



# The Cultural Olympiad in the South East

A seminar presentation by  
**Caterina Loriggio**  
Creative Programmer for London 2012, South East

**When?** Thursday 6<sup>th</sup> August 2009 6.45pm Tea/coffee for 7pm start – 8.30pm.

**Where?** Westerham Village Hall, Quebec Avenue, Westerham, Kent TN16 1BJ.

**Cost?** Free.

**Who is it aimed at?** All those involved in the heritage sector, museums/libraries services, Local Authority Arts or Youth Development Officers, or anyone organising cultural events in the South East.

Inspired by the founder of the modern Olympic movement, Pierre de Coubertin's idea of a marriage of sports and the arts, the Cultural Olympiad is designed to celebrate Olympic and Paralympic values in the cultural field.

£50 million has been earmarked for cultural events across the UK in order to, amongst other things, change the way culture is valued in the UK and engender increased participation in cultural activity, particularly amongst the young. The promotion of local cultural issues, including regeneration, heritage and tourism all form part of the aims and values of the Cultural Olympiad.

Caterina Loriggio will talk about how the Cultural Olympiad Creative Programmers intend to deliver an exciting and inspiring programme of excellent cultural activity to celebrate and profile the South East, enhancing a sense of place for those who live and work here as well as attracting visitors and business investment. Caterina will make particular reference to how the historic environment can be used as part of the celebrations and how it can benefit from it.

Numbers are limited. Please contact Peter Mills to reserve a place on Tel: 01306 879192

Or email [peter.mills@molevalley.gov.uk](mailto:peter.mills@molevalley.gov.uk)