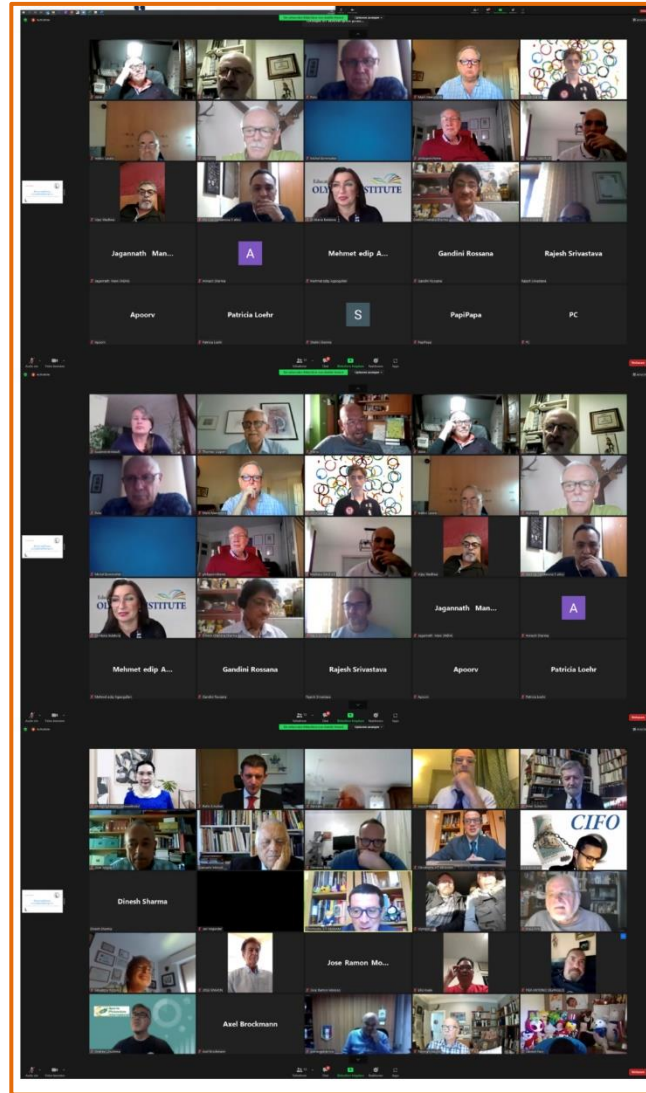




Association Internationale des Collectionneurs Olympiques



Annual Report 2021

A center of excellence for understanding and fostering the Olympic Movement through collectibles

WE COLLECT OLYMPIC HISTORY



AICO Executive Board

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Mark MAESTRONE * **Secretary** secretary@aicolympic.org

Rufin SCHULLIAN * **Treasurer** treasurer@aicolympic.org



www.aicolympic.org

Chers Amis Olympiques,

La crise sanitaire a de nouveau contraint et limité nos activités et nos rencontres sur cette année 2021.

Néanmoins deux beaux projets ont pu voir le jour grâce à l'implication et l'enthousiasme des équipes de l'AICO : l'application mobile « AICO Noc Pin Catalog » sortie en juillet 2021 aux Jeux de Tokyo 2020 et AIWOS 2021, la première exposition internationale et virtuelle de collections olympiques.

AICO Noc Pin Catalog : la première phase de lancement est donc opérationnelle et permet à tout à chacun de découvrir à partir d'une application mobile très intuitive les fabuleuses collections historiques des pin's et insignes de tous les comités nationaux olympiques. Elle est accessible à tous, partout et tout le temps ! Les phases deux et trois permettront encore une plus grande interactivité avec les utilisateurs. Prévues initialement pour fin 2021, elles seront lancées avec un peu de retard.

