

Tip 96 – The more complete your presentation of appropriate information, the better

By the time one starts exhibiting, the exhibitor has acquired a great deal of information about the subject. He knows more about the subject than almost anyone else. To the extent that the exhibitor can share the information needed to understand the philatelic elements of your exhibit, the viewing experience will be enhanced. Let viewers (and judges!) know what they need to know to understand the material. And since exhibiting is such a visual experience, images frequently work better than words by themselves in communicating information.

An example of providing complete information – using graphics – is shown in Figure 96-1, from William Winter’s exhibit *The China Martyrs Stamps (1932-1949)*. The stamps that are the subject of his exhibit were overprinted several times and some of the overprints were for geographical regions of the country. (This is similar to the Kansas and Nebraska overprints on U.S. stamps in 1929 – Figure 96-2.) Overprints are small and hard to read against the complex background of a stamp. William enlarged the overprints so the viewer could see it. For those of us who read Chinese, it can be read clearly. Many exhibitors show overprints.

The overprinted stamps were intended for use in Sinkiang. A viewer might ask ‘Where is Sinkiang?’ William included a map showing where it is. Many exhibitors include maps. But not all do.

Think of it this way: How many exhibits of U.S. stamps include a map showing where Kansas and Nebraska are when they show the Kansas-Nebraska overprints of 1929? (And how many of us – especially those who went to school in New York City – can successfully identify where Nebraska is on an outline map of the United States on the first try?) It may be that as citizens of the U.S. we don’t need states located on a map for us. But if a U.S. exhibit with these stamps were shown at an International show in China would it be useful to show the location of the states where they were used?

Figure 96-3, from the same exhibit, provides watermark information. It is not uncommon to include an image of a watermark in an exhibit. I believe it is unusual, however, to show more than the ‘normal’ watermark. On this exhibit page we see images of the watermark reversed, inverted, as well reversed and inverted. With modern software programs, it is easy to go from a single image to images with different orientations and characteristics. There is no single “Tip” that can say how much information is appropriate, however, and how much becomes too much. Start with the facts and see how that works.

Figure 96-2.



Figure 96-1.

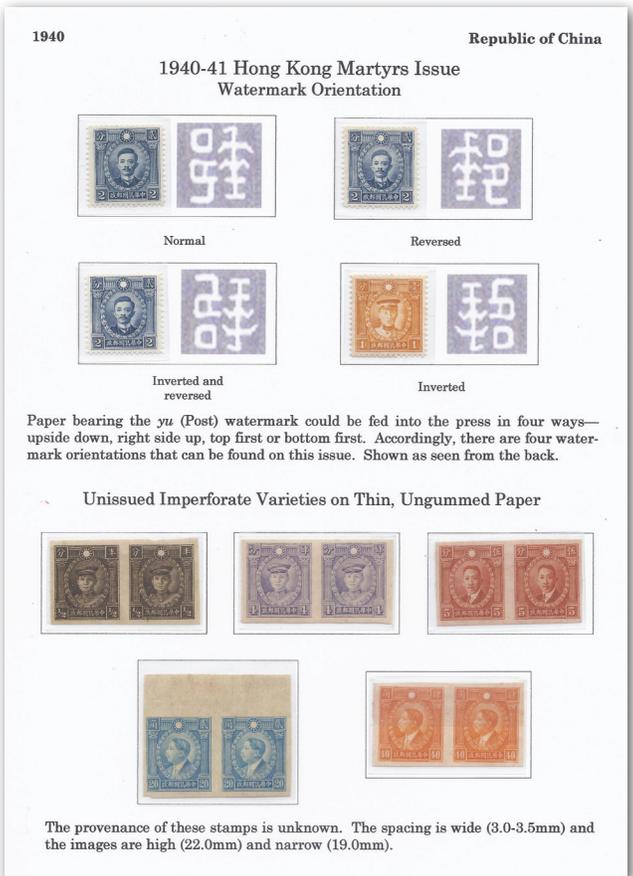


Figure 96-3.