

# OLYMPISM ART GENRE

## *Curatorial Statement – Roald Bradstock*

**“Olympism is a philosophy of life... blending sport with culture and education.”**

— Pierre de Coubertin

The Olympism Art Genre is a contemporary realization of this original Olympic vision.

It is founded on a simple truth:

**what athletes do physically, artists do visually.**

At its core is **repetition**—the essential process through which mastery is achieved.

Elite athletes repeat movements thousands of times; in this genre, repeated lines, marks, and forms translate that same discipline into visual language.

In an era where artificial intelligence is rapidly replacing repetitive tasks across society, the meaning of repetition is changing.

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

Because here, repetition is not mechanical—it is human.

It embodies effort, failure, persistence, and growth.

The work draws directly from:

- athletic motion
- trajectories of objects
- the discipline of training

Transforming them into a visual system rooted in **energy, endurance, and human potential.**

Beyond the individual artist, the Olympism Art Genre is inherently **participatory.**

Athletes, students, and communities contribute to collaborative works, reflecting the Olympic ideal of **individual excellence within a collective experience.**

This practice exists across:

- Olympic cultural programs
- global education initiatives
- large-scale public artworks

Positioning it not only as an artistic approach, but as a **global cultural movement.**

As Coubertin envisioned, the Olympic Games are not solely about competition, but about the integration of **sport, art, and humanity.**

The Olympism Art Genre extends that vision into the present.

**This is not art about sport.**

**This is sport as art.**