

INTERNATIONAL  
EXHIBITION FOR  
OLYMPIC  
COLLECTIBLES

23.  
JULY

03.  
OCTOBER

**2021**

[WWW.AICOLYMPIC.ORG](http://WWW.AICOLYMPIC.ORG)

**AICO**

**WEB OLYMPIC SHOW**

# AIWOS 2021

AICO WEB OLYMPIC SHOW 2021

## JURY SEMINAR

13 NOVEMBER 2021

# Giancarlo MOROLLI

JURY PRESIDENT - PHILATELY



# AIWOS 2021 Philatelic Jury

- Luciano Calenda (Italy)
- Jari Majander (Finland)
- José Ramon Moreno (Spain)
- Peter Suhadolc (Slovenia)



# Outline of the Seminar

- Judging at virtual exhibitions
- Summary of the jury remarks
  - Thematic exhibits (but valid for all exhibits)
  - Open Class
- Olympic Remarks
- Main sources on the web



# AIWOS 2021 as a Virtual Exhibition

- Virtual exhibitions are a new experience
  - 10 exhibitions in Europe in 2020
- They are open 24/7 worldwide
- AIWOS 2021 open to all competitive classes, including latest introduced
  - Great combination with Memorabilia section
- AIWOS exhibitors to be thanked for their availability to test this new approach



**NO GUARANTEE OF OWNERSHIP AND AUTHENTICITY OF ITEMS**

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# AIWOS 2021 Judging

- Virtual vs. Real Judging
  - Personal judging
    - More time demanding – each page the same attention
    - Opportunity for checking sources and enlarging items digitally on the display
    - Problems in browsing back and forth
    - More difficult comparison (one page at a time)
  - Teamwork – informal contacts between jurors (Skype, phone, e-mail)
  - General sessions (Zoom platform)
    - More difficult comparison also between exhibits



# Treatment

- At previous exhibitions, a number of exhibits on single Olympic Games (1896, 1924, 1928, 1936) reached at least 90 points, and in some cases 95 and even got a Grand Prix.
- All together, that means more than 500 pages of important material, which become at least 600 if the other events in the 1896 – 1936 time frame are considered.
- The space limit (80 or 128 pages) at exhibitions must be taken into account!
- To reach such standard starting with 80 pages is a challenge, which can be achieved with
  - a suitable definition of the scope of effort
  - an improved development by going more in depth
  - a by far higher level in both condition and rarity of items

# Treatment

- Limiting the scope of effort
  - Main alternatives
    1. Olympism in general
    2. Olympic Games
    3. Ancient Games
    4. Modern Games, with some limits (period, Summer, Winter)
    5. One Game
    6. One specific Sport at the Games



# Treatment

Once the approach is selected, the title should be defined expressing at best the concept to be developed through the pages:

**It represents the exhibitor's statement of intent about the exhibit.**

*Just two examples:*

1. **Exhibit about Olympism,**

it should talk about values, goals, etc.,  
show how they are implemented at the Games,  
how they are spread through the world and how they have been received,  
by the establishment of National Olympic Committees,  
the admission of new sport events in the program, etc.

**Individual Games are just a component of it.**



# Treatment

## 2. Exhibit about the Olympic Games of the Modern Era,

It should present the Games (= competitions) – **the Olympic Movement is just a component of it.**

- The Development of the Games goes together with the establishment of the IOC
- In this view, Congresses and Presidents of the IOC should be a part of the Games chronology (i.e. not a totally separate chapter) as their decisions influence the Games
- The 1906 Games are a part of the story, not a separate chapter to be placed afterwards.



# Treatment

- A Sport Olympic exhibit is related to repetitive, recurrent events.
- The story has normally a chronological pattern, which can be accommodated to suit the chosen plan.
- However, whichever the theme chosen, it has clear and solid connection with the “outside world”: political, economical, social, cultural, etc.
- This opening offers many possibilities towards a wider and deeper treatment.
- But this has to be done in depth, with the same intensity used for sport Olympic facts.

# Treatment

Within each chapter, some logical order should be established.

