



INTERNATIONAL
OLYMPIC
COMMITTEE

Research and Reference
Olympic Studies Centre

Olympic Winter Games Mascots from Innsbruck 1976 to Vancouver 2010

Reference document

Visual overview of each mascot presented with a brief description

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Introduction

Without any kind of fanfare, the first unofficial Olympic mascot, named “Schuss”, was born at the [1968 Winter Games in Grenoble](#). Half a person, half an object, it was the founder and discreet ancestor of a new dynasty which would prosper and go on to become part of the Olympic celebrations.

The word mascot is derived from the Provençal *mascolo* – meaning sorcerer’s charm – and appeared in dictionaries in the late 19th century. Usage of the word spread after the success of Madame Grizier-Montbazon’s performance in *La Mascotte*, an operetta set to music by Edmont Audran in 1880. Following the singer’s success, jewellers created a bracelet pendant depicting her in her stage costume. This was an immediate success. The mascot, which in its Provençal form could bring bad luck, now joined the ranks of lucky charms.

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 dogs to snowy owls and seahorses, the mascots add a touch of humour and fun to the Olympic experience. They contribute to the efforts made to offer a warm welcome to athletes and visitors from around the world.

Each mascot is presented with a photo and a brief description as per the information available. The mascots are a simple and effective communications tool, like slogans, so follow the guide!



1. From Innsbruck to Vancouver

1.1. Innsbruck 1976



Schneemann

A snowman was chosen as the official mascot for the Games in [Innsbruck in 1976](#). "Schneemann" appeared on pins and on many other souvenirs. For collectors, he is greatly sought after as a plush toy.



1.2. Lake Placid 1980



Roni

The mascot "Roni" replaced the live raccoon mascot "Rocky" of [Lake Placid](#) who died before the Winter Games in 1980.

The raccoon took many different forms, and "Roni" was the first mascot to appear in sporting poses on various products.

- Artist: Don Moss
- Designer: Capital Sports



1.3. Sarajevo 1984



Vucko

"Vucko" was designed by Joze Trebec of Kranja and was chosen by the readers of major Yugoslav newspapers to be the [1984 Sarajevo Games](#) Mascot. "Vucko" was elected from a list of six finalists which included a snowball (grudva), a mountain goat (divozoka), a chipmunk (lasica), a lamb (jagjine) and a porcupine (jez). The words in brackets are Serbo-Croat words for the animals, and not their names.

- Designer: Joze Trebec



1.4. Calgary 1988



Hidy and Howdy

The bear siblings "Hidy and Howdy" from the [1988 Winter Games in Calgary](#) were the first dual mascots in the Olympic Games. They took the form of inseparable brother and sister polar bears.

The Calgary Zoo sponsored a contest to name the bears. Among the nearly 7,000 entries submitted, the names "Hidy" and "Howdy" were eventually chosen.

- Designer: Sheila Scott, Great Scott Productions



1.5. Albertville 1992



Magique

The paunch blue Snow Imp named "Magique" became the mascot of the [Albertville Winter Games](#). The first mascot, "Chamois", a mountain goat common to the Savoie region of France, was unceremoniously dropped about two years before the 1992 Winter Games.

- Designer: Philippe Mairesse



1.6. Lillehammer 1994



Haakon and Kristin

[Lillehammer](#) had the first people-like mascots of the Olympic Games. "Haakon and Kristin" were two children from Norwegian folklore, and they appeared on pins, posters and stickers as well as in three-dimensional plush toys, wooden carved objects, plastic piggy-banks, pewter, and plastic miniature figurines.

There were also several pairs of real-life blond, blue eyed Norwegian children who, in keeping with the loveable mascots' human form, portrayed them in-the-flesh and travelled the world promoting the Games.



1.7. Nagano 1998



Sukki, Nokki, Lekki and Tsukki

"Sukki", "Nokki", "Lekki", and "Tsukki " were the names of the four snow owls that became the mascots of Nagano. Originally, the Nagano mascot was a weasel named "Snowple", but he was later replaced by the four snow owls. They seemed to suffer the same fate as the 1992 Barcelona mascot, "Cobi", and there was little interest in the Snowlets until halfway into the [Nagano Games](#) when all of Japan fell madly in love with them.



1.8. Salt Lake City 2002



Powder, Coal and Copper

The [Salt Lake 2002](#) mascots aim to reflect the Olympic motto "Citius, Altius Fortius": Faster Higher, Stronger. With this in mind three animals, a Snowshoe Hare, a Coyote and a Black Bear, were chosen to symbolise the motto. Snowshoe Hare "Powder" (Swifter): At one time, the sun was burning up the earth. The hare ran swiftly to the top of the mountain. Shooting her arrow at the sun, she dropped it lower in the sky and cooled the land.

Coyote "Copper" (Higher): When the world turned dark and frozen, the coyote climbed the highest mountaintop and stole the flame from the fire people. He brought warmth back to the earth. American Black Bear "Coal" (Stronger): Long ago brave hunters left their villages to track the mighty bear, but the bear was too strong and outlasted the hunters. Today, sons of the hunters continue the chase in the night sky.

- Designer: Landor/Publicis



1.9. Turin 2006



Neve and Gliz

"Neve": she is a gentle, kind and elegant snowball; "Gliz": he is a lively, playful ice cube. They are the two symbolic characters of the [XX Olympic Winter Games](#). They complement each other and personify the very essence of winter sports.

"Neve" and "Gliz" reflect the spirit of the Italian Olympic event: passion, enthusiasm, culture, elegance, and love of the environment and of sport. They are the symbol of a young generation that is full of life and energy.

- Designer: Pedro Albuquerque



1.10. Vancouver 2010



Quatchi and Miga

Quatchi is a young sasquatch who comes from the mysterious forests of Canada. Quatchi is shy, but loves to explore new places and meet new friends. The sasquatch is a popular figure in local native legends of the Pacific West Coast.

Although Quatchi loves all winter sports, he's especially fond of hockey, dreams of becoming a world-famous goalie and is always encouraging his friends to join him on journeys across Canada. He is also often recruiting others to play hockey – or at least to take shots at him!

Miga is a sea bear, part killer whale and part Kermode bear, a rare white bear that only lives in British Columbia. According to First Nations' legend, Kermode bears – also known as Spirit Bears – were turned white by Raven to remind people of the Ice Age.

All summer long, Miga rides waves with local surfers. When Miga discovered that humans were 'surfing' on snow, up in the mountains, she knew she had to join the fun. Snowboarding soon became her favourite winter sport.



Mukmuk, the mascot's friend

Although not an official mascot, Mukmuk still proved very popular.

He is a small and friendly Vancouver Island marmot, an extremely rare and endangered species unique to the mountains of Vancouver Island. He gets his name from the word 'muckamuck,' Chinook jargon for 'food,' because he loves to eat. He always supports and cheers loudly for his friends during games and races.

When he is not hibernating or sunbathing on rocks and logs, he enjoys getting out to meet other types of marmots and animals. In fact, this is how he became friends with the [Vancouver 2010](#) Olympic mascots.

- Designers : Meomi design