PARIS 2024 ICONIC POSTERS

A phantasmagoria of sport in the city
Legendary objects in the history of the Olympic and Paralympic Games, the Iconic Posters have gradually become artistic works in their own right, providing a foretaste of each edition of the Games.

For Paris 2024, with this major marker of the Games, we were faced with a new challenge, which we tackled with great enthusiasm and a singular creative ambition.

Firstly, we wanted to tell a strong story for both the Olympic Games and the Paralympic Games, as we had done with our emblem and our mascot.

For the first time at the Summer Games, the Iconic Posters take the form of a diptych, with the same artistic direction. They are two independent posters telling the story of the Olympic and Paralympic Games, which, when placed side by side, tell the whole story of Paris 2024.

To create this unique object, we chose to work with the talented illustrator Ugo Gattoni. His highly colourful world captures all the richness and diversity of our project. It features the major symbols of Paris 2024, alongside numerous references to the Olympic and Paralympic Games, as well as to Paris and France.

A veritable fresco showcasing sport in the city, these posters are also an ode to our motto: “Games wide open”. They tell the story of our Games, a story that is at once festive, moving and universal, and that speaks to each and every one of us.

We are proud to present the Iconic Posters of Paris 2024!

Tony ESTANGUET
Paris 2024 President
THE ICONIC POSTERS OF PARIS 2024:
DECODING A FANTASTIC VISION, IMAGINED AS AN OLYMPIC AND A PARALYMPIC DIPTYCH
Effervescence and the profusion of detail:
The Posters have been conceived as a rich and teeming composition of micro-elements and small scenes, within which the spectator can freely stroll and immerse themselves. The public is invited to wander through this vibrant microcosm, discovering new fragments at every glance, in a play on perspective typical of the illustrator: From a distance, a global scene delivers an initial message, then as you approach, new details appear and open the door to a new series of possible narratives.

Reverie and fantasy:
The Posters plunge us into a utopian, fantasy version of Paris, a sort of immense circular stadium-city. They depict a city open to the world, in which familiar places, monuments and symbols are rearranged and reinterpreted. In this imagined version of Paris, sport is everywhere in the city, and the influence of the Art Deco movement is never far away, creating bridges between past and present, between the Paris of the Games of 1900, that of the Games of 1924, and that a hundred years later, of the Games in 2024.

Cheerfulness and lightness:
The overall tone of the illustration, which is cheerful, festive, colourful and luxurious, has been designed to be consistent with the spirit and style of the Games of Paris 2024, which are themselves conceived as a great popular, playful and highly joyful celebration.
The ambition of the Iconic Posters of Paris 2024 is to offer a visual interpretation of this edition of the Games. Paris 2024 has decided to go further than previous editions by presenting on a single fresco combining the numerous elements, symbols and values that make up the identity of Paris 2024:

- **Olympic and Paralympic symbols**
  (the Olympic Rings, the Three Agitos, Stoke Mandeville, the Olympic Motto, etc.)

- **Signature elements of the Paris 2024 edition**
  (the mascots, the arrival of the Olympic Flame in Marseille aboard the Belem, the Mass Event Running, the boats of the Ceremony on the Seine, Olympic equality, the Iconic competition venues, etc.)

- **Great symbols of Paris and France**
  (the Eiffel Tower, the Marianne, the Patrouille de France [French Acrobatic Patrol], the Paris Metro, the Seine, the Arc de Triomphe, etc.)

- **Many sports represented**, in particular the four new sports added by Paris 2024 to its programme (breaking, sport climbing, skateboarding and surfing).

The Iconic Posters of Paris 2024 are a diptych intertwining Olympism and Paralympism. For the first time in the history of the Summer Games, the Olympic Poster and the Paralympic Poster have been designed together:

both can function independently, but can also be brought together to form a single, seamless composition that tells the wider story of the Paris 2024 project.

This fusion underlines and celebrates the inclusive dimension of Paris 2024, which has been placed under the banner of unity — a single emblem, a single mascot, a single slogan, a single French Team, a single Organising Committee, etc.
THE SYMBOLS OF THE OLYMPIC AND PARALYMPIC GAMES

THE OLYMPIC RINGS
The symbol of the Olympic Games, made up of five interlocking rings representing the union of the five continents (Africa, America, Asia, Europe and Oceania) through sport.

THE THREE AGITOS
The symbol of the Paralympic Games, representing three Agitos ("Agito" in Latin means "I move") which symbolise movement and bring together the athletes to enable them to attain sporting excellence, to inspire and to thrill the world.

