100 YEARS OF OLYMPIC PINs

They originated as mere cardboard badges a century ago at the first Modern Games. At every Olympics since, pins have become more numerous, more varied—and more sought-after by participants and spectators alike. The designs illuminate the culture and aesthetics of their time and of the organization or nation they represent. In the process, they've become defining elements of the Olympic Games experience. The timeline below (read left to right and right to left) illustrates their evolution.