

Steve Zwillingner's Exhibiting TIPS



Figure 1.

Stationery crisis of World War I

Remonetized envelopes with five-star overprint (1916)



Top: 1 k. envelope of 1905 on 0.07 mm. greyish silk-threaded paper that is blue-grey inside, remonetized through a red five-star overprint.
Bottom: 1 k. envelope of 1905 on 0.06 mm. greenish paper that is grey-green inside, remonetized through a red five-star overprint. It was mailed on 5 December 1916 from Galata to Berlin and censored at both ends. The added franking of 10 pa. completed the foreign letter rate of 1 k. 10 pa. **This is the only recorded postally used copy.** The last edition of the Pulhan catalogue (1974) reported that only a single mint copy was known in Turkey and that no used copy had been seen.

Tip 61 – Keep the emphasis on philatelic material

Exhibitors frequently obsess about the layout of their pages. We refine them endlessly, trying to get the right spacing, the ideal placement of text, and the perfect page layout. Although we assign a great value to making our pages look “right,” we run the risk of over-emphasizing page layout decisions. When an exhibit receives a less-than-hoped-for award, it is more frequently the material or the treatment (the manner in which the exhibit is presented), rather than the page layout, which determined the award. In other words, the philatelic material is paramount; everything else is secondary.

Timur Kuran’s exhibit *Postal Stationery of the Ottoman Empire* shows a subject that is not well known and can be difficult to understand. Many of us exhibit unusual and not well known areas. His gold medal exhibit focuses viewers’ attention on the material; his detailed writeup is subordinate. Many of us fiddle with the spacing of descriptive text so that it falls directly beneath each of the items on the page. Timur has an attractive and pragmatic approach shown in Figure 1: he positions all the text at the bottom and uses the underlined headings “Top” and “Bottom” to clearly identify which portion of the writeup describes which item. I like it.

Tip 62 - Yes, you can show the picture side of a postcard

Sometimes we want to show the front side of a postcard, even though it is the philatelic nature of the back – with the stamp and/or the markings - that make the item of interest. The front (picture side) can provide relevant information that just can’t be captured as well as it can with words alone. Robert Hisey, in his exhibit *The Christmas Seals of Finland* shows the fronts of two postcards. He uses full-color small-size reproductions (Figure 2) that do not reduce the philatelic elements on the page. That is, there would be two cards on the page whether or not he included a copy of the other side. This adds content with no discernable loss of space. And overlapping two horizontal items just a little bit is an obvious solution (in retrospect) to fitting them on the page when they are about an inch too small to fit side to side.



Figure 2.