THE OLYMPIC MOTTO, "CITIUS, ALTIUS, FORTIUS – COMMUNITER"
Faster, Higher, Stronger – Together.

STOKE MANDEVILLE
A town in Buckinghamshire, England, the birthplace of the Paralympic Movement.

THE DISCOBOLUS
One of the most famous statues in Antiquity, representing an athlete throwing a discus.

A DESIGN WITH THOUSANDS OF DETAILS
THE TORCH
An iconic and symbolic object celebrating the Games, which open with the lighting of the cauldron and end with its extinction.

THE PODIUMS
The raised platforms onto which the medallists climb to receive their rewards at the medal ceremonies. Their design, which remain secret, will not be revealed until the spring.

THE MEDALS
Strong symbols synonymous with victory, performance and accomplishment.

THE DOVE
Symbol of peace.

THE TORCH RELAY
Inspired by the traditions of Ancient Greece, this event announces the start of the Games and passes on a message of peace and friendship along its route. The Olympic Torch Relay will herald the arrival of the Games in France, and will take place from 8 May to 26 July 2024. Then from 25 to 28 August 2024, it will be the turn of the Paralympic Torch Relay to herald the arrival of the return match of the Games.
The Phryges, characters based on the famous Phrygian caps, a symbol of liberty: eight are represented.

The Paris 2024 Emblem
By combining a gold medal, a flame and the Marianne, the emblem alone brings together three strong symbols of Paris 2024's identity. For the first time in history, this emblem is common to both the Olympic and Paralympic Games.

The Paris 2024 Mascots

Paris 2024's Very Own Symbols

The Teahupoo Wave
Located in Tahiti in French Polynesia, it is one of the most spectacular surfing spots in the world. This is where the Olympic Games Paris 2024 surfing events will be held.

The Marseille Marina
A nautical base located in Marseille, where the Olympic Flame will arrive aboard the Belem from Greece, and where the sailing events of the Olympic Games Paris 2024 will take place.

The Boats on the Seine:
They will sail during the Opening Ceremony of the Olympic Games Paris 2024.
THE MASS EVENT RUNNING
A major popular event that will enable amateur athletes to follow the same route as the Olympic Marathon and follow in the footsteps of exceptional athletes. Created by the Organising Committee for the Olympic Games Paris 2024, the event will take place on the evening of 10 August 2024.

THE FOUR ADDITIONAL SPORTS OF PARIS 2024
Break dance, sport climbing, skateboarding and surfing.

THE SAME NUMBER OF MEN AND WOMEN IN THE FOREGROUND
To symbolise the equality of the Olympic Games Paris 2024.

ALL THE MAJOR MARKERS OF PARIS 2024 ARE SYMBOLISED

THE BELEM, OWNED BY THE CAISSE D’ÉPARGNE FOUNDATION
This legendary three-masted sailing ship is the last French tall ship from the 19th century still sailing. She will carry the Flame from Greece to Marseille.

THE MAXI BANQUE POPULAIRE XI TRIMARAN
The French ocean racing yacht at the cutting edge of innovation, which will carry the Flame from Brest to Guadeloupe and Martinique.
THE SYMBOLS OF PARIS AND FRANCE

THE HAUSMANN BUILDINGS
So characteristic of 19th century Parisian architecture, recognisable by their ashlar facades, wrought-iron balconies and large windows.

THE PONT NEUF
The oldest bridge in Paris, which crosses the Seine at the western end of the Île de la Cité.

LES INVALIDES
An architectural complex including, in particular, the Dôme des Invalides, which houses the tomb of Napoléon Bonaparte, as well as museums and institutions linked to French military history. The Esplanade will be the venue for the archery and Para archery events during the Olympic Games Paris 2024.

THE STADE DE FRANCE
This stadium in Saint-Denis has hosted major sporting events such as the 1998 FIFA World Cup, won by France. In 2024, it will host the athletics, Para athletics and rugby 7s events of the Games.

THE SEINE
The emblematic river that flows through Paris, famous for its many picturesque bridges and quays.

THE COULÉE VERTE
A linear park built on a former railway line, offering a pleasant green space for walking and relaxation in the heart of Paris.
THE EIFFEL TOWER

The emblem of Paris and one of the most famous towers in the world, built for the 1889 Universal Exhibition by Gustave Eiffel. Each Paris 2024 medal will contain a few grammes of the iconic Iron Lady at its heart.

