

# THE CULTURAL OLYMPIAD IN SEINE-SAINT-DENIS

## ENGAGE THE ENTIRE REGION

The Cultural Olympiad represents a tremendous opportunity to place culture and the arts at the heart of the daily lives of residents. This is why Seine-Saint-Denis, a region brimming with youth, sports enthusiasm, and creative energy, has fully committed to this project. Alongside Paris 2024, it aims to mobilize cultural actors and residents alike.



**66** accredited projects



**+ 5,000** residents actively participating in these projects

## → THEY BRING THE CULTURAL OLYMPIAD TO LIFE IN SEINE-SAINT-DENIS :



« **When I came here and experienced the atmosphere with Jane and Leïla, it made me want to work even more. [...] Being part of this project, from the beginning all the way to the Olympics, is a huge dream!** »

**RAYANE SOFYAN**  
16 years old, participant

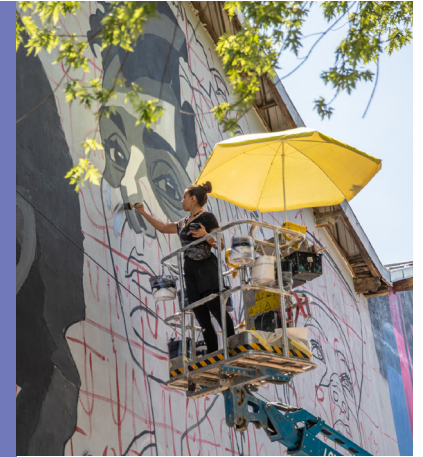
## → WE WON'T BACK DOWN - LA BEAUTÉ DU GESTE COLLECTIVE

La Beauté du Geste brings together eight major venues for the creation and distribution of live performances in Seine-Saint-Denis. Launched in the summer of 2022, the «We Won't Back Down» project aims to be an artistic, festive, and unifying event, reflecting the spirit of Seine-Saint-Denis. It is based on multidisciplinary creative projects in which residents directly participate.

**The creations produced formed the various segments of a grand collective parade on June 23, 2024, which brought together up to 1,200 people.**

## → STREET ART AVENUE

Street Art Avenue is an urban trail to explore along the Saint-Denis Canal, from La Villette in Paris to the Stade de France in Saint-Denis. Launched in 2016, this trail has been managed by Plaine Commune since 2022, in partnership with the cities of Saint-Denis, Aubervilliers, Paris, and the Department of Seine-Saint-Denis. It now features over thirty open-air artworks. The arrival of the Olympic and Paralympic Games (JOP) in the region is an opportunity to expand this trail and enhance its reach, especially on an international scale, by increasing the number of artworks created and installed as part of the Cultural Olympiad. The Street Art Avenue project also focuses on engaging youth through participatory creations and promoting social inclusion through the Saint-Denis neighborhood management association



## → CANTATE 2024

Cantate 2024 is the dream of a universal song shared with the residents. It will highlight the musical heritage and the riches of the diversity of Seine-Saint-Denis, the host department of the 2024 Olympic and Paralympic Games. The vocal ensemble Sequenza 9.3, in collaboration with Alexandros Markeas, Laurent Durupt, and Diana Soh, will create participatory musical works that unite all generations around festive musical gatherings (choral and instrumental) mixing residents of Seine-Saint-Denis and Paris, professionals, and amateurs.

