At the Antwerp 1920 Games, the Olympic Flag and the Athlete Olympic Oath were introduced. At the Amsterdam 1928 Games, the first Olympic Flame was presented.

## Ceremonies

Olympic Ceremonies are the **opening** and **closing** events of the Games, marking the separation between ordinary times and the extraordinary, exciting Olympic period. The Ceremonies represent the highest **Olympic values**, but they are also an **emotional** moment of **celebration**.

Spectators all around the world will be able to enjoy the opening and closing acts of the Games thanks to years of planning and complex organisation, as well as a large team of Volunteers: 4,000 artists and extras (skaters, actors, dancers, acrobats) and 1,500 supporting technicians (including stage assistants, costume designers, hairdressers, make-up artists, interpreters).


### Opening Ceremony

On the evening of 10 February at Olympic Stadium (↶ p. 64 Olympic Venues), the Opening Ceremony of the Torino 2006 Olympic Winter Games will present the most important **live show** ever produced in Italy, keeping an estimated **2 billion** viewers around the world glued to their television screens.

The Ceremony will feature **official** moments, such as the traditional athletes' parade, and **spectacular** parts showcasing the culture, history and values of the host city and country. Italian style and creativity will be expressed through dazzling sets, impressive mass-choreographies, astonishing light installations and exceptional artists' performances. And the show will climax when the last torchbearer is revealed to the world.

## Closing Ceremony

The Closing Ceremony will be held at Olympic Stadium on 26 February, with athletes and spectators joining together in a joyful and passionate embrace, bidding each other farewell until the next Games. It will be a true Italian Carnival, packed with traditional showpieces such as circus, popular music and folklore – two hours of memorable entertainment. An emotional moment will mark the handing over of the Olympic Flag to Vancouver (Canada), host city of the XXI Olympic Winter Games in 2010. The Flame will then be extinguished.

To reach Olympic Stadium:  p. 34 Transport.



## A Truly High-Tech Torch

Forget wood and pitch; the new torch features innovative design and materials.

Conceived by Pininfarina, the Torino 2006 torch is a cutting-edge tool that allows the Flame to stay lit and visible in extreme weather conditions.

## The Olympic Torch

The Flame, heir of the sacred fire that, according to Greek mythology, Prometheus stole from the Gods, is associated with the Olympics since the days of ancient Greece, when athletes competed in a relay race, passing the torch from one to the other.

In modern times, the Olympic Flame was officially reintroduced at an Olympic Stadium in 1928, when an employee of the Amsterdam electricity board ignited it in the so-called Marathon Tower.

The idea of a great relay, from ancient Olympia to the host city, was revived in 1936 at the Berlin Games. Since then, the Olympic Torch Relay has been an essential part of the Olympic tradition.

The Flame left Rome on 8 December 2005 for a two-month journey throughout Italy. 10,001 torchbearers will run for 11,000 kilometres, and the passing of the torch will be marked by shows and events along the way.





More information at [www.fiammaolimpica.it](http://www.fiammaolimpica.it).

