

ARCHITECTURE OF
TERRITORY
European Countryside

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OLYMPIA HERITAGE AS AN URBAN PROJECT

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Olympia

Heritage as an Urban Project

Olympia is not one, but rather many places. It is a very peculiar configuration composed of a site with ruins, a modernist conference facility and a village based on grid-iron planning: an urban project. Over the course of time, Olympia has gone through many transformations. Travellers, their ideologies and their specific spatial configurations had an important role in shaping its landscape and fabric. With the change of the 'Olympian traveller', the Olympia as a place changed too. This peculiarity makes Olympia a very unique kind of a Greek heritage site.

During our research, we tried to unravel the different layers that compose its urban scheme. Following the routes of both the present-day and of the bygone travellers, we dug deep into the sandy ground of Olympian history. We went back to its mythological roots, its history as a sanctuary, and its eventual disappearance (possible tsunami). We followed the versatile campaigns of excavations, which had taken place in the age of European Imperialism and Neoclassicism. And then, we tracked its rise as a destination for mass tourism in the 1960s. What about the present-day travellers? Who are they? The cruise-ship tourists. One day, at ten o'clock in the morning, when the cruiser had dropped its anchor in the nearby port, they poured into the village, the souvenir shops, and the ruins. This arrival of tourists in massive numbers is what is currently strongly shaping the Olympian landscape: roads are enlarged, parking lots are constructed, the business of souvenir shops is flourishing. However, hotels stay empty, as do the museums. At a moment, we decided to leave the formal paths that the traveller networks had established. We decided to discover the hidden landscapes that unfold between the urban configurations: the wild riverbanks; flourishing grasslands; overgrown fields; abandoned tourist infrastructures; and strange artefacts like fire-protection towers, dams, and archaeological storage places. Since the World Heritage status was bestowed upon the ancient site of Olympia in 1989, there has been an existence of a buffer zone around the ruins. This had frozen this landscape over the years and turned it into a remote and silent area with very peculiar qualities.

What if these fragments of landscape were to become the new protagonists of a network of destinations that went beyond the fast-track mass tourism that exists today? What if a path were to lead across the Alfeios River, through the pine groves, clearings and fields, and past the workshops of archaeologists working on these sites? What if one has strolled along the grassy slopes of Drouva and reached the former Xenia Motel, that has been transformed into a public school? What if the Olympian territory turned into a park of heritage landscape fragments?



p.200

A Metamorphosis Through Time

Olympia has never been a settlement, but a destination for travellers. It only became inhabited after a village started to grow to serve the tourists visiting the excavated sites.

p.210

Olympia as an Urban Landscape

The heritage site is the stage. The river and the mountains act as a scenography, while tourist infrastructure is placed in the backstage.

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Heritage as an Urban Program

There is a dense overlap of user networks patterns over the Olympian landscape. Each has very specific paths, destinations, uses.

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Two Global Players

The Olympian territory is shaped by the activities of two internationally operating organizations: The IOC and the UNESCO.

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Tourist Gates

Olympia is a touristic town. While the cruise ship tourism is exploding, and with it a number of souvenir shops along the main streets, the hotel complexes become derelict.

p.228

Archaeologist Loops

Two perfectly functioning circuits of excavating, processing, archiving and storing are hidden behind the scenes of the ancient site.

p.234

Local Patterns

A dense layer of production, sales, habitation and consumption reveals that the local Olympia is part of a polycentric system of villages.

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Hidden Landscapes

In between the networks of local, archaeological and tourist activities, a fourth layer is hidden: the abandoned fields, modernist buildings in decay, and an overgrowing riverbank.

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Heritage as a Frozen Landscape

The existence of a buffer zone triggers dynamic tourist aisles within an otherwise static territory.

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New Destinations

A second chance for Olympia: In the frozen territory of the buffer zone lies the potential for a slow network of resilient leisure landscapes.

A Metamorphosis Through Time

Olympia lies in Western Peloponnese, a hilly area, on the edge of the Alfeios Valley, where the confluence of Alfeios and the smaller Kladeos river takes place. The peculiar configuration of Olympia which is composed of a ruin site, a modernist conference facility and a gridded village, is the result of a very particular transformation and development process that happened over a hundred years, starting in the middle of the 19th century. This transformation process had always been deeply related to Olympia as a destination for travellers. But this is only one part of the story. As it is known in the historical studies, the story of Olympia begins in mythological times, some time before the period of Greek Antiquity. According to the legends, on the very spot where the remains of temples exist between the grasslands, Zeus, Pelops and other Greek Gods were racing their chariots. Then, during the Greek Antiquity, people from all over the Greek territory travelled to Olympia to worship these gods, and to attend the Olympic Games. The stadium, temples, gymnasiums, all tell us about this use even today. After the centuries of oblivion, the sanctuary, hidden under alluvial sediments, was rediscovered by the first adventure travellers, who dared to cross the Ionian Sea on their 'grand tour'. German archaeologists excavated the sanctuary completely only by the end of the 19th century. They built the first infrastructures of the new village, that would become the second part in this peculiar setting: the new tourist town. The Olympic Academy, a modernist complex to host conference visitors, was constructed in the 1960s, when the Olympic movement gained popularity worldwide.

Sanctuary 1000 BC–392 AD

The site of Olympia has been inhabited since prehistoric times. In the 10th century BC, Olympia became a centre of the worship of Zeus, the father of the twelve Olympian Gods. In 776 BC, the Olympic Games started to take place here every four years. During the next thousand years and more, the sanctuary constantly grew in importance. Buildings, such as hotels or administration buildings were added to support the rising number of visitors, coming from all over Greece to thank Zeus for the success in wars and to attend the Olympic Games. A sacred truce was established during the Games and, as such, the Olympic Games were an important event in the history of the establishment of the Greek democracy. Most visitors would arrive to Olympia by ship over the Kladeos River, and sleep in tents between the river and the sanctuary. The athletes and priests came here through the Holy Road, which connected Elis, a big city and capital of the region in the ancient times, with the sanctuary, in a procession. In 393 AD, the Roman and Christian emperor Theodosius, prohibited the pagan religion, which also meant the end to the sanctuary of Olympia and the Olympic Games.



A model of the Altis of Olympia

Olympia in Mythology

There are several myths about how the games started, the most common one is the story of the hero Pelops, after whom the Peloponnese is named ("Pelop's Isle"). Pelops was a prince from Lydia in Asia Minor who sought the hand of Hippodamia, the daughter of King Oinomaos of Pisa, which was supposed to be a town just next to the site of Olympia. Oinomaos challenged his daughter's suitors to a chariot race under the guarantee that any young man who won the chariot

race could have Hippodamia as his wife. Any young man who lost the race would be beheaded, and the heads would be used as decoration for the palace of Oinomaos. With the help of his charioteer Myrtilos, Pelops devised a plan to beat Oinomaos in the chariot race. Pelops and Myrtilos secretly replaced the bronze linchpins of the King's chariot with linchpins made of wax. When Oinomaos was about to pass Pelops in the chariot race, the wax melted and Oinomaos was thrown to death. Pelops

married Hippodamia and instituted the Olympic Games to celebrate his victory. A different version of the myth refers to the Olympic games as funeral games in the memory of Oinomaos. It is

also said that Hercules' fifth labour, cleaning the Augean stables by diverting a river and let it flow through the stables took place in the area of Olympia.



Statue of Zeus in Olympia, one of the seven world wonders, lost after 393 AD

The Traveller: Pausanias 115–180 AD

Pausanias was a Greek traveller, a geographer and a writer from the second century AD. He travelled through the Greek territory, visiting sanctuaries and important villages from that time. In his travel journal, the so called "Periegesis", he describes sites and monuments, local and regional histories, mythical and folkloric

traditions and rituals. Olympia was one stop on his travel itineraries. To archaeologists and historians, the account has served as a valuable source of information. With the help of his descriptions, French archaeologists from the Morea Expedition excavated the first main parts of the sanctuary in 1829.



Pausanias' ten books

Ruins 1829–2016

Through floods, earthquakes or maybe even a tsunami around 6th century AD (see p.229), the sanctuary got buried under an eight meter thick layer of earth and other debris. Even the name of Olympia, which was inseparably connected with this famous place, was getting forgotten. It was only a thousand years later that the confluence point of the rivers Kladeos and Alfeios were once again marked on a Venetian map of 1516. During the rising interest for the ancient times during the Renaissance, some explorers from Western countries tried to rediscover the lost site. It was only in 1829, that a first part of the ruins was revealed. The Beaux-Arts section of the French military expedition 'Expédition de la Morée', managed to make a quick trawl for treasures. But formal excavations did not begin until 1875, under the direction of the newly formed 'Deutsches Archäologisches Institut'. By the end of the 19th century, the main parts of the sanctuary had been excavated. Excavations continue today with searching for treasures, archiving archaeological findings, and transforming the size and shape of the landscape through the process of research.



Carte Trigonométrique Expédition scientifique de Morée, 1829-1838

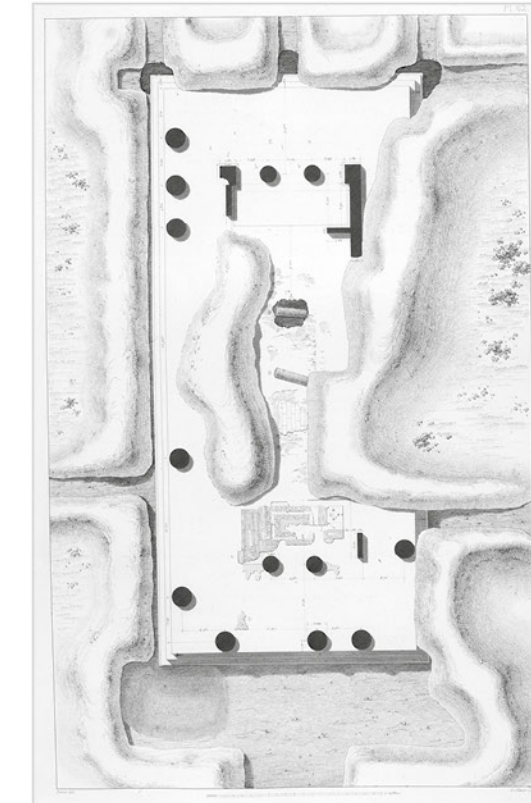
The Traveller: Morea Expedition 1828-1833

Since 1821, the Greeks had been waging a war of independence against the Ottoman Empire. In 1827, the United Kingdom, France and Russia decided to set out on a military expedition to force the Ottoman Empire to recognise Greek independence. In addition to the military part of this expedition, there were also scientific and artistic sections that would

explore the territory: authentic diaries of their excavations where precise measurements that were read off watches and compasses were written down, they drew maps of the regions they travelled, and described the layout of the terrain. The expedition spent six weeks in Olympia, starting on May 10, 1829. The site was divided into squares and excavations

were undertaken in straight lines: archaeology was becoming rationalised. And it was in this way, with the help of Pausanias' descriptions (see p.200) that the location of the Temple of Zeus was

determined. Three metopes of the Temple of Zeus discovered in Olympia were brought to a museum in Paris in their entirety, where they remain until today.



Morea Expedition, Floor plan and detail of the Temple of Zeus

Greek-German Convention 1875

The Greek-German Excavation Convention is notable for having been the first in which excavators agreed to leave all original artefacts with the host country. The Convention was signed in 1875 between the newly independent Greek Kingdom and the German Empire. The German archaeologists were at that time only allowed to

make duplicates or mouldings from the findings. In parallel, it was even decided to build an on-site museum to house the findings. This was supposed to be a very progressive step at the time, when the National Museums in Athens were supposed to be the only archaeological archives for objects from Ancient Greece.



German archaeologists at the ruins of Olympia

German Excavations 1876–2016

In times of an enormous enthusiasm for the Ancient Greek world, the German Archaeologist Ernst Curtius delivered a lecture on January 10th, 1852, in the presence of King Friedrich IV in Berlin, which caused the monarch himself to take initiative for ordering excavations in Olympia. Olympia thus, became a state project, some sort of a célèbre. In February 1854, the Prussian Prime Minister and Foreign Minister received the order to open up negotiations with Athens. But political developments (the Russian-Turkish War) in Greece necessitated a further delay of the project. In the end, it took twenty years until the excavations could start, after the signing of the Excavation Convention in 1875. They were carried out under the direction of Ernst Curtius, Friedrich Adler and Dr. Busch. The work on

Archaeology and Neoclassicism

The interest for the Greek world in the late 18th and 19th century is deeply rooted in Neoclassicism that was a predominant style at that time. Johann Joachim Winckelmann, pioneering Hellenist who first articulated the difference between Greek, Greco-Roman and Roman art, would be the decisive influence on the rise of the Neoclassical movement during the late 18th century. As such, the excavations carried out by German archaeologists between 1875 and 1881, served to legitimate the Neoclassical style. This explains why certain findings were given more importance than others: when

the site became increasingly concentrated on the examination of the big temples and their surroundings, with a major interest in sculptures. In order to accelerate the work, not only wheelbarrows but horse-drawn carts were employed. In May 1877, the famous statue of the Hermes of Praxiteles was discovered on the very spot where Pausanias had seen it. In 1881, after a total of six years work, the excavation work was concluded and thus started the construction of the first of the infrastructures that would later become the village of Olympia: the museum, the hotel and the train station. After World War I and II, German archaeologists resumed the excavations and are present in Olympia until this day.

the statue of Praxiteles was found, there was a big frustration in the beginning, because the archaeologists thought that they were dealing with a Roman statue, which would have been of minor value compared to a Greek one. The neoclassical museum, the hotel, and the train station, built by the German architect Ernst Ziller after 1886, are an expression of the neoclassical style on the site itself. The Greek Neoclassicism, implemented through Western architects such as Ziller, became one of the main pillars of the identity for the new Greek state.

Village 1886–2016

After prehistoric settlements that had existed on the site of Olympia, no continuous human settlement existed here until the construction of three new buildings by a German architect during the archaeological excavations by the Germans: a hotel, a museum and a train station. The new functions that were directly linked to these buildings represented a new kind of attraction, and since then, a tourist town started to grow next to the site. Locals from the nearby villages, above all from Drouva, located on a hill close to the site, started to settle down here because of the new train connection. As a second step, this location became favourable due to the new economic possibilities offered by the expanding tourism sector. Slowly, the first restaurants and hotels started to appear here. The main development of the village started to take place after World War II with the development of mass tourism. The first hotel complexes were erected, in order to host the growing number of middle class tourist arrivals. The grid was thus constantly filled up, and the first constructions outside the grid, such as the Xenia or the Amalia Hotel, took place. Also, locals started to build their private residences outside the official borders of the village. The settlement sprawled. After 1989, any kind of new construction development was restricted, the establishment of the UNESCO World Heritage status for the ancient site meant that the village of Olympia fell within the non-building buffer zone. Since then, the existing fabric of the village has been officially allowed to densify.



The SPAP hotel, next to the first archaeological museum of Olympia, 1900



The main street of Olympia, 1950



Larger hotel complexes emerging in Olympia, 1965

Three Catalysts: Museum, Hotel and Train Station

On a gentle rise next to the site, the German architect Friedrich Adler started the construction of the first museum in Olympia in 1886. Its architectural style was borrowed from the Temple of Zeus, and hosted the metopes, the Praxiteles and other major findings from the German archaeological excavations of the 19th century. Some years later, with the financial support of the Greek railways Cooperation, the first hotel, the so-called SPAP Hotel, was con-

structed on the very same hill, only a few meters away from the museum. The low vegetation allowed for a spectacular view on the Ancient site to the mainly aristocratic visitors. With the construction of the train station, this new neoclassical triangle functioned as the catalyst for the development of the village of Olympia, that attained its grid through a master plan, established by the German authorities in 1911.



A map taken from the Baedeker travel guide showing the main points of interest and harbours on the Greek territory, 1980s

The Traveller: The Tourist 1950s–2016

At a time when it had become evident that, in the international division of labour, Greece was to take up the role of a tourism hub, Olympia transformed into a flourishing tourist town. The once explorative Western Europe traveller had now turned into a tourist who quickly wants to consume cultural experiences. This is also the moment in which the number of pages allotted to the Ancient site of Olympia in travel guides considerably increased. While tourist institutional infrastructures were insured on a national level, tourist agencies in Athens resumed their work, new hotel complexes were built in Olympia, and

the historical site started to be guarded. More tourists from the upper strata of the Greek society began pouring into Olympia by buses. The 1960s, however, was the time when the first post-war generation gradually started to turn into active consumers. The preferences of the new visitors arriving in Olympia, often goes beyond state planning or tours organised by tourist agencies. They travel to Olympia by car via Balkans, or by cruise boats through the Ionian and Aegean Seas, and later by hitchhiking. Tourism at this stage involves new scales of production: small and medium family enterprises.

