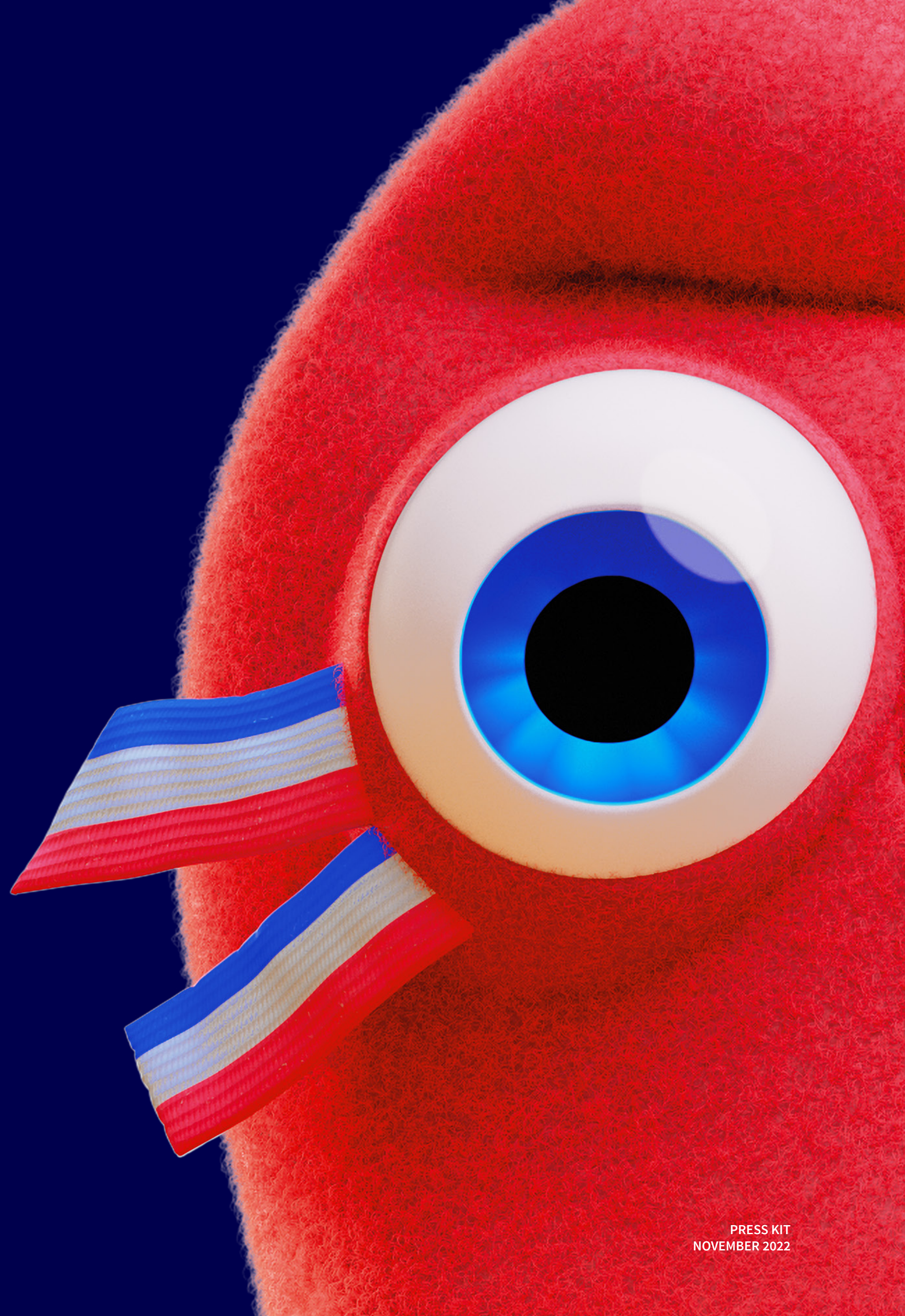
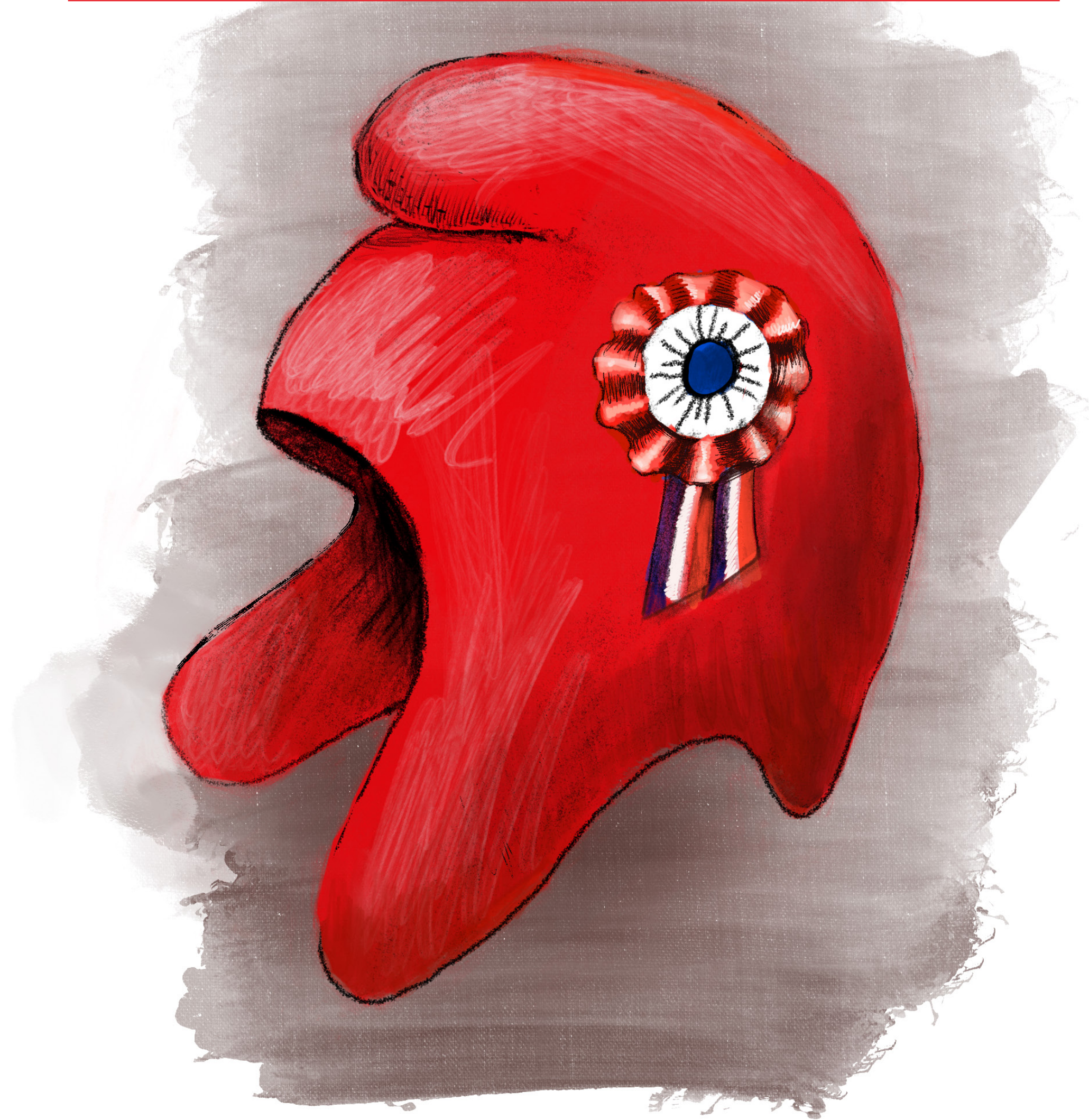


THE MASCOTS

PARIS 2024



EDITORIAL



Ever since they first appeared on the scene, **the mascots have always occupied a special place in the history of the Olympic and Paralympic Games.** Inescapable and extremely popular, **they form the emotional bond between the Games and the people,** contributing to the atmosphere and festive spirit in the stadiums and other Olympic venues.

Through the values and image that they convey, the mascots are **the primary ambassadors** for any edition of the Games and its host country. At Paris 2024, **we wanted mascots that would embody our vision and be able to share it with the French people and the world.** Rather than an animal, our mascots represent an ideal.

