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Olympic Winter Games Mascots from Innsbruck 1976 to Sochi 2014

Reference document

Visual overview of each mascot presented with a description.

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Introduction

The word mascot is derived from the Provençal and appeared in French dictionaries at the end of the 19th century. “It caught on following the triumphant performance of Mrs Grizier-Montbazon in an operetta called *La Mascotte*, set to music by Edmond Audran in 1880. The singer’s success prompted jewellers to produce a bracelet charm representing the artist in the costume pertaining to her role. The jewel was an immediate success. The mascot, which, in its Provençal form, was thought to bring good or bad luck, thus joined the category of lucky charms”¹.

The first Olympic mascot – which was not official – was named “Schuss” and was born at the [Grenoble Olympic Games in 1968](#). A little man on skis, half-way between an object and a person, it was the first manifestation of a long line of mascots which would not stop.

It was not until the Summer [Games in Munich in 1972](#) that the first official Olympic mascot was created. Since then, mascots have become the most popular and memorable ambassadors of the Olympic and Paralympic Games. An original image, the mascot has the job of giving concrete form to the Olympic spirit, spreading the values highlighted at each edition of the Games; promoting the history and culture of the host city; and giving the event a festive atmosphere.

The Games mascots over the years have all been examples of ingenuity, imagination and artistic creativity. From “Waldi”, the [Munich Games](#) dachshund, to “Amik”, the [Montreal Games](#) beaver, the first mascots were emblematic animals of the host countries. In 1992, [Barcelona](#) surprised everyone with “Cobi”, a strange avant-garde dog created by the great designer, Javier Mariscal. Cobi was followed by a whole variety of mascots based on people, animals or even mythical and imaginary creatures.

From the dog to the snow leopard, via human-like ice cubes, the mascots lend an element of humour and joy to the Olympic experience. They contribute to the efforts made to offer a warm welcome to athletes and visitors from around the world.

In this document, each mascot is presented by a picture and a description. The mascots are a simple and efficient communications tool, just like a slogan – so follow the guide!

¹ Marie-Hélène Roukhadzé, “The Olympic Mascot”, *Olympic Message*, August 1991, n. 30, pp. 8-9



Innsbruck 1976



Images: © IOC



Schneemann

Name:	Schneemann means snowman in German.
Description:	The first Winter Games mascot, Schneemann wore a red Tyrolean hat typical of the region that hosted the Winter Games for the second time.
Creator:	Walter Pötsch
Did you know?	★ Schneemann was also considered a lucky charm. At the 1964 Games in Innsbruck, the lack of snow remained ingrained in the memory, and the organisers feared a similar scenario for 1976. Fortunately, this edition was a success, with plenty of snow.

Find out more about the [Innsbruck 1976 Olympic Games on olympic.org](http://olympic.org).



Lake Placid 1980



Images: © IOC

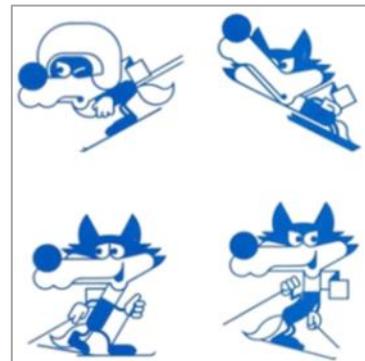
Roni

Name:	The name Roni was chosen by Lake Placid school children. It comes from the word "raccoon" in Iroquoian, the language of the native people from the region of the State of New York and Lake Placid.
Description:	The racoon is a familiar animal from the mountainous region of the Adirondacks where Lake Placid is situated. The racoon's facial features and the black and white mask around his eyes are a nod to the sunglasses and hat worn by some of the competitors. The five colours of the Olympic rings can be found on some versions of Roni.
Creator:	Don Moss, Capital Sports
Did you know?	<ul style="list-style-type: none">★ To begin with, Lake Placid had a living mascot, a racoon called <i>Rocky</i>. After this death, just before the Games started, he was replaced by Roni.★ Roni was available in several versions, practising different sports. This was a first in the history of Olympic mascots.

Find out more about the [Lake Placid 1980 Olympic Games on olympic.org](http://olympic.org).