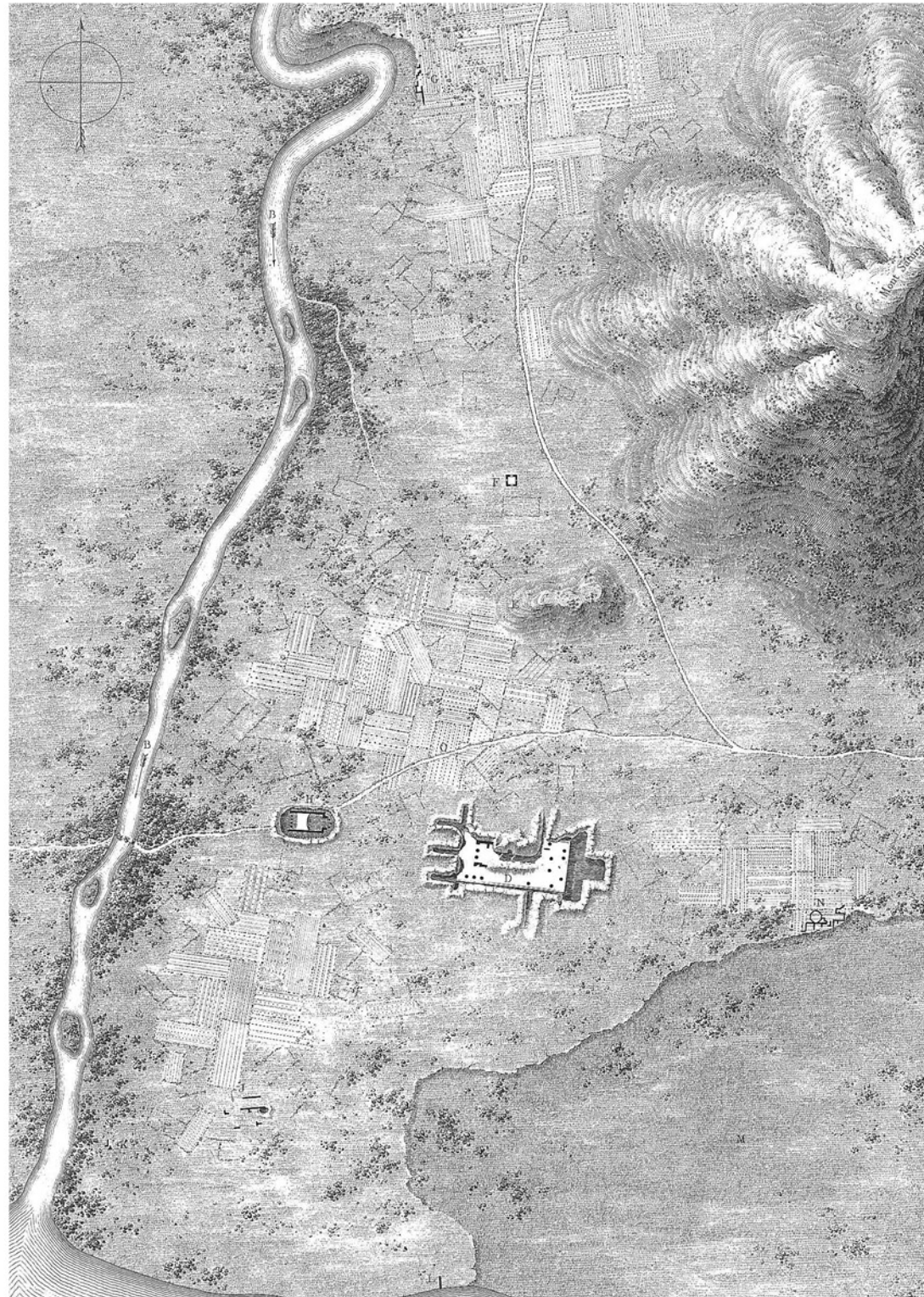


A ticket kiosk in Olympia, 1965

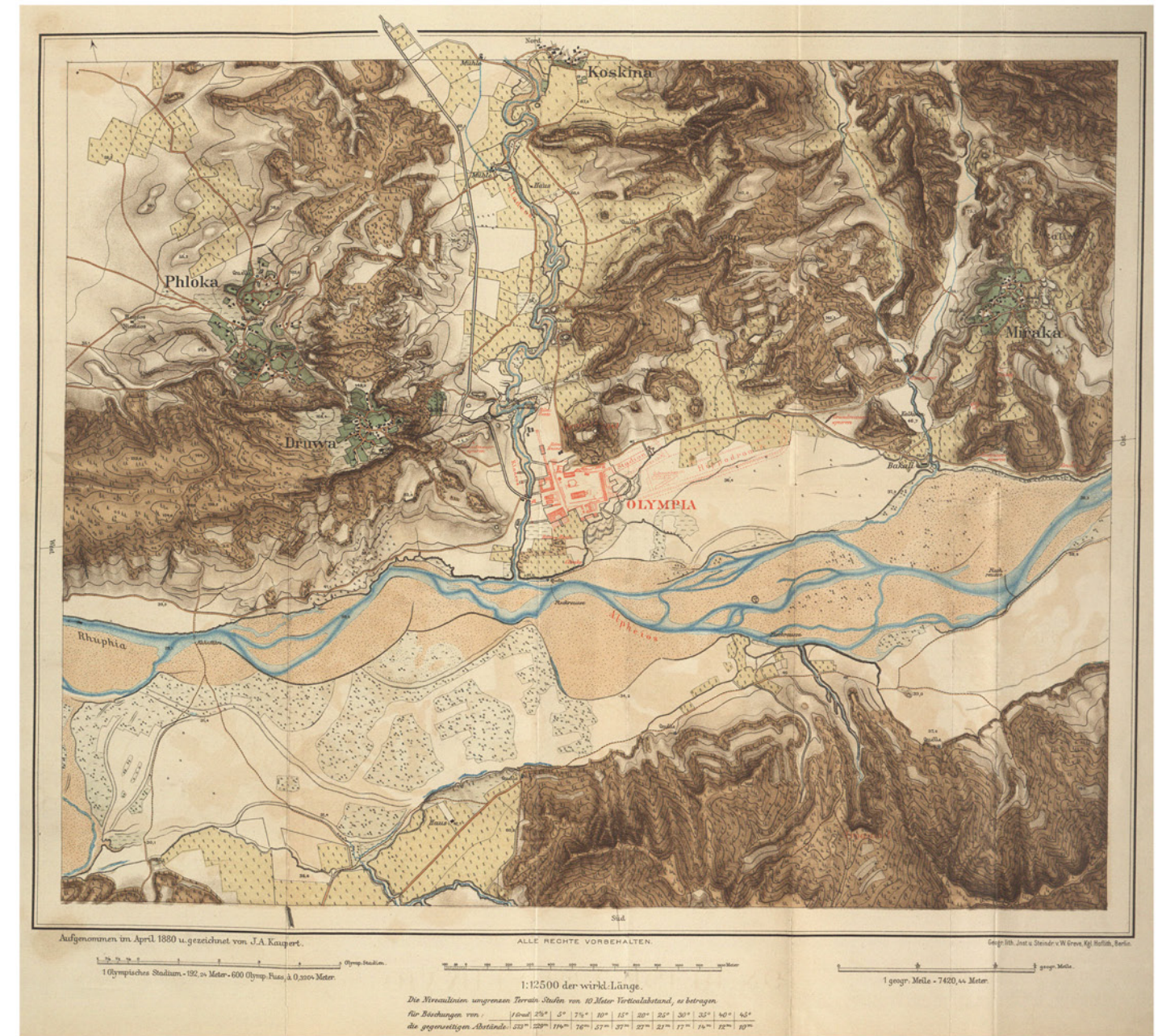


Peloponnesian Map of Myths

- 1 Pan
- 2 Pelops and Hippodamia
- 3 The Nemean Lion
- 4 The Lernean Hydra
- 5 The Hind of Ceryneia
- 6 The Erymanthean Boar
- 7 The Augean Stables
- 8 The Stymphalian Birds
- 9 Cerberus
- 10 Theseus and Sinis
- 11 Theseus and Periphetes



After the excavations of The French Morea Expedition, the Temple of Zeus and a Byzantine church appeared on the map, 1829



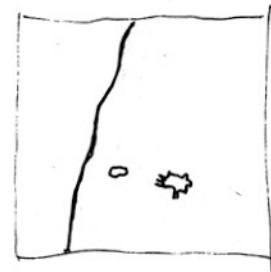
Map drawn by the German cartographer J. A. Kaupert during the German archaeological excavation campaign, 1880



Late ancient fortress wall,
photographed in 1972



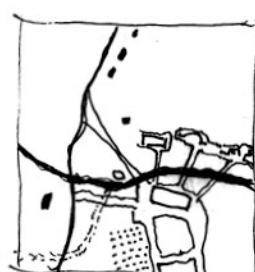
Excavation works on the
ancient Olympic stadium,
1960



1829
The Morea
Expedition



1876
First German
excavation campaign



1877
Second German
excavation campaign



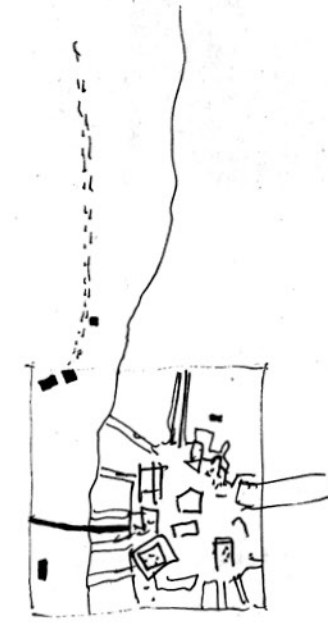
1878
Third German
excavation campaign



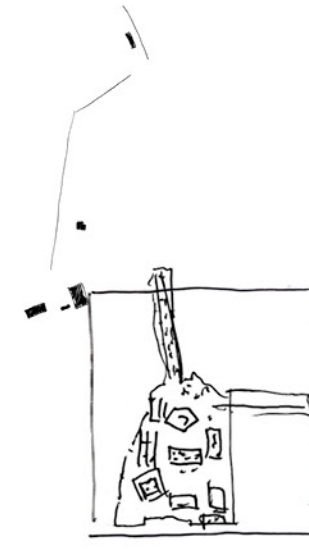
1879
Fourth German
excavation campaign



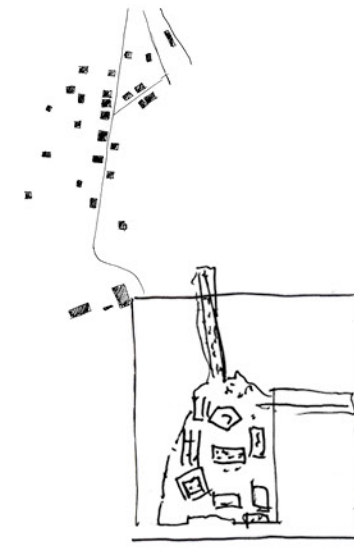
1881
Fifth German
excavation campaign



1886
Museum and
SPAP hotel



1892
Train station



1950
Development
between the train
station and museum



1984
Development along
the main road and
outside the grid

Development of the Urban Olympia

Two main stages of urban
development are presented:
the excavations of a buried
sanctuary, and the construc-
tion of a grid-plan village.
While drainage ditches,

heaps of ground and ancient
ruins constitute the architec-
ture of the first stage,
streets, buildings and train
lines represent the second-
ary stages of development.

Olympia as an Urban Landscape

The ancient site is the stage. The valley with the wild overgrown river, the mountains in the south and the Kronio hill with its pine trees serve as a background image, like a setting on a stage. The backstage facilities are the ticket kiosk, the two museums, the village with its souvenir shops and hotels, parking lots, the Olympic Academy and the roads that allow for access to the site.



1
The ancient site:
Echo hall



2
The ancient site:
Stadium



3
The fence enclosing
the site



4
The ticket kiosk



5
The bridge over the
Kladeos river



6
The old Archaeological
Museum



7
A fire protection tower



8
The new Archaeological
Museum



9
The International
Olympic Academy
hidden behind a fence



10
The modernist
municipality building
by Aris Konstantinidis



11
A parking lot



12
The main street



13
A souvenir shop



14
A hotel



15
The main road



16
The highway
Pyrgos-Olympia



17
The dam of
Alfeios River



18
The Alfeios Valley

- | | | | |
|----|---|----|-----------------|
| 1 | The ancient site: echo hall | 11 | A parking lot |
| 2 | The ancient site: stadium | 12 | The main street |
| 3 | The fence enclosing the site | 13 | A souvenir shop |
| 4 | The ticket kiosk | 14 | A hotel |
| 5 | The bridge over Kladeos River | 15 | The main road |
| 6 | The old Archaeological Museum | | |
| 7 | A fire protection tower | | |
| 8 | The new Archaeological Museum | | |
| 9 | The International Olympic Academy hidden behind a fence | | |
| 10 | The modernist municipality building | | |



- 1 The ancient site: Echo hall
- 2 The ancient site: Stadium
- 6 The old Archaeological Museum
- 7 A fire protection tower
- 8 The new Archaeological Museum
- 9 The International Olympic Academy hidden behind a fence

- 15 The main road
- 16 The highway from Pyrgos to Olympia
- 17 The dam of Alfeios River
- 18 The Alfeios Valley

- A UNESCO core zone
- B UNESCO buffer zone





View towards the main road in Olympia, 2016



View from the eastern hills of Drouva towards the village of Olympia. On the right is the new Archaeological Museum, hidden behind trees, 2016.

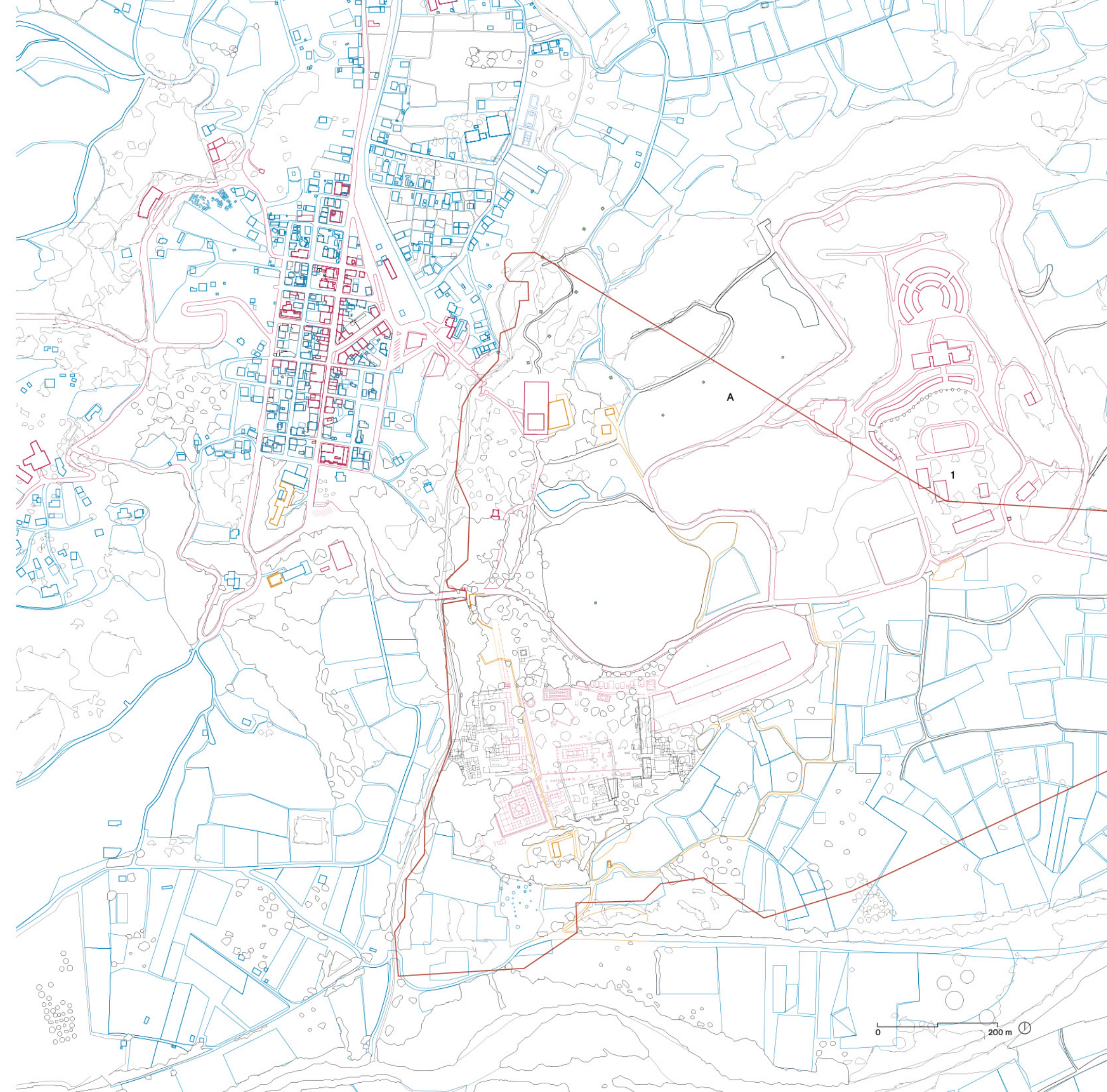
Heritage as an Urban Program

Three main layers of user networks compose the urban program of Olympia: the Tourist Gates; the Archaeologist Loops and the Local Networks. Each of them include their own specific paths and places of significance. The urban program also includes two globally active organizations: The IOC and the UNESCO. The IOC maintains presence here through the International Olympic Academy and organises the Olympic torch relay ceremony, while the UNESCO maintains a buffer and core zone for protection of the ancient sites in Olympia.

Urban Program

- Tourist gates
- Archaeologist loops
- Local pattern

- 1 International Olympic Academy
- A UNESCO core zone



Two Global Players

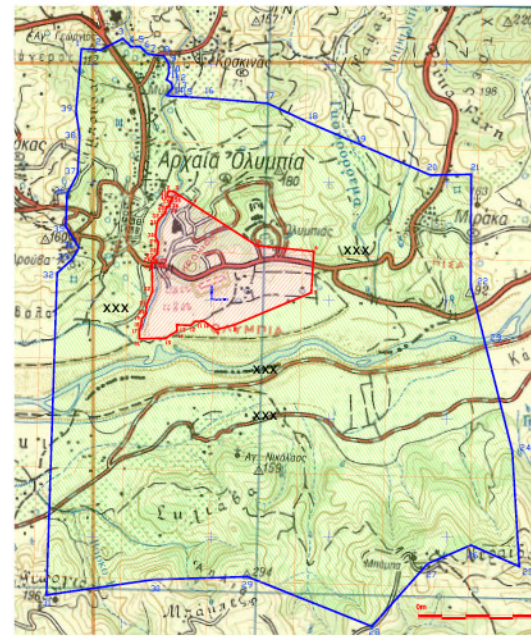
Since 1989, Olympia is officially designated as a UNESCO World Heritage site. The establishment of this status introduced an apparatus of organised preservation and protection services in Olympia. By creating a non-building buffer zone, UNESCO's protection philosophy physically marked the Olympian landscape. The effects of this politics can be felt in contemporary Olympia through fences, fire protection infrastructure, an overgrowing and an uninhabited zone of greenery. IOC, the organiser and a holder of the rights for organising the Olympic Games is the second biggest actor in Olympia. What probably began as a spontaneous, ritual gathering in the sanctuary during the ancient times has today evolved into one of the largest mega-events and cultural phenomena of the modern times. In addition to the commercialisation of the ancient Olympic Games, the IOC also maintains an on-site base: the International Olympic Academy, based in a modernist complex next to the ancient site.