For example:

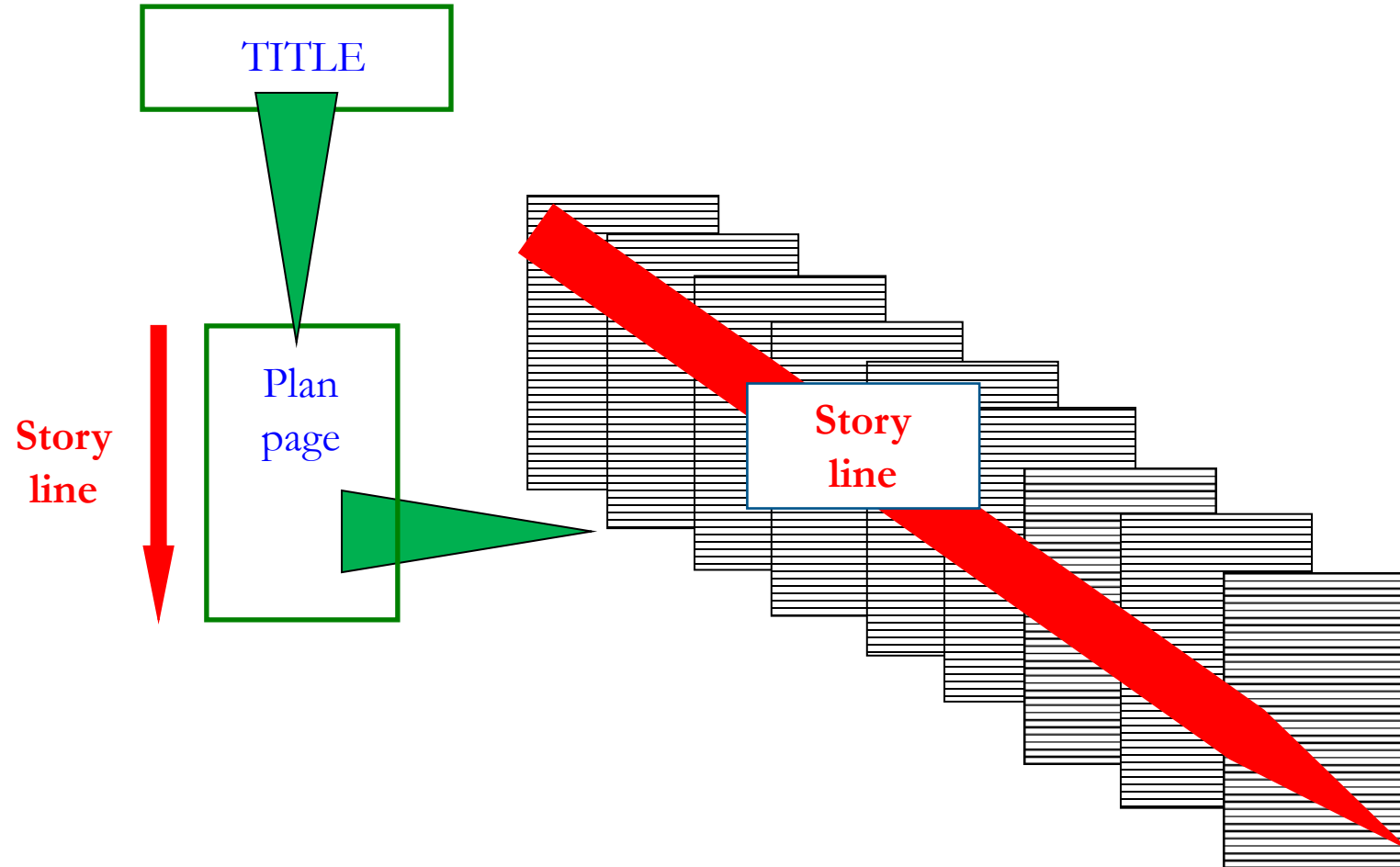
- Assignment of the Games
- O.C.
- Financing of the Games
- Propaganda (normally stamps issued before the Games and/or advertising postmarks)
- Installations (Village, Stadium, other sport facilities, etc.)
- Competitions (including postal support at the games)
  - participants and winners
- Further evolution of stamps (overprints, demonetization, etc.).....