The Phrygian cap is a symbol of liberty. Since it is familiar to us and appears on our stamps and the pediments of our town halls, it also represents **French identity and spirit.**

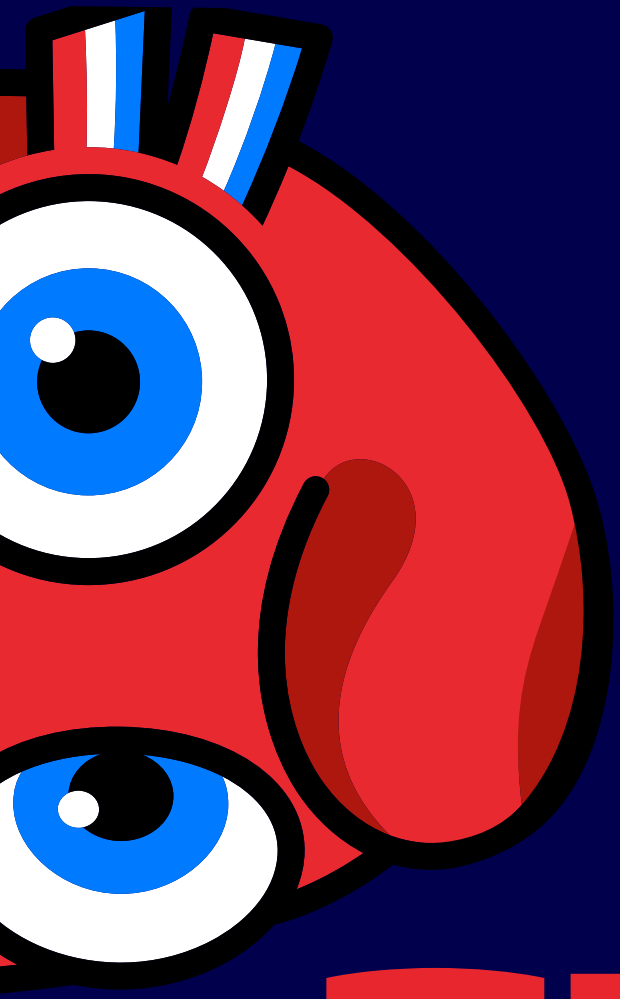
The Paris 2024 mascots also speak volumes about our commitment to a more inclusive society. One of them even wears **a prosthetic running blade,** raising the profile of Para athletes and people with disabilities.

Together, as well as embodying our Games, **our mascots will carry them forward, showcasing the ambition of Games that are truly revolutionary.**

It's time to meet them!

Tony Estanguet
President of Paris 2024

A handwritten signature in black ink that reads "Tony Estanguet". The signature is stylized and written in a cursive-like font.



EACH EDITION OF THE GAMES HAS

THEIR OWN MASCOTS

WHO ARE THE MASCOTS OF PARIS 2024 ?



THE PHRYGES

THE PARIS 2024 MASCOTS

With just over 600 days to go before the opening of the Olympic and Paralympic Games in 2024, a huge tribe of little Phrygian caps, called THE PHRYGES [free-jes], is arriving in France!



**Introducing the heroes
of the Phryges:
The Olympic Phryge
and The Paralympic Phryge.**



**THE OLYMPIC
PHRYGE**



**THE PARALYMPIC
PHRYGE**

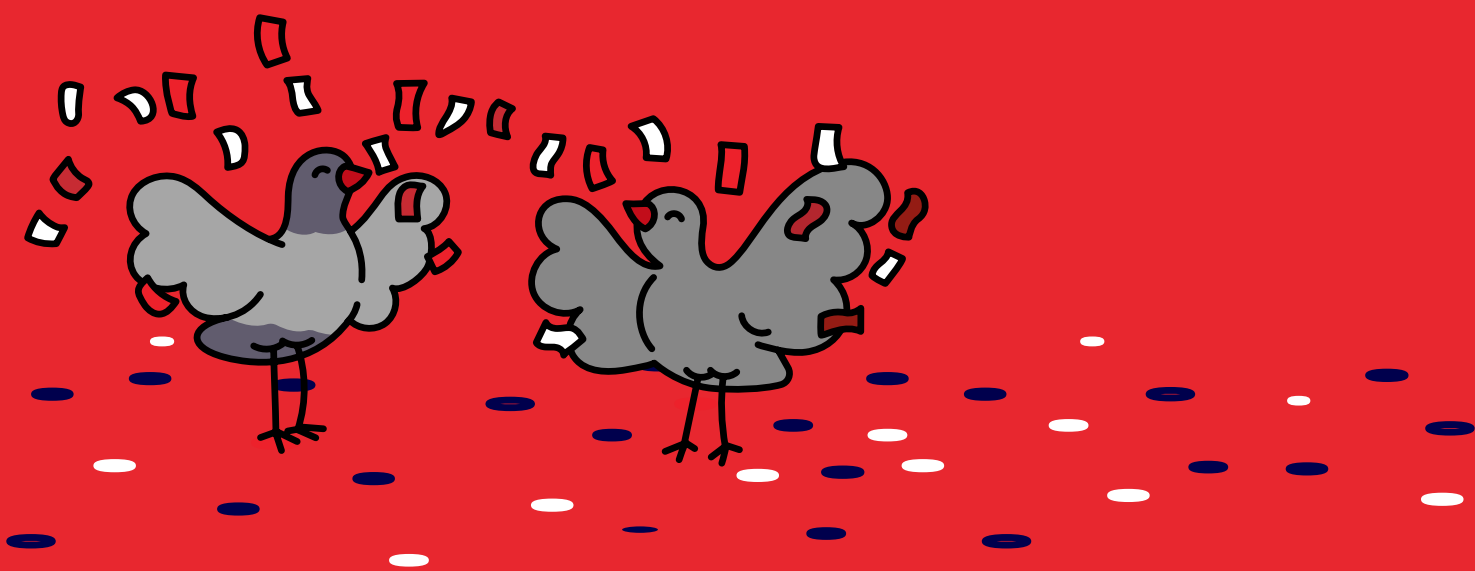
THE PHRYGES

THE PARIS 2024 MASCOTS



The Paris 2024 mascots are **small Phrygian caps which embody a strong symbol of liberty for France and the world. As the Paris 2024 Games approach, the Phryges are joining the people of France for a new revolution: a revolution of sport!**

By choosing a mascot with a visible disability, Paris 2024 also aims to provide people with disabilities with as much visibility as possible, **boldly promoting the Paralympic and sporting values of inclusion.**



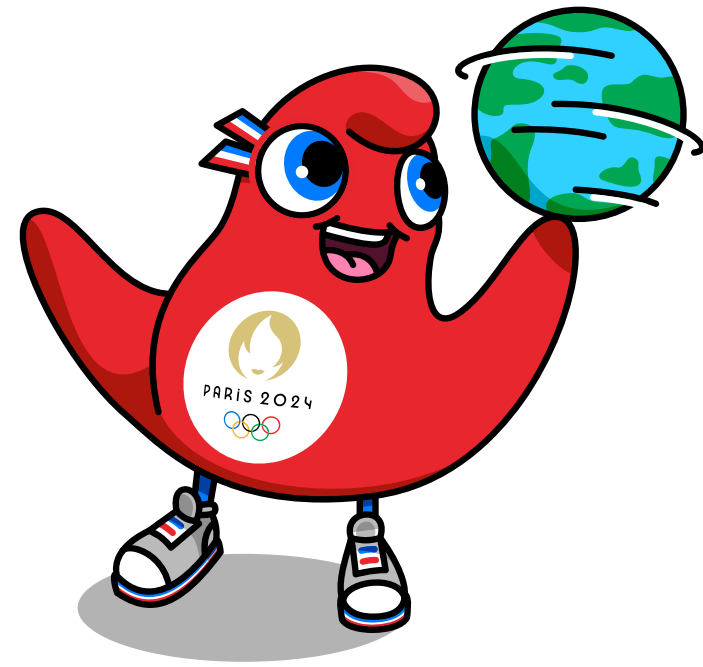
A SYMBOL:

THE PHRYGIAN CAP

A symbol of liberty, embodying French values and spirit, the famous Phrygian cap directly inspired the mascots of Paris 2024.

An international symbol of liberty worn by freed slaves in Rome and appearing on many different emblems in North and South America alike, the Phrygian cap, also known as the liberty cap, has also **become one of the symbols of the French Republic.**

Today, it represents a common **reference for French people: in art** (as a metaphor for freedom), **within French institutions symbolic of the Republic**, worn by Marianne in every town hall and it even features on everyday objects such as coins and stamps.



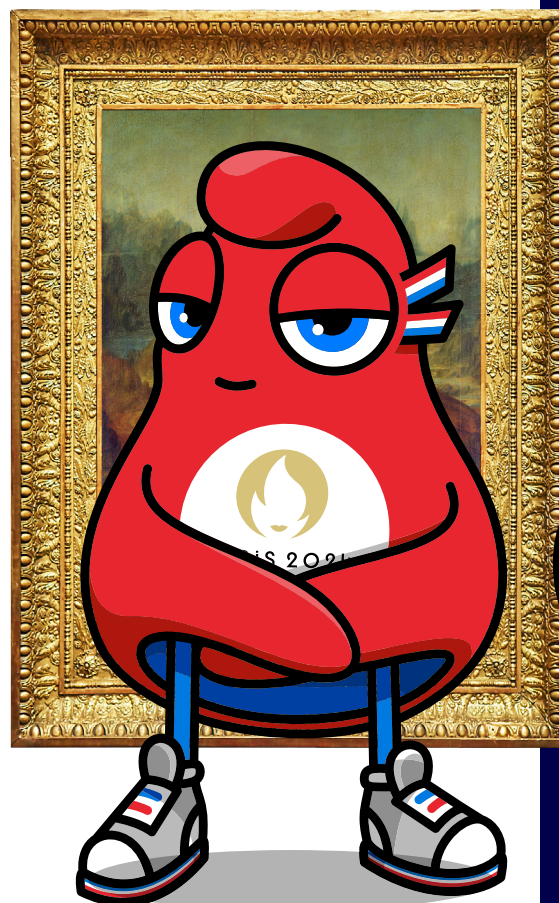
The Phryges legend

Our Phryges have been around for a long time, **with generation after generation succeeding each other for thousands of years.** Legend has it that Phryges have stood alongside the French at numerous landmark moments in our nation's history.