THE GARDENS OF VERSAILLES

A huge landscaped garden to the west of the Château de Versailles, designed by André Le Nôtre and famous for its flowerbeds, fountains and sculptures. The Paris 2024 equestrian and Para equestrian events will take place there.

ALEXANDRE III BRIDGE

An emblematic bridge in Paris, built of steel and consisting of a single arch, linking Les Invalides to the Grand Palais and the Petit Palais. This bridge will be the venue for a number of Paris 2024 events taking place in the open air: road cycling, triathlon, Para triathlon, marathon swimming, etc.
THE TROCADERO

A veritable balcony located opposite the Eiffel Tower which, during the Games of Paris 2024, will provide an exceptional viewpoint for spectators and television viewers of the road cycling and athletics events. This is also where the Champions' Park will be set up, an exceptional celebration venue, free of charge and open to all.

THE AERIAL METRO

The part of the Paris metro network that does not run underground, offering a unique view of the city.

LE GRAND PALAIS

A major Parisian monument, located on the edge of the Champs-Elysées opposite the Petit Palais, which hosts numerous exhibitions and cultural events. The Paris 2024 fencing, wheelchair fencing, taekwondo and Para taekwondo events will be held in this extraordinary place, built for the 1900 Paris Universal Exhibition.

THE PLACE DE LA CONCORDE

The largest square in Paris, adorned with fountains, statues and a huge obelisk from Luxor. For the Games of Paris 2024, it will be transformed into an open-air competition venue, where the greatest athletes in urban sports will go head-to-head: 3x3, basketball, BMX freestyle, breaking and skateboarding. The same square will be the setting for the Opening Ceremony of the Paralympic Games.

THE ARC DE TRIOMPHE

An historic monument located at the Place de l'Étoile, built to celebrate French military victories.
THE PATROUILLE DE FRANCE

the acrobatic team of the French Air Force, renowned for its spectacular aerial demonstrations at national and international events.

THE WALLACE FONTAINE

A type of public fountain designed by the French sculptor Charles-Auguste Lebourg, financed by Sir Richard Wallace and installed in several locations in Paris to provide drinking water.
More than 40 sports represented.

A total of 47 sports are represented: 29 Olympic sports and 18 Paralympic sports!
2

COLLABORATION WITH ILLUSTRATOR UGO GATTONI
Ugo Gattoni is a French illustrator, born in Paris in 1988, with a degree in visual communications. He took his first steps in illustration straight from school. His first project, Ultra Copains, is a 10m x 1,20m fresco drawn with a Rotring pen over eight months, depicting his daily life through the prism of a fantasy universe teeming with detail.

His various creations have gradually given him an international reputation, attracting some of France's leading luxury brands, for whom he subsequently works. Ugo Gattoni is now moving into the world of animation, setting his drawings to movement and music.
To create the Iconic Posters for Paris 2024, the Organising Committee called on Ugo Gattoni, who initially immersed himself in the project, the narrative, the vision and the world of Paris 2024, before starting to draw.

In total, over 2,000 hours, i.e. six months of intensive work, went into creating the Posters.
SPORT AND DRAWING, 
LINKED BY SHARED VALUES

Ugo Gattoni, a former swimmer, establishes links between sport and his artistic practice, which is resolutely marked by notions of performance, perseverance and long-term effort.

His choice to produce very large format works, often requiring months or even years of work, tends to blur the boundaries between the figure of the athlete and that of the illustrator.

When I was asked to design the Iconic Posters for Paris 2024, I immediately imagined a city-stadium open to the world, a suspended time in which you can wander through microcosms where Parisian monuments and sporting disciplines joyfully coexist. For me, this design has to be timeless. It is based on the golden ratio and has a strong academic foundation with a lot of architecture.

Its originality lies in its surreal and utopian aspect, both in its composition and in the thousands of details that feature in it.

Ugo Gattoni
Designer

Mike Reid Photography / Getty Images
- **Fantasy and surrealism:**
  Ugo Gattoni creates dreamlike, fantastical, colourful and enchanting worlds that allow people to tell stories, dream and escape.

- **Profusion and effervescence:**
  Ugo Gattoni's creations are worlds overflowing with detail, settings made up of a multitude of interlocking worlds and graphic mazes in which viewers can freely wander, discovering new details and stories each time they (re)immerse themselves in the work.

- **Playing with scale:**
  Within Ugo Gattoni's immense frescoes, the gigantic exists alongside the miniscule. The viewer, actively observing, embarks on a journey from the very large to the very small - or vice versa. The closer they get to the drawing, the more they forget about the outline, and can immerse themselves in the micro-details of the drawing... before lifting their gaze again and following another trail!

