# OLYMPIC DESIGN

## GRADES 2-3

**EACH GAMES IS DIFFERENT. IT HAS ITS OWN LOOK AND FEEL THAT SHOWS THE HOST CITY AND COUNTRY TO THE WORLD. THE DESIGN OF THE LOGO, MEDALS, SPORT PICTOGRAPHS, TORCH AND MASCOTS ARE DIFFERENT. WHAT IF YOU COULD DESIGN THE OLYMPIC LOOK? WOULD YOU BE UP TO THE TASK?**

## MAKING THE LOOK OF THE GAMES

Great news! The city has won the rights to host the Olympics. Now the work starts.

One of the first jobs is to make the look of the Games.

The world will be watching the Olympics. This is the host city's chance to show the world their city. How can they use art to tell a story about their city? It starts with a logo.

A good Olympic logo says something about the city and country. It uses shapes and colours to tell people about the Games. It tells about the country's history. It can be used in different places. It has to look good when it is on a small ticket. It has to look good when it is on big buildings. It has to look good in only one colour.



Tokyo City

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## THE LOGO

Olympic cities pick the logos using contests. Artists send in their logos and judges pick the winner.

Many logos were sent in for the Tokyo 2020 logo contest. Asao Tokolo's logo won.

It is a big chequered circle. The logo tells the story of people coming together for a celebration. It uses a deep blue called "indigo".

Hundreds of years ago the checkered pattern was very popular in Japan.

Indigo blue dye has been made in Japan for 1,000 years. It is made from plants. A long time ago, the poor people were not allowed to wear silk. Instead they wore cotton clothes dyed in pretty indigo.

## THE OLYMPIC TORCH

There is an Olympic Torch Relay at every Games. The flame is lit in Olympia, Greece. This is where the first Olympics were held.

The torch relay takes the flame from Greece to the host city. The torches are distinct for each Olympics.

The shape and colour of the torch tell about the host country. The torch can't be too heavy for the runners. The flame can't go out in the rain or wind.

Tokyo 2020's torch is pink. The top is shaped like the flower of a cherry tree. In Japan, the cherry flower is a symbol of the beauty of life and a new start. The torch is made with recycled metal. The metal came from housing made for people who lost their homes in a big earthquake.

## MASCOTS

Mascots are a loved part of every Games. They are cheerful creatures. They help kids get excited about the Olympics.

Olympic mascots can be animals, people or funny creatures. They often have powers and a story.

Mascots are sold as stuffy toys. They are put on pins, hats and shirts.

Tokyo 2020 is the first Olympics to let kids pick mascots. The mascot is called Miraitowa. Its name uses the Japanese words "Mirai"(future) and "towa" (eternity). It is fair. It is athletic. It has a special power to move anywhere.

## MAKING GAMES HISTORY

Each Olympics has their own look and feel. This makes the Games special from all the other Olympics. It is part of Olympic history. It tells the story of the host city. It sets the mood for the athletes and fans.



A cherry blossom tree

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## DON'T COPY

The first Tokyo 2020 logo had a big "T". It was black, gold, silver and red. But there was a problem. Some people thought it looked too much like another logo. The Hosts had another contest to replace the first logo. This shows how artists can't copy the work of other artists.

## ART FOR ATHLETES

Olympics have other art projects. Each sport has a simple picture of an athlete doing a sport. This 'pictograph' is on the tickets and the calendar. Big pictures are made for each sport. They have details. They can be put on the sides of buildings. The medals are different for each Games. Hosts use art from their country to make the medals special.
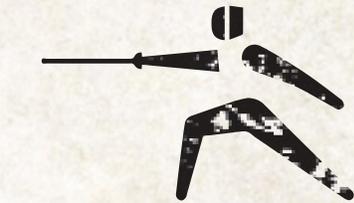
## THE OLYMPIC ART PROJECT

The PyeongChang 2018 Winter Olympics got athletes painting. They asked Olympic athletes to create art. The athletes painted a picture of a winter sport. One new picture was painted each day of the Games. It was all part of the Olympic Art Project.

The Olympic Art – Pyeongchang

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## Talk About It!

How do Olympic hosts pick a logo?

What makes a good Olympic logo?

Why do they have mascots?

## 1. THE LOCAL OLYMPIC GAMES

What if your city or town could host the Olympics? They need a logo, torch and mascots. The city decided that these will be designed by kids. Work in groups of 2-3 students. Here's your job.

1. Create a logo for the Games. Write a story about your logo. What does it mean? Why did you use the colours you did? What does the shape mean? How does it tell a story about the host city?

2. Design a torch. What does the shape mean? Why did you use the colours you did? Will the flame come out on the side or on top?

3. Draw your mascots. Write their story. What do they tell people about your city or country? Do they have special powers?

