

FIP Thematic Philately Commission

Indonesia 2012 World Stamp Exhibition

Open Seminar Saturday 23 June, 2012

15.00 - 17.00 Seminar Room

4th Generation of Thematic Exhibits

The seminar is open for the public and will address thematic collectors and exhibitors plus apprentice jurors to the thematic class. The outline for the seminar is to deal with competitive **Thematic Philately** from today's perspective, the "**4th Generation of Thematic Exhibits**". The seminar will be conducted by representatives from the F.I.P. Thematic Commission.

1st Generation

When thematic philately progressed in its early childhood around the 1920s, we saw the first generation of thematic collections presented in pre-printed stamp albums, generally covering a topic like animals, history, etc.

TAMHÄST

likaväl som om de flesta andra tamdjurs djupgående forskningar företagits. Var och när har hästen tämjts,

och var ha vi hans närmaste vilda anförvanter? Det är frågor som högeligen intresserat alla vetgiriga, de må för övrigt vara hästkarlar eller vanligt folk, lärde eller olärde. Svaret på våra frågor blir det vanliga: bestämda fakta härom kunna ej ges; det har skett i tider, som ligga så långt tillbaka, att inga urkunder finnas, men mycket talar för, att det ej är ett enda folk, som hittat på den genialiska idén att tämja sitt lands vilda hästar, utan detta har skett på olika tider, på olika platser och av olika folk, och de djur som tämjts ha varit av olika arter eller raser, mellan vilka redan tidigt alla möjliga korsningar förekommit.

Med säkerhet vet man, att mellersta Europas sten-äldersfolk till stor del levde av kött från en liten vild istidshäst, som då var allmän i Mellaneuropa, och av vilken man till och med i en grotta i Frankrike funnit en ännu bevarad teckning, gjord av en dåtida ej oäven

Under den s.k. bronstiden eller kanske redan förr Under den s. k. bronstiden eller kanske redan fort tämjdes denna häst, och den blev på så sätt stamfader för den västerländska kallblodiga hästen, som sedan ge-nom omsorgsfull vård och utbildning blivit betydligt större, kraftigare och vackrare än sin stamfader och formats till en mängd olika raser. Mindre omändrade sådana äro antagligen de små på många öar ännu kvarlevande dvärghästar, som vi träffa här och var i Europa. Ända till mitten av 1800-talet fanns för övrigt Europa. Anda tiii mitten av 1800-taiet iaims for ovrigt på stepperna vid Don en verkligt vild häst, tarpanen, som dock nu är alldeles utrotad. Man har ej ens skelett eller stoppat exemplar av en äkta europeisk vildhäst, så omsorgsfullt har man vid förintelsen gått till väga. I Sverige, menar man, har hästen varit tamdjur redan under stenålderstiden, och man tror, att han hit öster-

* 1. (Grekland, Em. 1896) 2. (Förenta Staterna, Em. 1869) * 3. (Rumānien, Em. 1903) 4. (Bosnien, Em. 1905) 5. (Förenta Staterna, Em. 1914) 6. (Tunis, Em. 1906) 7. (Österrike, Em. 1908) 8. (Österrike, Em. 1906) 7. (Österrike, Em. 1908) 8. (Österrike, Em. 1908) 18. (Üsterrike, Em. 1915) 9. (Förenta Staterna, Em. 1808) * 10. (Ungern, Em. 1 Debreszen 1920) * 11. (Tunis, Em. 1906) 19. (Türkis Staterna, Em. 1908) 19. tig. Det är världens snabbaste och uthålligaste hästar, stamfäder till det engelska fullblodet.

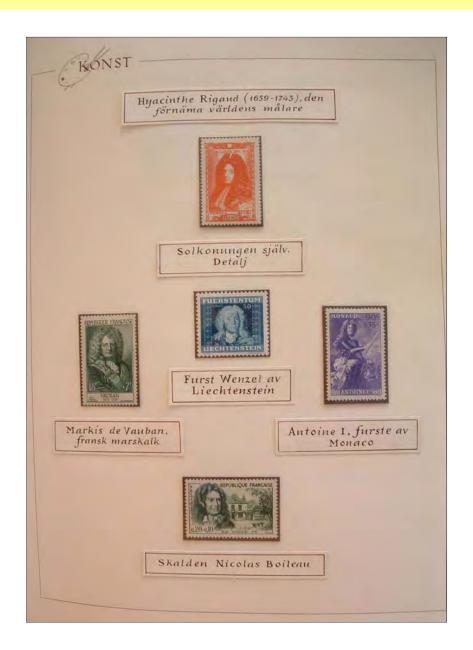
stamtader till det engelska iniliblodet.

I yttre skinhet och ädel hållning är det väl knappast
något däggdjur, som överträffar rashästen, och man
har även velat i honom se det i andlig måtto högst stående av alla djur. Det fanns och finns nog ännu folk, ende av and upt. Det fams och nims nog annt 100s, fullt vetenskapligt bildade och annars nyktert tänkande, som på allvar trodde, att "Kloke Hans", den beryktade ryske hingsten i Berlin, verkligen kunde draga ut kva-dratrötter och räkna i huvudet bättre än en människa, ett matematiksnille, vars hjärna ej ens behövde under-visas eller övas i de olika tankemetoderna. Överdriften häri har ju visats och borde, tycker man, ligga i öppen dag, men ett "hästminne" har hästen, en utmärkt syn, lukt och hörsel, nödvändiga för det steppdjur han förr var samt präktiga ben, de senare det äldsta postverkets bästa tjänare. På hästens snabbhet och uthållighet be-rodde kurir- och postväsendets idé före ångans tidevarv; postryttare och postdiligenser funnos i alla län-der, och de äro också förevigade på flera frimärken (no. 2-6). (No. 2: postryttare i Förenta Staterna på 1860-talet; No. 3: postkaläsch i Rumänien före järn-1800-talet; No. 3; postkalasch i Rumainen före järn-rägarnas tillkomst; No. 4; millärpostvagn för den österrikiska posten i Bosnien; No. 5; tidigare lantpost-vagn i Förenta Staterna; No. 6; ridande postbud i Tu-nis), — På No. 1 se vi ett amlikt grekiskt fyrspann (kvadriga), kört av själva segergudinnan. Detta märke kivadriga), kört av själva segergudinnan. Detta märke är ett av dem, som utgåvos av grekiska postverket vid de olympiska spelen i Atde år 1856. — Andra märken visa hästens oumbärlighet för de åkerbrukande folken; (No. 9: åkerbruk i fjärran västern i Förenta Staterna; No. 11: plöjning i den franska kolonien Tunis, där en fransman och en arab synas endräktigt utföra detta viktiga jordbruksarbete.) — Å ytterligare andra frimärken kunna vi se hästens användning i modern krigunder stendderstiden, och man tror, att nan int österirfan medfölly ivån invandrande urfåder. Lämningar i
våra stenddersgrottor påminna om tartarhästen.
Längst bort i Östern på gränsen mot nora Kina lever
på ett område av berg- och salt-stepp den enda nu kvarlevande vildsisten, Prischevandeskys häst, en litter rest
lästin, i steppernas land, där hästryggen får maneagan.
lästen i steppernas land, där hästryggen får maneagan steppernas land, där hästryggen får maneagan steppernas land, där hästryggen får maneagan.



