

JUDGING ASPECTS OF THEMATIC COLLECTIONS AND HOW TO CONSTRUCT A SUCCESSFUL THEMATIC EXHIBIT

Philatelic Seminar
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THE THEMATIC EXHIBIT
has **two** essential properties:

1. It describes a **story**
2. The story is illustrated with
**appropriate philatelic material in its
postal aspects**

Appropriate material

A Thematic exhibit uses all kind of **philatelic material** in its **postal aspects** according to illustration, purpose of issue etc.

Guidelines:

*Appropriate postal-philatelic material is that which, for the purpose of **transmitting mail** or other postal communications, has been **issued, intended for issue, or produced in the preparation for issue, used, or treated as valid for postage** by governmental, local or private postal agencies, or by other duly commissioned or empowered authorities.*

MATERIAL

There should be as much variety as possible

(both within the whole exhibit and on the single sheet)!

- In the **TYPE** of material:

Stamps, cancellations, postal stationery, covers, proofs...

- **Spatial:**

Material from ALL OVER the world

- **Temporal:**

Material from ALL PERIODS from pre- to modern-philately

MATERIAL



Stamps, meter marks, booklets

MATERIAL



.... postal stationery.....

MATERIAL



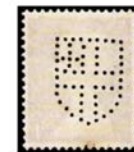
.... postal history items....



.... machine cancellations....



.... watermarks....



.... perfins....

MATERIAL



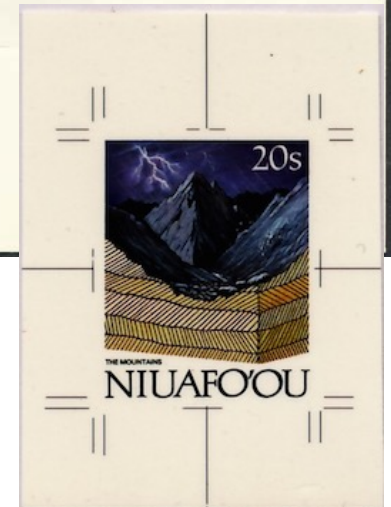
Artist die
proof



Large sunken die
proof



Phase stage die proof



Chromaline proof

MATERIAL

Stempelbild

3035
Düsseldorfer
Rückversicherungs-
Aktiengesellschaft

DEUTSCHES REICH
045

Francotyp: B 1235 Post: Düsseldorf 1

Firma: Düsseldorfer Rückversicherungs A.-G.

Motor: Levy Nr. 241621 220 Volt = 1/2 Ps

Übersetzung: Motor: 900 Masch.: 1000 Riemen R

Geliefert: 3.11.28

Stand des Summenzählers: 999 000 Sperrung auf: 500,-

Stand des Kartenzählers: 999 angefangene Karte Nr.: 001

Plombenschlüssel (Post) gez. Nr.: 111225 Permutationsnummer: 1834

4115 6.8.30 DEUTSCHES REICH 008

EOS

Deutscher Bestattungs- und Lebens-Versicherungs-
Verein Aktiengesellschaft Düsseldorf

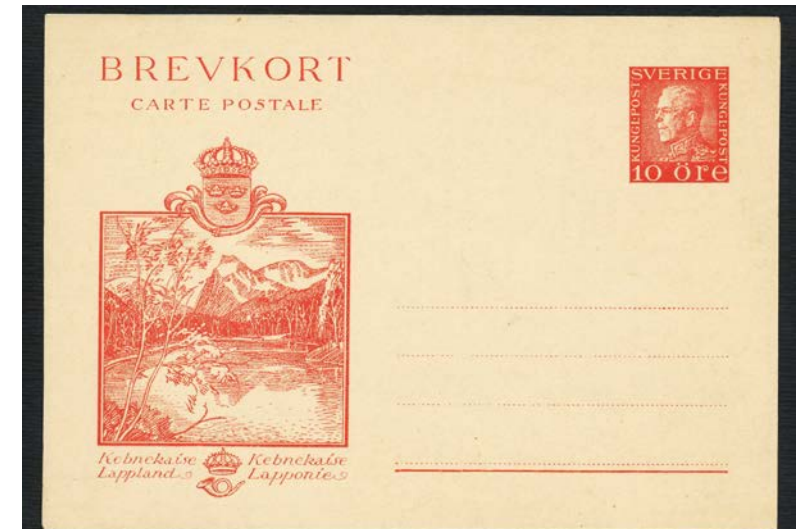
I. 0203 II. 4.38.-

VERSICHERE DICH UND FORGE VOR
DURCH

000

Meter
mark
archive
card

Postal
stationery
variety (no
black
color)



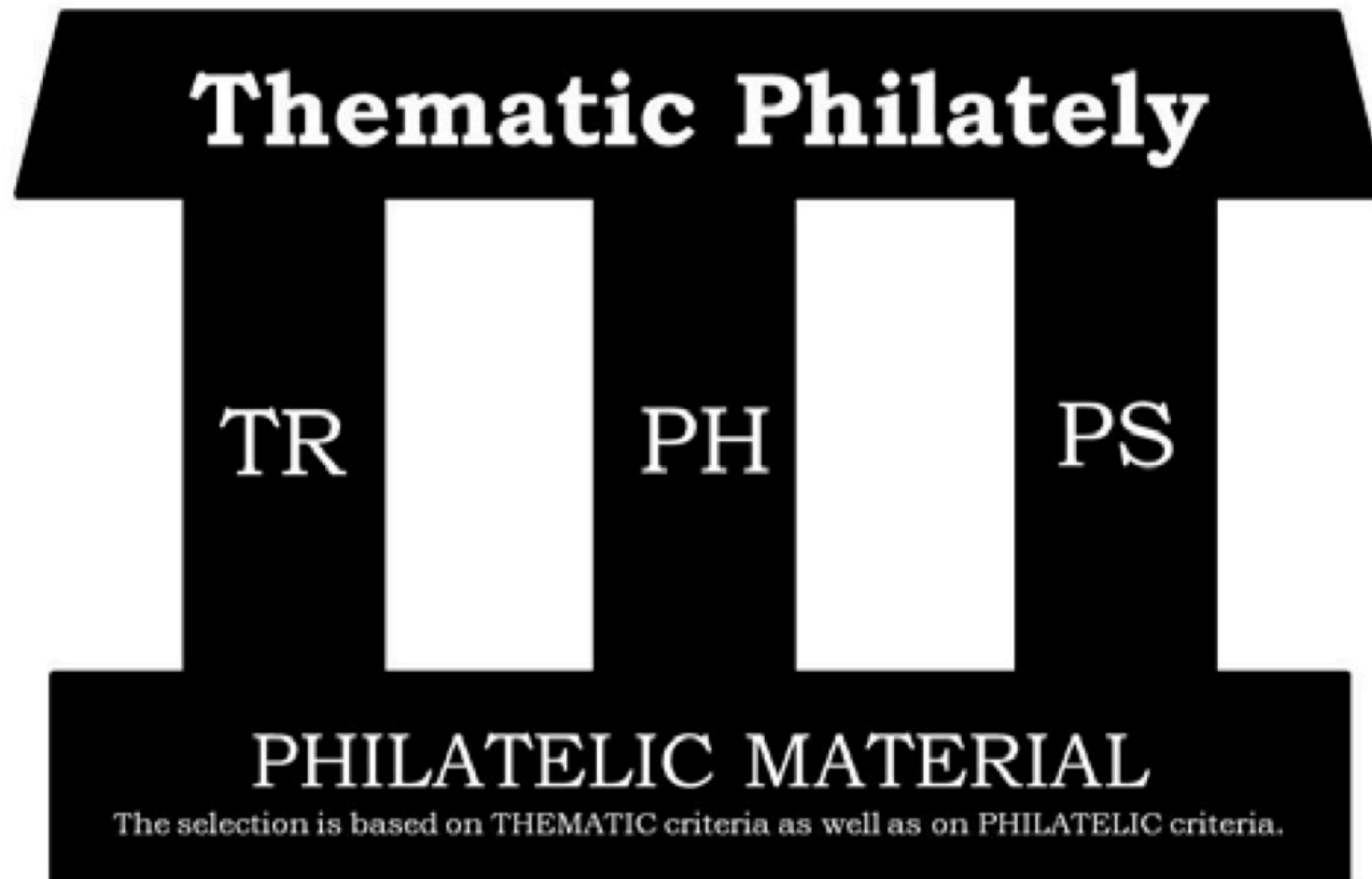
Proof (above) and issued (below)
postal stationery

MATERIAL



Multiple franking with correct postage

THE PILLARS OF THEMATIC PHILATELY



Non-postal aspects of philatelic material

Some of the most common such material:

1. Postal stationery with added private print (repiquage)
2. Illustrations on FDCs
3. Revenues (some exceptions allowed!)
4. Private decorations on covers and cards
5. Picture postcards (unless postal stationery)
6. Private vignettes (e.g. aero-philatelic)
7. Private additional cancellations (e.g. Antarctic bases, research vessels etc.)
8. Content of letters, postcards (both text and drawings)
9. Non postal administrative marks and addresses, that do not imply the privilege of free postage

New TH Guidelines - Inappropriate material

The following items and the information made available by them should not be used for thematic development:

A GROUP (Never to be used)

- fantasy issues from non-existent postal territories
- issues of exiled governments
- issues of organizations without postal services
- abusive, illegal and undesirable issues, as defined by the UPU and the FIP Philatelic Congress of 1976 (and available on the website of the FIP Fight against forgeries commission)
- picture postcards, unless they are postal stationery produced by a Postal Authority
- privately printed or manuscript annotated military postcards and lettercards (e.g. Feldpost), unless accepted or authorized by Postal authorities as admitted to the postal privilege without other official markings

New TH Guidelines - Inappropriate material

B GROUP (Exceptionally permitted)

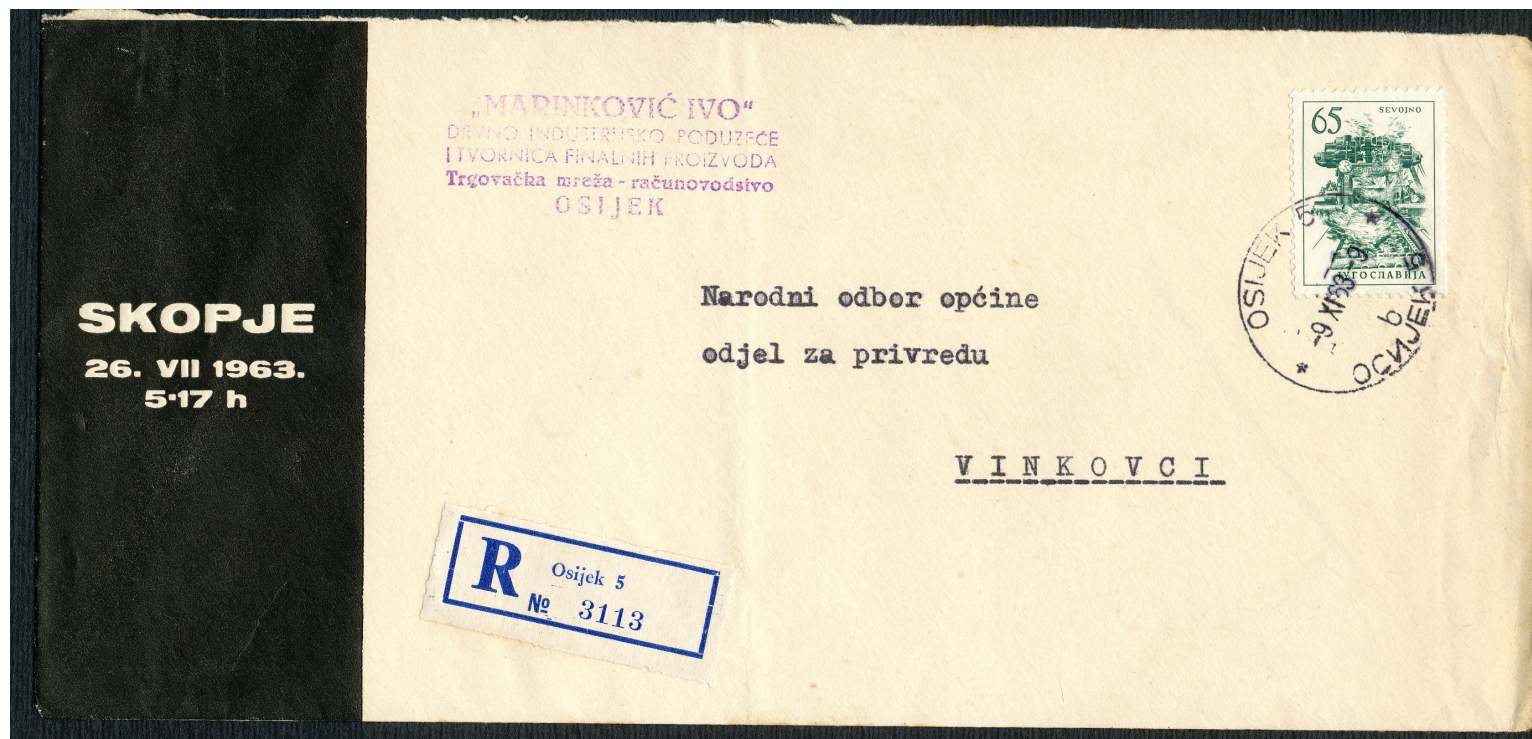
- private additional cancellations and cachets applied by a sender or a supplier before mailing the documents
- private additional prints on postal stationery (also known as “repiquages”)
- administrative marks (not postal), when they do not give any postal privilege
- private decorations and decorative overprints on envelopes and cards
- private vignettes (advertising labels), whatever the purpose of their use

In exceptional cases (see also 3.2.2), [where no postal-philatelic material for important aspects of the theme exists](#), the items under B) can be considered as acceptable items as long as they present a [significant thematic connection](#) and are supported by a [thorough philatelic justification](#).

The cases include also commercially used [revenue stamps](#) and [covers with addresses sent to personalities subject of the theme](#), and other similar material, if [on postally travelled cover or document](#).

