



PRESS RELEASE

Athens welcomes its very own Olympic Museum at Golden Hall

Athens, 14.05.2021 – The Athens Olympic Museum opens its doors to the public on Friday, **14th May 2021** and aspires to become the new cultural and sports destination of the city.

The Museum invites the visitors to enjoy a unique journey in the history of the Olympic Games, through a chronological narration, which highlights the three pivotal periods of the Olympic Ideal: the Birth (Ancient Olympia), the Revival (Athens 1896) and the Return of the Olympic Games in Greece (Athens 2004).

The Museum showcases the Principles and Values, the structure of the Olympic Movement, the message of Global Peace, the Sports and the Athletes, the Greek Olympic and Paralympic Athletes, the Organizations, and Institutions. The Museum aims to highlight the “Endeavour” the effort to surpass oneself in all aspects of life. The idea of the “Endeavour” was the inspiration behind the design of the Permanent Exhibition of the Museum.

The creation of the Athens Olympic Museum was initiated by Lamda Development S.A., aiming to host an important part of the Olympic heritage of the country, as well as signifying the unique contribution of Greece to the establishment of the Olympic Movement and accenting Athens as the Olympic Capital.

For the verification of the exhibits the Museum’s team, collaborated with more than 40 National and International Cultural Institutions. Additionally, the donation of medals and personal equipment by Greek Olympic and Paralympic Athletes, private collectors, and members of the Olympic family was a contribution of outmost importance.

The Museum adopts state-of-the-art recreational learning techniques, offering a plethora of interpretive media, interactive exhibits (hybrid and digital), installations with original items and heirlooms, from antiquity to modern Olympic Games, composing a unique experiential expedition for the visitor.

A new meeting point is established within the premises of the Athens Olympic Museum, the Café - Restaurant “1896”, offering an amalgamation of Greek and Mediterranean flavors and a stunning view of the Athens Olympic Center “Spiros Louis” (O.A.K.A.) Moreover, the visitors will be able to choose among a variety of wonderful exclusive and official products, memorabilia, and gifts, from the authorized Athens Olympic Museum store located inside the Athens Olympic Museum.

The Athens Olympic Museum is accessible to everyone and was designed and implemented according to international standards. It is located on the first floor of the Golden Hall and it is connected via footbridge with the Athens Olympic Center “Spiros Louis” (O.A.K.A.). It is a member of the International Network of Olympic Museums and under the auspices of the International Olympic Committee (IOC) and the Hellenic Olympic Committee (HOC)



The Athens Olympic Museum hosts the authentic spirit of the Olympics Games and the unchanging values of the Olympic spirit, making every visitor feel the pulse of the Olympic Games!

Additional Information about the Museum, is available on the website athensolympicmuseum.org and via the official social media pages:

Facebook: Athens Olympic Museum
Instagram: @AthensOlympicMuseum
#AthensOlympicMuseum #GoldenHall

About Lamda Development

Lamda Development S.A., listed on the main market of the Athens Exchange, is a holding company specializing in the development, investment, and management of real estate. The company is a leader in the Retail Real Estate sector in Greece, with successful diversification in the office and residential sectors. The company's development portfolio includes: three commercial and leisure centers, The Mall Athens and Golden Hall in Athens and Mediterranean Cosmos in Thessaloniki (total GLA 157.000 sq.m.), office buildings, innovative residential complexes, and the Flisvos Marina in Faliro. In 2014, Lamda Development signed the contract with the Greek state for the acquisition of the shares of "Hellinikon SA". The project includes the land area of the old Athens airport and the coast front, totaling 6,2 mil sq. m. and will be the largest urban regeneration investment ever in Greece. The company has a top reputation as member of the Latsis Group. www.lamdadev.com/el/

Contacts

Lamda Development

Maria-Christina Griva
Corporate Communications Director
Email: mcgriva@lamdadev.com
Tel.: 2107450647

Athens Olympic Museum

Maria Papaioannou
General Manager, Xplore and Athens Olympic Museum
Email: mpapaioannou@lamdaleisure.com
Tel.: 2107450645