AIWOS 2021 : Un immense succès pour cette première exposition internationale virtuelle de collections olympiques, au concept très adapté aux circonstances de 2021. Succès au niveau des participants, tant par leur diversité que par leur richesse et leur nombre, mais aussi succès au niveau des visiteurs et de la couverture médiatique. Là aussi, nous avons voulu que l'exposition soit ouverte au plus grand nombre, pour tous, partout et tout le temps.

Par ses activités, l'AICO démontre sa capacité à ouvrir la culture et l'histoire de l'Olympisme à un public plus large.

Désormais, tous nos regards se portent sur la Foire Mondiale des Collectionneurs Olympiques de Paris 2023... ce moment où nous pourrons nous retrouver, pour partager, échanger autour de notre passion olympique.

Avec mes meilleurs sentiments,

Christophe AIT-BRAHAM

AICO President

Dear Olympic Friends,

The health crisis has once again constrained and limited our activities and meetings in 2021.

Nevertheless, two great projects have seen the light of day thanks to the involvement and enthusiasm of the AICO teams: the "AICO Noc Pin Catalog" mobile application released in July 2021 at the Tokyo 2020 Games and AIWOS 2021, the first international and virtual exhibition of Olympic collections.

AICO Noc Pin Catalog: the first launch phase is therefore operational and allows everyone to discover from a very intuitive mobile application the fabulous historical collections of pins and insignia of all the National Olympic Committees. It is accessible to everyone, everywhere and all the time! Phases two and three will allow even greater interactivity with users. Initially planned for the end of 2021, they will be launched with a little delay.

AIWOS 2021: A huge success for this first virtual international exhibition of Olympic collections, with a concept very suited to the circumstances of 2021. Success at the level of the participants, both in terms of their diversity and their wealth and number, but also success at the level of the visitors and media coverage. Here too, we wanted the exhibition to be open to as many people as possible, for everyone, everywhere and all the time.

Through its activities, AICO demonstrates its ability to open the culture and history of Olympism to a wider audience.

From now on, all our eyes will be on the Paris 2023 World Olympic Collectors' Fair... this moment when we can meet, to share, to exchange around our Olympic passion.

