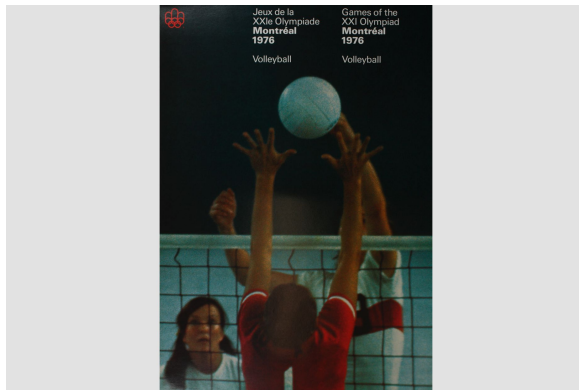


Poster

<https://collections.pacmusee.qc.ca/en/objects/poster-2012-034-029/>

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Color poster for the 1976 Olympic Games in Montreal. It features a photograph of a volleyball match and mentions of the event.

Accession Number 2012.34.29

Date 1976

Materials paper

Measurements 59,3 x 41,6 cm



Historical context

This 1976 Montreal Olympics volleyball poster is one of a series of 21 posters representing each discipline. The aim is to communicate the essence of each sport by showing its spectacular side. Although the images on these posters were taken at the 1972 Munich Games, they bring us back to the excitement of the Montreal Games.

The women's volleyball final, for example, is the scene of a true performance. The Japanese team won the gold medal by beating the Soviet team in the final. Despite being considered the underdogs, the Japanese surpassed the Soviets with their innovative play.

Japan emerged as a world-class team for the first time at the 1964 Tokyo Olympics. Coach Hiroshi Toyoda is the man behind the distinctive Japanese style of play that led the women's team to victory in Montreal. Canada also benefited from the expertise of the former Japanese player. In 1974, he came to the University of Alberta to prepare coaches and players for the 1976 Olympic Games. In this way, he had a major influence on the introduction of the principles of the Asian style of play in Canada. This visit subsequently led to the establishment of training and exchange projects between the two countries.