2nd Generation

Topical philately entered international stamp exhibitions in the 1950s, and the 2nd generation of thematic collections were presented in exhibits, still covering a general topic, but now the exhibitors made their own page layout and wrote texts relating to the stamps which were displayed on the pages.



3rd Generation

Topical philately took a huge step – **became thematic philately** - when the philatelic material was mixed – not only using stamps to illustrate the topic;

Different types of cancellations, postal stationery, stamp booklets and covers were presented in thematic exhibits.

Also, the complementary texts began to be more related to the specific items' illustrations, which we in today's thematic philately call the "dialogue".

I use to say that these thematic exhibits belong to the third generation.

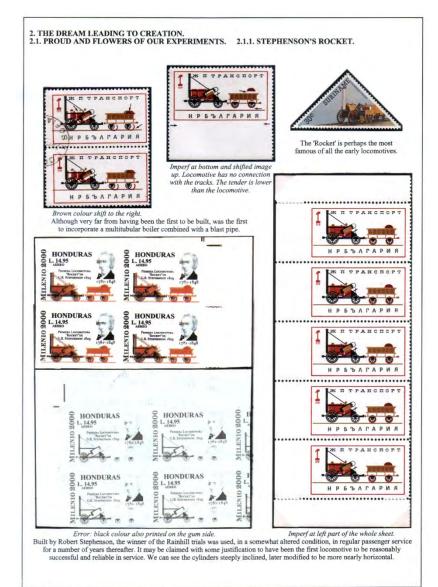


Generation 3.5

Generation 3.5 of thematic exhibits were the first ones to reach Large Golds and Golds in thematic class internationally.

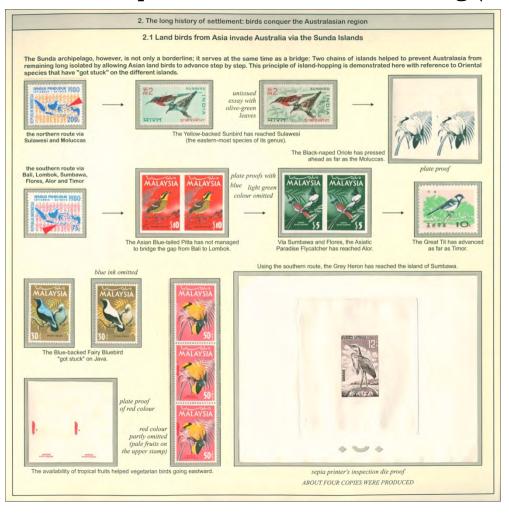
The variety of the philatelic material in these exhibits was improved, and thematic philately reached for the first time a status among the philatelic audience, when they actually could see "real philately" in the thematic class,

Complementary philatelic texts stating what actually was displayed in philatelic means was added too.

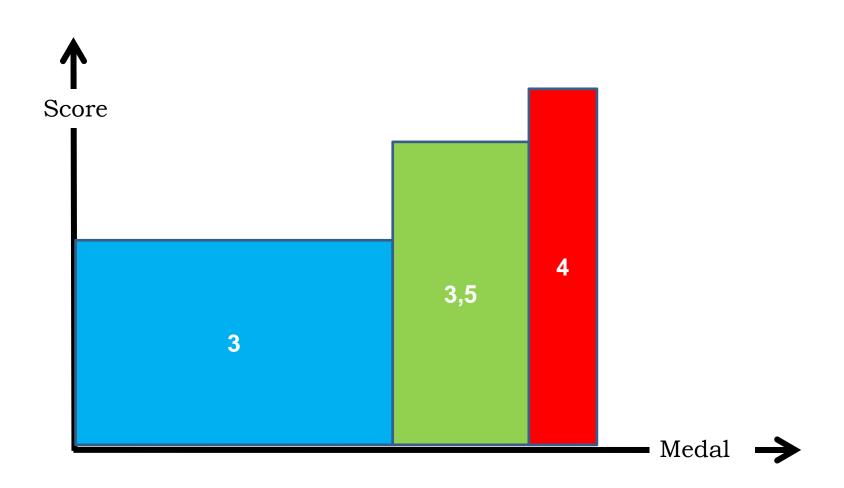


4th Generation

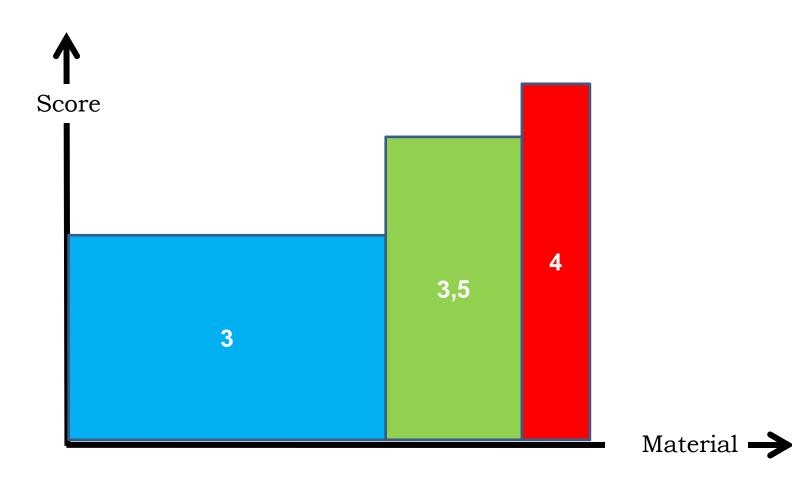
Thematic philately was drawn to its 4th generation with Damian Läge's exhibit about "Australasian Birdlife". Through Damian's exhibit and the followers ... we - the active generation of today's thematic exhibitors - all have been inspired to develop or own thematic collecting (exhibiting).



Generation progress / Award progress



Material progress / Award progress



4th Generation of Thematic Exhibits

Which way did we take?