With my best feelings,

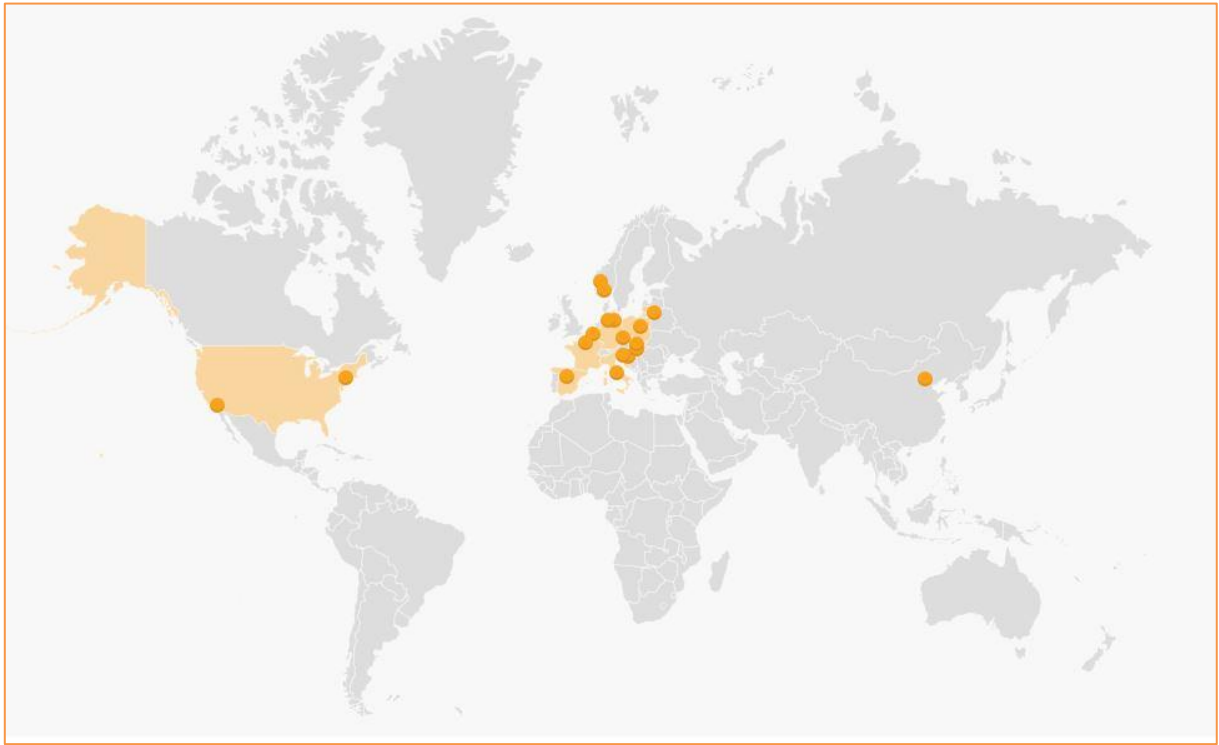
Christophe AIT-BRAHAM
AICO President

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I/ AICO IN THE WORLD WITH ITS MEMBERS

I.1/ AICO MEMBERS AROUND THE WORLD



18 MEMBERS ASSOCIATIONS

15 COUNTRIES

More than 2000 officially connected people

List of Current Members

1000-Club (Norway)

Association Française des Collectionneurs Olympiques et Sportifs (France)

Belgian Olympic Philately Club (Belgium)

China Sport Philately and Collection Association (China)

Hrvatsko društvo olimpijske filatelije i memorabilije (Croatia)

Hungarian Olympic and Sport Philatelic Association (Hungary)

Internationale Motivgruppen Olympiaden und Sport e.V. (Germany)

Lietuvos Olimpine Kolekcininku Asociacija (Lithuania)

Olympin Collectors Club, Inc. (U.S.A.)

OLYMPSPORT, Czech Association for Olympic Philately (Czech Republic)

Oslo Pin Club (Norway)

Polish Club of Olympic and Sports Philately “OLYMPIAN” (Poland)

Prolympo – International Association of Olympic Memorabilia Collectors (Germany)

Slovak Society of Olympic and Sports Collectors (Slovakia)

Slovenska Olympiska Filatelija (Slovenia)

Sports Philatelists International (U.S.A.)

Unión Española de Filatelia Olímpica (Spain)

Unione Italiana Collezionisti Olimpici E Sportivi (Italy)

I.2/ ACTIVITIES OF AICO WEB PORTAL (Mark MAESTRONE)

Website Content Review: 1 January - 31 December 2021

The **aicolympic.org** website remains the most important public face of AICO as both the meeting point for our members and also the gateway to all visitors from around the world.

During 2021, the AICO website added content to its existing array of journals published by its member societies and specialist groups. We encourage our other members with journals and newsletters to consider adding some or all of their publications to the AICO website.

Two major AICO projects were introduced in 2021. The first, the NOC Olympic Pin Catalog (AOPC), is now available as an app which may be installed on your desktop, or downloaded to your Android or Apple mobile devices. Links have been provided on the AOPC page.

The second project was the inaugural AICO Web Olympic Show (AIWOS) featuring philatelic and memorabilia exhibits with Olympic and sports themes from around the world. AIWOS occupied a distinct section of the AICO website from April through October. Now conserved under the “Resources” section of the website, the thousands of pages of exhibits are still viewable by the public and therefore have become an important resource for collectors.

Over the course of 2021, Roman Babut, our AICO Library Project Leader, added 100 new publications to the listings of the AICO Olympic Library. This brings the total of indexed works to 940 resources.

Website Analytics: 1 January - 31 December 2021

During 2021, the AICO website has hosted some 11K different users, nearly doubling our viewership from 2020. The number of pages viewed has more than tripled to 81K pages.

Our users come from 138 nations around the world. As in previous years, a quarter of visitors are from the USA, followed by France, Italy and China.