# Treatment - Recommendations

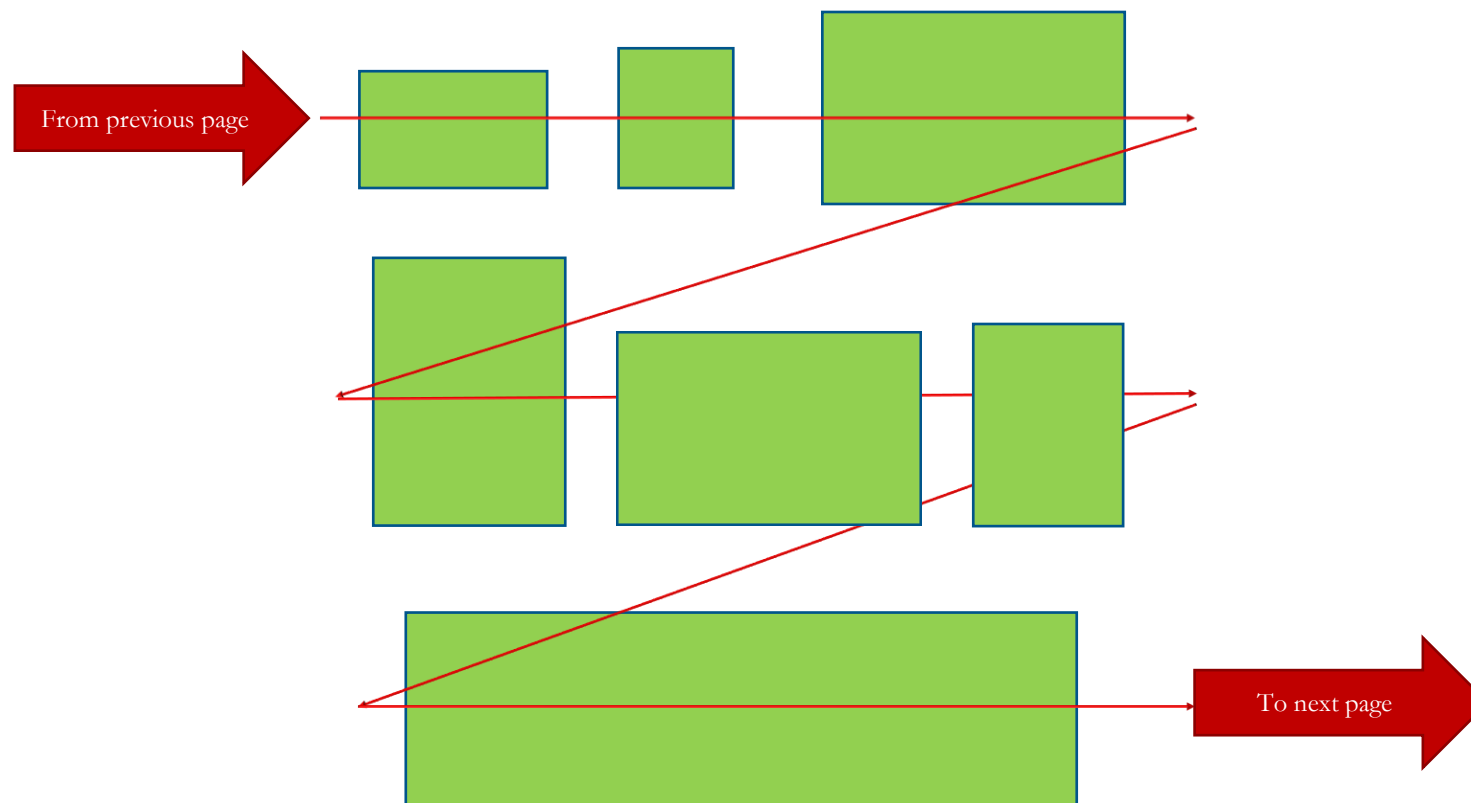
Based on the exhibits shown at AIWOS 2021, it is recommended to:

- Ensure consistency between the title and the plan, defining a structure that is exhaustive and fluent
- Make the **thread of the story** clearly visible throughout the pages
  - Too many details may confuse the reader
- Its development has to be balanced and fluent:
  - same approach for the various points described
  - same level of details (e.g., winners)
  - no duplications or digressions or pedantic search of completeness

# The Story Thread – Trough the Exhibit



# The Story Thread – Trough each Page



➤ ATTENTION to A3 pages... their size requires more attention to keep the thread flowing correctly!

# Development - Recommendations

- Based on the exhibits shown at AIWOS 2021, it is recommended to:
- Ensure connecting the story across the various pages instead of describing single facts.
- Improve the connection between items and thematic text on each page by positioning text captions and related items more closely together.  
A single fragment of thematic text may jeopardize appreciating development.



