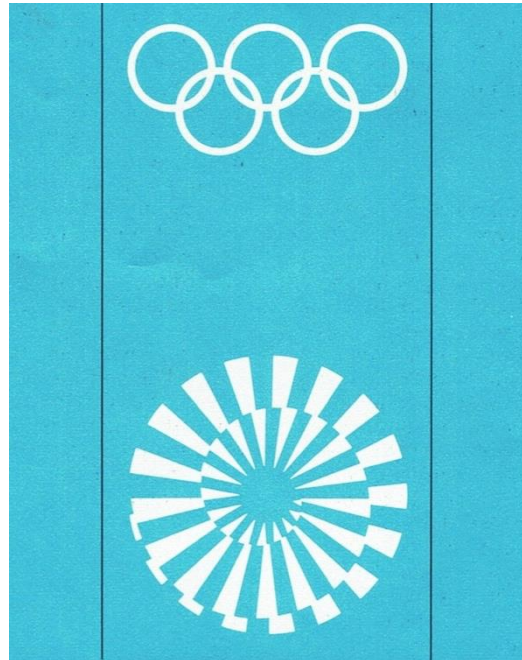


# MUNICH

## 1972



1972



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2017



Foto: J. Dragomir

## 1972 – 2017

The Olympic Site in Munich is known as the probably best example of continuously using the olympic facilities after the games.

Ever since the Olympic site has developed into a location of worldwide interest for visitors and an attractive recreation ground for all citizens.

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Ever since the Olympic site has developed into a location of worldwide interest for visitors and an attractive recreation ground for all citizens.

Let me indicate

### **10 ideas**

which may have contributed to this long lasting success:

# 1

**There was a need for many of the facilities  
Olympic Games required**

In the 1960ies Munich  
was **the** booming and thriving town in Germany.

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was **the** booming and thriving town in Germany.

### **However it did not have**

- a big arena for football / soccer and athletic competitions  
(with 2 clubs in the 1st League)
- multi-purpose halls for different large events
- a swimming pool good enough for international competitions
- a cycling track
- enough housing  
(but was increasing by 30.000 new people p.a.)
- .....
- enough money to pay for all of this



# 2

**Olympic Games were seen as a great chance**

- **for Munich to get the facilities needed**
- **for Germany to present the „New Germany“ to the world**

The idea of Olympic Games in Munich was  
unanimously supported by the

- Federal Government of Germany
- State of Bavaria
- City Council
- and the citizens of Munich / Bavaria / Germany

It was a chance  
to present new post-war Germany to the world.

In response to the Olympic Games 1936.

Germany was so different.  
The Games had to be different.  
Modest and cheerful.  
By no means monumental.

# 3

**Excellent preconditions were given:**

**Munich did have a long-term town planning strategy  
looking 30 years ahead**

## City Development Plan 1963

Set out for 30 years and to be the framework for the growth of Munich in terms of population, employment, traffic and public transport, .....

This provided a sound basis

- for the preparations to host the Olympic Games
- for quick and convincing decisions
- to integrate the Olympic facilities into an overall urban context

Thus it was possible to meet the extremely tight time table for the application with the IOC:

The idea of Olympic Games in Munich

- was born October 28, 1965
- end of application with the IOC was December 31, 1965

Time to prepare the application and all decisions: 2 months.

The decision by the Munich City Council  
to apply for the Olympic Games 1972  
was December 20, 1965

Decision of the IOC in favour of Munich: April 26, 1966



# 4

**one large site**

- **to accomodate the core olympic facilities**
- **to create the idea of compact games**

## **one large site**

A former military areas dating back to the Royal Bavarian Army  
– a 300 hectare site 4 km from the city centre –

turned out to be ideally suited  
to accomodate most olympic facilities closely together.

1965

„Olympic  
Site“



## compact games

These olympic facilities could thus be located closely together:

- the big arena for athletic competitions  
(later to be used for football / soccer)
- the multi-purpose hall
- the swimming pool
- the cycling track
- hockey fields (later University training grounds)
- the Olympic Village
- the press centre and press village

