

# FACT SHEET

07.20.2020



United States  
Olympic  
& Paralympic  
Museum™

## overview

The U.S. Olympic & Paralympic Museum is a one-of-a-kind tribute to the Olympic and Paralympic movements, with Team USA athletes at the center of the story.

## galleries

Hall of Fame: The Hall of Fame welcomes guests to the U.S. Olympic & Paralympic Museum. While waiting for their Museum tour to begin at the reserved time, guests can explore the U.S. Olympic & Paralympic Hall of Fame interactive digital pylons and enjoy content on the 40-foot LED video sail. *Olympus Within*, a larger-than-life bronze sculpture created by Olympic fencer and sculptor Peter Schiffrin, also greets guests before they begin their USOPM journey.

Introduction to Olympism: Guests ride the elevator to the third floor to begin their Museum experience. Once guests step into the first gallery space, they learn about the history of the ancient Games and the origins of the modern Olympic and Paralympic movements. The marquee exhibit in this gallery is the collection of Olympic torches from the Crawford Family U.S. Olympic & Paralympic Archives – a full set dating back to 1936 when the first Olympic torch relay was held.

Athlete Training: Having learned about the origins of the Olympic and Paralympic movements, guests embark on the journeys that Team USA athletes take to get to the Games. The first stop is Athlete Training. In this space, guests try six interactive sport demonstrations: 30-meter dash, alpine skiing, archery, goalball, skeleton and sled hockey. These sports were selected because they have an Olympic and Paralympic equivalent and highlight the wide range of skills needed to be the best in a particular sport (speed, accuracy, mental focus, reaction time and focus).

The Lab: The Lab demonstrates how science and technology play a role in maximizing an athlete's performance in training and competition. The space highlights technological advancements in equipment, rehabilitation and recovery methods and showcases the importance of clean sport.

Parade of Nations: The Parade of Nations gives guests the experience of walking into the Olympic or Paralympic stadium alongside members of Team USA. Guests start in the tunnel before entering a 360-degree, multimedia experience that simulates the Parade of Nations during an Opening Ceremony.

Summer Games and Winter Games: The Summer Games gallery and Winter Games gallery are two spaces dedicated to telling specific stories of summer and winter sports, relying on physical and digital elements to do so. In these galleries, guests find historically significant artifacts and have the chance to see the RFID and digital technology come to life. Each gallery contains an interactive wall with in-depth information on each Olympic and Paralympic sport so guests learn about their current favorite sports and leave with new ones.

The World Watches: The Olympic and Paralympic Games transcend sport, and The World Watches tells the stories of the Games' global impact on history and culture. A timeline element dives into how the sociopolitical and geopolitical context influences the Games while the Games themselves affect the world at large. The Ask an Athlete exhibit features artificial intelligence that allows guests to have an in-depth conversation with an Olympic or Paralympic athlete.



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Rotating Gallery: There are more than 12,000 U.S. Olympic and Paralympic athletes, more than 100 years of Olympic and Paralympic history, and endless stories to be told. This gallery will change content regularly and provides the Museum exciting opportunities to tell these many stories. Upon opening, this gallery will feature artwork from LeRoy Neiman, the official Olympic painter for five Games.

Medal Collection: The final marquee exhibit in the Museum is also from the Crawford Family U.S. Olympic & Paralympic Archives – a nearly-complete collection of Olympic medals.

Final Film, “To Take Part”: The guest experience culminates with the final film *To Take Part*. Produced by NBC – proud partner of Team USA – this 10-minute film highlights some of the best stories and moments of Team USA athletes, ensuring that guests complete their journey feeling inspired.

Medal Ceremony: Woven together from past Games, the final gallery captures the most poignant, emotive and inspiring moments on the podium for Team USA athletes. The three-minute video is motion-triggered by guests’ movement.

## universal design

With its universal design and technology capabilities, the Museum is one of the most accessible and interactive museums in the world. Powered by RFID technology, guests can customize their sport preferences and accessibility needs for a tour that is uniquely their own. Team USA athletes were involved and consulted throughout the project to achieve our goal of authentic experience and inclusive design.

## health and safety

The Museum has taken several measures to provide a safe and contactless environment to ensure the health and well-being of our guests. More information can be found at [usopm.org/safety](https://usopm.org/safety).

## digital locker & personalization

Craft a journey through the Museum that is uniquely your own. Powered by RFID technology, your keepsake Visitor Credential automatically generates content specific to your accessibility needs and Olympic and Paralympic interests. This credential also unlocks your personalized Digital Locker, which populates with photos, videos and bookmarks from your visit. To access these keepsakes, simply scan the QR code on the back of your credential or visit [usopm.org](https://usopm.org).

## usopm timeline

- **Summer 2012:** Museum concept is discussed among local leaders
- **June 2013:** Feasibility study is completed by Barrie Projects
- **July 2013:** Board of Directors is formally established
- **December 2013:** City for Champions project receives \$120.5 million in funding from State of Colorado Economic Development Commission (\$26.2 million for USOPM project)
- **July 2014:** Diller Scofidio + Renfro is selected as design architect
- **June 2017:** USOPM Groundbreaking
- **May 2020:** USOPM received the temporary certificate of occupancy
- **July 30, 2020:** Doors open to the public