Non-postal aspects of philatelic items

Example



The print on the left (Skopje, date and hour of the earthquake) MUST
NOT BE USED

Non-postal aspects of philatelic items

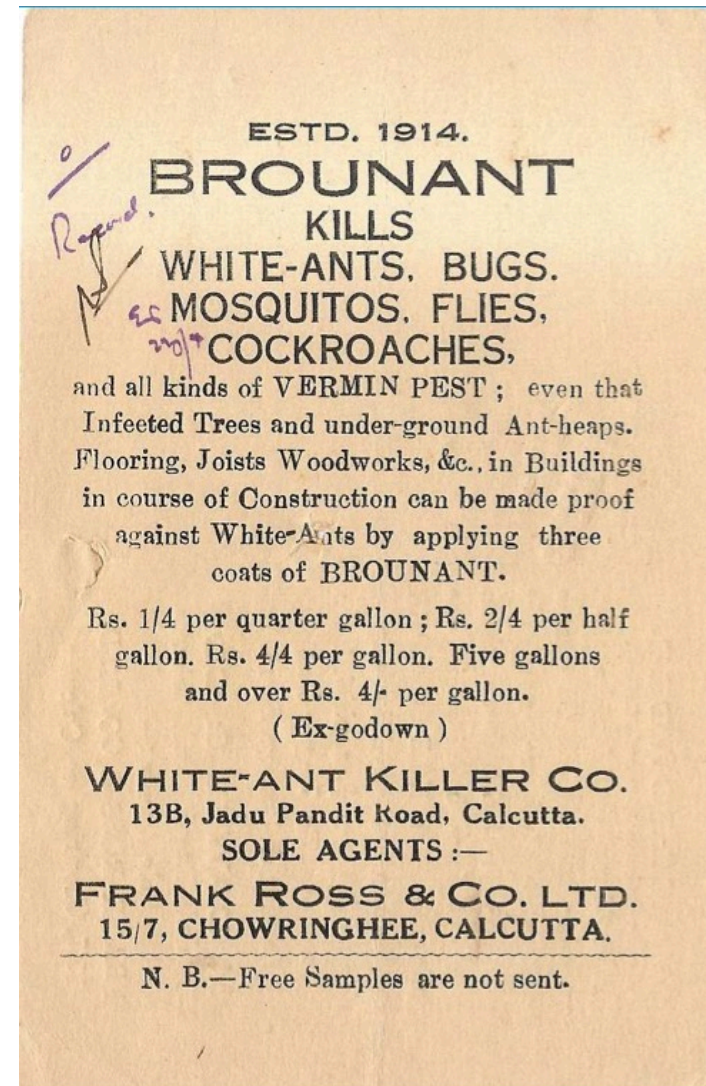
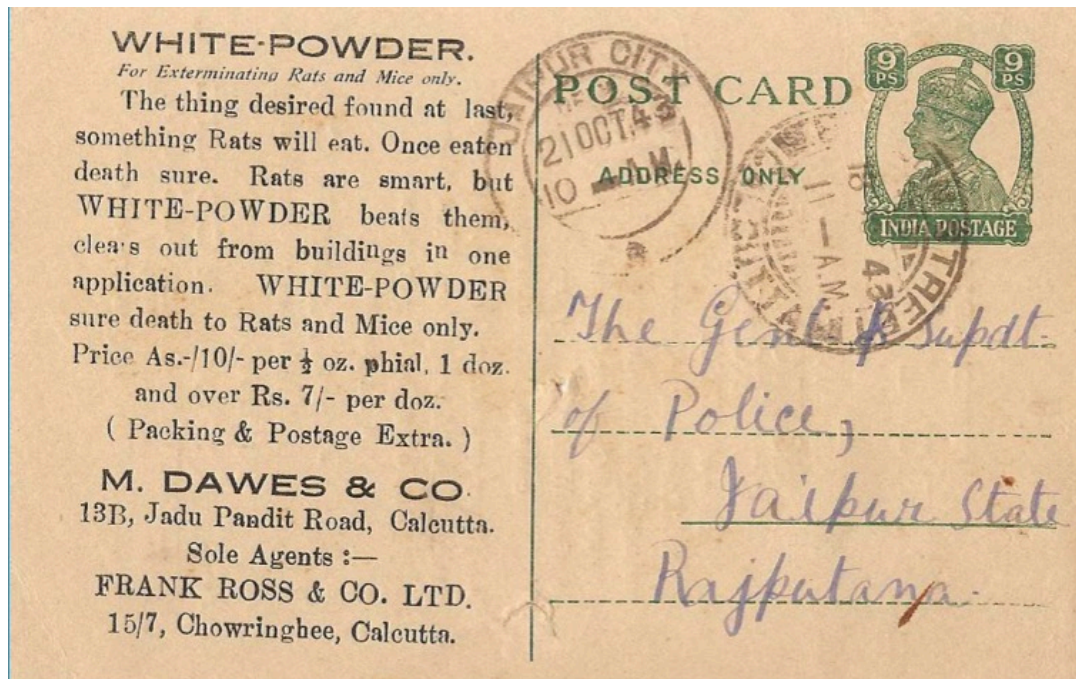
Examples of private prints on card and envelope



Borderline material

Some items only follow to a certain extent the definitions of appropriate or inappropriate material; therefore they should be used mainly **when no other material is available** to describe a specific thematic detail.

When included in the exhibit, they should always be **supported by a thorough philatelic justification.**



Courtesy: Paolo Guglielminetti

India, 1943, 9 piastres postal card with private advertising overprint

Unappropriate material

Items, that should NOT BE USED in a thematic exhibit



*French gravures
and De Luxe proofs*



Belgian souvenirs

RULES: GREV, SREV, Guidelines

Does Thematic Philately have **too many rules**? No, in fact there are only **FIVE**:

- 1) The **CONCEPT**, as shown by the exhibit
the **STORY**, should be exhibitor's **INNOVATIVE** approach and work!
- 2) **CHOICE OF MATERIAL**: Philatelic criteria
POSTAL aspects of philatelic material (no private prints or markings!)
- 3) **CHOICE OF MATERIAL**: Thematic criteria
LINKED to the theme or development
- 4) **CHOICE OF MATERIAL**: Philatelic variety, quality and ... rarity
A WIDE variety of the BEST quality, possibly RARE
- 5) **PRESENTATION** of the exhibit
Understandable, nice looking, clearly presented, nicely arranged

Evaluation criteria and scoring in TH Philately

1. Treatment	35	
Title and Plan		15
Development		15
Innovation		5
2. Knowledge, Personal Study and Research	30	
Thematic		15
Philatelic		15
3. Condition and Rarity	30	
Condition		10
Rarity		20
4. Presentation	5	
Total		100

CRITERIA FOR EVALUATION

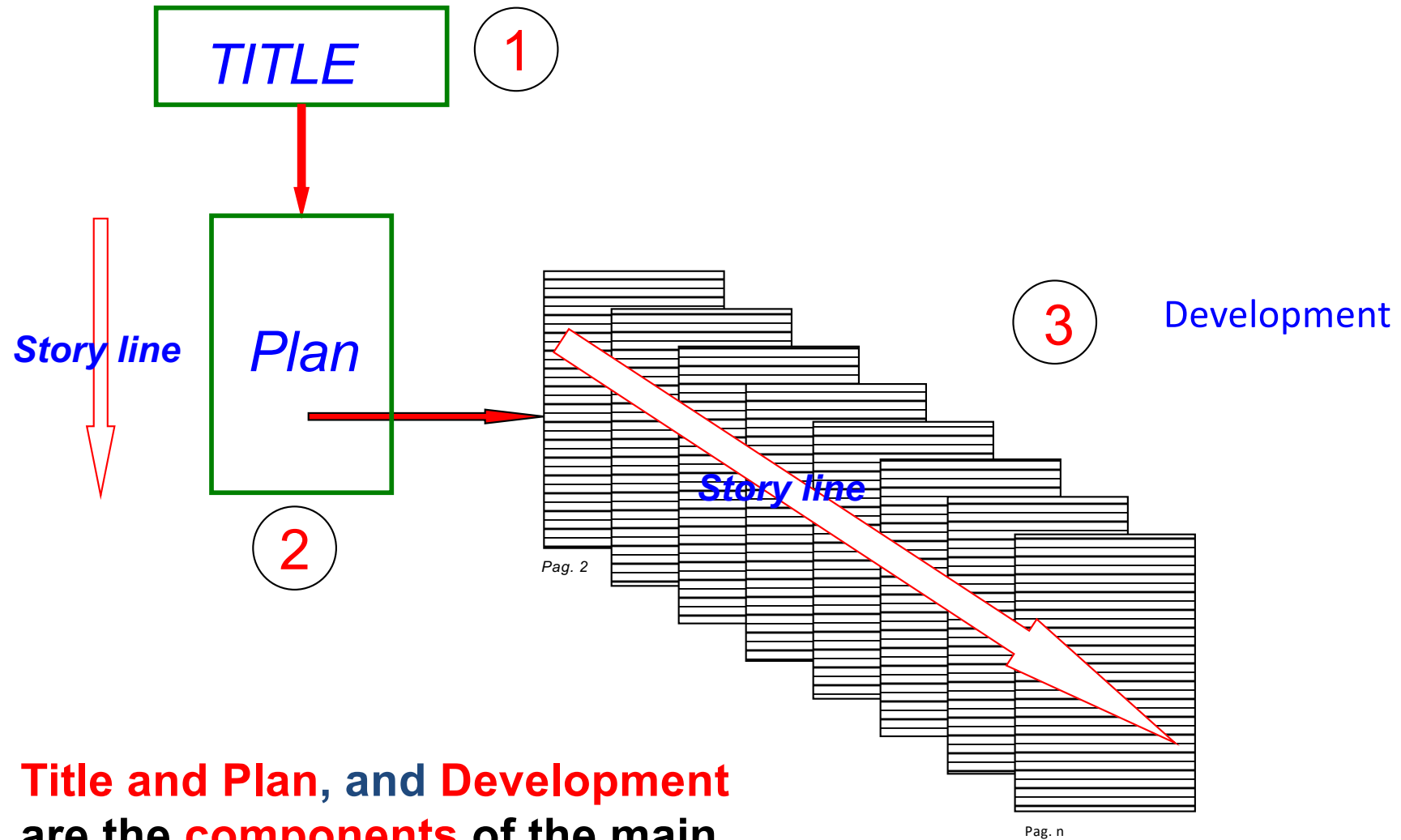
New Thematic philately Guidelines adopted in Bangkok 2018 and Jakarta 2022.

In order to help consistent judging, within all the previous evaluation criteria, except for Presentation, there is a distinction between Basic requirements and Achievements.

Basic requirements. When all of them are fulfilled a score equal to 80% of the maximum is assigned. When any of them is not fulfilled, a mistake occurs, and the 80% score is reduced accordingly.

Achievements. These requirements are gradual goals on the road to make the exhibit outstanding. They are worth >80% of the maximum and the fulfillment of all of them implies the top score.

TREATMENT: Title, Plan, Development



Title and Plan, and Development
are the **components** of the main
criterion **Treatment**.

TITLE

The CONCEPT of the exhibit: about what will my STORY be

Any theme can be illustrated with philatelic material:

**Invitation to dinner, Symmetry, Hands, Angels, Circus,
Mathematics, Dens sano in corpore sano (dentistry),**

If the theme is too wide, it is difficult to prepare an original exhibit,
So it is better to narrow the theme (spatially, temporally, sub-themes...)

E.g.	Archeology	Archeological jewels of Egypt
	Olympic games....	Runs, throws, jumps

For some very particular or specialized subjects, there is less material available, but the story can be shown at least in one-frame exhibits.

RUBBISH IN DAILY LIFE

With increasing standard of living and advancement in urbanization level, rubbish in daily life has also increased leading to competition with people for living space. When people are faced with the rubbish left from daily life, they have to worry about where they have to go? And are they useful or useless? And how to reduce them from originating.

Plan

1. Where are They From ?

- 1.1 Clean body
- 1.2 Daily life activities

2. Damages Brought By Them

- 2.1 Hotbed for disease transmitter
- 2.2 Effect on water resources
- 2.3 Deteriorating air

3. Recoverable Rubbish

- 3.1 Meaning of recycling symbol
- 3.2 New life in wastepaper baskets
- 3.3 Recycling of glass and plastics
- 3.4 Rebirth of scrap metal
- 3.5 Salvage of old clothes

4. Kitchen Rubbish

- 4.1 Classification and characteristics
- 4.2 How to dispose them
- 4.3 Magical effect of bones

5. Harmful Rubbish

- 5.1 Chemical rubbish
- 5.2 Cigarette butt and secondhand smoking
- 5.3 Invisible garbage—noise

6. Other Rubbish

- 6.1 Combustible rubbish
- 6.2 Interred rubbish
- 6.3 Excrement
- 6.4 Floral and foliage droppings

7. Reducing The Generation Of Rubbish At Its Source

- 7.1 The struggle for energy saving
- 7.2 Repair and maintenance of objects
- 7.3 Saving water
- 7.4 Living frugally

Innovative Titles for Innovative Themes

The History of Taste

A meditational, theoretical, historical and lifestyle study on the transcendental epicureanism.

♥ Do we eat to live or live to eat? Humanity has been developing gourmet food for a long time. At first, it was merely to survive, but later people developed the gourmet tradition for pleasure. The fact that the people of each country tailored traditional gourmet food to their diverse environments is astounding. Indeed, some made gourmet food an art form. Eating is one of the most basic human desires and pleasures. What kinds of staple foods are there? Dining habits are changing as times change. This collection aspires to examine the development of epicureanism, past and present. ♥

Taste. It is great history!

"What is the menu for today?"
"Today six-course served to you!"



Title & Plan (Menu) & Introduction - 2

Course 1. The Beginning of Taste - When did it begin? - (4)

- 1.1 The oldest taste in the world - Sweet taste, the taste of human instinct - 2
- 1.2 Is manna meat delicious? - Evolution of the pasture - 1
- 1.3 The butcher's favorite meat - Primitive eating habits - 1

Course 2. Tastes Settle - Now more abundant - (11)

- 2.1 Demeter's winter - Seasons and tastes - 4
- 2.2 The cow, the most important treasure - Farming with cattle begins - 2
- 2.3 Hunter and embrace, the goat's feast - Honey, olives, bay leaf - 1
- 2.4 Chorus' song - Wine and art - 1
- 2.5 Farmers' crops - Farming technology develops - 2

Course 3. Tastes Change - Taste, status symbol - (10)

- 3.1 The emperor's cuisine, noblemen's tastes - Food for the noble - 1
- 3.2 Stamina boosters that even Buddha would covet - Choice for health, a human privilege - 1
- 3.3 Drinking tea in the scholars' study - The spirit and tradition of tea - 1
- 3.4 The arrow tip and tastes for the tip of the tongue - Hunting, food on the go and cuisine for feasts - 3
- 3.5 Taste in the Renaissance - The spread of culinary habits - 4
- 3.6 Habsburg palace feasts - The harmony of taste and music - 1
- 3.7 Fight for favor between the queen and guilds - Flavor stood for power and wealth - 1

Course 4. Tastes Conquest and Wars - Intense struggles for taste - (17)

- 4.1 The road is through taste - Quest for taste - 6
- 4.2 The queen is captivated by tea - Delicacies from the empire - 3
- 4.3 Spices are thicker than blood - Colonial wars for flavor - 5
- 4.4 Where the fruit is from - Plantations and divisions of labor for taste - 2
- 4.5 Why romantic silver are strong weapons - Kebab and hamburgers - 1
- 4.6 Napoleon's food on the go - Preservation techniques - 1
- 4.7 Discovery of combat rations - A wartime discovery - 1

Course 5. A Taste Revolution - Rapid changes and discoveries of taste - (13)

- 5.1 The public's meals - Spread of restaurants - 4
- 5.2 Safety, quickly and conveniently - Development of food technology - 4
- 5.3 Whet to eat - Food advertisements - 2
- 5.4 The joy of housewives - Discovery of cooking utensils - 2
- 5.5 Organic foods and slowly prepared foods - Taste for health - 1
- 5.6 For the gourmet - Researchers of Taste - 1

Course 6. Taste Guidebook - Good eating for good health - (7)

- 6.1 Napoleon's gastric problems - A study in indigestion - 1
- 6.2 Wash your hands before eating - Taste and contagious diseases - 1
- 6.3 Are they really good for us? - Choosing to taste sweets - 1
- 6.4 Why do they attract? - Tobacco and customs - 1
- 6.5 Meals of transience and longevity - Religion and holidays - 2
- 6.6 Sweet Dessert - A letter to the wife - Taste and love - 1

Total: 8 Phrases (64 Lessons)

PLAN

Should be efficient and well structured!