# Development - Recommendations

- Avoid full sets when just one stamp concerned a detail of development.
- Explot only items related to the detail treated. If there is no item supporting it, the information should be dropped or reduced at a minimum.
- Do not refer to events or persons not presented on items shown!
- Select thematic information based on postal documents, not on private illustrations (e.g. postcards, text of privately printed FDCs, etc.)
- Recurrent events are usually characterized by a number of postmarks, often at post offices dedicated to each competition. In these situations, select the most significant ones from both the thematic and the philatelic standpoint.

# Development – Recommendations

Based on the exhibits shown at AIWOS 2021, it is recommended to look at the **balance**:

- size of chapters and paragraphs should be proportional to the actual relevance of the subject treated rather than on the basis of the quantity and variety of items available
- the same applies to individual details: by devoting too much space to additional items, it can over-emphasize the importance of certain details
- philatelic items bringing similar thematic information should be selected in order to express at best the concept related to the detail treated.

# Development - Traps

1. The natural instinct to present all that has been found (information, items)
2. The tendency to limit development to a sequence of examples for which philatelic material is easily found, rather than to explore all the facts concerned, including those where supporting material is more difficult to identify/acquire
3. The conflict between an easier/nicer page layout and the correct sequence of the items on the page

# Philatelic Knowledge - Recommendations

Use correct terminology:

- **OFFICIAL** per se, means **NOTHING**. Postally, it might mean related to an Official Service (State, Government, etc.)  
In an Olympic context, it means related to/ approved by the O.C. of the Games
- **PROMOTION** (or **PROPANGANDA**)  
relate to items issued or put in use before the Games, to advertise them
- **POSTAL STATIONERY** is a generic term: the appropriate one, depending on the typology of the item, is **AEROGRAMME, LETTER CARD, POSTAL CARD (OR PRE-STAMPED POSTCARD, better than POSTCARD)**.
- **ESSAYS, PROOFS. ERRORS, VARIETIES** are terms often misused.  
It is necessary to understand that they refer **PRECISELY** to different stages of stamp development and printing.



# Philatelic Knowledge - Recommendations

- Philatelic Knowledge, Personal Study and Research would be better demonstrated by giving really deep explanations.
- Philatelic text should present the philatelic and characteristics of the item, with no interference with its thematic information.
- Philatelic captions are to be improved, as most of them do not clarify or describe anything in addition to what is made understandable by the item itself (e.g., postmark dated xxx; stationery; or cover).
- It is not necessary to write the name of the issuing country and the year of issue of each stamp.
- It would be advisable to describe the postal rates of the most interesting items (e.g., registered letters, etc.) and, if the case, to highlight over postage due to philatelic habits.



# Philatelic Knowledge - Recommendations

- Ignore modern material prepared by international agents that is intended only for collectors, and not for postal use in the country<sup>1</sup>
- In general covers with thematic stamps and no thematic cancellations should be avoided.
- Beside the natural selection made on thematic considerations, avoid repeating items all of the same kind
- The coexistence of mint and used stamps should be kept to a minimum. Used stamps should have a fair postmark.
- Avoid unaddressed covers and useless maximum cards.