As in 2020, users continue to access the website primarily through desktop/laptop computers, although this is changing (63% in 2020, 56% 2021). The number of mobile users has significantly increased from 34% in 2020 to 44% in 2021.

What parts of the website were most popular over the past year? The special AICO Web Olympic Show (AIWOS), which ran from the middle of April through the end of October accounted for 48K page views (59% of the total for the year). Searches of the Member Archives, which comprises eight different sport/Olympic publications, were approximately 3.4% of page views. The AICO Olympic Pin Catalog app was the third most popular area of the website with 0.6% of views.

Two next steps for the AICO web portal

- be totally accessible in the two official languages of the Olympic Movement: French, English.
- complete the Olympic Timeline part

I.3/ AICOLYMPIC Library (Roman BABUT)

The Olympic Collecting Library Catalog was the flagship project of the AICO website, presenting the resources of publications on Olympic and sports collecting at the Museum of Sport and Tourism in Warsaw and the Olympic World Library in Lausanne. The aim of the catalog was to collect in one place and make available to a wide community of Olympic collectors, information about publications in their field, both from the past and the present.

By 2017, the developed library resources comprised over seven hundred printed publications, albums, philatelic and numismatic catalogs, and catalogs of sports and Olympic exhibitions. The dominant category of collecting remains philately with the oldest records from the 1950s. In recent years, there have been many valuable publications presenting collections of medals and memorabilia of sports and Olympics, especially pins, and which were physically donated to the library.

Recently, the library's physical resources increased by more than 100 titles, which, after being developed as part of the AICO LIBRARY project financed by AICO, were listed in the catalog in May 2021, thus increasing the number of records from 840 in 2018, to 940 records today. For the purposes of the current and subsequent projects of the library, a specialized A4 + scanner was purchased, which enables high-quality scanning of all books and documents.

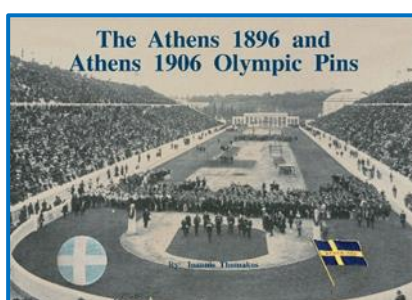
All publications, both in printed and electronic form, are obtained from authors or publishers on a voluntary basis. AICO thanks each of them.

In parallel with the completion of the catalog database, the indexing system has been updated and the "SEARCH" function is now working properly. AICO thanks Mark Maestrone, who was the co-creator of the catalog concept and its digital infrastructure.

The catalog has recently been enriched with a number of very interesting items.

We would highlight the 2019 publication of the well-known Greek collector, Ioannis THOMAKOS, who collected pins and other memorabilia on the occasion of the 2004 Athens Olympics and edited the book "ATHENS 2004: OLYMPIC NOC PINS AND RELATED MEMORABILIA. VOL. 1. A REFERENCE GUIDE" (ID number 1038).

We encourage everyone to learn about the first-ever Olympic pin from the Athens Games in 1896, which Mr. Thomakos presented in its original form at the meeting of international collectors at the Olympic Center during the XXV World Olympic Collectors' Fair in Warsaw. The unique brochure "THE ATHENS 1896 AND ATHENS 1906 OLYMPIC PINS" (ID 1040), which was distributed to each person in attendance, describes the story.



Among the documentary publications, one should note the cataloging of several FIPO (Fédération Internationale de Philatélie Olympique – The Comité International Olympique) newsletters, which include information about the Olympic exhibitions in the OLYMPHILEX series (ID 829), plus individual documents signed by H.E. Juan Antonio Samaranch (ID 993), enter “FIPO” in the Search Keyword box for more.

AICO thanks Laurentz JONKER from the city of Zwolle, Netherlands, who contributed many original articles on Olympic philately. Although in Dutch, the extensive research into the postal history of the AMSTERDAM 1928 Olympic Games (ID 1022) is unmistakable.

