

## **Luis FERNANDEZ – My interviews with Kirsty COVENTRY**

### **TRANSCRIPT OF VIDEO n°10:**

### **Lighting the future of Olympism**

#### **Introduction**

KIRSTY, here is our penultimate interview in this series on your assumption of office as President of the I.O.C.

Spontaneously, its theme is a source of hope: **Lighting the future of Olympism**.

In fact, this source can be converted into a torrent and even a river of hope.

Indeed, the proposal contained in the following two interviews is so simple, so obvious, so beautiful, so accurate, so much... – young people would say "great" – that I wondered how to start to present it to you.

Of course, I know that it is the same person – yours truly in this case – who proposes this idea and who qualifies it with all these adjectives.

Also, I am willing to pass:

- Either for a fabricator, a huckster if you consider that my words are exaggerated.
- Either for a madman, if you consider that my proposal is stupid.

Now if this proposal is really simple, really obvious, really beautiful, really fair, really "great" as the young people would say, then don't make the wrong interlocutor: Thank heaven. I was just inspired.

In addition, this proposal fills an obvious gap. A lack so big, so much before our eyes, that no one sees it, so obvious that "when he farts in your face", as we say in our country, when he jumps out at you, you are left speechless, knocked out.

And you can't help but say to yourself: "What a bunch of idiots we are!"

How do we begin the presentation of this proposal that fills this obvious gap?

With this gap removed, the future of the Olympic Movement can be considered serenely.

So, which switch should be pressed to light the future of the global Olympic and Sports Movement?

I have three at my disposal that I won't have the pleasure of turning on: **You have a personal switch, a symbolic switch, and a hardware switch.**

- In this video, I'm going to turn on the first two.
- In the next and last video, I'll turn on the third one.

The magic of the landscape will then offer itself to our imagination.  
All that remains for us - it will only remain for the Olympic and Sports Movement - is to seize it and make it our own.

But already, with the first two switches, you will glimpse this magic.

We're going?

## The first 2 switches

### 1. The personal switch

KIRSTY, you are the new President of the I.O.C.  
KIRSTY, imagine that in a century, 25 more Olympiads, your great-great-great-grandchildren, or any relative of the earth presenting the Olympics and Olympism to his offspring would say:

"It was the first president of the I.O.C., Kirsty Coventry, a great champion, a great lady, who established it during her presidency at the head of the I.O.C.  
Go and look at her life and, above all, don't hesitate to say thank you for the joys and pleasures she allows you."

In a hundred years... I weigh my words...

KIRSTY, don't believe me?

Wait until the third switch is on...

### 2. The symbolic switch

For each celebration of the Olympic Games, for each celebration of the harvest of human fullness, what is the symbolism used?  
Today, we have two elements: the Olympic flame and the mascot of the host city.  
Let's say a few words quickly about each of them.

## The Olympic flame

The Olympic flame, also known as the Olympic torch, is part of the ceremonial of the modern Olympic Games: lighting, relay, last torchbearer circling the stadium, lighting of the cauldron.

Here, it is important to understand the nuances between flame and torch:

In ancient times, a flame was placed in the middle of sports venues and burned in the temple dedicated to HERA.

For the Games of the modern era, it was in 1928 in Amsterdam that the lighting of the cauldron of the Olympic Stadium took place for the first time.

In 1936, the organizer of the Berlin Olympics, Carl Diem, proposed the lighting of the flame in Olympia and the torch route with the aim of glorifying the Third Reich. Since then, at each Olympiad, the lighting of the flame takes place in Olympia and the relay continues to the host city.

At the end of the closing ceremony of the Olympics, the flame is extinguished.

## La mascotte de la ville hôte

**The official website of the I.O.C. states:** The Olympic mascots are the ambassadors of the Olympic and Paralympic Games. They embody the spirit of the Games and play a vital role in welcoming athletes and visitors to the Games.

And, about the mascots, the official website continues:

Olympic mascots have been a staple of the Games since 1968. Their mission is to embody the Olympic spirit, to spread the values conveyed by each edition of the Games, to promote the history and culture of the host city, and to give a festive atmosphere to the event.

Super!!!

So, if I summarize:

- 1. The Olympic Flame is the symbolic expression of the Olympic ideal.**
- 2. The Mascot is the local and temporary symbolic embodiment of the Olympic ideal.**

**Super. But,** 6 months after the end of the Paris 2024 Olympics, what does the viewer or the viewer remember?

Certainly, a great moment, And then after?

The baton has already passed to the future host city. So there is only one wonderful memory left:

The host city and its country had 15 days to show the 4 billion viewers their originality, the best of their identity during the Olympics.

**Point. 15 days is not much!**

What if we went from the wonderful memory to the wonderful story?

It's just doable.

KIRSTY, let me ask you a very candid question:

**Why doesn't the Olympic and Sports Movement have a global, universal and timeless mascot, a true symbolic embodiment of our Olympic ideal?**

**To date, there is none.**

**IS THIS A CLEAR MISS!!**

KIRSTY, here is my simple proposal:

**The I.O.C. must create a universal and timeless mascot embodying the Olympic ideal.**

Its creation would have only advantages.

This mascotte :

1. Would embody Olympism in the eyes of all
2. Would illustrate the timelessness of the Olympic ideal
3. Would come, - Olympiad after Olympiad -, to visit, play with the local mascot and make it shine.
4. Would allow all host cities, as soon as they are designated, to make known, appreciated, and love their habits and customs, throughout the duration of an Olympiad.

The Olympic and Sports Movement, thanks to its armed wing the I.O.C., would thus have a permanent showcase, very much alive, without any interruption from one Olympiad to another.

KIRSTY, Imagine the local and temporal mascot holding the hand of the universal and timeless mascot and carrying the Olympic flame. And this, at each Olympiad.

Who would complain about that? Who wouldn't applaud with both hands??

Already, in antiquity, the poet Horace said "he who reconciles the useful and the pleasant receives all the votes"

KIRSTY, I'll let you ask the C.I.O. merchandising department:

1. On the one hand, the care of presenting you with all the advantages of a mascot

2. On the other hand, to imagine all the possible variations.

I think they will have a great time.

For my part, I would like to introduce you to how I imagine it and its name. This is a suggestion.

**Its description:**

A young girl for:

1. Symbolizing youth, energy and hope for the future.
2. Embody excellence, determination, perseverance, equal opportunities
3. To inspire the younger generations to dream big and surpass themselves.
4. To promote the place of women in this world.
5. Personify inclusion and progress.
6. As for his look, he must exude the cultural diversity and universality of the Olympic Games.

**Its name: OLYFLAM©**

1. OLY for Olympic and FLAM for flame: This name embodies the link with our community and is and will be recognizable everywhere.

**In addition:**

2. It is an original and dynamic name
3. It is pronounced well in most languages
4. It sounds great and is easy to remember

**By way of conclusion:**

KIRSTY, I just turned on the first two switches for you.

I let you glimpse the magic of the landscape that is now offered to you.

History will remember that the first President of the I.O.C. filled a gap and created the mascot of the Olympic and Sporting Movement worldwide.

Symbolically, this mascot is a sporty young girl, comfortable in her own skin, radiant:

**OLYFLAM©.**

KIRSTY, I'll let you ask your teams and continue to see this magic.

Guided by a mascot, wouldn't the future of Olympism be enlightened?

**For my part, in the next video, I will show you how OLYFLAM©, the embodiment of the Olympic ideal, can touch the heart of Humanity, the heart of the 8 billion inhabitants of the planet**

See you soon.

Luis