

Beat: Sports

83% of French people approve of new Paris 2024 Games emblem and its 3 symbols

Inspired by the Art Deco movement

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USPA NEWS - Paris 2024 revealed its new emblem on Monday 21st October, one that breaks with Games tradition. It does so thanks to its unique aesthetic slant, inspired by the Art Deco movement; the symbols that it fuses together – a face formed by a gold medal, the Olympic and Paralympic flame and the French national icon Marianne; and to the fact that it is the first emblem common to both the Olympic and Paralympic Games. Yet, what do the French people think of this new visual identity, one that will embody the Olympic and Paralympic adventure over the next five years? That was the question posed by an Opinion Way survey of a representative sample of the French population on Monday 21st and Tuesday 22nd October.

In total, 83 per cent of French people say they like the new Paris 2024 Games emblem. Approval ratings were high, with 82 per cent finding it aesthetically appealing and 78 per cent creative. The people of France have backed Paris 2024's choice to break with tradition and adopt an emblem that expresses the essence of French boldness and creativity. Some 75 percent of French people also believe the emblem does a good job in showcasing France to the world.

AN EMBLEM POPULAR WITH YOUNG PEOPLE IN PARTICULAR-----

The 2024 generation (15-25-year-olds) have given their wholesale approval to an emblem like no other: 90 per cent say they like it, while 87 per cent find it aesthetically appealing and 83 per cent creative. Paris 2024 wants to open the Games up to young people like never before by welcoming new sports with a more youthful and urban feel, such as breaking, and providing a range of ways to engage with the project, including the volunteers' programme and the Paris 2024 Club, to name but two. Some 93 per cent of French people approve of the idea of having one emblem for the Olympic and Paralympic Games. Never in the history of the Games has one emblem been designed for both the Olympic and Paralympic Games. This unprecedented step reflects the desire of Paris 2024 to organise the Paralympic Games with the same passion and ambition as the Olympic Games. In total, 93 per cent of French people agree with this choice, a figure that rises to 96 per cent among 15-25 year-olds.

FRENCH PEOPLE LARGELY IN SUPPORT OF THE PARIS 2024 GAMES PROJECT-----

Some 81 per cent of French people think hosting the Games in France is a good thing. Young people are especially enthusiastic about the idea of staging the Games, with 93 per cent of them giving their approval, a 1 per cent increase on September 2018. A chance for France to project itself to the world, an amazing celebration, a driver for economic growth, a platform for promoting sport for all and educational programmes, and a force that can change attitudes towards disability, the Paris 2024 Games represent a unique opportunity for our country. The people of France are convinced of that. *Opinion Way survey of a representative sample of 1,035 French people aged 18 and over and a representative sample of 599 French people aged 15 to 25. Source : Paris 2024 Committee

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