

The image shows the interior of the IAAF Heritage Museum. The room is filled with various sports memorabilia, including framed photographs, jerseys, and trophies. In the center, there is a red and white octagonal table with a net, possibly a miniature table tennis or badminton table. The floor is red with white markings, including the numbers '4' and '5'. The walls are covered with more memorabilia, and there are glass display cases throughout the room. The lighting is warm and focused on the exhibits.

IAAF HERITAGE

Savouring the best

Promoting the present

Engaging the future

IDROTTSFÖRBUNDET

(THE SWEDISH AMATEUR ATHLETIC ASSOCIATION)

has herewith the honour of inviting you to take part in a

CONGRESS

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

p. m., July 16th., 1912, at Hasselbacken

Stockholm, for the purpose of forming an

to engage with the stars and fans of the present and future

INTERNATIONAL AMATEUR ATHLETIC FEDERATION.
Two or two representatives should be sent, of whom one

shall be invited to vote.

The list of subjects for discussion will be sent to you later

IDROTTSFÖRBUNDET

- *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



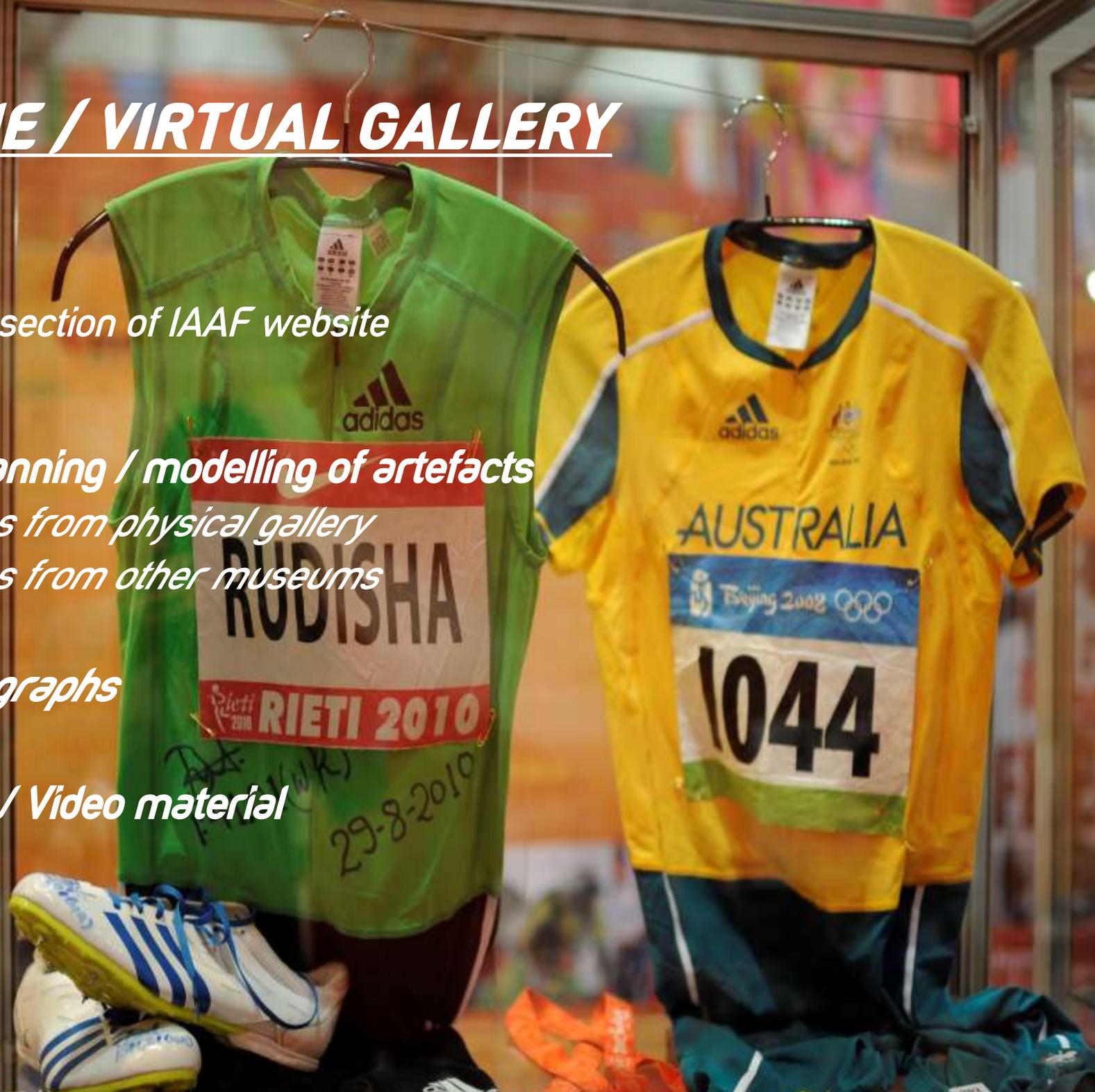
ONLINE / VIRTUAL GALLERY

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.

Historic Archive/Collection

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

