



THE BRITISH POSTAL MUSEUM & ARCHIVE

London: 2010 Festival of Stamps British Postal Museum & Archive (BPMA) Mission Statement December 2006

Concept

2010 sees the centenary of the accession of King George V, the Philatelist King. *London: 2010 Festival of Stamps* will be a year long celebration of exhibitions and events to mark this centenary.

The festival is an opportunity to bring stamps into the 21st Century. Stamps are accessible to everyone, not only are they miniature pieces of art that we can all own but they also highlight the importance of design in every day life. They provide a route in to any kind of topic you can imagine.

Background

The festival will coincide with the run up to the 2012 London Olympics providing a series of cultural and artistic events in the lead up to the games. The festival seeks to make provision for the philatelic community whilst also providing a programme of exhibitions and events that are accessible to wider audiences. Its main aim is to revivify an interest in stamps with younger audiences as a means of securing future interest in philately.

Schedule

An International Stamp Exhibition will take place at the Business Design Centre in Islington on 8 – 15 May 2010, which will include a major competition for philatelists, a trade show and meeting place for stamp collectors from all over the world.

Alongside this core event at the Business Design Centre, the BPMA will be co-ordinating a festival in the broader sense of the word by prompting a wide range of exhibitions and cultural/artistic events on the themes of stamps and the post at partner institutions. These will include both museum and non-museum venues and will take place principally in London. It is hoped that such events and activities will appeal to more varied age groups and generate a greater interest in stamps and postal history with audiences outside the philatelic community.

The exhibitions and events will take place over a year and there are no restrictions on how partner institutions can take part whether it be through children's workshops, exhibitions using relevant themes and objects or merely offering a space for lectures and events.

The BPMA itself will present its own significant central exhibition on the theme of the Philatelist King, George V. This will be on display alongside the BPMA's own series of events. These projects will remain the core of 2010 activities irrespective of how many other partners become involved.

London: 2010 Festival of Stamps

Aims

- To change the generic way philatelic exhibitions are approached and displayed.
- To develop a new audience for stamps and postal history.
- To make stamps (original material) and postal history more accessible to a wider audience through better interpretation.
- To sustain and develop the existing BPMA audience.
- To support the ISS
- To create a museum network and increase museum partnerships.
- To encourage increased research around archives and themes of stamps and postal history.
- To attract external funding for exhibitions and events.

Objectives

- Encourage and co-ordinate a year programme of events and exhibitions related to the theme of stamps and postal history in both museum and non museum venues.
- Create a core exhibition and related activities specific to BPMA.
- Encourage exhibitions and events with a strong focus on 0 – 19 age groups. (using ILFA).
- Encourage a wide network of museums and non museums to take part in the festival in order to broaden audience base.
- Develop educational resources to run alongside exhibitions and events.
- Collect and assess feedback and visitor statistics to all events.

Marketing

The festival will have a wide marketing strategy to include:

- Web presence that will help to co-ordinate and promote the wider festival. This will be lead and co-ordinated by the BPMA and will provide a base for dealers information.
- London 2010: Festival of Stamps leaflet
- Unofficial marketing through museum network
- Events added on to London's event listings sites e.g. 24 Hr Museum
- National and local press and specialist publications.

Target Audiences

The purpose of the festival is to make provision for the philatelic community through the main stamp collectors fair and also the core BPMA exhibition on George V. All other events will be more accessible and targeted at a wider audience. Core audiences the festival will target include:

- Philatelic community
- Families
- School groups

- Royal Mail staff
- Local Community Groups
- Young stamp collectors

Project contacts

General festival enquiries

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For general information about the BPMA see: www.postalheritage.org.uk