

Poster

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Full-color poster for the Montreal 1976 Olympic Games. It features a main visual and mentions of the event.

Accession Number 2012.34.02

Date 1976

Materials paper

Measurements 59,3 x 41,6 cm



Historical context

The official poster of the 1976 Montreal Olympic Games, “L’invitation” is one of a series of eight posters, each representing a different thematic design. Designed by Ernst Roch and Rolf Harder, members of the event’s visual identity team headed by Canadian graphic designer Georges Huel, it is the poster most often associated with the Montreal Games.

The poster features a revisited Olympic Games logo. The five Olympic rings, depicted in their official colors, give an impression of movement. Advancing in successive waves, the intention of the two artists is to invite athletes from every continent to take part in the Montreal Games.

The various posters, including this one, play a major role in the image of the Games. The graphic identity of the event is in keeping with the international Swiss style. Born in the 1950s, this graphic trend is designed to achieve total visual simplicity without compromising the sense of graphic design, as in this poster.

Rolf Harder (1929-2013) and Ernst Roch (1928-2003) are two Canadian artists who occupied a prominent place in the country’s graphic landscape. Both emigrants from Yugoslavia, they collaborated on various projects from 1965 to 1977 within the company “Design Collaborative”. Following in the tradition of Swiss international style, the duo created experimental designs that captured the imagination, as in this poster.

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