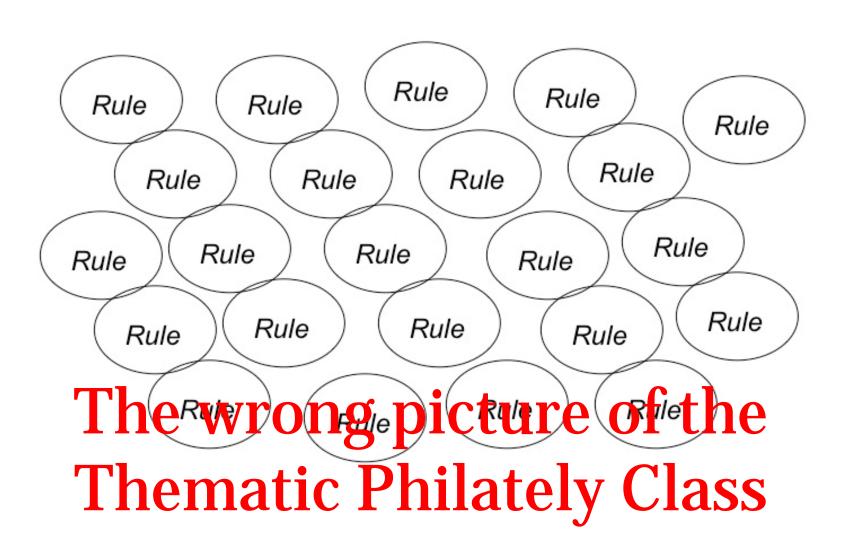
Thematic Philately Commission

The Thematic Philately Commision has been very active to distribute knowledge and experience through public thematic seminars and presentations all over the world, and now the fourth generation of thematic exhibits has become an "international" norm, or at least what most of us are aiming for.

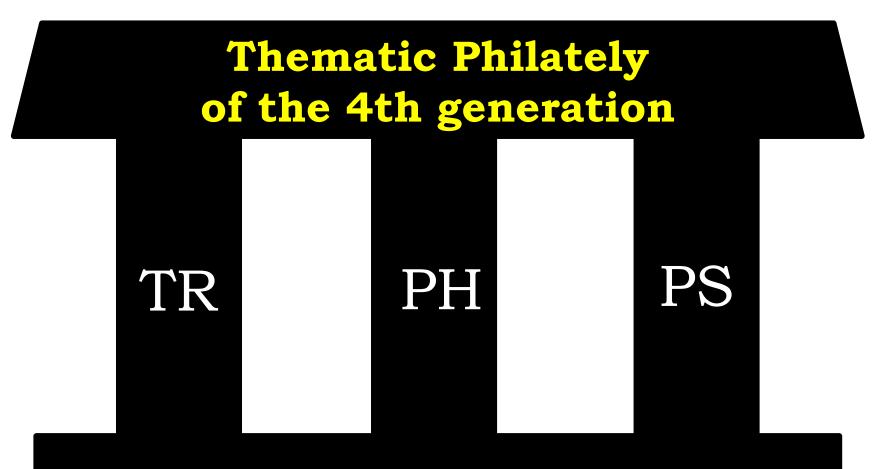




The challenge for Thematic Philately in today's context



The "constitution" of Thematic Philately



BASED ON THE MATERIAL

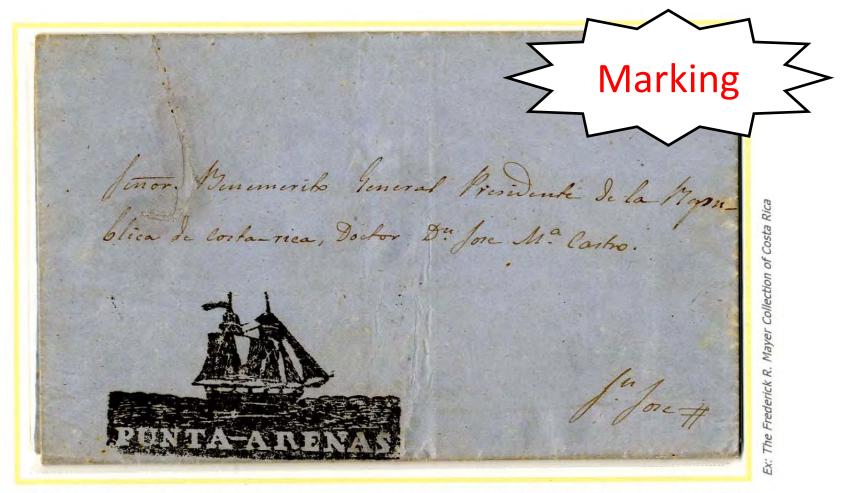
The selection is based on THEMATIC criteria as well as on PHILATELIC criteria.

On East-Indiamen, many practices in the rigging were peculiar to the merchant service





"Late letter-rate cover" from MAURITIUS 11.4.1903 with M.M. ("Messageries Maritimes") "Oscus" to France. The letter-boxes at the central post office were closed for ordinary correspondence one hour and a quarter before the time fixed for the departure of the ship ("Messageries Maritimes"). Ordinary mail was received up to half an hour afterwards on payment of the equal fee to double the unit of postage rate of such letters, that is to say 30 cents for destinations outside the "Empire penny post" (in force 16.12.1902—30.9.1907). This cover has the double rate (15 cents x 2) for such a "late letter-rate", totally 30 cents, indicating the correct rate.



√√√ The spectacular illustrated handstamp from Costa Rica "PUNTARENAS SHIP" showing a full sail Brigantine on the ocean, on folded letter dated 18 November 1848, by ship from Puntarenas to San Jose. This is one of only two recorded copies of this handstamp.



... from Iolcus. The "Argo" (Ἀργώ) was the ship on which Jason and the Argonauts sailed to retrieve the golden fleece.

Folded letter on 27 January 1804 from Liverpool to New York, where it arrived on 19 March as a ship letter and received a superb strike of the New York "clamshell" postmark, type II in red. The red variety of this "clamshell" is much more rare than the same in black. The letter was carried on the route over the Atlantic by the 158 ton Brig "Argo" (see notation), which was built in 1801 and named after the ancient "Argo". According to the letter-rate act of 2.3.1799, the zone rate for a single letter going 90 to 150 miles, New York-Hartford, was 12½c plus 2c ship letter charge = 14½c due, as shown in manuscript.



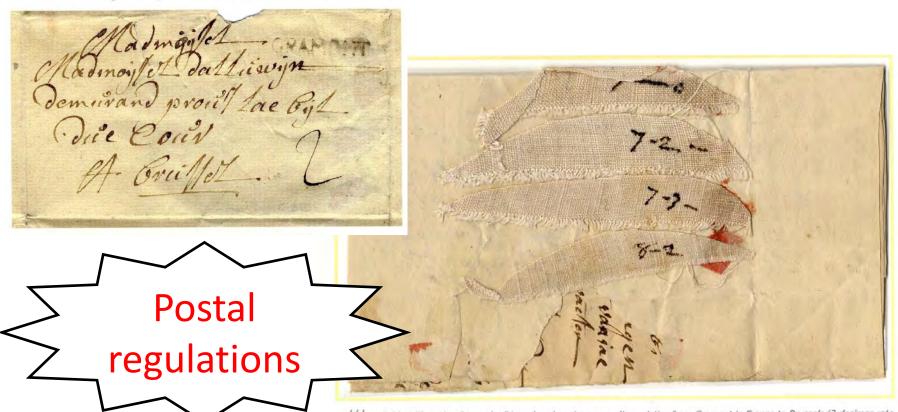
The French inventor Denis Papin ...