BASIC requirements:

- ☐ **Presence** of the introductory page with the plan
- ☐ **Consistency** between the plan and the title
- ☐ **Adequacy** of the plan (= efficient for understanding the structure)
- ☐ Covers **all main aspects** necessary to develop the theme

Achievements:

- ☐ **The structure is correct, logical and balanced** (Guidelines: the degree to which a **story** is told and not a list of various aspects, e.g. enumeration)

MOUNTAINS IN PHILATELY

0. PLAN	1
1. Mountains in EUROPE	2-50
1.1 Alps	
1.1.1 France	
1.1.2 Italy	
1.1.3 Switzerland	
1.1.4 Austria	
1.1.5 Slovenia	
1.2 Pyrenees	
1.3 Carpathians	
1.4 Dinarides	
1.5 Other mountain chains	
2. Mountains in ASIA	51-65
2.1 Himalaya	
2.2 Pamir	
2.3 Tien Shan	
2.4 Zagros	
2.5 Mountains on islands	

**Both Title
and Plan
are BAD**
(enumeration,
unbalanced, not logical)

3. Mountains in the rest of the World	66-76
3.1 North America	
3.2 South America	
3.3 New Zealand	
4. Mountains on ANTARCTICA	77-80
4.1 Mountain expeditions	

Problematic Title and Plan

No story, not logical, enumeration of the type of philatelic material in each chapter!

MOUNTAIN PEAKS

There are at least 109 mountains on earth with elevations greater than 7200 meters (23622 ft.) above sea level. The vast majority of these mountains are located on the edge of the Indian subcontinent and Tibet, with some Peaks in central Asia (only those summits are included that, by an objective measure, may be considered individual Mountains as opposed to subsidiary peaks.) It is very unlikely that all given heights are correct to the nearest meter, indeed the sea level is often problematic to define when a Mountain is remote from the sea. The highest Mountains above sea level are generally not the voluminous. The highest mountains with Peaks farthest from the center of the earth, because

Almost all Mountains are located in the Himalaya and the Tibetan plateau. In fact, all 7000 m. (23000ft) peaks Asia. Mt. Everest is the highest peak of the world.

The exhibit is a little effort to learn about Mountain, Mountains through philatelic materials like stamps, cards the world record in the field of Mountaineering.

Context

1. Mt. Everest stamps and other record and expedition cover
2. Mt. Kanchenjunga, Mt. Cho-Oyu, Mt. Makalu, Mt. Lho Mt. Manaslu Stamps, card, Maxi card, Aerogramme, and
3. Mt. Annapurna, Mt. Machhapuchhre, Mt. Fuji, Mt. K2, Mt other Mt. stamps Aerogramme. post cards, cover, and ex
4. Mt. Everest and other Mountain stamps souvenir sheet, maxima cards, Cover etc.






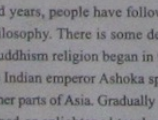
The exhibit is a little effort to learn about Mountain, Mountaineering and other activities done on Mountains through philatelic materials like stamps, cards, maxima cards, cover and autographs of the world record in the field of Mountaineering.

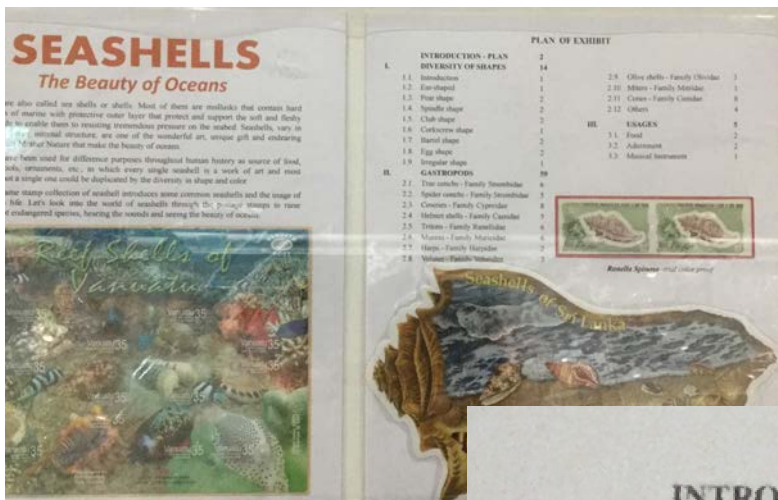
Context

- | | page |
|---|-------|
| 1. Mt. Everest stamps and other record and expedition cover. | 2-32 |
| 2. Mt. Kanchenjunga, Mt. Cho-Oyu, Mt. Makalu, Mt. Lhotse, Mt. Dhaulagiri, Mt. Manaslu Stamps, card, Maxi card, Aerogramme, and cover | 33-48 |
| 3. Mt. Annapurna, Mt. Machhapuchhre, Mt. Fuji, Mt. K2, Mt. Karakoram, and other Mt. stamps Aerogramme. post cards, cover, and expedition cover. | 49-64 |
| 4. Mt. Everest and other Mountain stamps souvenir sheet, post cards, maxima cards, Cover etc. | 65-80 |

Problematic Plan

No story, not balanced,
partly enumeration!

LORD BUDDHA AND BUDDHISM		LORD BUDDHA AND BUDDHISM	
INTRODUCTION PAGE		Plan Page	Page No.
 <p>A Buddha is a person who has developed all positive qualities and eliminated all negative qualities. Buddha was an "ordinary" human like us before he became enlightened. Enlightenment is compared to awakening, as a person suddenly experiences a complete transformation of body and mind from sleeping and waking up. One could say that a Buddha represents the very peak of evolution, as he/she is omniscient or all-knowing</p>		1. INTRODUCTION	1
 <p>Prince Gautama Siddhartha was son of an Aryan Hindu king, born miraculously from between his mother's ribs as pictured in countless Nepalese stone reliefs. After a pleasant childhood he was early (16 years) married to a cousin, the beautiful daughter of a neighbouring raja. During his twenty-ninth year, when the miseries of illness, old age, and death and the merits of asceticism were revealed one after another to him, Gautama developed and abiding compassion</p>		2. ABOUT BUDDHA	3
<p>for suffering humanity and a growing dissatisfaction with life and all its vanities. Ten years after marriage, on the night his son was born, Gautama unobtrusively left the palace and began his long, wandering search for Truth. Disillusioned by the teachings of Brahman hermits, he finally underwent solitary penance in the forested hills of northern India, but insight and enlightenment did not come.</p>		2.1 Wondrous Birth	4
<p>It was during this lonely time of meditation and failure symbolized in legend as Mara, the evil disturber, against his tormentor and during the ensuing days his significance of all things became apparent. With the Knowledge. Then Gautama was recognized as the Buddha gave his first discourse in Samath, near</p>		2.2 Early life and marriage	5
<p>Before the Buddha's death, he became severely sick. Hiranyavati, walking with his disciples and ate the progressed, and at the end, he came to the river and Sal trees, with each direction having two. He lay the other resting on his body. All later reclining posture depicted on postage stamps by Nepal,</p>		2.3 Enlightenment	6
<p>For two and a half thousand years, people have followed Buddhism religion based on the teachings of the Buddha, Buddhism is a philosophy. There is some debate as to the exact year that Buddhism was formed, but it is believed that the Buddhism religion began in the 6th century B.C. in Nepal by Siddhartha Guatama. In the 3rd century B.C., the Indian emperor Ashoka spread Buddhism by sending missionaries to Sri Lanka, Cambodia, Thailand, and other parts of Asia. Gradually Buddhism has spread worldwide. Buddha is recognized by Buddhists as an awakened or enlightened teacher who shared his insights to help sentient beings end suffering (or dukkha), achieve nirvana and escape what is seen as a cycle of suffering and rebirth and to encourage and develop loving compassion towards all living beings.</p>		2.4 Mahaparinirvana	7
<p>Buddhism (Buddha Dharma) is a religion and philosophy encompassing a variety of traditions, beliefs and practices, largely based on teachings attributed to Siddhartha Gautama, commonly known as the Buddha ("the awakened one"). The Buddha lived and taught in the northeastern Indian subcontinent some time between the 6th and 4th centuries BCE. He is recognized by Buddhists as an awakened or enlightened teacher who shared his insights to help sentient beings end suffering (or dukkha), achieve nirvana, and escape what is seen as a cycle of suffering and rebirth.</p>		3. FORMATION OF SANGHA	8
<p>The collection is a small effort on Lord Buddha and Buddhism through philately by using various philatelic materials concerned to the exhibit.</p>		4. TEACHINGS	9
		4.1 Buddha and Disciples	10-13
		5. BUDDHISM	14
		5.1 Six Realms (Buddhist cosmology)	15
		5.2 Ten Spiritual Realms	16-20
		5.3 Relation with other Religions	21-26
		6. CULTURAL ELEMENTS OF BUDDHISM	
		6.1 Buddhist Culture	27-33
		6.2 Buddhist Art and Paintings	34-40
		6.3 Buddhist Festivals	41-49
		6.4 Mudra	50-53
		6.5 Buddhist Flag	54
		6.6 Buddhist Symbols	55-58
		7. BUDDHIST PILGRIMAGE	59-61
		8. NATIONAL AND INTERNATIONAL EVENTS	62
		8.1 Buddhist Conference	63
		8.2 Diplomatic Relations	64-65
		8.3 International Events	66-69
		9. OUR HERITAGE	70-80
		REFERENCES	
		1. Outline of Buddhism Wikipedia	
		2. Mongolian Buddhism Glossary / Mongoluis.Net	
		3. A view on Buddhism: http://viewonbuddhism.org/buddha.html	
		4. http://www.panix.com/clay/thailand/dow.html	
		5. http://www.thebigview.com/buddhism/mudra.gif	
		6. Chinese stamp Website: xabusiness.com	



Enumeration Plan

No story, not balanced,
just enumeration!

PLAN OF EXHIBIT		
	INTRODUCTION - PLAN	2
I.	DIVERSITY OF SHAPES	14
	1.1. Introduction	1
	1.2. Ear-shaped	1
	1.3. Pear shape	2
	1.4. Spindle shape	2
	1.5. Club shape	2
	1.6. Corkscrew shape	1
	1.7. Barrel shape	2
	1.8. Egg shape	2
	1.9. Irregular shape	1
II.	GASTROPODS	59
	2.1. True conchs - Family Strombidae	6
	2.2. Spider conchs - Family Strombidae	5
	2.3. Cowries - Family Cypridae	8
	2.4. Helmet shells - Family Cassidae	5
	2.5. Tritons - Family Ranellidae	6
	2.6. Murexs - Family Muricidae	6
	2.7. Harps - Family Harpidae	2
	2.8. Volutes - Family Volutidae	3
	2.9. Olive shells - Family Olividae	
	2.10. Miters - Family Mitridae	
	2.11. Cones - Family Conidae	
	2.12. Others	
	III. USAGES	
	3.1. Food	
	3.2. Adornment	
	3.3. Musical Instrument	



Ranella Spinosa - trial color proof

THE CONQUEST OF THE UNPROFITABLE WORLD - A History of Mountaineering



1863 Bolivia, unissued printed in black
An early proposal depicting
mountains on stamps



Art's die proof in brown signed by engraver Gandon

Thematic text in normal font.
Bold font indicates connection to material.
Philatelic text in italics and smaller font.
Scarce and rare material surrounded by thick frames.

This exhibit shows the amazing story of the slow conquest of the highest parts of our world's territory, the mountains, a mostly unprofitable world, conquered by man for exploring it, for curiosity, for its natural beauties and to overcome one's limits.

0. TITLE and PLAN		Sheets 1
PART I		
THE STORY FROM MAN'S FIRST TIMID APPROACHES INTO THE REALM OF MOUNTAINS ...		
1. MOUNTAINS ARE MUCH OLDER THAN MEN ...	2-3	
2. ...BUT AT FIRST FEAR PREVENTED MAN FROM ASCENDING MOUNTAINS ...	4-12	
3. ...ALTHOUGH LATER ON HE WAS FORCED TO APPROACH THEM ...	13-17	
4. ...SO HE STARTED TO KNOW THEM BETTER ...	18-24	
5. ...THEIR BEAUTY STIRRING HIS IMAGINATION, AND HE MADE HIS FIRST ASCENTS ...	25-28	
PART II		
...TO THE BIRTH AND DEVELOPMENT OF WORLD MOUNTAINEERING ...		
6. ...THE BIRTH OF MOUNTAINEERING BEING AT FIRST A DISCOVERY OF NATURE ...	29-34	
7. ...BUT SOON MOUNTAINEERING BECAME A CHALLENGE TO ONE'S LIMITS ...	35-40	
8. ... THEN GOT ORGANISED, BECAME POPULAR ...	41-53	
9. ... AND STARTED TO EXPAND TO ALL CONTINENTS ...	54-60	
PART III		
... AND TO ITS MATURE PHASE, AT THE TOP OF THE WORLD AND LOOKING BEYOND ...		
10. ...REQUIRING NEW TECHNIQUES TO CONQUER ALL MOUNTAIN FACES ...	61-65	
11. ...AND EQUIPMENT IMPROVEMENTS THAT PERMITTED THE "IMPOSSIBLE" ...	66-72	
12. ...LEADING TO THE CONQUEST OF THE GIANTS ...	73-88	
13. ...AND TO PRESENT CLIMBING TRENDS ...	89-93	
14. ...THAT SHOULD RESPECT AND PRESERVE THE MOUNTAINS FOR OUR SUCCESSORS.	94-96	
		Total 96

Plan:
Balanced,
well structured.
The Chapters tell
the STORY!

In the plan keep
Chapters and
Subchapters only,
the rest should go
on the single sheets

This exhibit tells the amazing story of the slow conquest of the highest parts of our world's territory, the mountains, a mostly unprofitable world, conquered by man for exploring it, for curiosity, for its natural beauties and to overcome one's limits.

