

## Welcome Address by H.E. Stefan Estermann Ambassador of Switzerland to Greece

Κυρίες και κύριοι  
Αγαπητοί προσκεκλημένοι  
Καλημέρα σας.

Εκ μέρους της Πρεσβείας της Ελβετίας στην Ελλάδα, θα ήθελα να σας καλωσορίσω στη σημερινή Συνέντευξη Τύπου για την έναρξη του πρότζεκτ "Olympic Cypher".

[Ladies and gentlemen, dear guests, good morning. On behalf of the Embassy of Switzerland in Greece, I would like to welcome you to today's press conference to launch the «Olympic Cypher» project.]

The «Olympic Cypher» is a fascinating and innovative collaboration between a private Swiss cultural foundation – the Flux Laboratory Athens – and the French Institute in Greece. The idea is to accompany the Olympic Torch relay from Ancient Olympia to Athens by a series of break dance performances in all the towns and cities where the Olympic Flame will pass, before it will leave Greece on a sailing boat for France at the end of April.

I am very proud of this project, as Flux Laboratories plays a leading role in the field of performing arts in Greece. Break dance – or Breaking, to be more correct – comes from the streets and there is a strong social component to it. Breaking has inspired performing arts and is now admitted as an Olympic discipline for the first time for the 2024 Games in Paris.

I am also happy to welcome you in this very special venue, at the threshold of Plaka in the heart of Athens. It is a well kept secret: The building you see – inconspicuous at the first glance – will soon be transformed into an Embassy of a new type. Diplomacy and culture will be united under one roof in one common House. To be continued!

Το "Olympic Cypher" είναι ένα καλό παράδειγμα για το πώς ο πολιτισμός και η διπλωματία μπορούν να αλληλοεπιδρούν και να μας εκπλήσσουν. Θα ήθελα να ευχαριστήσω την κ. Cynthia Odier, ιδρύτρια του Flux Laboratory, και την συνάδελφό μου Πρέσβη της Γαλλίας Laurence Auer, καθώς και το Γαλλικό Ινστιτούτο στην Ελλάδα για τη δέσμευσή τους σε αυτή την περιπέτεια και την πραγματοποίηση του "Olympic Cypher".

[The «Olympic Cypher» is one good example of how culture and diplomacy can interact and surprise us. I would like to thank Mrs Cynthia Odier, founding Director of Flux Laboratory, and my colleague Ambassador Laurence Auer of France, as well as the French Institute in Greece for engaging in this adventure and making the «Olympic Cypher» happen.]