

Exhibiting TIPS



Figure 1.

Change

The exhibiting community has recognized the increasing convergence of printed exhibit pages and printed articles or monographs as both types of writing are produced with the same software.

I believe we may be seeing the beginning of another change in exhibiting: the convergence between stamp exhibits and graphic display techniques used for other types of information displays such as those used in museums. Exhibiting has consistently been enriched by the application of elements of graphic design: layout techniques, computer software, typefaces, use of colors as well as the use of printers and plotters have made their way to the world of stamp exhibiting.

In recent issues of *The Philatelic Exhibitor*, QR (Quick Response) Codes have been discussed as a possible element of an exhibit. QR Codes, a matrix barcode that can lead from an exhibit to additional philatelic information on the internet, do not have to be printed only in black and white as shown in Figure 1. In the short time they have been in use we have learned they can be printed in other colors (Figure 2) or in two colors (Figure 3).

It is also possible to insert a scanned image in a QR Code (Figure 4 with an image of an Indian stamp in the center) or even insert a manipulated image as shown in Figure 5. All of these images are actual QR codes that lead to a web page.

And then there is change – big change – that takes us by surprise. At StampShow in Sacramento, those of us who had the opportunity to see the exhibits saw something new: a new kind of exhibit.

The focus of an exhibit is not simply the material we show. We know the context and the story is a key component of an exhibit. When material and treatment are done well we have a compelling presentation of the subject.

In judging, presentation is a small part of the assessed criteria. Yet, as we all know, presentation can have a disproportionate effect upon an exhibit. I believe this judging perspective

reflects a perspective of 16 pages in a frame. It applies when the exhibit uses 11" x 17" paper and displays 8 pages instead of 16. It has been applied to exhibits (predominantly revenue) that use four pages in a frame. At that point, I believe, presentation becomes increasingly entwined with treatment.

Alfredo Froelich prepared an exhibit using a single sheet (see *The Philatelic Exhibitor* magazine for Fall 2011) in which, as I saw it, presentation could not be separated from treatment.

Until now we have adopted the standard frame as the exhibiting space we have to work with. To be more precise, we have adopted the standard frame as the border of the exhibiting space we have to work with. Even Alfredo's exhibit Survivors of SCADTA's "von Krohn" Aircrash – March 10, 1934, as novel as it is, was bounded by the size of the frame. How could it be otherwise? At StampShow we saw an impressive expansion of this exhibiting approach.

Alejandro Ortiz, in his *Prestamp Mail from the Region of Antioquia Between 1786-1865*, has transcended the frame as a limiting factor in preparing and showing an exhibit. Figure 6 shows his exhibit. Here, we see a single "page" – or rather, a display, that extends across five frames.

Alejandro has access to a large size color printer/plotter. Most of us do not. At one time, however, only a few of us had access to a computer. More recently, only a few of us had access to a color printer. This is not to say that, as exhibitors have increasing access to more advanced technology, we will necessarily use them. But for those exhibitors who are able to conceptualize new approaches to exhibiting, the meeting of the vision and the technology to achieve or realize that vision can establish a new exhibiting path for us to consider. ✉



Figure 2.



Figure 3.



Figure 4.



Figure 5.



Figure 6 is the array of all five of the images on this page.