

Luis FERNANDEZ – My interviews with Kirsty COVENTRY

TRANSCRIPT OF THE VIDEO n°11:

Touching the heart of humanity

Introduction

OLYFLAM©, the mascot to be created by the I.O.C. to embody the Olympic ideal.

Here's what I developed in the previous video.

This mascot, OLYFLAM©, must be made alive, human, close to each and every one of us, close to all the licensees, close to the youth of the world, close to Humanity!!

Close so that everyone can make it their own, know and make their values their own.

How?

This is what I will present in this video:

How OLYFLAM© can and will touch the hearts of all the inhabitants of the planet.

This is the challenge...

Because this is the true raison d'être of Olympism: "To make young people serene and confident"

KIRSTY, through this last video, let us take up together, You, all the members of the I.O.C., all the federation leaders, all the practitioners and yours truly, this prodigious challenge.

Let's take it up, and the billion sports licensees on the planet will have made YOUR motto "I am what we are" as its own.

To take on this magnificent challenge, let's turn on our third and final switch. After the personal switch and the symbolic switch, now comes the hardware switch.

The hardware switch

KIRSTY, Are you ready to discover the magic of a landscape?

Do I press the button?

GO

What kid doesn't dream of going to a Disneyland or a theme park?

What are we waiting for, what are the Olympic and Sporting Movement around the world, what is the I.O.C. waiting for to create an EDUCATIONAL OLYMPIC PARK for each continent?

Let's take a look at the very concept of a theme park

The Theme Park Concept

A "theme park" is a park divided into themed areas and whose attractions take up the theme of the area where they are located.

What are they built on? On what theme?

Behind advanced marketing, there is always a reference to something that more or less echoes in the unconscious of each person.

Take DISNEYLAND: A magical universe created from scratch by the genius of one man, Walt Disney.

Take LE PUY DU FOU: The history of a region, a country

Take ASTERIX PARK: an era magnified by heroes created from scratch.

The list of theme parks is long: PHANTASIALAND, UNIVERSAL'S ISLANDS, WATER PARKS, VULCANIA, FUTUROSCOPE, and so on.

All of these theme parks are successful, work well, and generate revenue as long as they meet two key points:

1. Each of these parks refers to something in the minds of each of us
2. Each of these parks has a powerful and controlled marketing.

In short, the formula for the success of a theme park can, it seems to me, be defined as follows:

Success of a theme park = The theme resonates with everyone + mastered marketing

But what has always been the global enthusiasm for the Olympics built on?

If not on something that echoes in the mind of every human being and incites him to an elevation and communion with Humanity.

What could be more powerful...

That's for the echo in everyone.

And if we look at controlled marketing... What can I say?

If there is something that the detractors of the Olympics put forward, it is the ability of the I.O.C. to generate resources and money based on an ideal that speaks to everyone.

KIRSTY, for the creation of an Olympic theme park, aren't all the lights green?

KIRSTY, at first, I set out my vision of this Olympic theme park.

Then, I asked the main AIs to get their opinion on this simple question:

"What do you think of the idea of a theme park about Olympism and the Olympic Games?"

Have fun doing it.

All AIs respond in the same way.

As an example, here is the answer of one of them:

"The idea of a theme park on Olympism and the Olympic Games (Olympics) is really exciting and inspiring!

It could be a fantastic way to celebrate the history, values and sporting achievements that have marked the Olympics since their creation.

Here are some thoughts on this idea:

1-Education and Inspiration: Such a park could serve as an educational platform, allowing visitors to discover the history of the Olympic Games, legendary athletes and memorable moments. This could inspire younger generations to pursue their sporting dreams and embrace the Olympic values of excellence, friendship and respect

2- Immersive experience: Imagine interactive attractions where visitors could experience simulations of Olympic competitions, try sports they have never played, or even relive historic moments from the Olympics thanks to immersive technologies such as virtual reality.

3- Celebration of diversity: The Olympic Games are a global event that brings together athletes from all walks of life. A theme park could highlight this cultural diversity, with areas dedicated to the different nations and their contributions to the Olympics

4- Promotion of the Olympic values: Beyond sport, the Olympic Games carry universal values. A theme park could be a place where these values are emphasized, encouraging visitors to incorporate them into their daily lives

5- Economy and tourism: Such a project could have a positive impact on the local economy, attracting tourists from all over the world and creating jobs. It could also strengthen the image of the host city or country as a place dedicated to sport and excellence. »

In the comment.