Sarajevo 1984



Images: © IOC

Vučko

Name:	Vučko
Description:	The 1984 Winter Games mascot came in the guise of a wolf, an animal typically found in the forests of the Dinaric Alps region. Through his smiling, frightened or serious facial expressions, Vučko gave the wolf a rather friendly appearance and even helped to change the usually ferocious image of this animal.
Creator:	Jože Trobec
Did you know?	<ul style="list-style-type: none">★ The mascot was chosen through a contest entered by 836 participants. After an initial selection, six projects were chosen, then submitted to a vote by readers of various newspapers and magazines. It was the wolf by Slovenian painter Trobec who triumphed easily over the other finalists: a snowball, a mountain goat, a weasel, a lamb and a hedgehog.★ The wolf is a prominent figure in Yugoslavian fables: he embodies courage and strength and symbolises winter.★ Vučko was the hero of a cartoon created by Nedeljko Dragic, published in several daily and weekly Yugoslavian newspapers.

Find out more about the [Sarajevo 1984 Olympic Games on olympic.org](http://olympic.org).

Last update: January 2013



Calgary 1988



Images : © IOC



Hidy and Howdy

Name:	The mascots' names represent the Calgary region's hospitality. Thus Hidy is an extension of "hi", and Howdy is short for "how do you do", a typical West American greeting. These names were chosen by a citizens' jury following a contest organised by Calgary Zoo that attracted almost 7,000 entries.
Description:	Hidy and Howdy are polar bears, symbolic of the Arctic regions located in the north of the American continent. They wear "Western" style hats and outfits.
Creator:	Sheila Scott, Great Scott Productions
Did you know?	<ul style="list-style-type: none"> ★ A study group made up of representatives of the department stores in Calgary worked on the choice of mascot. The brown bear was considered, as it was the most popular cuddly toy animal, but it had already been used as a mascot for the Moscow 1980 Olympic Games. Finally, it was the polar bear who won: it illustrates the cold season and is active in winter as it does not hibernate. ★ Howdy and his sister Hidy were the first mascot couple.

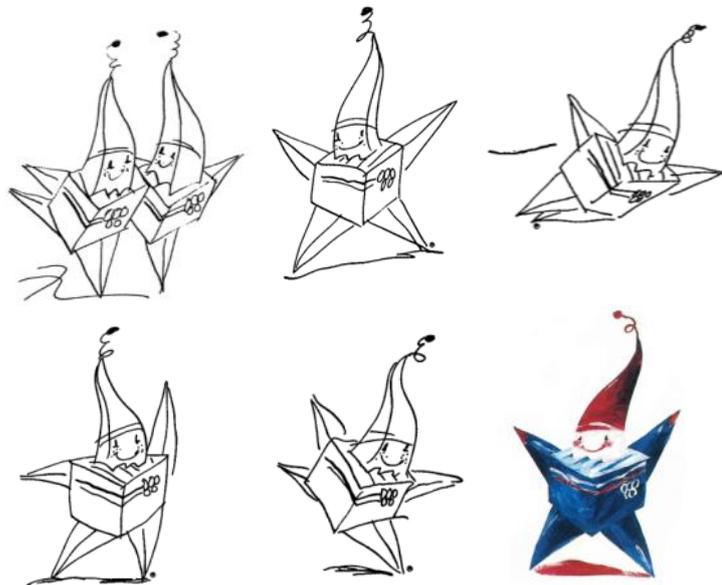
Find out more about the [Calgary 1988 Olympic Games on olympic.org](http://olympic.org).



Albertville 1992



Images: © IOC



Magique

Name:	Magique [Magic]. Several studies, financed by the Organising Committee (OCOG), were conducted to find a name for the mascot, but in the end none was chosen. However, on re-reading his brief, his creator realised that the word “magique” appeared several times. The enthusiastic OCOG thus decided to name the mascot accordingly.
Description:	A little imp in the shape of a star and a cube, Magique was the first mascot that was not an animal since the Innsbruck 1976 Games. His star shape symbolised dreams and imagination. His colours came from the French flag.
Creator:	Philippe Mairesse
Did you know?	<ul style="list-style-type: none"> ★ Originally, the mascot chosen was a mountain goat, created by illustrator Michel Pirus. This idea gave way to the star-shaped imp two years before the start of the Games. ★ The mascot had a pedagogical role: with the aim of informing the 7,924 Games volunteers, the OCOG opted for a computer-aided teaching programme. Magique appeared in the various teaching modules and games.

Find out more about the [Albertville 1992 Olympic Games on olympic.org](http://olympic.org).



