

South American Philately

*“Towards an
innovative identity”*

South American Philately

*"Towards an
innovative identity"*



“Stamps depict images related to culture, art, science and sport, thus becoming a medium to transmit our region’s history.”

“Philatelic Scenario in **South America**”

The philatelic activity in the region is on the right track. South American Post Offices keep issuing stamps, within their own possibilities, on an average of 20 issues a year, of 15,000/30,000 stamps each.

Sales mainly target philatelists, and in issues regarding more popular subjects or specific themes, the general public is included, thus increasing our followers and sales.

Examples of South American issues

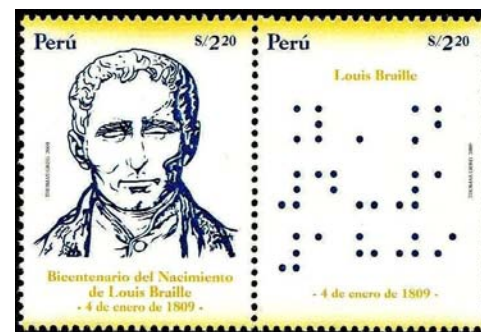
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Peru
Post Office





Colombia
Post Office

Conmemoración de la firma de la paz





Ecuador
Post Office





Uruguay
Post Office



Working together in communication and exhibits

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It is important to mention that over the last few years there have been several National and International exhibits to promote philately, supported by the Post Offices of the region with the FIAF (Inter-American Philately Federation) and other philatelic entities. Post Offices and several Federations focused on keeping their joint work in order to bring more collectors to this cultural activity.

National and international Exhibits in South America

- 2012 · Río Grande (Arg.) MERCOSUR Stamp Exhibition*
- 2013 · Brasilia (Br.) Brasiliana World Stamp Exhibition*
- 2014 · Córdoba (Arg.) South America Stamp Exhibition*
- 2014 · Santiago de Chile (Chl.) Americas Stamp Exhibition*
- 2015 · Río Grande (Arg.) South and Centre America Stamp Exhibition*
- 2015 · Quito (Ec.) America Stamp Exhibition*
- 2016 · Córdoba (Arg.) Continental Stamp Exhibition*

- 2017 · Brasilia (Br.) Specialized World Stamp Exhibition*
- 2018 · Santiago de Chile (Chl.) Americas Stamp Exhibition*
- 2017 · Buenos Aires (Arg.) Americas Stamp Exhibition*



Argentina Philately

Marketing · Design & Printing

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*The New Cultural Center, former Central Post Office, which was a key work for our country's culture, has a level of infrastructure comparable to the main cultural centers in the world and it is equipped with cutting-edge technology. It is a cultural space which can host all forms of art and culture, within the historic and iconic building of the former Central Post Office. This is where the Argentine Post Office opened two new rooms in 2015:
Philately - Cultural Space and Philately Store.*

These spaces are used to cover the three items of our round table, marketing, design, and printing, so in the following description you will get to know them through my examples.











Filatelía

Cultural Space

Permanent exhibition of Argentina stamps

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The aim of both rooms is to bring the amazing world of philately to audiences. For groups of students and tourists who visit the cultural center every day, philatelists and collectors; and anyone else who wants to get to know and discover
ARGENTINE PHILATELY

En off.

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fila telia

ESPACIO
CULTURAL

Philately - Cultural Space *is a temporary and permanent exhibit of our country's stamps.*

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With a minimalist style, this room shows the most important stamps of national philately. Apart from going through our postal history since our first stamp, Ceres (from 1856), to those from Cordoba, the Confederation and Buenos Aires (1858), there are collections of great philatelic value, and there are innovative techniques with surprising effects.

En off.

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Signor
Emmanuel Savagnino
Genova







Interactive stations, short films, and selfie space

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*The **PHILATELY CULTURAL SPACE** room is equipped with touch screens which allow you to explore and interact with stamps in detail. It also has a station where you can design and print your own stamp.*

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*Apart from the stamp exhibits, there are
projections of various themes.*

La cultura significa estar en posesión
de los medios conducentes a
una civilización
y una cultura



"Ser maestro significa estar en posesión de los medios conducentes
a la transmisión de una civilización y una cultura; significa construir,
en el espíritu y la inteligencia del niño, el panorama cultural necesario
para capacitarlo su ser en el nivel social contemporáneo y, a la vez,
velar por todo lo que en el alma infantil haya de bello, de bueno,
de aspiración a la total realización".