V√√ "Par Ballon Monté" cover cancelled 7/12-1870 forwarded by balloon "Denis Papin". The Denis Papin landed near Ferté-Bernard in the Sarthe. Arrival cancel Toulouse 21.12.1870 on reverse.

... after inventing the steam digester, a type of pressure cooker, he built a model of a piston steam engine, the first of its kind in 1690. He continued to work on steam engines for the next fifteen years. During a stay in Kassel, Germany, in 1704, he also constructed a ship powered by his steam engine. The engine was mechanically linked to paddles. This would then make him the first to construct a steam boat.

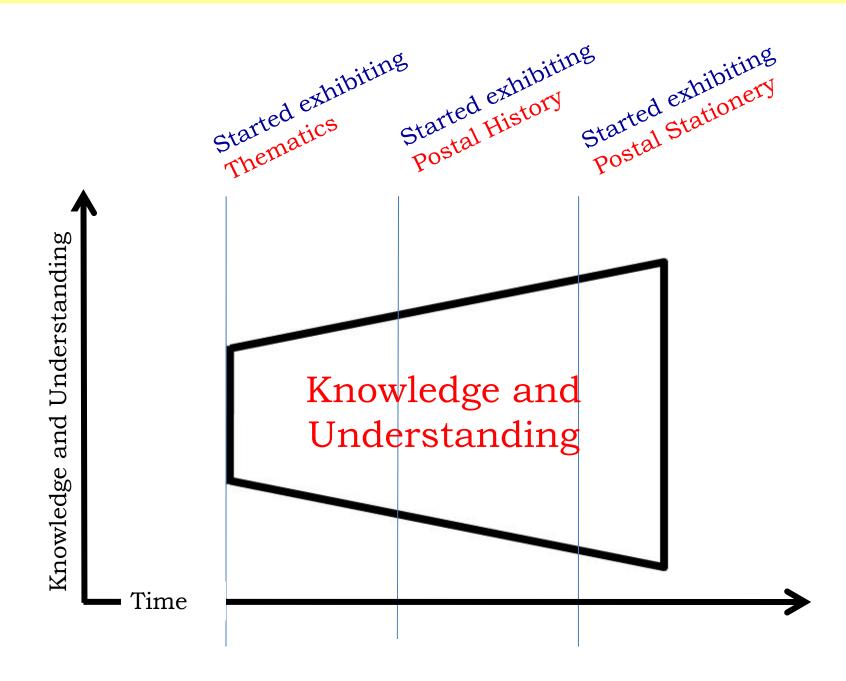
The sailing cloth was of great importance and needed to be strong and tight to be able to manage free winds



VVV Folded "Sample of no value" taxed and sent as an ordinary letter from Gramont in France to Brussels (2 decimes rate paid upon receipt by addressee) on the 1st of November 1762. The letter contains numbered samples of linen-cloths. Belgium was under Austrian postal administration 1748-1793 and during this period it was allowed to send ordinary letters with contents as "Sample of no value".

Linen was the common material used for sailing cloth.

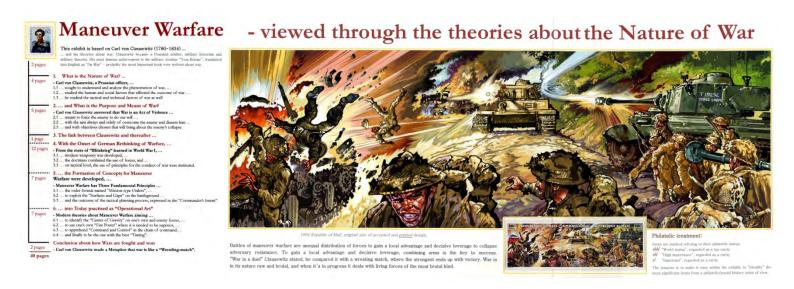
My own progress as thematic collector



Today's Seminar

I would like to give a interpretation of what a 4th generation's thematic exhibit is.

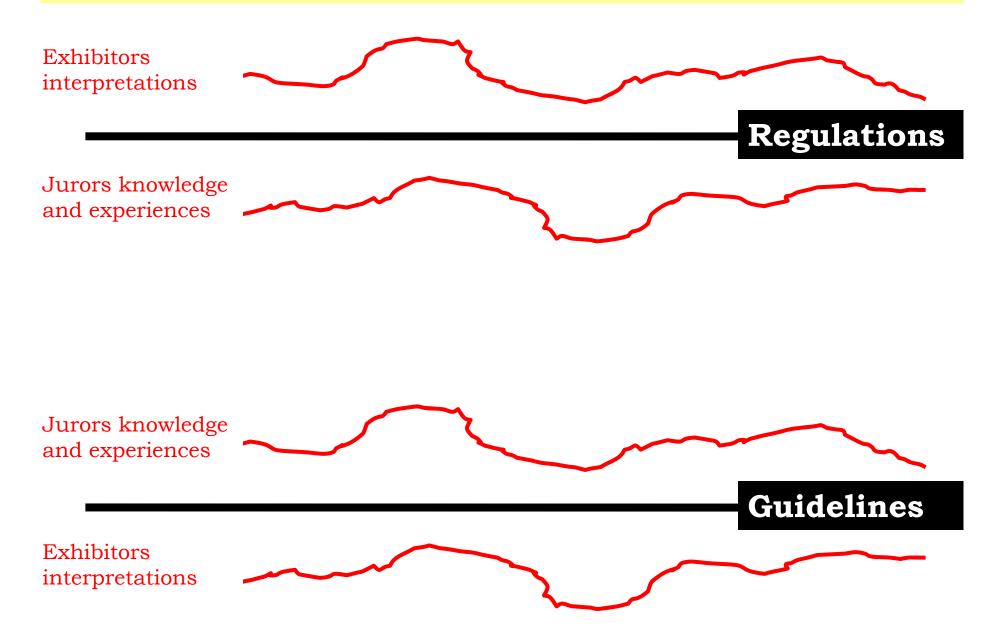
I will use my own thematic exhibit:



