

Poster

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Collections / Montreal, a land of welcome / poster



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Full-color poster for the 1976 Olympic Games in Montreal, illustrated with three views of the city's Olympic stadium and references to the event.

Accession Number 2012.34.05

Date 1976

Materials paper

Measurements 59,3 x 41,6 cm



Historical context

This poster for the 1976 Montreal Olympic Games features the Olympic Stadium. The multicolored banner, part of the graphic charter, also reflects the universal colors of Olympism. The three views of the stadium show a completed tower. However, this was not the case in 1976.

While Mayor Jean Drapeau had been interested in creating a stadium for almost a decade, he had also wanted to build a monumental tower since the mid-1950s. Although the stadium was completed in extremis for the opening of the Games in July 1976, it wasn't until 1987 that the tower was completed.

The huge sports complex was designed by French architect Roger Taillibert. His selection by the mayor of Montreal was disapproved by the professional order of architects in Quebec, who saw the stadium as an opportunity to showcase local talent.

Taillibert, who designed the brand-new Parc des Princes in Paris, is proposing an architecture that stands out from traditional Olympic stadiums. Featuring a retractable roof suspended from an inclined mast, its structure is supported by 34 concrete brackets: the stadium therefore does not rest predominantly on the ground. However, the retractable roof was not installed until 1987, and was only opened 88 times, failing to meet expectations. Structural problems also arose over the years. Despite its size and the many financial controversies surrounding its construction, the stadium played a major role in the success of the 1976 Games.

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