Press release

Lausanne 2020 reveals its pictograms 300 days before kick-off

Lausanne, March 15th, 2019 – Pictograms, graphic representations of sports disciplines, are a core element of the visual expression of the Olympic Games. In line with its ambition to active involve young people in the preparation and organization of the event, Lausanne 2020 has entrusted the development of the pictograms to ERACOM (Ecole romande d'arts et communication de Lausanne), a Lausanne-based arts school. With 300 days to go before the Opening Ceremony, the pictograms were official unveiled today by Lausanne 2020.

ERACOM, whose apprentices have already created Lausanne 2020's mascot "Yodli", which was introduced to the public early this year, gathered three classes from its graphics department for this new project. A total of 36 apprentices worked together to produce the 16 pictograms, which represent each of the winter sports included in the Lausanne 2020 programme.

Upon the unveiling of the pictograms, Adrien Jenni, Director of ERACOM, said: *"We are very proud of these young first-year apprentices, who showed a lot of ambition and hard work towards this one-year project. From around thirty initial proposals, three were shortlisted, with the winner named by a jury including representatives of ERACOM, Lausanne 2020 and the IOC. Just like the mascot, we are delighted to see these pictograms come to life and contribute to the identity of the 2020 Youth Games."*

Once the final pictograms were chosen, a class of fourth year students from the interactive media design programme worked on their animation. These animated pictograms are visible today and will be used on all Lausanne 2020 digital platforms, before and during the Games.

Reflecting on the project, Viviane Morey, coordinator of the Lausanne 2020 projects at ERACOM, said: *"To draw inspiration, we mainly focused on the athletes' movements while practicing the different disciplines. From painting to drawing, and even some experiments using water in the schoolyard to practice Chinese calligraphy, various creative techniques were used! And we are very happy with the result. For us, it is a great source of pride to be able to contribute to the development of an Olympic event."*

Ian Logan, CEO of Lausanne 2020 also expressed his gratitude towards the project, adding: *"The success of Lausanne 2020 will partly be measured by its impact within schools. Today, hundreds of young people are involved in the preparation of Lausanne 2020, developing new skills and knowledge in a variety of areas. The commitment of the youth is part of our project's DNA and I would like to thank ERACOM for this high-quality work and fruitful collaboration. We look forward to working on more projects together."*

The pictograms

Download here

Included in the file:
- A video on the development of pictograms
- 16 animated pictograms (MP4 video)

About Lausanne 2020

The Lausanne 2020 Youth Olympic Games will take place from 9 to 22 January 2020 with 1,880 athletes (15-18 years old) from more than 80 countries. The competitions will take place in the cantons of Vaud (Lausanne, La Vallée de Joux, Leysin, les Diablerets, Villars), Valais (Champéry), Grisons (St. Moritz) and neighbouring France (Prémanon-Les Tuffes).

For more information on Lausanne 2020, please visit www.lausanne2020.sport

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