UNESCO N°517

The UNESCO World Heritage Committee is an agency of the UN that lists places of importance (such as buildings, cities, complexes, deserts, forests, islands, lakes, monuments or other landscape features) as being of cultural or physical significance. Since its founding in 1972, 191 state parties have ratified the convention, making it one of the most powerful international institutions for historical preservation. While each World Heritage site remains part of the legal territory of the state wherein it is located, UNESCO considers it in the interest of the international community to preserve each of the sites. World Heritage sites are prized tourism assets. In 1998, the sanctuary of Olympia was declared as a UNESCO World Heritage. It is the number 517 out of 1'031 UNESCO Heritage sites worldwide in 2016. Since then, Olympia is officially considered as a place of global cultural importance. Therefore, new preservation regulations were implemented here. UNESCO defined an area of strict preservation, the so-called core zone, which includes the Ancient site itself as well as an area of possible future findings (approx. 106 ha). Around the core zone, a buffer zone has been instituted. This includes areas of direct visibility from the site where construction activities are completely forbidden, apart from extension of existing buildings. The buffer zone of Olympia constitutes approximately 1'458ha in land area, its boundaries reflect the surrounding mountain peaks. Since the implementation of the UNESCO heritage status, the size and location of the zones hasn't changed.



Map of the 1,031 worldwide designated UNESCO heritage sites, 2016



Official UNESCO map showing the core zone (red) and the buffer zone (blue)

Core Zone and Buffer Zone

"99. The delineation of boundaries is an essential requirement in the establishment of effective protection of nominated properties. Boundaries should be drawn to incorporate all the attributes that convey the Outstanding Universal Value and to ensure the integrity and/or authenticity of the property. 103. Wherever necessary for the proper protection of the property, an adequate buffer zone should be provided. 104. For the purposes of effective protection of the nominated property, a buffer zone is an area surrounding the nominated property which has complementary legal and/or customary restrictions placed on its use and development to give an

Ancient Monument Preservation Plan

How does preservation and tourism come together? The Ancient Monument Preservation Plan is the link between the UNESCO Operational Guidelines and the requirements of the site for tourism functions. The plan makes precise indications on the type and number of trees to

be maintained on the site (they should fit with the image of an ancient bucolic landscape), guidelines for the arrangement of paths and their surface quality, regulations about toilet complexes and the design of display showing maps or reconstruction drawings.

added layer of protection to the property. This should include the immediate setting of the nominated property, important views and other areas or attributes that are functionally important as a support to the property and its protection. Details on the size, characteristics and authorized uses of a buffer zone, as well as a map indicating the precise boundaries of the property and its buffer zone, should be provided in the nomination."

(Extract from the 'Operational Guidelines for the Implementation of the World Heritage Convention', UNESCO, July 5th, 2015)

IOC Branding the Territory

The IOC is the umbrella organisation that organises the Olympic Games. Since the resurrection of the Olympic idea in the late 19th century, the IOC has gradually turned into one of the most powerful international organisations. They often use Olympia with its ruins and the ancient stadium for legitimatising their activities historically: the ceremony of the Olympic torch relay takes place in the stadium, and the national subsidiary of the IOC. The International Olympic Academy (IOA) is hosted in a modernist conference complex also close to the ancient site. The Summer Olympics are the hallmark of global sport events. Experts believe that the Olympic Games in Rio de Janeiro in 2016 will easily surpass London Olympics in by the revenue generated, with the later generated around \$1.1 billion in domestic sponsorship deals.



The new IOC headquarter in Lausanne designed by 3xn Architects



Remains of the Olympic Games 2004 in Greece: The abandoned Helliniko Olympic complex

Local Representation: The Olympic Academy

The International Olympic Academy was founded in 1961 as an educational institution in order to promote the values of Olympism. At that time, Olympism had become a very popular international movement, after the rediscovery of the Olympic Games through the French educator Pierre de Coubertin in the late 19th century. As such, the establishment of the Academy not only served as a confirmation to the symbolic link between the modern Olympic movement and its ancient Greek roots, but also functions as a constant enactor of that symbol-

ism. Young athletes from around the world come to attend seminars and summer schools in the Academy and their curriculum does not only include sports activities but also an experience of the ancient remains and the landscape of Olympia. The Academy complex lies on a slope hidden behind the Kronio hill and is enclosed by a two meter high fence. The access is only permitted to guests, and it possesses its own fire protection infrastructure. The architectural style of the building is a mixture of modernist and 'critical regionalist' styles.



Torch relay ceremony on the ancient site of Olympia, 2012

Olympia as a Brand

The IOC is the owner of the rights of the Games and its biggest income comes through the assigning permissions to conduct the games and sell merchandise. Every postcard, t-shirt, kitchen magnet with the logo of the Olympic Games on it is a source of income for the organisation, making the name of Olympia protected – not every olive oil production from the region is allowed to

use this to indicate their origin. "To preserve the official brands, guaranteeing the integrity and emotional value is essential for the maintenance and continuity of the Olympic and Paralympic movements"– the official website of the IOC states that even the torch relay as a ceremony is protected and there are attempts to limit the playful use of it within the local community.



Worldwide national Olympic Committees, 2016



The Olympic Academy in Olympia, with view on to the Aifeios valley

Olympism and Local Identity

When it comes to the identity of the local community of Olympia, one always comes across the Olympic Games. The identification with the so-called Olympic Values, and the link to the ancient ancestry is present above all in personal memorabilia of Olympic ceremonies that take place in Olympia. One event that strikes out particularly is the torch lighting ceremony. The torch itself, postcards, and other souve-

nir items prove the participation of the local residents in the torch ceremony as athletes. These objects are often hung on the walls or placed on a side table in a prominent place within the house or in hotel reception areas. Since the village has emerged as a tourist town serving the site, any other historical or traditional lineage upon which the local identity could be based on does not exist.

Is Olympia Doing Better When the Olympic Games are Doing Well?

To what extent is the state of Olympia dependent on the success of the Olympic Games is not demonstrable. But since the economic survival of Olympia as a village is so very deeply rooted in tourism, and the tourism attraction is primarily based upon the interest and zeal for the Olympic Games of antiquity, one cannot neglect

the interdependence between the two. The Olympic Games have always been a venue of political protest, the Olympic boycotts from 1972, 1976, 1980 and 1984 go far to prove this. This factor even enlarges the potential sphere of influence of the Olympic Games on Olympia.

Tourist Gates

Tourism is the most important sector of the Greek economy. Politics, economy and social trends all culminate in tourism and shape its dynamics. Olympia as an archetypical tourist destination has to be understood in the context of its tourist history. With its very important archaeological site, its beautiful landscape and the proximity to the sea, Olympia as a tourist landscape surpassed all kinds of usual dynamics, which are still visible in the urban configuration. The present complexity of the place cannot be understood without understanding its past and present tourist fabric. The layers of tourism, the historical ones as well as the present ones are very evident since Olympia has a 'frozen core' due to UNESCO's strict zoning regulations. Due to various tourist needs and interests acting in the place, we are able to observe a highly specific infrastructure. At the same time, there is the tendency to concentrate on the increasing number of cruise ships that cater to the tourist arrivals. As the number of tourists arriving through the cruise ship route keeps rising, even the regular tourists are forced into the same fast and shallow 'highlight tourism' circuit. There is the tendency of the mass tourism circuit to take over the place and shape it according to its needs, with alternatives being in danger. The whole region is highly dependent on this unsustainable trend.

Aristocratic Excursionism 1886–1914

Tourism in Greece before and during WWI was mostly excursionist. Since the 1840's, railroads made country more accessible. The construction of tourist infrastructure boomed, the SPAP Hotel was finished in 1906. Spa tourism and archaeological sites were the most interesting for the tourists. Between the wars, The Bureau for Foreigners and

Expositions was founded, later becoming the Greek National Tourism Organisation (GNTO). The organisation started clearing up the sites and towns, to make them more touristically attractive. The excavation, restoration and clearing up of the sites was the first step in influence tourism had on a Greek landscape.



Expedition travellers at the ancient sites, 1891



Visitors in the Central Hall of the first Archaeological Museum, 1935

Preparing for Mass Tourism 1930s–1950s

In the 1930s, the first infrastructures for cruise tourism started to come up. In contrast to the present cruise tourism, this used to be the most luxurious way of travelling. At the same time, in the Art Deco era, spa tourism started to take root. Following World War II and civil war, the country was in ruins. As a consequence of the Marshall Plan, there was a focus on rebuilding the country during the 1940s and 1950s. The road network was reconstructed and the GNTO was re-established in 1950. Various tourism and transport infrastructure projects started to be proposed. The state owned 'Xenia Program' focused on developing

modern and functional hotels in the whole country. The Xenia Hotels were characterised as hotels of a small capacity, high quality, a conscious integration with the beautiful Greek landscape, a combination of Modernist elements and a discrete use of traditional materials. The modernisation of the countryside after World War II led to a mass seaside tourism, that combined historical monuments and beautiful landscapes, the so-called 'historical landscape'. The myth of modern Greece was born. The landscape as a natural layer of archaeological sites became stereotypical.



Guests at the Olympic Academy in the Aifeios River, 1965

Rise of the Middle Class Tourism 1960s–2008

The state-run Xenia Program gradually lost its prestige due to a change in the cultural context and an increase in the comfort standards that were expected. Between 1950 and 1958, the amount of tourist spendings in Greece grew from \$2.5 million to \$40 million. As a consequence, the need for large-scale tourist complexes arose. Large post-modernist-style structures, without connection to their surroundings, broadly based on the 1964 Venice Charter for the Conservation and Restoration of Monuments and Sites of the so called 'critical regionalism', started to come up. In the mid 1970s, after the new constitution was signed and put into action, there was a

strong approach towards adopting local identity, while designing for the new tourist facilities. The GNTO started re-using existing architecture and restored settlements in order to convert them into tourist facilities. In parallel, the urban housing typology of Polikatoikia was taking over the countryside, bringing a strong modernisation drive. With the introduction of Interrail in 1972, the country opened up to a new genre of tourists, mostly young people and students with a keen interests in the culture and society of the country they were visiting. According to the locals, Olympia used to be an attractive Interrail destination due to its proximity to the coast, Pyrgos, its cultural at-

tractiveness and a good rail connection with Athens and Patras. Therefore, we see the potential in this railway infrastructure, as well as in the relics from the past, such as camping sites and the youth hostel that is reused nowadays. Olympia has emerged as a globally attractive brand.



Xenia Motel in Olympia, 1970s

Crisis and Post-Crisis 2008–2016

After the rapid urbanisation in the 1950s and 1960s, domestic tourism became an important factor in the slow re-establishment of a relationship between urban Greeks and their countryside. Especially during the mid-1990s, large numbers of Greeks started to reconnect with the countryside. This tourist infrastructure almost completely broke down during the 2008 crisis, remaining inactive until today. Big groups of international tourists, started to dominate the popular sites and beaches of Greece. The cruise ship tourism sector saw the biggest growth. As a consequence of the dominance that the cruise ship industry started to be homogenised with diverse tourist groups either being

Through the establishment of the International Olympic Academy in Olympia in the 1960s, the global resonance that Olympia enjoys today was strengthened. One aim of the Academy was to establish Olympia as a destination for conference.

people, also prefer these bigger hotels. These kind of groups are the dominant type in Olympia these days. Almost all of the interviewed groups had visited Delphi, Nafplio and Mycenae before they arrived here in Olympia. Most of the group members are over fifty years old and come from countries such as the US, Canada, Germany,

The Invading Cruisers 1990–2016

The new form of cruise tourism, which was pushed by the crisis, has a very particular character. The ships have tended to get bigger, transforming into huge efficient tourist-shelving-units. This kind of tourism has little economic impact on the local economy. The ship provides hotels, restaurants and entertainment facilities on board making space for 2000 to 3000 people. As a result, the huge number of tourist arrivals makes a concentrated pressure on the local facilities after the ship drops anchor. The need for high capacity infrastructures such as new ports, highways and parking lots leads to a complete transformation of the landscapes and villages. Compared to the very small consumption by the village, a lot more sewage and solid waste has to be handled.



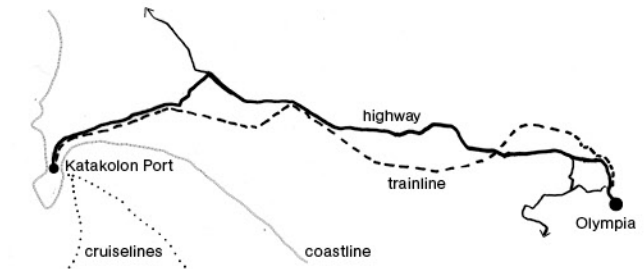
Cruise ship tourists in Katakolon, on their way to Olympia, 2016

Italy and France. Due to the relatively large size of international groups, large hotels with higher standards are often found. In fact, not many of these groups end up staying in Olympia overnight, but pass through for a few hours to see the site, spending their nights in the hotels along the coast.

Because of Olympia's proximity to Katakolon Port (38 minutes drive), cruise ship tourism is one of the most important income segments. The passengers usually arrive in Olympia at around 11 a.m., they visit the Ancient site, returning to the cruise ship after approximately two hours of stay. Instead of visiting the museums, the tourists rush through the main streets. As a consequence, the road has turned into a souvenir street, selling cheap imitations of statues, jewellery and t-shirts but also local products such as olive oil, wine and soaps. Olympia now looks interspersed with huge parking lots, which, after passengers leave, tend to empty out, resembling abandoned infrastructures. An optimised fast visitor circuit has formed what we call 'The Tourist Gate'.



MSC Cruise Musica, Mediterranean, 22.09-03.10.2016, 11 nights, €949 to €2199



The tourist gate Katakolon Port – Olympia, 33,9 km

Backpacker Tourism



Since the train connecting Olympia to Athens has been out of service since 2009, the backpacker tourists are not such common visitors anymore. In the meantime, some of the camping sites in Olympia have found new clients in form of the caravan and individual car tourists. Others have closed or changed their programmes, like a youth hostel, which has now been converted into a hotel. We can imagine that the town of Olympia had more variety on offer than it does these days. Bars, cinemas and restaurants, catering younger tourists used to be a common feature here.

Conference and Seminar Tourism



There is the aim to establish Olympia as a destination for international conference tourism. This would surely raise the global character of Olympia. Even though the conference participants mostly stay within the Academies or hosting hotels, they are usually financially stronger groups, benefitting local Academies and institutions. Also, the summer seminars from different universities are considered to be an important part of new tourism forms and hotels are being retrofitted to be able to provide conference facilities.

Individual Tourism



Due to the focus on catering to the needs of mass tourism, there has been a neglect of the middle class tourists who mostly make individual tours. Seeking alternatives, they are forced to become a part of the mass tourist Olympia and its oversized tourist infrastructure. This could be one of the reasons behind the constant decline in this tourist segment in Olympia. Another explanation to this could be, that this kind of tourism is much more unstable and follows the contours of development of the global economy in a much more direct and dynamic way that lies in contrast to the constantly expanding cruise tourism.

School Excursions



We have noticed that there is the so-called 'Tourist club', right at the exit of Olympia heading towards Drouva. This facility provides parking lots for school buses and hosts a buffet restaurant that enables several batches of students to have lunch at the same time. A specialised place to cater to school tourism was found to be missing previously in Olympia. Some of these school batches stay in Olympia overnight. Bigger groups usually go to the bigger hotels in the town of Olympia such as the Elis Hotel. International school tourism has especially maintained a relative stability in the tourism sector, keeping a persistent importance here.

Group Tourism from the Inland



Olympia is one of the most important parts of Greece's highlight tours, including Athens, Mycenae, Nafplio, and Delphi, amongst others. The UNESCO status in combination with the extended mass tourism infrastructures fulfilling the similar needs of the cruise masses and the land mass tourism. Therefore Olympia is developing further attractions such as showfarms and open wineries with capacities for big tourist groups coming by bus.

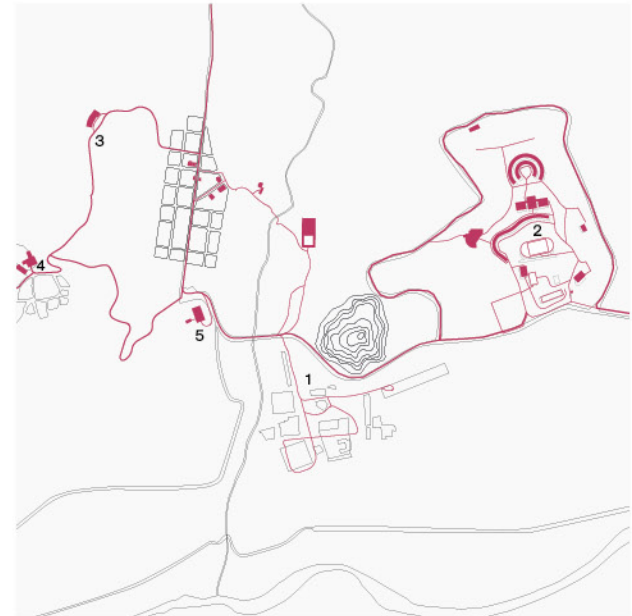
Cruise Ship Tourist Invasion



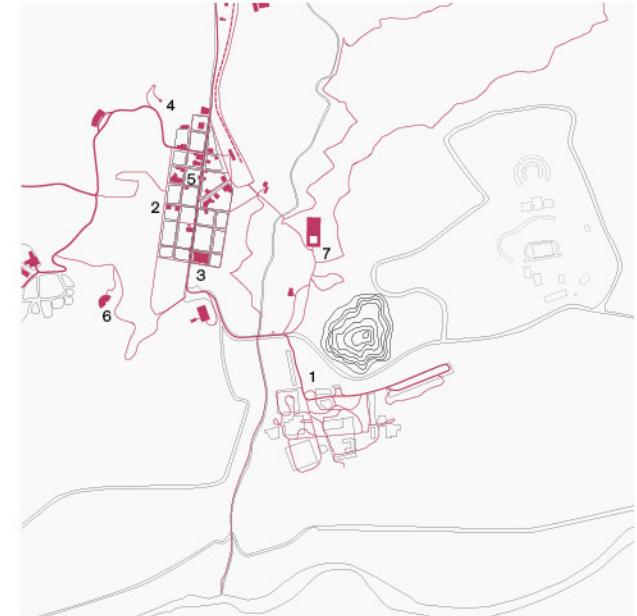
Olympia, which has been an important destination on cruise routes is further adapting to the developments in the sector. Katakolon Port is currently managed as a future homeport (comparable to Venice). Due to a rising volume and a higher frequency of arrivals, cruise tourism has been rising sharply in importance and the town constantly adapts to satisfy the needs of this sector.