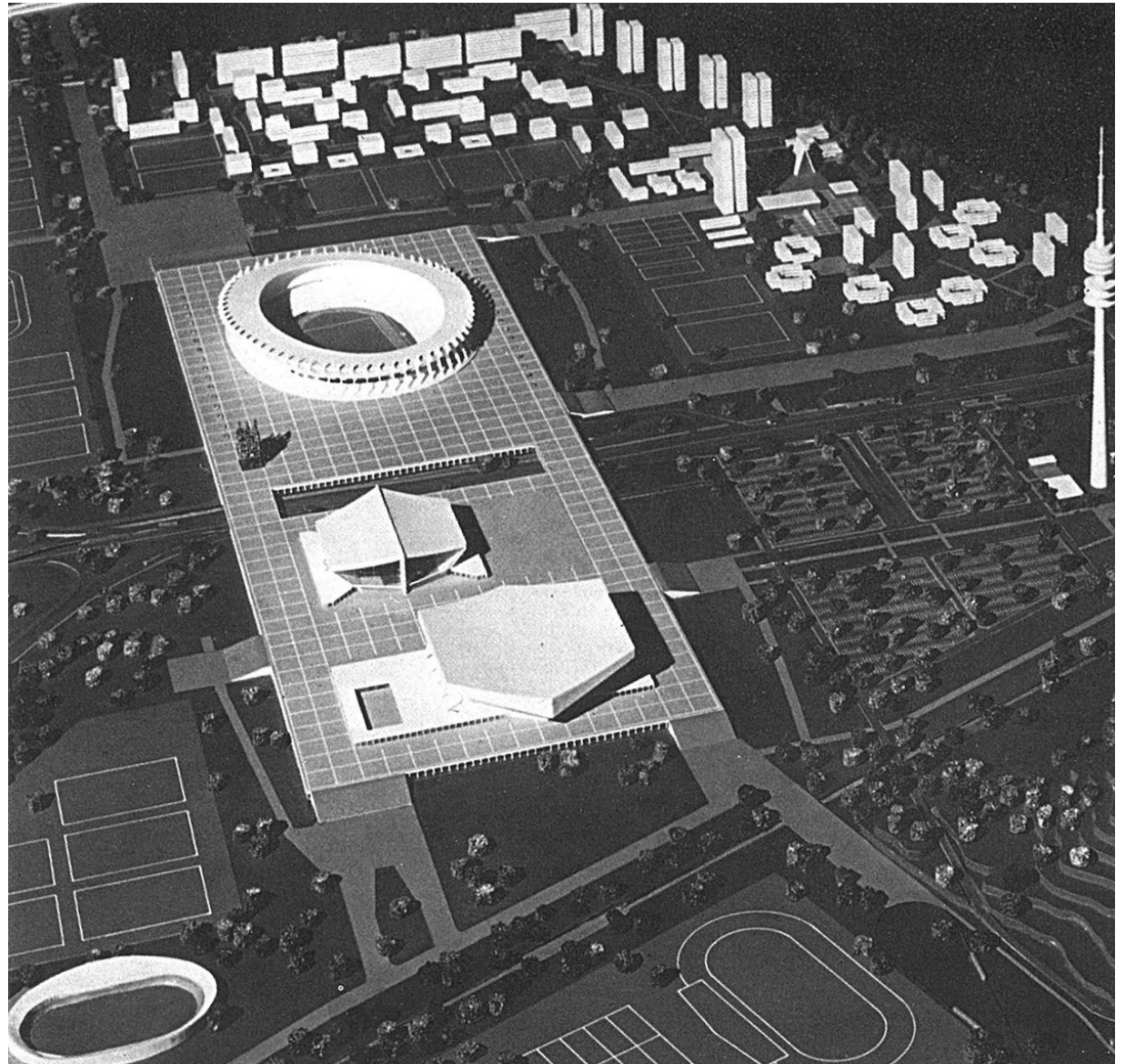
2 already existing halls (ice-rinks) could easily be integrated.



1966

Application  
Model

City of Munich



# 5

**The core idea of Olympic Games in Munich was:  
to serve primarily its citizens in  
by giving them what they (and Munich) needed**



## In Munich:

- the Olympic site as multifunctional and fascinating public park
- enhancement of the until then less developed northern parts of Munich and their image:  
the Olympic Games improved that image dramatically, scrubble hills could be turned into useful public greens, ...
- new housing: Olympic Village + press village + 3 schools (6.000 dwellings, 1.800 student appartements)
- a big boost to traffic infrastructure (ring roads, subway, suburban rail-system, ...)

Further olympic facilities in Munich to be built (and still in use):

- press centre (now a shopping centre)
- Olympic boat race course (still in use)
- Shooting range in Hochbrück (now Germany's top training centre)
- additional buildings at the exhibition grounds for fencing-matches and weight-lifting (in use until 1998)

Thus the development of Munich – envisaged for the next 15 – 20 years to come – took place within 6 years.

## **Olympic facilities in Augsburg, 60 km from Munich:**

Canoeing slalom course (still in use)

## **Olympic facilities in Kiel, at the North Sea:**

Sailing marina and housing for the sailing competitions (still in use)

## **Costs and financing:**

### **initial calculation**

DM 502 Mio

shared 33% - 33% - 33%

### **final costs overall**

DM 1,940 Billion

incl. DM 505 Mio for organization

investments in Munich DM 1,35 Billion

incl. projects of infrastructure

### **revenues**

DM 1,350 Billion

(ticket sales, lotteries, Olympia coins, ...)

### **remaining costs**

DM 590 Mio

Which were shared in the end by

Germany 50% - Bavaria 25% - Munich 25%

### **i.e. costs to be born by Munich**

**DM 144 Mio**

# 6

**sustainable games**

**modest games**

**no show-offs**

To show “New Germany” the Olympic games should be sustainable and modest in appearance.

They should not be expensive and by no means monumental.

### Basic principles were:

- the subsequent use of new Olympic buildings and facilities as far as possible
- simple temporary buildings for all those facilities which were needed for the Olympic Games only, but could not be used later on  
or had to be too big to meet the IOC requirements
- human dimensions, lightness and elegance
- unity of architecture and landscape

Later on this turned out be one of the outstanding assets.



# 7

**outstanding Architecture**

**human dimensions**

**1967:**

national architectural competition for the olympic site

104 contributions

**The 1st prize by BehnischPartner** Behnisch\_Auer\_  
Buexel\_Traenkner\_Weber, Prof. Grzimek, Frei Otto

exceeded most expectations

turned the Olympic site into an Olympic Park

and may be one of the main reasons for the long lasting success  
of the Olympic Park