## They Are Irreplaceable

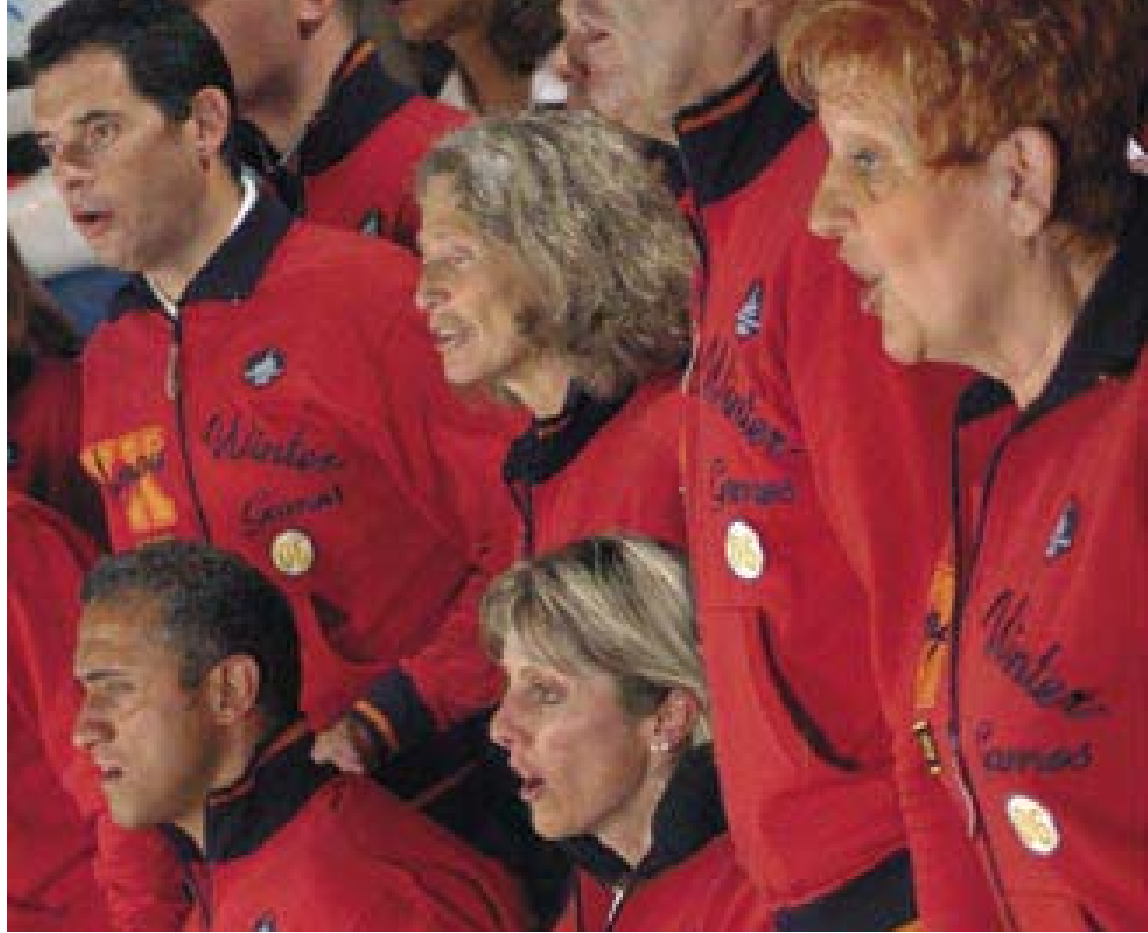
Ⓜ To learn more about the Volunteer Noi2006 team, visit [www.noi2006.it](http://www.noi2006.it).

## Volunteers

The Volunteers are the heart and soul of the Games. Hosts and hostesses of the event, they perform many essential tasks and are instrumental in the success of this great sport event. **Twenty thousand** people, of different age, background, education and experience, they are united by their great enthusiasm. During the Games, Volunteers will be assisting athletes and their national teams, media people, National Olympic and Paralympic Committee representatives, Sponsors and their guests. They will prepare the ski runs, drive official cars and patrol access for accredited guests. You will find them at the competition Venues, in the stands, at the Olympic Villages, at Olympic Stadium for the Ceremonies. In short, they will always be at the spectator's side, ready to provide information and assistance.







To be fit for such an important role, Volunteers have been carefully selected and extensively trained. Now they are ready to cope with the most complex situations.

The recruiting programme, Noi2006, has been a huge success; more than 40,000 candidates applied. The host city and the host country showed great participation and responded very well to the challenge.

The Torino 2006 team is made of people who share the same enthusiasm, passion and values. They will be the true legacy of the Games.

## Under the Flag of Peace

Thanks to appeals for the Truce during the Opening Ceremony of the Sydney 2000 Games, the delegations of the two Koreas marched for the first time united under the same flag.

## Olympism

In 1928, Pierre De Coubertin wrote that his idea of Olympism was “teaching fraternity between body and soul”. The 2004 version of the Olympic Charter states that “Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind”.

## The Interfaith Committee

In the Piedmont region, many religious groups have lived together peacefully for a long time. Waldensians, the oldest Italian reformed church, settled three centuries ago in the Torre Pellice area. Torino’s Jewish community is the third largest in Italy. Recently, the Muslim community has grown, mostly due to immigration.

