

Preparing a Philatelic Display or Exhibit



An introduction to some of the
concepts and practicalities

*Covering both competitive exhibits and non-competitive
displays, club presentations*

Topics



What is an Exhibit?

Practicalities - exhibition frames

Organising your material

Writing up your Display

Preparing a Title or Introductory page

More Practicalities

What is an Exhibit or Display?



A presentation of material to an audience including

- designing the layout so it is easy to follow and attractive to the eye
- organising the material in a logical way

with a view to explaining what is on the pages to a viewer who does not know the material.

Practicalities - Exhibition Frames



Your pages need to fit the standard Australian frames

- ❖ Display 16 standard sheets in 4 rows of 4, or equivalent in larger paper sizes.
- ❖ The sheets are held in place by clear strips and a clear sheet of perspex covers the whole display
- ❖ Max paper height is 283 mm – A4 (297mm) is too tall to fit the frames (TPS display frames are not suitable for A4 either)
- ❖ Each sheet needs a clear protector – a clear envelope slightly larger than the sheet closed on 3 sides

1	2	3	4
5 & 6		7 & 8	
9	-	12	
13	14	15	16

Organising your Material



- ❖ What is your scope?
- ❖ What is your story ?
- ❖ What is the beginning and end point
 - ❖ Chronological?
 - ❖ Geographical?
 - ❖ According to some a timeline of an event?
- ❖ Selecting material – **What is important to your story?** Best condition available. Rarer items might not be in good condition but the only examples available.
- ❖ Pre-cursors? The end of the Story?

Develop a Plan



How will you organise your material? – e.g.

Simple chronological organisation – Stamps of the reign of King George VI – 1937 - 1952 (Traditional Class)

By stamp designer/engraver (Traditional class)

By stamp theme across countries eg Christmas Stamps, Coronation issues (Traditional, thematic class)

The story of a stamp from design (essays) to trials, proofs, printings and use (the purpose the stamp was created for) (Traditional)

Develop a Plan (2)



- ❖ A classification EG (Topical Class)
 - ❖ Butterflies on stamps -taxonomy, Cars on stamps by make and model
 - ❖ Cats by breed
- ❖ A geographical area –eg West Coast of Tasmania (Postcards, Postal History)
 - ❖ A visit - Towns North-South or South – North
 - ❖ By Ore Body
- ❖ A mix of material types of material eg Stamps, ephemera, covers, postcards, stationery (Open Class) illustrating any subject
- ❖ Postmarks – by Post Office, by Type (Postal History – Marcophily)

Stories



- 1. About the material itself, or**
- 2. About anything, the material illustrates the story**

1. - EG, stamp issues, Postal Stationery
2. - EG Cats Cars, Butterflies, a place, an event. You need a story line PLUS descriptions of the material

The 1d Green Letterpress Stamps of South Australia



In the 1860s, South Aust converted its recess printed stamps to letter press, for cost reasons. In 1875, plates for the newly-design 1d were prepared by De La Rue.

Plan

De La Rue Proofs (P 2, 3)

The Issued Stamps

Perf 10 – line, Perf 11.5 12.5 and compounds (P 4 – 10)

Perf 10 - comb (P 11, 12)

Perf 15 - comb (P 12 – 13)

Perf 13 – comb (P 14 – 16)

The issued stamps

the first watermark, 1875 - crown over 'SA' (wide)

perf 11½, 12½
(line)

10 Jan. 1875
(blue-green)



De La Rue paper

Official, 13 Aug. 1875



perf 10 (line)

Apr. 1875
(blue-green)



Official, 30 Sep. 1875



compound, perf 10 and 11½, 12½

27 Aug. 1875
(blue-green)



Napoleon: Exile, Death, Resurrection



Plan

- The end of an era P 2-4
- Captive on St Helena P 5 – 7
- Death of Napoleon P 8 – 10
- Burial – P 11
- Resurrection P 12 – 14
- Assassination or natural death P 15
- Long Live the Emperor P 16

This Picture Postcard Exhibit tells the story of Napoleon Bonapart at the end of his life through Picture Postcards published by a variety of publishers and producers

END OF AN ERA



Napoleon at Waterloo

French postcard: series by F Fleury, Paris (dragon logo on reverse). Colour half-tone. Divided back. Unused



Napoleon made an impressive comeback, and by the time armies were gathering in the Netherlands to prevent his progress, he had amassed an army of 123,000 men and 358 cannon.

In June 1815, he faced the Duke of Wellington at Waterloo, a career soldier and experienced battle campaigner, who was commanding a 100,000 strong Anglo-Dutch army.