**1967**

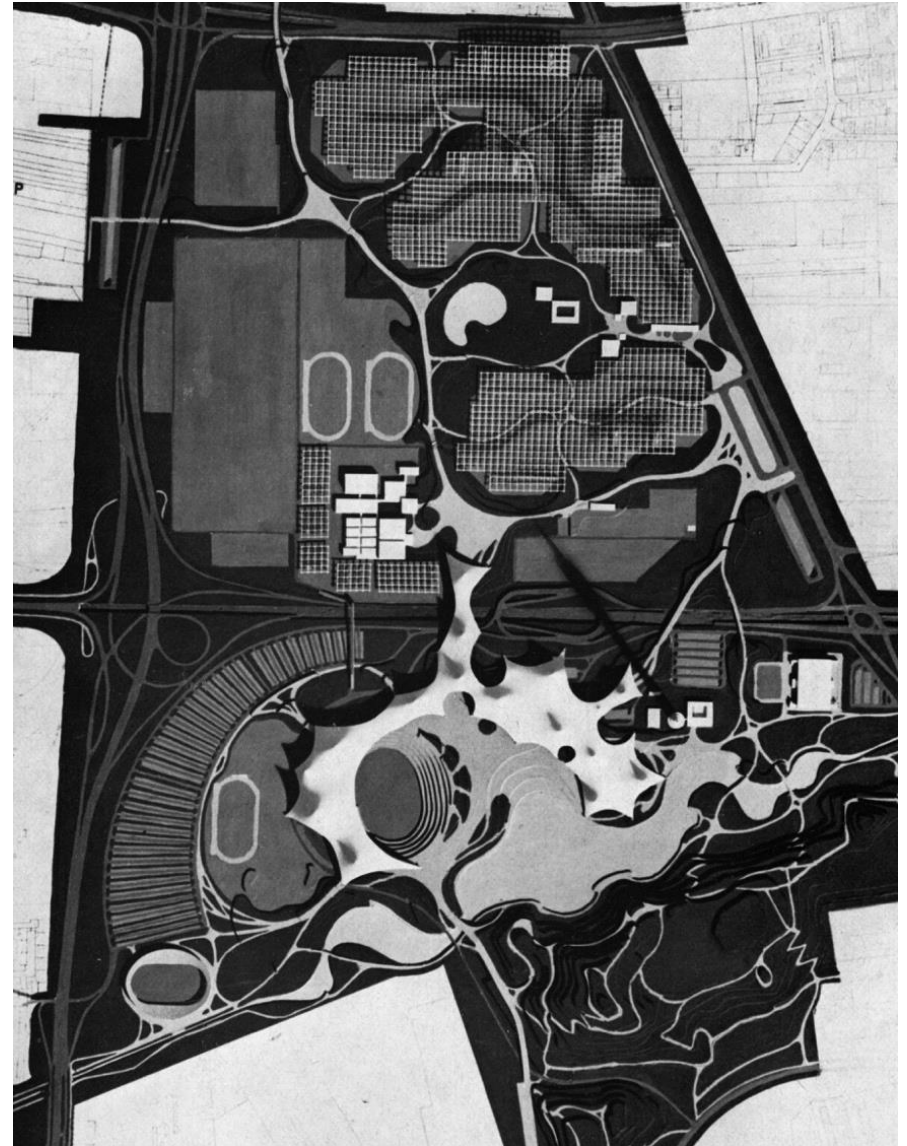
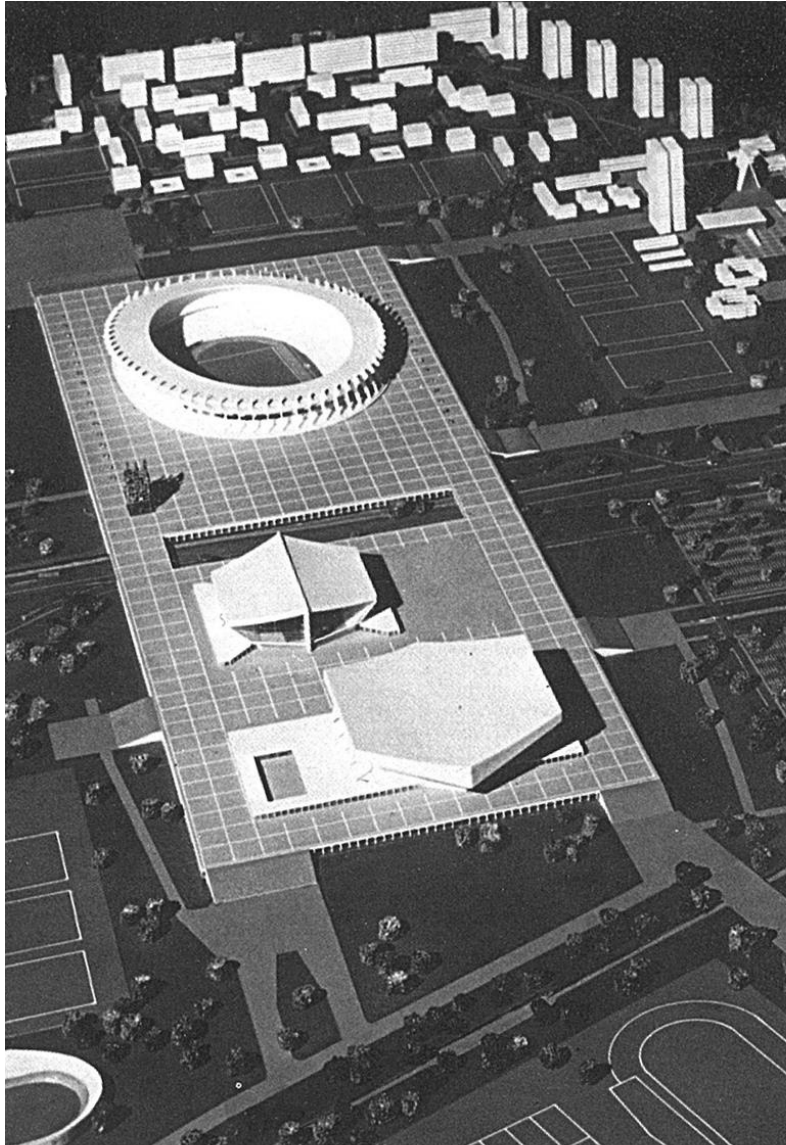
## National Architectural Competition