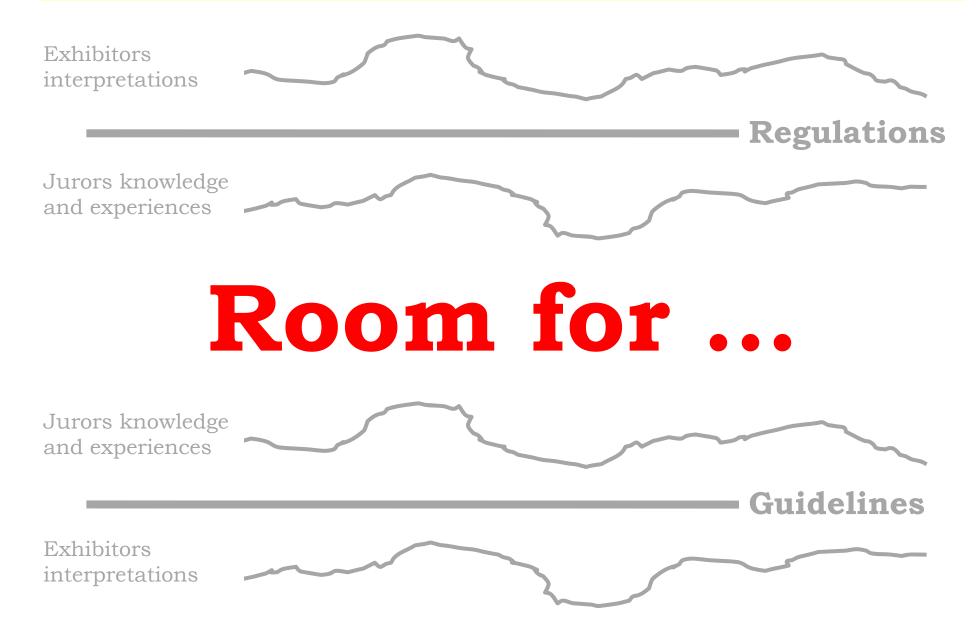
BULGARIA 2009 90 points GOLD + Felicitations for "Originality"
 ANTVERP 2010 92 points GOLD

(Still on 5 frames)

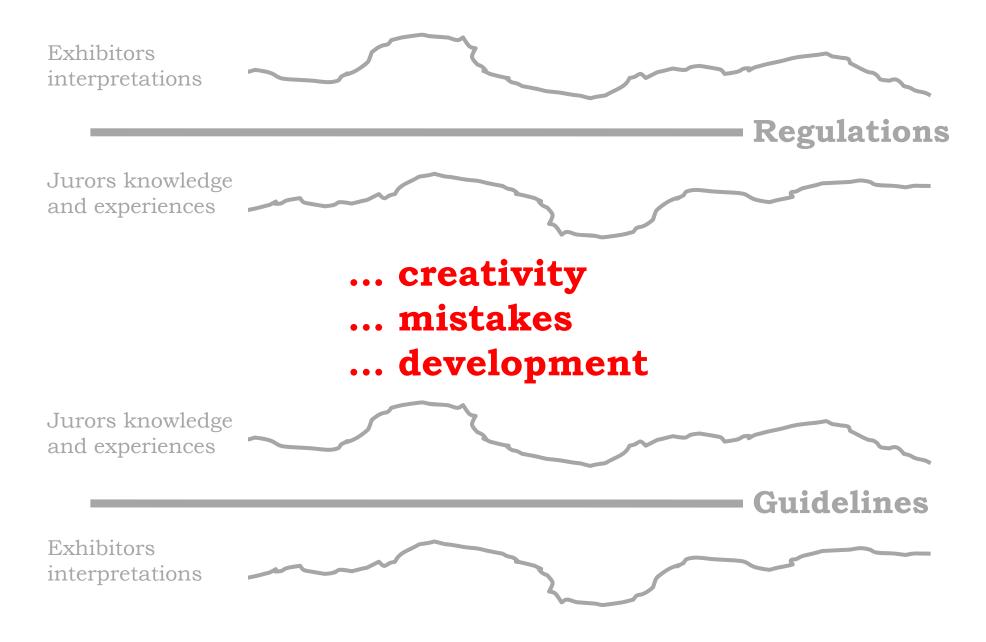
According to my experience, it's a fact ...



According to my experience, it's a fact ...



According to my experience, it's a fact ...



Today's Seminar

Referring to the judging criterion used when evaluating thematic exhibits in conjunction with jury work:

"concept (=plan) and development"

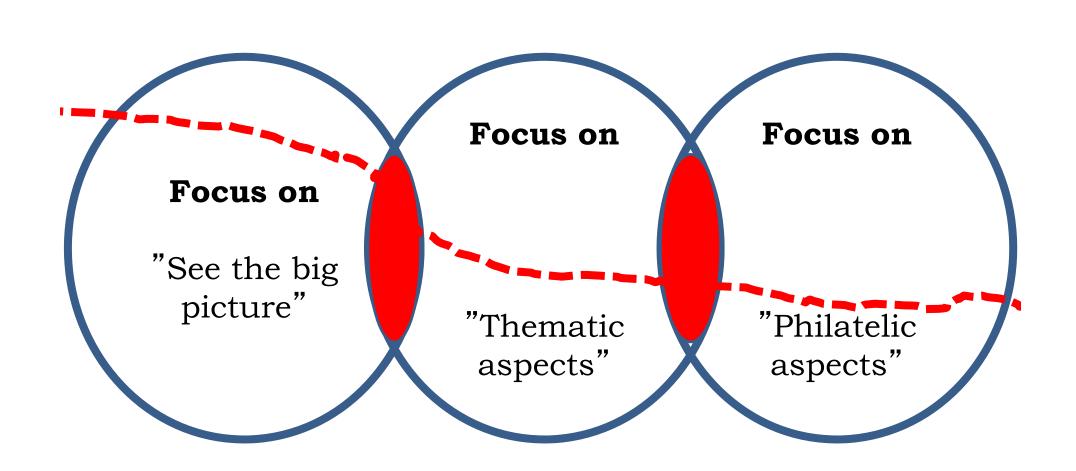
"knowledge"

"condition and rarity"

"presentation"

Understanding the different judging criteria is the factors for success in all classes

Today's Seminar



The thematic rules and factors for success

Regulations

As for all F.I.P. classes, the definition of general rules for competitive exhibits refers to the **F.I.P. General Regulations for the Evaluation of Exhibits** (GREV).

For each class exists rules according to the class's peculiarities, which means that for the thematic class it refers to **Special Regulations for Evaluation of Thematic Exhibits at F.I.P. exhibitions** (SREV).

Attached to the SREV is the **Guidelines for the evaluation of the exhibits of thematic philately**. The guidelines have no additional rules, they intend only to clarify the regulations and to give further guidance referring to the regulations.

