

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.

<p>Summer 1896 One of the first Olympic Games "pins"—an official's cardboard badge</p>	<p>Summer 1900 This Paris Exposition pin may (or may not) have been used at the Games</p>	<p>Summer 1904 An official participant's badge, shown without the accompanying ribbon</p>	<p>Summer 1906 Though these "Games" were unofficial, this Swedish NOC pin was perhaps the first of its kind</p>
<p>Summer 1928 An NOC pin from Czechoslovakia</p>	<p>Summer 1924 An NOC pin from Switzerland</p>	<p>Summer 1912 One of the first pins ever issued for sale to the public</p>	<p>Summer 1908 A judge's badge</p>
<p>Summer 1932 Probably the first badge to display a Games' official logo</p>	<p>Summer 1932 An NOC pin from Liechtenstein</p>	<p>Summer 1932 One of a wide variety of badges used in Los Angeles</p>	<p>Summer 1936 A staff physician's badge featuring the Brandenburg Gate</p>
<p>Winter 1948 A press badge</p>	<p>Summer 1948 An IOC member's badge</p>	<p>Winter 1940 A rare badge for the Tokyo Games that were cancelled by war</p>	<p>Summer 1936 This badge would have been worn by a member of Leni Riefenstahl's crew</p>
<p>Summer 1952 A badge for the leader of a national delegation</p>	<p>Summer 1956 A souvenir pin with Australia's indigenous kangaroo and emu</p>	<p>Summer 1956 A Stockholm equestrian pin, necessitated by the horse quarantine in Australia</p>	<p>Winter 1960 The first official sponsor's pin, created for Squaw Valley</p>
<p>Summer 1968 An example of a double-clasp badge</p>	<p>Summer 1964 Tokyo didn't have an official mascot, so this little fellow had to do</p>	<p>Summer 1964 A team official's badge</p>	<p>Summer 1960 An International Olympic Committee badge</p>
<p>Winter 1972 A real bell ringer in Sapporo</p>	<p>Summer 1972 A Munich athlete's badge</p>	<p>Winter 1976 Innsbruck's Schneemann (Snowman), the first mascot to appear on a badge</p>	<p>Summer 1976 A pin featuring the Montreal mascot, Amik the beaver</p>
<p>Summer 1980 Vigri the seal, likely the only mascot for a sport (yachting)</p>	<p>Summer 1980 The faces of these Russian dolls form the Olympic rings</p>	<p>Winter 1980 The official pin of the team that beat the USSR and won the gold in Lake Placid</p>	<p>Summer 1980 A badge featuring the Moscow mascot, Misha the bear</p>
<p>Summer 1984 Thailand's popular NOC badge</p>	<p>Summer 1984 This pin's appeal zoomed when the LAOOC halted production due to the commercial tie-in</p>	<p>Winter 1984-88 The first "bridge" pin</p>	<p>Summer 1980 A badge featuring the Moscow mascot, Misha the bear</p>
<p>Summer 1992 A pin recognizing the U.S. "Dream Team"</p>	<p>Summer 1988 A mascot pin featuring Hodori the tiger</p>	<p>Summer 1988 A 9-year-old South Korean girl designed this "unity" pin for the Opening Ceremony</p>	<p>Winter 1988 The official pin of the popular (and cinematized) Jamaican bobsled team</p>
<p>Summer 1992 A mascot pin featuring Cobi the dog</p>	<p>Summer 1992 A pin representing the "Unified Team" of former Soviet republics</p>	<p>Winter 1994 A coveted NOC pin from the newly independent nation of Belarus</p>	<p>Winter 1994 A cultural commemorative pin depicting a pictogram of "Mother Earth"</p>
<p>Summer 1996 A pin issued during Atlanta's campaign to win the Games</p>	<p>Winter 1994 This pin let the wearer keep up with America's medal count</p>	<p>Winter 1994 One in a series of daily issues, this pin celebrated Valentine's Day</p>	<p>Summer 1996 The Atlanta Games' original mascot, WHATIZIT, who later became IZZY</p>
<p>Summer 1996 Atlanta's one-year-to-go countdown pin</p>	<p>Summer 1996 A pin for Atlanta's Paralympic Games, to be held Aug. 16-25</p>	<p>Winter 1998 The Snowlets, the official mascots of the Nagano Games</p>	<p>Summer 1996 Atlanta's one-year-to-go countdown pin</p>

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