- 1 The ancient site
- 2 Train station
- 3 Camping Diana
- 4 Camping Alfeios
- 5 The new Archaeological Museum



- 1 The ancient site
- 2 Pension Posidon
- 3 Olympia Palace Hotel
- 4 Airbnb
- 5 Grill tavern and rooms for rent Anesis
- 6 Forest theatre
- 7 The new Archaeological Museum



- 1 The ancient site
- 2 Pension Posidon
- 3 Olympia Palace Hotel
- 4 Airbnb
- 5 Grill tavern and rooms for rent Anesis
- 6 Forest theatre
- 7 The new Archaeological Museum



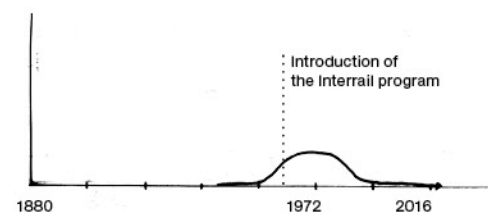
- 1 The ancient site
- 2 The old Archaeological Museum, 3D exhibition
- 3 The new Archaeological Museum
- 4 Touris club
- 5 Camping Diana
- 6 Camping Alfeios
- 7 Hotel Elis
- 8 Kalypso club
- 9 Botanical garden



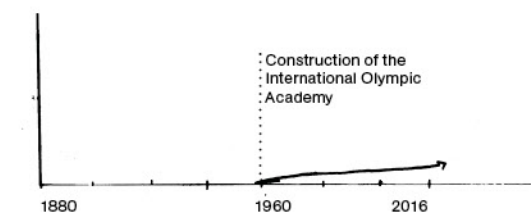
- 1 The ancient site
- 2 Hotel Neda
- 3 Hotel Antonios
- 4 Hotel Europa
- 5 The new Archaeological Museum



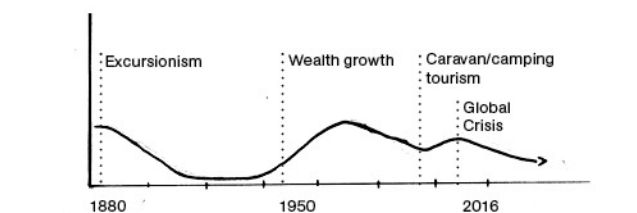
- 1 The ancient site
- 2 Souvenir road
- 3 Parking lot 1
- 4 Parking lot 2
- 5 Parking lot 3
- 6 Parking lot 4



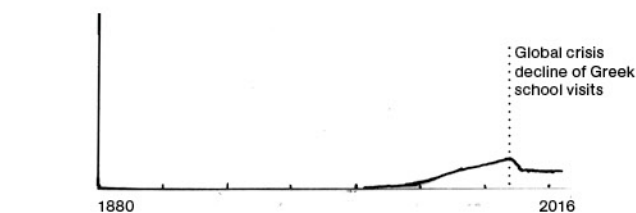
Backpacker tourism over time



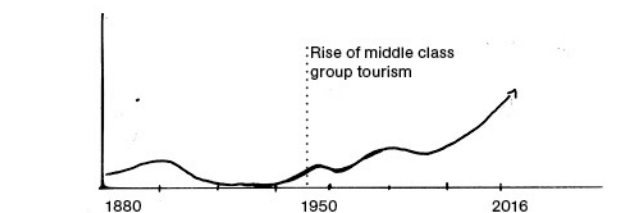
Conference and seminar tourism over time



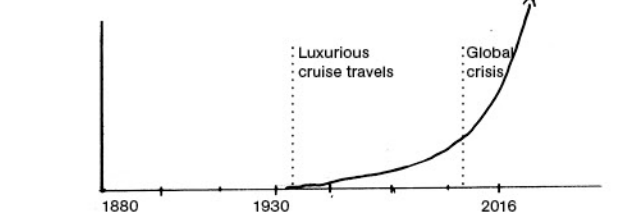
Individual tourism over time



School excursions over time

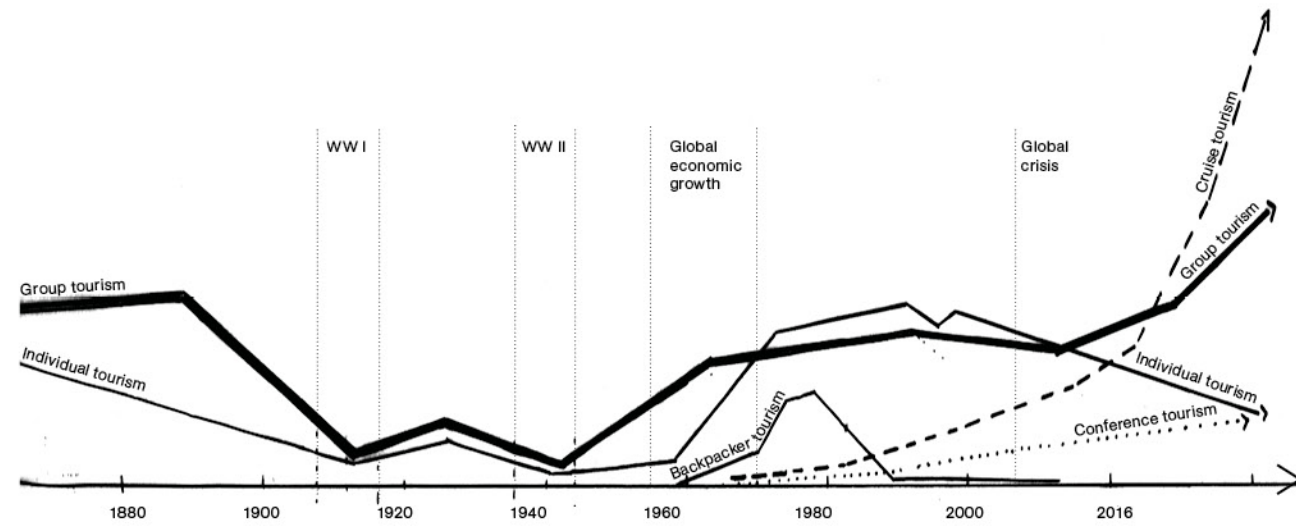


Group tourism over time

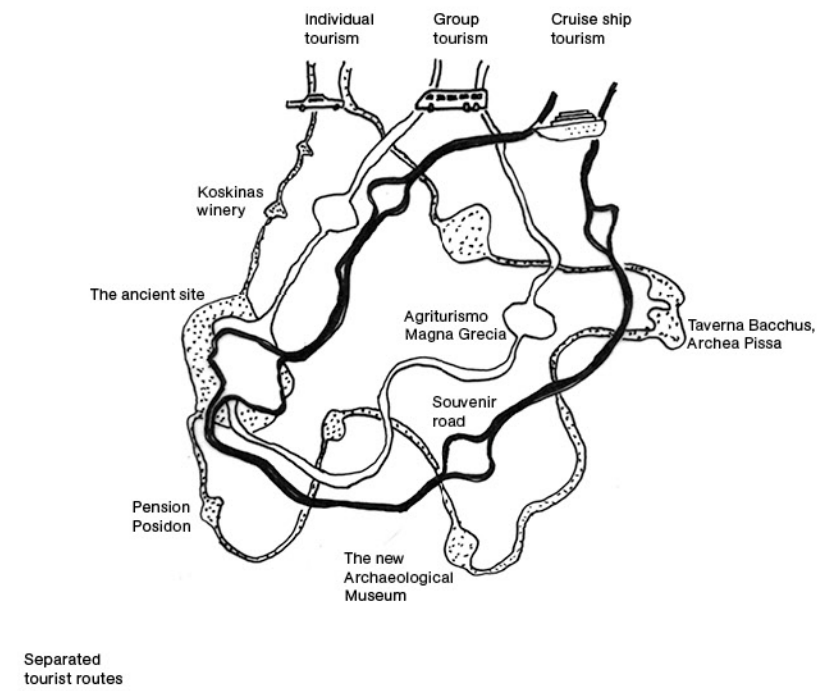


Cruise ship tourism over time

Underused Infrastructures

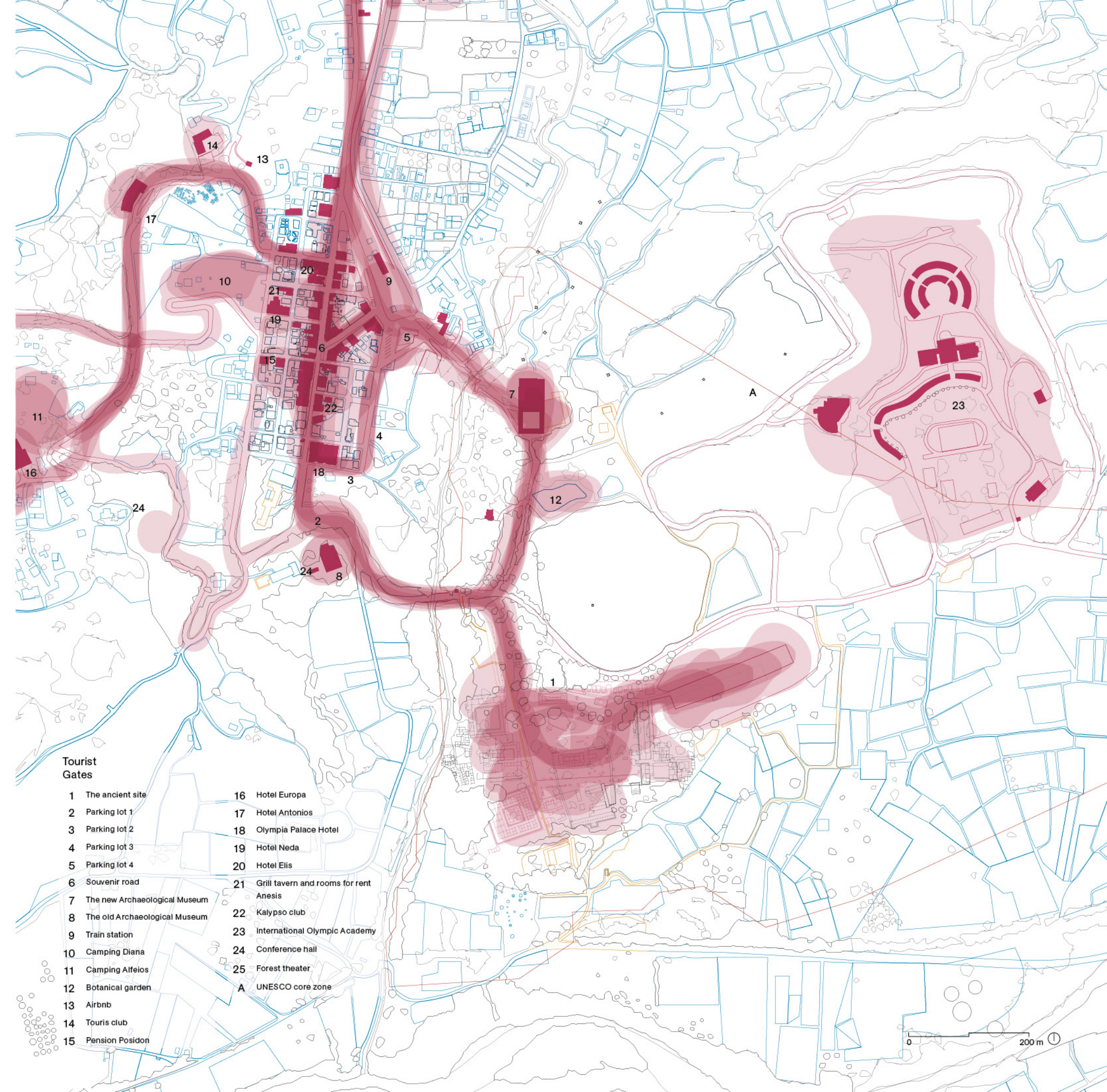


Tourism dynamics between 1880 and 2016



Since the year 2000, the number of cruise ship tourists that have been arriving in Olympia has significantly increased, while other tourist sectors have seen a sharp decline. Extensive infrastructures such as parking lots can be seen as a direct con-

sequence of this on-the-run fast-track tourism. Other existing tourism sectors do not require the sort of permanent infrastructure that cruise ship tourism requires. Thus, such infrastructure often lie vacant over long periods of time.



Tourist Gates

- | | |
|---------------------------------|---|
| 1 The ancient site | 16 Hotel Europa |
| 2 Parking lot 1 | 17 Hotel Antonios |
| 3 Parking lot 2 | 18 Olympia Palace Hotel |
| 4 Parking lot 3 | 19 Hotel Neda |
| 5 Parking lot 4 | 20 Hotel Elis |
| 6 Souvenir road | 21 Grill tavern and rooms for rent Anesis |
| 7 The new Archaeological Museum | 22 Kalypso club |
| 8 The old Archaeological Museum | 23 International Olympic Academy |
| 9 Train station | 24 Conference hall |
| 10 Camping Diana | 25 Forest theater |
| 11 Camping Alfeios | A UNESCO core zone |
| 12 Botanical garden | |
| 13 Airbnb | |
| 14 Tourist club | |
| 15 Pension Posidon | |

Archaeologist Loops

Since the ruins of Olympia have not been fully excavated, there are still a lot of on-going archaeological excavation works happening here. Currently, the excavation work is being done by two major teams: firstly, the National Greek archaeological team and secondly, the German Archaeological Institute. The groups often operate independently from one other: the Greek excavation team is responsible for the excavations happening from the east to the west and the German team are following a circular path around the site. They have boarding and lodging facilities here. However, they both share space of the new Museum, where their findings are stored, achieved and exhibited. The excavation works have a great impact on the landscape. Huge amounts of soil are excavated that originally covered the terrain of the Ancient site. The soil level today is around eight meters higher than it was in those days. Towards the south of the site one can still get a glimpse of how high the terrain might have been.



Lately restored column of the Temple of Zeus

Greek Excavations

The current Greek excavations take place towards the eastern end of the Ancient site, below which the Olympic Academy is situated. There, currently the house of the priestess of the Ancient sanctuary is under excavation. There used to be a second excavation site right at the entrance to the site where they excavated the gymnasium, the training site of the Ancient Olympic participants. But this has recently been put on hold owing to the difficulty associated with excavating the site. Apparently, a newer road has been built on top of the ancient site, requiring more funds than originally anticipated. The gymnasium has the same length as the stadium. The western part of the gymnasium has been found on the other side of the Kladeos River, which gives a hint to how different the Ancient course of the river might have been and how the whole scenery might have looked like.

German Excavations

The Greek-German Excavation Convention was the catalyst for the on-going German involvement in excavation at the Ancient site of Olympia. The German Archaeological Institute in Olympia is the most experienced expert on the Ancient site. Their processes of excavation works follow a perfectly organised cycle, optimised for over more than a century of excavation works. The archive with rich findings in the basement of the new Museum, is a witness to the long and intense archaeological activities at the site. The archive space is not only restricted by its capacity. The climate conditions are unstable and unsuitable for the storing of found objects here. Most of the findings at the archaeological site stay locked away from the public view.

The History of an Enclave

The fact that the village of Olympia would not exist as it does today, had there not been the German archaeologists, is very present among the locals. They are a fixed component of the inventory of Olympia. There are even stories about Olympia being spared and having received a special treatment during World War II due to German interests in the place and the traditional cohabitation of Germans and locals in the area. The infrastructure of the German excavation works is, therefore, an integral element of the site, including the workshop or the German excavation house. Furthermore, the site of Olympia benefits from a

great amount of admirers from Germany who regularly donate extensively to help in the restoration of the site and the different objects that are found here. One such object was a column that was found at the Temple of Zeus and which costs around 1 million Euros to restore. During their stay in Olympia, the German team which comprises of archaeologists; geologists; students; stone masons; and scientists all live in the so called German 'Grabungshaus'. The plot belongs to the German State. The house was built in the 1970s by the German excavation architect at that time, Alfred Mallwitz.



The workshop on site, 2016

The Tsunami Theory

The reason for the almost complete destruction of the ancient sanctuary of Olympia has always been blamed on earthquakes and river floods. Professor Dr. Andreas Vött of the Institute of Geography of the Johannes Gutenberg University Mainz presented a new theory. The sedimentary findings in Olympia and the surrounding area have provided strong evidences that Olympia had been hit by several tsunamis. The sediments cannot be from the Kladeos River due to the different geomorphologic composition than the rest of the valley. Vött has disproved the

belief that the Kladeos River sediments have covered the ancient site by the fact that the sediments have marine origins. In fact, in ancient times the coastline was about eight kilometres further inland and the water rushed through the Alfeios Valley to Olympia, destroyed the site and buried it under eight meters of sediments and mud. Prof. Vött and his team from the German Archaeological Institute are also based in the German excavation house.



