

## Chapter 16: SO Town and SO Festival

### 16.1 Functional Goals

- 16.1.1 To promote the excellence of Korean culture by holding various exhibitions and participatory events during the Games
- 16.1.2 To provide a wider variety of cultural opportunities for athletes to take part in and cultivate harmony and friendship

### 16.2 Basic Policy

The Games Organizing Committee will:

- 16.2.1 develop a variety of cultural events for all delegations in order to maintain the festive mood of the Games
- 16.2.2 develop programs that help understand people with intellectual disabilities and the general public as well as the athletes can participate in
- 16.2.3 create a festive atmosphere where all athletes and coaches can enjoy Korean culture and promote international friendship
- 16.2.4 create exhibition and participatory events that are based on various materials pertaining to Korea's winter culture
- 16.2.5 secure good accessibility by holding exhibitions, participatory events and performances at SO Villages

## 16.3 Event Summary

- Date: from January 29 to February 5, 2013
- Venue: Pyeongchang and Gangneung areas including Alpensia Resort and Gangneung Stadium
- Major events: Special Olympics Town programs consist of exhibitions, participatory events and e-sports experience events. Special Olympics Festivals are mainly stage performances that are standing events and featured stages.

## 16.4 Development Plan

### 16.4.1 Special Olympics Town(exhibitions and participatory events)

- Date: from January 29 to February 5, 2013
- 10:00 to 18:00(adjustable) at Alpensia and Gangneung Stadium from January 29 to February 5, 2013
- GOC should conform to a set of timelines developing a specific plan for exhibitions and participatory events by September 2012; confirming booth operators, programs and products between November 2012 and January 2013

### 16.4.2 Considered Examples of Special Olympics Town programs

- Experience of Korean traditional culture and Pyeongchang's local culture including craft, garment, food, playgames, etc.
- Exhibitions and participatory events: soap casting, art wall of graffiti, photo exhibit, etc.
- E-Sports: basket ball, yoga, golf, football, table tennis using Wii Fit

### 16.4.3 Special Olympics Festival(performances)

- Date: from January 30 to February 4, 2013
- Standing performances from 10:00; featured stages from 14:00(both adjustable)
- Venue: Alpensia Resort in Pyeongchang
- GOC should conform to a set of timelines establishing performance programming and specific development plan by September 2012; fixing the cast and executing the production between November 2012 and January 2013.

### 16.4.4 Considered Examples of Special Olympics Festival programs

- Standing events: mime, juggling and magic shows, clown shows and other misc. performances
- Featured stages: HOD Talent Show, vocal ensemble a cappella, indie bands performance, b-boy performance, Korean contemporary percussion beating, Korean traditional dance, and other stages of choirs and orchestras
- Stages by artists with intellectual disabilities such as Heart-to-Heart Wind Orchestra, Happynist, Rainbow Doodle So Ri, Hanbit Performing Arts Company, etc.