## ACTIVITY EXTENSION

The Olympics will need medals for the Games. Design gold, silver and bronze medals. Use your logo. **What will make your medals special?**

## KOMAK

**BIRTHDAY:** December 6

**BIRTHPLACE:** Algonquin Park, Ontario

**HOBBIES:** Traveling, swimming, pin trading, giving high fives, playing sports, pursuing the Olympic journey and of course cheering on his teammates

**FAVOURITE FOOD:** Twigs and leaves from the red maple tree

**FAVOURITE COLOUR:** Maple leaf red

DESTINATION TOKYO

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# 2. DRAWING THE SPORTS

There is a 'pictograph' for each sport at the Tokyo Olympics. They show the sport in action. Use the internet to find these pictographs. The pictographs are not too detailed. This is because some of their uses are for small items. They are used on tickets or schedules. They all use the same style.

"Sport illustrations" are more detailed. These are used for bigger places like the sides of buildings or posters. They often show the athlete from an interesting angle.

**Design pictographs for three sports. They should have the same style. Design a sport illustration for one of these sports.**
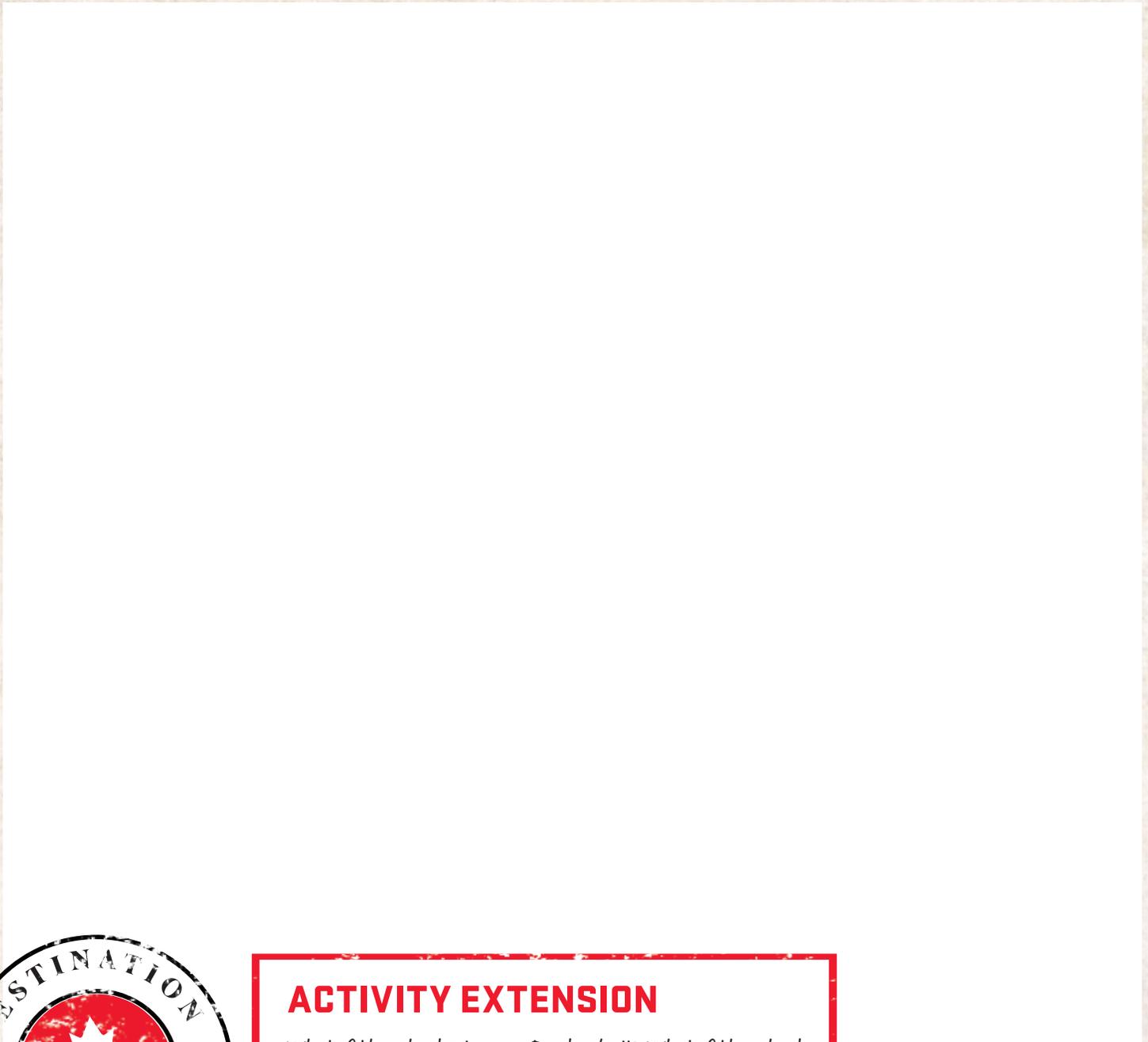
## ACTIVITY EXTENSION

What if they had Olympic Dodgeball? What if they had Olympic Four Square? **Design a pictograph for a playground or gym sport that you like to play.**

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