0. TITLE and PLAN

Sheets
1

PART I **THE STORY FROM MAN'S FIRST TIMID APPROACHES** **INTO THE REALM OF MOUNTAINS ...**

1. MOUNTAINS ARE MUCH OLDER THAN MEN ...	2-3
2. ...BUT AT FIRST FEAR PREVENTED MAN FROM ASCENDING MOUNTAINS ...	4-12
3. ...ALTHOUGH LATER ON HE WAS FORCED TO APPROACH THEM ...	13-16
4. ...SO HE STARTED TO KNOW THEM BETTER ...	17-24
5. ...THEIR BEAUTY STIRRING HIS IMAGINATION, SO HE APPROACHED THEM FOR PLEASURE...	25-28

PART II **... TO THE BIRTH AND DEVELOPMENT OF** **WORLD MOUNTAINEERING ...**

6. ...THE BIRTH OF MOUNTAINEERING BEING AT FIRST A DISCOVERY OF NATURE ...	29-34
7. ...BUT SOON MOUNTAINEERING BECAME A CHALLENGE TO ONE'S LIMITS ...	35-40
8. ... THEN GOT ORGANISED, BECAME POPULAR ...	41-52
9. ... AND STARTED TO EXPAND TO OTHER CONTINENTS ...	53-59

PART III **... AND TO ITS MATURE PHASE, AT THE TOP** **OF THE WORLD AND LOOKING BEYOND ...**

10. ...REQUIRING NEW TECHNIQUES TO CONQUER ALL MOUNTAIN FACES ...	60-64
11. ...AND TECHNICAL IMPROVEMENTS THAT PERMITTED THE "IMPOSSIBLE" ...	65-72
12. ...WITH THE CONQUEST OF THE HIMALAYA AND KARAKORUM GIANTS ...	73-84
13. ...FOLLOWED BY PRESENT CLIMBING TRENDS THAT STARTED IN THE AMERICAS ...	85-93
14. ...THAT SHOULD RESPECT AND PRESERVE THE MOUNTAINS FOR OUR SUCCESSORS.	94-96

Total 96

Thematic text in normal font.

Bold font indicates connection to material.

Philatelic text in italics and smaller font.

Scarce and rare material surrounded by thick frames.

Examples of plans that tell a story

The Maori Pidgeon by Damian Läge

1. Well-being role in the forests of New Zealand – all year around

- 1.1 In the evergreen forests the table is richly laid from spring onwards
- 1.2 In late summer, the pidgeon's favourite dish, the Tawa berries, ripens
- 1.3 In winter the small Puriri berries ensure the survival of the pidgeons

2. The Maori people estimate the pidgeon as a useful product

- 2.1 The Maori arrive and discover the giant pidgeon
- 2.2 Pidgeons are tasty and provide oil
- 2.3 Pidgeon feathers make beautiful clothes
- 2.4 So, the Maori invent a special hunting technique for the pidgeons

3. Highly threatened – and finally protected

- 3.1 The European settlers are turning New Zealand's nature upside down
- 3.2 Many bird species have already become extinct – things are getting tricky
- 3.3 The pidgeon now has the central ecological role in the forests
- 3.4 Conservation organisations save forests and with them the pidgeons

Development

General rules

The development means to elaborate the theme in depth, aiming to achieve an arrangement of the material fully compliant with the plan.

The analysis of both the theme and the appropriate material, based on a thorough thematic and philatelic knowledge, is a prerequisite for the best possible thematic development. This enables the skilful selection of each item and its correct positioning and sequence, as well as a connecting description. This is necessary to ensure a proper understanding of the relationship between the item and the theme.

The Guidelines say:

The storyline as presented by the plan should be developed on the single pages and written as a continuous story flowing through each page and through all pages. It should be read as in a book from top left to bottom right.

For an easy-to-follow development, each page should have at the top the numbered chapter or subchapter that indicates which part of the plan is being developed on the page. An additional page title summarizing the content of the page is also helpful.

The correct assembly and position of the items, including the individual ones on each page, is demonstrated by a well understood, correct, and fluent thread of development. Misplaced items make development confused and hard to understand. Items should be placed near the thematic text related to them.

The balance is demonstrated by giving the appropriate depth and size to the various thematic details, according to their significance within the theme. This also applies to philatelic studies.

Development

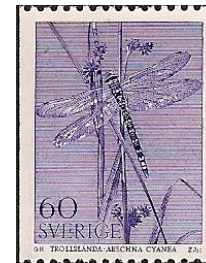
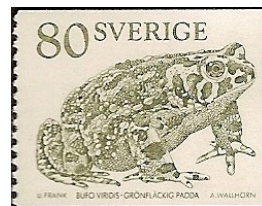
BASIC requirements:

- ❑ Elaboration of **ALL aspects of the Plan** (page (sub)titles help)
- ❑ Correct **choice, order and positioning of the items** on the page in conformity with the plan and the story being told
- ❑ **Connection** between items and thematic text
- ❑ **Balance**, given to each thematic aspect and detail, according to its importance within the theme

Achievements:

- ❑ **Perfect connection** between items and thematic text
- ❑ Depth, shown by **links, cross-correlations, structures, causes and effects**

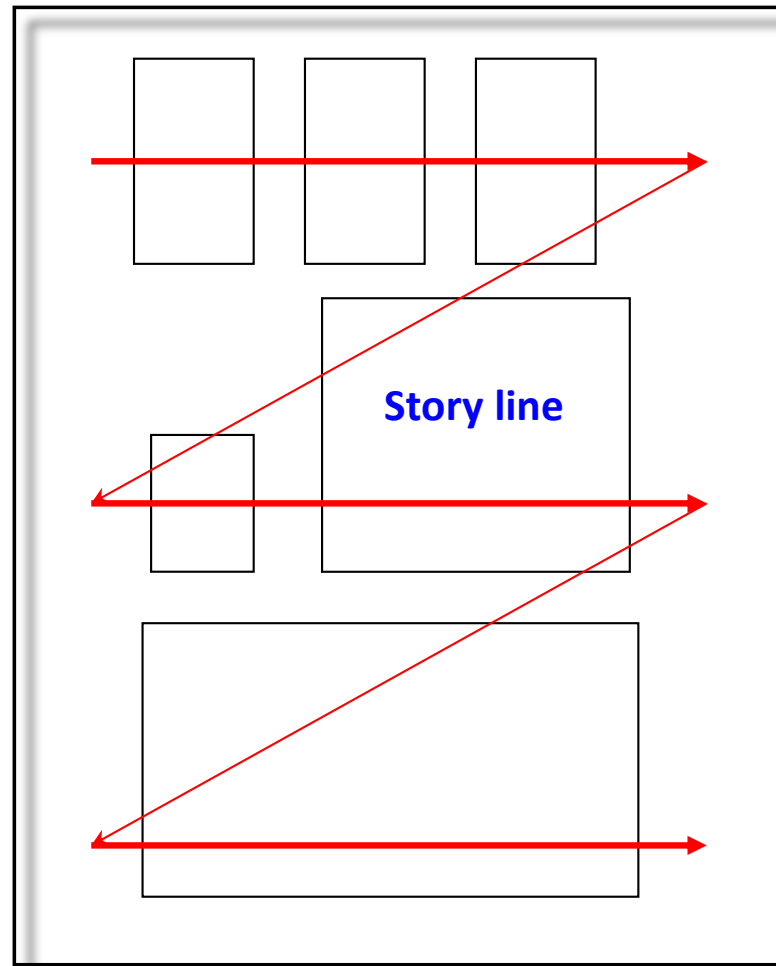
Example of cross-correlation



The development of toads depends on food and enemies

Development

The story line (“red thread”) on the pages



3.2 Subsistence motivations

To survive many poor men living in mountain valleys were forced to become **poachers**..



Colour variety.
Only five known!



... or **smugglers**, who discovered many unknown mountain passages.



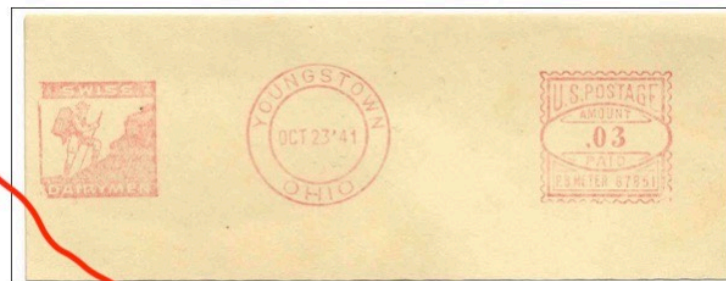
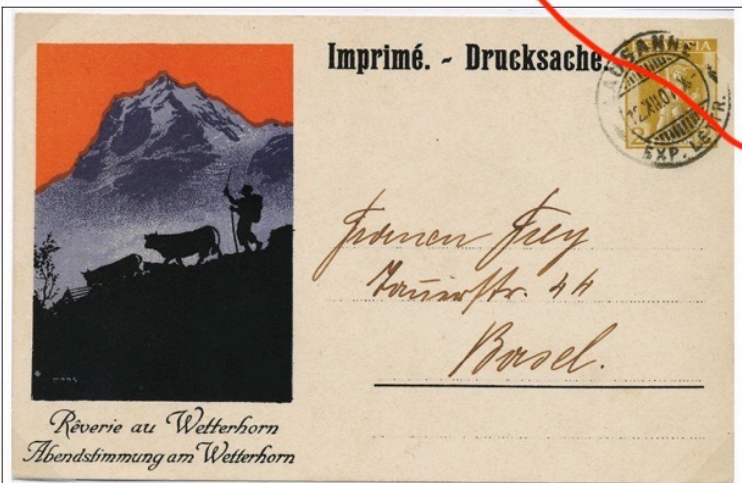
They hunted **chamois-bucks** high in the steep mountain walls.

From such experiences the legend of the **goldhorn** arose, which guards mountain treasures. If the gold horn is hit, **flowers grow from his blood** and upon eating them the goldhorn heals himself.

The everyday struggle for food and survival led people living near mountains to venture in the unknown, where wild animals and grass pastures were in abundance.



Upper three rows of a colour trial proof pane



During summer time **cattle** was brought up high into **mountain pastures**, and ...

... the shepherds had to climb up and down to bring their **diary products** ...

... or **cut grass** and carry it down to the valley.



Development

Place always at top the sub-chapter!
(It allows also to verify the development of **all** aspects of the plan!)
At top right a brief summary of the page content.

The story line flows across the page !

...A GOOD DEVELOPMENT!

Buddha and his life

2.2 Early life and marriage:



Siddhartha was brought up by his mother's younger sister, Maha Prajapati. He was a prince and had all the comforts in his palace. His father wishing for his son to be a great king. So, he shielded him from knowledge of human suffering.

At the age of 16, his father arranged his marriage with Yasodhara. She gave birth to a son, named Rahula. Siddhartha is then said to have spent 29 years as a prince in Kapilvastu. Siddhartha was provided with all the luxurious things he could want or need, Buddhist scriptures say that the future Buddha felt that material wealth was not life's ultimate goal.

Departure and ascetic life



At the age of 29 Siddhartha left his palace to meet his subjects. Despite his father's efforts to hide from him the sick, aged and suffering, he was said to have seen an old man. When his charioteer Channa explained to him that all people grew old, the prince went on further trips beyond the palace. On these he encountered a diseased man, a decaying corpse, and an ascetic.



Accompanied by Channa and aboard his horse Kanthaka, Gautama quit his palace for the life of a mendicant. It's said that, "the horse's hooves were muffled by the gods" to prevent guards from knowing of the new bodhisattva's departure. This event is traditionally known as "the great departure"

South Africa has issued a stamp with its native painting outside the stamp with the design of two seated Buddha to mark CHINA '99 WORLD PHILATELIC EXHIBITION



The stamp issued by France with Buddha, Stupas, Temple of Borobudur. Save the Temple of Borobudur, Java, Campaign.

Connection between items and thematic text

Long text with a variety of information on Siddhartha's life as a prince that escaped on a horse the luxurious palace and saw human misery, sick people, beggars and so on.

We see only items representing Buddha. WHY NOT A HORSE, BEGGARS, POOR PEOPLE? The connection between items and text would certainly improve!

Block text on top or in the middle

MUSICAL INSTRUMENTS
1.7. FRENCH HORN

French horn or marching horn is a brass instrument, made of tubing wrapped into a coil with a flared bell. An apt instrument for march past.



Embossed Stamp

Block texts near each item, fine, but the story connecting the items is missing!

MUSICAL INSTRUMENTS
1. WIND INSTRUMENTS
OCARINO

Ocarino is a small egg-shaped ceramic (especially terracotta) or metal wind instrument with holes for the fingers. The first known ocarina-like instrument is 12000 years old. Clay ocarinas shaped like birds or animals. The word is Italian meaning "little goose." It typically has four to twelve finger holes and a mouth.



1.1. FLUTES AND OTHER INSTRUMENTS

Flute is end blown. It has six finger holes.

Saenghwang multi reed of 17 bamboo pipes. Mounted on a gourd end blown. Through a pipe attached to the gourd.




Fluier: wood or metal, having 6 holes. Single reed end blown.



Pasterskie is a willow wood flute having 2 to 6 holes. End blown through a taper edge. Producing a whistle like sound.



Nyanga pan flute is made of wood or plastic material. A traditional folklore instrument. End blown in to gradually increasing length of pipes.



Foi doa is a double pipe bamboo flute having 3 finger holes each. Single reed and end blown.




MUSICAL INSTRUMENTS
1. WIND INSTRUMENTS

Flauta is a Wood wind end blown flute. It has a tapered top with a single hole and 5 finger holes to produce notes.




Dvojnice is a co-joined wooden flute having 3 and 4 finger holes. End blown instrument.



Perf & Imperf
Ba - ha: Bamboo end blown flute, 6 finger holes on top 1 at bottom.



Bansuri wood wind instrument with 6 or 7 holes it is side blown.



Flute is a Wood wind transverse blown flute. It has a tapered top with a single hole and 6 - 7 finger holes to produce notes.



Nay is end blown bamboo flute having 5 finger holes. Traditionally used by Libyan - Arabs for folklore music.



Flute is made out of wood or metal and having 6 holes. Single reed end blown.



First day cover - Didgeeridoo bamboo trumpet flaring wooden tube about 1.5 m length is hollowed out & rim of beeswax. Haegeum - two stringed instrument.



There is no logic in the positioning of the items!
If we change the position of the items, there is no difference!

Development

6.3 Mountaineering's first steps

Brothers Johann Rudolf and Hieronymus Meyer from Aarau together with two hunters from Loetschental climb **Jungfrau** (4166 m) in 1811.



Jungfrau



Zeppelin post, Swiss flight on November 2, 1929

7.1 The golden age of mountaineering

In 1877 Jean Charlet descends as first with the **double rope technique** after a retreat on the Petit Dru.



Booklet of self-adhesive stamps - Norway 2001



The items are NOT well linked to the text!
If we interchange their position, nothing changes!