Auction catalogs are a valuable resource in all areas of Olympic collecting. The library has a wide selection from auctions around the world.

Publications from some countries, for example Ukraine, are few , but extremely interesting. Vasil PRUKHNYTSKY of Lviv, in the publication "OLYMPIC GAMES ON STAMPS OF UNDERGROUND POST OF UKRAINE " (ID 946) presents the history of falconry in Ukraine and, above all, the publishing houses (vignettes) of the underground Ukrainian Post related to the participation of Ukrainian sportsmen in the Olympic Games in the period after WW II. These intriguing, unknown stories, are unfortunately only in Ukrainian.

To the organizers of pin exhibitions, we recommend the rules and catalogs of exhibitions organized by Chinese Olympic collectors, for example "2017 CHINA SPORTS AND OLYMPIC PINS EXHIBITION: CATALOG: BEIJING, 8. -13.8.2017" (ID 891 and ID 889). To view more publications from China, enter “Chinese” in the Search Keyword box.

We encourage everyone to browse the catalog entries where many fascinating publications are to be found.

AICO would like to encourage all collectors and AICO clubs to send us information on, or donate, new publications to the Olympic Collecting Library. Recent publications collected in the period after 2018 are being prepared, and we hope they will be included in the library database in the next edition of the project.

The resources of the AICO Library (apart from the resources of the library in Lausanne) are located in the Museum of Sport and Tourism in Warsaw (<https://www.muzeumsportu.waw.pl>) and are available directly on site in the reading room.



I.4/ AICO LABEL Project

AICO wishes to help its members / clubs to carry out and promote their projects (exhibition, educational program, reviews, publishing, digitalization, etc.) with or without financial assistance.

Each year the EB of AICO devotes a budget for this purpose; budget which can be shared between different projects or postponed the following year to add a dedicated budget line. Between 10% and 20% of AICO's annual budget (possibility of cumulating from one year to the next).

For 2021, IMOS (Germany) intends to release every year in addition to the regular journals a special booklet with articles on subjects of a higher importance.

This will be done this year, too, when there are articles about the 1952 Finnish stamp designs (in cooperation with the Finish postmuseum) and there is the main focus on the jubilee 125 years of the first modern Olympic Games (about ATHENS 1896 with remarkable material, also included coins (Coubertin) ; apart from an additional smaller report about a special rather unknown postmark from Paris 1924.

AICO supported this project. All AICO members have received a copy and the digital version is accessible to all on our web portal.

You could now find the collection in free access in our portal : aicolympic.org



II/ AICO AND EVENTS IN THE WORLD

II.1/ World Olympic Collectors Fair (Christophe AIT-BRAHAM)

The last Olympic Collectors World Fair was organized in 2019 in Warsaw. Since then, with the global health crisis and international restrictions, no other organization has been made possible.

In October 2021, faced with the great uncertainties with the international context (pandemic, traffic rights, international travel) the Organizing Committee of the WOCF ARTENA 2022 and the AICO took the wise decision to cancel the event scheduled for September 2022.

From cancellation to postponement, our next big meeting will be in Paris, in June 2023, one year from the Paris 2024 Games. The XXVIth WOCF PARIS 2023

WOCF PARIS (France) / 23/25 Juin 2023

Originally scheduled for May 2021, WOCF PARIS will be postponed to June 2023. AFCOS and AICO were forced to make this decision in December 2020.

Two institutions are supporting the project: the French NOC (CNOSF) and the National Sports Agency (ANDS / Ministry of Sports).

From this constraint AFCOS and AICO wish to seize new opportunities:

- Welcome collectors to the capital of the Paris 2024 Olympic Games, one year before the Games.
- Invite all those involved in Olympic culture and heritage linked to the Foundation to join the Fair by participating directly or indirectly.
- Promote Olympic culture and heritage through collections and collectors on Olympic Day on June 23, 2023.