Juan Combar y los maestros recién graduados de la Escuela Normal
de Chiklaya, en diciembre de 1939





*It also has an area to personalize your
experience and be part of a stamp, in a playful
and recreational way.*

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Display cabinets and their collections

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Cabinets displaying collections are organized by theme and equipped with magnifying glasses which allow you to observe the details of the pieces. Their drawers invite you to discover the different collections they hold in an attractive way.

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The themes exhibited

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*The themes exhibited in this space are those
we cover annually in our Official Issues Plan,
which includes 20/30 issues.*

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The issuance process includes different sectors of the Philately Department, Research Area, Creative and Internal Design Team and Administrative Area. The Communication and Press areas, the Advertising Department and the Marketing Department promote the issues.

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From the early stages of the creation of stamps, the PHILATELY Area of the Argentine Post Office focuses on highlighting the cultural and federal aspects, including all regions of our country, their folklore, people and history. The Post Offices of the Region follow the same approach, placing South American Culture as the main subject.

En off.





INICIO DEL PONTIFICADO DE S. S. FRANCISCO



EMISIÓN CONJUNTA

CIUDAD DEL VATICANO • REPUBLICA ITALIANA • REPUBLICA ARGENTINA

 **CORREO
ARGENTINO**
COMUNICACIÓN



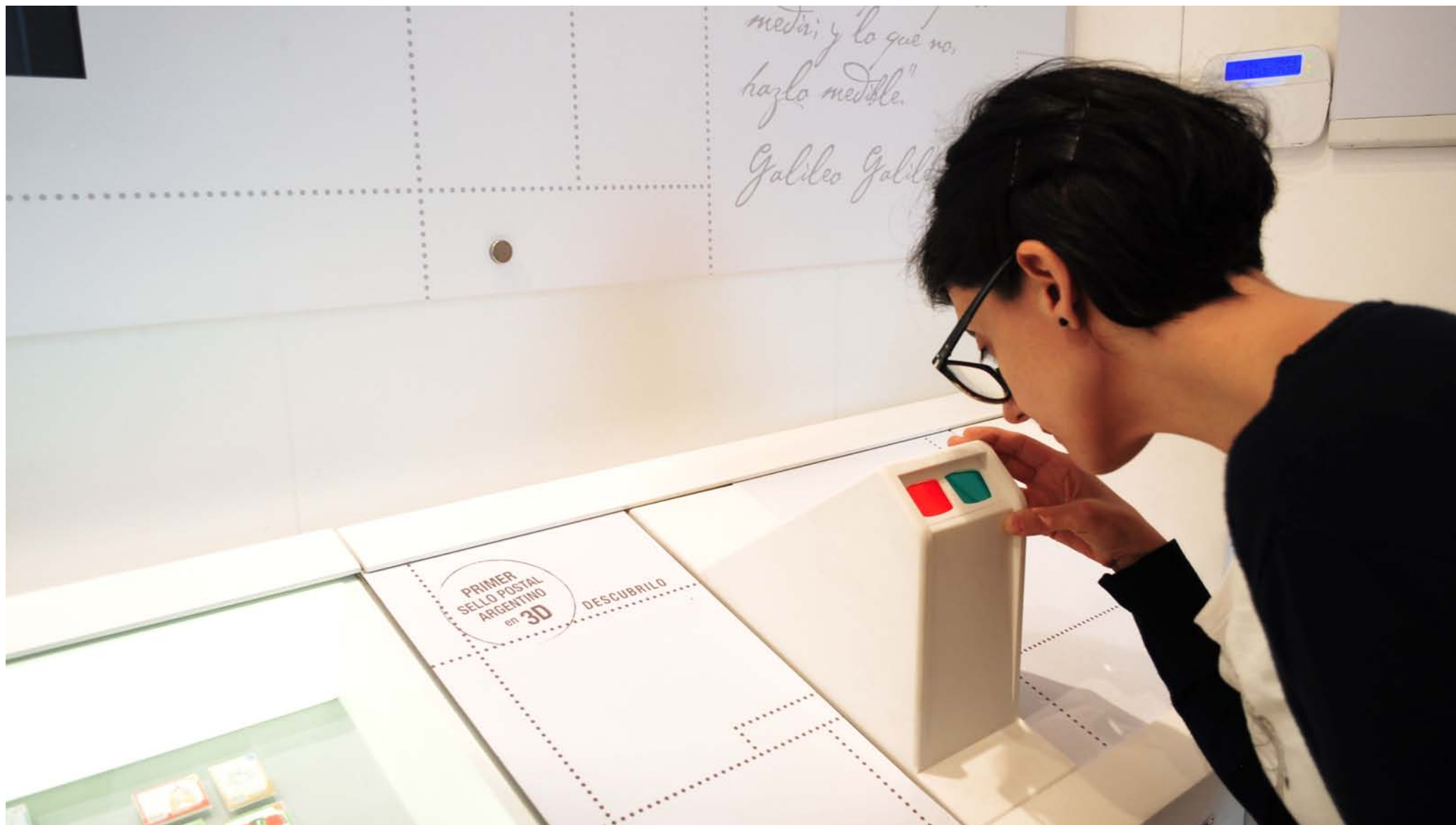
Design, innovation, effects and printing techniques