Some might even say that **the earliest traces of the Phryges were found on the walls of the Lascaux cave,** in Southwestern France, showing that they were around at the time of **the Neolithic revolution!**

They are known to have been present **in 1789,** supporting the French people as they led a revolution that would change the face of our country. Others claim that they were also there at the side of **the impressionist painters** when they started a major artistic revolution at the end of the 19th century. Finally, more recently, Phryges students are said to have been spotted **in Boulevard Saint-Germain in May 1968,** taking part in a cultural revolution.

Today, **a new generation** of Phryges is back !





THEIR MISSION:

TO LEAD A REVOLUTION THROUGH SPORT

With a thousand years of experience, our Phryges know that revolutions take preparation.

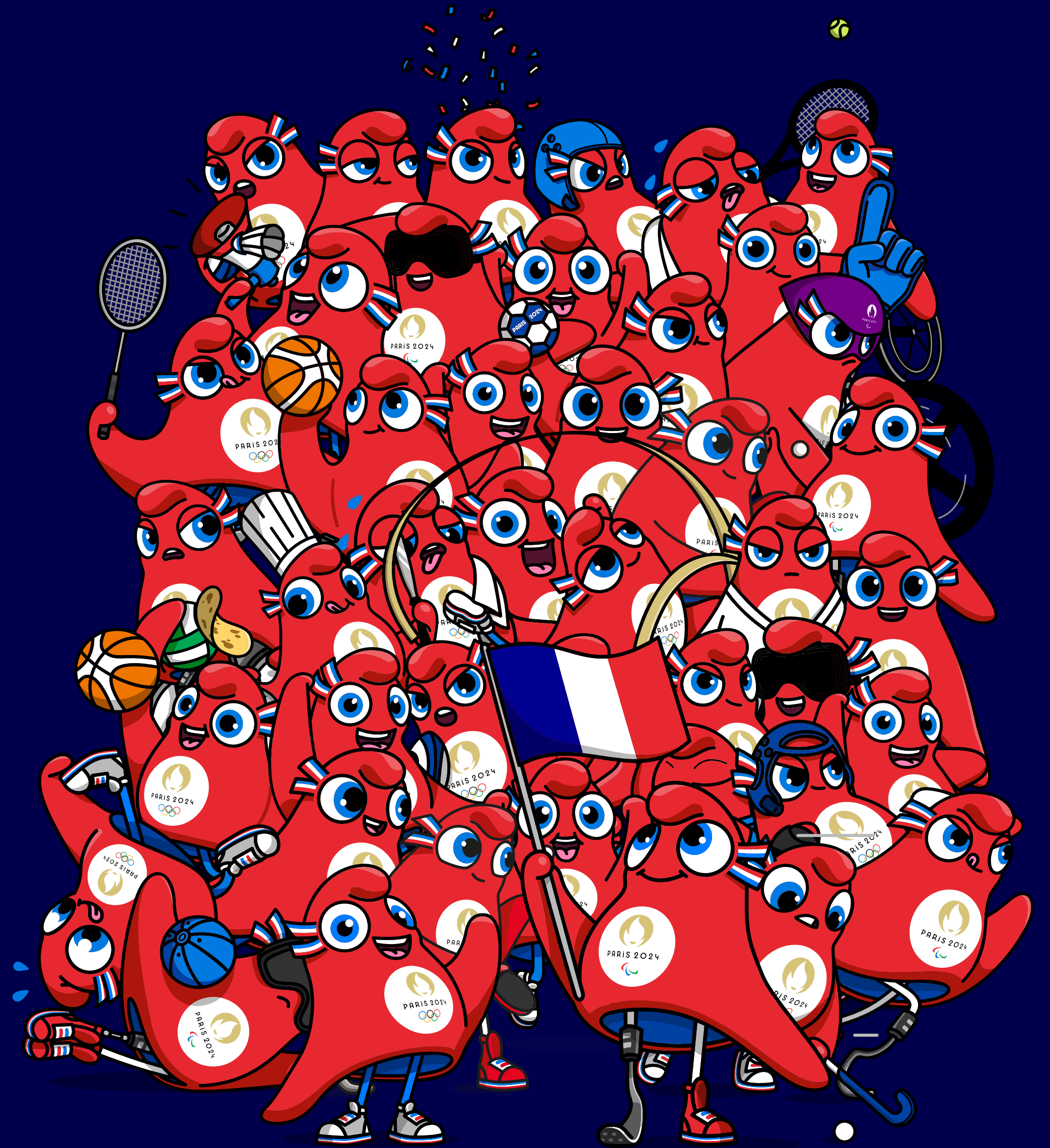
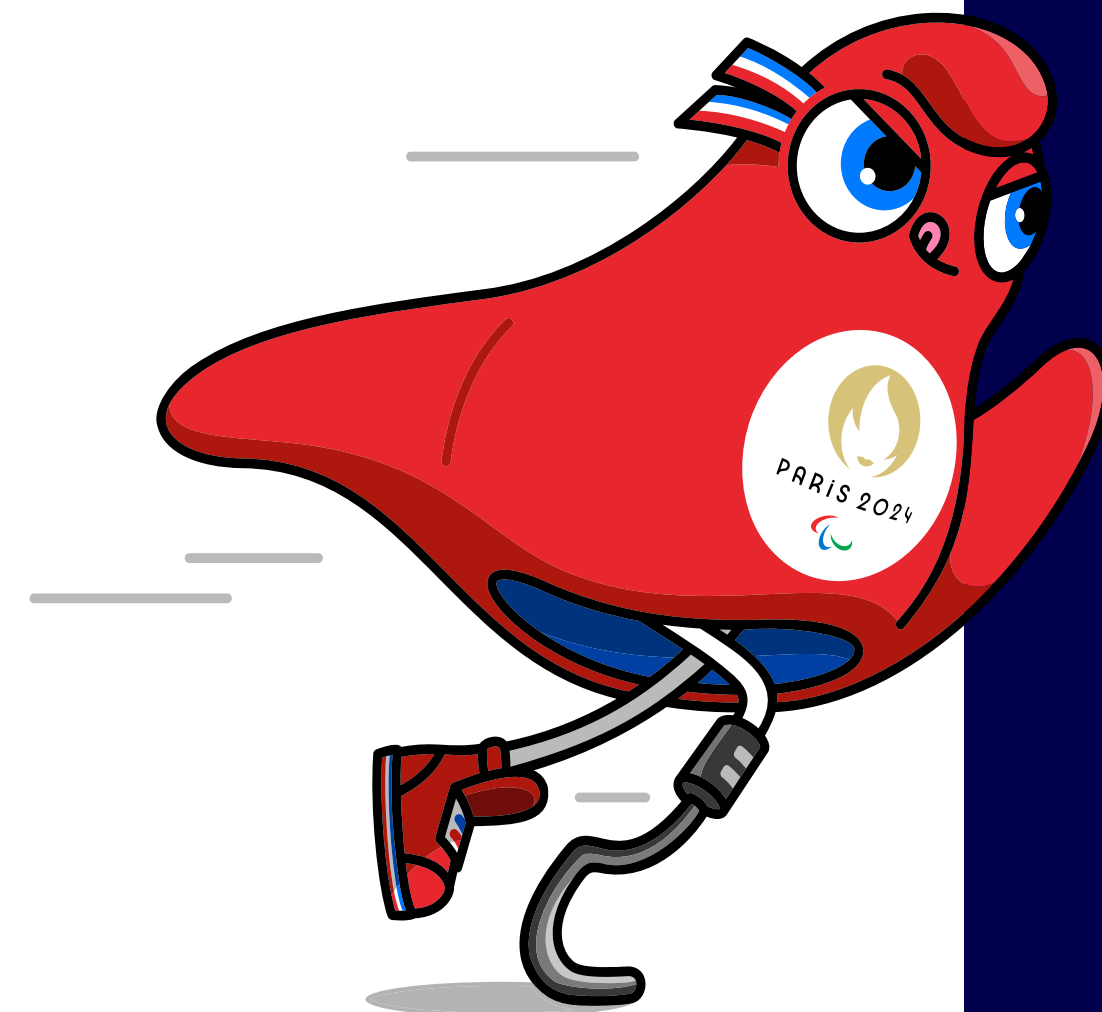
At the heart of this movement, the Olympic and Paralympic Phryges have the mission of demonstrating to the world that sport can change everything and that it deserves to have a leading place in our society.



A belief anime: sports can change everything!