Development

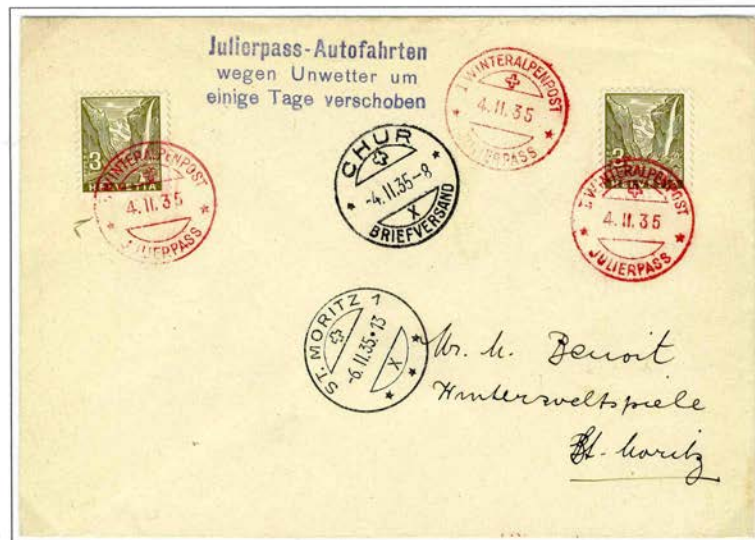
Positioning of the thematic text for a good development

Block of text at the top or at the middle

MUCH BETTER if near the items,
according to the story line!!

8.3 Roads, railroads and cable cars allow an easier and faster access

The interest for mountains grows and traffic increases. During 1810 - 1830 most of the roads over the Alps passes are built, some Alpine roads even much later.
The road over the Grossglockner is inaugurated in 1935.



Sometimes even today roads are closed due to bad weather....
Road from Julieralpenpass to St. Moritz waited, due to bad weather, two day in Chur, before being delivered.

8.3 Roads, railroads and cable cars allow an easier and faster access

During 1810-1830 most of the roads over mountain passes are built.



Harsh terrain involved also the building of many bridges ...



... so that public transport, coaches and later busses, allows a rapid access to mountains.



Right stamp: Variety "6" instead of "S"

The Grossglockner road over the massif is built in inaugurated in 1835.



Booklet of postal cards, Switzerland, 1928.

The interest for mountains grows and traffic increases, new roads are built ...



Sometimes, even today, roads are closed due to bad weather conditions.



Mail from Julierpass to St.Moritz had to wait for two days in Chur, due to bad weather conditions, before being delivered.



The Flexenstrasse over the Flexenpass in Austria was built between 1885 and 1909.

A4 sheet

'Square' sheet

INNOVATION

Innovation is demonstrated by a **personal elaboration** of the theme, that transforms an exhibit from a sequence of classified items into **an "original" story**

- **Introduction of new themes**
 - A new theme, by itself, is not sufficient, when not sustained by an innovative title, plan & development
- **New approaches for known themes**
 - E.g. Historical approach, that widens the scope for analysis. Original story in the plan...
- **New aspects of an established or known theme**
 - New chapters, paragraphs
- **New thematic application of material**
 - To support new thematic facts

New themes !

8.3 Roads, railroads and cable cars allow an easier and faster access

In the first decades of the 20th century cable cars were introduced to allow an easy ascent to the mountains. Between 1926 and 1930 cable cars were built on Zugspitz ...



Registered letter from Schneefernerhaus on Zugspitz, Germany 1937



Composite colour proof

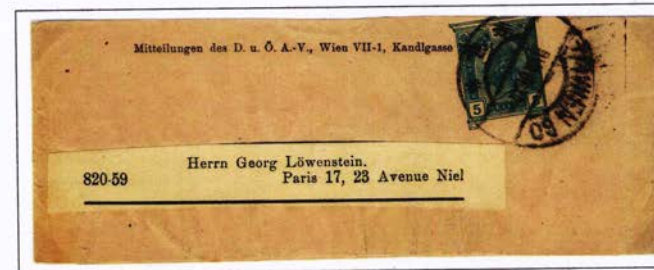
... later on Aiguille du Midi and many other peaks.



.. and Dachstein ...

8.5 Alpine journals and telephones in cabins

The first informative journal of the OeA, the Oesterreichische Alpenzeitung appears in 1863, followed by **Mitteilungen des DOeAV**, distributed by mail with **wrappers**, the Alpine Journal, and in 1895 by Slovenian **Planinski Vestnik**.



Hand cancelled 1906 wrapper



Preobliterated with own postmark 1914 wrapper



Rudolf Badura, a contributor to Planinski vestnik



Planinski vestnik

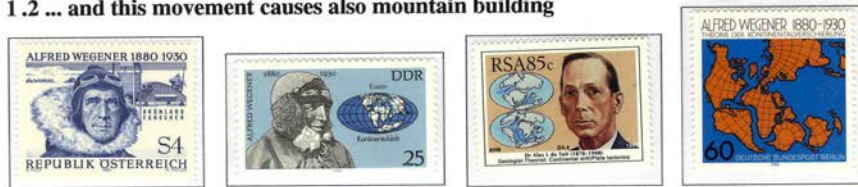
The construction of cablecars

Mountaineering journals

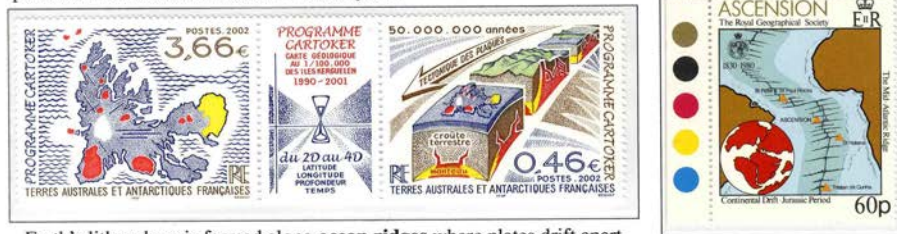
New chapters

The origin of mountains

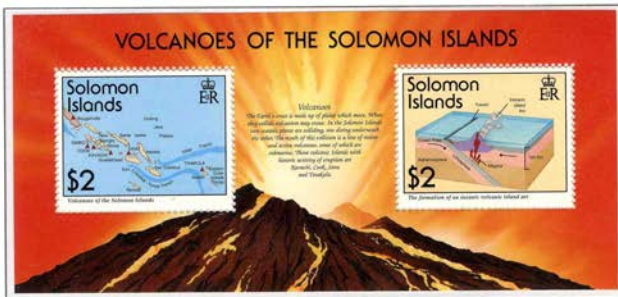
1.2 ... and this movement causes also mountain building



In the beginning of the 20th century **Alfred Wegener** and later **du Toit** proposed the idea of continental drifts, which is today at the basis of the modern **plate tectonics** theory explaining earthquakes and mountain building processes that last several tens of millions of years.



Earth's lithosphere is formed along **ocean ridges** where plates drift apart



Subduction and destruction of the of the lithosphere under another plate originates **volcanoes** and **mountains**. In Europe three successive orogenesis gave birth to **Caledonian**, **Variscan** and **Alpine** mountains



Tectonic plate movements generating earthquakes originate both **mountains** and volcanoes. Specimen and essay print in two colours only (1=yellow, 2=green)

Limits to climbing

14.2 Limits to climbing

In some very **steep** mountain cliffs birds of prey use to have nests: in order to preserve their habitat some limits have been imposed on climbing such walls



Climbing must not scare birds!



THEMATIC KNOWLEDGE

BASIC requirements:

- ☐ Appropriateness, conciseness and correctness of thematic text
- ☐ Correct thematic use of the material

Achievements:

- ☐ Presence of new thematic findings for the theme
- ☐ Use of material that has a thematic qualification which is not immediately obvious and needs to be discovered by the exhibitor

Thematic Knowledge: examples

Thematic text

NO TEXT..... OR TOO MUCH TEXT !!



NO TEXT OR TOO LITTLE TEXT !!



... denotes poor thematic knowledge!

Too much text, not concise

CAFÉ COFFEE KOPI COFFEE KOPI KAFFA CAFÉ COFFEE KAFFA COFFEE KOPI CAFÉ KAFFA KOPI

GOOD TO THE LAST DROP

3. Coffee's culture and paraphernalia
The coffee service: tableware

A complementary art is the design and manufacture of tableware for coffee consumption.

Origins of porcelain in Europe

The Chinese had mastered the production of porcelain long before the west became aware of it, and by the seventeenth century oriental porcelain had become a valuable export commodity in the China trade. Meissen china is the first European hard-paste porcelain that was developed from 1708 by E.W. von Tschirnhaus, a mathematician and scientist, who had experience with the manufacture of glass. After his death Johann Friedrich Böttger, continued his work and brought porcelain to the market. The production of porcelain at Meissen, near Dresden, started in 1710 and attracted artists and artisans to establish one of the most famous porcelain manufacturers, still in business today as *Staatliche Porzellan-Manufaktur Meissen GmbH*. The first type of porcelain produced by Böttger was a refined and extremely hard red stoneware known in Germany as *Böttgersteingut*. It retained very crisp definition in its mold-cast applied details, on bodies that could be polished to a gloss before firing. Models were derived from Baroque silver shapes and Chinese ceramic examples. Meissen's production of a hard paste white porcelain that could be glazed and painted soon followed, and wares were put on the market in 1713. Böttger early foresaw the production of tableware, and the first services were made in the 1720s. Initial services were plain, but his chief "m-delmaster" Johann Joachim Kaendler soon introduced matching decorations (1733).

Lenox China
Your assurance of lasting quality

Lenox is an American company that sells tabletop, giftware and collectible products sold under the Lenox and other brands. They are the only major manufacturer of bone china in the United States. Lenox was founded in 1889 by Walter Scott Lenox in Trenton, New Jersey. From the start it was organized as an art studio and not as a factory. It did not produce a full range of ceramic articles but rather one-of-a-kind art wares. The company at first had just eighteen employees. Lenox's products were first displayed at The Smithsonian Institution in 1897. Lenox was the first North American bone china to be used in the White House, among the U.S. presidents who have used Lenox coffee services are Roosevelt, Wilson, Truman and Clinton.

Wedgwood
Prestige Booklet containing Machin basic rates' stamps.

Josiah Wedgwood and Sons, commonly known as Wedgwood, is a pottery firm founded on May 1, 1759, in England, by Josiah Wedgwood. (Nowadays is an American company based in New York.) Wedgwood worked with the established potter Thomas Whieldon until 1759 when relatives leased him the Ivy House in Burslem, allowing him to start his own pottery business. In 1765, Wedgwood created a new earthenware form which impressed the then British Queen consort Charlotte, who gave permission to call it "Queen's Ware"; this new form sold extremely well across Europe. Wedgwood developed a number of further industrial innovations for his company, notably a way of measuring kiln temperatures accurately and new ware types *Black Basalt* and *Jasper Ware*. Wedgwood's most famous ware is jasperware. It was created to look like ancient cameo glass. It was inspired by the Portland Vase, a Roman vessel which is now a museum piece. Today, the Wedgwood Prestige collection sells replicas of some of the original designs as well as modern neo-classical style jasperware.

Plastic ware and inexpensive china are quite popular today.

Buddha Images for the Seven Days of the week

6.3j Seven Days Buddha: Certain events in the Life of the Buddha are thought to have occurred on certain days. The Buddha Images representing these events, are thus also associated with the days on which they occurred.

Buddha for Sunday - The Sunday Buddha image is standing with arms crossed in front of the waist with the right hand covering the left hand. Buddha obtained enlightenment while sitting under a bodhi tree. The image represents a time just after Buddha obtained enlightenment when, for gratitude, he stood and admired a bodhi tree for one week without blinking his eyes.

Buddha for Monday - The Monday Buddha image is standing with right hand raised to shoulder height with the palm out and the fingers extended (the *abhaya mudra*). This image represents Buddha pacifying the relatives when Buddha returned from heaven after three months, his relatives were arguing about the rights to water flowing through their land. Buddha persuaded them to compromise.

Buddha for Tuesday - The Tuesday Buddha image is lying on his right side, head resting on his arm, toes even. It represents when Buddha entered *parinibbana* at his death on Tuesday.

Buddha for Wednesday - The Buddha image for Wednesday is standing and holding an alms bowl with both hands. It indicates the time Buddha returned to see his father. In the early morning, monks make their alms rounds to collect food. Buddha did the same and his father was upset that Buddha was "begging" for food.

Buddha for Thursday - The Thursday Buddha image is sitting in a full lotus position with soles upward and visible, the hand resting in the lap, right above left with all fingers extended, palms upward (the *dhyani mudra*). In this position, some believe the body is receptive to energy through the top of the head and through the open palms.

Buddha for Friday - The Friday Buddha image is standing with both arms crossed over the chest with the right hand covering the left. This position indicates contemplation and consideration, and represents Buddha contemplating the subtle nature of dhamma and ponders on how to reveal this to mankind.

Buddha for Saturday - The Saturday Buddha image is sitting in a full lotus position in meditation on the coiled body of the naga Mucalinda that used its head as a cover against rain. This pose represents a time during the sixth week after Siddhartha's Enlightenment, when the naga king protected the meditating Buddha against heavy rainfall by making a shelter with his multi-headed hood and lifted him above the flood waters by coiling its body under him.

47

... distracts from the attention to the items and the details in the text are not all linked to the items shown!

Thematic Knowledge



ERROR: The Neanderthal flute was found in Slovenia
And NOT in the Schwabish Jura in Germany as claimed...

Thematic Knowledge: examples

Direct thematic information

2. BUT AT FIRST FEAR PREVENTED MAN FROM ASCENDING MOUNTAINS....

2.1 Mountains as the seat of gods

In the past men regarded mountains as inaccessible places high among the clouds where gods were living. Mountains were regarded as holy places where men should not adventure.



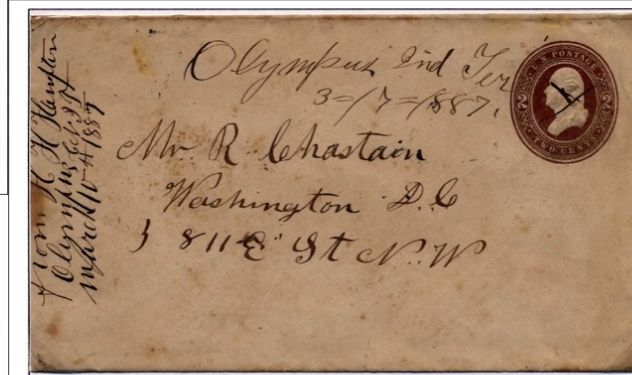
In Greek mythology the cave on **Mount Ida**, named after the nymph who nursed him,...



... was a refuge of the newborn god **Zeus**, who later on ...



Zeus



Olympus

'SURPRISING'
material

According to Greek mythology, the god of thunder **Hephaistos**..



Coil issue, horizontal shift of vertical cut



.. **forged** lightnings..

... dwelled on **Mount Olympus**.

1887 pen-cancelled letter sent from the small post office Olympus, open from 1885 to 1895 in the Indian Territory, now Oklahoma, to Washington D.C. The postmaster had to write the name of the place, state and date on the outgoing letters. Probably **UNIQUE**.



... on **Mount Etna**...

1865 letter sent unpaid from New York to Reims, France, via London and Calais in a closed French mail bag on the Inman line steamship '**Etna**'. Processed at the Paris foreign mail section, was marked 8 decimes postage in black ink, i.e. 15 cents, of which 9, see New York marking, were due to the Americans under the 1857 US-French postal convention.



... whereas the **Muses**, the nine goddesses who presided over literature arts and sciences...



Etna

Muses

Parnassus

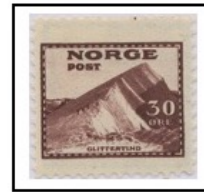
... lived on Mt. **Parnassos**.

