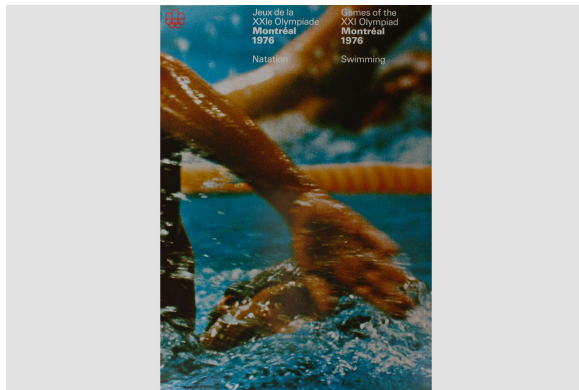


Poster

<https://collections.pacmusee.qc.ca/en/objects/poster-2012-034-024/>

Collections / poster



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

Accession Number 2012.34.24

Date 1976

Materials paper

Measurements 59,3 x 41,6 cm



Historical context

In this official poster for the 1976 Montreal Olympic Games, we see the immediacy and spectacularity of swimming, the event's featured discipline.

To create this poster, one of a series of 21, the artists visited the site of the Munich 1972 Olympic Games to select 21 snapshots. These had to be easy to reproduce, show movement that respected the rules of the sport in question, and be spectacular. In fact, for the Olympic Organizing Committee, photography appeared to be the perfect medium for communicating the action and immediacy of sport.

This simple, impactful aesthetic complements the visual identity of the Games. In the top left-hand corner of the poster, we find the event's official logo, designed by Canadian artist Georges Huel to be sober, elegant and meaningful.

These 21 sports posters take us back to the excitement of the Montreal Games. Although Canada fell short of expectations, winning just 11 medals, its swimming team excelled, winning a particularly prolific eight medals. Nancy Garapick and Shannon Smith won a bronze medal each, even though they were only 14 years old.