With the other allied armies also in place, Napoleon was defeated.

The Duke of Wellington
Also British Ambassador to France at the time

Painting by Francisco de Goya 1812-1814
National Gallery of London

Card printed in Canada with permission of the NG, London. No producer identified. Colour printed. Unused.

Designing Page Layouts



Margins (10mm all round for most printers)

Try to fit as much RELEVANT material on the page as possible without crowding

Importance of headings and sub headings,

Importance of white space but not too much. Balance of items on the page

Alignment – use of guide lines, grids

Don't put page numbers on the front

Avoid padding eg non philatelic items used just to fill up space which as maps, unimportant details of design

TYPOGRAPHY



HEADINGS AND BODY TEXT

Use different fonts

HEADINGS LARGER, BOLD, DIFFERENT FONT TO BODY TEXT 15-18 PT

Body Text – 10 -12 pt

Two types of body Text ?– one for the captions, one for the story details eg a Postcard Exhibit

TYPOGRAPHY - READABILITY



- Serif or Sans serif? (it doesn't matter)
- Sort sentences
- Line length - avoid body text right across the page
- Line height – 1.3 to 1.5 EG 18 pt = 23.4 pt line height

SERIF

Garamond

Georgia

Palantino

(Adobe) Caslon

Minion pro

Meriweather

Sans Serif

Myriad

Helvetica Neue

Open sans

Roboto

LINE HEIGHT – 1.3 VS 1

Tasmania was the first Australian colony to introduced stamp duty. The rates and regulations are described in the Stamp Acts and solely relate to the duty charged on a range of transactions, despite their title they are not concerned with postal matters. Allan (2013) describes the Tasmanian Stamp Acts from 1863-1869 and later (Allan, 2019) those for 1870-1901. These provide information specifically written as a background for philatelists.

The initial Stamp Act of Sept. 1863 introduced duty on a wide range of business transactions and it was intended that there should be a duty on cheques. This was omitted from the Act and together with other deficiencies led to a recall of Parliament and the Stamp Act No 2 of 15 Oct. 1863. However, a charge on cheques was not introduced until Stamp Act No. 3 on 29 Sept. 1865, effective from 1 November 1865. This Act

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WRITE-UP



As well as explaining your exhibit to others, this is where you can pick up marks for knowledge and research

- ❖ For formal exhibits – write-up focuses on aspects of that class
- ❖ Include information not obvious to the viewer
- ❖ Two types of write-up
 - ❖ Technical descriptions of philatelic items
 - ❖ Story line (use a different font)
- ❖ Headings on every page – important!
- ❖ Short and simple. Any abbreviations or technical terms, (EG Rarity Ratings) explain in the Title Page

Title or Introductory Page



The reader should know at the start exactly what they are going to see (Scope), where to find the various sections, a little RELEVANT background but not too much and how the exhibit is organised

Title or Introductory Page



Most important page, placed as page 1 of the exhibit

- Title of the Exhibit
- Scope of the exhibit eg, dates from – to, or geographical area or the Topic or theme as precisely as possible
- Plan of the exhibit -the main sections and what page are they on.
- Conventions used. EG fonts for technical descriptions vs font of subject descriptions, how rarity is marked eg coloured border
- Any info about Rarity and key references, if any
- An attractive item to draw the eye – not essential, and in a competitive exhibit this will NOT be Judged

Preparing your Exhibit for an Exhibition



Your exhibit will be looked after and mounted by others. Certain information is needed to ensure security and manage the process

Put your Name and page number on the back of every sheet

Store in envelopes – one per frame (C3 envelope measures 458mm x 324mm)

You will be a cover sheet for your exhibit envelopes– one per frame

Bin Room process

- Exhibit and Frame numbers allocated
- Lodge at the appointed time, collect at the appointed time
- Receipt issued - keep this in order to collect
- Strict controls are in place to ensure all exhibits are correctly de-mounted and returned to the correct owner.

Resources



Choosing Paper sizes: <https://apf.org.au/exhibiting/exhibiting-sheet-sizes/>

Buying Paper, corners, storage boxes and Protectors:
<https://apf.org.au/store>

Writing up your display: - see FIP Postal History Commission – Judging Postal History by Hendrik Mouritsen – section on “Judging what the exhibitor knows about the material presented” <https://postalhistory.f-i-p.ch/wp-content/uploads/sites/13/2022/02/SS2-Judging-Criteria-for-PH-May11.pps>

Any Questions?



**The Presentation is available on line to view or download at
<https://www.tps.org.au/making-presentations/>**