Thematic Knowledge: examples

Indirect thematic information



In orange



In dark violet



In dark brown

Proofs of a stamp for the Norway 1914 series, not issued.

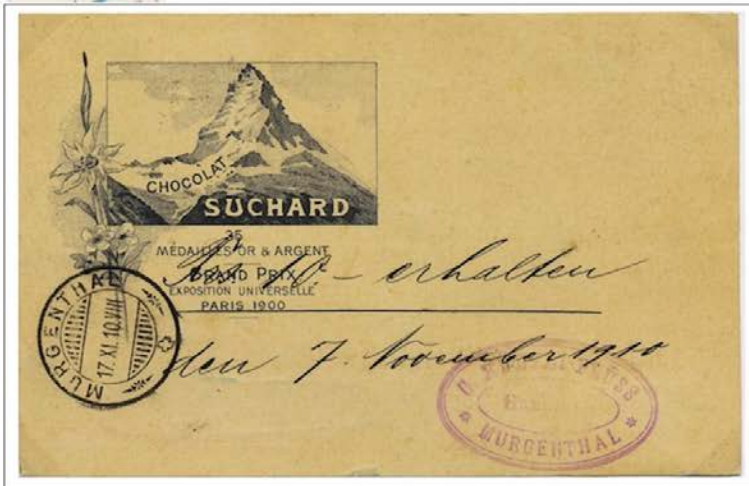
In 1914 **Glittertind** was the highest Norway mountain, but due to warming **its huge snow cap melted** and is now the second highest.

Climate changes



Emil **Solleder** and Gustav **Lettenbauer** in 1925 climb the NW face of **Civetta**.

Lavareo are depicted and NOT Cerro Castillo!



Private print on Swiss 5 Rp postal card sent 1910 (15 Rp domestic rate)

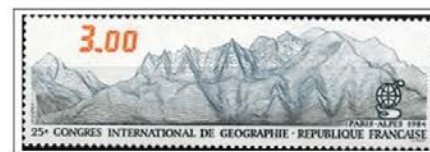


Moving post office, Slovenia



Tete-beche se-tenant

After having travelled from Munich to Zermatt on **bicycles** ...



Cassin, Esposito and Tizzoni climb in 1938 the Walker pillar in the **Grand Jorasses**, Mont Blanc massif. Pitons and bivouacs were the key for success!

Bicycle

... in 1931 Franz and Toni Schmidt climb the **northern face of Matterhorn**.

Thematic Knowledge: examples

'Surprising' thematic information

12.3 The "giants" fall one after the other



Broad Peak,
K3 (8047 m), in
the Karakoram,
falls to
Austrians in
1957 ...



... **Gasherbrum I, K5** (8068 m),
to Americans in 1958.

The Swiss tried to
conquer **Dhaulagiri**
(8167 m) in 1958,
but had to desist ...



... although they
conquered it two
years later, on May
13, together with
Austrians.



Nepal-Dhaulagiri cancellation on Nepal stamps, but
the mail was handed over to Indian post for
international delivery

A 1928 German "Stammkarte": each card
documented changes of a Francotyp cancellation

Stempelbild

3035

Düsseldorfer
Rückversicherungs-
Aktiengesellschaft

DEUTSCHES REICH
045

Francotyp: B 1235 Post: Düsseldorf 1

Firma: Düsseldorf Rückversicherungs A.-G.

Motor: Levy Nr. 241621 220 Volt = 1/2 Ps

Übersetzung: Motor: 900 Masch.: 1000 Riemen R

Deliefert: 3.11.28

Stand des Summenzählers: 999 000 Sperrung auf: 500.-

Stand des Kartenzählers: 099 angefangene Karte Nr.: 001

Plombenschlüssel (Post) gez. Nr.: 11125 Permutationsnummer: 1834

4115

6.8.30

DEUTSCHES REICH
008

EOS
Deutscher Bestattungs- und Lebens-Versicherungs-
Verein Aktiengesellschaft Düsseldorf

0203

Deutsche Reichspost

Deutsche Reichspost

Insurance

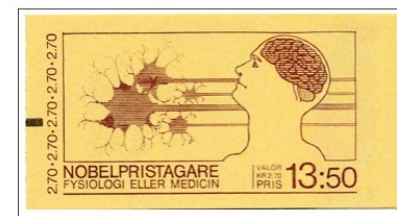


When venturing to
8000-ers you better
insure your life ...

... although the **best**
defense against
accidents is **your**
own caution!



Heart



Swedish
stamp
booklet

Brain

... since the scarcity of oxygen as such
altitudes can damage the **brain!**

Thematic Knowledge: examples

‘Surprising’ thematic information



In 1975 a British team with Doug Scott and Dougal Haston climb the **SW Everest face** and had to bivouac on the south summit.



*Postcard probaly
torn in the sorting
machine bearing
the French
postmark
PARVENU EN
MAUVAIS ETAT
(=came in bad
condition)*



Arrived in
bad
conditions

Doug Scott had an incredible odyssey on the Ogre in Pakistan. Starting the descent he broke both of his legs at the ankle and returned to the base camp in **very bad conditions**.

Thematic Knowledge: examples

Indirect (and 'surprising') thematic information

BALLON
MONTÉ
TORRICELLI



In 1647 the first
altitude
measurements
were made on
Puy de Dôme
(Mont Dore,
France)...

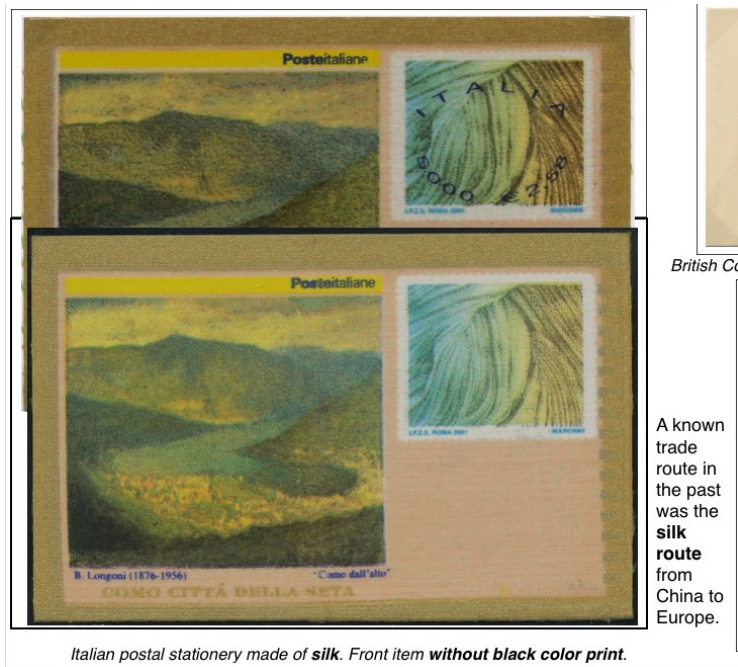
1870. PAR BALLON MONTÉ. "TORRICELLI"
letter flown on 23 January 1971 from besieged Paris (Gare du
Nord), arriving to Lille Nord on 27 January. ©

...with a Torricelli barometer by order of Blaise Pascal.

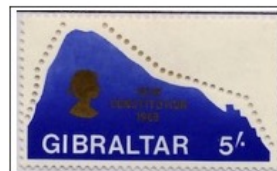


Thematic Knowledge: examples

Indirect thematic information:
"surprising" material used for printing, perforation



THEMATIC USE OF PERFORATION



Mountain-shape perforation.

Most of the mountains are formed by tectonic folds, that have a **gentle slope** on one side, and a **steep one** on the other.

PRINT ON BANKNOTE PAPER



Triglav depicted between the legs of the "chainbreaker", first Slovenian stamp.

Proof on banknote paper



All first ascents were made along the **gentle slopes**, since they do not require much **balance**!

Oblique gently-sloping horizontal perforation.

Thematic Knowledge: examples

Indirect thematic information:
postal services functions, that have a thematic significance



Mürren hotel stamp

In Switzerland some cabins turn into hotels and introduce **hotel post stamps** for the fee to be paid to the hotel for carrying mail to the nearest post office.



Belalp hotel stamp



Rigi Scheideck hotel stamps



SWISS HOTEL
STAMPS
(recognised by the
post in the period
1864-1883)



This service was recognized by postal authorities between 1864 and 1883.

St. Gotthard hotel stamp on a postal card carried to the post office of Airolo. SCARCE

PHILATELIC KNOWLEDGE

BASIC requirements:

- ☐ Full compliance with the **rules of postal philately** (*e.g. no cut stamps or cut postal stationery, improper MC*)
- ☐ **Appropriateness of postal documents** (*select items of real philatelic significance, justification of borderline items*)
- ☐ Appropriateness and correctness of **philatelic text**, when required (*e.g. to describe unusual, rare, postal history, borderline items...*)
- ☐ Presence of the **widest possible range** of postal-philatelic material and its **balanced use** (*items of all periods and from as many countries as possible within the possibilities of the chosen theme*)

PHILATELIC KNOWLEDGE

Achievements:

- ❑ Presence of **widest** possible range of postal-philatelic material and its balanced use
- ❑ Presence of material which has **not yet** been **researched** for that theme. Or where that has been very little research
- ❑ Presence of **philatelic studies** and related **skilful use of important philatelic material** *(if the material is of thematic and philatelic importance, a concise and balanced philatelic study is commendable)*

Variety of material

PART I. THE STORY FROM MAN'S FIRST TIMID APPROACHES INTO THE REALM OF MOUNTAINS ...

1. MOUNTAINS ARE MUCH OLDER THAN MEN....

1.1 The earth beneath our feet is moving....

People have experienced sudden Earth movements in the past, but at first attributed them to animals. Only in the last hundred years geodetic measurements proved that the earthquakes are a natural phenomenon, that shape the morphology of the Earth's surface.



Many earthquakes are known from historical times. E.g., more than three hundred years ago a strong **earthquake** completely destroyed **Port-Royal** in Jamaica.



In the old times people attributed the cause of earthquakes to animals. In Slovenia the cause was a mythical creature called "**Faronika**" half fish, half human...



... whereas in Japan earthquakes were believed to be caused by **catfish**.



The American geodesist H.F.Reid using **geodetic instruments**...

German postal stationery "**Patentbrief**" with privately printed advertising, 1909.



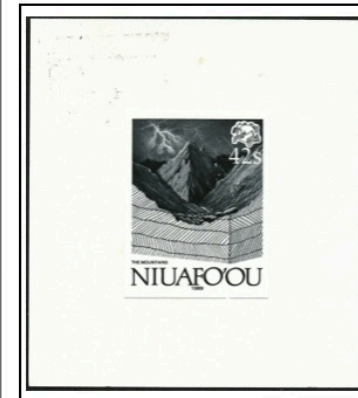
... and a **geodetic network**...

Mono-
chrome
proof

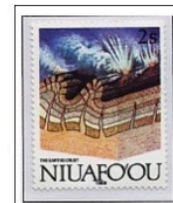


... proposed the **elastic rebound** theory, according to which...

.. stresses acting on **undeformed layers**..



... in the Earth's crust **deform rocks**...



... which then **break up**.

2. BUT AT FIRST FEAR PREVENTED MAN FROM ASCENDING MOUNTAINS....

2.1 Mountains as the seat of gods

In the past men regarded mountains as inaccessible places high among the clouds where gods were living. Mountains were regarded as holy places where men should not adventure.



In Greek mythology the cave on **Mount Ida**, named after the nymph who nursed him,...



... was a refuge of the newborn god **Zeus**, who later on ...



Use of
Postal
history
items

According to Greek mythology, the god of thunder **Hephaistos..**



Coil issue, horizontal shift of vertical cut

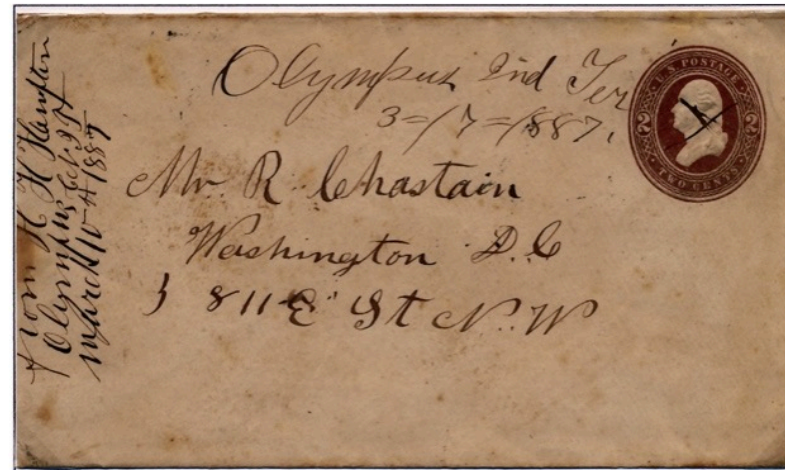


.. forged lightnings..

... on **Mount Etna**...

... dwelled on **Mount Olympus**.

1887 pen-cancelled letter sent from the small post office Olympus, open from 1885 to 1895 in the Indian Territory, now Oklahoma, to Washington D.C. The postmaster had to write the name of the place, state and date on the outgoing letters. Probably **UNIQUE**.



1865 letter sent unpaid from New York to Reims, France, via London and Calais in a closed French mail bag on the Inman line steamship '**Etna**'. Processed at the Paris foreign mail section, was marked 8 decimes postage in black ink, i.e. 15 cents, of which 9, see New York marking, were due to the Americans under the 1857 US-French postal convention.



... whereas the **Muses**, the nine goddesses who presided over literature arts and sciences...



... lived on **Mt. Parnassos**.

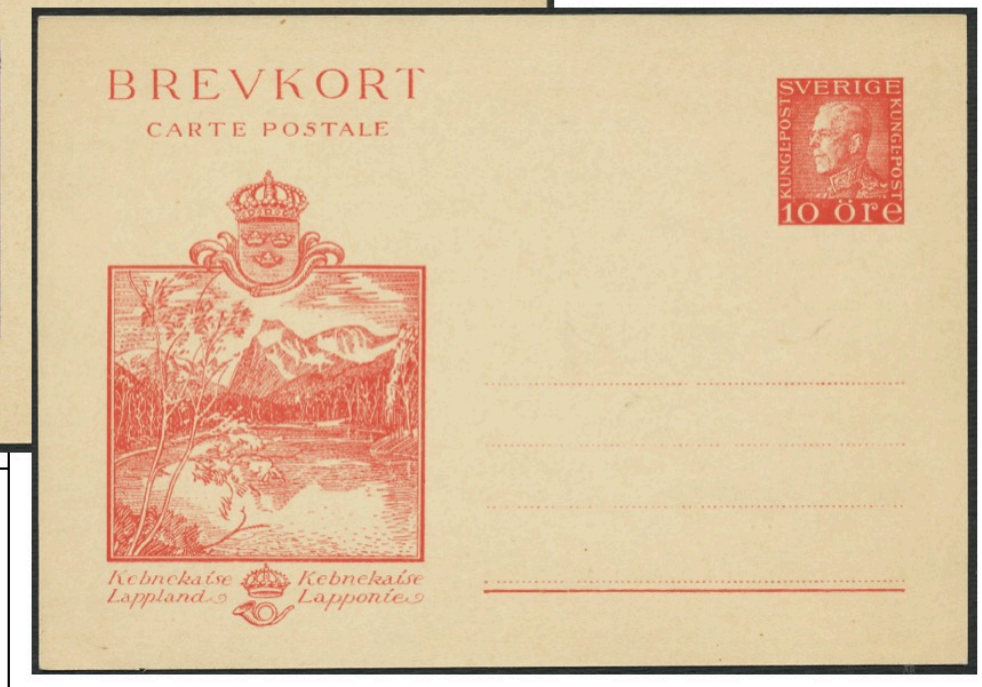
Description of unusual or rare items



In 1803 Agassiz and Desor spend several weeks on the Aar glacier...