Lillehammer 1994



Images: © IOC

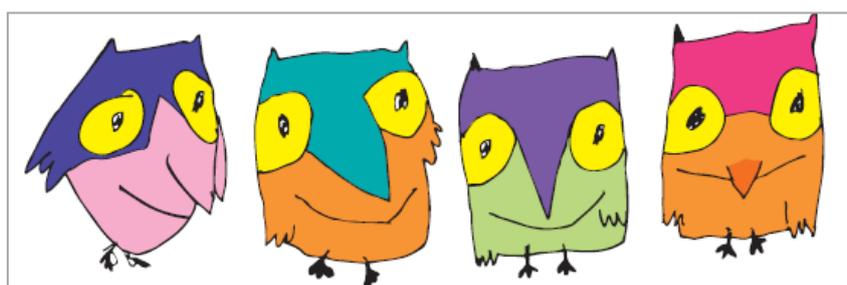
Haakon and Kristin

Name:	The mascots' names refer to historical figures from the 13 th century whose destiny is closely linked to Norway and the Lillehammer region: Håkon IV Håkonson, King of Norway from 1217 to 1263, and Princess Kristin, his aunt.
Description:	The first mascots in human form, Haakon and Kristin are two happy children. Although they wear medieval clothes in reference to their historical roots, they are modern children and express the interests and visions of young people, such as environmental awareness.
Creator:	Kari and Werner Grossman, based on an idea by Javier Ramirez Campuzano
Did you know?	<ul style="list-style-type: none"> ★ Eight pairs of Norwegian children each representing a region in the country were selected from about 10,000 candidates aged 10 to 11 to play the role of the "living mascots". ★ Two skating rinks located side by side and bearing the names of the mascots hosted the Olympic and Paralympic events in 1994: the <i>Hakons Hall</i> and the <i>Kristins Hall</i>. ★ The historical figures who inspired the mascots lived during a troubled period in Norway where two clans, the <i>Birkebeiner</i> and the <i>Baglers</i>, fought for power. Although he was only a small child, Håkon Håkonson, threatened by the Baglers, had to flee Lillehammer through the mountains with his supporters. Birkebeiner princess Kristin Sverrisdóttir married the head of the Baglers, Filippus Símonsson, to bring peace to the two camps.

Find out more about the [Lillehammer 1994 Olympic Games on olympic.org](http://lillehammer1994.olympic.org).



Nagano 1998



Images: © IOC

Sukki, Nokki, Lekki and Tsukki

Name:	Owls Sukki, Nokki, Lekki and Tsukki are also known as the Snowlets. "Snow" recalls the winter season, during which the Games take place, and "lets" refers to "let's", and invitation to join in the Games celebrations. In addition, the first two letters of the four names form the word "snowlets". "Owlets" means young owls.
Description:	Sukki, Nokki, Lekki and Tsukki are four snowy owls. They represent respectively fire (Sukki), air (Nokki), earth (Lekki) and water (Tsukki). The choice of four mascots is a nod to the four years that make up an Olympiad.
Creator:	Landor Associates
Did you know?	<ul style="list-style-type: none">★ Originally, the Nagano Games mascot was going to be a weasel called Snowple.★ Owls are venerated around the world as having the "wisdom of the woods"; in Greek mythology, the owl is associated with Athena, the goddess of wisdom.★ The four Snowlets' names were chosen from among 47,484 suggestions.★ The agency responsible for creating the mascots was the same one that designed the torch for the Atlanta Games in 1996, and also took part in designing the mascots for Salt Lake City 2002.

Find out more about the [Nagano 1998 Olympic Games on olympic.org](http://www.nagano1998.org).

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Salt Lake City 2002



Images: © IOC



Powder, Coal and Copper

Name:	The names Powder, Copper and Coal are an allusion to Utah's natural resources, its snow and its land. Over 42,000 schoolchildren gave their advice on the mascots' names. The Organising Committee then launched a national vote to determine their final names. Other options were Sky, Cliff, Shadow and Arrow, Bolt, Rocky.
Description:	Powder is a snowshoe hare, Copper a coyote and Coal a black bear. The hare's speed, the coyote's ability to climb the highest mountaintops and the black bear's strength illustrate the Olympic motto <i>Citius, Altius, Fortius</i> (faster, higher, stronger). The inspiration for the mascots came from ancient Utah cultures. Each wears a necklace featuring the animal he/she represents in the form of a petroglyph (rock engraving) in the style of the Anasazis or Fremonts, ancient peoples from the region. In addition, the three animals were often the major protagonists in Native American legends, passed on from generation to generation.
Creator:	Landor/Publicis
Did you know?	★ The first sketches of the mascots were submitted to focus groups in three different cities (Salt Lake City, Phoenix and Milwaukee). Some 80 per cent of the participants, of all age groups, chose the snowshoe hare, the coyote and the black bear.