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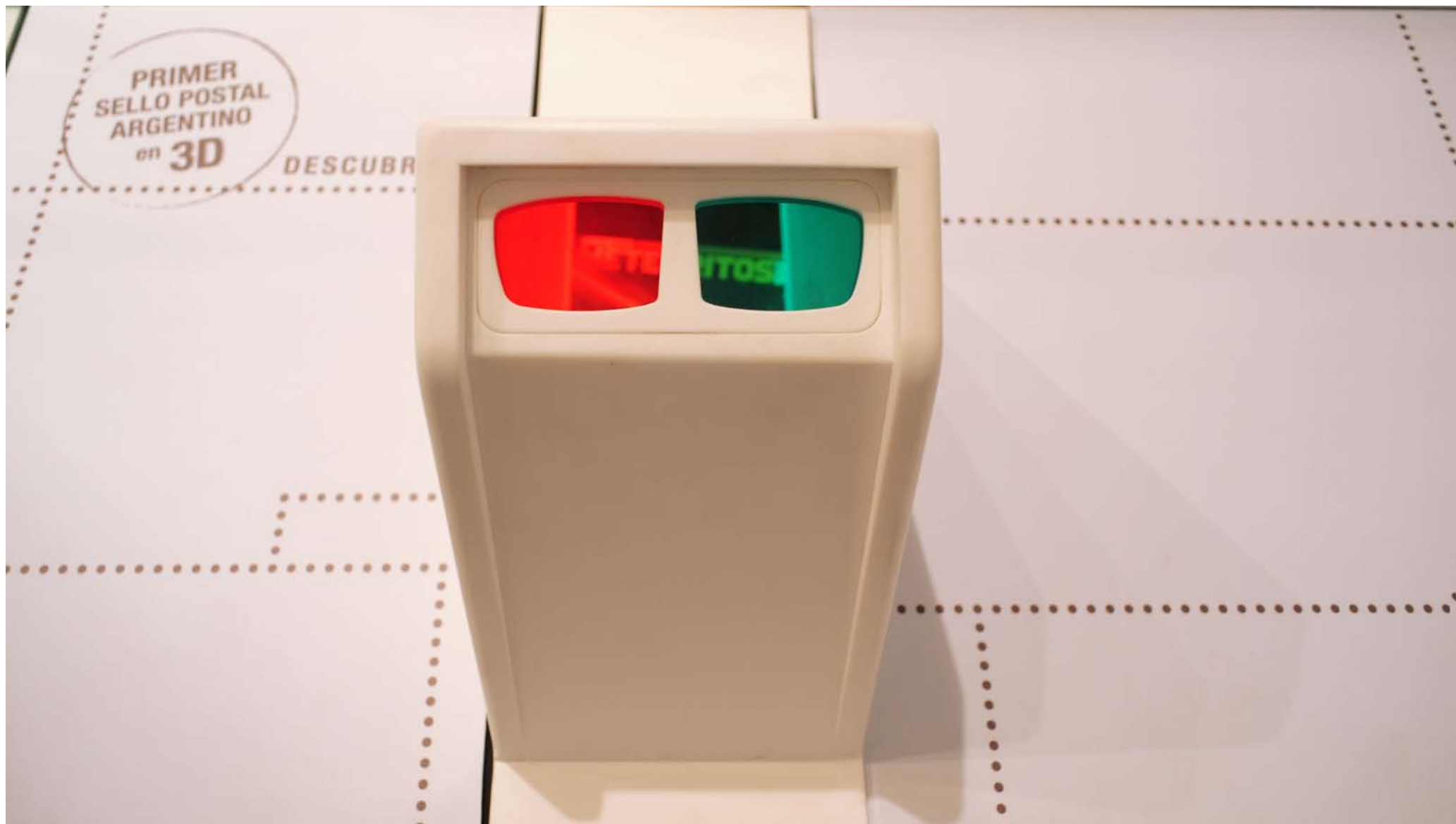
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With an eye on innovations and new techniques to apply to stamps, Argentine philately has: a 3D stamp, QR technology, stamps with scents, with scratch cards, flocking; ink which is textured, fluorescent and phosphorescent, among others. The room has a space where people can experience these effects.