From now on, Olympic collectors can follow the WOCF Paris project on a dedicated Facebook page :

www.facebook.com/WOCFPARIS2023





Follow the news on
The **WORLD OLYMPIC**
COLLECTORS FAIR
PARIS 2023
23 – 25 June 2023
afcos.net
aicolympic.org



AGENCE
NATIONALE
DU SPORT



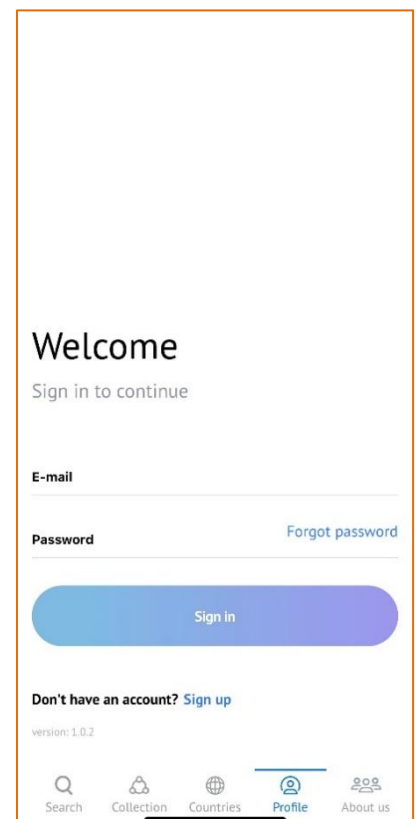
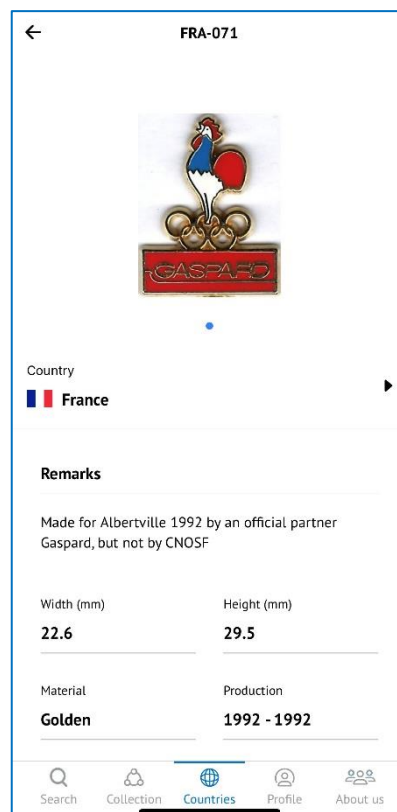
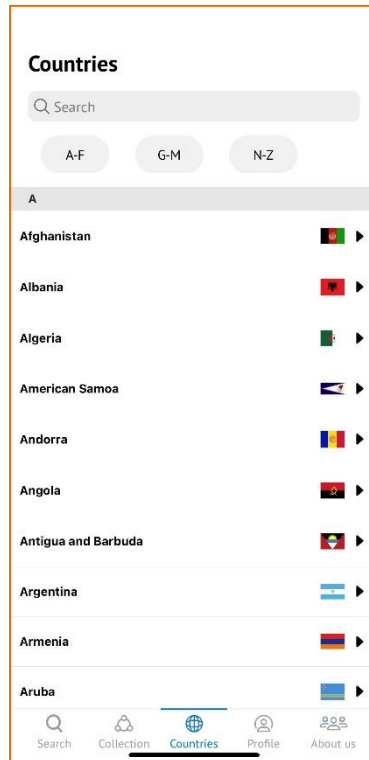
TERRE DE JEUX 2024





II.2/ INTERACTIVE OLYMPIC PIN'S MOBILE CATALOG

(Branislav DELEJ)



Current National Olympic Committee pins catalogues are mostly available only in paper format with low resolution and low quality photos.

Without a global catalogue and with already thousands of existing pins it is hard for collectors keep track of pins themselves, not to mention managing their personal collections.