... to study glacier movements.

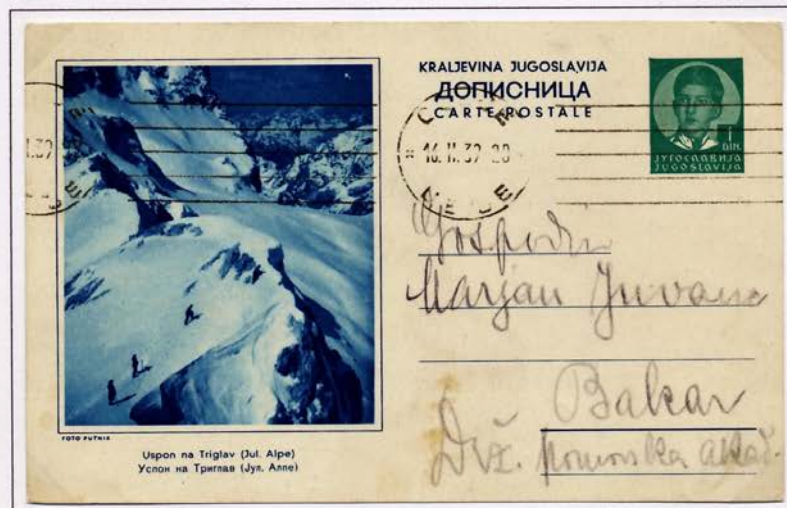


The French explorer and glaciologist Charles Rabot is the first to cross the peak glacier and conquer **Kebnekaise**, Sweden's tallest peak, in 1883.

Sweden 1929 colour proofs with unaccepted 10 öre denomination. Less than three colour proofs of each lilac (middle) and red (right) colours of the accepted design depicting the mountain of "Kebnekaise" are recorded. The final production was with 15 öre denomination imprint (left), postcard rate from 1.10.1925 until 30.6.1936 to foreign destinations. The proofs indicate an intended initial usage for domestic postcard rate (10 öre). The view with the Kebnekaise is the **ONLY** view (out of 20 issued) existing with proofs of this type. Postcards commercially used from 26.3.1929 until 30.6.1936.

Small philatelic study

Enhance some important stamp with die proofs, important varieties



Balthasar Hacquet, a physician and natural scientist...

Kingdom of Yugoslavia, 1938, fifth edition of illustrated postal cards

... ascends in the year 1777 from Srednja vas over Velo polje on the **Small Triglav**.



Commemorative cancellations: 200 years of Triglav ascent

Local people Luka Korosec, Stefan Rozic and Matija Kos accompanied the local doctor Lovrenc Willomitzer on top of **Triglav** on August 26, 1786.



... hoping to **crown their ascent** with success, and yes, finally ...

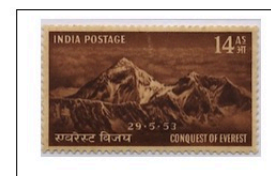
... and **Everest is finally conquered on May 29, 1953!**



Essay in green



Essay in orange



Essay in brown



Essay in blue

Four essays of the 14 Anna conquest of Mount Everest stamp, India 1953. The stamps were issued with a slight modification: clouds were later added on the bottom left part of the stamp (ex Park collection).



Issued 2 anna stamp



Error in colour

Error of colour of the 14 Anna stamp printed in bright violet colour of the issued 2 Anna stamp (ex Park collection)



Issued stamp in brown with clouds added



Back side of a registered letter from Calcutta to Christchurch, postage 24 Anna (16 Anna on the front side).

Philatelic study with essays, varieties and usage

8.2 Dangers, safety and rescuing



If due to an approaching warm front the mountain peaks are engulfed in clouds....

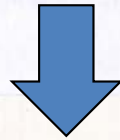
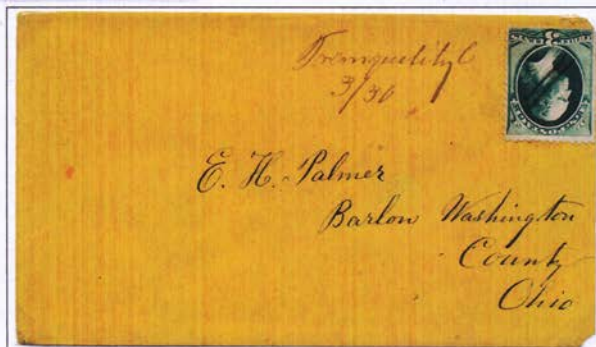


... fog suddenly covers everything, and if you are on a glacier...



It is important in such cases not to lose one's tranquility and to advance carefully.

Tranquility, Ohio, pe n cancellation, postoffice name and date (Sep 30, 1875). Operated between 1848 and 1912. RR



Composite proof on thin paper signed by engraver Hourriez. Proof of the frame next to that of the vignette.

... then you see only whiteness in front of you.....and the shape of the mountains can be only imagined...

The most difficult mountain still resists: **Fitz Roy** (3375 m), a granite pillar, flagelled by fierce winds.



Lionel Terray and Guido Magnone in 1952 use one piton after the other ...



Shifted vertical perforation



Skilful thematic use of philatelic elements



Italian 1978 expedition cancella

...and with artificial climbing technique ..

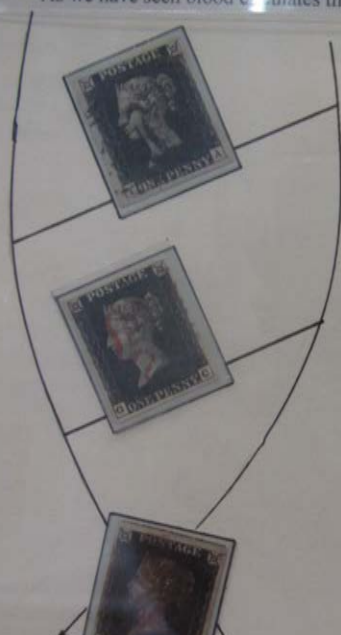


... conquer the peak



2.3. COMPOSITION OF BLOOD.

As we have seen blood circulates through the heart to all parts of the body



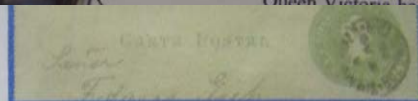
DNA is a double helix chain, made up of nucleotides, within the cells chromosomes, and is the building block of all proteins and cells in the body.

The 4 different nucleotides of DNA are paired together - Adenine with Thymine, and Guanine with Cytosine.

The DNA chain is illustrated with the QV line engraved on the issues and the relevant position letters. The black Maltese cross links the T-A bonds, and the red Maltese cross links the C-G and G-C bonds.

An error in the sequence of amino acid production of an abnormal protein. Queen Victoria had such an abnormality (page 44)

Buenos



... a ship was sinking



USA, 1983, Misperforated.



Blood drop in correct position but red ink smear error on stamp face

Red ink smearing giving an impression of blood smearing - donated blood must not be wasted!



Perforation shift error

but love can sometimes lead to a broken heart!

SKILFUL THEMATIC USE
OF PHILATELIC ELEMENTS

PHILATELIC KNOWLEDGE

OVERLAPPING

Postal-philatelic items (e.g. stamps, postal stationery, proofs, sketches..)
should be shown in their entirety.

Overlapping is **allowed** when showing **varieties** of postal stationery, in a way that the detail with the variety itself is clearly visible. **Windowing of cancellation and imprint on a postal stationery** is allowed when the thematic text refers to the cancellation. Windowing or folding is allowed **for very large items** such as large telegrams, complete sheets of stamps etc.

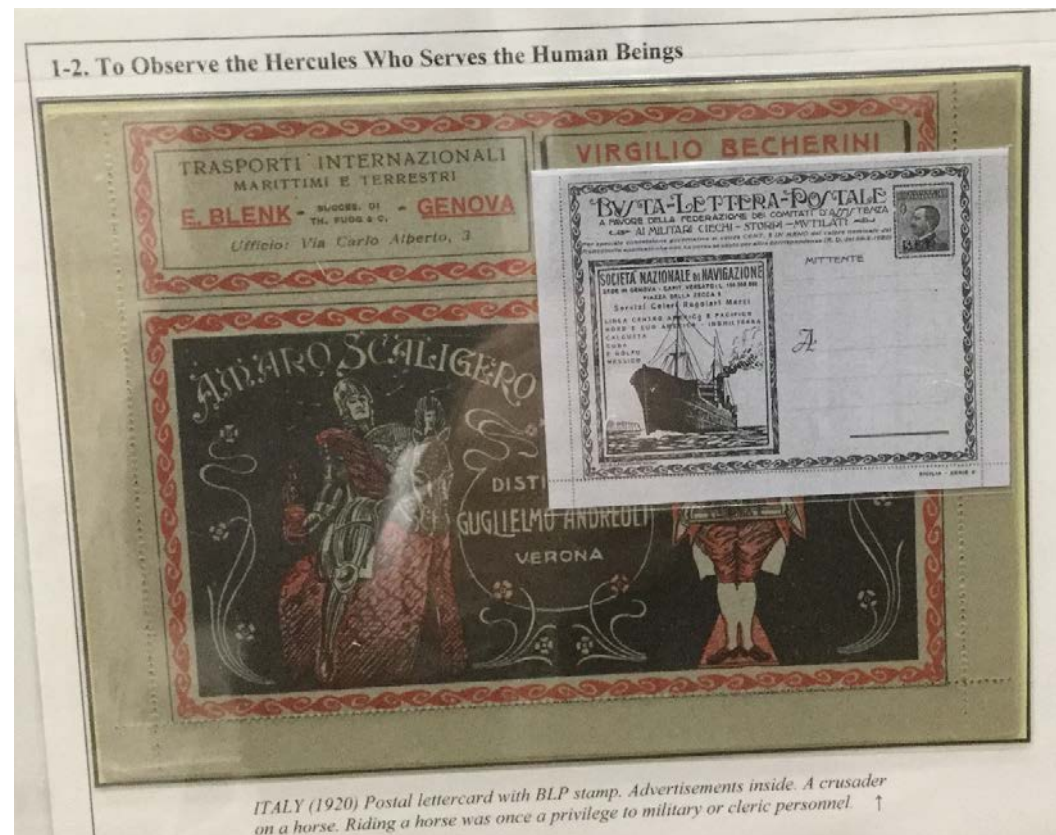
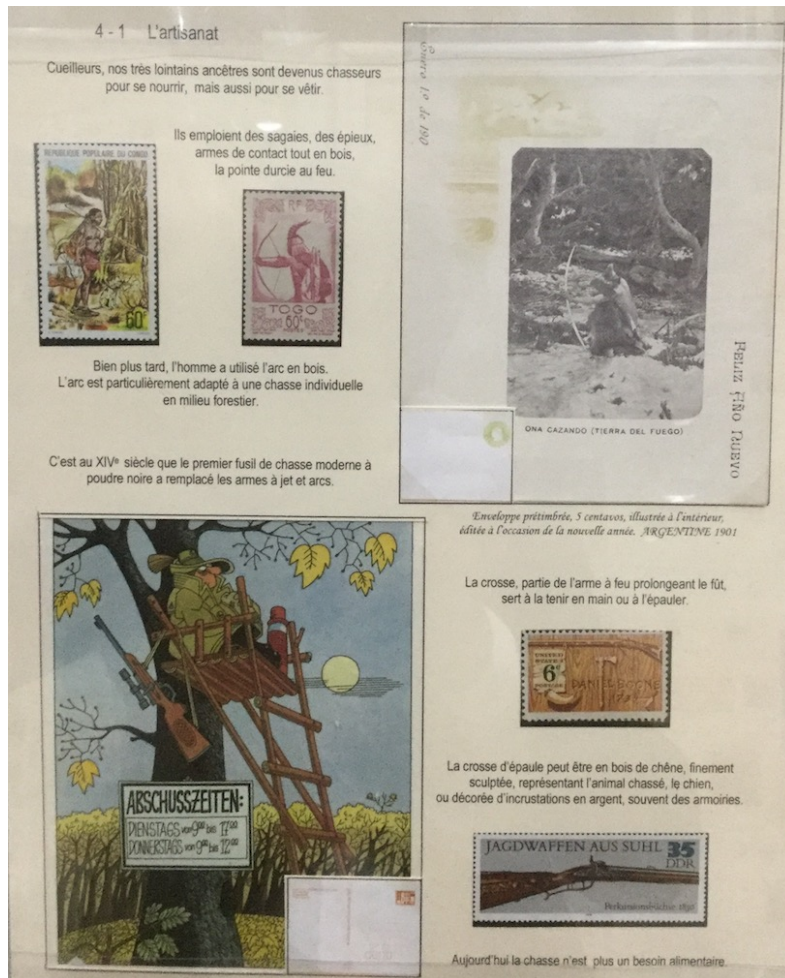
Some examples