Among many other tasks, the host city must guarantee **spiritual assistance** to all participants and provide facilities and spaces dedicated to **meditation** and **worship** inside the Olympic Villages. An **Interfaith Committee** has been set up with the participation of representatives of the major world religions: Roman Catholic, Protestant, Orthodox, Jewish, Hindu, Muslim and Buddhist.

## The Olympic Truce

The tradition of the Olympic Truce goes back to **ancient Greece**. During the Games, athletes and citizens of all the *polis* (city-states) could travel safely to take part or to be spectators at the Olympic Games.

Peace being such an important Olympic value, the International Olympic Committee decided to revive the ancient institution of the Truce with the goal of **protecting** the **athletes** and **sport** in general, and contributing to world peace, dialogue, mutual understanding and diplomatic resolution of conflicts.



The General Assembly of the United Nations has repeatedly expressed its support for the Truce with a special resolution. In 2000, it was inserted as a special paragraph in the Millennium Declaration.

## The Olympic Education Programme

The Olympic Games promote ideals of universal brotherhood and peace, loyal competition and mutual understanding among nations. They provide a unique setting for an educational programme aimed at the younger citizens and schools.

The Olympic Education Programme aims to:

- promote a healthy **sports culture**;
- disseminate and increase familiarity with **Olympic values**;
- generate **interest** and **enthusiasm** for the Olympic Winter Games among young people through their active commitment and direct involvement.

The Education Programme is divided into five areas. Each area has been designated an Olympic ring and colour:

- **Red Ring**, sport and sport culture
- **Green Ring**, sport and environment
- **Yellow Ring**, sport, science and technology
- **Blue Ring**, sport and health education
- **Black Ring**, sport, human rights, legality and multiculturalism

Ⓜ To better understand the aim and scope of TOROC's Education Programme, please visit [www.kidsvillage.torino2006.org](http://www.kidsvillage.torino2006.org).



## Recycle!

At all Olympic Venues, TOROC has implemented initiatives to minimize the production of waste by carefully selecting materials and maximizing recycling. All disposable tableware is made with biopolymers and is recyclable as compost. Spectators will be asked to recycle different types of waste by using specially designed multi-coloured bins.

## The Environmental Programme: The First Sustainable Olympics

The biggest environmental challenge for any Olympic Winter Games host is how to reconcile sport and entertainment (providing state-of-the-art facilities that are safe for both athletes and spectators) with sustainable development. The Torino 2006 Organising Committee has taken this challenge further, by considering the **environment as the core of the Games** – a natural setting for competition and an asset to **promote and protect**. Many initiatives have been taken in different areas.

### Environmental Management System

Torino 2006 is the first ever Olympic Organising Committee to establish an Environmental Management System that meets the requirements of the ISO 14001 standard and of the EMAS (Eco Management and Audit System) European Commission regulations, two voluntary certifications, which acknowledge organisations that monitor and improve their environmental performance.



## Environmental Monitoring Plan and Ecocompatibility

The environmental monitoring plan allows the Committee to acquire data on the ecological situation of the Olympic area.

Special care has been given to introducing environmental requirements for the construction of temporary and permanent Venue structures.

## Environment Programmes

Much has been done to contribute to environmental protection and to set a standard for the ecological management of future mass events. Top projects include waste management, environmental awareness among the general public, Sponsors and partners, and inclusion of ecological criteria in the selection of goods and services.



## Reduction of Greenhouse Gas Emissions

For successful Olympic Winter Games, a large quantity of **water** (namely snow and ice, as “raw materials” for the competitions) and **stable climatic conditions** are necessary. This is why climate protection is one of the Committee’s highest priorities. A special programme called HERitage Climate TORino (HECTOR) is dedicated to this task.

## Product Protection

The authenticity of official Olympic Winter Games products is guaranteed by the use of advanced technological protection devices (holograms), so that the articles can be immediately recognized by the buyer and can also be traced and certified by inspection laboratories.

## Licensing

If you want to wear the Olympic Spirit and bring home some memories of Torino 2006, you may purchase the **Official Products** of the XX Olympic Winter Games.