Guidelines

"Only five rules"

The Thematic Commission tries to address that there are only five rules in the thematic class:

The concept shown by the exhibit

The exhibit shall show a clear concept of the subject treated, meaning that the title must describe the content of the exhibit. The concept shall be laid out in an introductory statement, which must be written in one of the F.I.P. official languages.

The selection of material must be based on philatelic qualification

The exhibit shall consist solely of relevant philatelic material supporting the thematic documentation and text (supporting the concept).

The selection of material must be based on thematic qualification

The philatelic material selected must be fully consistent with the subject chosen and ensure continuity and understanding of the thematic subject and illustrate the relevant aspects of knowledge. It is also important that the selection of material should show the appreciation of the exhibitor as to what is available in the context of the exhibited subject.

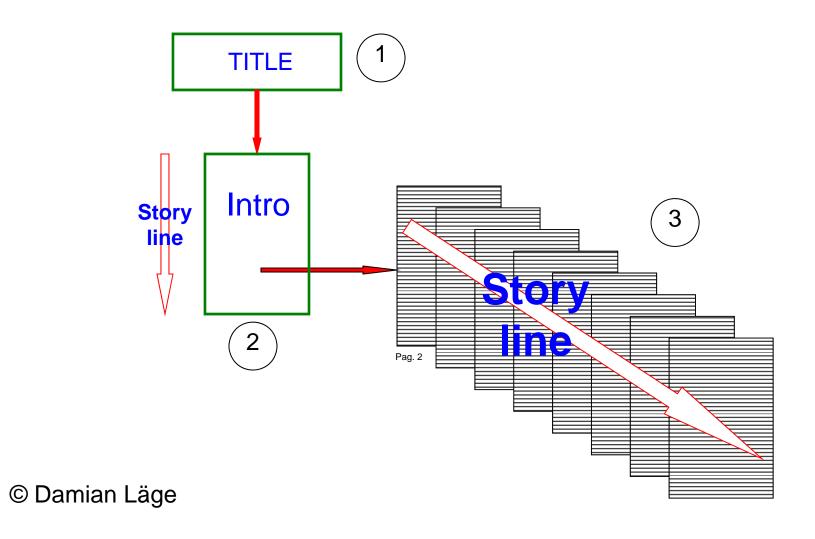
The selection of material must be based on philatelic range and quality

The selection of material should include the fullest range of relevant philatelic material of the highest available quality.

The presentation of the exhibit

The presentation and the accompanying text of the exhibit should be simple, tasteful and well balanced. The presentation must also add information to that provided by the material and show the level of understanding of the subject and the relevant research by the exhibitor.

The first factor for success: "Developing the concept"



"My concept" - The Plan



S. ... the Formation of Concepts for Warfare were developed, ...

Maneuver Warfare has Three Fundam 5.1 ... the order format named "Mission-ty 5.2 ... to exploit the "Surfaces and Gaps" of 5.3 ... and the outcome of the tactical plan

Conclusion about how Wars are fought and won

What is the Nature of War? ...

- Carl von Clausewitz, a Prussian officer, ...
- 1.1 ... sought to understand and analyze the phenomenon of war, ...
- 1.2 studied the human and social factors that affected the outcome of war ___.
- 1.3 ... he studied the tactical and technical factors of war as well

2. ... and What is the Purpose and Means of War?

- Carl von Clausewitz answered that War is an Act of Violence ...
- 2.1 ... meant to force the enemy to do our will ...
- 2.2 ... with the aim always and solely of overcome the enemy and disarm him ...
- 2.3 ... and with objectives chosen that will bring about the enemy's collapse.

3. The link between Clausewitz and thereafter ...

- 4. With the Onset of German Rethinking of Warfare, ...
- From the roots of "Blitzkrieg" learned in World War I, ...
- 3.1 ... modern weaponry was developed,
- 3.2 ... the doctrines combined the use of forces, and ...
- 3.3 ... on tactical level, the use of principles for the conduct of war were instituted.

5. ... the Formation of Concepts for Maneuver

Warfare were developed, ...

- Maneuver Warfare has Three Fundamental Principles ...
- 3.1 ... the order format named "Mission-type Orders".
- 5.2 ... to exploit the "Surfaces and Gaps" on the buttleground ...
- 5.3 ... and the outcome of the factical planning process, expressed in the "Commander's Intent".

6. ... into Today practised as "Operational Art"

- Modern theories about Maneuver Warfare aiming ...
- 6.1 ... to identify the "Center of Gravity" on one's own and enemy forces, ...
- 6.2 ... to use one's own "Fire Power" where it is needed to be superior,
- 6.3 ... to apprehend "Command and Control" in the chain of command ...
- 6.4 and finally to be the one with the best "Timing"

Conclusion about how Wars are fought and won

- Carl von Clausewitz made a Metaphor that war is like a "Wrestling-match".



"My concept" - The Plan

- viewed through the theories about the Nature of War



Battles of maneuver warfare are unequal distribution of forces to gain a local advantage and decisive leverage to collapse adversary resistance. To gain a local advantage and decisive leverage, combining arms is the key to success. "War is a duel" Clausewitz stated, he compared it with a wresting match, where the strongest ends up with victory. War is in its nature raw and brutal, and when it's in progress it deals with living forces of the most brutal kind.

Items are marked refering to their philatelic status:

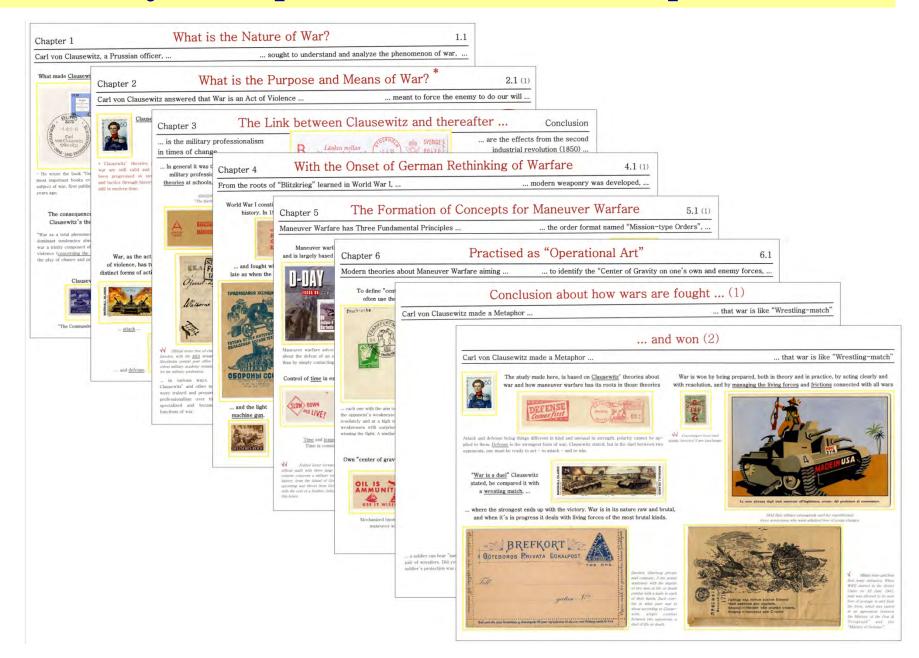
W "World status", regarded as a top rarity

₩ "High importance", regarded as a rarity

"Important", regarded as a rarity

The purpose is to make it easy within the exhibit, to "identify" the most significant items from a philatelic/postal history point of view.

