



LOOK OF THE OLYMPIC AND PARALYMPIC WINTER GAMES MILANO CORTINA 2026 REVEALED

The visual identity that will 'dress' all the venues of Milano Cortina 2026 and will guide the experience of athletes and spectators has been unveiled

At the centre of all is the human gesture, expressing the talent of the new "Italian Spirit"

Milano, 7 November 2024 - Milano Cortina 2026 has unveiled the "Look of the Games," showcasing the brand and design elements that embody the visual identity of the upcoming Olympic and Paralympic Winter Games.

Inspired by the new "Italian Spirit", the design draws inspiration from Italy's rich culture and values. This influence has crafted an iconic and dynamic graphic language intended to captivate hearts and unite audiences, creating a unique and memorable experience for the Olympic and Paralympic Winter Games.

"The Look of the Games of Milano Cortina 2026 shows an extraordinary visual language that accentuates the charm of our cities and venues, expressing a new concept of Italian beauty," says **Andrea Varnier**, CEO of Fondazione Milano Cortina 2026. "A dynamic visual identity, inspired by our energy, our enthusiasm, our inclusiveness and our talent. It will be instantly recognisable and will be an invitation for visitors from all over the world to immerse themselves in the new "Italian Spirit". It will leave a lasting mark on the history of the Games."

The Look of the Games is not just a design concept, but it is the visual identity that characterises each edition of the Olympic and Paralympic Games. It reflects the soul, heritage and cultural artistry of the host nation, and is what will ensure that the spirit of the Olympic and Paralympic Winter Games Milano Cortina 2026 reaches the whole world.

"The Look of the Games is the result of a creative process that started from the Brand Personality, from the concept of a new Italian beauty that reflects the deepest, positive qualities of the essence of our Country, including talent," says **Raffaella Paniè**, Head of Brand, Identity and Look of the Games of Fondazione Milano Cortina 2026.

The exploration of the idea of talent leads to the human gesture, the physical expression of talent itself. Gestures are a unique element of Italian culture, a means of communication that has strong roots in the country's DNA and is universally connected to the Italian identity.

The human gesture is the common thread linking the emblem, the font and the assets of Milano Cortina 2026. The sign is distinctive of identity and an expression of feelings; it takes shape in the designer's pencil line, the artist's brushstroke, the conductor's direction, the chef's skill in the kitchen, and in the movements and trajectories crafted by athletes. It is the human gesture that traces the sign that is the basis of the visual concept of the Look of the Games: the Vibes.

The Look of the Games will be showcased across venues and slopes, in the host cities, as well as in the merchandising and in both online and offline communications for Milano Cortina 2026. It will be that unmistakable image recognized by billions of viewers on their screens, felt by fans on the slopes and in the arenas, and accompanying the media in telling the stories of the great achievements of the top female and male athletes in winter sports.

The Vibes of the Look of the Games

The Vibes represent the heart of the Milano Cortina 2026 Look of the Games. Five Italian icons have been chosen to represent and embody the Vibes on the social media channels of Milano Cortina 2026:

- Creativity - Dardust (Dario Faini) - Pianist, author and producer;
- Energy - Bebe Vio - Paralympic Fencing Champion;
- Imagination - Federico Basso - Comedian and author;
- Passion - Davide Oldani - Chef;
- Style - Nicoletta Manni - Ètoile of La Scala Theatre in Milano.

The Olympic and Paralympic Pictograms

The Pictograms are part of the visual system of the Look of the Games. Following a phase of collaboration between the International Federations and Milano Cortina 2026, 16 pictograms of Olympic sports and 6 of Paralympic sports were designed.

Inspired by the movement and talent of the athletes, the Milano Cortina 2026 Pictograms were designed to reflect the purest form of human gestures, with a distinctive symbol that is elegant yet vibrant and dynamic.

FONDAZIONE MILANO CORTINA 2026

The goal of Fondazione Milano Cortina 2026, in agreement with the International Olympic Committee (IOC), the International Paralympic Committee (IPC), the Italian National Olympic Committee (CONI), the Italian Paralympic Committee (CIP), the Cities of Milano and Cortina d'Ampezzo, the Veneto Region, the Lombardy Region, and the autonomous provinces of Trento and Bolzano, is to plan, organise, finance, and execute the Olympic and Paralympic Winter Games Milano Cortina 2026. Established on December 9th 2019, Fondazione Milano Cortina 2026 is led by President Giovanni Malagò and CEO Andrea Varnier.

Press Office Fondazione Milano Cortina 2026

media@milanocortina2026.org