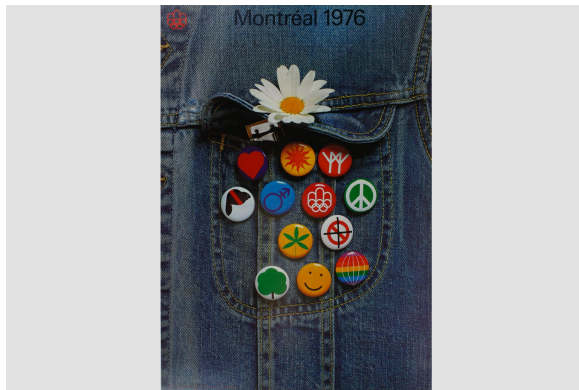


Poster

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Color poster for the Montreal 1976 Olympic Games. It shows a denim jacket with various badges. Mention of the event is also included.

Accession Number 2012.34.09

Materials paper

Measurements 59,3 x 41,6 cm

Historical context

Designed by the team led by Quebec graphic designer Georges Huel (1930-2002), this 1976 Olympic Games poster is one of a series of eight official designs representing the emblems of the event. This one, made for the International Youth Camp, stands out for the multitude of symbols presented. These camps promote exchanges between young people and aim to strengthen ties between nations.

Among the badges placed on the denim jacket, several are direct references to the Montreal Games, such as the Amik mascot (beaver on white background) or the event logo (white rings on red background). Others are references to the positive values conveyed by Olympism, such as the gender equality badge (symbols on a blue background).

The badge featuring the Expo 67 logo in the top right-hand corner is a reminder that Montreal is accustomed to hosting international events, and is open to the world. Some, like the “peace and love” badge, show that the Montreal Games and the International Youth Camp share the values of peace espoused by the youth of the period. Finally, the harmonica protruding from the jacket pocket underlines the cultural and artistic dimension of the festivities, heralding a full-scale event and a popular celebration.

At the time, badges were primarily tools of political expression. The poster picks up on this usage, establishing Montreal as the world’s cultural and sporting epicenter, while recalling the objectives of the international youth camp.

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