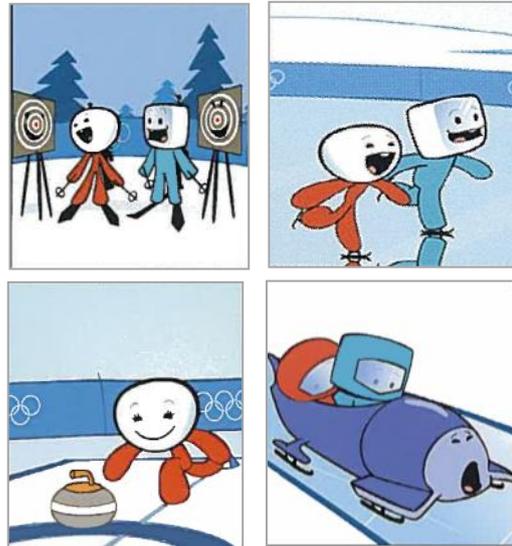
Find out more about the Salt Lake City 2002 Olympic Games on olympic.org.



Turin 2006



Images: © IOC



Neve and Gliz

Name:	Neve and Gliz: in Italian, “neve” means snow and “gliz” is a nod to the word “ghiaccio”, which means ice.
Description:	Neve is a snowball; Gliz is an ice cube. Together, they represent the fundamental elements required for successful Winter Games and personify Winter sports. Neve, with fluid and rounded contours, is linked to harmony and elegance of movement. She is dressed in red. The angular and smooth shapes of Gliz recall the power and strength of athletes. He wears a blue outfit.
Creator:	Pedro Albuquerque
Did you know?	<ul style="list-style-type: none"> ★ The mascots’ creation was the subject of an international contest, launched three years before the start of the Game. The contest was open to design, advertising and graphic design agencies as well as independent graphic designers. Five finalists were selected out of the 237 proposals received; the winner, a Portuguese designer, was selected by the President’s Office of the Organising Committee. ★ Javier Mariscal, the creator of the Barcelona mascot in 1992, was among the jury members. ★ A cartoon of 52 one-minute episodes was broadcast on Italian TV channels RAI 2 and RAI 3 from October 2005 to February 2006. Each episode covered a subject linked to Olympism: values, territory, sport, etc.

Find out more about the Turin [2006 Olympic Games on olympic.org](http://olympic.org).



Vancouver 2010



Images: © IOC



Quatchi and Miga

Name:	Quatchi and Miga
Description:	<p>The Vancouver Games mascots were creatures inspired by the fauna and tales of the First Nations on the West Coast of Canada.</p> <p>Quatchi is a sasquatch, a popular character from local legend who lives in the forest. He is covered in thick fur and wears boots and earmuffs.</p> <p>Miga is a sea bear, a mythical animal that is part killer whale and part Kermode bear. The Kermode bear, also called “Bear Spirit” lives only in British Columbia.</p>
Creator:	Meomi design
Did you know?	<ul style="list-style-type: none"> ★ The Organising Committee launched a tender among illustration agencies and professionals to which 177 responded. Five designers were selected for a more detailed study of their creation skills. Finally, it was Meomi design that won. ★ Quatchi and Miga have a friend called Mukmuk, who turned out to be very popular, even if he was not an official mascot. Mukmuk was inspired by a rare and threatened type of marmot that lives only on an island in Vancouver. His name is taken from the word “muckamuck”, meaning food in Chinook. Though at the start he existed only virtually and on paper, later he too had the right to a range of products.

Find out more about the [Vancouver 2010 Olympic Games on olympic.org](http://olympic.org).



Sochi 2014



Images: © Sochi 2014



The Hare, the Polar Bear and the Leopard

Name:	The Hare, the Polar Bear and the Leopard.
Description:	There are three mascots in a nod to the three places on the Olympic podium.
Creator:	Silviya Petrova (Hare), Oleg Seredechniy (Polar Bear) and Vadim Pak (Leopard)
Did you know?	<ul style="list-style-type: none">★ The mascots for the Olympic Games were selected after a contest that was first held across the whole of Russia, then internationally. Some 24,048 drawings were received in total. Ten proposals were chosen by a jury of experts for the second phase of the contest. Professional designers then worked on them to reveal their final shape. The final decision was taken in a vote by the Russian public as part of a TV programme entitled "Talismaniya Sochi 2014 - The Final" on 26 February 2011.★ In 2012 Russia introduced a new 25-ruble coin, and the Sochi 2014 mascots had the honour to be featured on it.

Find out more about the [Olympic Games in Sochi in 2014](#).



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