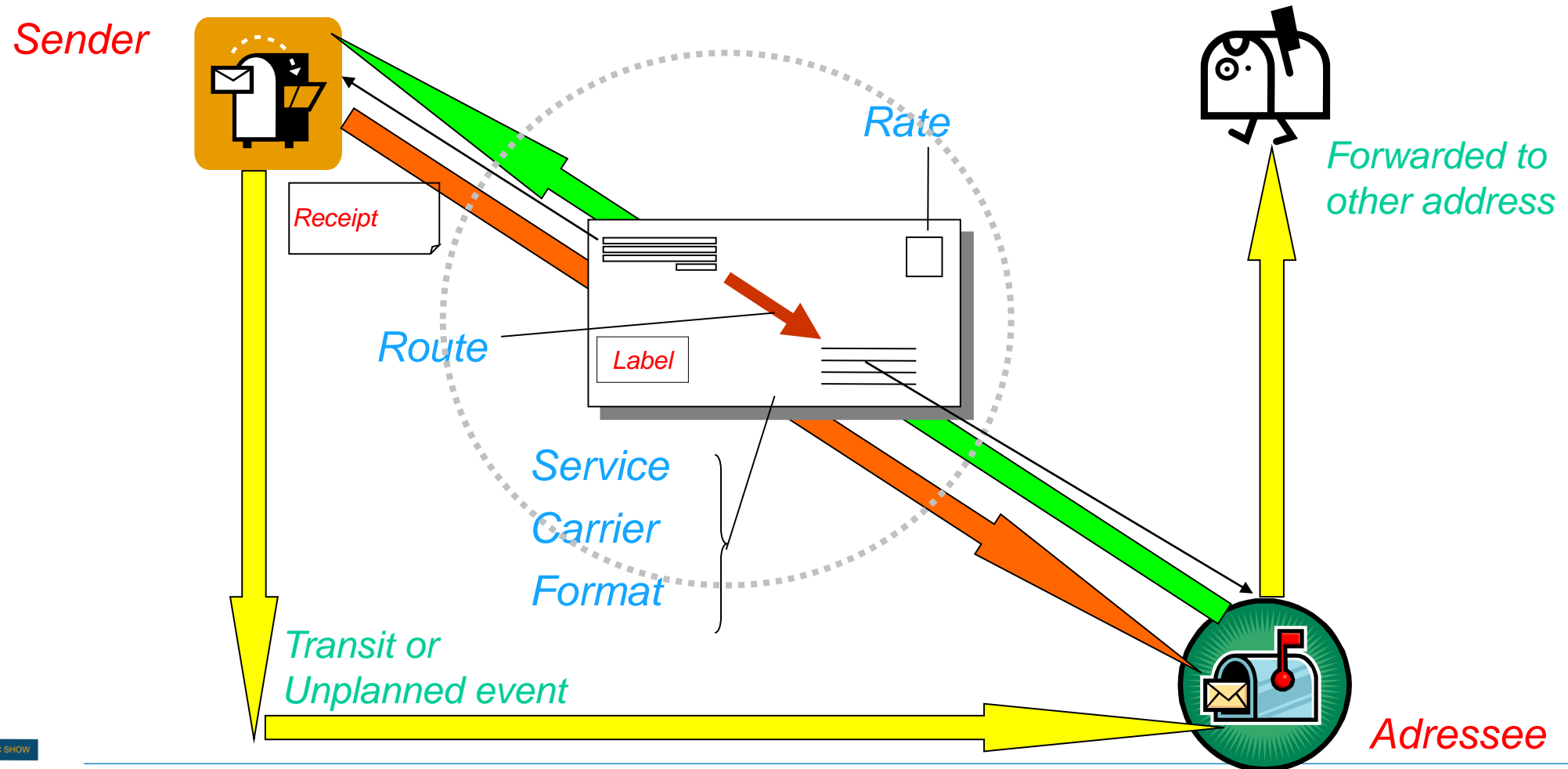


<sup>1</sup> Reference: Jari Majander, *In quest for abusive and undesirable stamp issues*, TCNews No. 29 September 2020, pages 24-61  
downloadable at <https://www.fipthematicphilately.org/TCNews%20Back%20Issues.html>

# Philatelic Knowledge - Recommendations

- Description of items should be precise, not superficial (e.g., some 1906 items (mainly proofs), 1912 official cards, 1928 stationery).
- Doublecheck information from Auction and general Stamp catalogues (look at the specialized ones)
- Postal document present unusual characteristics (rate, markings, etc.) should be well analyzed
- Philatelic studies should be coherent and consistent, not the mere presentation of items close to each other
- Items chosen must show their postal characteristics;  
border line items, not only limited in number, but duly justified

# Philatelic Knowledge – What to look for





# Proofs and Essays - Appropriateness

Type of items	Philatelic Appropriateness
Artist's sketches for own study	<i>Private material</i>
Sketches, proofs and photo essays during the process of stamp preparation	<i>Appropriate</i>
Items produced for other internal processes (e.g. approval, archiving)	<i>It depends on procedures. Nature of items could be dubious (absence of official signs)</i>
Items produced for information at the end of the main process	<i>Inappropriate</i>