A pre-philatelic cover overlapping a postal stationery



Some examples

Postal stationery overlapped by photocopy

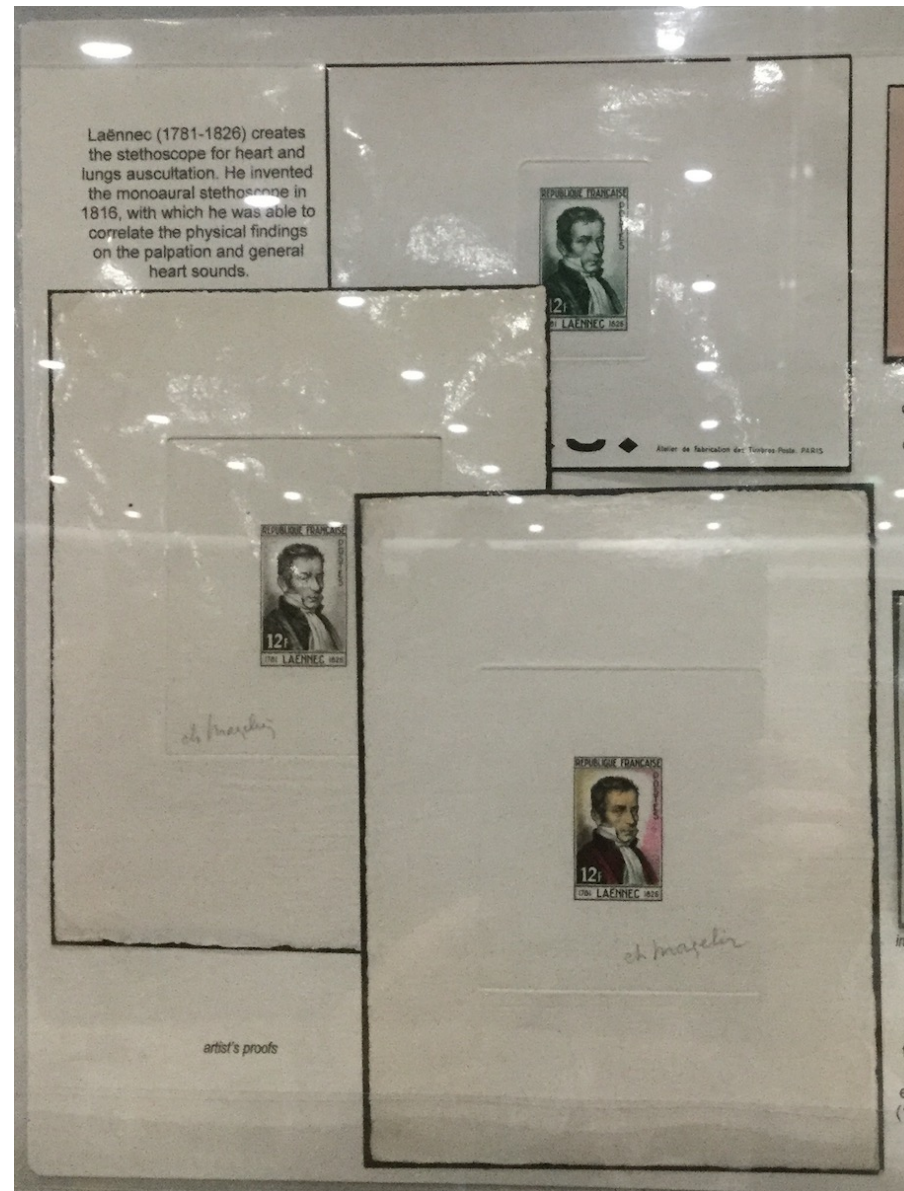


Some examples

*Overlap of a proof
by proof.*

*Same design but on
the upper one even
the design is
overlapped!*

*Moreover the upper
one is a Deluxe
proof, better not to
show it ...*



Some examples

Overlapping is allowed when showing variants
of postal stationery

Overlapping is thus allowed between the three postal stationery items!



RARITY

- ❑ Rarity depends on the difficulty to achieve an item
(availability)
- ❑ ... and on the general demand for this item in philately
(importance)
- ❑ Items which, despite being very rare, have no or insufficient relationship to the theme, should not be included
- ❑ Borderline (even inappropriate - if present) items, even if very rare, do not count in the evaluation of rarity

General and specific importance

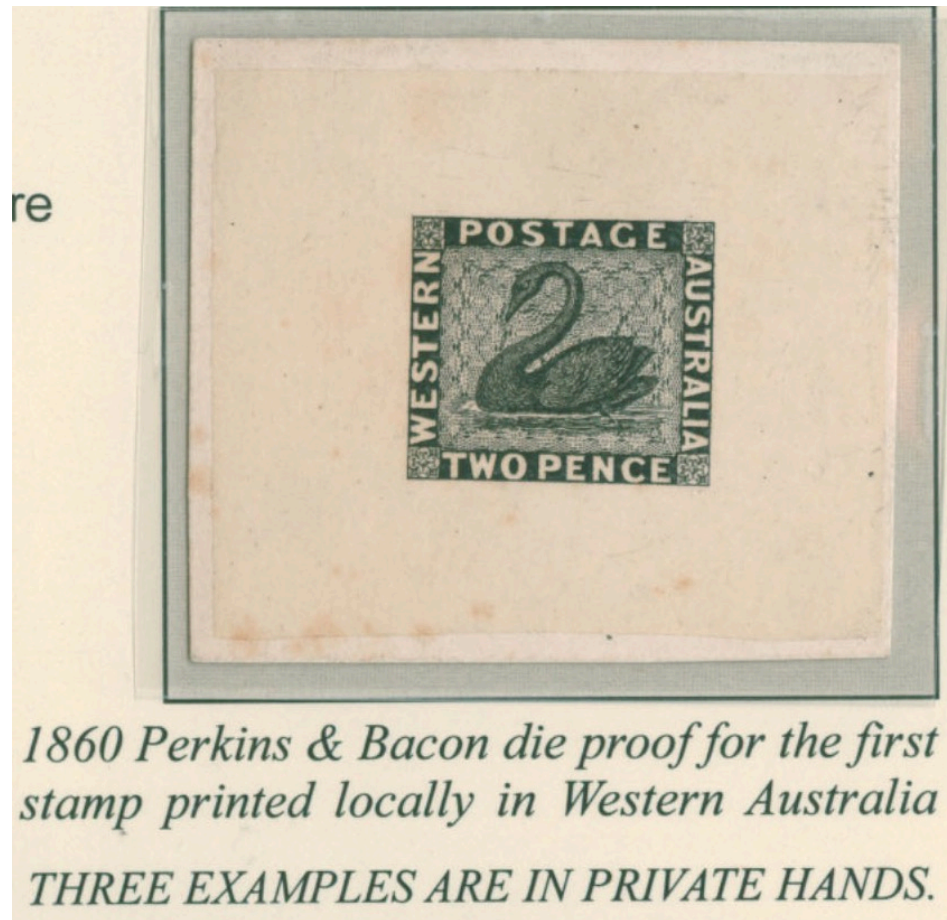
General importance is seen as the significance for philately or postal service per se.

In other terms, the key items of significant subjects are the items of general importance. (Not every theme allows for including such material.)

Specific importance is defined as the significance of an item for the subject: Hence, important items are those which are the “key items” of a subject.

General importance

Example of such material



© Damian Läge

Specific importance



For Scouting exhibits

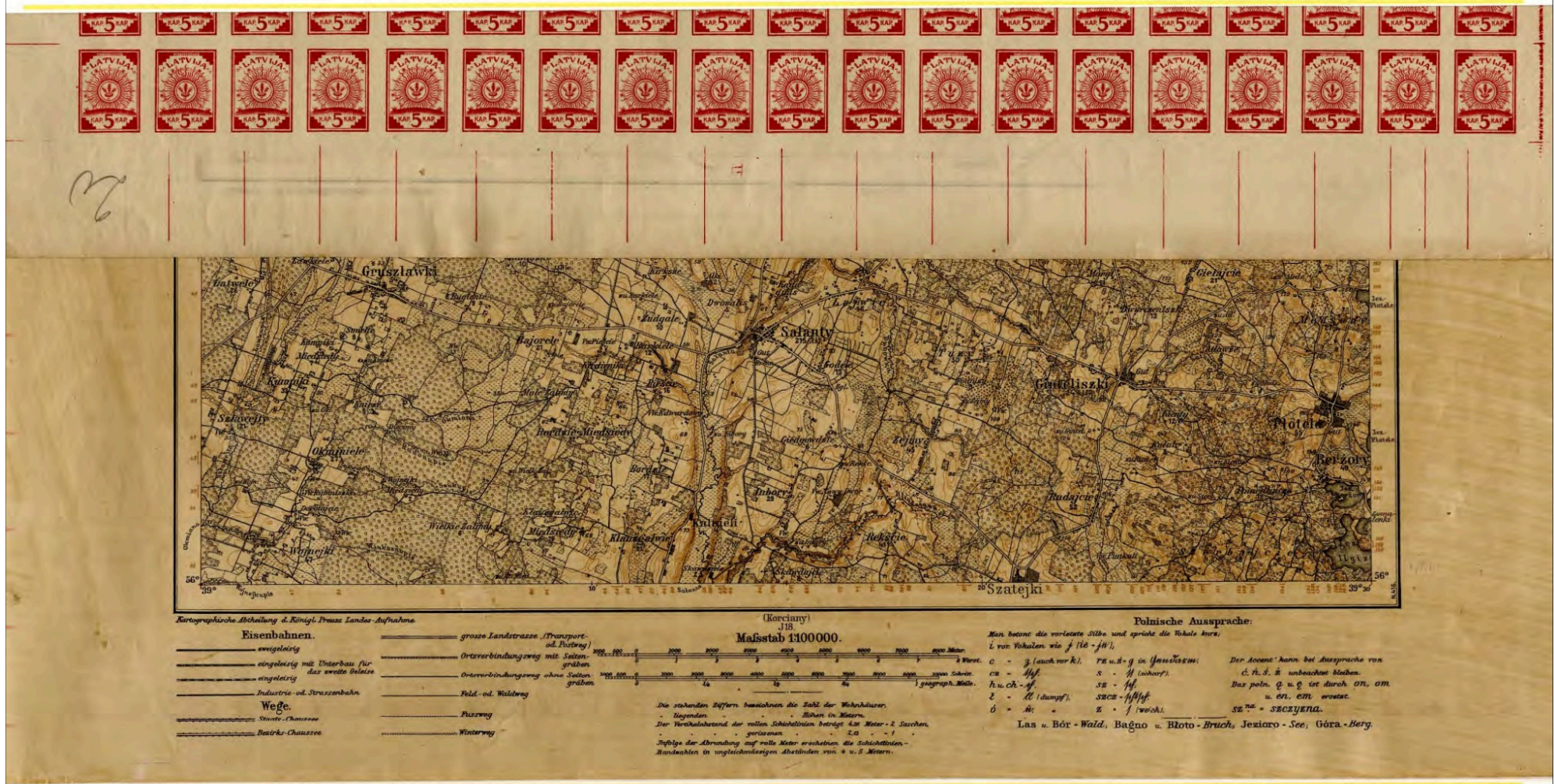
For Bicycle exhibits



Specific importance

For military themes exhibits

1918, Latvian first issue printed on reverse of military map. This is a full pane of 228 imperforate stamps



Degree of **importance** of philatelic material

- Stamps
- Postal stationery and booklets
- Other: cancellations, telegrams, frankings ...
- Artist sketches and examples of printing process*
- Examples from postal history

(*) Depends on the issuing country and printing house (e.g. Tonga vs. House of Questa)

Importance of Proofs and Essays

- ❑ world status essays and proofs for the most classic stamps
- ❑ high importance: accepted drawings and essays, unissued stamps,
die proofs for controlling engraving process
- ❑ moderate importance: rejected stamp drawings,
colour and plate proofs (production process),
presentation sheets, cards for asking final approval
- ❑ lesser importance: preliminary drawings of accepted designs,
presentation issues (including artist's die proofs),
colour proofs for philatelists,
modern colour separations
- ❑ no importance: preliminary drawings of rejected designs,
imperforated stamps from French countries,
modern specimen stamps,
photographic archive material

NB: Items from the latter two categories do not substantially improve the philatelic quality of an exhibit.

RARITY

Judges will primarily be looking for:

- ☐ Rarities of general importance in philately, if available for the theme
- ☐ Rarities of specific importance for the theme, if known to exist
- ☐ How easy it is to duplicate the exhibit

Judges will also be looking for:

- ☐ Scarce and uncommon items, particularly from TR, PH, PS

BASIC requirements:

- ☐ Normal and modern material plus unusual and scarce items

Achievements:

- ☐ Presence of rare items

CONDITION

Common material
must be in top (normal) condition

Scarce and rare material
– since not easily available – may vary in condition.

The best is when an exhibit shows (many) top rarities
and all of them are in their best possible condition.

CONDITION

- Cancellations should be as clear as possible with all essential wording complete and allow the stamp design, where thematically relevant, to be clearly visible.
- Booklets should be presented complete with stamps.
- If an item has been restored or manipulated, it must be described as such.

Basic requirements

- Normal and modern material in excellent quality, plus all unusual in good quality, and rare material in average condition

Achievements

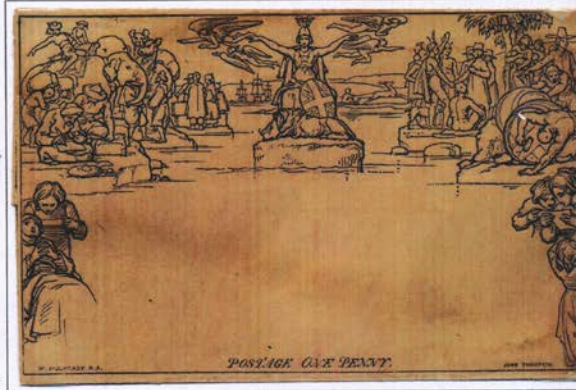
- Rarities in above average up to the best quality

3.1 Military expeditions

In 218 BC Hannibal traverses with 40000 men, 9000 horses and 37 elephants ...

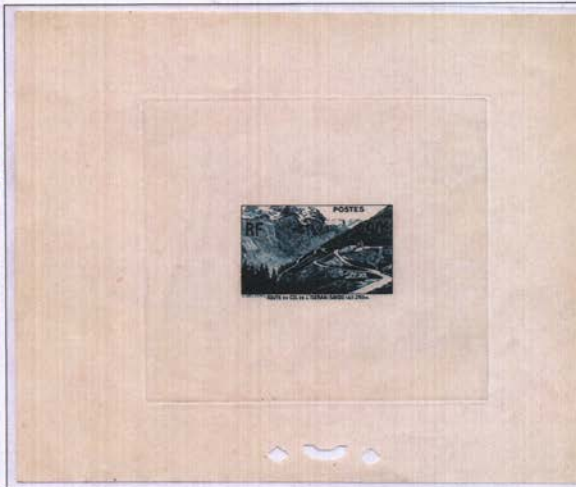


... the eastern Pyrenees and the Alps using for the latter an unknown route, but certainly one of the Alpine passes!



Mulready envelope, first (British) postal stationery.

Stage proofs in different colour (left) and Printer inspection die proof (below).



Mulready in **poor condition** (left)

A **good condition** one (below)!

3.1 Military expeditions

The first known crossings of the Second Punic war and by Julius

In 218 BC Hannibal traverses with 40000



1840 Mulready one penny letter sheet, stereo A15, **cancelled against regulations by two strikes of red Maltese cross**. Backstamped CHEPSTOW JU 21 1840 (Wales) and sent to Bath with ms "More to pay 2d" postage due. Unusual!



With five legions...



.. Julius Ceasar crossed the Alps ..

... across **Mont Cenis** in 51 BC.



... the for the an Alp



PRESENTATION

Criteria mentioned in the Guidelines

Clarity of display

Clarity of text

The overall aesthetic balance of the exhibit

The efforts of the exhibitor are demonstrated by the arrangement of the items and the text on appropriate exhibition pages in order to effectively communicate the story and to highlight the philatelic material in an attractive and aesthetic way.

- Hints:
- Use white or very light colored paper
 - Do not use black Hawids
 - Do not frame the page
 - Do not overcrowd the page
 - Use blank space only for high-lightning rarities
 - All pages should have the same template

THANK YOU
FOR YOUR ATTENTION !!