- **Ultra-precise technique:**
  The use of pencil or ink enables the illustrator to produce very fine, meticulous and detailed works.

- **Inspiration:**
  Ugo Gattoni's imagination is fed by a variety of influences, notably ancient and classical architecture, and Greek mythology.

---

**THE BASIC PRINCIPLES OF UGO GATTONI’S CREATIVE UNIVERSE**
THE ICONIC POSTERS: 
MORE THAN A CENTURY OF HISTORY
It all started in 1912...
It was at the Games of Stockholm that an Iconic Poster for the Games, created as part of an art competition, was presented for the first time by the organisers. Since then, the Organising Committee has systematically produced an Iconic Poster for each edition of the Games.

During the first half of the 20th century, the various Iconic Posters of the Games were a favoured means of advertising. Radio was not used until the Summer Games in Amsterdam in 1928, and the first television broadcast of the Games did not take place until the Olympic Games Berlin 1936. The first Posters were therefore essential for promoting the Games. They were not conceived as purely artistic works: above all, they had to provide the public with practical information about the event.
From the 1950s onwards, the design and function of the Posters evolved. Cleaner and more visual, Posters gave greater prominence to images and symbols rather than text. Nevertheless, they continued to play an important role in the communication strategy implemented by each Organising Committee.

Nowadays, the main purpose of the Iconic Poster is to symbolise the edition of the Games for which it is created: it gives a foretaste of its identity, its spirit and its values, and aims to invoke public enthusiasm around the event it announces and represents. Iconic Posters are generally created with the help of renowned artists, illustrators or designers, chosen for their ability to create a strong, unique and emblematic work.
Paris 2024 Art Posters are works that allow artists to freely express their vision of the Games in an artistic and personal way.

Iconic Posters, on the other hand, are created by the Organising Committee for the Games, which expresses its vision of the event through the style of an artist, illustrator or designer who is commissioned to do so. It is not carte blanche.
WHERE TO FIND THE ICONIC POSTERS OF PARIS 2024
Veritable collector's items, the Iconic Posters of Paris 2024 will be available for sale in 30x40cm and 50x70cm formats, from €20 (the Olympic Poster and the Paralympic Poster will be sold separately).

The Posters have all been printed in France: by Oneart in Seine-et-Marne (77) and Editor in Saône-et-Loire (71). They will be available from 5 March from the Paris 2024 online and physical stores, and from the Musée d’Orsay gift shop. The Posters will then be sold in FNACs and supermarkets.

Products derived from the Iconic Posters will also go on sale at a later date: puzzles, colouring books, etc.

The City of Paris poster network will be featuring the Posters from 5 March.
...AND AT THE MUSÉE D’ORSAY!

The Posters will be on public display at the Musée d’Orsay from 5 to 10 March.

POSTERS IN SCHOOLS

The Posters will also be distributed to schools during Olympic and Paralympic Week. This will enable teachers to explain the different symbols of the Games in an educational way.

THE POSTERS IN AUGMENTED REALITY

For the first time, the public will be able to discover the Iconic Posters in augmented reality, for a total, immersive experience.
Paris 2024 thanks its Partners for their dedication.

**Worldwide Partners**
- airbnb
- Alibaba
- Allianz
- AtoS
- Coca-Cola
- Deloitte
- Intel
- Omega
- Panasonic
- P&G
- Samsung
- Toyota
- VISA

**Premium Partners**
- Accor
- BNP Paribas
- ChinaTelecom
- EDF
- LVMH
- Orange
- Sanofi

**Official Partners**
- ABEQ
- Air Liquide
- Airweave
- Arena
- CSM Doublet
- DXC Technology
- Egis
- Enedis
- ES Global
- Eviden
- Fitness Park
- Fnac Darty
- Garden Gourmet
- Gerflor
- Groupe RATP
- Highfield
- Hype
- La Poste
- Loxam
- Lyreco
- Miko
- Mondo
- MTD
- Myrtha Pools
- OnePlan
- Optic 2000
- Ottobock
- Randstad
- Rapiscan
- Re-uz
- RGS Events
- Saint-Gobain
- Salesforce
- SCC
- SEDIF
- SLX
- SNCF
- Sodexo Live!
- Technogym
- Thermo Fisher Scientific
- Tourtel Twist
- VNCI
- Viparis
- Westfield