### 1st Price

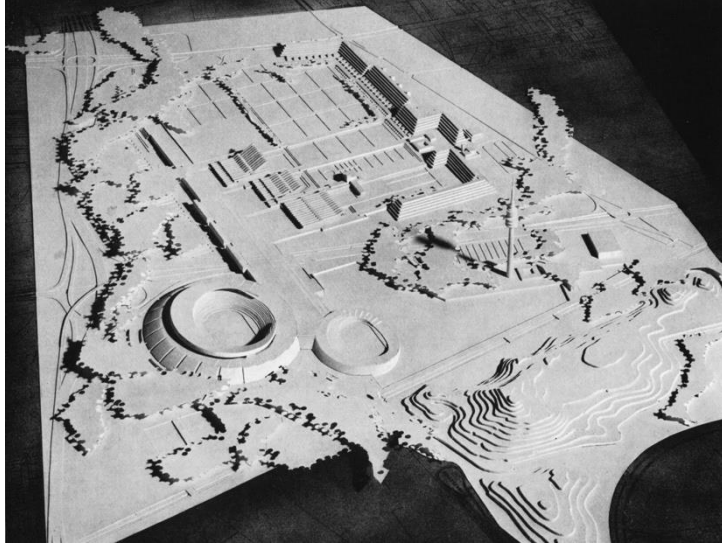
BehnischPartner  
Behnisch\_Auer\_  
Buexel\_Traenkner\_  
Weber  
Prof. Grzimek  
Frei Otto



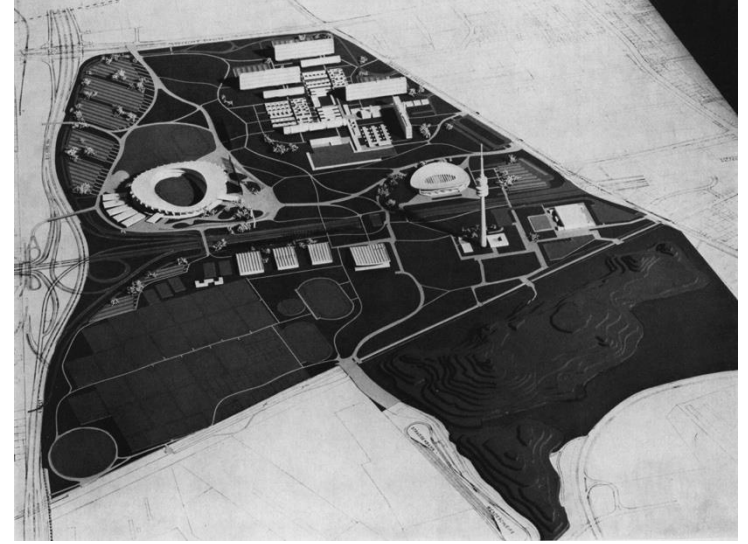
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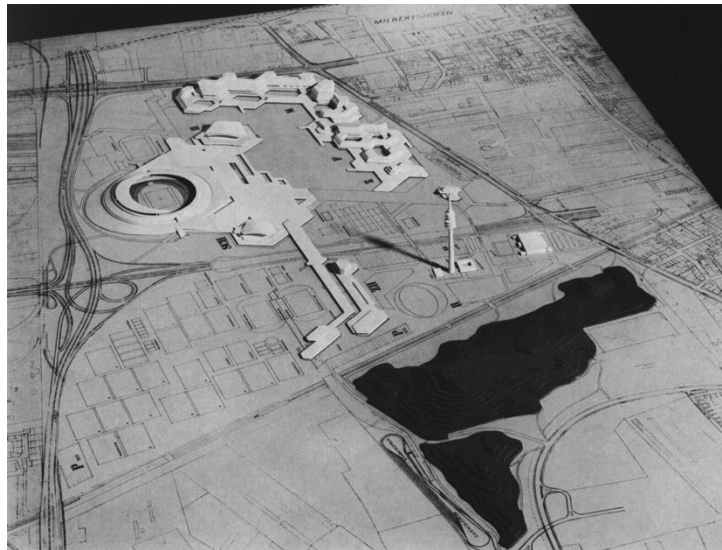
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2nd price



