



KEEPING WITH SIMPLICITY / EXPENSE / USE ICE CONSTRUCTION
AND YOU WILL HAVE BEAUTY, NATURAL DESIGN, AND NO AFTER EFFECTS.
I THINK THIS IS INS SIMPLE / GOOD TASTE

BEST REGARDS
LAKE & VAN ALSTYNE
Van Alstyne

LAWRENCE VAN ALSTYNE 1980 CAULDRON ORIGINAL DESIGN

Olympic Object Mix-Up

Lake Placid Olympic Museum

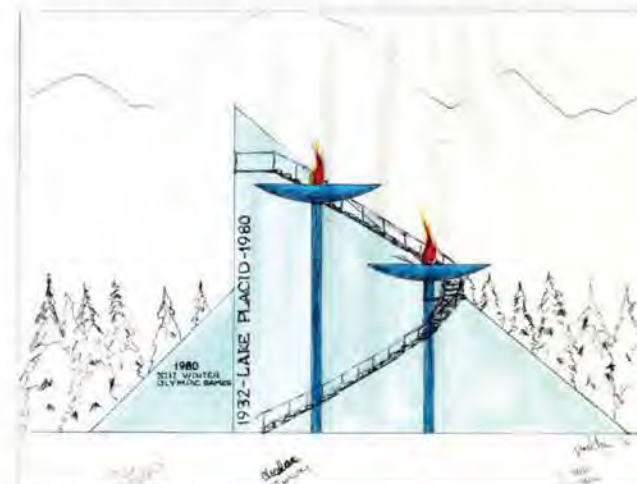
This original 1980 Cauldron design is just one of many created by New York artist Lawrence Van Alstyne. After he completed college at Syracuse University and Paul Smith's College with degrees in Liberal Arts, Van Alstyne moved to Lake Placid, NY to teach skiing and enjoy the Adirondack lifestyle.

The designs Van Alstyne created for the 1980 cauldron focused heavily on the idea of "twin cauldrons" that were meant to symbolize Lake Placid as a two-time Olympic host city in 1932 and 1980. Van Alstyne was inspired by the simplicity of the Adirondack nature and wanted to have the twin cauldrons as the obvious center pieces to the design.

On this particular design, he noted "keeping with simplicity/ expense/ use of ice construction and you will have beauty, natural design, and no after effects. I think this is in simple/good taste. Best regards, Larry Van Alstyne."



Other designs for the 1980 cauldron by Van Alstyne.





madison square garden

Pennsylvania Plaza, 7th Ave., 31st to 33rd Sts.

**U.S.A. NATIONAL HOCKEY TEAM
VS
U.S.S.R. NATIONAL HOCKEY TEAM**

WORKING PRESS PROM BOX (33rd St.)

THIS TICKET VOID IF SOLD

U.S.S.R. National Hockey Team

VS

U.S.A. National Hockey Team

1980

FEB. 9

SAT. AFT.

WORKING PRESS PROM BOX (33rd St.)

51



25

ENTER TOWER

GATE



**LAKE PLACID
OLYMPIC MUSEUM**

1980 MADISON SQUARE GARDEN HOCKEY GAME TICKET

Olympic Object Mix-Up

Lake Placid Olympic Museum

Three days before the start of the 1980 Olympic Winter Games in Lake Placid, the United States and Soviet hockey teams faced off in an exhibition match at Madison Square Garden on February 9th, 1980. The ticket shown here provided access to the working press box inside the venue. Attendance for this game was 11,243 spectators.

This pre-Olympic match resulted in a 10 - 3 victory for the Soviet Union. The day after the game on February 10th, 1980, Washington Post reporter Robert Facht wrote "as a happening, the Soviet-United States hockey exhibition today might better not have happened. The Soviets won on the scoreboard, 10 - 3, and the Americans even lost the physical confrontation on the ice." This game was perhaps a smart tactical move by the United States' coach Herb Brooks to get the jitters out of his players before they went up against the Soviet powerhouse during Olympic play, when it mattered the most and a gold medal was on the line.

The Soviet and American hockey teams would soon meet again on February 22nd in the medal division play at the 1980 Olympic Winter Games, with the Americans pulling off a stunning upset, defeating the Soviets 4 - 3.



LAKE PLACID
OLYMPIC MUSEUM



LAKE PLACID
OLYMPIC MUSEUM

1976 INNSBRUCK SILVER MEDAL

Olympic Object Mix-Up

Lake Placid Olympic Museum

This silver medal from the 1976 Olympic Winter Games in Innsbruck, Austria was awarded to Jirí Holík, left wing for the Czechoslovakian hockey team.

The medal designs for the 1976 Olympic Winter Games were created by Viennese artist Martha Coufal-Hartl. The front design shows the emblem of the 1976 Winter Games which includes the Olympic rings and the coat of arms of the city. If you look closely enough, you will see a bridge and two "inns" in the coat of arms (circled in red) - this is what gives the city of Innsbruck its name. The bridge symbolizes the friendship and the people of the word coming together for the 1976 Winter Games.

The back design of the medal shows the Alps in the background and the Olympic flame in the foreground on the right hand side.



**III Olympic
Winter Games**
LAKE PLACID 1932



Evening, Feb. 5

Adult Standing-Room

Nº 0440

\$1.00

N.Y. GLOBE TICKET CO., INC.