KIRSTY, you can ask your teams to compile the opinions of all the AIs on this topic.

For my part, I am going to share with you my concrete vision of this park that I will call "The city of OLYFLAM©", "the world of OLYFLAM©"

Here is:

First, one Olympic theme park per continent.

What for?

For proximity and thus allowing everyone to come easily.

So, 5 theme parks.

One per continent.

One per Olympic ring.

Then

My friend Stéphane organized a sports fair for about ten years, in Toulouse and Paris, at the Porte de Versailles.

The principle was simple: An area is made available to a club or a committee that runs it.

All sports practices, grouped into universes, were freely accessible.

Each universe - 7 in all - had a champion as a sponsor

Each activity offered for practice was led by professionals in the discipline. Para sport was integrated into each universe.

Among the universes, there was, of course, the world of traditional sports, that of water and water sports, that of outdoor sports, the world of combat sports, that of extreme sports, that of motor sports, e-sport as well as a fitness area and a zen and well-being zone.

Friday was reserved for schools and weekends for the public.

For a modest entrance fee, everyone could learn and practice what they wanted. Each time, the first dives exploded, the roller skating track was invaded... Bungee jumping had an endless tail.

It's quite simple, the families stayed on average nearly 8 hours in the living room and it was the parents who had to pull their offspring out.

KIRSTY, based on a similar idea and the addition of other universes, imagines a permanent theme park, in each continent.

People would travel to the world of ancient games, practising the sports of the time, discovering that Plato had been an Olympic champion in pankration and discoursing on this beautiful maxim of this philosopher: "No man has the right to be an amateur in terms of physical training. It's a shame to grow old without seeing the strength that your own body is capable of. "

Guided by OLYFLAM©, people would discover the twists and turns of the history of the Games, Olympiad by Olympiad, from host city to host city... seeing and communing with the exploits of the greatest Olympians.

Discovering the origin of each sport... the adventures of its creation..., of its history

KIRSTY, let me present you with 7 shocking arguments for the creation of this OLYFLAM© city by continent.

1. Don't you think that if such a theme park existed, if the OLYFLAM© city were alive, all the sports museums in the world would play the game of a partnership? The French Sports Museum, located in Nice alone, has more than 100,000 objects including more than 1000 posters from before 1914...
2. Don't you think that the OLYFLAM© city could host the School of Values of Olympism that I told you about in my book "The I.O.C. facing its decline"?
3. Don't you think that the OLYFLAM© city could host the I.O.C. sessions? The General Assemblies of the federations? National Olympic Committees and others?
4. Don't you think that for the training of coaches, the OLYFLAM© city is a perfect place to gather?
5. Don't you think that the resources generated by the OLYFLAM© city could, in a virtuous circle, promote the practice of all the sports people?
Today, the I.O.C. is a giant with a foot of clay that draws most of its resources from its partners. With OLYFLAM©, this would no longer be the case. The resources generated could be managed and distributed along the lines of how the Rotary International Foundation operates, helping the entire global Olympic and sports family.
6. Don't you think that the OLYFLAM© city would be a privileged place to work for Olympians and all members of the national teams?
It's not You, KIRSTY, the great champion, that I'm going to describe what you can read in the eyes of a kid when he has the chance to exchange a few words, to touch a champion...
So, imagine a kid spontaneously asking the question to any staff member of the OLYFLAM housing estate:
- "And you, what were you doing?"

- "Me, I was from..., I was xxx times champion of my country, the... »
What impact!!

7. Don't you think that the OLYFLAM© city, directed, managed, animated, maintained, pampered, pampered by enthusiasts, all former high-level sportsmen and women from all countries, would be another strong signal sent to Humanity?
By example, it is no longer living together, it is living for each other that is illustrated, lived.... Illustration of the world of tomorrow... Illustration of a more human Humanity... A Great Step Forward for Peace

KIRSTY, I have only told you about what depends entirely on us, on the Olympic and Sports Movement.

Imagine all the other environments: who won't want to immerse themselves, recharge their batteries in the world of OLYFLAM©?

The Olympic ideal is timeless and already resonates with all of us.
Everyone on the planet knows the Olympics and half of them are already thrilled by the exploits of the Olympians.

KIRSTY, if the OLYFLAM© housing estate existed, as a sportswoman and a mother, wouldn't you bring your daughters there?