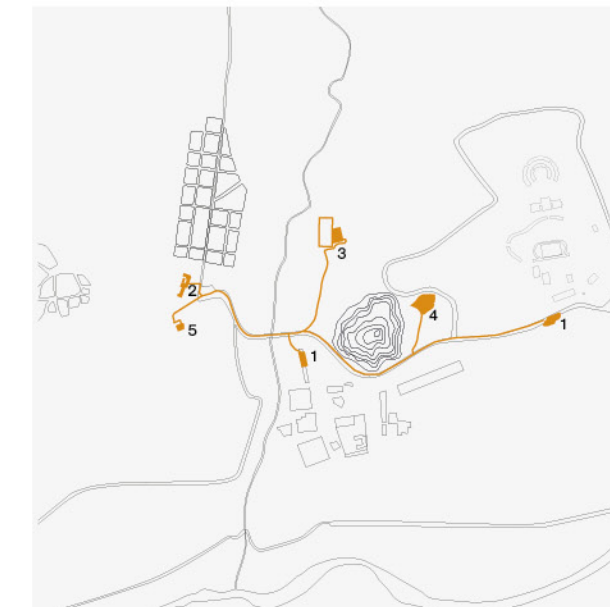
The stone masons' working place and storage on site, 2016

Greek Loop



The present Greek excavations are on the southern part of the International Olympic Academy complex. They are about to commence on excavating the house of the priestess of the sanctuary of Olympia. The second excavation site was the eastern part of the Gymnasium, right at the entrance of the site. Lately, this excavation site has been closed. The dumping site of the Greek excavations is in between Mount Kronio and the Olympic Academy. The archaeologists' offices, the 'ephorate' are housed in the extension of the former SPAP hotel. Some of the employees of the ephorate live

in the old Xenia Motel, which also partly serves as an office space for the municipality. It contains a storage facility for the Greek findings on the ground floor and in the former motel rooms are the seasonal accommodations for the ephorates' employees. A further storage place of Greek, as well as German findings is the basement of the new Museum.



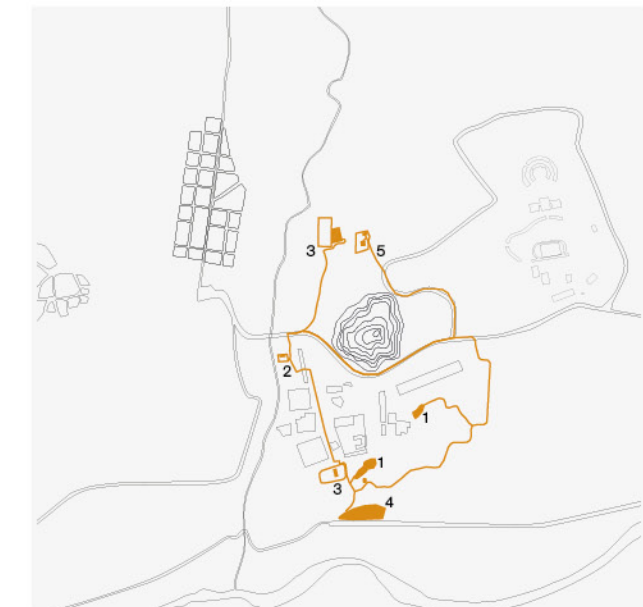
Greek loop
1 Ongoing excavations
2 Workshop, storage and accommodation
3 Archive under the new Archaeological Museum
4 Dumping site
5 Offices

German Loop



The procedure of excavating, sorting out and archiving is very well coordinated and time-proven one. The recent excavations take place in the south of the site. First, the upper layers of the earth, covering the ruins are carried away and brought to the dumping site right behind the dam. Big excavators and trucks carry out the rough works until the interesting layers, rich of Ancient material, are reached. This is where the precision works begin. The findings are brought to the workshop on the site where every piece is then labelled, numbered and photographed. Then, the pieces are wrapped and

packed into wooden boxes and brought to the basement of the new Museum. This is the main archaeological archive for the Olympian findings and the nearby archaeological sites. However, the situation is suboptimal, since the main part of the archive lies under the toilet facilities of the museum. These installations are leaking and water damage occurs regularly. The German archaeological team lives in the 'excavation house', right above the new Museum, behind Mount Kronio.



The German loop
1 Present excavations
2 Workshop on site
3 Archive under the new Archaeological Museum
4 Storage
5 Dumping site
6 The German excavation house



A collection of ancient helmets in the storage of the new Archaeological Museum

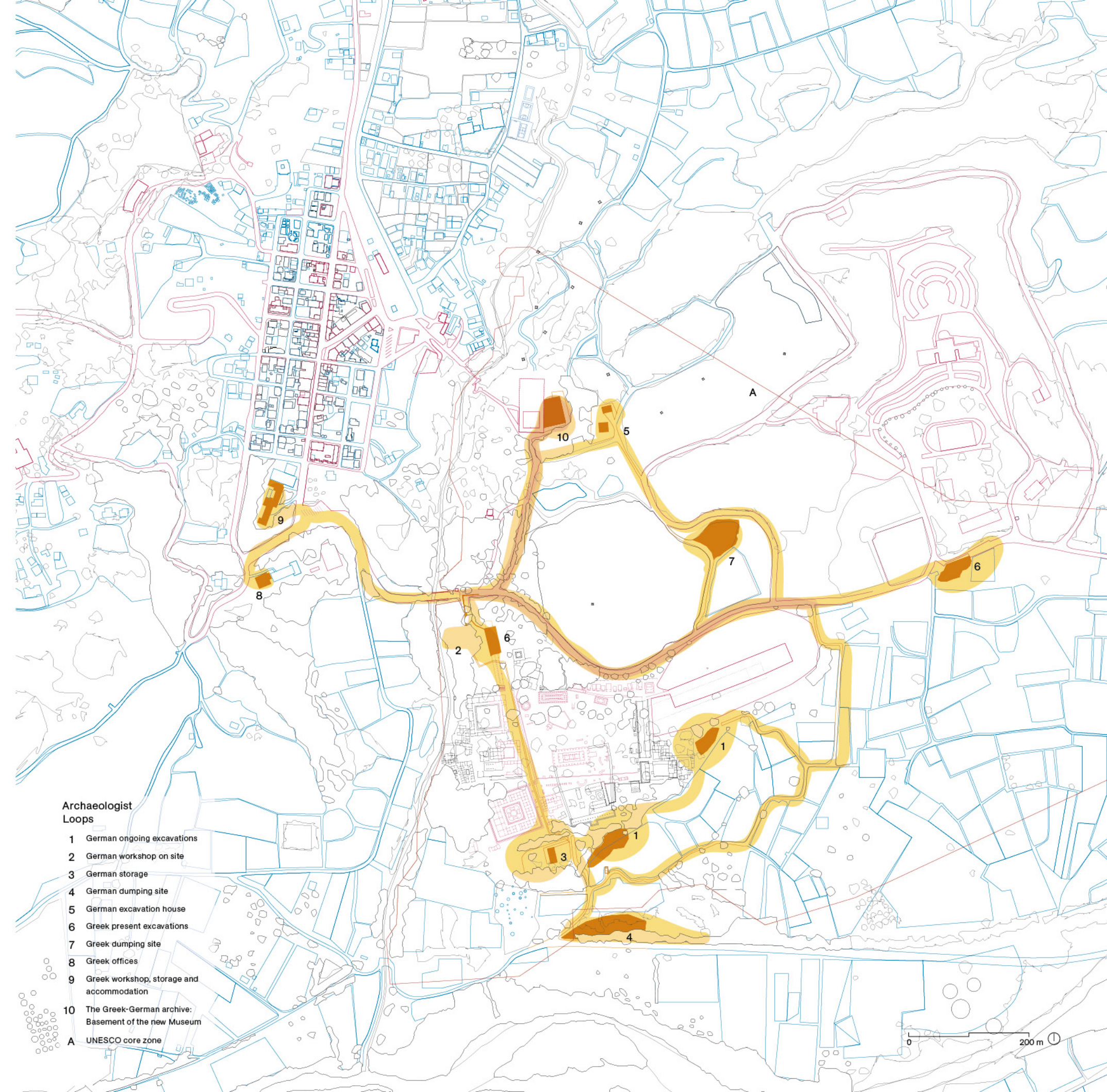
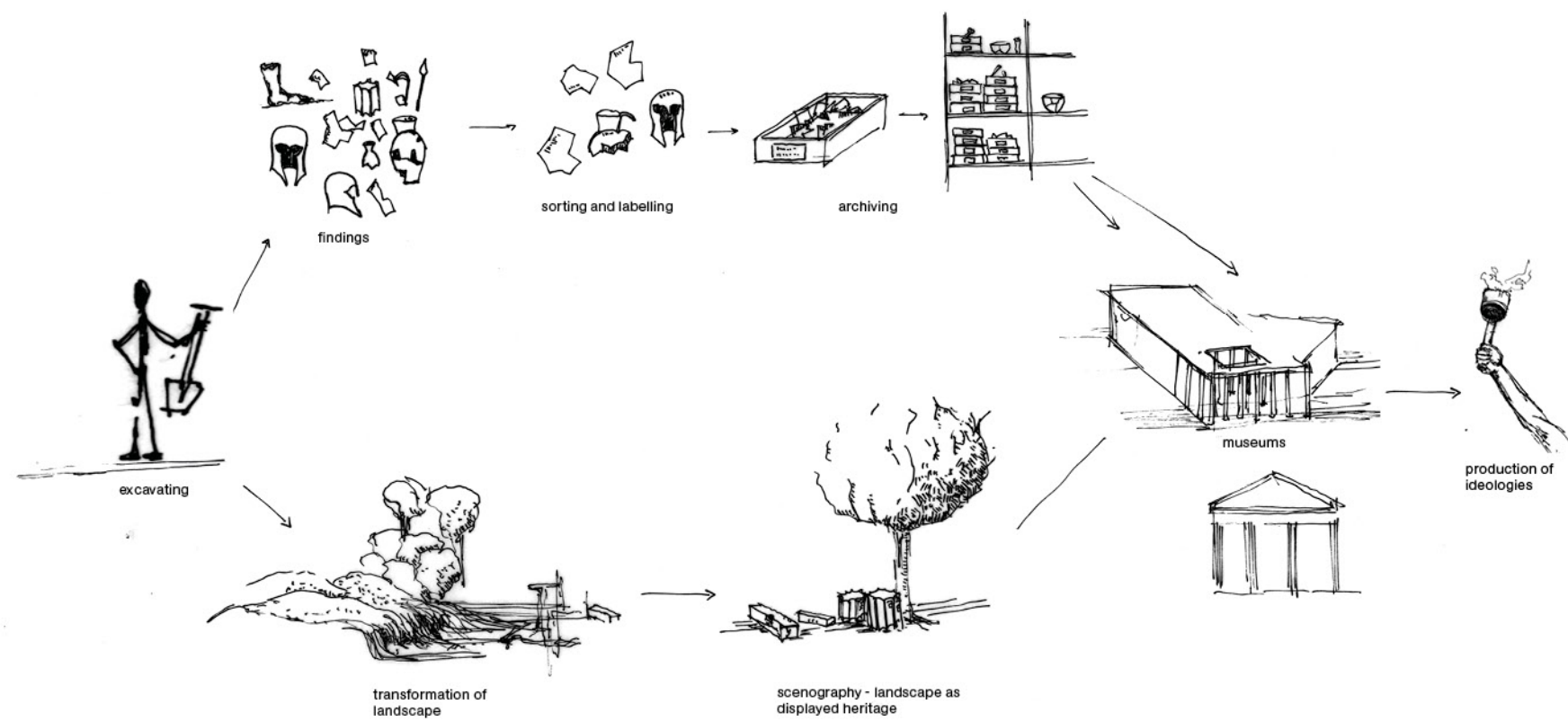


A collection of ancient ceramics in the storage of the new Archaeological Museum

Activities Under the Ground

The archaeological works in Olympia are almost invisible to the foreign visitor. Whether it is storing the findings in the basement of the new Archaeological Museum or excavating the ruins hidden behind the green

buffer strips of the ancient site – their activities remain unseen on the site itself. This contrasts with the place of the museum, where their findings are presented to a wider public.



**Archaeologist
Loops**

- 1 German ongoing excavations
- 2 German workshop on site
- 3 German storage
- 4 German dumping site
- 5 German excavation house
- 6 Greek present excavations
- 7 Greek dumping site
- 8 Greek offices
- 9 Greek workshop, storage and accommodation
- 10 The Greek-German archive: Basement of the new Museum
- A UNESCO core zone

Local Patterns

The local network is much closely meshed than the punctual massive 'tourist gates'. The relationship between Olympia and its residents to the surrounding villages creates a network of centralities. The Municipality of Olympia is the most important political and administrative centre in this region. Due to its developed tourism, it also represents the largest regional labour and goods market. Almost all villages and their residents in the area are either directly or indirectly economically dependent on Olympia. Products from the entire region are sold in here and distributed globally under the Olympia brand name. Especially during the tourist season, people from all over Peloponnese come here to seek seasonal employment. On the other hand, Olympia also depends on the surrounding villages for their resources, their agrarian production, workforce and construction space. Due to the zoning restrictions imposed by UNESCO, many of the urban functions are outsourced. Olympia is an administrative, touristic and therefore economical centre, that has become almost fully saturated with built structures within its legal building zones.

Olympia as an Urban Center

Olympia as a brand is a key market in the region, due to its international image and the high frequency of tourist arrivals. Either directly employed in the tourist sector or in the production of local agricultural goods, the locals are economically highly connected with Olympia. The area of direct economical relationship is limited to the northern banks of the Alfeios River since it is a strong physical border.

Administration Center

Olympia's municipality belongs to the prefecture of Elis. It consists of 41 other smaller constituents. Villages such as Drouva, Flokas, Ancient Pissa, Linaria, Koskinas, Magira, Platanos, Pelopio etc. belong administratively to it. River Alfeios serves as the southern municipal border. The municipality consists of 13'409 residents and occupies an area of approximately 545sq.m.. There are 46 people working regularly for the City Hall, while another 15 to 20 people have been hired as seasonal personnel. Olympia has an important municipal building – the different au-

The Producer

Until the 1950s when mass tourism to Olympia was yet to flourish, the whole area was still based on agriculture and farming. The fields in the riverbed of the Alfeios in the south of Olympia and on the hills surrounding Olympia belong to the residents of Olympia. Further up the Kladeos River, there are vineyards as well as livestock, whereas on the hills in the east and west of the village, olive trees are cultivated. Owing to the development of Olympia as a brand and as a market place, there has been an incline towards local production especially of olives and grapes. The products,

thorities are housed in the old Xenia Motel which was built by the famous Greek architect Aris Konstantinidis in 1963. It became obsolete as a hotel and was eventually retrofitted into a shared use building. The prominent main part of the building with the big terrace is now the municipality building. The Municipality of Olympia has 9 nursery schools, 12 primary schools, 6 high schools and 4 lyceums. There is one primary school and a high school in Olympia but the important school complex is in Pelopio. Many children and young people from Olympia go to study there.

olive oil and wine are sold all over the world under the brand name of Olympia. Increasingly, there is also a trend of opening these wineries and farms to visitors. Visitors can look at the products and buy them either immediately or later in the markets of Olympia, where these products are distributed by the local shops or through the outlets belonging to the farms. As we go further west, we see huge areas of intense agricultural production due to the fertile soil deposited by the Alfeios river. These fields mostly belong to the residents of Platanos and Pelopio.



Olympia land winery in Koskinas, which is open to visitors for the possibility of tasting and buying wine

The Shop or the Hotel Owner

Olympia as a mainly touristic city, since the 1950s has a large number of hotels, rental accommodations, camping sites and shops that cater to the tourists. Over the many generations especially locals have run the smaller and medium sized hotels. These families were mostly landowners and eventually went on to build their own hotel after the first mass tourism streams started to arrive to Olympia. People even moved down from the first settlement in Drouva to live in their newly built hotels here. The experience with the local stores is quite similar – the plots have always belonged to the shop owner's families. Still, a very dynamic process of change

in tourism is visible. In the simple common concrete structures, almost all kinds of small business can be run. Since the expansion of the town of Olympia is restricted within the borders imposed by UNESCO's zoning regulations, the any increment to the tourism sector happens through densification within the existing fabric. The strong reliance on tourism in Olympia leads to very high levels of seasonality in employment. Most of the local shops and hotel owners have the olive and other agricultural fields nearby. What is noticeable about the local hotel and shop owners is the really high adaptability to the dynamics of tourist arrivals.



Locals working at a souvenir shop along the main road in Olympia

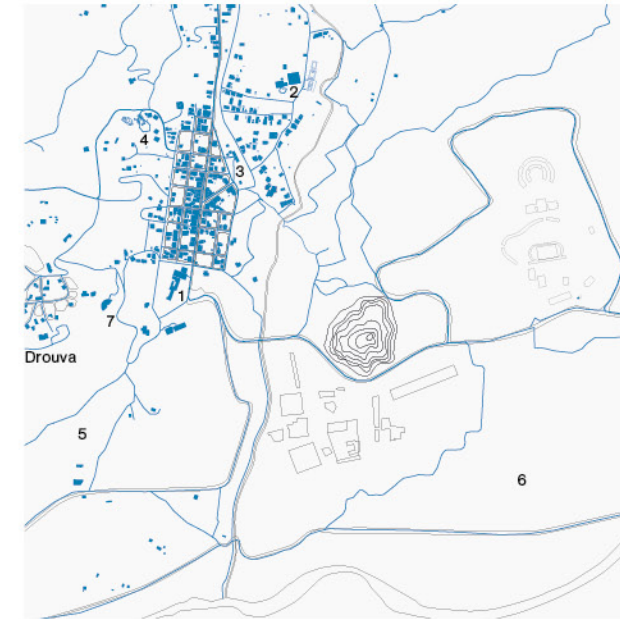
The Employee

Many people from the region of Olympia, even reaching Pyrgos are employed in the tourism sector, as waiters, hotel staff, guides, taxi and bus drivers, cleaning staff and so on. Most of them are seasonal workers, coming to Olympia between April and October. The Ephorate hires

many additional guides and guards to manage the extended summer opening hours of the Heritage sites. There is even a school in Pyrgos which trains people as guards to meet really high demands of protecting these archaeological sites.



Construction works on the main road preparing for tourist season



- Local patterns
- 1 Municipality building
- 2 Secondary school
- 3 Bus stop
- 4 Cemetery
- 5 Olive groves
- 6 Agricultural fields
- 7 Forest theater

Decentralised Living

Olympia is not the major habitation area in the region. Locals working in Olympia are settled within the entire municipality. Due to the scarcity of available building space in the village, most of the basic urban infrastructures are not located in Olympia itself but sourced out, such as the supermarket along the highway or the big school complex of Pelopio.