"My concept" - The Plan is developed ...



Development (... treatment in other classes)

The Formation of Concepts for Maneuver Warfare Chapter 5

5.1 (1)

Maneuver Warfare has Three Fundamental Principles ...

... the order format named "Mission-type Orders", ...

Maneuver warfare is a style of warfare were tempo and initiative are critical to success, and is largely based on John Boyd's (who studied Clausewitz) theories concerning the OODA loop



Maneuver warfare advocates that movement can bring about the defeat of an opposing force more efficiently than by simply contacting and destroying enemy forces.

Control of time is essential in Manuever warfare



Time and tempo are absolutely not the same: Time is constant while tempo is temporary.

Folded letter forwarded through the Swedish Crown Mail system (for official mail) with three large crown cancellations, 24/6/1808 to Grödby, The content concerns a military order about an urgent need to regroup an artillery battery from the island of Gotland to the southern part of Sweden, due to an upcoming war threat from Germany. The notation FORT, FORT in combination with the rest of a feather, indicates the certain need for TEMPO when forwarding this letter.



In maneuver warfare, command structures must be more decentralised. with more tactical freedom given to lower-level unit leaders.

Observation: the collection of data by means of the senses



Orientation: the analysis and synthesis of data to form one's current mental perspective



Decision: the determination of a course of action based on one's current mental





Action: the physica playing-out of decisions



Development (... treatment in other classes)

The Formation of Concepts for Maneuver Warfare Chapter 5

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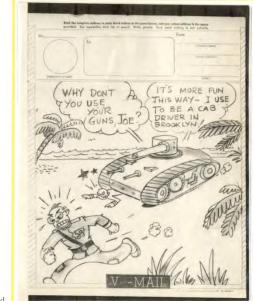
Action: the physica playing-out of decisions



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Decision: the determination of a course of action based on one's current mental



The second factor for success: "The material"

The second to the fourth rule in the thematic class refers to "the material", which when it is selected must be based on philatelic and thematic qualifications.

With **"philatelic qualification"** means, referring to the "Special Regulations for Evaluation of Thematic Exhibits at F.I.P. exhibitions" (SREV):

3.1 APPROPRIATE PHILATELIC MATERIAL

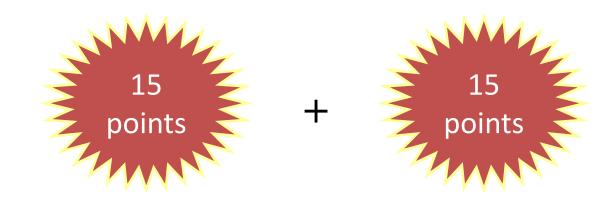
- 3.1.1. A thematic exhibit uses the widest range of appropriate postal-philatelic material (ref. GREV Art 3.2).
- 3.1.2. Each item must be connected to the chosen theme and present its thematic information in the clearest and most effective way.

The second factor for success: "The material"

With **"thematic qualification"** means, referring to the "Special Regulations for Evaluation of Thematic Exhibits at F.I.P. exhibitions" (SREV):

3.3 QUALIFICATION OF PHILATELIC MATERIAL

The connection between the philatelic material and the theme must be clearly demonstrated, when it is not obvious.

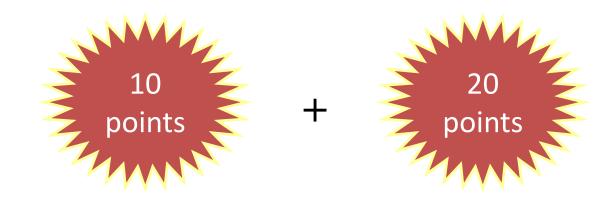


The second factor for success: "The material"

With "philatelic range and quality" means, referring to the "Special Regulations for Evaluation of Thematic Exhibits at F.I.P. exhibitions" (SREV):

4.3 Condition and Rarity

The criteria of "Condition and Rarity" require an evaluation of the quality of the displayed material considering the standard of the material that exists for the chosen subject, the rarity and the relative difficulty of acquisition of the selected material.



The second factor for success: "The material"

Chapter 6 6.2 (1)

Modern theories about Maneuver Warfare aiming ...

... to use one's own "Fire Power" where it is needed to be superior, ...

To gain a local advantage and decisive leverage to collapse an adversary's resistance, combining arms is the key to success in maneuver warfare





As in the German concept of organization and tactics in world war II, an aggressive employment of <u>armour and close-support aircraft in close collaboration</u> with each other, is still what combining arms is about.

The <u>tank</u> is the weapon to be maneuvered to gain the advantage of its fire power in duels with the enemy



<u>Like the arrow</u>, modern tank ammunition uses its kinetic energy, the function of <u>fin-stabilization</u>, mass and velocity, to force its way through the target.

red negative handstamp, department of La Paz, from this small post office with an illustration of an arrow in the center, on 1864 entire folded letter to Cochabamba, "Paz d Ayacucho" oval transit on the reverse. This is reported to be the only known example of this marking, from the Ortiz-Patitho Collection of Bolivia.



The opposite technique to kinetic energy-penetrators, uses chemical energy penetrators



Tanks uses highexplosive shells for "soft" and unprotected targets.



√ Sweden 1997, private (local)
mail stamp from the city of Växjö.

Anti-tank-missiles use explosive shells and are very efficient at penetrating armoured targets.



✓ Hungary 1970, original drawing of unaccepted, competitive design of a stamp to be issued in conjunction with the 25 year's Anniversary of the Hungarian liberation.

Modern tanks uses fin-satilized energy penetrators, which like a bullet not contain explosives. In form they looks like an "arrow" Still this ammunition is widely used against armoured targets.





printer's proofs



The second factor for success: "The material"

6.4 Chapter 6

Modern theories about Maneuver Warfare aiming ...

... finally to be the one with the best "Timing"

Time must be correctly calculated, favorable situations should quickly be recognized and decisively exploited - war is closely connected with timing



In maneuver warfare, acting according to a commander's intent and orders, the commander himself must have a resolute attitude to the ongoing plan and not ...



Military matter, registered official mail without postage, from the staff (personnel) department at the Swedish armoured regiment "P4", containing mobilization order to a solidier stationed at one of the regiment's units.

