

Beat: Sports

## TONY ESTANGUET UNVEILS THE ICONIC POSTER OF THE PARIS 2024 GAMES

TO BE SEEN AT MUSEUM ORSAY UNTIL 10 MARCH

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**USPA NEWS** - As France prepares to host the Olympic and Paralympic Games in a few months' time, Tony Estanguet, President of the Paris 2024 Games, revealed the Iconic Posters of the Paris 2024 Games at the Musée d'Orsay on Monday 4 March.

Until 10 March, visitors will be invited to discover them in the grande nef of the Musée d'Orsay, where they will be on display.

The Iconic Posters are the dream representation of a stadium city, echoing the Paris 2024 slogan "Games wide open" and referring to the concept of the Paris Games: bringing sport to the heart of the city. In Paris, Marseille and Tahiti, Paris 2024 invites spectators to take a stroll through an abundant, joyful universe where every detail tells its own story.

The posters, presented as a diptych - an Olympic poster and a Paralympic poster - can be seen independently but also grouped together. They represent the great symbols of Paris and France (the Eiffel Tower, Marianne, the French air force display team, the Seine, the Arc de Triomphe, Haussmann-era buildings... ); over 40 Olympic and Paralympic sports, including the four new sports added by Paris 2024 to its programme (Breaking, Climbing, Skateboarding and Surfing);

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To fulfil this creative ambition and illustrate its vision of the Games, Paris 2024 has called on the unique talent of French cartoonist Ugo Gattoni, who has captured the spirit of the Games in a universe brimming with detail and symbols celebrating both the values of sport and the excitement of a great popular festival open to the world.

"We are very proud to unveil these Iconic Posters celebrating the Olympic and Paralympic spirit of Paris 2024. These works of art are powerful reminders of the values upheld by the Games and project us into the festive and sporting summer atmosphere that awaits us in a few months' time. We're opening the Games wide, so open your eyes wide," Tony Estanguet, President of Paris 2024.

These surprising and quirky visual representations embody not only the essence of Paris 2024 but also the values that define the Olympic and Paralympic movements by appealing to all audiences.

For the first time, the Paris 2024 Iconic Posters will also be available in augmented reality for fans of the Games. The packaging of the posters includes a QR code that links to an immersive experience that brings the work of art to life digitally. This experiment will be launched on 19 July both on the official IOC app and on the Snapchat @olympics account.

### COLLECTOR'S ITEMS ON SALE FROM 5 MARCH

True collectors' items, the Iconic Posters of Paris 2024 will be available for sale in 30x40cm format starting at 20€ and 50x70cm format starting at €27.

The posters, printed in France, can be found on the Paris 2024 online shop, in the 7 Paris 2024 shops (Lyon, Paris Louvre, Les Halles, La Défense, etc.) and in the shop at the Musée d'Orsay.

### ABOUT PARIS 2024

The mission of the Olympic and Paralympic Games Paris 2024 Organising Committee, in accordance with the host city contract signed between the International Olympic Committee (IOC), the Comité National Olympique et Sportif Français (CNOSF - French National Olympic and Sporting Committee) and the Ville de Paris municipal authorities, is to plan, organise, fund and deliver the Olympic and Paralympic Games Paris 2024.

The Olympic and Paralympic Games are the greatest sporting event in the world, with unparalleled media impact. They bring together 10,500 Olympic athletes and 4,400 Paralympic athletes, respectively from 206 and 184 delegations, across five continents. They are watched by over 13 million spectators and billions of viewers across the world, across a total of over 100,000 hours of TV broadcasting. They are without equal in sporting, economic and cultural events throughout the world, and this power helps to further their impact.

Set up in January 2018, Paris 2024 is headed by Tony Estanguet, three-time Olympic champion. It is run by a Board of Directors, on which sit all the founding members of the project: the CNOSF, Ville de Paris, the French Government. Source/ Paris 2024, COJO

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