Local living: Storage on the ground floor, living upstairs

Habitats

The residents of Olympia often have their shops on the lower levels of their houses and live on the upper floors. Some also tend to have their shops in or near the main streets, and live either in the surrounding settlements or in a less central place in the village of Olympia. The owners of hotels and rental accommodations often tend to live on the top floor of their guesthouses. The houses in the main road mostly have a souvenir shop or a restaurant on the ground floor and have the upper floors usually empty. Apart from the people living in the main roads, all houses have a backyard where they maintain a little amount of livestock, a few orange trees

and sometimes a vegetable garden. If the house is used only for residential purposes, the ground floor is mostly left empty to serve as a storage place or garage. The settlement on the other side of the train-tracks, beside the grid, is much looser compared to the dense grid of Olympia. The fields between the houses are mostly abandoned and tend to be overgrown. Most of the residential houses in Olympia are between two and three stories high. Only hotels, with up to six stories overlook the village. The so called 'locals' of Olympia often do not live in the village of Olympia but tend to spread out along several settlements in the nearby regions.

Shopping

Since the village of Olympia is one of the most important employers of the region and head of municipality, one would expect more shops meeting the locals' needs. We only find one butcher, a small grocery store, two pharmacies, two bakeries, a frozen food store and an animal feed store. Olympia is not a local commercial center. The center of local consumption is the supermarket along the highway connecting Olympia to Pyrgos. People even go to Pyrgos to make their purchases. Especially in the souvenir main road of Olympia, an almost

complete separation between the local shop owners and the foreign customers is visible. What we observed during our stay were small vans with open loading areas, passing different villages in the area and selling local fruit and vegetables to the locals. Since not everyone is able to drive to the supermarket and local village stores can hardly survive, this seems like a good alternative – the local farmer or shop owner is able to supply several villages due to the mobility and knowledge of the local conditions.



Mobile fruit and vegetable cart in front of the municipal building in Olympia

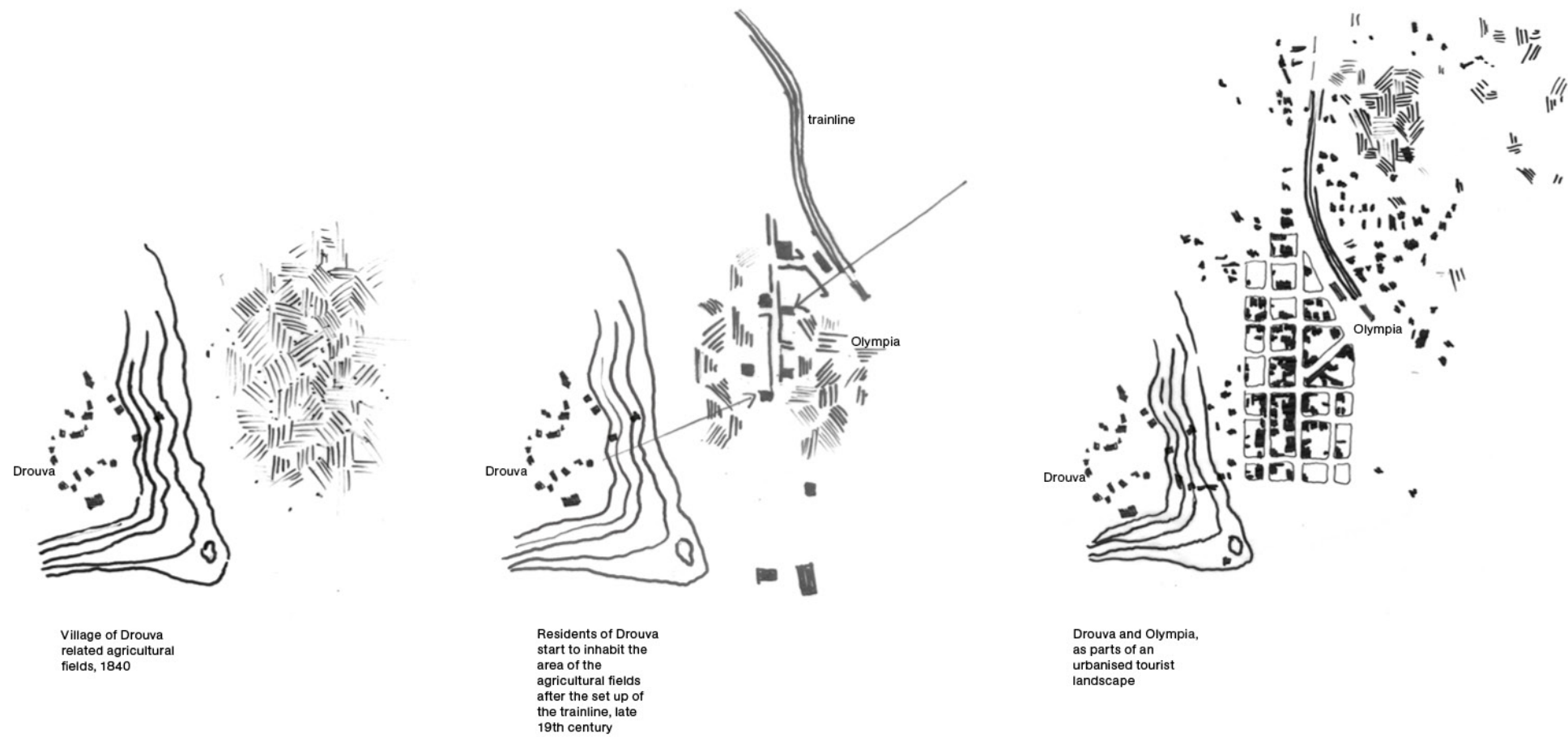
Taverns and Bars

There are many taverns in Olympia frequented by tourists as well as by locals. There is also one in Archea Pissa and one in Flokas, which are often visited by the locals from Olympia and villages that surround it. There is hardly any tavern in Olympia that is either exclusively local or touristic. Of course, there is a difference between tourist seasons and off seasons. The tourist visit days and hours differ to the ones practiced by the locals.

In the surrounding villages, we find purely local places, especially kafenios, which are exclusively visited by locals. Even in Archea Pissa, a five minutes drive away from Olympia, we found a purely local kafenio, probably never visited by a tourist. This shows the extreme concentration of tourism in Olympia.



Kafenio in Olympia



Village of Drouva related agricultural fields, 1840

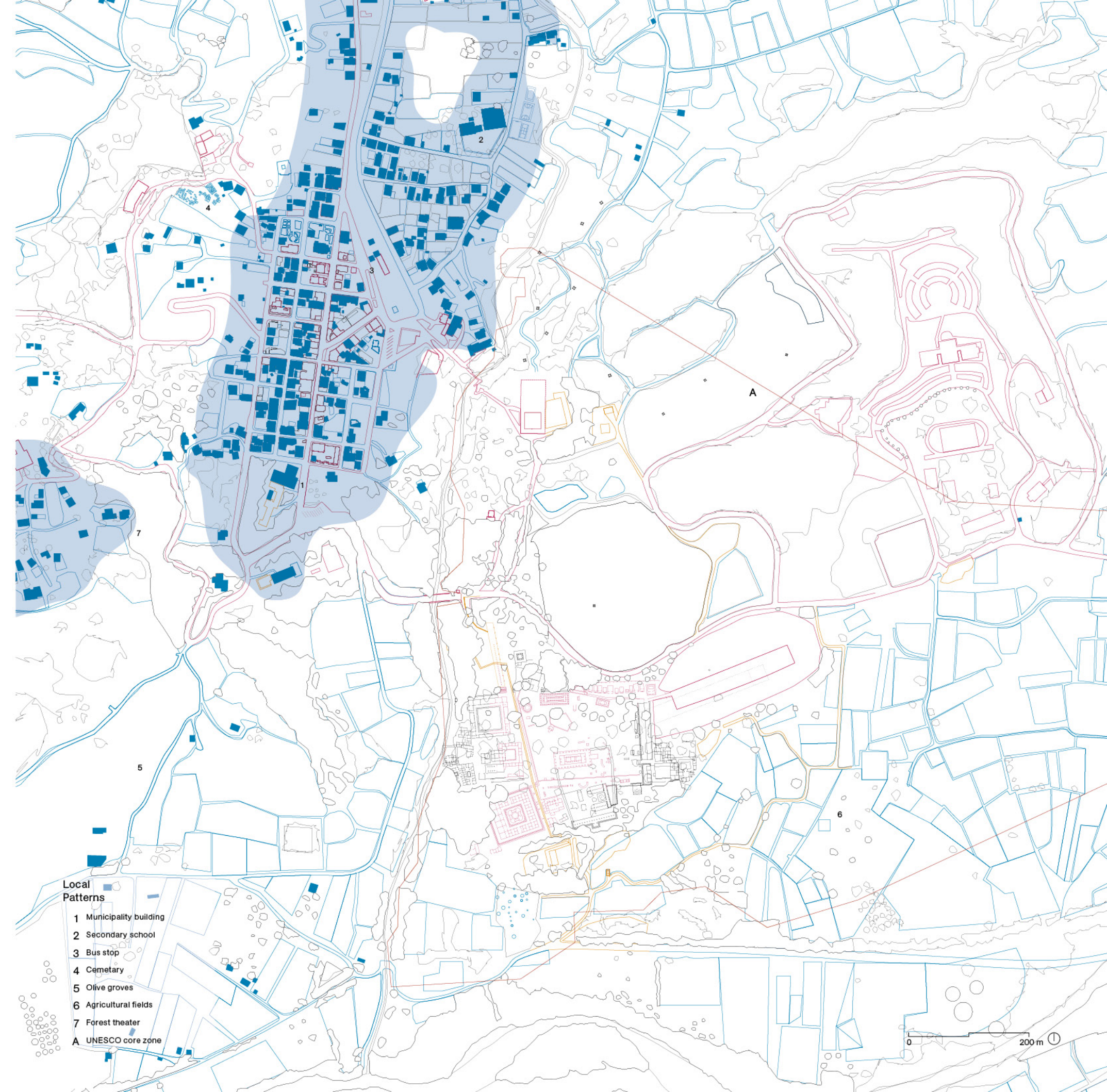
Residents of Drouva start to inhabit the area of the agricultural fields after the set up of the trainline, late 19th century

Drouva and Olympia, as parts of an urbanised tourist landscape

Local Migratory Movements

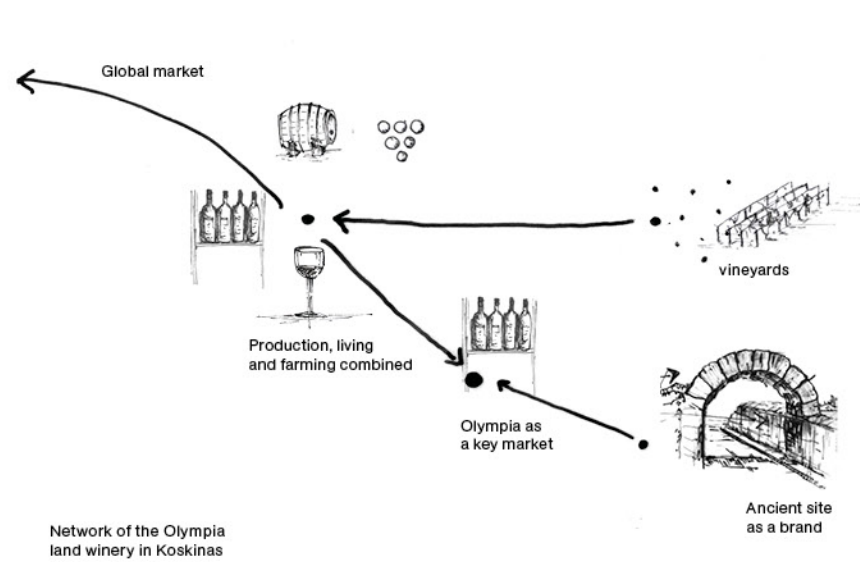
Olympia as a settlement is purely a contemporary construction. In contrast to Drouva, the neighbor agricultural village, routed in the 18th century, Olympia has been for centuries a sacred destination in the landscape. The railway connection to

Pyrgos and to the nearby harbour of Katakolon in 1883, together with the post-WWII rise of tourism, created the potential for the former agricultural fields around Olympia to turn in to an attractive touristic village.

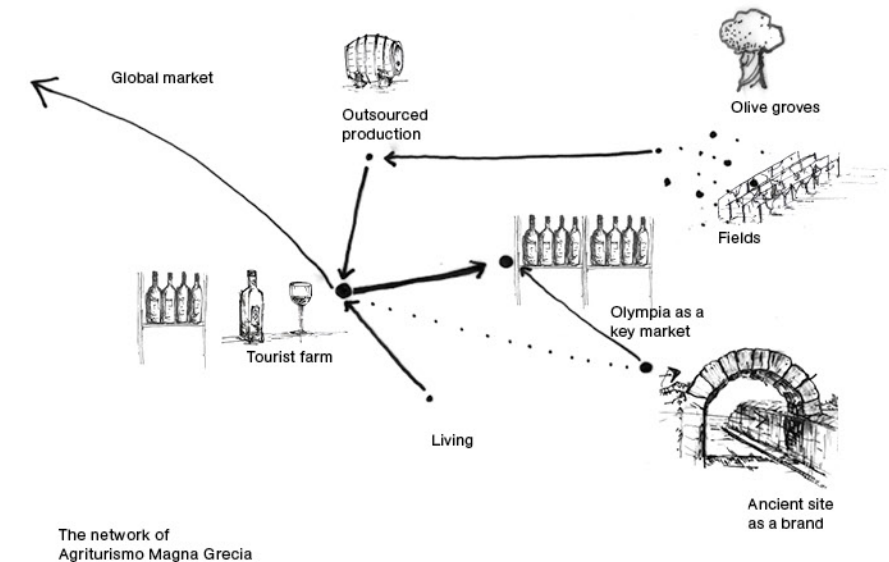




The municipality of Olympia includes 41 villages on an area of 544880m².



Network of the Olympia land winery in Koskinas

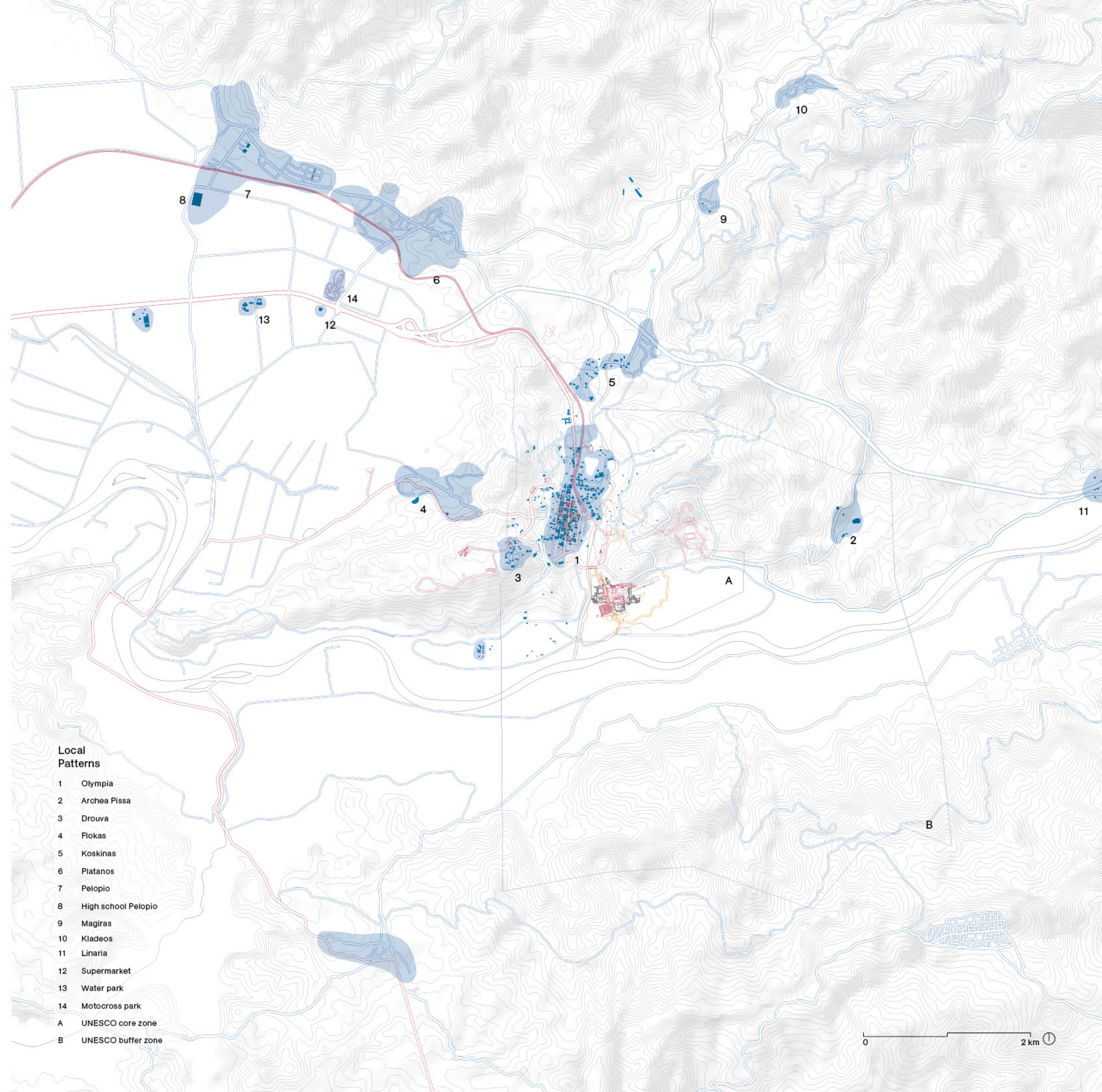


The network of Agriturismo Magna Grecia

Local Reality: Polycentrism

Olympia as administrative head of 41 villages occupies a pivotal role in the region. In addition, the presence of tourism makes it an important regional and one of the key national markets. The local life plans have adapted

to this reality: working in the service sector takes place in Olympia, whereas living, production and leisure happen on different locations scattered around the region. All together, these places constitute a polycentric network.

