



MUSÉE NATIONAL DU SPORT

www.museedusport.fr



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PROJECT PRESENTATION

In conjunction with the Ministry of Culture and Communication, the National Sport Museum has piloted a major national collection, unprecedented in the sporting world, in conjunction with museums and institutions located in other UEFA Euro 2016 host cities.

- The digital portal of the collections of the museums of France, *Mona Lisa*, was dedicated to this operation and presented all the objects and testimonies collected

Thus contributing to enriching the History of sport in general and the Memory of football in specialy.

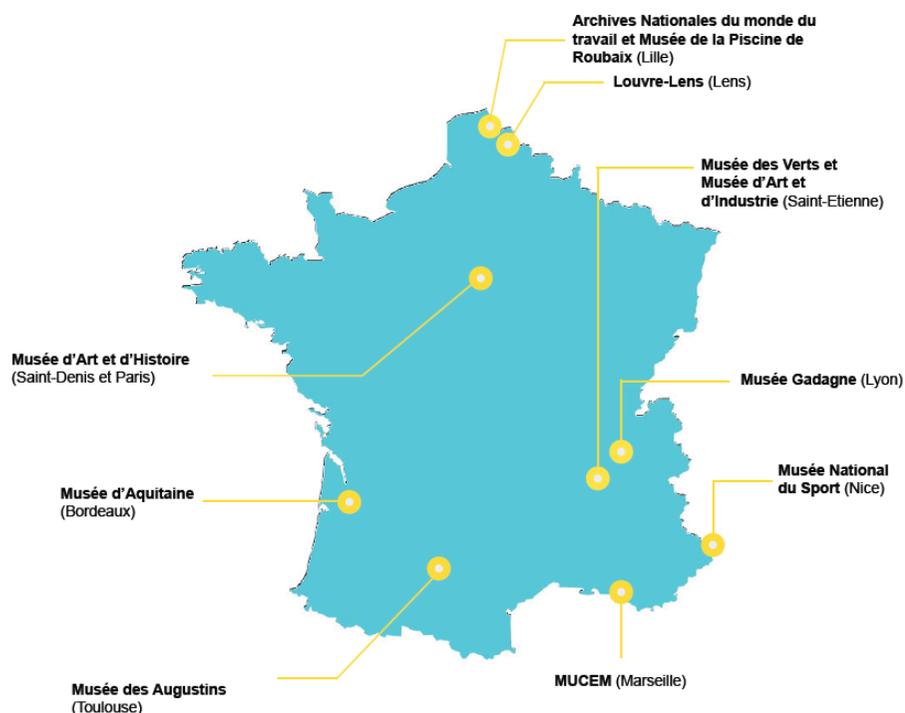
- Numerous exhibitions were produced jointly or in parallel with this major collection on the theme of football support.

REMINDER OF DEADLINES THAT HAVE BEEN MET

- 29 March 2015: Presentation of the project at the launch of EURO 2016 by the President of the Republic
- Spring 2016: Technical implementation of the collection with the integration of testimonials and objects in the web interface.
- 10 June-10 July 2016: diffusion on *Mona Lisa* of the collection of objects, photos, testimonies
- After EURO 2016: integration of all data into the museum collections of the National Sport Museum and "second life" of this dissemination with the *Mona Lisa* site.

PARTICIPATING INSTITUTIONS AND PARTNERS

The museums of the 10 cities hosting the competition were invited to take part in this project in order to collect testimonials and/or exhibit during the competition collections of supporters of clubs usually resident in the stadiums.



On the occasion of the organisation and reception of Euro 2016 in France from 10 June to 10 July, a collection of testimonies and objects dedicated to the supporters of French football clubs was organised from various cultural institutions. The collection of testimonies and objects dedicated to the supporters of French football clubs was organised.

This approach is based on three principles :

- welcoming
- listening
- and preserving.

The majority of these institutions have been the scene of interviews with supporters of the most successful clubs in French football. The filmed interviews conducted by museums and archives teams aimed to get a closer look at the historical and sociological conditions of attachment to a club.

Each fan was able to present his or her point of view on three aspects :

- sports education,
- the stages of partisan passion
- and the viewpoint on support.