➤ *Appropriate items are exploited at best within a philatelic study*

# Proofs and Essays - Importance

**World status:** Essays and proofs for the most classic stamp issues

**High Importance:** accepted drawings and essays, die proofs for controlling engraving process, unissued stamps

**Moderate Importance:** rejected stamp drawings, colour and plate proofs (as part of the stamp production process), presentation sheets and cards for asking final approval

**Lesser Importance:** preliminary drawings of accepted designs, presentation issues (like artist's die proofs, épreuves de luxe), 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

# Borderline Material

- As postal services and regulations vary in the different countries and over time, the same considerations could not be applicable to items that, at a first glance, look very similar.
- Some items only follow to a certain extent the definitions of appropriate material; e.g. they could relate to special services of the Post, national situations, occasional conditions
- National philatelic cultures accept as valid items that are not existing or are ignored in other philatelic geographies
- Borderline items should be used mainly when no other material is available to describe a specific thematic detail.
- They must always be supported by a thorough philatelic justification, in a number proportional to the degree of elaboration of the exhibit.

# Condition and Rarity - Recommendations

- Condition should not be impacted by presentation constraints: avoid postal cancellations on cut pieces of documents
- Rarity concerns all the items of the exhibit, so top items enhance it whereas low level items reduce it
- Try to find special covers with multiple (but correct) frankings of the same thematic stamp, registered or related to other additional services.
- Replace common stamps with scarcer and diversified material.
  - Modern essays, proofs, errors and varieties from “strange” countries do not contribute much to rarity
  - Rare items covering side thematic points are not so relevant for rarity.

# Presentation - Recommendations

- Overlapping of items should be kept to a minimum.
- A more precise alignment of items would be beneficial, as well as avoiding overlapping of items.
- When there is a thematic cancellation, normal covers should be windowed.
- Some exhibits had pages in more than one color or type of layout; the jury did not consider this aspect, but it could be taken into account in the near future.
- A more effective presentation can be achieved with a title on each page.

# Fakes and Forgeries

- Nowadays, Sport Olympic philatelists should be even more aware of the risks of **FAKED And FORGED ITEMS**:
- **FAKED** items are obtained by changing some characteristics of genuine ones and/or by using genuine items and/or original postal tools.
- Growing computer produced **FORGERIES** are very difficult to be detected (and it will be more difficult in future)
- Private essays and proofs, made outside the official process stream, are also presented without this specification.
- Defective items once repaired are seldom declared as such.
- Old items of this kind continue to be (re)proposed at leading philatelic auctions.
- The only defense: ask for an expertizing when bidding and have your valuable items the best protection is to have them expertized.



# Open Philately - Recommendations

- The main improvement recommended is to adhere to the definition of “Open philately”, ensuring a sufficient presence of non-postal and non-philatelic items. Currently the exhibits present mainly pictures and illustrated postcards, whereas in this type of collection badges, pins, medals, and a number of other memorabilia or testimonials would provide a better and more appealing coverage of the subject.
- Furthermore, it is suggested reviewing the text aiming at shortening some sentences as, all together, some presentations seem more appropriate for an article rather than for an exhibit page.

# Some Remarks – Olympic Exhibits

- During the Jury Seminar some additional remarks were made on the fly to illustrate and clarify specific points of the presentation.
- Here a more comprehensive set is provided, consisting of various pieces of information for the early Olympic Games.  
Some are clearly warnings to exhibitors. Others are simply informational but relate to facts and/or items misrepresented or ignored in individual exhibits.
- References are added, to encourage further study of the subject involved.
- These remarks may be of interest for almost all collectors, as most sport exhibits rely on a significant part devoted to the events related to such sport at the Olympic Games.



# Some Remarks – Olympic Exhibits

**1896** “by an agreement with the new Government, the sum of 400,000 Drs. was assured to the Committee by the sale of Commemoration stamps”.

*Reference: Olympic Report, 1896 Olympic Games.*

**1896** The “TAMEION” cachets used during the Turkish occupation are control marks used to attest property of stamps by the Treasury, with no postal relevance. Initially they were applied on the face of the stamps: then, to avoid confusion, they were applied on the back.

*Reference: Ernest Trory. A philatelic story of the Olympic Games, Brighton 1960*

**1896** In 1900 and 1901 the devaluation of the drachma led to overprint the remaining stamps with a new denomination in A.M. (Acsia Metalliki, i.e., Metallic Value = Gold value). They were used for foreign parcels and money orders. However, there is no relations whatsoever with the 5th anniversary of the first Olympic Games.



