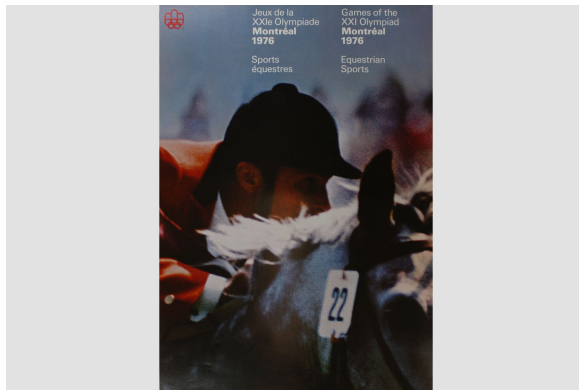


Poster

<https://collections.pacmusee.qc.ca/en/objects/poster-2012-034-026/>

Collections / poster



CC BY-NC-ND 4.0 license

Color poster for the 1976 Olympic Games in Montreal. It features a photograph of an equestrian athlete, and mentions of the event.

Accession Number 2012.34.26

Date 1976

Materials paper

Measurements 59,3 x 41,6 cm



Historical context

This poster for the 1976 Montreal Olympic Games is one of a series of 21 designs representing the disciplines on the event's program.

Photographs from the 1972 Munich Games were chosen to faithfully represent each discipline. As in this case, the photographs must embody a spectacular movement representative of the sport in question.

The Montreal Games host the 15th edition of equestrian sports. Built in Bromont, Quebec, the equestrian stadium hosts equestrian competitions such as show jumping, dressage and eventing.

Estimated to cost \$23 million, the Games ended up costing \$47 million. While the Olympic stadium was subject to enormous budgetary controversy, the cost of the equestrian facilities was exceeded by 400%, with the initial estimate rising from 1 to 4.425 million.

Despite these budgetary controversies, the equestrian sports were a real success. The Canadian team won one of their five silver medals. Despite joining the Canadian team only a few weeks before the start of the event, 22-year-old Michel Vaillancourt from Quebec became the youngest show-jumper to win an Olympic medal. A source of pride for Canadians, he was inducted into the Quebec Sports Hall of Fame in 1996, and into Jump Canada's Equestrian Hall of Fame in 2009.