144

Ex.

collection

Timing in war concerns also the first moment in a conflicts, when the strategic (political) level decides on mobilization of personel and forces



... abandon it without overriding reason. In changing combat situations, however, inflexibly clinging to a course of action can lead to failure, and even worse to being too late



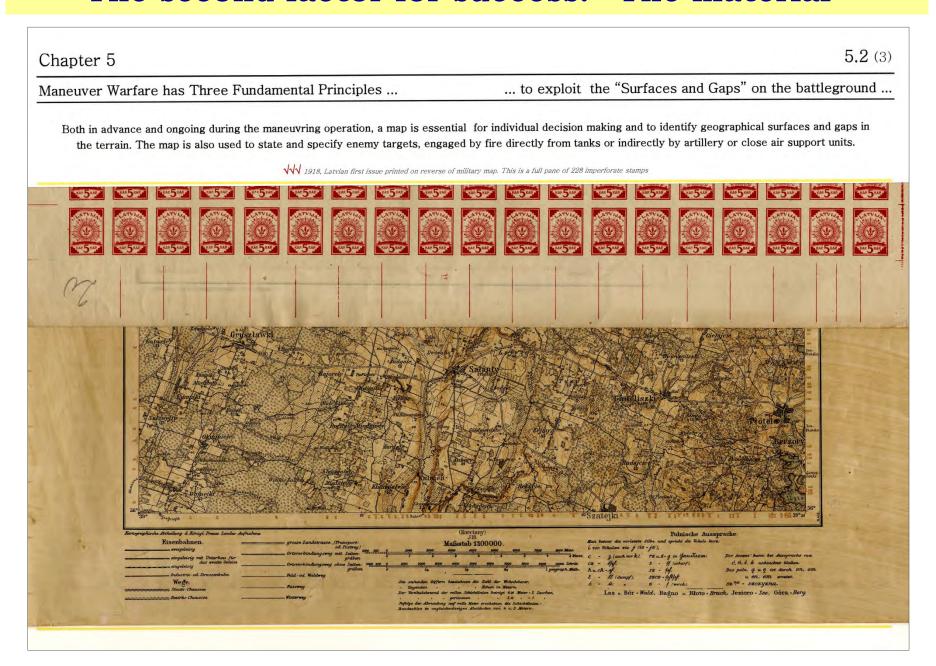
In war, the commander alone is responsible for his actions, which also make the difference between hero or scapegoat.





"Too Late" handstamp used in London from 4/3/1940-30/1/1847. The Too Late handstamps were applied on mail clearly for informing the public the reason for the delay of the mail either posted or received from outlying Offices too late for a particluar despatch, (usually the evening one). "One Penny Black Cover", inland to Sheffield (arrival cancellation on reverse 4/5/1841).

The second factor for success: "The material"



The third factor for success: "The presentation"

Once again I refer to the "Special Regulations for Evaluation of Thematic Exhibits at F.I.P. exhibitions" (SREV). About the presentation of the exhibit is stated:

4.4 Presentation

The criterion of "Presentation" requires an evaluation of the clarity of display, the text as well as the overall aesthetic balance of the exhibit.

The third factor for success: "The presentation" Why I use the A3 page format

- The larger page size makes it possible to show large-sized philatelic items
- Since my exhibit contains a lot of large-sized philatelic items, I use one uniform size for all pages
- The larger page size, in general, makes me able to be more creative when I write up the dialogue on each page
- The larger page size makes me able to show more items on each page, i.e. by applying my personal design when "over-lapping" the items
- The larger pages design an overall layout which looks better and more personal in my opinion

The third factor for success: "The presentation"





- the exclusive judging criterion in the thematic class

When the thematic regulations were changed in the year 2000, a new criterion was added, called "innovation", giving a maximum of 5 points.

The "innovation" criterion is only in use for the thematic class and the "Special Regulations for Evaluation of Thematic Exhibits at F.I.P. exhibitions" (SREV) says about it:

3.2.3 Innovation

Innovation is shown by the

- · introduction of new themes, or
- · new aspects of an established or known theme, or
- · new approaches for known themes, or
- · new application of material.



- the exclusive judging criterion in the thematic class



- viewed through the theories about the Nature of War



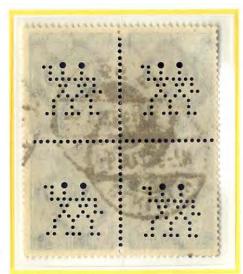
- the exclusive judging criterion in the thematic class

For example, most Armoured Personal (Fighting)
Vehicles carry a section of six to eight infantrymen



Germany 1912, perfins illustrating "six" to "eight" individuals as infantrymen.

Infantrymen work in pairs - two and two.



- the exclusive judging criterion in the thematic class

The consequences of Clausewitz's theory

"War as a total phenomenon and its dominant tendencies always makes war a trinity composed of primordial violence (concerning the people), of the play of chance and probability ...



"The Government"

... within which the creative spirit is free to roam, (the commander and his army), and of its element of subordination, as instrument of policy (the government).

Clausewitz's Trinity



"The Commander and his Army"



Triangular form as a perfin from Germany 1940



"The People"

- the exclusive judging criterion in the thematic class

In parallel, difficulties constantly exist in war, he called them "frictions", ...

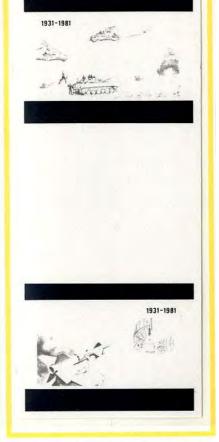


Country names in Arabic and English.



Central vignette of issued stamps, all colours.





Progressive proofs in two different stages, illustrating frictions in war: "darkness" (left) and "fog" (right).

- the exclusive judging criterion in the thematic class

To define "center of gravity", military theorists often use the metaphor with two boxers ...



... each one with the aim to win the fight; each one identifying and attacking the opponent's weaknesses and in parallel defending one's own. By acting resolutely and at a high tempo, each one wants to attack their opponents weaknesses with surprise and without notice, knocking him down and winning the fight. A similar weakness is the same as "center of gravity".

Summary

Treatment		<i>3</i> 5
Title and Plan	15	
Development	15	
Innovation	5	
Knowledge, Person	al Study and Research	<i>30</i>
Thematic	15	
Philatelic	15	
Condition and Rarity		<i>30</i>
Condition	10	
Rarity	20	
Presentation		5
Total		100

Conclusions

- A convincing concept is an essential component for guiding the exhibitor and the onlooker
- Top exhibitors identify presentation as a component of treatment
- Top exhibitors refer to items, when they speak of importance
- Some evaluation criteria have the purpose of awarding outstanding aspects of the exhibit (innovation, research, importance)