One of the primary aims of our project was to create an electronic version of the catalogue with improved high-quality photos.

Having an electronic easily-browsable version will provide easy access to the catalogue not only for existing collectors, but could be used to draw the attention of newcomers to the field.

With this app we are able to bring collecting even closer to our daily lives. Naturally, with the growth of Olympic pin collecting there is increased awareness of Olympic collectibles and the Olympic Games themselves.

This catalogue will help with propagation of Olympism and the Olympic Movement.

In the 1st phase we have gathered over 13 000 NOC pins sorted by the country of origin.

In the next phase we will replace pin scans with high-quality photos.

We will add more functionality like pin recognition from a photo, virtual collections, comparing collections, exchange of virtual pins, gamification, sharing on social networks and much more/

We believe that AOPC will become your friend and together we can continue to improve it.

We would like to highlight the people who made this application see the light of day.

First of all, Ms. Irina Dzidziguri, who allowed the catalog of her collection to be the basis for the creation of this project. Followed by equally important Mr. Pete Wade, our GURU, whose website www.olympicnoppins.com has been for decades a major source of data for 5 rings pin collectors from all over the world. Then Mr. Stephen Robie whose catalogue of pins from London 2012 OG till Beijing 2022 WOG was also a tribute for us. And finally, Mr. Velimir Adzic, who for many years collected data of pins from various sources, and then implemented them in this catalogue with the wholehearted help of Mr. Ondrej Hirjak and the company WEZEO.

We had planned to launch phase 2 in the course of 2021. The periods of confinement and restrictions did not allow to pass on this phase 2, nor to make sufficient promotion with Olympic collectors and the family Olympic on the launch of phase 1.

We plan to finalize phase 2 in 2022.

Since the launch of the application in July 2021 we have:

- 928 visits of the web page from 190 users
- 36 installs of the app in Google store
- 119 installs of the app in Apple store

How to use web page and application:

The application has five main pages: Search, Collection, Countries, Profile and About us.

In the Search page you can search and filter for all pins already present in the catalogue. You can directly enter a text to search for or filter pins by selected criteria. On the pin details page you can see all characteristics of the pin such as photo, country or dimensions and most importantly, “Add to my collection” option.

Once you register and create an account you can use the Collection page. This is the most useful part of the application. Here you can manage your collection and see all pins already added to your collection. You can search for a pin or filter by selected criteria exactly as in Search page.

The Countries page displays a list of all countries with National Olympic Committees (NOC). In the country details page you can see official NOC name, created and recognition date as well as all pins published by the country.

The Profile page displays a simplified version of the user profile and provides a method for new users and collectors to create an account. Creating a user account is necessary to enable the Collection page.

About us shares a story of how the catalogue came to being and our future plans. Basic usage and legal information are provided as well.

By its technical dimension and financial investment, it is a multi-year project.

In 2020, phase 1 has been launched, and was ready for Tokyo 2020 (July 2021).

In 2022, phases 2 and 3 will be launched, which will make the project even more interactive and promising an enthusiastic experience for all those who exchange and collect Olympic pins.



II.3 / AIWOS 2021 First virtual Olympic exhibition

(Massimiliano BRUNO and Rufin SCHULLIAN)

Initially, the AICO had worked on an exhibition project around Olympic collections, for a presentation on the occasion of a WOCF.

The context led us to think about another organization and allow our members and the general public, despite the current constraints, to participate in a cultural event.

Also, we thought about the 1st international virtual exhibition of Olympic collections.

All members of associations recognized by AICO are invited to participate and freely exhibit their collections: part of the history and heritage of the Olympic Games.

Stamps, torches, pins, postcards, medals, mascots, books, photos, posters ... a thousand and one things to share, to discover.

For the very first time, participation in this event will be completely open to all young people around the world, under the age of 21; no need to belong to an association.

Visitors discover the ephemeral exhibition via the aicolympic.org portal

AICO would like open the exhibition to all collectors, new collectors and young collectors.