En off.







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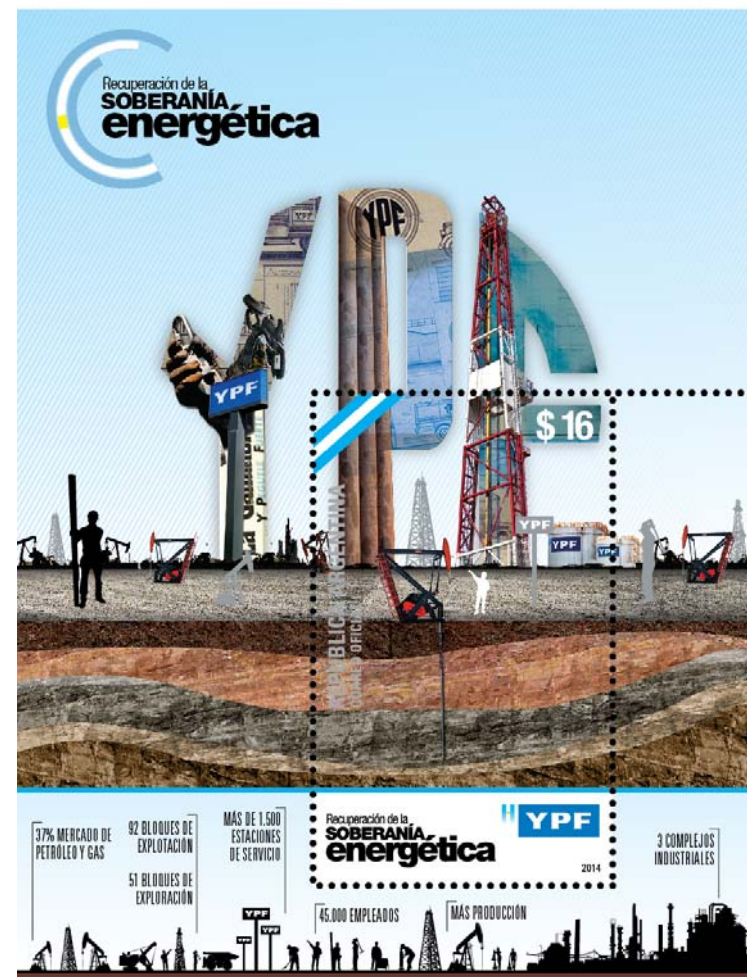
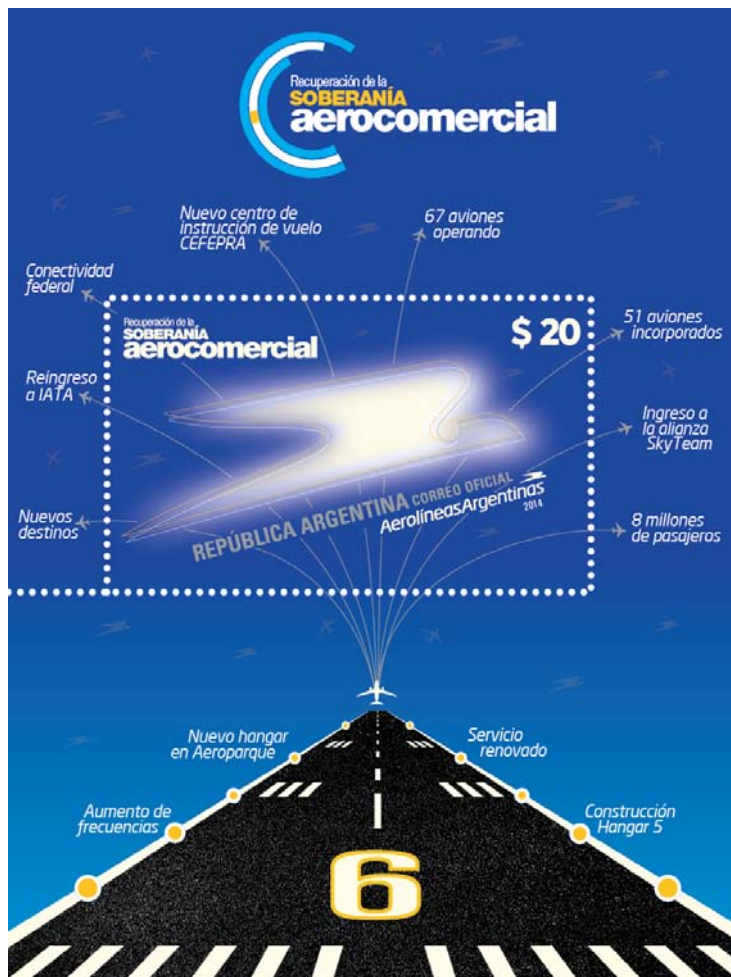
First Argentine
stamp with QR
technology



