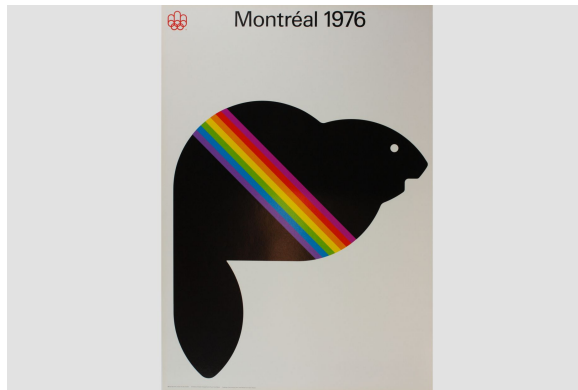


Poster

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Full-color poster for the 1976 Olympic Games in Montreal, featuring the mascot and mentions of the event.

Accession Number 2012.34.04

Date 1976

Materials paper

Measurements 59,3 x 41,6 cm

Historical context

This poster from the 1976 Montreal Olympic Games features the event's mascot: Amik. Meaning "beaver" in Algonquin, his name was the subject of a national contest. Often depicted with a red-and-white headband in the event's colors, the mascot here sports a multicolored headband, the integral colors of the edition's graphic charter.

An emblematic animal of Canada, the choice of the beaver is not insignificant. For various aboriginal nations, it was a major source of food, as well as having cultural importance in oral myths. For European settlers, the beaver played a fundamental role in the founding of the first colonies and their expansion via the fur trade. The rodent was featured on many coats of arms: it became the emblem of the colony of New France in 1678, and was approved for the coat of arms of the City of Montreal in 1833. The animal is also a symbol of patience and hard work.

Amik was designed by Guy St-Arnaud, Yvon Laroche and Pierre-Yves Pelletier, under the direction of Quebec graphic designer Georges Huel. Although it took some convincing to get Georges Huel excited about the project, a certain excitement emanates from the artist as he describes it. While the choice of the beaver is not surprising, its interpretation as a modern sculpture is remarkable.

As an integral part of the event's visual identity, Amik is helping to raise the profile of the Montreal Olympic Games. Although small, the project team succeeded in creating an impactful graphic identity on a modest budget.

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