3rd price



4th price

4th price



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**Model**

**Olympic  
Village**

**Olympic  
Site  
1st Price**

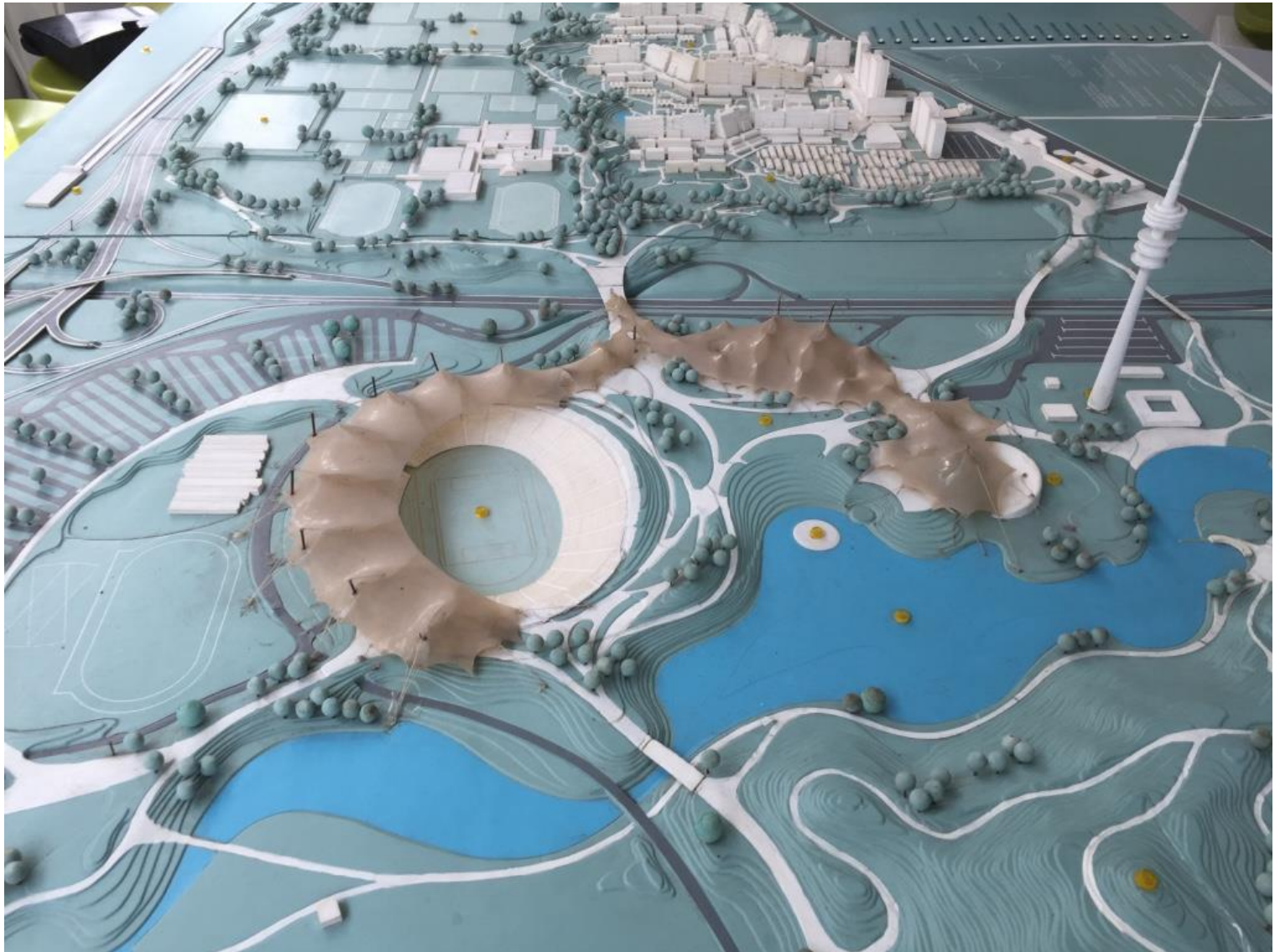


Foto: J. Dragomir

**Model**

**Olympic  
Village**

**Training  
fields**

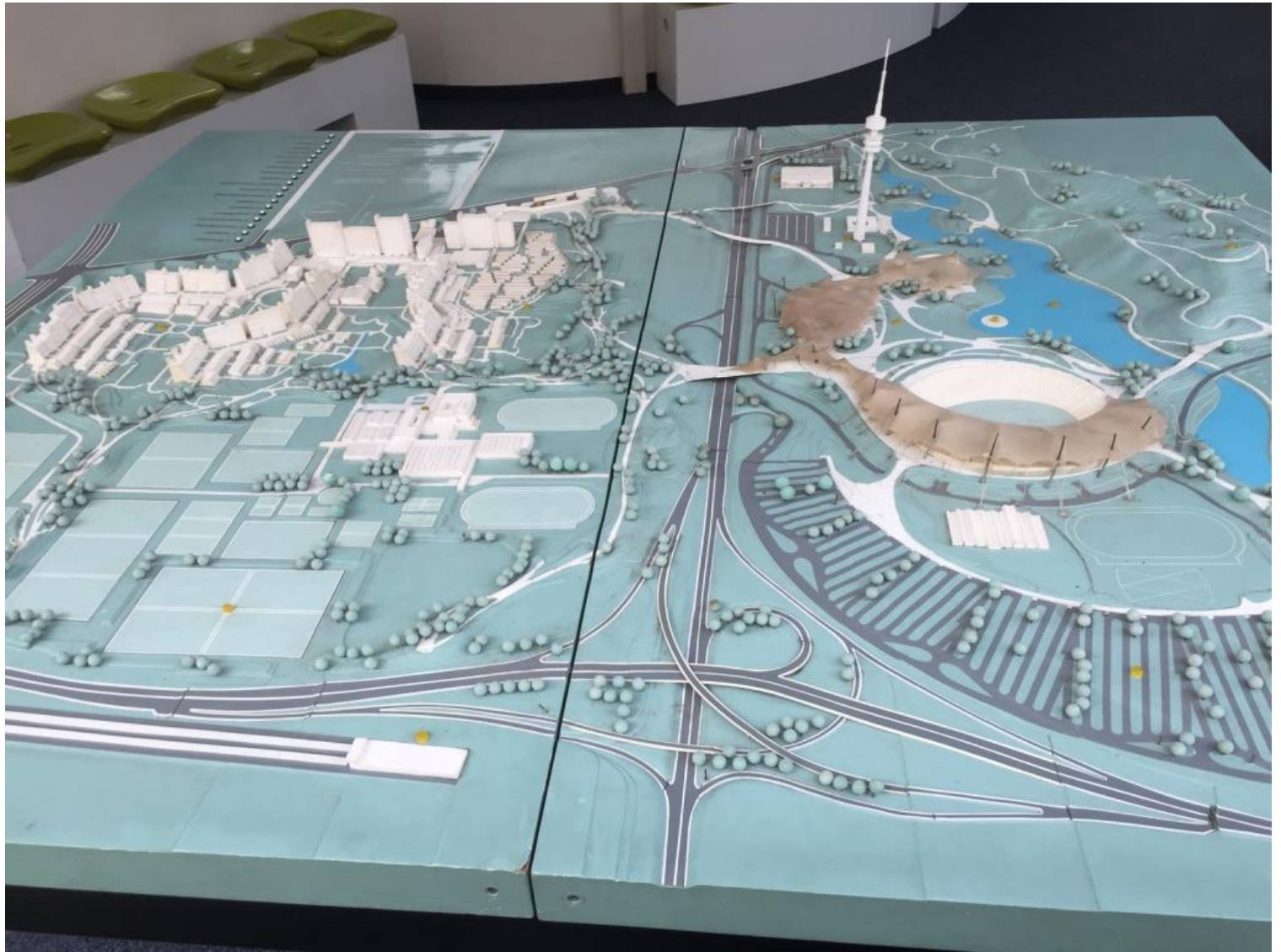


Foto: J. Dragomir

## The Tent Roof

it was a fascinating idea  
outstandingly significant but not monumental

however: nobody knew how to build it

many alternatives were considered

the idea of integrating the large scale buildings into a  
landscaped setting seemed to be good enough

nevertheless nobody wanted to give up the fascinating idea of  
this tent as an unique mark of identity