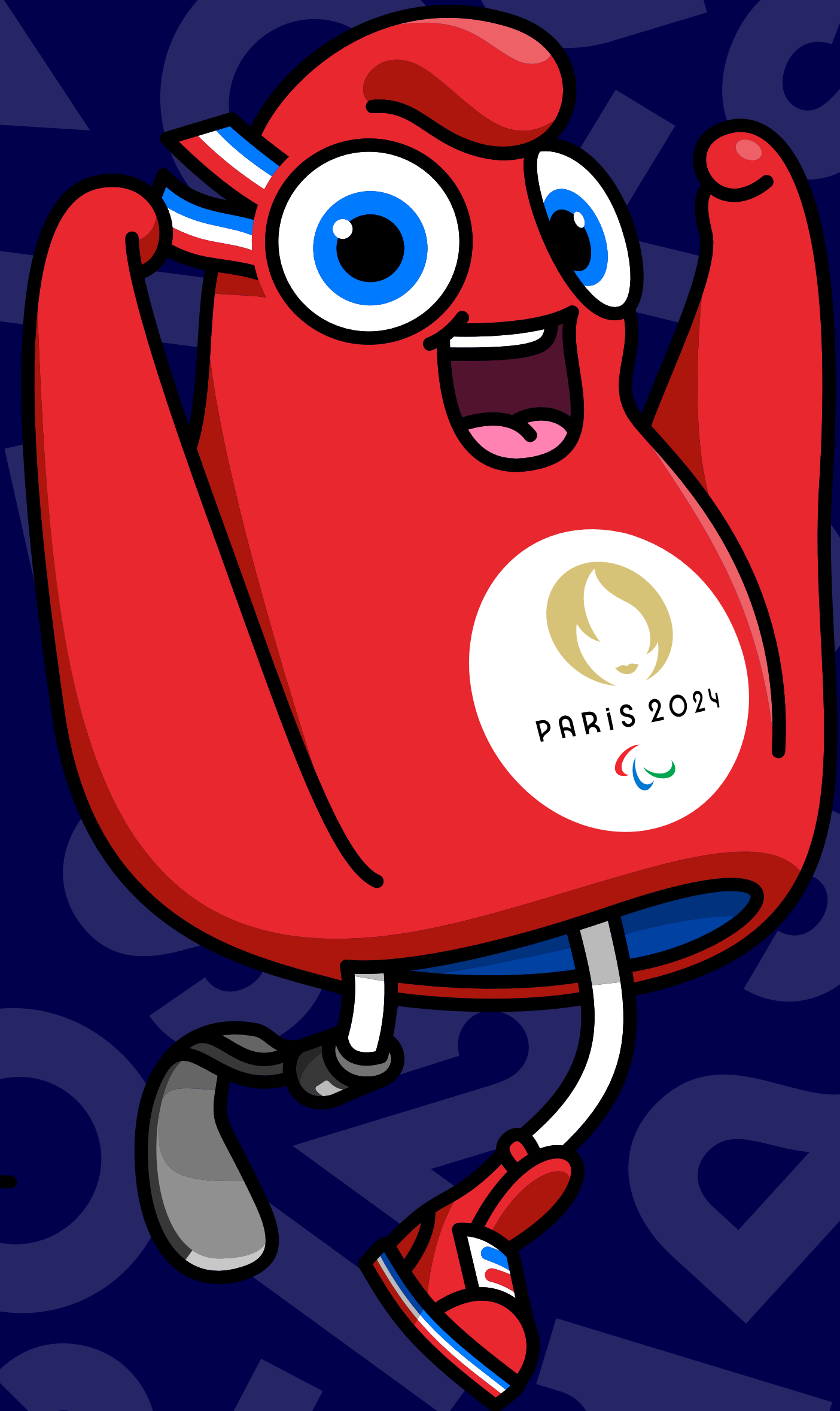
They are driven by one simple belief: sport has the power to change everything! Our lives, our health, our relationships with others and with nature... **it's time to bring sport into our everyday lives** - all sports and every way of experiencing sport - through participation and encouragement...

To bring the greatest number of people along on the Games journey, the mascots of Paris 2024 will set an example: **they are already training tirelessly.** Olympic and Paralympic sports hold no secrets for them.



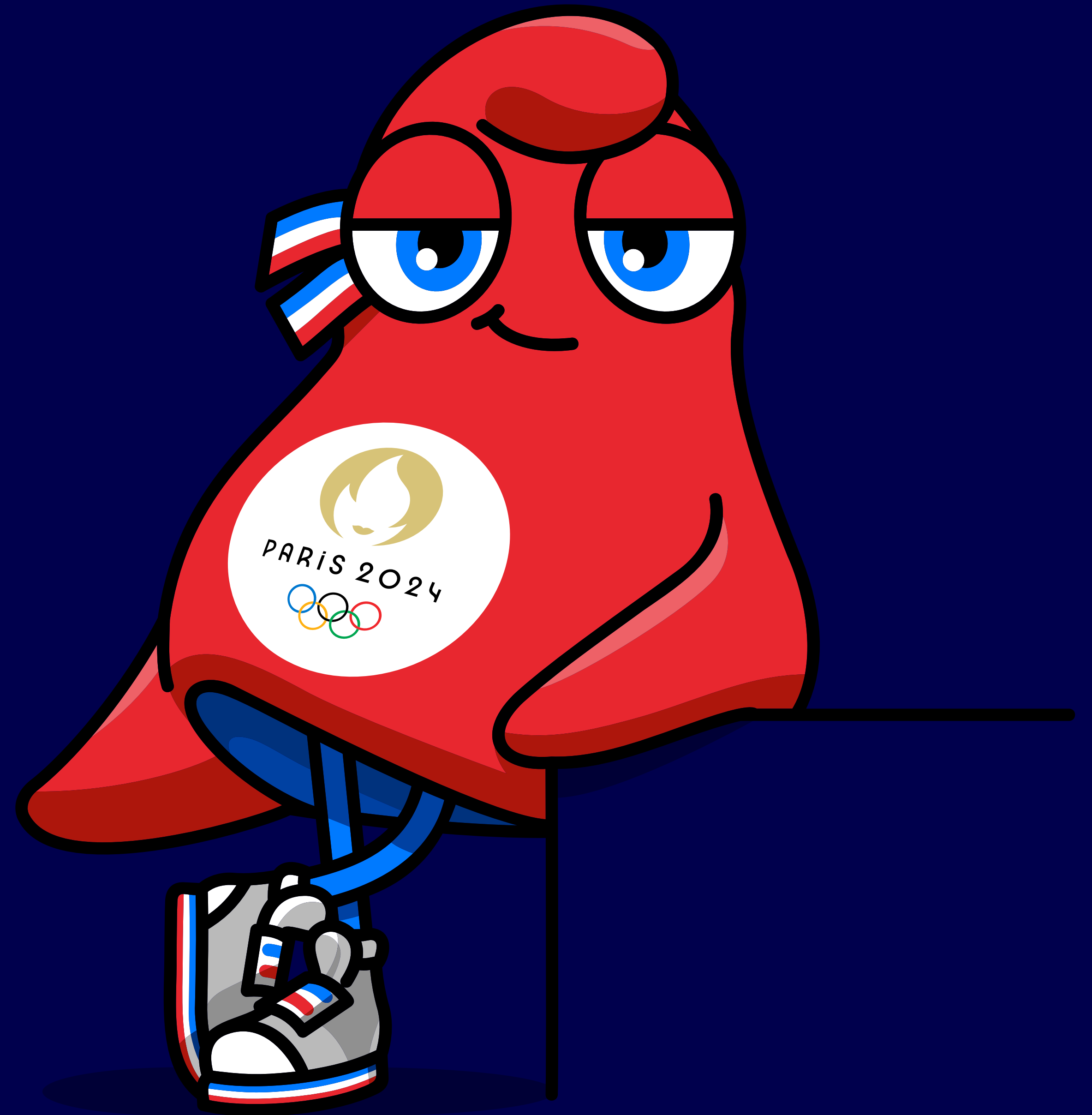
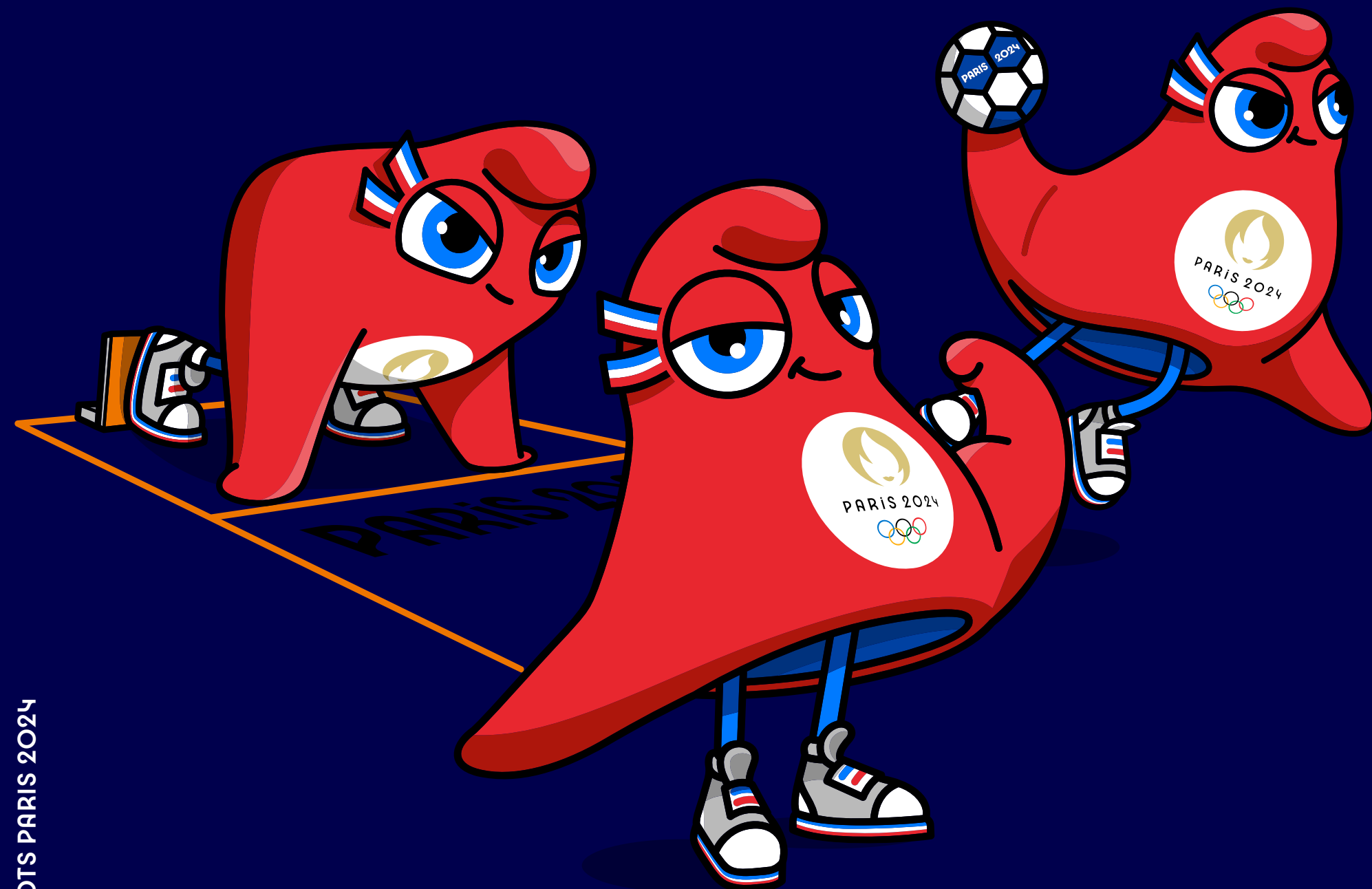
TWO MASCOTS WITH

