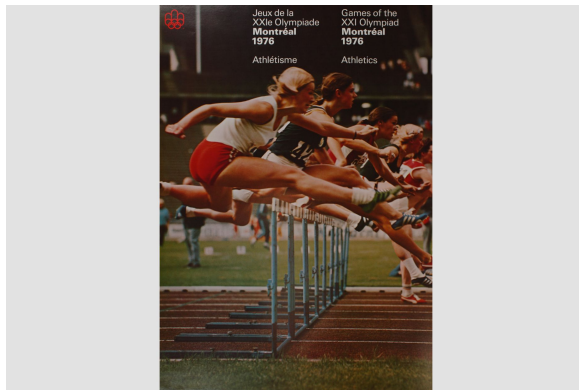


Poster

<https://collections.pacmusee.qc.ca/en/objects/poster-2012-034-010/>

Collections / poster



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Color poster for the 1976 Olympic Games in Montreal. It features a photograph of female athletes, as well as references to the event.

Accession Number 2012.34.10

Date 1976

Materials paper

Measurements 59,3 x 41,6 cm



Historical context

Representing the Olympic discipline of athletics, this poster is part of a series of 21 designs representing the sports on the program of the 1976 Montreal Olympic Games. Designed in addition to the 8 official posters, they complete the visual identity of the event: a simple, impactful aesthetic.

For this series of 21 posters, the COJO (Olympic Games Organizing Committee) wanted to show the action and immediacy of sport. Photography proved to be the best medium. The artists selected 21 snapshots from among 200,000 taken during the previous Olympic Games in Munich in 1972. Each photo had to meet strict criteria: it had to be easy to reproduce and enlarge, show clear movement respecting the rules and techniques of the sport concerned, and be spectacular. Today, these posters are a reminder of the memorable sporting turn these Games took, and contribute to their posterity. The athletics competition was marked by the improvement of 7 world records and 4 Olympic records. Poland's Irena Szewińska set a world record in the 400 m final. Canada's performance was also marked by Greg Joy, a 20-year-old athlete who won a silver medal in the high jump. Having generated national excitement, he serves as flag bearer at the Games' closing ceremony.