IAAF HERITAGE

Savouring the best
Promoting the present
Engaging the future
A four-year integrated strategy employing Athletics’ history

- its heroes & heroines, their artefacts, and the documents, video & photographs that portray them -

...to engage with the stars and fans of the present and future
- Museum
- Travelling Exhibition
- Historic Archive
Museum

- PHYSICAL GALLERY
  - Location
  - Content
  - Interactive Games
  - Shop / Merchandising

- VIRTUAL GALLERY
PHYSICAL GALLERY

Location: Monaco

Artefacts:
-(medals, trophies, clothing, shoes, banners, etc...)
- Permanent loan of artefacts from collectors and athletes
- Temporary loan of artefacts from museums and other collections
- Acquisition of IAAF owned artefacts:
  - donations from top athletes who compete at IAAF competitions
  - buy in key historic items from auction

Photographs

Audio & Video

Documents & Books
ONLINE / VIRTUAL GALLERY

Location:
- Online section of IAAF website

Content:
- 3D scanning / modelling of artefacts
  - items from physical gallery
  - items from other museums
- Photographs
- Audio / Video material
Travelling Exhibition

The first physical step towards establishing a permanent athletics museum.

We are planning a travelling exhibition which will travel to IAAF events and Area competitions in future years.

The exhibition will include a selection of historic athletics artefacts supported with text, graphic and photographic based displays and screened audio-visual content.

The exhibition will follow the same concept which we successfully delivered at the Olympic Museum in Barcelona in 2012 to celebrate the IAAF Centenary.
Preservation, conservation and acquisition of artefacts, photographs, memorabilia, publications and documents related to the history and development of the IAAF and the sport of Athletics.