

Press release

Paris 2024: “Deutsches Haus”* at the Heart of the Games

500 days to go until the opening: The meeting point of the German Olympic and Paralympic Team “Team Deutschland” will be based at the Stade Jean Bouin.

Frankfurt am Main / Paris, 14 March 2023. Plenty of scope for big ambitions: For the 2024 Olympic and Paralympic Games in Paris, the German House will open its doors at the Stade Jean Bouin rugby stadium as a meeting place for the German athletes. The arena with its spectacular, net-like exterior façade made of concrete mesh, where the Stade Français Paris (SFP) team plays its home matches, is located in the immediate vicinity of the Princes Park and the Stade Roland-Garros, where the football and (para-)tennis competitions will be held in the summer of 2024.

In its 30-year history, the German House has already been at home in a school, a university, a restaurant, a hotel and a beach/golf club, but never in a stadium. The decision in favour of the arena, where pole-vaulter Sergej Bubka passed the six-metre mark for the first time in 1985, is the result of an intensive search and negotiations surrounding the selection of a suitable location for the German House. The contract was sealed at a project meeting in Paris by Claudia Wagner, Managing Director of Deutsche Sport Marketing (DSM)**, and Thomas Lombard, CEO of the rugby club SFP. As a full-service agency, DSM is responsible for the conception and organisation of the German House on behalf of the German Olympic Sports Confederation (DOSB) and the German Disabled Sports Federation / National Paralympic Committee Germany (DBS).

Claudia Wagner, Managing Director of Deutsche Sport Marketing:

"The stadium is a location with an absolute wow effect - and that doesn't just have to do with the spectacular architecture. Apart from the visual attractions, the Jean Bouin Stadium has a lot of flair that excited us right from the start. With a view to the development of the German House as THE hotspot for Team Deutschland at the Games, we have a clear vision: We want to establish the facility even more strongly as the central hub of all analogue and digital activities around the athletes and expand our offer to stakeholders and guests, or make it even more attractive. With the Stade Jean Bouin and the numerous possibilities the location offers, we are taking the next step here."

Thomas Lombard, CEO Stade Français Paris:

"Stade Français Paris Rugby and its owner-president Dr Hans-Peter Wild are proud to welcome the German delegation to the 2024 Olympic and Paralympic Games in Paris. This cooperation enables us to become part of this world event as a symbol of openness and diversity, and at the same time a place where Olympic values and enthusiasm for sport can be shared. The hospitality areas will be dedicated to athletes, media and all guests, making the stadium a unique venue for the Paris 2024 Olympic and Paralympic Games. Building on our CSR mission of inclusion and innovation, we are very much looking forward to hosting this unifying and novel event."

In the stadium, which was completely renovated in 2012 and has a capacity of around 20,000 spectators, various areas are planned for the establishment of the "Home of Team Deutschland". The centrepiece of the venue will be the "Main Lounge" with a gallery (mezzanine) on the third level. One floor above, the "open seats" - an open hospitality area with a view into the stadium interior - serve as media lounges and areas for content production, among other things. Private business boxes are also available on the fifth floor. As an extension of the interior spaces, spectator terraces will be built over at various levels to create usable outdoor spaces. The playing field is also to be integrated into the event concept.

In order to set up the Athlete Service Centre (ASC) for the athletes of Team Deutschland, existing premises and equipment can be used for training and competition preparation. After two Olympic and Paralympic Games (Tokyo 2021 / Beijing 2022) without a German House and without spectators on site at the venue, a publicly accessible venue for fans, spatially docked at the official German meeting place, is also being considered.

In implementing the project, DSM can once again count on the expertise of numerous partners, first and foremost Messe Düsseldorf, which is contributing its experience from ten German venues to the organisation, project management and implementation of the event. PROPROJEKT and AS+P Albert Speer + Partner, who have taken over the planning and architectural tasks for the German House in Paris 2024, also have a fixed position in the team. In the coming months, a concept will be developed jointly to meet the numerous requirements of the location.

Central, spacious, flexible use: The location offers very good conditions for an attractive design that meets all needs at the same time - first and foremost those of the athletes. In addition to the ideal premises, the central location with short distances is once again one of the plus points. The German House, for example, is located in the immediate vicinity of numerous competition venues. In addition to those already mentioned for football and tennis, venues include beach volleyball at the Eiffel Tower Stadium, judo and breaking at the Champ-de-Mars Arena, and archery in front of the Invalides Dome. The Olympic/Paralympic Village is about ten kilometres away.

German House / German House Paralympics - Facts and Figures:

Olympics:

Period: 26.07. until 11.08.2024

Total area: 3,000 m²

Expected number of guests: approx. 1,000 visitors daily / around 17,000 in total

Paralympics:

Period: 28.08. until 08.09.2024

Total area: 1,000 m²

Expected number of guests: approx. 500 visitors daily / around 6,000 in total

***Further information on the German House / German House Paralympics:**

Since Calgary 1988, the German House has been the central meeting place of the German Olympic Sports Confederation for representatives from sport, business, media, society and politics during the respective Olympic Games; since Vancouver 2010, there has been a Paralympic counterpart. Deutsche Sport Marketing (DSM) is responsible for the planning, organisation and implementation of both platforms on behalf of the DOSB and the DBS (German Disabled Sports Association). In recent years, the agency has increasingly developed the German House from a pure hospitality event into a multimedia control centre where all measures and activations related to the teams are bundled - from social media communication and partner formats to streaming the daily press conferences.

Media service:

Photos of Stade Jean Bouin for editorial purposes can be found on the media portal of "Team Deutschland" here: medien.teamdeutschland.de.

Photo 1:

Thomas Lombard, CEO Stade Français Paris, and DSM Managing Director Claudia Wagner signing the contract in Paris. Copyright: ©Stade.fr

Photo 2 - 4:

Stade Jean Bouin, the future "Deutsches Haus" in Paris 2024.
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You can find the video clip of the "Deutsches Haus Paris 2024" here:

<https://www.youtube.com/@teamdeutschland>

****About Deutsche Sport Marketing (DSM)**

As the business subsidiary of the German Sports Foundation, founded by the German Olympic Sports Confederation (DOSB), DSM markets the Olympic Team Deutschland and Team Deutschland Paralympics. It organises the German House at the Olympic and Paralympic Games and creates other communication platforms and events around the teams. In addition, it is responsible for the strategic and conceptual coordination as well as the implementation of measures in marketing in the area of "Sport for All" such as the German Sports Badge and the Stars of Sport.

You can find more information on our [LinkedIn profile](#).

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