Olympic Winter Games Mascots from Grenoble 1968 to Beijing 2022
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INTRODUCTION

The word mascot is derived from the Provencal 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 Provencal form, was thought to bring good or bad luck, thus joined the category of lucky charms”¹.

For the Olympic Winter Games Grenoble 1968, a character that symbolised the event was created. He was a little man on skis, named Shuss. For the Olympic Summer Games Munich 1972, a multi-coloured dachshund called Waldi was presented as the official mascot. Since then, mascots have become the most popular and memorable ambassadors of the Olympic Games. An original creation, the mascot has the job of giving concrete form to the Olympic spirit, spreading the values highlighted at each edition of the Games, and giving them a festive atmosphere, while promoting the history and culture of the host city.

The Games mascots over the years have all been examples of ingenuity, imagination and artistic creativity. From the Munich 1972 dachshund, to Bing Dwen Dwen, the panda of the Olympic Winter Games Beijing 2022, the designers often choose animals that are symbolic of the host countries so that they serve as sources of inspiration. However, the ideas are not limited to the animal kingdom, as we can find a whole variety of other concepts, ranging from a human ice cube to ancient dolls to rain-flower pebble and a star as magical as its name would suggest.

Whether in animal form or totally made-up, 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!

### GRENOBLE 1968

**SHUSS**

<table>
<thead>
<tr>
<th>Name:</th>
<th>The name “Shuss” was chosen by the agency commissioned by the Organising Committee to advertise for these Games.</th>
</tr>
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<tr>
<td>Description:</td>
<td>Shuss is a little man on skis in the position to which his name alludes. The top of his large two-coloured head, which rests on a unique zigzag flash shaped foot, generally features the Olympic rings.</td>
</tr>
<tr>
<td>Creator:</td>
<td>Aline Lafargue</td>
</tr>
</tbody>
</table>
| Did you know? | – Instead of “mascot”, it was the term of “character” that was most often used at the time by the Organising Committee to refer to Shuss.  
– Shuss was available on a variety of items: keyrings, pins, magnets, watches and even an inflatable version.  
– Shuss was created in a hurry. In January 1967, his designer had only one night to prepare a plan for submission. |
SOURCE

- Departmental archives of Isère, fond 3494W.
### INNSBRUCK 1976

**SCHNEEMANDL**

<table>
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<tr>
<th>Name:</th>
<th>The name of the mascot is “Snowman” in English.</th>
</tr>
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<tr>
<td>Description:</td>
<td>Schneemandl wore a red Tyrolean hat typical of the region that hosted the Winter Games for the second time.</td>
</tr>
<tr>
<td>Creator:</td>
<td>Walter Pötsch</td>
</tr>
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</table>
| Did you know?| - Schneemandl turned out to be a commercial success. In addition to the t-shirts, soft toys and the other items it inspired, individuals in large costume versions became “living mascots” at promotional events.  
- There are objects with Schneemandl holding a hockey stick or wearing skis and boots. This practice of representing the mascot in various poses and practicing multiple sports has become customary. |
S O U R C E S

- Final report, Organizing Committee for the XIIth Winter Olympic Games 1976 at Innsbruck, Innsbruck: 1976, p. 188 & 394.
LAKE PLACID 1980

RONI

Name: Roni’s name 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. It was chosen from among around 400 entries in a competition aimed at youngsters 15 or under in the Albany region.

Description: The raccoon is a familiar animal from the mountainous region of the Adirondacks where Lake Placid is situated. The raccoon’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? The Organising Committee also resorted to using real raccoons to promote the Games. Thus, two residents of Utica Zoo were taken to New York to take part in a show on national television.
SOURCES
- “How the Raccoon was named”, The Lake Placid News, for the week of September 6, vol. LXXIV, n. 36, 1979, p. 3.
- Olympic Primer: “Mascots of the Olympic Winter Games”, website of the LA84Foundation.
VUČKO

<table>
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<th>Name:</th>
<th>Vučko</th>
</tr>
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<tr>
<td>Description:</td>
<td>The mascot for the Olympic Winter Games Sarajevo 1984 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.</td>
</tr>
<tr>
<td>Creator:</td>
<td>Jože Trobec</td>
</tr>
</tbody>
</table>
| Did you know? | - 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.

**SOURCES**

- *Sarajevo’84: all on the Games*, Sarajevo: Organizing Committee of the XIV Olympic Winter Games ’84 and Svjetlost Sarajevo, 1984.
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? — 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 Olympic Summer Games Moscow 1980. 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.

**Sources**

<table>
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<tr>
<th><strong>Name:</strong></th>
<th>Magique [Magic]. Several studies, financed by the Organising Committee, 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 Organising Committee thus decided to name the mascot accordingly.</th>
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<tr>
<td><strong>Description:</strong></td>
<td>A little imp in the shape of a star and a cube, Magique was the first mascot that was not an animal since the Olympic Winter Games Innsbruck 1976. His star shape symbolised dreams and imagination. His colours came from the French flag.</td>
</tr>
<tr>
<td><strong>Creator:</strong></td>
<td>Philippe Mairesse</td>
</tr>
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| **Did you know?** | – 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 Organising Committee opted for a computer-aided teaching programme. Magique appeared in the various teaching modules and games.