*Reference: Karamitsos Catalogue Hellas vol. 1, Reference: Ernest Trory. A philatelic story of the Olympic Games, Brighton 1960*

# Some Remarks – Olympic Exhibits

**1896-1906** The Greek Post issued 12 series for a total of 384 illustrated postal cards in the time frame 1901-1903. Some of them depict venues of these Games and of the Ancient Games in Olympia. Not to be confused with similar, contemporary illustrated post cards of private production but with the imprinted stamp printed to order by the same Post.

*Reference: Jari Majander, Pictorial stationery cards of Greece 1901–1903, TCNews No. 29 September 2020, pages 24*

**1906** The official term for these Games is «Intercalated Games».

*Reference: Wikipedia*

**1906** The issue was printed by Perkins & Bacon in London through the intermediation of the J.P. Segg company, which acted as an agent/mediator between the Greek Government and the printing house.

*Reference: M. Tsironis, 1906 – The Olympic Issue, Kifissia*



# Some Remarks – Olympic Exhibits

**1908** The Ballymaclinton postmark was used at the ‘Ballymaclinton’ entertainment Irish ‘village’ populated by a staff of 150 Irish men and women (mainly women) who lived and worked in the village for the whole duration of the event and gave demonstrations of ‘traditional’ Irish village life.

Ballymaclinton was mainly an advertising and marketing tool for McClinton’s Soap, with the support of the Women’s National Health Association, which aimed at raising funds and awareness for TB treatment and eradication in Ireland. The village was very successful, receiving over two million visitors. Accordingly, it reappeared at the 1909 Imperial International Exhibition, the 1910 Japan–British Exhibition and the 1911 Coronation Exhibition, all held at the Shepherd’s Bush venue.

*Reference: Wikipedia*



# Some Remarks – Olympic Exhibits

**1912** The Grandberg illustrated postcards were considered «official» by the O. C. as a formal agreement was signed with such company. Grandberg paid for building the post office at the Stadium provided it would sell these postcards as well.

*Reference: Olympic Report, 1912 Olympic Games*

**1912** Some official postcards, most with Olympic vignettes on the right side, were cancelled with dates 22.07.1912 and 27.07.1912 during a 1913 training class for postal clerks. They were produced using original items and tools and reached the philatelic market.

*Reference: S. Podolski, The Olympic Games – Stockholm 1912, The American Philatelists July 1978; Fredril Schreuder. The Olympic Games in Stockholm 1912, SPI Fall 2012*



# Some Remarks – Olympic Exhibits

- 1912** These are the first Olympic Games with postal cancellations – first a bilingual propaganda mechanical cancellation, then two hand postmarks used at the Stadium post office during the competitions: one with the word «Stadion» for mail posted at the post office, and another with the additional letters L.B.R. applied on items posted in the letter boxes in and around the stadium.
- 1912** A non obliterating boxed cachet was applied on mail from Sweden to the United States. It is likely that it was added during the transit in Goteborg, mainly on mail addressed to Rochester. This cachet would require additional research also because – strangely - is in French.

*Reference: S. Podolski, The Olympic Games – Stockholm 1912, The American Philatelists July 1978; Fredril Schreuder. The Olympic Games in Stockholm 1912, SPI Fall 2012*



# Some Remarks – Olympic Exhibits

- 1920 The surcharge was in favour of the National Office for the War Crippled Soldiers.
- 1920 The overprint of the unsold stamps was a cheaper way to get 20 c. stamps required after postage for internal letters up to 20 grams was raised to 20 c. starting 1 November 1920. The uniformly overprinted stamps were made available on sale on 5 March 1921.
- 1920 In compliance with the current UPU regulations, the Olympic stamps could be used only for internal mail till 30 July 1920. After such date they could be used for mail to France, Great Britain, Switzerland, Belgian Congo, and Rwanda Urundi. Such exception was then extended to Italy, Japan, Australia and U.S.A.

*Reference: R. Van Rompay, Les Jeux Olympique de 1920 à Anvers, Belgian Olympic Philatelic Club.*



# Some Remarks – Olympic Exhibits

**1924** The development of the French Olympic stamps, the first commemorative issue of the country, was paid by the Propaganda department of the Organizing Committee; this «Stamps project» costed 29,851.85 Francs. Then the French Post took over the printing process.

