Italian Astrophilately Society Exhibit

A Very Successful Outreach to the Public

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Three members of the Italian Astrophilately Society (Rega, Santandrea and Cavallaro) took advantage of the revival of interest in space topical philately which occurred during 2009, the 40th anniversary of the first Lunar Landing, with an innovative approach aimed at drawing the attention of the general public towards fascinating space covers. The team put these "dry" documents of the experimental trilogy of the Mercury-Gemini-Apollo Program in their wider historical context and recreated the proper "atmosphere" of the time with historical notes, pictures, maps, documents, and vintage mission patches. to make the story of the first Lunar Landing come alive.

For practical reasons (including safety) the AS.IT.AF members had to work within the format constraints of standard traditional philatelic display frames, but successfully exploited all the available degrees of freedom, using "posters" with background of outer space to create an appealing display with Great Public Success!

The background is a single poster board, spanning the width of the display frame, enabling five "panels" in a space normally filled with four pages of a typical display. Note the enlarged stamp on the right, showing the detail. Since this was a non-competing display, the authors had complete freedom to create a visually exciting display that attracted attention and spurred interest in the philatelic activities of the Italian Astrophilately Society.

Note the rocket and space backgrounds. Astrophilately can be visually exciting.

The organizers of the Chiavari Exhibition reported that visitors were still arriving after closure of the Exhibition to enjoy the history of the 'American Space Race to the Moon'.

Mission Patches, crew photos and rocket diagrams, all discouraged by competition rules, are cheerfully on display to bring the story to vibrant life. The covers are shown next to photographs of the events, and again, enlarged stamps are used to captivate the eye.