THEIR OWN CHARACTERS



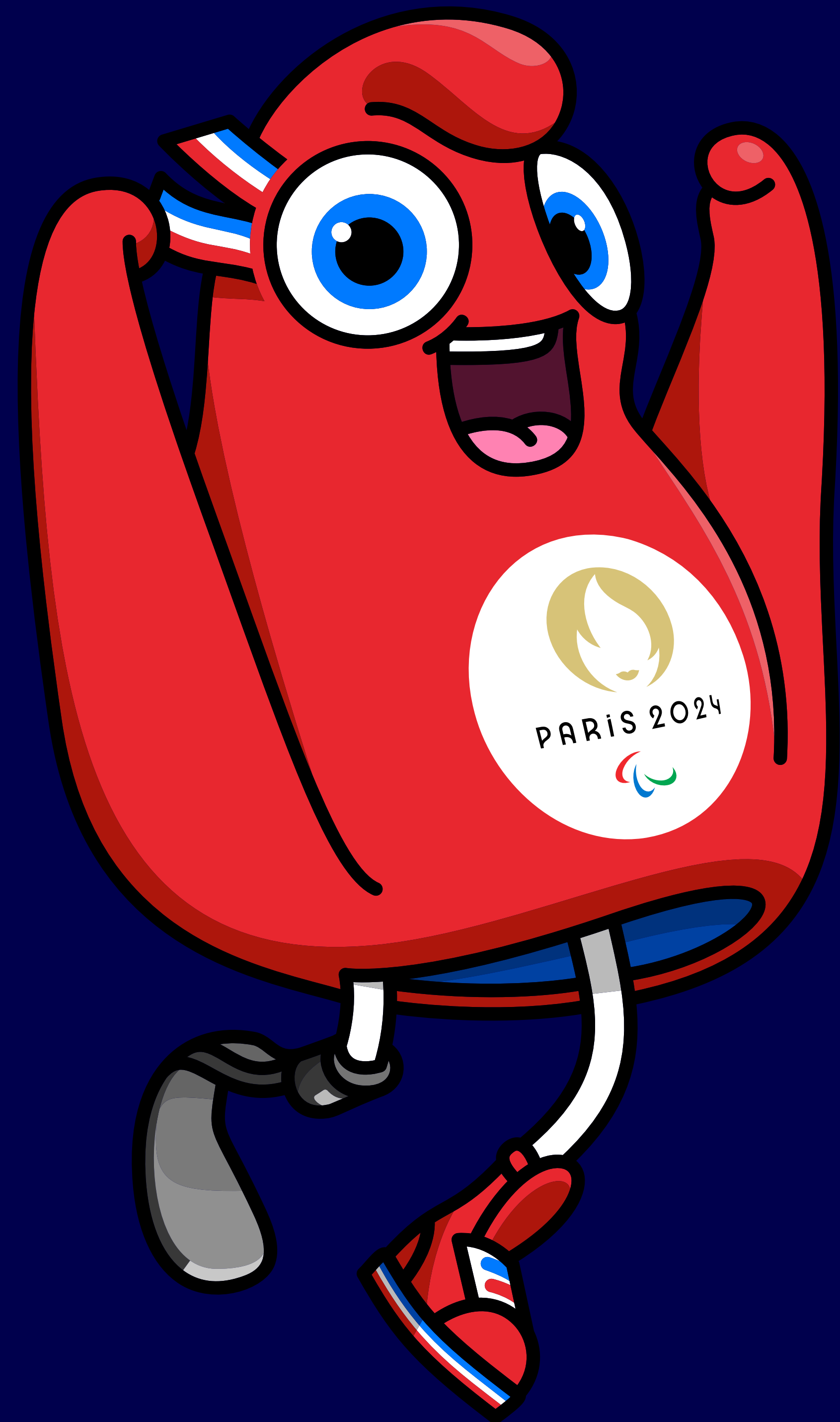
THE OLYMPIC PHRYGE

A fine tactician, it is the smart one of the bunch. A true mathematician, it never launches into anything without thinking it all through. With its methodical mind and alluring charm, it will no doubt inspire everybody to do more sport every day!



THE PARALYMPIC PHRYGE

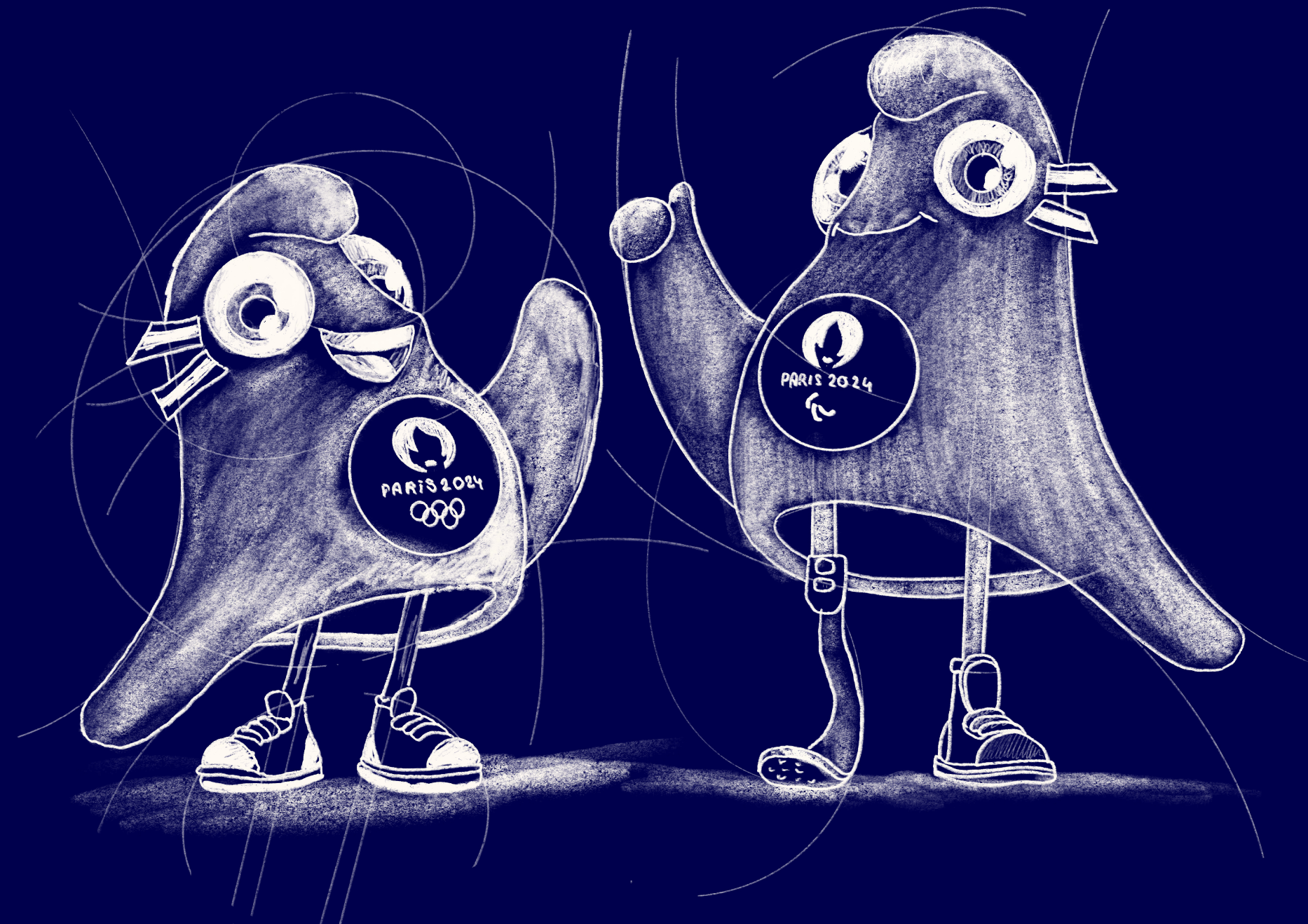
A real party animal, spontaneous and a bit hotheaded, it's not afraid of anything, it wants to have it all! Always up for new experiences, it will rally everyone around it with infectious energy and enthusiasm. The Paralympic Phryge will bring out the best supporter in you, spread the values of sport and encourage you to create a buzz and celebrate the athletes in all the stadiums and other venues.



