

Tip 177 –Philatelic items with unusual shapes and sizes require innovative display techniques

I have, in one of my collections, a fold out set of postcards that is about 25 inches high. I didn't know what to do with it or how to show it in an exhibit. That is, I couldn't think of a way to show my postcard folder until I saw Robert Toal's one-frame exhibit *America's First Souvenir View Folders*. Figure 177-1 is an elegant page from Robert's exhibit showing both sides of a small size view folder. By thinking of alternatives to showing the entire item full size, he was able to show all the important parts of the larger view folders.

In Bob's own words: "All parts of the folder (front and back) were considered important to the viewer to show the concept and the pictures so thus I made a reduced copy of the opened folder (4 panels) by copying 2 panels at a time and then overlapping those images to make the full 4 panel folder image set. I experimented with various reduction schemes and went with 40% of original size." Figure 177-2 shows a 5-panel view card. I think it is an extremely well-done page. Figure 177-3 shows two view cards on a single page. Bob also had another important thought "My concept is that when showing the stamp side, one should not show copies but the real thing so that is what drove me to copy the picture side of this early foreign folder"

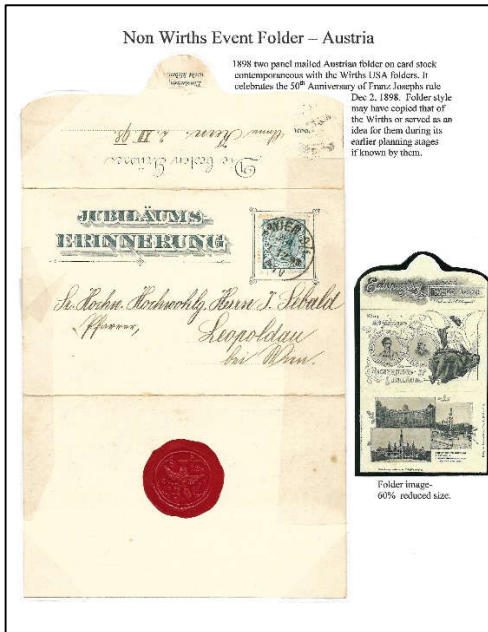


Figure 177-1

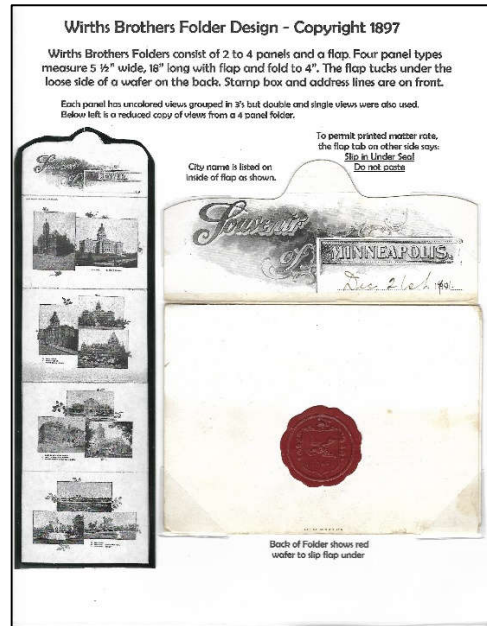


Figure 177-2



Figure 177-3

Others might view this differently. If this were a postcard exhibit, the view sides would be primary. This exhibit, however, was not a postcard exhibit per se. as Bob explains “the emphasis on this exhibit was not the images in the folders but rather the process and evolution of the view folder as a concept and how it was handled in the mail. Because of that I did not show a full folder opened up.”

Bob and I agree in one very important area. In a multi-frame exhibit, there may well be opportunities for showing an actual full-size folder. The technique of combining photocopies to make a copy of a long object is an engaging display technique. This exhibit was awarded the AAPE Creativity Award for its creative display techniques.