*Reference: Olympic Report, 1924 Olympic Games*

**1924** Great Liban and Syria were not French colonies. France received a League of Nations mandate on these territories in the aftermath of the First World War.

*Reference: Wikipedia.*

**1924** The printed-to order set of postcards was released just two days before the closing ceremony, hence it cannot be presented as propaganda for the Games.

*Reference: Various sources, e.g. Post, Philately and Olympism, Vol. I, I.O.C. 1984.*



# Some Remarks – Olympic Exhibits

**1924** Some airmail items to Switzerland franked with the Olympic stamps and mailed from Grenoble on 6.07.1924 we carried on the first flight Lyon-Geneva-Lausanne-Zurich. The flight was not related to the Games. Furthermore, some Zeppelin-Luftschiff postcards, used on the occasion, have been wrongly interpreted as flown with such airships.

*Reference: Thomas Lippert exhibit, AIWOS 2021.*

**1924** The issue of Costa Rica is devoted to the Sport Games of Central America and Caribbean held in San José. No connection with the Olympic Games, in spite of the caption “Juegos Olimpicos”.

*Reference: Catalogo Sport Landmans 1957; the Michel and Scott catalogues relate them to athletics.*





# Some Remarks – Olympic Exhibits

**1928** The Huygens Bookshop semi-official postal cards were sold at 10 c. at participating booksellers (not at the post offices), including a surcharge in favour of the O.C. The proceeds were just 50 Dutch guilders.

*References: Olympic Report; L. Jonker, Postal Stationery of the Olympic Games, The Semi-Official Postal Cards of Huygens Bookshop, SPI, Summer 2010*

**1928** Registered airmail addressed to Switzerland cancelled with the postmark (in black) of the Stadium of 12.08.1928 and with the registration label of Amsterdam Station C.S. was probably cancelled after the Games, as shown by the longer time elapsed from the date of the departure postmark and the arrival one.

*Reference: L. Jonker, Registered Mail of the 1928 Amsterdam Olympic Games, SPI, Spring 2008*


# Some Remarks – Olympic Exhibits

**1928** The 1928 stamp issued by Portugal was introduced for financing the participation of the National Olympic delegation to the Games. Such stamp was compulsory from 22 to 24 May on internal mail (some exceptions concerning mail to abroad are recorded). 90% of the proceeds went to the National Olympic Committee.

*References: Manfred Bergman, Portugal's 1928 Olympic Stamps, SPI Winter 2013; Summer 2014*

**1928** A number of stamps of the Olympic issue celebrating the victory of the Uruguay team in the football tournament were then perforated with a star or a cross for use on official mail.

*Reference: Various sources, e.g. Post, Philately and Olympism, Vol. I, I.O.C. 1984.*

 **1932** The 3 c stamp presents a sprinter: the designer used a picture of Alfred Leconey, silver medallist in the 4x100 relay in Paris, but altered the athlete's facial features after the U.S. regulations governing the portrayal of living persons on stamps.

*Reference: Manfred Bergman; Olympedia*

# Final Considerations

- All facts presented, whichever the level of detail, must be duly checked
- Capitalize on the wealth of sources, and consult Bibliography at AICO and Associations websites
- Do not take for granted thematic facts from general philatelic sources (especially auction catalogues)
- Revisit these sources to find new ideas for development
- The exhibit is not a literary work... and it has to deal only with what is displayed.

# Main Sources on the Web

- **Games, Results, Athletes, Countries, etc.**

International Olympic Committee <https://www.olympic.org/> (French/English)

- **Olympic Reports** (downloadable pdf.'s)

LA84 Foundation <https://digital.la84.org/digital/> (English)

- **Detailed Olympic results, Teams, Athletes, etc.**

SR/Olympic Sports <https://www.sports-reference.com/olympics/> (English)

Olympedia <http://www.olympedia.org/> (English)

- **Results. daily program of the Games, etc.**

MarcOlympics [http://www.marcolympics.org/jeux/1896/e\\_accueil.php](http://www.marcolympics.org/jeux/1896/e_accueil.php) (French)

- **Vignettes and other memorabilia**

Poster Stamps and Labels of the Olympic Games <https://www.alphabetilately.org/Oly/index.html> (English)

- **In case of discrepancies, remember that data from the IOC website are the official ones.**