Gift ideas include t-shirts, jackets, hats and pins. These authentic products, high quality can be purchased:

- at **Authorised Retailers**. These are sales points that have received a certification issued by the **Official Licensees**. Find the sales outlet closest to you at [www.torino2006.org](http://www.torino2006.org)
- just a click away at [www.olympicstore.it](http://www.olympicstore.it)
- at **Olympic Stores**, the single-brand outlets for the XX Olympic Winter Games. There are four Olympic Stores:
  - **Via Garibaldi 6, Torino**
  - **Olympic Superstore**, piazza Vittorio Veneto, Torino
  - **Torino International Airport (Caselle)**, Departure Lounge
  - **Milan Malpensa International Airport**, Terminal 1

## Olympic Superstore 2006

Located in piazza Vittorio Veneto, the heart of Torino, and only 500 metres from Medals Plaza, it covers 1,900 square metres and is the largest showcase of official Torino 2006 licensed merchandise. The Superstore is the perfect place to buy your Olympic Games gifts and memorabilia.





Shopping is the new Olympic sport

Discover the Torino 2006 Official Products at:



Via Garibaldi, 6  
Torino

● Torino International Airport  
“Sandro Pertini” (Caselle)  
(Departure Lounge)



**Olympic Superstore**  
Opening 1 December 2005  
Piazza Vittorio Veneto  
Torino

● Milan Malpensa  
International Airport,  
Terminal 1

Available at all Authorised Retailers

[www.olympicstore.it](http://www.olympicstore.it)

## The Man Behind the Mascots

Neve and Gliz were brought to life by the pencil of **Pedro Albuquerque**, winner of the TOROC-sponsored international competition in 2003.

## Mascots



The Mascots of the Torino 2006 Olympic Winter Games bring to life the dream and the challenge of a world event rich in universally recognized values.

**Neve** and **Gliz** are a wonderful couple. She is a soft, cozy and elegant **snowball**, while he is a playful and energetic **ice cube**. Their shapes and names evoke two natural elements, without which there would be no Olympic Winter Games: snow and ice.



## Three is Company

Neve and Gliz's best friend is **Aster**, the Mascot of the IX Paralympic Winter Games Torino 2006. He also belongs to the magical world of snow and ice.

← Meet Aster on p. 131.



## Sponsor Village

Olympic Sponsors have been provided a prestigious, centrally-located venue for entertainment and showcasing: **piazza Solferino**.

Piazza Solferino is only **100 metres away from Medals Plaza** and has long been associated with the Torino 2006 Olympic Winter Games, thanks to the Atrium Pavillions and the ice skating rink. From January 2006, it will also host the **Sponsor Village**, where the main Olympic Sponsors will provide **entertainment, concerts, sport events** and information.



The whole area will be closed to car traffic and fully furnished courtesy of the City of Torino. It will be a welcoming and vibrant meeting place, open **24 hours a day**. Visitors, athletes and local citizens will be able to experience first hand the buzz and thrill of the Torino 2006 Olympic Winter Games.



Samsung, the Worldwide Wireless Communications Equipment Partner of the Torino 2006 Olympic Winter Games, is proud to present the **Olympic Rendezvous @ Samsung (OR@S)** located in Torino at piazza Solferino. A full programme of exciting events and artistic showcasing of Samsung's latest wireless communications technology will run on a daily basis at the OR@S. You will also have an opportunity to meet athletes. Come and *Share the Experience* at the Olympic Rendezvous @ Samsung!

## Other Useful Sites

[www.turismotorino.it](http://www.turismotorino.it)  
(Torino tourist information)

[www.montagnedoc.it](http://www.montagnedoc.it)  
(information on the mountain area)

[www.gtt.to.it](http://www.gtt.to.it)  
(Torino Transport Authority)

[www.jumbograndieventi.it](http://www.jumbograndieventi.it)  
(hotel bookings)

## Olympics on the Net

The Website [www.torino2006.org](http://www.torino2006.org), in Italian, English and French, is a very important resource for all spectators. Updated in real time, it has a lot of useful information on transport, programme changes, interviews, trivia and, starting 11 February, real time results of all competitions. The main areas are: **Come to Torino 2006** (information on transport and Venues), **Competitions** and

**Programme** (results and medals), **Sports and Athletes**, **Olympic Spirit**, and **Backstage** (interviews, trivia).

On the homepage, you will find links to other useful dedicated sites on Ticketing, Paralympics, Olympic Torch Relay and Volunteers.