CONCEPTION:

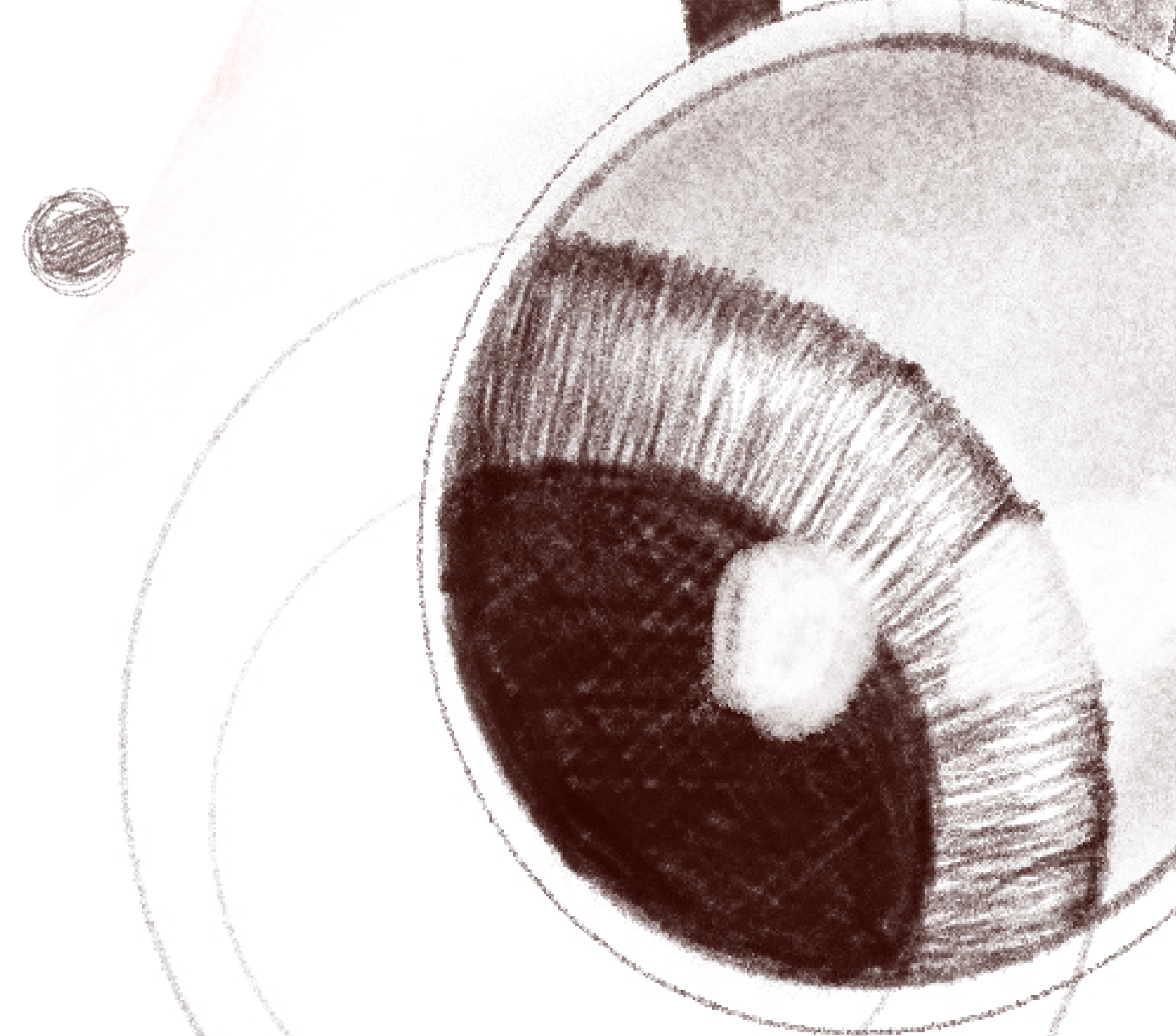
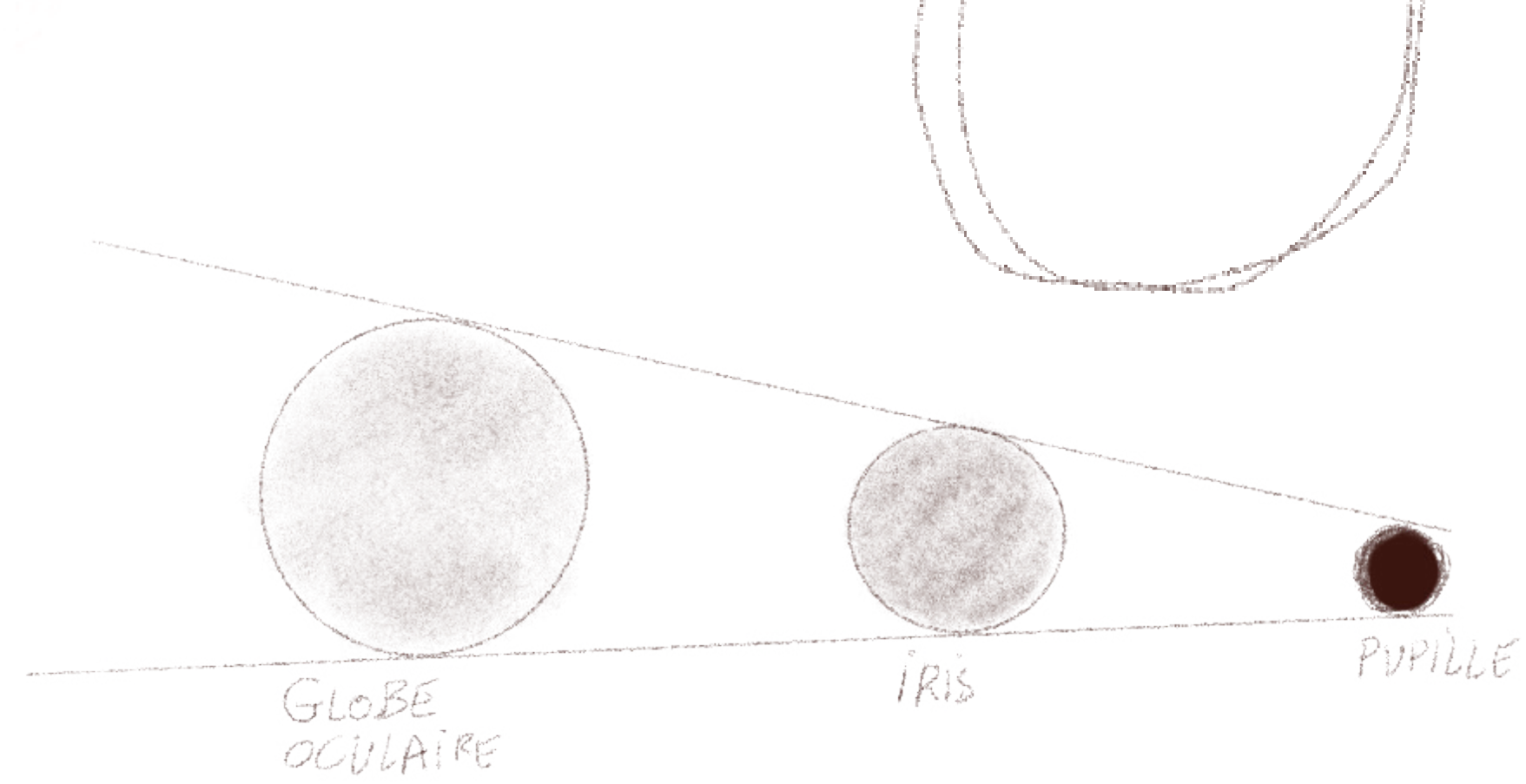
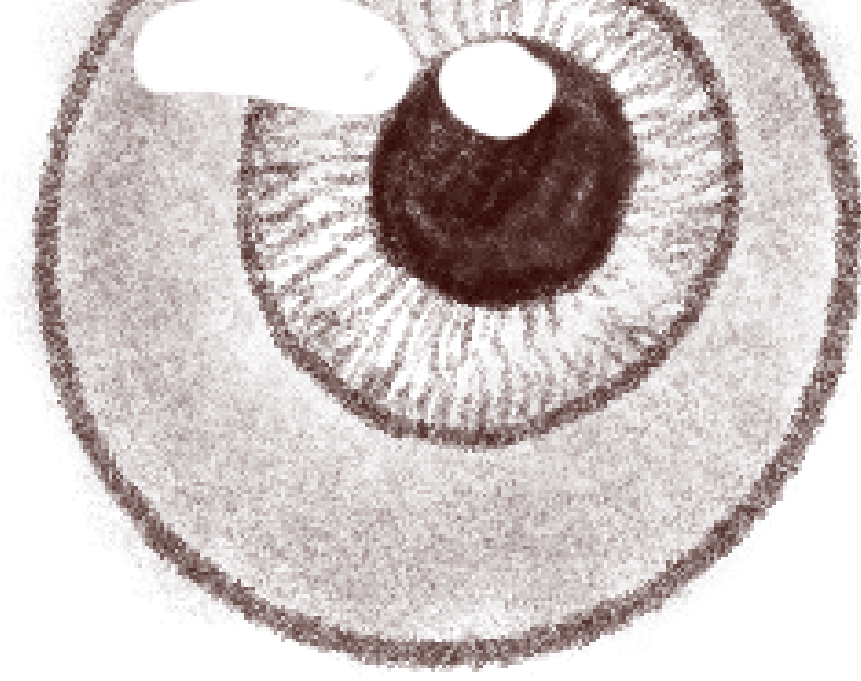
A LOOK BACK AT THE BIRTH OF OUR MASCOTS

To create an original mascot that inspires and unites, the creative teams of Paris 2024 went in search of a powerful symbol. Then they had to give it a shape, features and a personality. A lot of creative collaboration was required to further develop the Olympic and Paralympic mascots from their original concept.



