

Beat: Sports

PARIS 2024 UNVEILS THE LOOK OF THE GAMES & THE PICTOGRAMS OF THE OLYMPIC

& PARALYMPIC DISCIPLINES ON FEB 8, 2023

Paris, Washington DC, 09.02.2023, 22:34 Time

USPA NEWS - On Wednesday 8 February, Paris 2024 unveiled the Look of the Games as well as the pictograms of the Olympic and Paralympic disciplines in the presence of Tony Estanguet, President of Paris 2024, Emmanuel Grégoire, First Deputy Mayor of Paris, Laurent Mazauray, Sports Vice-President of Saint-Quentin-en-Yvelines, Julie Matikhine, Brand Director of Paris 2024, and Jérôme Fernandez, former international handball player (double Olympic champion in 2008 and 2012).??With a year and a half to go before Paris 2024, athletes and spectators from all over the world will now be able to visualise what the Games will look like, in the competition venues, the host cities and the celebration sites. The look presented this morning highlights elegance, creativity, and the "French art de vivre", and conveys the innovative and bold ambition of Paris 2024. ?

PARIS 2024 UNVEILS THE LOOK OF THE GAMES & THE PICTOGRAMS OF THE OLYMPIC & PARALYMPIC DISCIPLINES, ON FEBRUARY 8, 2023

On Wednesday 8 February, Paris 2024 unveiled the Look of the Games as well as the pictograms of the Olympic and Paralympic disciplines in the presence of Tony Estanguet, President of Paris 2024, Emmanuel Grégoire, First Deputy Mayor of Paris, Laurent Mazauray, Sports Vice-President of Saint-Quentin-en-Yvelines, Julie Matikhine, Brand Director of Paris 2024, and Jérôme Fernandez, former international handball player (double Olympic champion in 2008 and 2012).??With a year and a half to go before Paris 2024, athletes and spectators from all over the world will now be able to visualise what the Games will look like, in the competition venues, the host cities and the celebration sites. The look presented this morning highlights elegance, creativity, and the "French art de vivre", and conveys the innovative and bold ambition of Paris 2024. ??This is also the case for the 62 pictograms of the Olympic and Paralympic disciplines, which are another example of the creative ambition of Paris 2024, represented in the form of coats of arms, a stylistic innovation celebrating the different sporting communities. These pictograms will appear for the first time in mid-February on the Olympic Games ticketing website during the sale of 'Make Your Games' packs.

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 182 delegations, across five continents. They are watched by over 13 million spectators and 4 billion television 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, the Île-de-France regional authority, the CPSF, the Métropole du Grand Paris, the Conseil départemental de Seine Saint-Denis, representatives of the local authorities involved in the Games, civil society and corporate partners." Source: Paris 2024

Article online:

<https://www.uspa24.com/bericht-22257/paris-2024-unveils-the-look-of-the-games-und-the-pictograms-of-the-olympic.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Jedi Foster, Rahma Sophia RACHDI

Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Jedi Foster, Rahma Sophia RACHDI

Editorial program service of General News Agency:

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

Official Federal Reg. No. 7442619