

A TALE OF 2 OLYMPIC CITIES

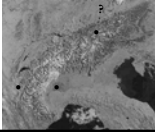
What Torino can learn from previous Games in the Alps ?

Prof. Jean-Loup Chappelet
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Torino 2006 voglia di Olimpiadi
 Questions and Answers about the Games and their Legacy
 Università degli studi di Torino, 24 February 2005

WINTER OLYMPICS IN THE ALPS

- From 1924 to 2006: half of the Olympic Winter Games in the Alps (10 out of 20)
- Only 4 out of 10 in cities rather than winter resorts (like Chamonix, St.Moritz, Garmish, Cortina...)
- Innsbruck 1964 and 1976
- Grenoble 1968
- Torino 2006
- Waiting for Munich 2018 ?






3 CITIES IN THE ALPS

	Grenoble	Innsbruck	Torino
Capital of	Isère	Tyrol	Provincia
Altitude	212 m	582 m	238 m
Olympic Inhabitants	161'000	100'000	866'000
Inhabitants 2005 (metropolitan area)	170'000 (1'121'000)	120'000 (673'000)	866'000 (2'216'000)
« Big Sister »	Lyon	Salzburg	Milano






GRENOBLE 1968

- From a local, electoral bid to a national cause
- 2 objectives: develop the French ski industry and help Grenoble catch up with its growing population
- One of Gaullist period prestige projects
- Spread out Games, rather long distances
- Farthest venue: L'Alpe-d'Huez 61 km away
- First anti doping tests
- First color television broadcasts
- First Mascot (Schuss)
- Jean-Claude Killy (FRA): 3 Alpine skiing gold medals


INNSBRUCK 1976



- Replaces Denver'76 on the basis of Innsbruck'64
- Saves the Winter Olympics
- "Die einfachen Spiele"
- Compact Games, short distances
- Farthest venue: Seefeld 33km away
- First (heavy security) Games after Munich'72
- First combined and artificial bob and luge run (Iglu)
- Rosi Mittermaier (GER): 2 golds+1 silver Alpine skiing medals

30 TO 40 YEARS LATER...

Which legacy ?

- Sport
- Urban
- Infrastructural
- Economic
- Social

SPORTS LEGACY

Grenoble'68

- All facilities destroyed or abandoned, except 10,000-seat Palais des Sports and small ski jump in Autrans
- Almost no other large-scale sport events after the Games
- Not a cause of the rise of cross-country skiing in France

Innsbruck'76

- All facilities maintained/renovated and/or developed
- Olympia World Innsbruck (2 ice rinks + track + stadium)
- Many large-scale sport events hosted since

SPORT LEGACY



URBAN LEGACY

Grenoble'68

- A totally transformed city in less than 4 years
- Many new landmarks: city hall, train station, post office, hospital, cultural center, campus, monumental sculptures
- Olympic Village becomes a new town (Villeneuve)

Innsbruck'76

- Few changes to the city structure
- Olympic village is an extension of 1964 village in Arzl
- Joint media center becomes bus depot and teaching academy

URBAN LEGACY



INFRASTRUCTURE LEGACY

Grenoble'68

- Brand new transport infrastructures: airport, motorway, roads, railways
- Telecommunication networks

Innsbruck'76

- Some transport infrastructure improvements (bridges...)
(Brenner motorway to Italy already build for 1964)
- Ski lifts, funiculars and cable cars extension

INFRASTRUCTURE LEGACY



ECONOMIC LEGACY

Grenoble'68

- Low tourism impact except congress tourism with new Alpexpo exhibition center (Dauphiné resorts not in the same league as the Savoy region)
- (Re)location of many large companies (HewlettPackard...), 2nd largest technopark in France linked to the universities

Innsbruck'76

- High tourism impact (today 22'000 beds in 4- & 5-stars hotels within 50 km radius)
- Rather low industrial impact

ECONOMIC LEGACY



SOCIAL LEGACY

Grenoble'68

- Few collective memory despite 1988 and 1998 anniversaries, reputation of high local taxes
- Olympic cauldron lost for 20 years !
- Population opposed to 1976, politicians thinking of 2014

Innsbruck'76

- Strong, proud memory revived by many sport events
- Twin Olympic cauldrons dominate the city
- Many want to bid again for 2002, 2006, 2014, 2018...

SOCIAL LEGACY



GRENOBLE & INNSBRUCK TODAY

- 2 bustling cities with a strong economy and large student population
- 2 important but totally different Olympic legacies

Grenoble

From an underdeveloped city to an economic hub

Innsbruck

From an old fashioned capital to a trendy sport city

OWG EVOLUTION 1968-2006

	Grenoble'68	Innsbruck'76	Torino'06
Sports/disciplines /medal events	6 / 10 / 35	6 / 10 / 37	7 / 15 / 84
NOCs (Countries)	37	37	~85
Athletes (M & F)	1290	1260	~2500
Tickets sold	338'000	733'000	~ 1'500'000
TV rights (million US\$)	2.6	9.6	832.0
Total costs (million US\$)	1.1 billion FFr 222 mio US\$	600 mio. ASH 33 mio US\$? 1.2 billion € 1540 mio US\$

TIMES HAVE CHANGED

- Winter Games have grown a lot (2 to 3 times bigger)
- Larger cities, more distant venues
- Environment is a big issue
- Economy is not booming anymore

Or did they ?

- Strong national state involvement
- Looming deficits
- Feuds between OCOG and City Hall
- Wish to use the Games as a catalyst for development



TORINO LEGACY ?

- Can Torino learn from Grenoble and Innsbruck ?
- Emulate the best of Grenoble'68 :
Urban, infrastructural and economic legacies
- Emulate the best of Innsbruck'76 :
Sport, tourism and social legacies
- + Bring in new legacies of Torino'06 :
Environmental, cultural...
- Only the future will tell us
- But studying the public policies of the past can help



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