LAKE PLACID
OLYMPIC MUSEUM

1932 OLYMPIC WINTER GAMES TICKET

Olympic Object Mix-Up

Lake Placid Olympic Museum

As the Great Depression grips the world, 252 athletes from 17 nations overcome economic hardships and arrive in Lake Placid. Paper tickets are used for these Games in a variety of colors. The only requirements in the design of the 1932 Olympic Winter Games tickets is that the Olympiad number and name of the host city have to be visible.

The Lake Placid Organizing Committee breaks the ticket pricing down by seating section: standing-room at \$1.00, bleacher seats at \$2.00, and grandstand seats at \$3.00. The \$45.00 season pass ticket sells well to the rich, despite the Great Depression. Less affluent fans purchase the daily tickets that range between \$1.00 to \$3.00.

Keeping in mind the seating capacity of each venue, there are 279,440 single day tickets and 2,500 season tickets printed. At the conclusion of the Games, it was estimated that around 80,000 fans attended the 1932 Winter Games.



Image from the 1932 Olympic Winter Games Official Report



LAKE PLACID
OLYMPIC MUSEUM

1980 LAKE PLACID MASCOT RONI RACCOON

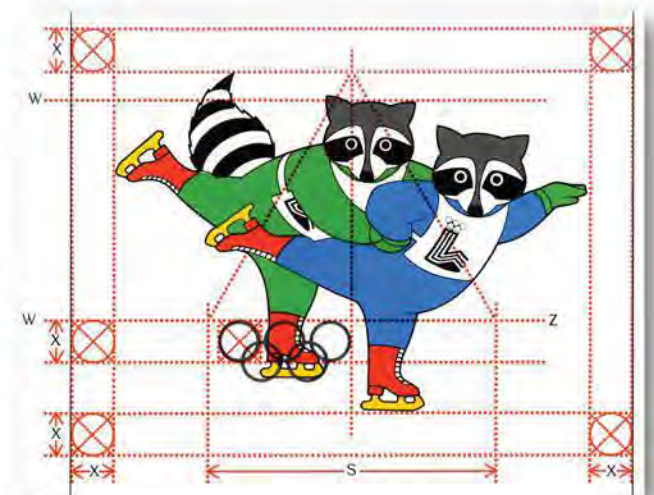
Olympic Object Mix-Up

Lake Placid Olympic Museum

Mascots are the unofficial ambassadors of the Olympics, welcoming athletes and visitors and lending humor and joy to the Games. The name "Roni" is chosen by a New York state student. It comes from the word for raccoon in Iroquoian, the language of the Indigenous peoples of the Adirondack region.

Sports artist and graphic designer Donald Moss creates the lovable Roni and brings him to life for the 1980 Olympic Winter Games. Raccoons are common in the region, with mask-like features similar to the goggles worn by many winter athletes. Drawn in blue, green, and black, the Roni character is wildly popular with young fans. Roni's happy face appears on t-shirts, decals, bumper stickers, toys, and more.

The Lake Placid Olympic Organizing Committee also decides to use real raccoons to promote the 1980 Olympic Winter Games in Lake Placid, NY. Two racoon residents from the Utica Zoo were taken to New York to take part in a show on national television.





LAKE PLACID
OLYMPIC MUSEUM

1980 ICELAND OPENING CEREMONY FLAG

Olympic Object Mix-Up

Lake Placid Olympic Museum

Lake Placid officially becomes a two-time host city for the Olympic Winter Games during the Opening Ceremonies held on February 13, 1980. This time, 37 nations with 1,067 athletes arrive in Lake Placid to compete in a total of 38 events.

At the Opening Ceremony, each country marches into the outdoor stadium and is led by an individual holding this introductory banner on a long pole. Each banner is white in color with gold fringe trim and red lettering. Behind the introductory banner is the country's designated flag bearer, proudly waving their nation's flag. The rest of the country's athletes follow, excitedly waving to the crowds.





LAKE PLACID
OLYMPIC MUSEUM

2018 PYEONGCHANG TEAM USA OPENING CEREMONY GLOVES

Olympic Object Mix-Up

Lake Placid Olympic Museum

Since the 2008 Summer Games in Beijing, China, American clothing company Ralph Lauren became the official outfitter for the U.S. team during the Opening and Closing Ceremonies.

Inspired by the Americana-style, Ralph Lauren created a patriotic and innovative Opening Ceremony uniform for the 2018 Olympic Winter Games in PyeongChang, South Korea. The uniform includes a red, white, and blue parka, skinny jeans, knit wool sweater, a USA-themed bandana, mountaineering boots, and a knit hat.

The most eye-catching feature in this uniform is probably the brown suede fringed and hand-beaded "explorer" gloves seen here. It echoes the theme of the American

West that has been focused on before by other designers such as Levi Strauss for the 1980 and 1984 Team USA uniforms.





LAKE PLACID
OLYMPIC MUSEUM



LAKE PLACID
OLYMPIC MUSEUM

C. 1930S BOBSLED HELMET

Olympic Object Mix-Up

Lake Placid Olympic Museum

All sport equipment evolves over time to better protect athletes and to improve athlete performance. This bobsled helmet from c. 1930s, is made out of primarily leather with padding and with openings for the athlete's eyes, nose, mouth, and ears.

This style helmet was popular in the early years of the Olympic Winter Games and seems to have transformed into a new style by the 1936 Winter Games in Garmisch-Partenkirchen, Germany and the 1948 Winter Games in St. Moritz, Switzerland.