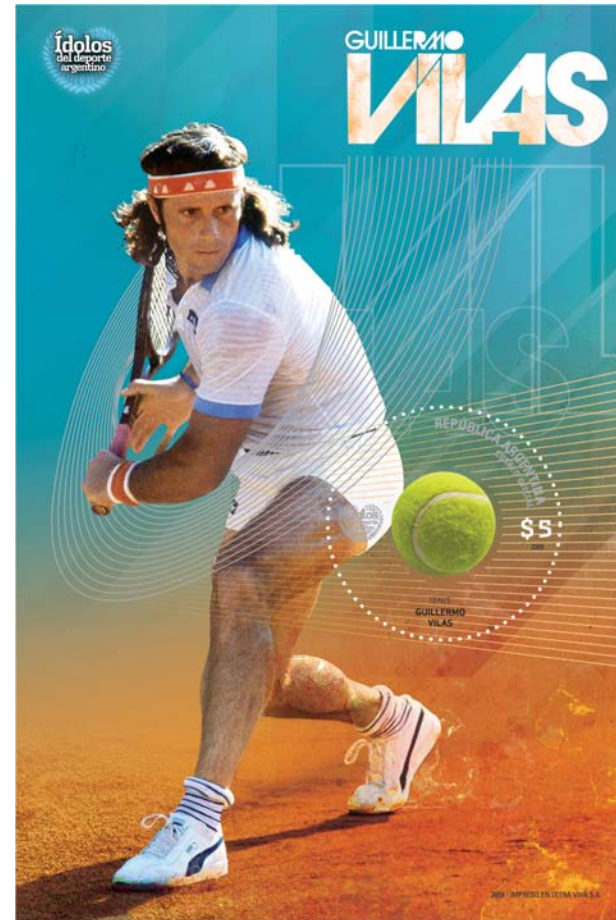
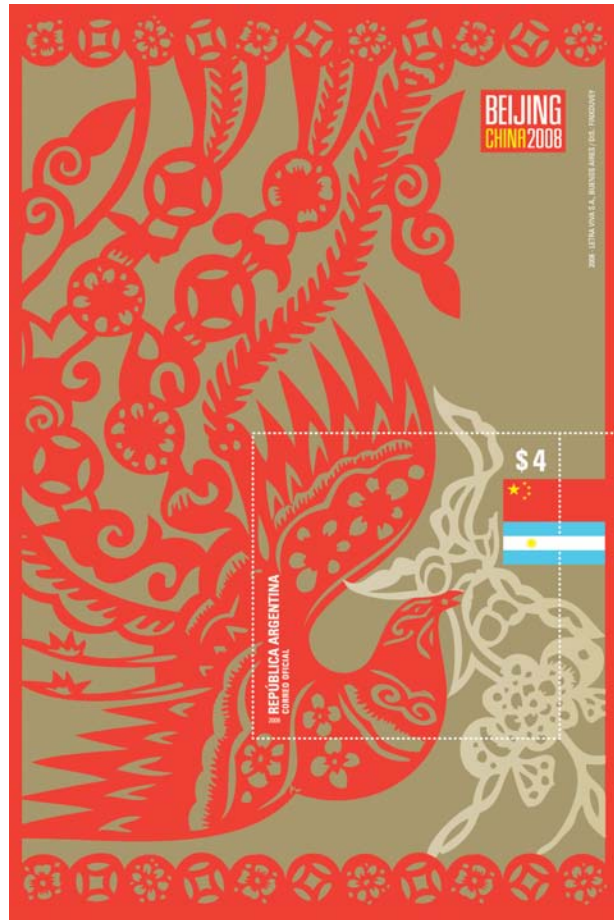
Fluorescent and scented ink



