

# Optimizing your postal stationery exhibit

Lars Engelbrecht FRPSL

Editor Jonas Hällström

## Philatelic Summit Papers

Number 4



AuctionHouse international

*Postiljonen*

*We value your collection*





The **Malmö 2nd International Philatelic Summit** was conducted 27-29 April 2012, which confirmed this Summit's strong reputation by attracting 92 delegates, representing 23 different countries from four different continents. This was an increase in attendance from the first Summit in 2009 with 81 delegates from 18 countries representing four continents. While Europe was the dominant continent because of proximity, delegates came from as far away as China, Korea, India, Brazil, Costa Rica, Mexico and the United States.

What makes these attendance statistics particularly impressive is that the Summit is a "destination event" where philatelists were showing up to talk even though no medals were being handed out! Any serious philatelist or exhibitor was welcomed to attend simply to participate in the discussions and debates about issues in exhibiting which are important to them in this current moment of the hobby's life. And we are all finding that exhibitors and philatelists from all over sense the same need to explore and address common issues (which are becoming self-evident across the globe regardless of one's geographic area of activity).

The **Malmö 2nd International Philatelic Summit** was conducted over three days with a compressed and fast-moving program of seminars dealing with "treatment" from the perspective of the "storyline" concept in an exhibit. The seminars used as their foundations the regulations and guidelines established by philately's world-wide governing body, the FIP (Fédération Internationale de Philatélie). Treatment is an essential judging criteria within all FIP classes as well as being the judging element undergoing the most critical thought and change at the moment.

**Lars Engelbrecht FRPSL** is the current chairman of FIP's Postal Stationery (PS) Commission, indicating that the future development of the postal stationery exhibition class is under his influence. Lars's leadership of the PS Commission is conducted based on two important and necessary pillars for a modern representative in organized philately:- He combines being a very successful exhibitor and being an active international judge. Lars was invited to Malmö for his achievements as exhibitor and experiences as a judge. Two months after Malmö (2012) he was elected chairman of the PS Commission. From these perspectives of his three roles, the exhibitor's, the judge's and the Commission chairman's, Lars was asked by me to write this Paper based on the presentation he gave in Malmö. His presentation in Malmö was a comprehensive one, primarily addressing exhibitors in the PS class, but valuable and very inspiring for exhibitors in other exhibition classes too.

Thanks to Lars's paper herewith presented, his verbal presentation conducted in Malmö is taken to the broad international audience who not were able to participate in Malmö. The content in this Paper is structured according to several of the challenges which the PS exhibitor has to handle. Lars identify the tasks assigned to the judging process (i.e. implied to the different judging criterion). Lars states a proposed answer to a certain "problem" with a proposed solution given. In many cases the solution he suggests is illustrated by a generic illustration or practically caught from his own Large Gold exhibit.

This Paper in the "Summit Paper Series" is the first one published by a philatelic leader in organized philately. As such it's important because it will lead the way for the development in the field where Lars has a responsibility as Commission chairman. This Paper will be a very important tool for the PS Commission to execute their mission and goals for the development of the class.

The tradition of excellence continues. Thank you Lars!

Jonas Hällström  
Editor & Chairman of the  
"International Philatelic Summit" in Malmö

®

This is a signed article by Lars Engelbrecht FRPSL, who owns the rights to the whole content. Usages of the content in this article are only allowed after permission from the author.

©

Postiljonen AB has the full copyright on this book, which is published in the series "Philatelic Summit Papers". "Philatelic Summit Papers #4" is published by Postiljonen AB, Malmö, Sweden in May 2013.



*For more than 30 years, I have been collecting and researching Danish Postal Stationery. I exhibited as a junior for the first time in 1985, and since then I have developed an exhibit of Danish Postal Stationery to its present level of 96 points, large gold and special prize.*

*In this paper I would like to share my experiences and ideas on exhibiting postal stationery. Not that I believe that there is only one way of doing this – definitely not. There are many different ways of exhibiting – that is also what makes exhibiting interesting. We definitely need different approaches in order to develop exhibiting in the future years. In this paper I am not describing “the only way”, but the way I have chosen, and I share these thoughts and experiences in the hope that others could benefit from this. In other words: This is like a jar of mixed candy: Take what you like, and leave the rest.*

*The inspiration to this Paper comes from Jonas Hällström, Sweden who manages the Malmö Seminars. He asked me to present my thoughts on treatment of postal stationery exhibits at the 2012 seminar, and after the presentation he encouraged me to write this Paper. The focus will therefore be like my presentation in Malmö: Optimizing the treatment of a postal stationery exhibit, because this is where I see the largest potential for development of postal stationery exhibits. There are so many “free” points waiting for exhibitors if they improve the treatment of their exhibit.*

*In this Paper I am using the regulations of the FIP postal stationery commission and the revised guidelines that have been approved by the postal stationery commission. At the time of writing this paper the guidelines are awaiting the final approval by FIP.*

*Lars Engelbrecht FRPSL*