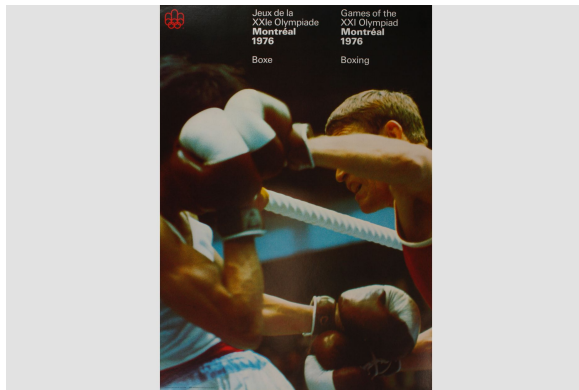


# Poster

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Color poster for the 1976 Olympic Games in Montreal. It features a photograph of a boxing match, as well as mentions of the event.

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Accession Number 2012.34.13

Date 1976

Materials paper

Measurements 59,3 x 41,6 cm

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## Historical context

The 1976 Montreal Olympic Games were the scene of some great sporting performances, which helped to make this edition shine.

Among the disciplines involved in these feats was boxing.

At the Olympic Games, boxing is often seen as a springboard for athletes. In Montreal in 1976, several boxers made their mark and were propelled into the professional ring. American Ray Leonard, for example, became super-lightweight champion. Later known as “Sugar Ray”, he is considered one of the greatest boxers in history. Another example is the American Leon Sprinks, light-heavyweight champion, who went on to gain fame by inflicting one of his five defeats on Muhammad Ali.

Part of a batch of 21 designs representing the sports on the Montreal Games program, this poster perfectly illustrates the spectacularity of boxing. As with the rest of the series, it is based on a photograph taken at the 1972 Munich Olympics. This snapshot was chosen from among 200,000 views according to precise criteria: it had to be easy to reproduce and enlarge, show a clear movement respecting the rules and techniques of the sport concerned, and be sensational. With its simple yet striking aesthetic, it communicates the immediacy of the sport represented.