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**luckily Frei Otto found a way to build it**

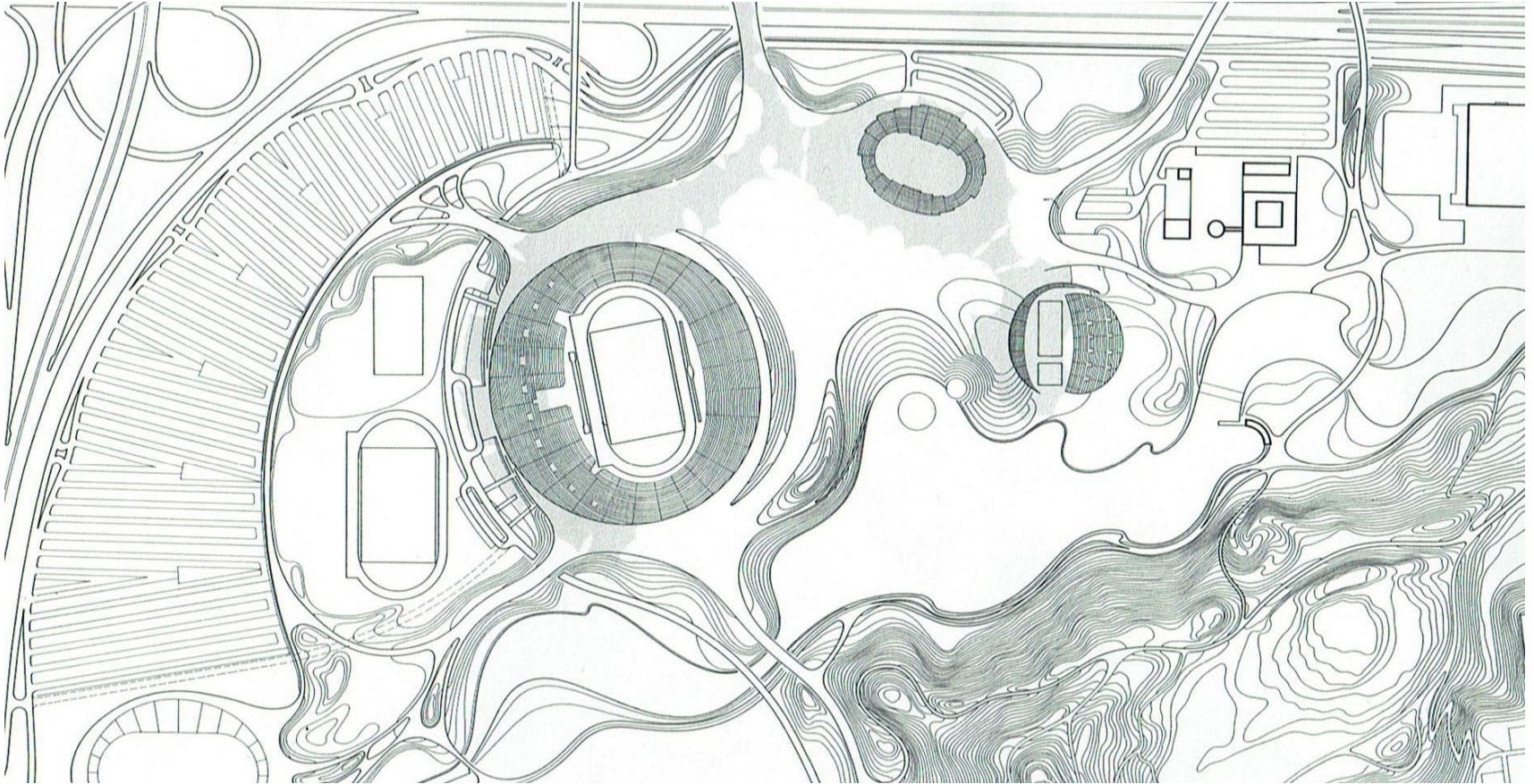
# Human dimensions

- in architecture
- landscape architecture and
- appearance

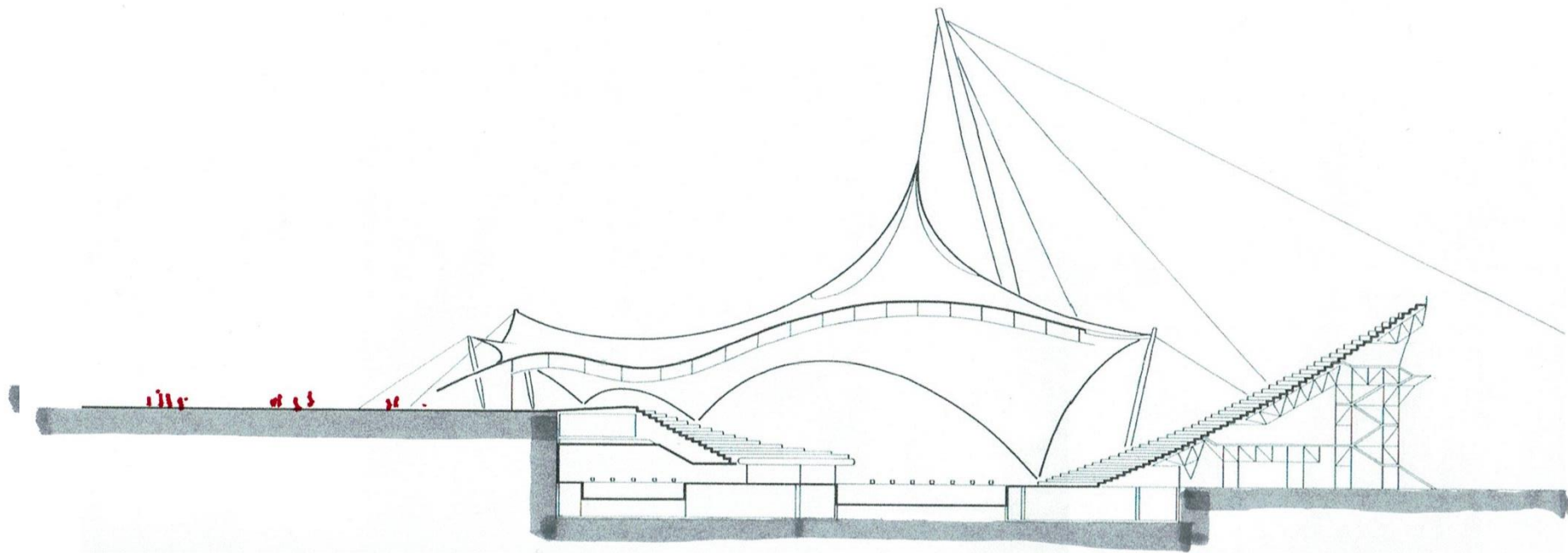
Visual appearance concept by Ottl Aicher