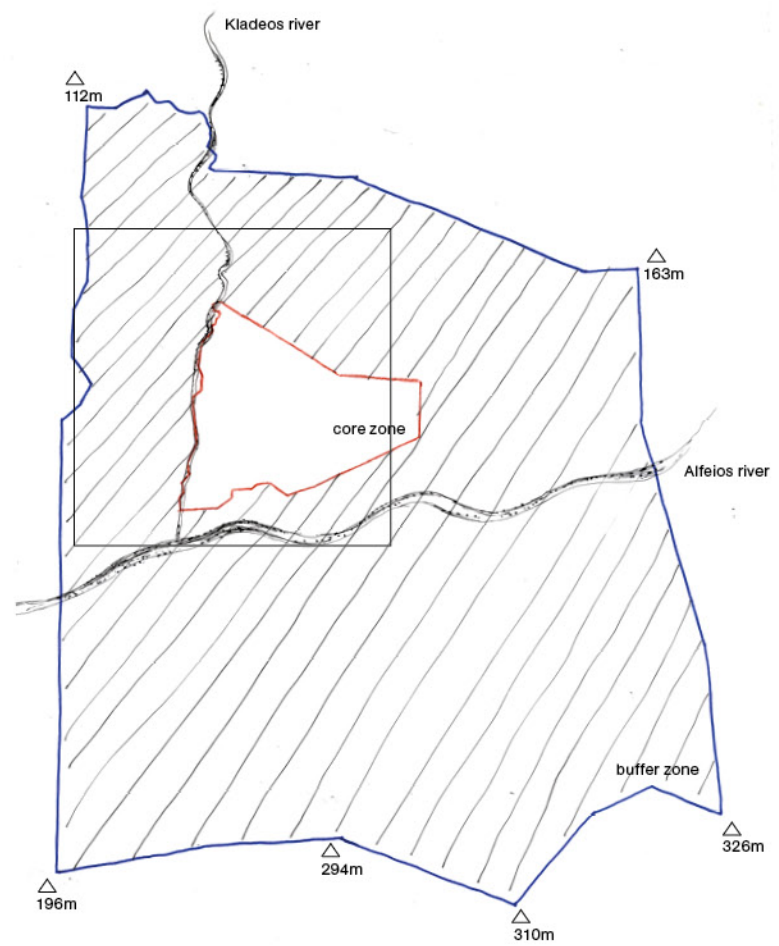


Local Patterns

- 1 Olympia
- 2 Archea Pissa
- 3 Drouva
- 4 Fokas
- 5 Koskinas
- 6 Platanos
- 7 Pelopio
- 8 High school Pelopio
- 9 Magiras
- 10 Kladeos
- 11 Linaria
- 12 Supermarket
- 13 Water park
- 14 Motocross park
- A UNESCO core zone
- B UNESCO buffer zone

Hidden Landscapes

In between the network of tourists, locals and archaeologists, layer of hidden and potential landscapes unfolds. Lying within the radius of the UNESCO buffer zone, these landscapes slowly turned into overgrown fields after 1989, abandoned buildings and inaccessible riverbanks. They are the backstage to the heritage site, silent and fragmented, with a strange and peculiar character and settings.



Hidden Landscapes

- 1 Aifeios riverbank
- 2 Kronio mountain
- 3 Flooding protection wall
- 4 Xenia Motel Olympia
- 5 Abandoned fields
- 6 Meandering highway
- 7 Secret ruins
- 8 Fire protection skyscrapers
- 9 Train depot
- 10 Column fields
- 11 Forest theater
- 12 Agricultural idyll

Alfeios Riverbank



1

Alfeios is one of the biggest rivers in Peloponnese. Through thousands of years of geological evolution, the river has shaped the surroundings and formed a wide and humid valley in the region. Every year, the stream changes its path, sweeping orange fields away, leaving dried out branches behind. The valley is probably the most quickly transforming landscape in the area. Gravel and sand build

the ground for the streams, sandbanks appear where the Alfeios makes large strays, and a dense band of vegetation accompanies the course of the river. In the ancient times, the visitors of the Olympic Games arrived by boat to the site via the Alfeios river. A large temporary city made up of tents spread over the meadows next to the riverbed at that time.

Kronio Mountain



2

The Kronio hill stands in the landscape like a major landmark. From the valley and its surroundings, it functions as a landmark to the site. Pausanias mentions it in his Periegesis, the existence of a temple on the hill – as it is visible in many of the recon-

struction drawings. During the big fire of 2008, the pine trees on the hill burned down completely. The vegetation consists of young trees and bushes. A fence encloses the hill and small dirt paths lead up to the peak.

Flooding Protection Wall



3

In order to protect the Heritage site from frequent flooding, an embankment was built parallel to the riverbed. It is composed of stones enclosed in wire cubes. This linear infrastructure is part of a larger protection system that consists of additional dykes and a dam that lies a kilometre south to the stream. The construction of the dam leads to the emer-

gence of peat bogs over the course of decades, that little by little have overgrown with thorny bushes and started to serve as breeding grounds for swarms of insects. Within the valley, the embankment also serves as a viewing platform on to the orange groves, the dense riverbank vegetation and the mountain chain that lies behind it.

Xenia Motel Olympia



4

The former Xenia Motel is a complex constructed in the modernist style, consisting of four identically designed wings that together form a courtyard. This is a place where a swimming pool used to be located earlier. The four parts are connected to each other through open stairwells. It is constructed out of standardised elements, has two storeys and a parking space for each unit. The motel was abandoned in the 1980s and serves nowadays as a parking lot and storage place for the local

fire brigade. It lies in a dilapidated state. Aris Konstantinidis, one of the most famous Modernist architects of the time in Greece, built the motel. Xenia was a nation-wide hotel construction program initiated by the Hellenic Tourism Organisation to improve the country's tourism infrastructure in the 1960s and 1970s. In 2012, the premises of the Xenia motel were used for an art exhibition organised by Thanos Touris, local hotel owner and project manager.

Abandoned Fields



5

North of the train station, in between the sprawling residential units, lies a field, that seems to have not been cultivated for a long time. Before tourism gained the upper hand in Olympia and

its surroundings, raisins were cultivated on these fields and exported over through the harbour of Katakolon. Today, long grass grows in these fields and ivy leaves climb onto the trees.

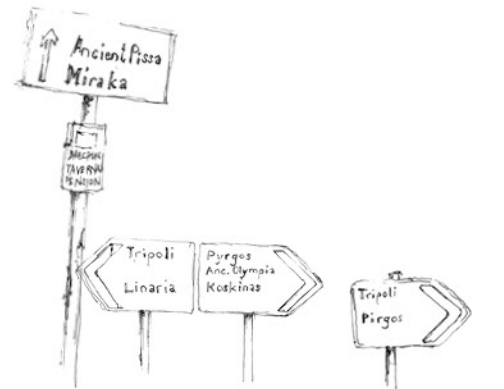
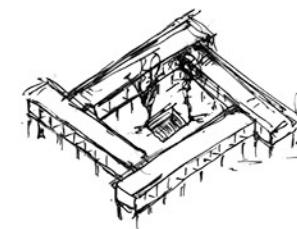
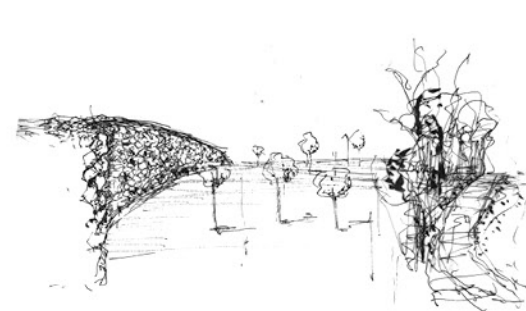
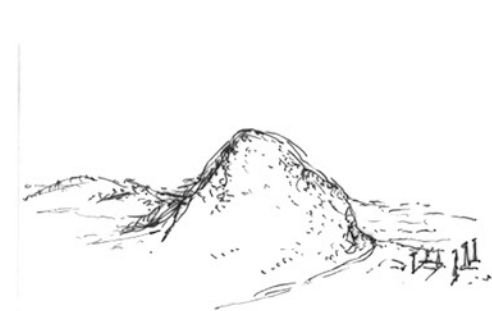
Meandering Highway



6

A two-lane road, accompanied by overgrown crash barriers, meanders through the landscape. Tunnels with names of Ancient mythological figures such as Pelops break through the hills. Bushes and trees protrude into the lanes. Once in a while, a car passes by. They

look like toy cars, lost on the wide road. Three kilometres after crossing the junction to Olympia, the highway suddenly ends and merges with the old and smaller road. The road was constructed for the Olympic Games in 2004, and was supposed to lead to Tripoli.



Secret Ruins



7

At the furthest corner of the Ancient site, the archaeologist seem to have abandoned some excavated tambours, friezes and capitals. They lie on the ground, covered with moss and overgrown long grass. Towards its back rises the 'archaeological frontier', the edge between the excavated lower

and the naturally growing terrain towards the north. A metal fence surrounds the edge, separating the site from the olive groves that are located behind it. This place, where the ruins merge with the nature, tourists rarely find on their way.



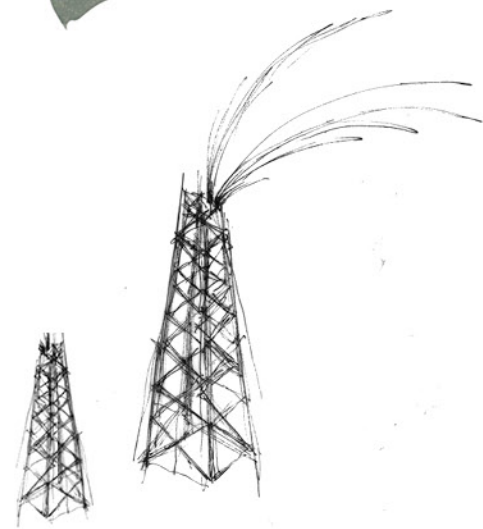
Fire Protection Skyscrapers



8

On the mountains that lie towards the north of the Kronio hill, a chain of fire protection towers stands like a line of skyscrapers in the landscape. They are made of a metallic construction and equipped with water dispensers. In the mornings, when the water pipes are

turned on, a shimmering humid gloss unfolds over the slopes. The towers were built in order to extinguish wild fires that are common in this area. Nowadays, these are also used to irrigate and maintain the delicate vegetation, that started to grow after the wild fire of 2008.



Train Depot



9

The train depot, with its blue lacquered doors and its pitched roof, appears like an elongated single-family house. Its construction consists of masonry, pilasters that give a rhythm to its facade and an ornamental

band winds around the building. The depot is vacant, but in extremely good condition. Since the train stopped to run regular service between Pyrgos and Olympia, the depot has lost its use.



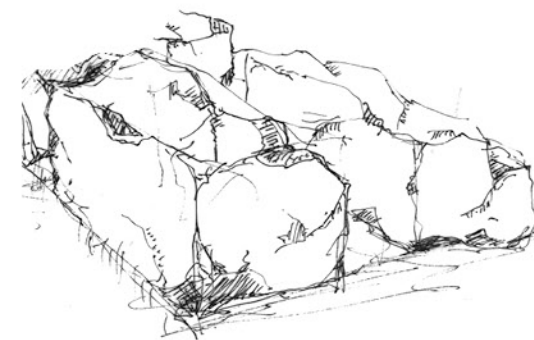
Column Fields



10

At the southern end of the Ancient site, tambours are aligned on concrete plates like pearls on a chain. They are part of the archaeological infrastructure and serve as an interim storage for very heavy findings. The concrete subsurface protects the Ancient artefacts from the decomposition of the con-

crete through humidity. They were constructed in the 1970s under the guidance of the German archaeologist Emil Kunze. Next to the storage, the workshop for the German stonemason is located. A light tent structure protects the material and the stonemasons from rain.



Forest Theater



11

Hidden in between the green belt of Olympia, a modern theatre offers a spectacular view onto the landscape, the Kronio hill and the Ancient

site. A small foot path leads from the road to Drouva along the slope to this introverted space. High pine trees frame its scenery.



Agricultural Idyll



12

In Koskinas, a village north to Olympia, a winery sits between fields of vines. The building not only hosts a tasting space, but also a production area. Big shining tanks are connected through

pipes. The wine bottles are furnished with the label - Olympia. The vegetation in this area is less dense, rocks appear on the peaks and dry macchia spreads onto the hills.





Hills with fire protection towers spraying mist for irrigation, over the landscape



The Kladeos riverbed

Heritage as a Frozen Landscape

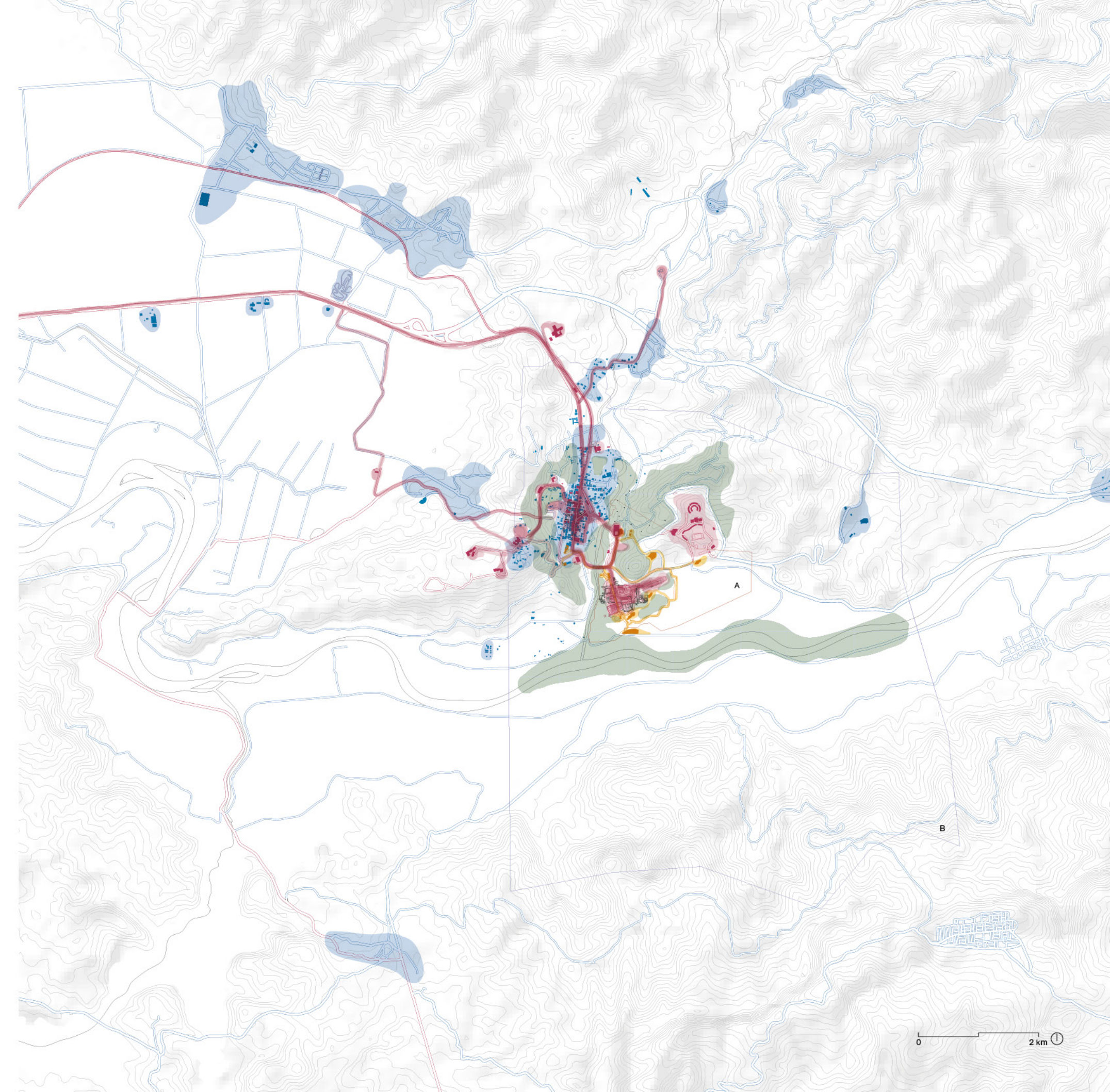
This thesis' map synergises the results from the analysis of the three user networks with a fourth layer of hidden landscapes and proposes potential landscapes for intervention. Like a narrow tube, the layer of tourism is inserted into the urban configuration of Olympia presenting a dense overlap and concentration of human activities. On the other hand, the local layer unfolds as a pattern of different uses and spatial characteristics. It is widely ramified and spread, and can be understood only in a larger frame, including the nearby villages. Together, they form a polycentric, urban system with local centres and spread into the residential and agricultural areas in-between. The Archaeologist Loops almost do not touch the paths frequented by the tourists and locals, being thus an introverted and invisible actor on the scene of Olympia. Its minimal footprint contrasts with its broad impact on history. The Hidden Landscapes are arranged in "circles" around the three characters of the urban configuration. As scarcely used and mostly undeveloped lands, they are in strong contrast to the density of built structures and uses of the tourist layer. Their potential lies in their fragmentation—they are micro landscapes with extremely different and specific qualities. They could be experienced not only as a two-dimensional background for the ancient site, but also as three-dimensional spaces.