Without claiming to be an ethnographic, the work highlighted both the similarity of the profiles and the complexity of the feeling of belonging to a club.

Supporting the club is as much about showing signs of belonging (wearing the club's jersey) as it is about evoking a sense of identity (the song of the match days, a true rallying anthem for supporters) or feeding on the legends of the "Ancients" to build its history at the club.

On the other hand, an interest in a club can be the result of chance that turns into a happy destiny. Being a native of the city is not enough to be a "fanatic" of your club. **We are not born "fan", we become so through several stages of identification.** This is one of the key points in these life stories where football, and in particular the club, plays an important role in society.

Finally, some institutions have approached the National Sport Museum as part of an exhibition project focusing on football and in order to set up a partnership through loans.

Other exhibition projects or events have been set up around the EURO event at Parc de la Villette (Foot foraine), at the Val-de-Bièvre Ecomuseum (There will be sports), at the Nationals Museums Center.

THE FINALITY AND AMBITION OF THIS PROJECT

- **This is an experimental operation that involves both the field of heritage practices (population participation) and the recognition of intangible heritage as a museum object.**
- **For a crossroads of cultures** : cultural institutions and sports. A dialogue must be created between museums and sport.
- **Participatory collection** : the populations build their heritage.
- **To attract the public to museums.** To bring objects but also to constitute a heritage of oral history and testimony and reflect on the status of intangible heritage in museum collections.

THE MEANS PUT IN PLACE

- Staff of museums making the call to testify, welcoming, filming, interviewing, image processing, inventory of interviews and collected objects.
- Own material and financial means, without subsidies.
- Support in terms of communication at local and national level, by the Ministry of Culture and Communication.

DISSEMINATION OF THE COLLECTION

From the beginning of June 2016, **the testimonies and objects collected gradually fed into a national database and a web interface accessible to all**. From the beginning of June, **most of the interviews were broadcast on the YOUTUBE web interface**, in parallel with the presentation on JOCONDE so that the videos could be readable: indeed, some files were too heavy to be integrated directly on JOCONDE. A channel was created ("Grande Collecte Euro 2016") in which museums participating in the project integrated all their interviews.

- Sur le site JOCONDE

Objets collectés :

http://www.culture.gouv.fr/public/mistral/joconde_fr?ACTION=CHERCHER&FIELD_8=LOCA&VALUE_8=NICE&FIELD_10=DMIS&VALUE_10=2016/06/06

Interviews:

http://www.culture.gouv.fr/public/mistral/joconde_fr?ACTION=CHERCHER&FIELD_1=DOMN&VALUE_1=NOUVEAUX%20MEDIAS&FIELD_8=LOCA&VALUE_8=NICE

- Sur la chaîne Youtube « Grande Collecte Euro 2016 »

<https://www.youtube.com/channel/UCwDF54FJdskTQnVr4u8piVQ>

YOUTUBE Viewing Reports

Reading the analytical graph of YOUTUBE, we can see that the peak viewing time is around 20-21 June, while EURO 2016 started 10 days ago (10 June - 10 July 2016). A consistency is observed until the end of July, during and just after the competition, which ended in a final match between France and Portugal (0-1). Finally, a new start can be read between 14 and 22 September, **before and after the weekend of Heritage Days "Sport and Citizenship"** during which the National Sports Museum announced and proposed to come back on the Great Euro 2016 Collection and to review interviews on a digital table in the "Café des Aiglons" (one of the spaces of the permanent exhibition) or on the Internet.

The data below shows different reading patterns :



CONCLUSION

This groundbreaking project of "La Grande Collecte Euro 2016", relating to the feeling of support and objects of footballing passion, showed **a tremendous momentum in the promotion of football as a major cultural event.**

Let's consider a post-game debrief. What can we learn?

- **Sport can contribute to the constitution of an oral heritage** through the evocation of shared stories.
- Football and museums and other cultural institutions can team up **to evoke remarkable aspects of social reality.**
- **The National Sports Museum can and must be the lead institution for promoting sports cultures** and finding keys to understanding the contemporary world in sport.
- **Technology supports, particularly social networks, are essential for the national and international dissemination of cultural projects.**