Expression bouche

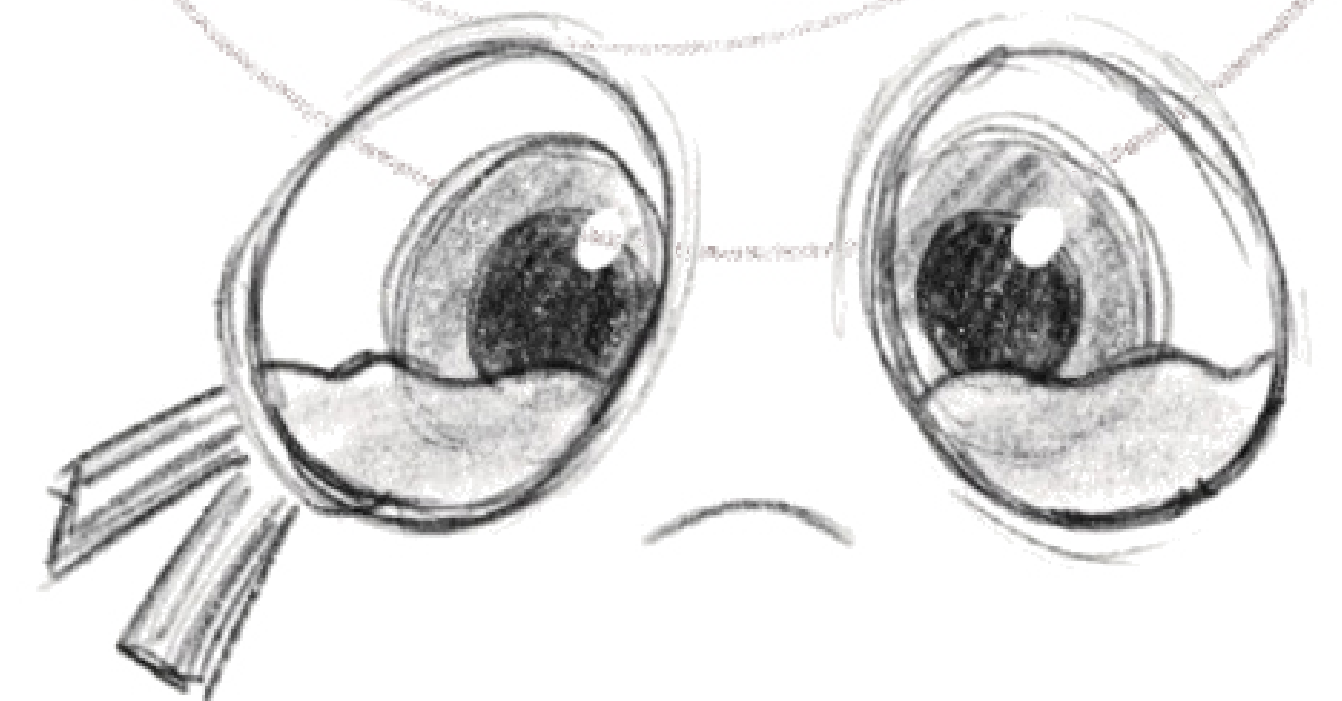
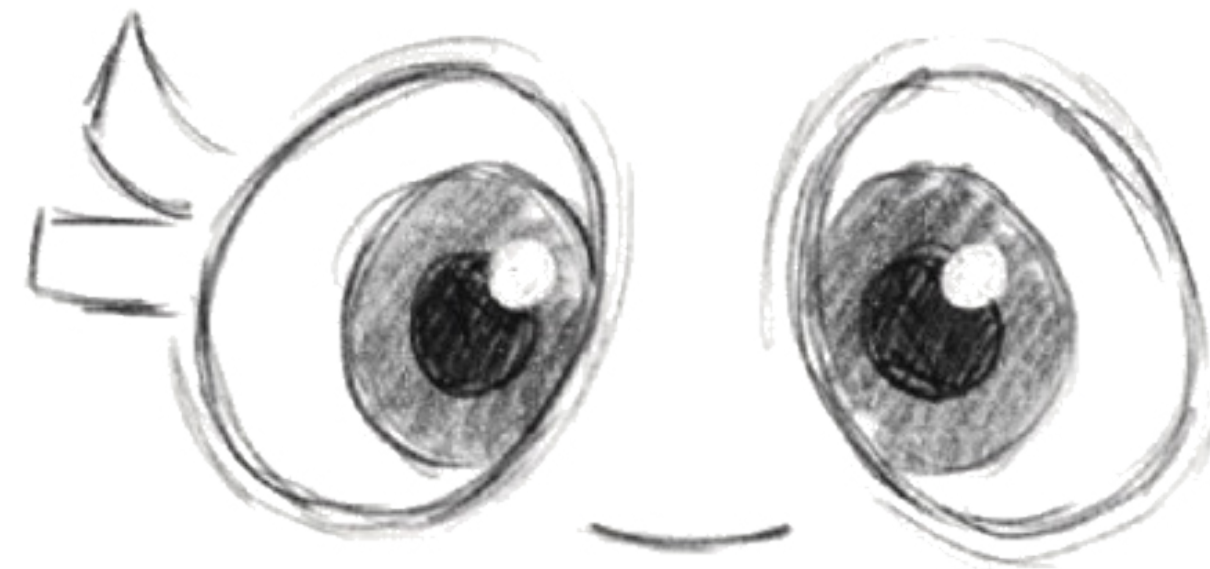




Even the slightest curves or smallest lines were the subject of long hours of discussions and sketching sessions. The creative teams paid particular attention to two crucial aspects of our characters:

- **The eyes:** intended to be **mischievous** and **expressive**, it also makes a **'cockade of France'** (the French national ornament) to make the Phrygian cap recognisable from this typical rosette.
- **The mouth:** each expression was carefully crafted, to imbue the mascots with personality and good nature.

TAILLE PUPILLE NORMAL



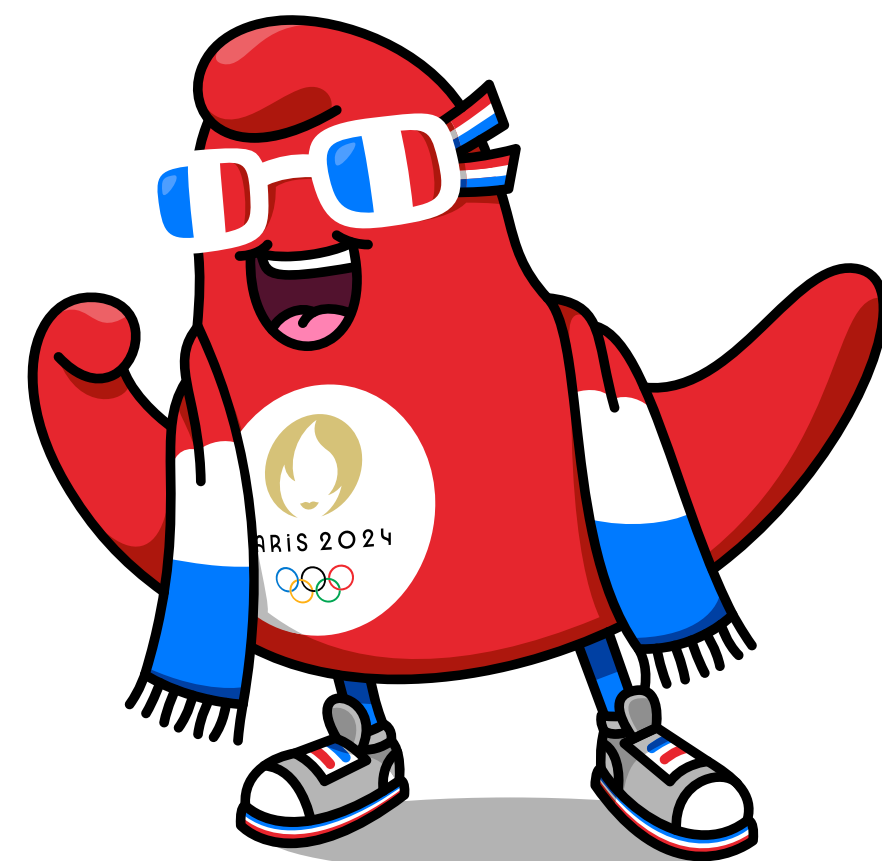
F For the versions of each different sport, thought was given to ensure each sporting gesture is **as dynamic and realistic as possible**. The creative challenge was to ensure that each discipline is recognisable, while still respecting the silhouette and original shape of the Phrygian cap.