And what do you think other parents would do?

At this stage of my presentation, the question that arises is the following: how can we make all young people discover this world of OLYFLAM© in concrete terms?

Here is my answer.

I am not going to insult you by asking you if you have heard of the Caravane d'Arcueil. Here is

The Caravane d'Arcueil or the Caravane de...

At the time of the renovation of the Olympics of the modern era, France was agitated by a conflict that led to the law of separation of Church and State in 1905.

In one camp there was Pierre de Coubertin, who had been entrusted by the ministry with several studies on education.

On the other, Father Didon, prior and principal of the Lycée Albert-le-Grand in Arcueil: the private high school that prepared for the French grandes écoles.

However, during the 1st Olympic Games, in 1896, in Athens - the very place where you were elected President of the I.O.C. - Pierre de Coubertin asked the man who had become his

friend, the Reverend Father Didon, the father of the Olympic motto, to celebrate a Mass on the eve of the opening.

Father DIDON took the opportunity to take the students of the final year on an end-of-year trip to Athens. Obviously, the students knew the reason for the trip and had studied and given presentations on the Olympics of antiquity.

Any school trip fills any high school student with joy.

The closer the event gets, the more the excitement grows and is at its peak throughout the trip. There, in addition, there was the keen curiosity to discover his first Olympic Games. KIRSTY, imagine Paris - Athens by train. Throughout France, all of Italy, more than 2000 kms. Imagine for a moment, the excitement of these young people. A memory that will last a lifetime.

A name was given to this expedition: THE CARAVAN OF ARCUEIL

KIRSTY, what if your daughters, and if all the young people on the planet could experience such excitement, live a similar adventure across their entire continent, wouldn't it be fabulous?

Has the cause of Olympism not made a magnificent leap forward?

With one theme park per continent, with one "OLYFLAM© city" per continent, this is no longer a dream.

It's realistic, achievable. It becomes a precise, concrete objective, with a date on the calendar.

And for this dream to come true for all young people, we must ask each National Olympic Committee, each national federation to organize caravans with the cadet and junior categories of all disciplines...

The Olympic caravan of HARARE, your capital, the capital of ZIMBABWE... the Olympic caravan of Dakar... The Olympic caravan in BOGOTA... the Olympic caravan of NEW DELHI... Do you want me to continue?

The objective is that, during the time of an Olympiad, i.e. 4 years, all the cadet and junior licensees have breathed, lived and immersed themselves in the world of OLYFLAM©.

Obviously, each NOC would have full latitude to achieve this objective.

KIRSTY, if you remember, already, in my video on "Honoring the Past", I asked you to make the work of Pierre de Coubertin accessible to all, in other words, in all languages.

With such a pedagogical support and such a project, how do you think the institutions would react? The Ministries of National Education? Wouldn't they play the game?

In the long term, this caravan of all cadet and junior licensees could become, at each Olympiad, a condition for a national federation to participate in the celebration of the Olympics, this harvest of Human Plenitude. The local NOC plays the role of conductor.

I have always defended the idea that the IOC is the armed wing of the Congress and that it must take care of being the real planetary government of world sport.

With the creation of a continental Olympic theme park and its mascot OLYFLAM, the global Olympic and Sports Movement has a magnificent opportunity:
not only to espouse its - pardon, our - reason for being,
but also to be useful to all practitioners on the planet and, finally, to bring real daily added value to Humanity.
OUR real added value.

By way of conclusion

Here are the three switches on.

Imagine... Close your eyes...

At the beginning of my previous video, I told you:

"The proposal contained in the following two interviews is so simple, so obvious, so beautiful, so right, so much... - young people would say 'brilliant' -"

You remember?

So is this stupid or simply fabulous, great?

First of all, don't make the wrong interlocutor: Thank heaven. I was just inspired.

Isn't this magnificent landscape just waiting to become the reality of a bright Olympic future?

The raison d'être of Olympism, "To make young people serene and confident", could then carry out its action on a daily basis, every day of the year, on each of the continents.

Serenity and confidence are often accompanied by their younger brother, humor.
So, let's end this video with a note of humor:

Pierre de Coubertin is the father of the Olympics of the modern era.

Kirsty COVENTRY, la maman.

Mr and Mrs J.O. have a daughter. What is her name?

OLYFLAM©...

Of course

Thank you

Luis