

OLYMPISM ART GENRE MANIFESTO

Roald Bradstock

“Olympism is a philosophy of life... blending sport with culture and education.”
— Pierre de Coubertin

This vision was never fully realized.
Until now.

We live in an age where **artificial intelligence is replacing repetition**—
automating processes, accelerating outcomes, removing effort.

But in **sport and in art**, repetition cannot be replaced.

Because repetition is not mechanical.
It is **human**.

It is where:

- discipline is forged
 - failure is confronted
 - mastery is earned
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The Olympism Art Genre is built on this truth:

what athletes do physically, artists do visually.

Every repeated throw, stroke, or movement
finds its equivalent in repeated marks, lines, and forms.

Repetition becomes visible.
Training becomes art.

This is not representation.
This is not interpretation.

This is **embodiment**.

A visual language constructed from:

- motion
 - trajectory
 - energy
 - endurance
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The studio is a training ground.
The canvas is a field of play.

The act of making is an act of performance.

This genre rejects the passive observer.

It is **participatory**.

Athletes, students, and communities become co-creators—
reflecting the Olympic ideal of:

individual excellence within a collective human experience.

In a world increasingly shaped by artificial systems,
the Olympism Art Genre asserts the value of:

- effort over automation
 - process over outcome
 - human repetition over machine efficiency
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This is the continuation of Coubertin's unfinished idea—
the full integration of:

sport + art + culture

This is not art about sport.

This is sport as art.