**stadia embedded into an artificial landscape, incorporating the remodelled scrubble hill into the overall concept**

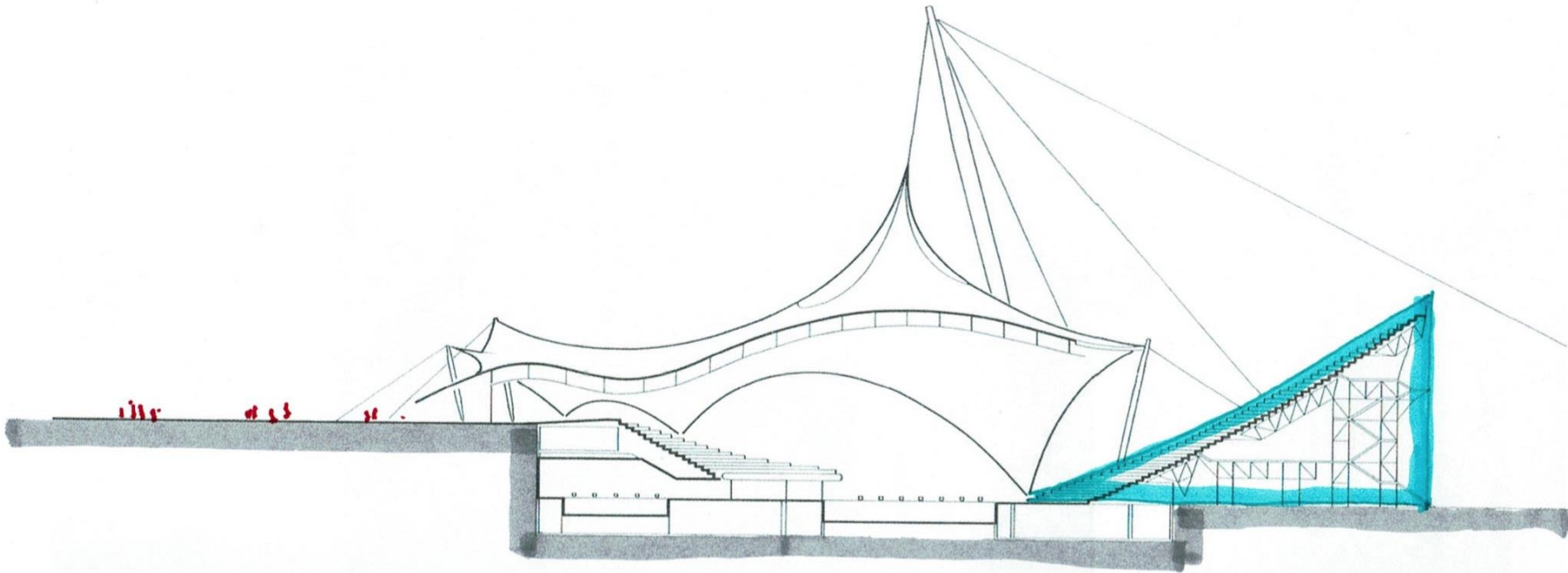


# „earth stadia“





## temporary extensions for the Olympic Games



# 8

## Planning for the time after

# 1969

Set-up of a City-of-Munich-owned professional organization  
(Olympiapark München GmbH)  
to take care for the Olympic site and other olympic facilities  
after the Games.

Responsible for

- running the facilities by filling them with life
- service
- maintenance of buildings and outside areas

## Running the facilities by filling them with life:

- organization of many different events
- acquisition or generation of new events
- keeping leisure facilities up-to-date
- keeping the venues are in state-of-the-art condition
- requiring continuous adaptations, careful additions and innovations

## since 1972

- more than 8.800 sporting, cultural and commercial events
- more than 160 Mio visitors



## Service

event organisation, PR and media relations, incentives, catering services, ticket sale and marketing

100 members of staff for organization of events and service

## Maintenance

sourced out in 2007

# 9

## Maintenance

To keep all facilities and outside areas in good conditions is part of the success.

From the beginning in 1972 the Olympiapark München GmbH was equipped with DM 130 Mio for maintenance.  
Nobody knew which maintenance the tent roof would require.

For the years to come Euro 500 Mio will be necessary for maintenance and renewal.

Maintenance sourced out in 2007 to SWM, a city-hold authority and Germany's largest municipal energy provider  
100 members of staff for maintenance and buildings.

# 10

## Resilience of the Olympic Park

## Careful renewal + supplemental attractions

The Olympic Park as a whole is listed site and under preservation order.

Notably after the move-out of football / soccer new attractions had to be found to maintain the attractiveness of the Olympic Park. For economic reasons too it became necessary to carefully adapt, to change, to renew and to supplement the existing facilities.

