



INTERNATIONAL
OLYMPIC
COMMITTEE

Research and Reference
Olympic Studies Centre

Olympic Summer Games Mascots from Munich 1972 to London 2012

Reference document

Visual overview of each mascot presented with a brief description

April 2011



© CIO



TABLE OF CONTENTS

Introduction.....	2
1. From Munich to London	3
1.1. Munich1972.....	3
1.2. Montreal 1976	4
1.3. Moscow 1980.....	5
1.4. Los Angeles 1984	6
1.5. Seoul 1988	7
1.6. Barcelona 1992.....	8
1.7. Atlanta 1996.....	9
1.8. Sydney 2000	10
1.9. Athens 2004.....	11
1.10. Beijing 2008.....	12
1.11. London 2012.....	13



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 Munich to London

1.1. Munich1972



Waldi

"Waldi", the first official mascot to appear for the [1972 Munich Games](#), was a Dachshund. He was modelled after Cherie von Birkenhof, a longhaired breed of the species. While Waldi was the first official Olympic mascot, and preceded by the unofficial "Schuss", who appeared four years earlier in Grenoble.

"Waldi's" head and tail are light blue, and his body has vertical stripes with at least three of the five Olympic colours. Waldi was produced in various forms and sizes: plush, plastic, stickers, posters and buttons - but not as a pin until many years later.



1.2. Montreal 1976



Amik

"Amik" the beaver was chosen as the official mascot for the Summer [Olympic Games of Montreal, 1976](#).

"Amik" in Indian language means beaver. The beaver has always been associated with hard work.



1.3. Moscow 1980



Misha

The [Moscow Olympic](#) bear "Misha" was developed by the renowned illustrator of children's books Victor Chizikov. It took the illustrator six months to draw one hundred variations of the bear that also carried the full name Mikhail Potapych Toptygin. "Misha" was finally unveiled on December 19th, 1977. Misha was featured on hundreds of different pins, as a plush toy, in plastic, porcelain, rubber, wood, glass and metal.

A second, less well-known mascot, was also present during the Moscow Games. The mascot was a seal named "Vigri", who represented the yachting events in Tallinn. Misha also appeared on a stamp.

- **Designer:** Victor Chizikov



1.4. Los Angeles 1984



Sam

The eagle "Sam" became the mascot of the [Los Angeles Games](#). He was chosen because the imposing bald eagle is the national symbol of the United States. Robert Moore and his associates from Walt Disney Productions selected the eagle, and "Sam's" design was targeted to appeal to children.

- **Designer:** C. Robert Moore



1.5. Seoul 1988



Hodori

"Hodori", the mascot of the [1988 Olympic Games in Seoul](#), South Korea, portrays the friendly side of a tiger, which is present in many Korean legends. The mascot's name was chosen from a list of 2,295 names submitted by the public.

The "Ho" in "Hodori" comes from the Korean word for tiger, and "Dori" is a common masculine diminutive. The Olympic rings adorn the neck of Hodori, and he wears a "Sangmo" hat from a traditional farm dance. The streamer on his hat in the shape of an S stands for Seoul.

Seoul also had a female mascot, but Hodori the tiger captured the spotlight, and his female counterpart "Hosuni" was seldom seen.

- **Designer:** Kim Hyun



1.6. Barcelona 1992



Cobi

The Spaniards did not immediately take to "Cobi", the surreal dog from the [Summer Olympic Games of Barcelona](#), who was designed by local cartoonist Javier Mariscal. "Cobi's" popularity slowly grew and by the end of the Games he was loved universally by the Spanish and the rest of the world.

"Cobi" was supported by a group of mascots during the Barcelona Games - including the Paralympic mascot "Petra". The whole mascot crew was featured as part of a popular Spanish TV show.

- **Designer:** Javier Mariscal



1.7. Atlanta 1996



Izzy

The mascot of the [1996 Summer Olympic Games in Atlanta](#) was an amorphous abstract fantasy figure. It carried the name "Izzy", derived from "Whatizit?" because no one seemed to know exactly what "Izzy" really was.

He changed his appearance several times after the closing ceremony in Barcelona in 1992. Over time he grew a mouth where only lips had existed, he added stars in his eyes, bulked up and gained muscles in his previously spindly legs, and eventually sprouted a nose.



1.8. Sydney 2000



Olly, Syd and Millie

"Olly", a Kookaburra, "Syd", a Platypus; and "Millie", an Echidna, are three native animals chosen as mascots for the [Sydney 2000 Games](#). These Australian animals represent the earth, air and water. "Olly": epitomises the Olympic spirit of generosity and universal generosity (from Olympic). "Syd": represents the environment and captures the vigour and energy of Australia and its people (from Sydney).

"Millie": is a techno-whiz and information guru, with all the facts and figures at her fingertips (from Millennium). The Organising Committee received hundreds of submissions from artists, children and others from around the world. Matthew Hatton's design was chosen to represent the Olympic mascots for the forthcoming millennium.

- **Designer:** Matthew Hatton



1.9. Athens 2004



Phevos and Athena

Phevos and Athena are the two official [Athens 2004](#) mascots. Their creation was inspired by an ancient Greek doll and their names are linked to Ancient Greece, yet they are children of modern times. His name is of one Olympian god: Phevos, the god of light and music, known as Apollo. Her name is of one Olympian god: Athena, goddess of wisdom and patron of the city of Athens. Phevos and his sister, Athena, represent the link between Greek history and the modern Olympic Games.



1.10. Beijing 2008



Fuwa

The five [Beijing Olympic Games](#) mascots are officially called the Fuwa. They are Beibei, the fish; Jingjing, the panda; Huanhuan, the Olympic flame; Yingying, the Tibetan antelope; and Nini, the swallow. The first syllables from their two-syllable names form a line that reads "Beijing Huanying Ni", or in English – "Welcome to Beijing". The mascot's colours were chosen in line with the colours of the Olympic rings.

In the ancient culture of China, there is a great tradition of spreading blessings through signs and symbols. Each of the mascots symbolises a different blessing and will honour this ancient tradition by bringing their blessings to the children of the world. Beibei represents the blessing of prosperity, Jingjing the blessing of happiness, Huanhuan the blessing of passion, Yingying the blessing of health and Nini the blessing of good luck.



1.11. London 2012



Wenlock

Wenlock was created from the last drop of British steel used for the [London 2012](#) Olympic Stadium. That's why he is so shiny.

His name is inspired by Much Wenlock in Shropshire, a town where 'Much Wenlock Games' were held. The light on his head is inspired by the lights on London's iconic black taxis. The shape of the front of his head is identical to the shape of the Olympic Stadium roof. His eye is a camera lens, capturing everything he sees. The three points on his head represent the places on the podium where successful athletes stand to receive their medals.

- Designer : Iris agency