

The Cultural Olympiad in the South West

THE EXTRA MILE

...the journey of a lifetime

The theme for the Cultural Olympiad in the South West

A series of **Extraordinary Journeys** through the unique environment of the South West and beyond (to find the source of rivers or across the ocean in real or virtual time) in search of:

- **Extraordinary People:** explorations of *who we are, identity and diversity*; traditions and innovation; celebrations of the South West's heroes from the past (Darwin, Drake and Thomas Hardy) and present (Tom Daly and our Paralympians); the ways in which we welcome the world to our region and the provision of appropriate skills to ensure the future health of our creative industries and tourism
- **Extraordinary Places:** from Stonehenge, Glastonbury and Bath, to Portland, Holton Lee and Eden, the South West is full of iconic places, structures and milestones; the Olympiad gives us the opportunity to reassess their significance, the stories and myths that surround them, and the ways in which we present and interpret them today
- **Extraordinary Spaces:** journeys that make connections between our urban and rural communities and from the coast into the landscape; explorations of how we animate and humanise public spaces (from town squares and housing estates to public rights of way, our National Parks and AONBs)
- **Extraordinary Events:** and experiences that mark moments, celebrate the environment and *raise the bar* in terms of quality and levels of access, participation and aspiration
- **Extraordinary Challenges:** creative responses to, and subversion of the paradoxes and difficulties that often surround the Games, from the potential conflicts between *competition* and *collaboration*, to perceptions of the *body beautiful* and the relationships between *sport, culture and politics*

Underpinned by an **Extraordinary Commitment** to minimising the carbon footprint of every project we present. Taking our lead from the power of the wind at Weymouth, a commitment to making journeys on foot, by water or by bicycle; encouraging audiences to do the same and Local Authorities, public transport providers and politicians to increase the opportunities for doing this