Thesis Map

Heritage as a Frozen Landscape

- Tourist gates
- Archaeologist loops
- Local pattern
- Hidden landscapes

- A UNESCO core zone
- B UNESCO buffer zone



Aisles in the Landscape

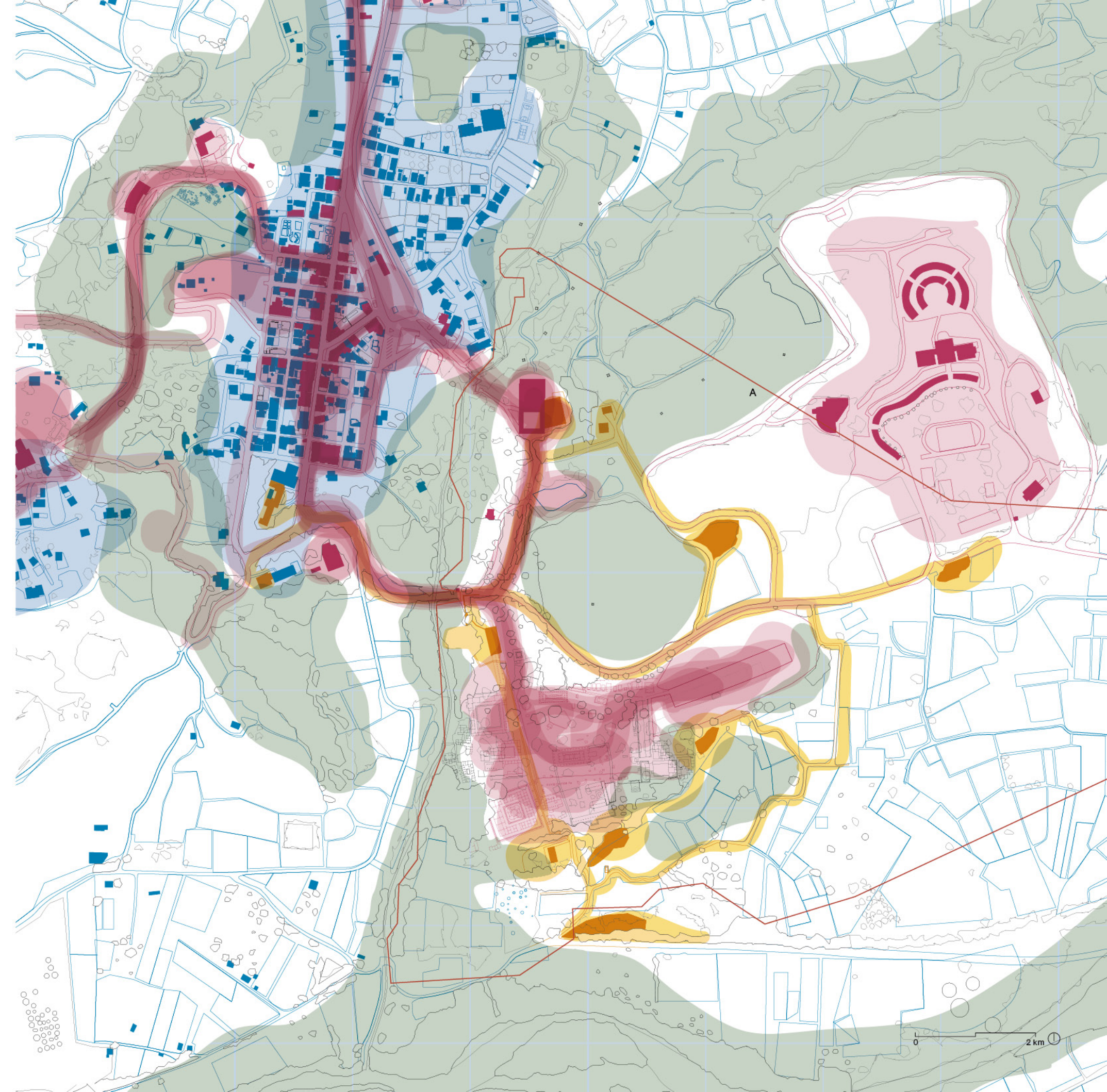
The three artefacts of the Olympian urban scheme – the village, the site and the Olympic Academy – sit as islands in the heritage territory. Enclosed by the archaeological infrastructures or the 'frozen landscapes' of

the buffer zone, they host all kinds of human activities. Their highly dynamic, gate-like character, contrasts with the static landscapes that unfold around the three cores.

Heritage as a Frozen Landscape

- Tourist gates
- Archaeologist loops
- Local pattern
- Hidden landscapes

A — UNESCO core zone

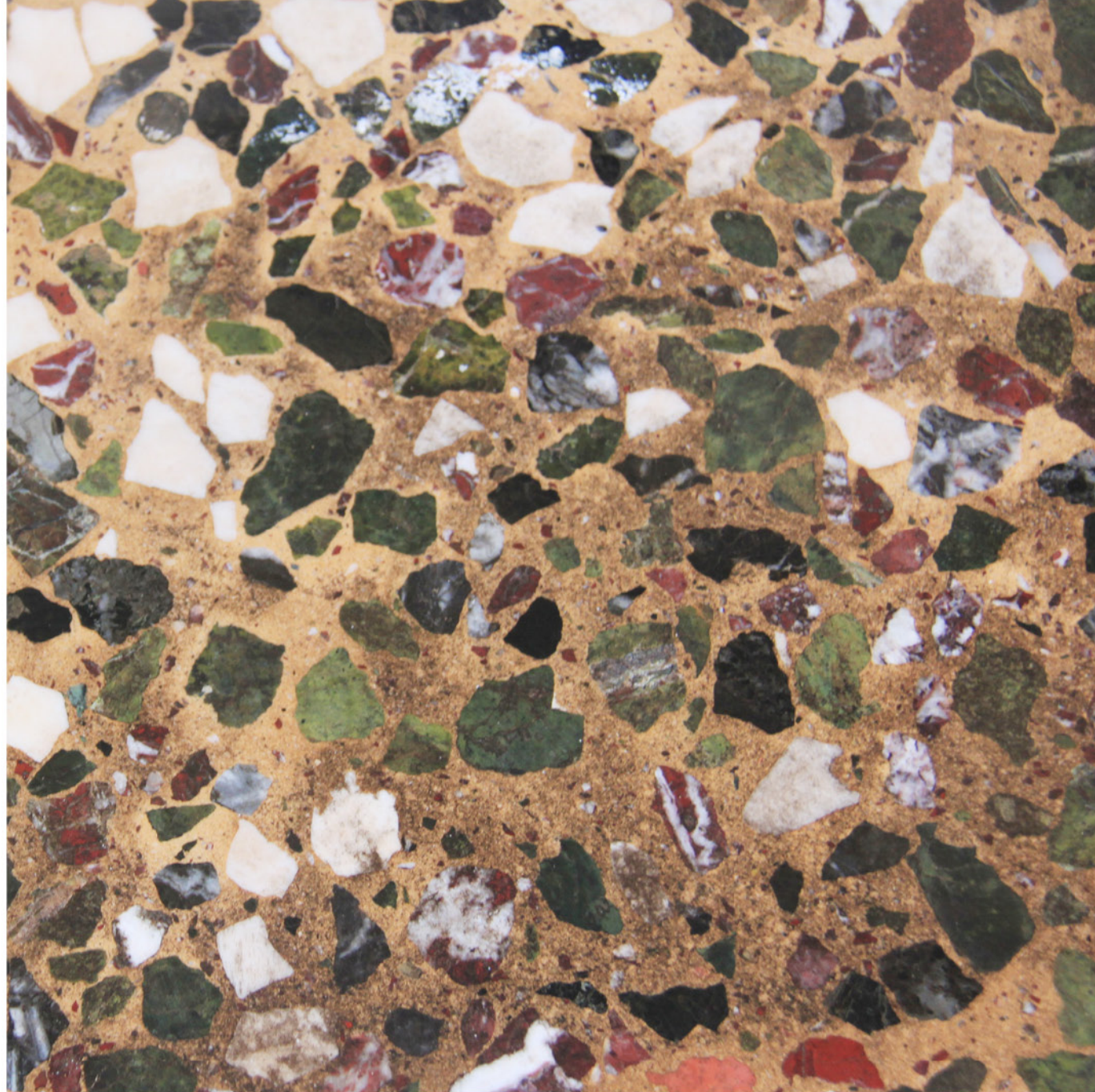


How should the urban development of Olympia evolve in the future? What kind of development is contingent in a territory that mainly consists of a static buffer zone? How can we face the dynamics that arise from an unilateral dependence on mass tourism? What are the opportunities that these buffer zones might offer? No big development is possible besides the interest for personal residence, which in the case of Olympia is low, and the plots are too small for agricultural production. In the arsenal of preservation there seems to be no consideration of how the effects of this territorial tag should be managed, how the preservation and the buffer zones could stay alive, and yet evolve. It is the chance for a new, particular leisure landscape of destinations: the places of the frozen landscapes of the buffer zone with their strange and peculiar settings, small and fragmented, wild, hidden and resilient. These landscapes—as opposed to the fast track prefabricated tourist experience—can focus on offering a personal experience. A new future slow tourism could hold onto the specificities of these landscapes and a foreboding nature, that preclude a standard tourist experience. It could constitute a second chance for Olympia as an opportunity for a more stable and resilient form of tourism, based on existing potentials and affiliated with local production. Through the connection of these new destinations of the Olympian territory, a park of heritage landscapes could arise.

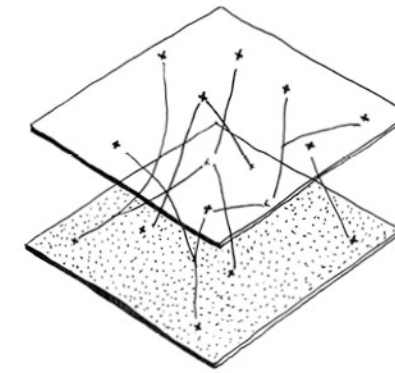
Olympia is not the only frozen landscape in the Greek territory. It is one out of seventeen World Heritage sites in Greece, each comprised of a core zone, and most of them additionally of buffer zones, defined around the actual heritage sites.



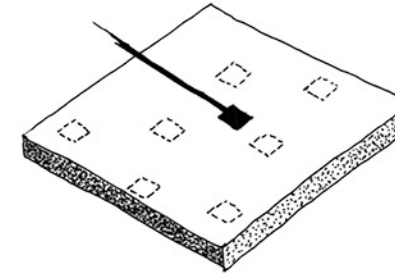
A conceptual sketch of the landscape of new destinations



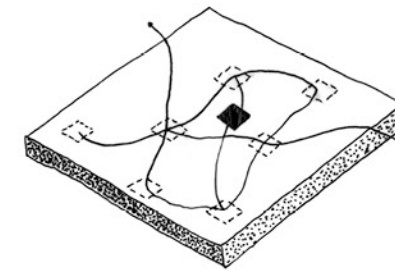
Fragmented landscape,
pattern of a stone flooring
at the church of
Skillountia, Greece



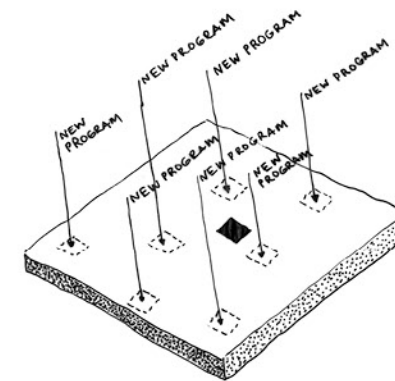
The new paths connect
the four layers of the
analysis with each other
and therefore create a
productive tourist
landscape.



Optimizing the tourist
gate in order to reduce
the spatial footprint of
fast mass tourism.



Connecting hidden
landscapes as
protagonists of a new,
slow tourism.



New programs are
inserted into the spots of
hidden landscapes in
order to activate them.

A Shuttle Station and new Networks

A layer of roads for bicycles, paths for strollers and trails for explorers connect new places of interest with each other and with already existing destinations. Besides the places of the hidden landscapes, spots of local production, such as a wineries or honey farms, will become a part of this network. As a first step towards a park for the heritage landscape, the infrastructure of cruise ship tourism in Olympia has to be optimised in order to reduce their footprint. The implementation of a shuttle service between the port in Katakolon and Olympia will make the extensive parking lots obsolete – which can then become a part of the new park. Small interventions in the landscape fabric such as clearings or aisles will create rooms in the thickly overgrown landscapes and establish visible connections with the new destinations.



1
Drive-in car renters
Los Angeles 1932



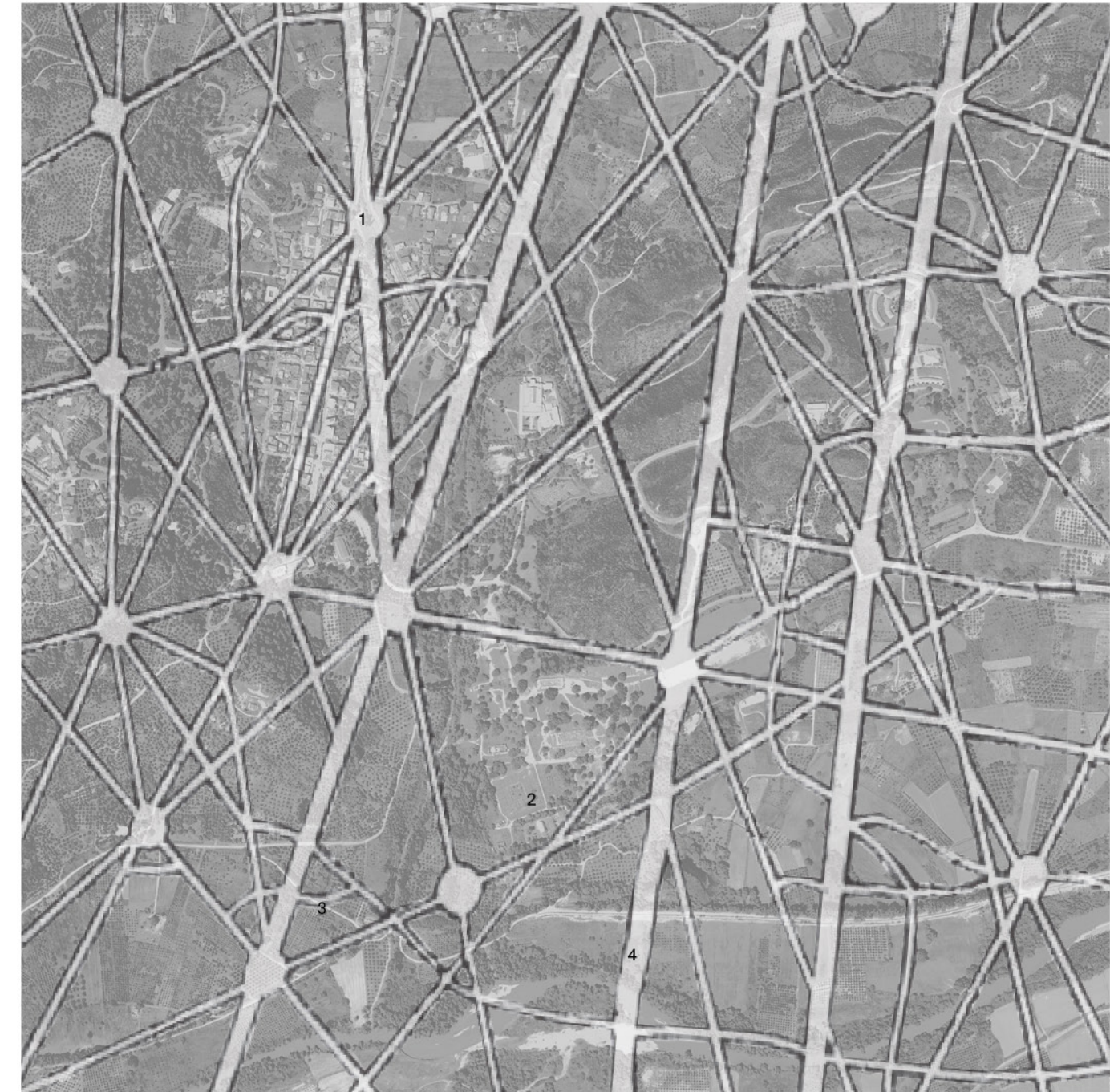
2
Ruins sitting in an open
landscape, ancient site of Elis,
Greece



3
Agriculture within a landscape
garden, Pfaueninsel, 2013



4
Destinations within a landscape
garden, Pfaueninsel, 2013



Conceptual sketch of the
new network (satellite
image of Olympia ruins
and a map of the hunting
grounds of Louis XV)

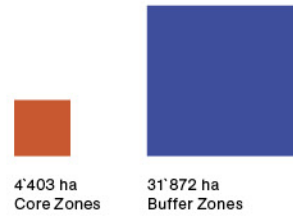
Frozen Territories of Greece

Since 1986, seventeen historical and natural sites have been included in the list of UNESCO World Heritage Site. An additional fifteen sites are currently on the tentative list. Most of these sites are provided with a buffer zone. We can assume that all of them are 'frozen landscapes', an outgrowth of the heritage apparatus, and potential parks for the heritage landscapes.

- | | |
|--|---|
| N°391
Temple of Apollo Epicurius at Bassae, 1986
Core zone: 20 ha
Buffer zone: 202 ha | N°517
Archaeological site of Olympia, 1989
Core zone: 106 ha
Buffer zone: 1'458 ha |
| N°393
Archaeological site of Delphi, 1987
Core zone: 51 ha
Buffer zone: 14'314 | N°530
Delos, 1990
Core zone: 351 ha |
| N°404
Acropolis Athens, 1987
Core zone: 3.04 ha
Buffer zone: 117 ha | N°537
Monasteries of Daphni, Hosios Loukas and Nea Moni of Chios, 1990
Core zone: 3.7 ha
Buffer zone: 5'816 ha |
| N°456
Paleochristian and Byzantine monuments of Thessalonika, 1988
Core zone: 5.33 ha | N°595
Pythagoreion and Heraion of Samos, 1992
Core zone: 668 ha
Buffer zone: 402 ha |
| N°491
Sanctuary of Asklepios at Epidaurus, 1988
Core zone: 1'394 ha
Buffer zone: 3'386 ha | N°780
Archaeological site of Aigai (modern name Vergina), 1996
Core zone: 1'421 ha
Buffer zone: 4'812 ha |
| N°493
Medieval city of Rhodes, 1988
Core zone: 66 ha | N°978
Old town of Corfu, 2007
Core zone: 70 ha
Buffer zone: 162 ha |
| N°511
Archaeological site of Mystras, 1989
Core zone: 54 ha
Buffer zone: 1'203 ha | |



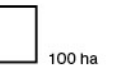
Greek heritage site inscribed in the World Heritage List, 2016



Greek territories of preservation



UNESCO World Heritage sites in Greece represented as core and buffer zones





- Landscape of Destinations**
- 1 Abandoned Xenia
 - 2 Forest theater
 - 3 Dam
 - 4 River Aifeios
 - 5 Storage place
 - 6 Mount Kronio
 - 7 Museum archive
 - 8 Water towers
 - 9 Municipality building
 - 10 Main square
 - 11 Forest theater
 - 12 Agricultural production