Throughout the duration of the online exhibition, daily posts on social networks highlighted an important detail from each of the collections.

The first virtual AIWOS 2021 was a great success: more than 100 international collections, 24,000 page views on aicolympic.org in three weeks, and 1,000 visitors participated in the public vote.

Several member associations were thus able to welcome new members who wished to take part in the exhibition.

All the winners and all the participants received their diploma and their medal specially stamped in the colors of AIWOS 2021 by mail.

Some participants and winners received their prizes from the AICO Board, in France, Italy and Germany.

Among the 1000 voters, three were drawn and will receive a Paris 2024 coin from the Monnaie de Paris as a gift.

An evaluation questionnaire was sent to all the participants at the end of the exhibition: on all the items, the feedback was very positive and encouraging.

AICO organized the AIWOS 2021 Awards Ceremony by video broadcast on Saturday 2 October 2021.

AICO thanks warmly Khunying Patama Leeswadtrakul, IOC Member and Chairman IOC Culture and Heritage Commission for her “Haut patronage” and her support to this cultural event.

We thanks also Mr Giancarlo MOROLLI, like president of jury for his work and expertise.

054 - Citius Altius Fortius - Olympic Games Paris 1924

CITIVS, ALTIUS, FORTIVS



AIWOS 2021

[AIWOS 2021](#)
[Regulations](#)
[Jury](#)
[Jury Seminar](#)
[Exhibitor list and results](#)
[Exhibits](#)

CITIVS ALTIUS FORTIVS - OLYMPIC GAMES PARIS 1924

The collection looks back at the history of the Olympic Games up to 1924 and then reports on the preparations and competitions of 1924, where the best athletes.

Frame 1
Frame 2
Frame 3
Frame 4
Frame 5









AIWOS 2021

[AIWOS 2021](#)
[Regulations](#)
[Jury](#)
[Jury Seminar](#)
[Exhibitor list and results](#)
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Time to official opening the exhibit:

05 september 2021



Philately



Memorabilia

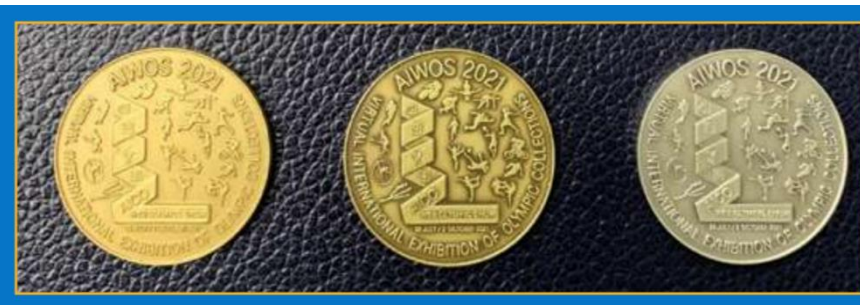
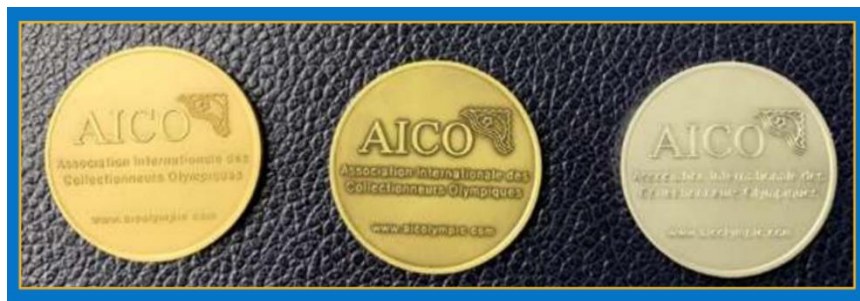


Court of Honor



Youth collectors





The culmination of AIWOS 2021 - the first virtual Olympic exhibition - the Closing Ceremony bringing together the participants in video conference: a beautiful universal and cultural mosaic.

The portraits are the cover visual of this report.

