



OLYMPIC
FOUNDATION
FOR CULTURE
AND HERITAGE

Olympic Games Summer and Winter Mascots

Digital Kit



What is a digital kit?

In order to avoid transport constraints, we have also created easily adaptable digital content kits to meet your individual language, space and graphic identity requirements. These themed kits contain texts, images, videos and additional educational material to make it easier for you to create your own cultural or educational programmes.



Description

Talk about luck! Sweet, fun, jolly, dynamic... Every time the Games come around, people can't wait to see what the new mascot – or mascots! – will be like. Their function is simple, but crucial: mascots act as hosts, welcoming athletes and visitors alike. They embody the universal Olympic values. But they also introduce a local touch. The very first mascot was launched as an experiment in 1968. This was Shuss, at the Grenoble Games in 1968. But the first official mascot in Olympic history was born in Munich in 1972: Waldi, the Dachshund dog. Ever since, with every new Olympiad ordinary people and famous design agencies compete to come up with the ideal new mascot. And the results are as diverse as the host countries themselves. Often emblematic animals are chosen, sometimes humans or creatures of legend. But always that special touch of humour injects a cheerful note into the Olympic experience.



Summary

Photos

- 26 images of the Olympic Games Summer and Winter mascots in high quality Jpeg format from Grenoble 1968 to Tokyo 2020
- 83 IOC contextualised photos of the Olympic Games Summer and Winter mascots from the following years: Munich '72, Los Angeles '84, Barcelona '92, Lillehammer '94, Beijing 2008, London 2012, Rio 2016 and PyeongChang 2018

Texts

- 26 short texts describing the Olympic Games mascots from Grenoble 1968 to Tokyo 2020 and their creators

Videos

- 12 “on-location” videos from Los Angeles '84, Lillehammer '94, Beijing 2008, Vancouver 2010, London 2012, Rio 2016 and PyeongChang 2018
- 3 interviews with the designers Elena SCHWAIGER-WINSCHERMANN (Waldi, 1972), Kari GROSSMANN (Kristin and Haakon, 1994) and Javier MARISCAL (Cobi, 1992)

Educational material

- Pop-up card - designing, folding and cutting workshop for young people
- PowerPoint presentation to illustrate all the mascots

Reference material

- Olympic Studies Center reference document

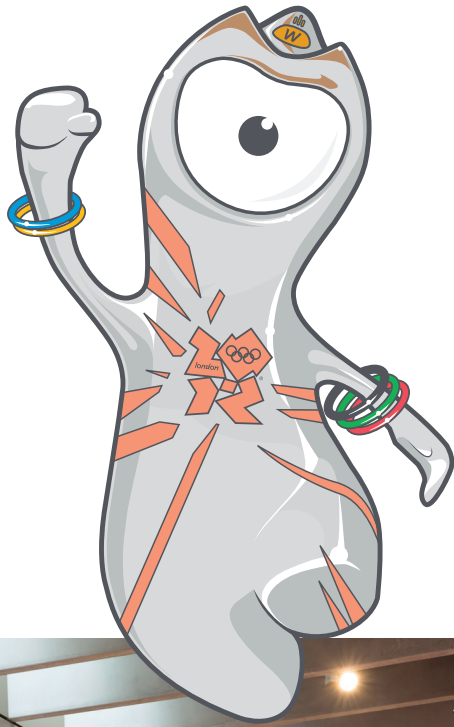
Languages

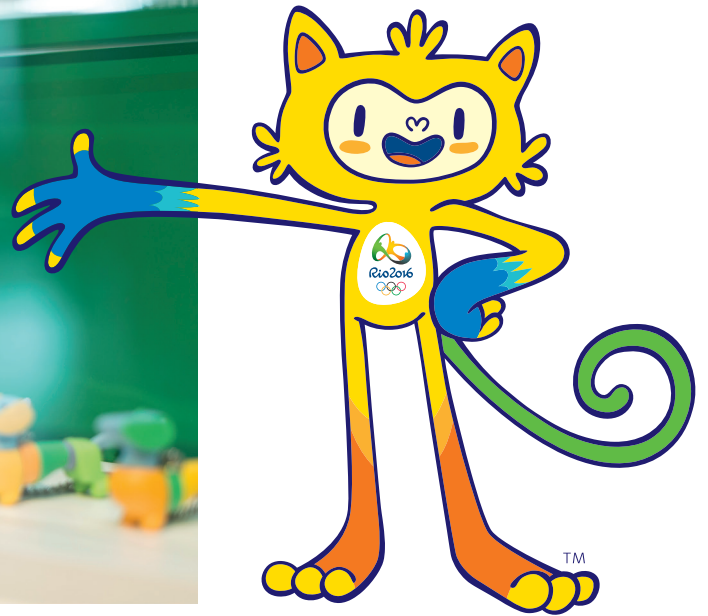
- English and French

Audience

- For young people
- Those interested in design and the history of the Games/sport

Visuals





About the Olympic Foundation for Culture and Heritage

The Olympic Foundation for Culture and Heritage is the IOC's driving force behind the international promotion and dissemination of Olympism in the fields of culture, heritage and education. Through the Culture & Education Hub, it offers unique know-how and access to over 100 years of Olympic patrimony, through loans of items from the collections, images, videos, historical and sound archives, Olympic Films, turnkey exhibitions, educational material and digital kits. Olympism has never been so universal or accessible!



FOR MORE INFORMATION

Culture & Education Hub
“Your first point of contact to facilitate Olympic culture and education initiatives”
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