All changes have to be thoroughly evaluated.

Massive changes are not possible.

This new policy was decided by the City Council in 2005.

## Changes

**New Sea Life Centre** – integrated into the green hills of the Olympic Park

**New „Kleine Olympiahalle“** (small multi-purpose-hall) for different events and exhibitions – integrated into the green hills of the Olympic Park

These new buildings are most carefully integrated into the Olympic Park > they were built into the hills

**Cycling Track** - at the western edge of the Olympic Park - was not adaptable to new requirements. It is being replaced by a multi-purpose-hall primarily for basketball and ice hockey

**Munich application for the Winter Olympics 2018 / 2022**

**Hamburg application for the Summer Olympics 2024**

## Munich application for the Winter Olympics

2018 Pyeongchang / South-Corea

2022 Rejected by a referendum  
of the citizens of Munich

Munich would have been the only town to host Summer  
Olympics and Winter Olympics



# Hamburg application for the Summer Olympics 2024

Rejected by a referendum of the citizens of Hamburg

owing to fear of  
high costs and increasing social disadvantages

# summary

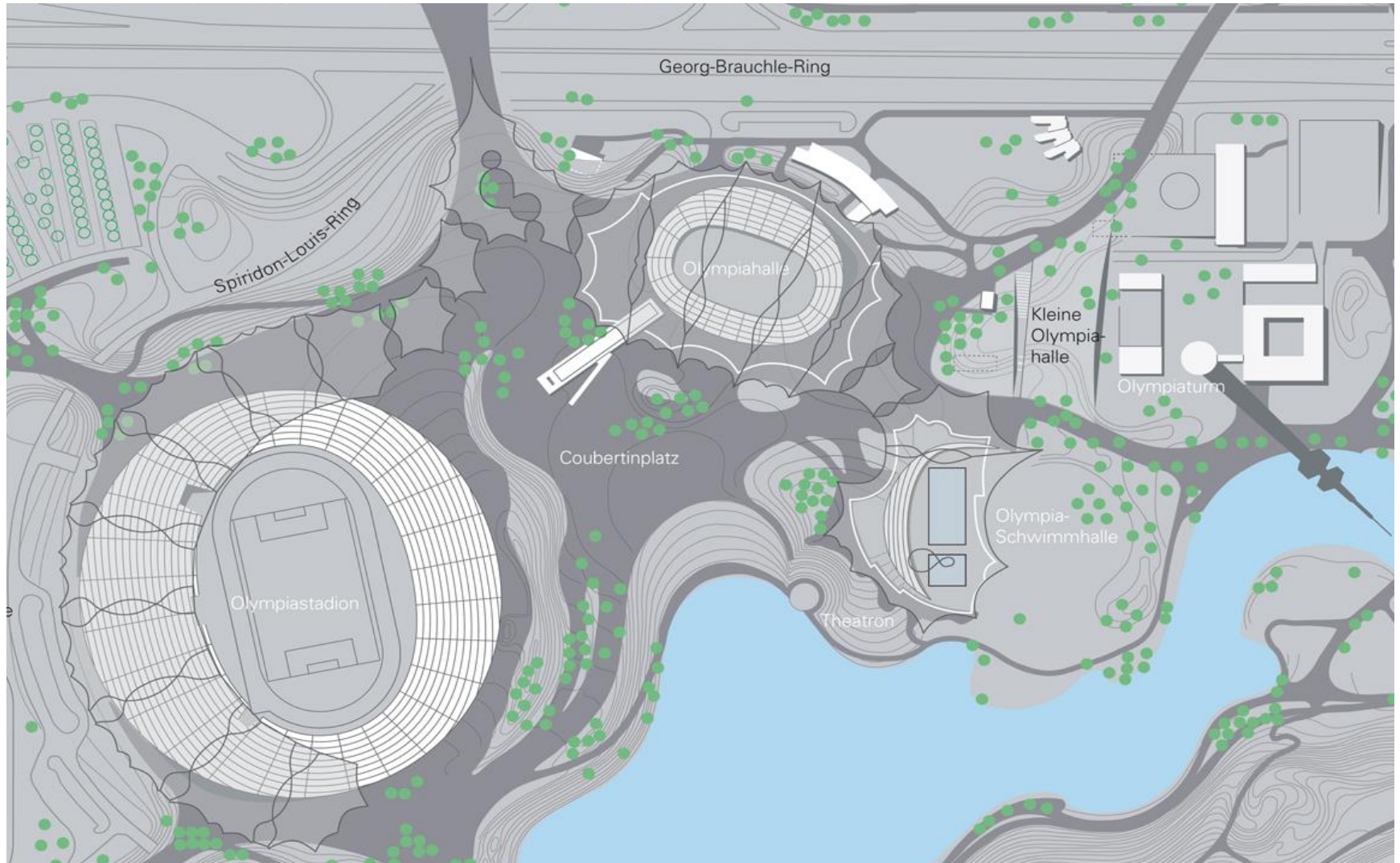
## The Olympic Park in Munich today

- is world wide known for its architecture and success and a landmark of modern Munich
- has become one of the greatest permanent event and leisure centres in Europe
- up to 30.000 visitors at weekends
- 2.000 people come every day for sport and training
- is economically far more profitable than expected.

This is the result of the outstanding quality of its architecture and landscape, and of the successful efforts to keep it attractive and to maintain it at a high level.

# The Olympic Park in Munich today

© Auer + Weber



# conclusions

- 1 Munich did need most facilities required by the Olympic Games
- 2 Olympic Games as a chance for Munich and post-war Germany
- 3 long-term town planning strategy as a basis for sound decisions
- 4 one large site – compact games
- 5 Olympic Games primarily to serve the citizens
- 6 sustainability – most facilities serving the time after
- 7 outstanding architecture, human dimensions
- 8 early planning for the time after
- 9 continuous maintenance
- 10 resilience of the Olympic Park

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