

Poster

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Color poster for the 1976 Olympic Games in Montreal. It features the coat of arms of the city of Montreal, the face of an ancient Greek statue, and mentions of the event.

Accession Number 2012.34.07

Date 1976

Materials paper

Measurements 59,3 x 41,6 cm

Historical context

For the 1976 Montreal Olympic Games, the visual identity team created eight posters, each illustrating a key theme of the Games. Here, the poster links the people of Montreal to the Olympic Games.

The modern Olympic Games have a close relationship with images. Since the Stockholm Games in 1912, the official poster has reflected different artistic, social and political contexts. As well as announcing the event, they also foreshadow its visual identity. While the posters of the first editions played a major role in communicating the event, this role gradually faded with the arrival of other means of communication.

As a result, the functions of posters changed: graphic design became more of a cultural and artistic statement, with increasingly minimalist textual content, as in this poster. In the second half of the century, it also became customary to design several series on different aspects of the event.

This poster features the Montreal flag. Its coat of arms represents the main groups making up the city's population: the fleur-de-lis for the French, the rose for the English, the thistle for the Scots and the shamrock for the Irish. By placing them under a single face, this poster presents the united character of the Quebec city. Reminiscent of ancient Greece, the statue's face is a subtle reference to the Olympic Games, and a hunting duck calling on Montreal to unite its peoples.