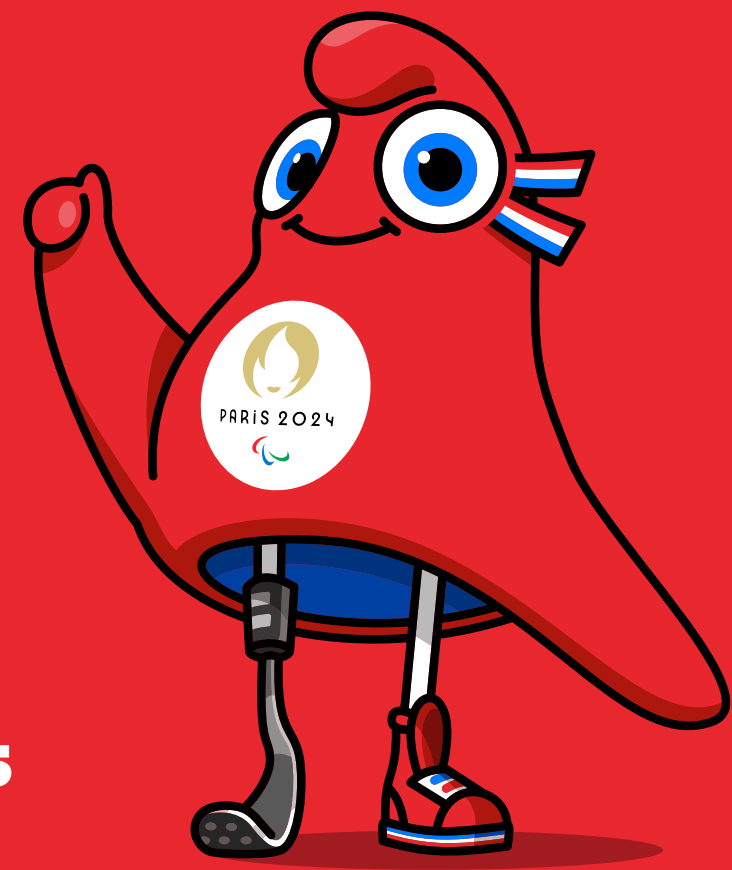
The creative teams had to work on **every aspect of the character to stay true to the sports**, choosing each movement while accurately choosing the right graphic representation for the equipment used in each sport.

Full size mascots to meet the public throughout France

The Olympic and Paralympic mascots will also come to life! As **ambassadors of the Paris 2024 Games**, they will be heading throughout France to meet the public in the run up to 2024, will attend all the major events of Paris 2024 throughout the country and all **the biggest sporting and cultural events taking place in France**.

Our duo will show up everywhere to participate in and encourage you to take part in sport!

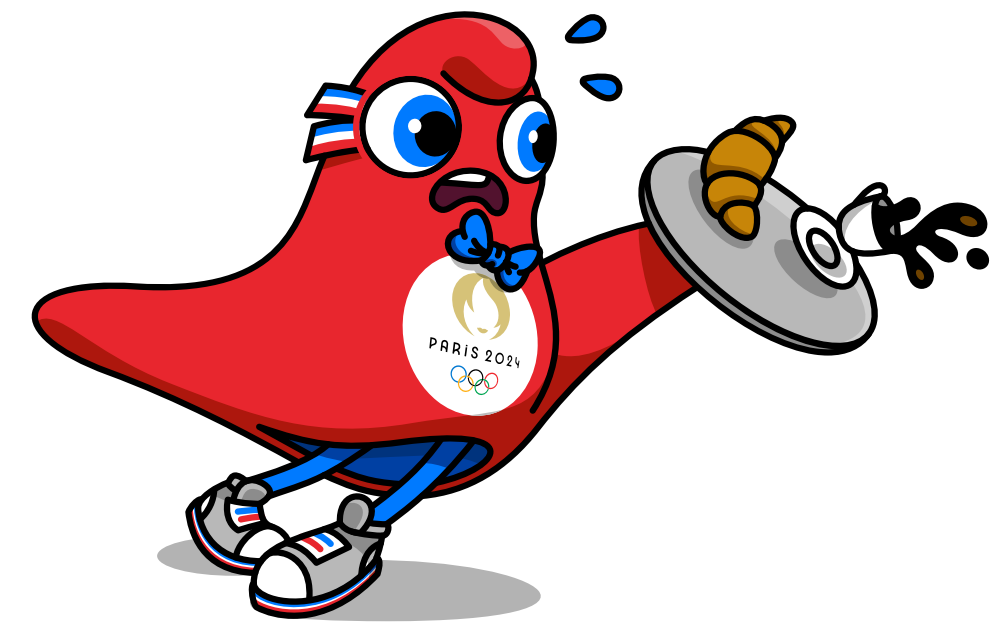
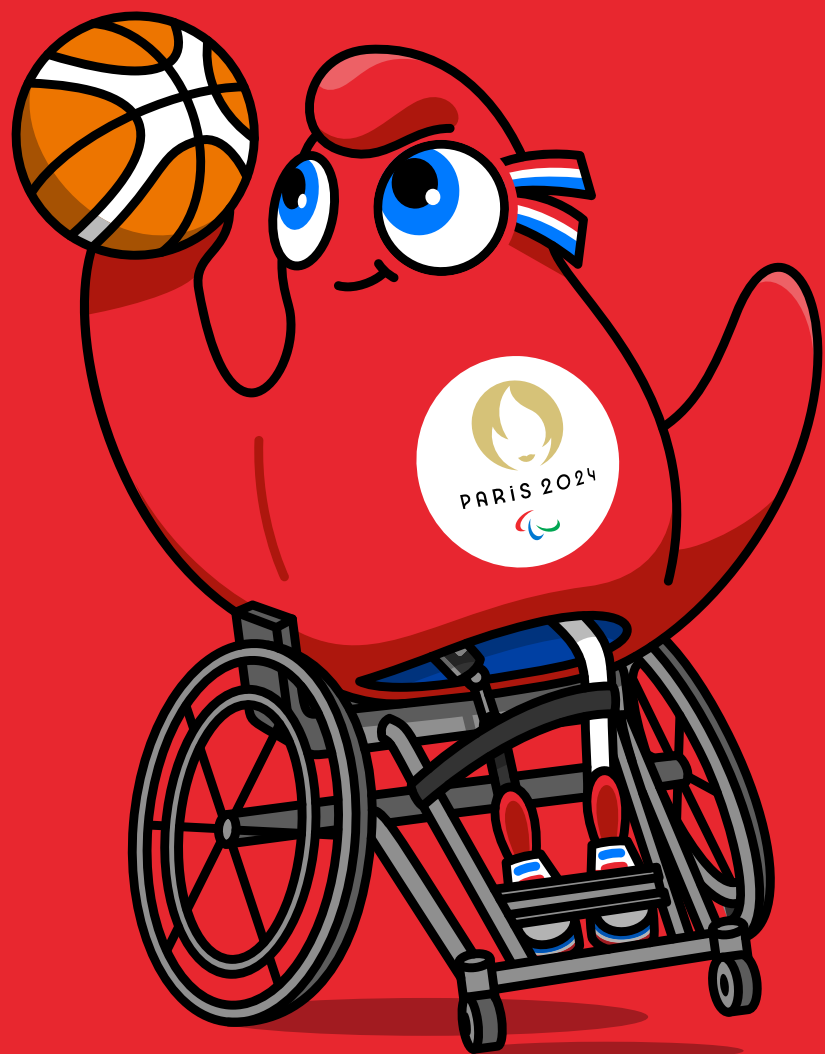




The Paralympic Phryge: a plush toy that represents inclusion

To raise awareness about disabilities amongst the greatest number of people, Gipsy and Doudou et Compagnie have created the most accurate Paralympic mascot they could.

Doudou and Compagnie, for example, invested in a specific production mould to ensure the blade of the Paralympic mascot could represent the main characteristics of a carbon running blade (soft touch and resilient). Under the sole, Paris 2024 is written in braille to provide even more accessibility.



A brief history of the mascots at the Olympic and Paralympic Games

The first character to appear as an unofficial mascot was at the 1968 Grenoble Olympic Winter Games. It was a man on skis, called Schuss. For the first time, a character was made into a variety of objects: key rings, magnets, clocks, and even an inflatable version appeared!

Waldi, a multicoloured dachshund, was considered the first official mascot of the Olympic Games in Munich in 1972. From then on, mascots became the most popular and memorable ambassadors of the Olympic Games.

For the Paralympic Games, it was in 1980 in Arnhem that mascots appeared for the first time: two squirrels. Tignes-Albertville 1992 saw the birth of the first mascot of the Paralympic Winter Games, with Alpy, a small mountain practising Alpine Para-skiing.

ON THE WAY TO THE PARIS 2024 GAMES!



PARIS 2024

MASCOTS PARIS 2024

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