



INTERNATIONAL OLYMPIC ACADEMY



30 YEARS

Olympic Studies for Postgraduate Students

Editor: Konstantinos Georgiadis

**International Seminar on Olympic Studies
for Postgraduate Students
(1993 – 2022)**

Bianca Gama Pena PhD

CEO at the Virtual Sport Museum

Project Manager at the Innovation Department at Rio de Janeiro State University
Olympic Studies Research Group - Rio de Janeiro State University



Experiences, Memories and Opportunities provided by the IOA Seminar

Participating in the IOA Seminar in 2015 was a milestone in my personal and professional life. Personally, the whole routine of waking up, studying in the library, attending lectures given by the most renowned professors in the Olympic environment, visiting archaeological sites, eating meals and participating in sports activities with all my new international friends and members of the Academy was intense and extremely valuable. I formed friendships that have endured until now.

As for professional opportunities, it was a really great experience. I would especially highlight my amazing connection with Professor Dimitra

Papadimitriou from the University of Patras, who also took part in the 2015 event. During the Seminar, Dimitra started guiding my doctoral dissertation, which also came into being in Olympia, Greece, after I had finished my post-graduation work.

After the Seminar, an international agreement was signed between the University of Patras, Greece, and the State University of Rio de Janeiro (UERJ), Brazil, to begin scientific research and data collection at the Rio 2016 Olympic Games. This agreement has been renewed annually since then, and thus far it has yielded two visits by Prof. Papadimitriou to Brazil, as well as visits by three

professors from UERJ to the University of Patras.

The Olympic Academy Seminar also provided me with numerous scientific productions. I would especially highlight the production generated by the IOA Seminar, in that I was able to present my master's thesis, which was made into an article in the IOA book (Pena, 2015). Also, at the same Seminar, we released to all students the book *"The Future of Sport Mega Events"* by Prof. Lamartine DaCosta and Prof. Ana Miragaya.

As a result of the international partnership with the University of Patras, one article was published about the doctoral dissertation I wrote with Prof. Papadimitriou (Pena, 2020), as well as a chapter in the book *Mega Events Footprints: Past, Present and Future* (Pena, 2017) in celebration of the first-year anniversary of the 2016 Rio Olympic Games.

The 2015 IOA Seminar also reconnected me with two people two years later and inspired me to do an exchange during my doctoral work (2017), a partnership with the Technical University of Munich (TUM). Consequently, at TUM I was able to renew a wonderful friendship that I had formed at the IOA, which demonstrated how very important the IOA is for generating professional and academic relationships. At the IOA another extremely important connection was

with Prof. Jean-Loup Chappelet, whom I had the opportunity to visit at his University in Switzerland (IDHEAP) in 2017.

Thus, once again I would reiterate that participating in the IOA Seminar was a great watershed moment for me as it was responsible for expanding the horizons of my professional life, especially from the perspective of my international career, enhancing my connections in the academic world.

The future of Olympic studies

As a contribution to the future of Olympic studies, I would highlight the product of my doctoral dissertation (Pena, 2018), the creation of a virtual hub for the preservation of international Olympic memories in conjunction with Prof. Lamartine DaCosta - also a former IOA collaborator - through a collaborative, digital network of sports stakeholders, including federations, confederations and sports museums.

Using digital technology, we created the prototype for the virtual sports museum in partnership with UERJ and the Brazilian Basketball Confederation. We are currently expanding the creation of this hub from eight new virtual museums for the purpose of registering, cataloguing and digitising the memory of sports in order to make it ac-

cessible through digital means and translating it into English.

The partnership grew stronger starting with the connection of the last edition of the 2016 Olympic Games held in Rio with the next edition, to be held in Tokyo in 2021, through a partnership with the University of Tsukuba, Tokyo (Pena, 2020). The intention is to create the Tokyo Virtual Museum for international dissemination of the content legacy of that edition of the Games.

It is important to note the total alignment of the virtual museum with the recommendations of the 2020 Agenda; among the recommendations are: no. 5 (Include sustainability within the Olympic Movement's daily operations); no. 20 (Enter into strategic partnerships); no. 22 (Spread Olympic values-based education); no. 23 (Create a virtual hub for athletes) and no. 26 (Study an "Olympic Museum on the move" concept to introduce Olympic culture to the general public).

Lastly, as my personal contribution and as a legacy proposal from the Postgraduate Seminar in 2015, Prof. Lamartine DaCosta and I have registered the invitation for the IOA to join the stakeholder group of the virtual sports museum created in Rio de Janeiro, Brazil, and so have the IOA's 2004 Olympic Games collection displayed worldwide.

References

- Pena, B. G., Papadimitriou, D., & DaCosta, L. (2020). An exploration of the corporate objectives of the Rio 2016 Olympic Sponsors. *Journal of Human Sport and Exercise*, 15 (1proc), S1-S10 doi: <https://doi.org/10.14198/jhse.2020.15.Proc1.01>. Download free: <https://www.biancagamapena.com/publicacoes>
- Pena, B. G., DaCosta, L., Sanada, H. Randeep Rakwal. (2020). From Rio 2016 to Tokyo 2020: UERJ and Tsukuba Universities Legacy Footprint. *Sport and Olympic-Paralympic Studies Journal (SOPSJ)*.
- Pena, B. G., & DaCosta, L. (2018). National eMuseum of Sport. In: *New Cognitive And Virtual Interactions of Sport Sciences And Olympic studies*. Lamartine DaCosta & Ana Miragaya (eds), Nova Studio, Petrópolis. Access in: <http://www.sportsinbrazil.com.br/livros/sport-tech.pdf>
- Pena, B. G., Papadimitriou, D., DaCosta, L., Mataruna, L. (2017). Munich Olympic Park: A Governance Model Analysis After 45 years, in *Mega events Footprints: Past, Present and Future*. Mataruna, L., & Pena, B. G. (Org.) Engenho, pp. 168-185. Download free: <https://www.biancagamapena.com/publicacoes>
- Pena, B. G. (2015). Innovation strategy for

Bianca Gama Pena
presenting her
Seminar paper
during the 22nd
Postgraduate
Seminar (2015).



Bianca Gama Pena (on the right) with Prof. Dimitra
Papadimitriou - 22nd Postgraduate Seminar (2015).



Torch relay at the IOA - 22nd Postgraduate
Seminar (2015).

volunteer qualification in the 2016 Olympic Games in perspective of 2020 Olympic Agenda, in 22nd International Seminar on Olympic studies for Postgraduate Students. pp. 213-224. Download free: <file:///E:/imprimir/falta%20imprimir/nao%20foi%20im->

[presso%20ainda/22nd-international-seminar-for-postgraduate-students_low.pdf](https://www.biancagamapena.com/publicacoes/pressoa%20ainda/22nd-international-seminar-for-postgraduate-students_low.pdf)

- DaCosta, L., Miragaya, A. (2015). The Future of sport mega events. Engenho, Arte e cultura. Download free: <https://www.biancagamapena.com/publicacoes>