**SOURCES**
HAAKON AND KRISTIN

**Name:** The mascots’ names refer to historical figures from the 13th 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?**
- 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 Hakons Hall and the Kristins Hall.

- The historical figures who inspired the mascots lived during a troubled period in Norway where two clans, the Birkebeiner and the Baglers, 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.

### Sources

SUUKI, 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 et Tsukki sont quatre hiboux des neiges. Chacun d’eux représente respectivement le feu (Sukki), l’air (Nokki), la terre (Lekki) et l’eau (Tsukki). Le choix de quatre mascottes se réfère aux quatre années qui constituent une Olympiade.

Creator: Landor Associates

Did you know? - Originally, the mascot for the Olympic Winter Games Nagano 1998 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 Olympic Summer Games Atlanta 1996, and also took part in designing the mascots for Salt Lake City 2002.

**SOURCES**
SALT LAKE CITY 2002

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 Citius, Altius, Fortius (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.
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.

SOURCES
- Salt Lake 2002 Media Update, Fall 2000, Salt Lake: SLOC, 2000, p. 64.
- “Salt Lake games introduce mascots”, CNN Sport Illustrated website, 25 September 1999.
<table>
<thead>
<tr>
<th><strong>Name:</strong></th>
<th>Neve and Gliz: in Italian, “neve” means snow and “gliz” is a nod to the word “ghiaccio”, which means ice.</th>
</tr>
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<tr>
<td><strong>Description:</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Creator:</strong></td>
<td>Pedro Albuquerque</td>
</tr>
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<td><strong>Did you know?</strong></td>
<td>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...</td>
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designer, was selected by the President's Office of the Organising Committee.

- Javier Mariscal, the creator of the mascot for the Olympic Summer Games Barcelona 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.

SOURCES
## VANCOUVER 2010

**QUATCHI AND MIGA**

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<th>Name</th>
<th>Quatchi and Miga</th>
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<tr>
<td>Description</td>
<td>The Vancouver Games mascots were creatures inspired by the fauna and tales of the First Nations on the West Coast of Canada. 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. Miga is a sea bear, a mythical animal that is part killer whale and part Kermode bear. The Kermode bear, also called &quot;Bear Spirit&quot; lives only in British Columbia.</td>
</tr>
<tr>
<td>Creator</td>
<td>Meomi design</td>
</tr>
</tbody>
</table>
| Did you know?      | – 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.

 SOURCES
- “Mascots, Games and more”, website of Vancouver 2010.
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 Seredchniy (Polar Bear) and Vadim Pak (Leopard)

Did you know? – The mascots for the Olympic Winter Games Sochi 2014 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 2014 mascots had the honour to be featured on it.
SOURCES

- “Mascots’ home”, website of Sochi 2014.
SOOHORANG

Name: “Sooho” is a Korean word meaning “protection”, in this case for all the Games participants and spectators. The word “Rang” comes from “horang-i,” which means “tiger” in Korean and is also found in “Jeongseon Arirang”, traditional folk music of the Gangwon Province, where PyeongChang is located.

Description: The mascot is a white tiger, the colour of the snow and ice of winter sports. In Korea, the tiger is a sacred animal considered like a protector. It appears in the folklore as well as in the mythological foundation of the country. The mascot features the emblem of the 2018 Olympic Winter Games on its chest.

Creator: Organising Committee for the Olympic and Paralympic Winter Games PyeongChang 2018

Did you know? – The mascot of the first Olympic Games to be held in Korea, in Seoul in 1988, was also a tiger, called Hodori.
– In keeping with their role as ambassadors, Soohorang and
Bandabi, the mascots for the Olympic and Paralympic Games respectively, are available as a series of emoticons in a popular Korean messaging application for mobile phones.

- Shortly after their launch, the mascots began their promotional tour of Korea in an elementary school in PyeongChang. During the event, with instruction from professional athletes, the pupils got the chance to try out various winter sports events.

**SOURCES**

BEIJING 2022

BING DWEN DWEN

Name: The mascot’s name is composed of Bing (冰), the Chinese character for “ice”, and Dwen Dwen (墩墩) is a common nickname in China for children that expresses healthiness, cuteness and ingenuousness.

Description: Bing Dwen Dwen is a panda, an emblematic animal in China, clothed in a full body suit of ice, a symbol of purity and strength. The mascot symbolises the physical and mental power of Olympians. The coloured halo surrounding its face is suggestive of ice and snow tracks, like the ones made by skates, as well as the architecture of the National Speed Skating Oval, one of the competition venues for these Games. The dynamic lines of the halo also embody the increased connectivity in the era of 5G communications. The heart shape in its left palm represents the host country’s hospitality.

Creator: Guangzhou Academy of Fine Arts

Did you know? - On 8 August 2018, the 10th anniversary of the opening of the Olympic Games Beijing 2008, the Beijing 2022 Organising
Committee launched an international competition to design the Olympic and Paralympic mascots, open to both individuals and organisations. In all, 5,816 proposals from 35 countries were submitted.

- While the idea of an ice suit stems from the original design, the choice of a panda came later, during the project development phase, once a panel of experts selected this from among the finalists. Several other options were considered at some point, including a deer, a rabbit and even a dumpling.

SOURCES
- "Olympic and Paralympic Winter Games Beijing 2022 Mascots Design Competition Rules", website of Beijing 2022, 8 August 2018.
CREDITS

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IMAGES