



– Unique Olympics, in camera

The Games are awarded in Tokyo in 2013 in Buenos Aires during the 125th session of the IOC. Tokyo's capital, unfairly beaten by Rio, won against a small number of competitors. For the second time, Japan is hosting the Games. In 1964, they had recorded the return of a country hardly hit by WWII (Hiroshima and Nagasaki) on the international scene.

The Olympic Games are to be delayed in 2021 due to a global pandemic, a case of force majeure. The virus has been spreading from China. The World Health Organization (WHO) has named the virus (Coronavirus) since February 2020 and regularly documented its extension. All continents are affected, the victims (primarily the most vulnerable people, elderly or overweight) multiply and cause a first global confinement. The trips are drastically reduced, international journeys (flights cancelled, ships in quarantine) but also within countries. Many athletes are contaminated or have their sports preparation singularly reduced. Sanitary conditions prohibit any meeting that could be a source of spread, on an international scale.

In 2021, health safety is still not guaranteed: the Games will be held behind closed doors, without spectators, a première. The relay of the Olympic flame is forbidden to the public, it arrives in Tokyo in an empty stadium. For the first time in Olympic history, spectators, essential actors of the Games, are absent. They have a decisive influence on performances (by supporting their athletes) and finance the Games (through ticketing). Before the sponsors and in the absence of spectators, television broadcasting rights become the main source of revenue for the Olympic Games. The IOC launches the Olympic channel for these Tokyo Games. The financial balance sheet is estimated at 13 billion euros in 2022 (reduced to 10 with the devaluation of the yen), the most expensive in Olympic history.

The emblem of the Games is indigo blue, the traditional Japanese colour, with a pattern that expresses the refined elegance and sophistication that characterizes Japan. The checkers, known as "ichimatsu moyo" evoke the Edo period (1603-1867). The design, which consists of three rectangular shapes, evokes different countries, cultures and ways of thinking. Its message is "Unity in Diversity" which furiously recalls the motto of the European Union (adopted in 2000)- «United in Diversity». For the Japanese Olympiad, the Olympic and Paralympic Games must promote diversity, a platform to connect the world

The Tokyo Games highlighted an important dimension- the host country's commitment to hosting the Games is essential. For the Paris 2024 Olympics, Parisians have long been refractory - fearing the financial cost, apprehending the necessary works (over several years), the expected congestion of the streets with the massive influx of tourists, but especially the drastic security measures that have a negative impact on some sensitive places (around the Seine river). Tokyo and Paris do not need the Games to shine, but the event can create unprecedented opportunities and unite a disunited nation.

- (1) Documentaire de Mickaël Gamrasni « Olympiques ! La France des Jeux », France, diffusé le 16 juillet 2024 sur France 2
- (2) Site officiel du CIO- <https://olympics.com/fr/olympic-games/tokyo-2020/logo-design>
- (3) Allocution liminaire du Directeur général de l’OMS lors du point presse sur le 2019-nCoV du 11 février 2020- <https://www.who.int/fr/director-general/speeches/detail/who-director-general-s-remarks-at-the-media-briefing-on-2019-ncov-on-11-february-2020>

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