The Moscow Times
30 YEARS
INDEPENDENT NEWS FROM RUSSIA

Let the World Cup 2018 (Memes) Begin!

November 29, 2017



Twitter @HeMerciHein

The World Cup 2018 is still months away but the fun kicked off on Tuesday, when FIFA revealed the official poster for the tournament, which Russia will host.

The retro poster, featuring Soviet goalkeeper Lev Yashin, "is a true reflection of Russia's artistic and football heritage," FIFA's Secretary General Fatma Samoura said.

Russia's deputy prime minister Vitaly Mutko, in turn, predicted the image would become "one of the most memorable symbols" of the World Cup. "I'm sure [...] fans and participants alike will approve of it," he was cited as saying.

Mutko, of course, was speaking from the heart, but some internet users had their doubts. You can't win them all.

Here are some of the best reactions:

President or World Cup mascot? If your name is Vladimir Putin, you don't have to choose...

Embed:

> What else ? pic.twitter.com/pG8ofXMZRj
>
> — ⊠⊠⊠⊠⊠ (@HeMerciHein) 29 ноября 2017 г.

As this user notes, there's a cloud hanging over Russian sport.

Embed:

> Hey @TeamRussia, Yashin was a great keeper, but I corrected the missing link to the current state of Russian football. Thank me later @FIFAWorldCup pic.twitter.com/wVNeEkLUAJ
>
> — Hein Bloed (@Linienlaeufer) November 28, 2017

Chocolate, anyone?

Embed:

> What the hell is that alleged ball. Looks like a Ferrero Rocher #FifaWorldCup2018 pic.twitter.com/StdQzad6U6
>
> — Tara (@Rhona0505) November 28, 2017

Not because it's related to football in anyway. Just because.

Embed:

> pic.twitter.com/rvzGvWWWjy
>
> — Emiliano (@Eleemiliano) November 29, 2017

They said he could be anything, so he became a butterfly ...

Embed:

> I give you the official official FIFA poster for the World Cup in Russia! Thanks @natepoekert ◙ pic.twitter.com/eSRwEPnzcy
>
> — Robbie Rogers (@robbierogers) November 28, 2017

Easy enough to miss, but Crimea, Russian officials' pride ever since Moscow annexed the peninsula in March 2014, didn't make it on the map.

This poster is soooo 1930. Let's see what Diego Forlan thinks when he arrives for Friday's World Cup Draw.

Embed:

> Looks familiar @UruguayanHeroes pic.twitter.com/voGDsbckal
>
> — Lazar Treschan (@LazarTreschan) November 28, 2017

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