

## Editorial: Vancouver 2010

Andy Miah & Beatriz Garcia

**The Vancouver 2010 Olympic Winter Games marks the sixth Games where *Culture @ the Olympics* has had a presence.**

Over the years our work has focused on those issues that the Olympic Movement is involved with, but which are under reported and, often, under researched.

The periodical began after having met numerous people who are tasked with delivering an Olympic Games, but whose expertise is not really informed by either traditional research publications, media outlets, or the particular hierarchy of needs that operate within an Olympic Organizing Committee. To this end, we wanted to provide accessible, engaging words through which to understand more about what was happening in and around the Olympic Games, as well as to express ideas about the Olympic Movement.

At each Summer and Winter Olympic Games since Sydney 2000, we have been shooting film, interviewing people and writing stories about the Cultural Olympiad and all the other festival-like components of the Olympic Games experience – the sponsors' village, the pin trading, the night life, as well



Screenshot of new C@tO website

as the lesser known elements of the Olympic Movement, such as the Olympic Truce.

All of these dimensions – including the various political issues they raise – reveal more about the lived Olympic experience than we generally see reported through traditional media networks.

A central part of our work has been to document the rise of new media populations at the Games, who represent a different kind of stakeholder and have challenged the boundaries of what has often been described as the Olympic family. Since Sydney 2000, the number of new media journalists – both professional and citizen – has grown remarkably, as have the provisions to permit their access to the Olympic non-sporting programme.

Moreover, the media approach of host cities has changed. For example, at the Beijing 2008 Games, the television and internet broadcast

rights were separated for the first time. This shift in how the Internet is handled by the IOC may mark a new era for who reports the Games and what issues are covered.

The IOC Olympic Congress in 2009 makes clear some of these prospects and its focus on the Digital Revolution highlighted the importance of integrating the IOC's digital assets with third party applications like YouTube, Facebook, Twitter, Flickr or whatever is the emerging platform of the year.

The wider range of reporting generated via such an expansion of the media is transforming what expectations people have of the Olympic programme and what value they may derive from it.

In our view, this will make the areas that have been at the heart of C@tO for the last 10 years, much more central to subsequent Games.

### **Vancouver 2010**

During the Vancouver 2010 Olympic Games, C@tO has registered a team of 12 people with the city's various non-accredited media centres. Our correspondents include Debbi Lander, the London 2012 Creative Programme for England's Northwest; Kris Krug, a Vancouver based photographer and web strategist, who has been working with Vancouver 2010's CODE programme; and Ana Adi and Jennifer Jones, Editorial Assistants to C@tO.

Our contributors will also be supporting an exchange programme of activities between the Vancouver 2010 and London 2012 Cultural

Olympiads. This collaboration will bring artistic and cultural programmes from England's Northwest to be showcased and debated in Vancouver during the Games, while also inspiring work that develops in the UK on the approach to London 2012.

Finally, this year we are pleased to announce the re-launch of our website, which integrates our blog content with the published magazine archive. The new site also benefits from integration with some of the latest social media platforms, such as Twitter, Flickr, YouTube and Delicious. A special thanks to Editorial Assistant, Jennifer Jones, for the re-design work.

In our 2010 volume, we will be publishing an article by Christiane Job on Vancouver's Canada CODE project; a historical report on Vancouver's Cultural Olympiad process; articles about the new media activity taking place around Vancouver, and many pieces arising from Games time activity.

Please feel welcome to contact us with any articles that fit our brief and remember we also happy to republish articles utilized elsewhere, but which might benefit from a revival.

As always, C@tO remains an educational, non-commercial and non-affiliated publication, focused on creating a platform for informed debate around the Olympic cultural dimensions.

### **Authors**

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