Scratch card effect



Phosphorescent, fluorescent and textured ink



Hot stamping and round format with flocker print



Print over silver ink

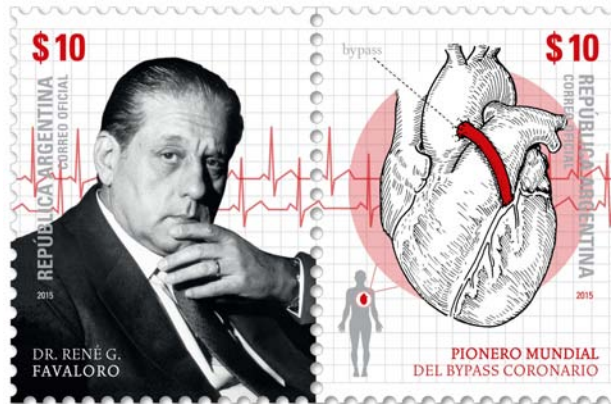


Phosphorescent ink



New series of regular stamps – Fruit farming

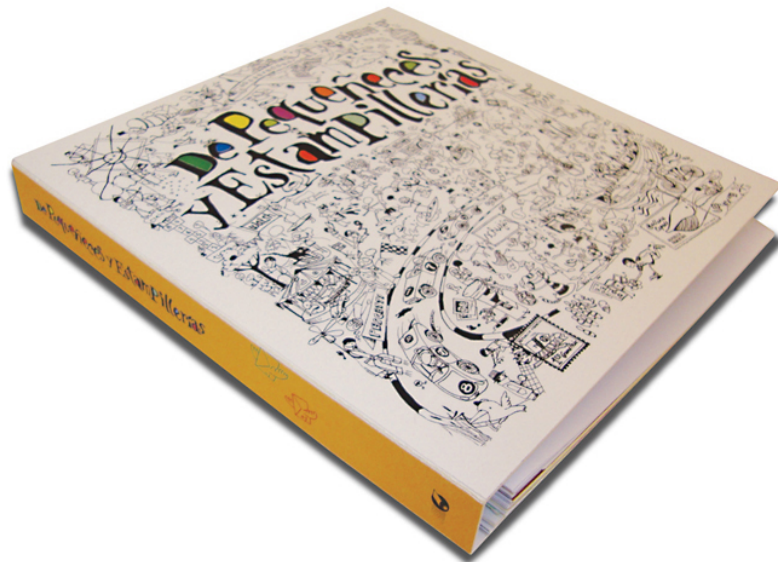
2015/16 Issues



Special products

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Children's themed book
*Including: postcards – stamps – mini
 sheets – block sheets – games.*





Julio Cortázar special pack

*Including: 4 stamps – first-day envelope
– philatelic flier – a pencil and
copybook.*

Special pack

200 years of Argentine Independence
Including: 1 stamp – 1 block sheet with 2
stamps and a mini sheet with 3 stamps.

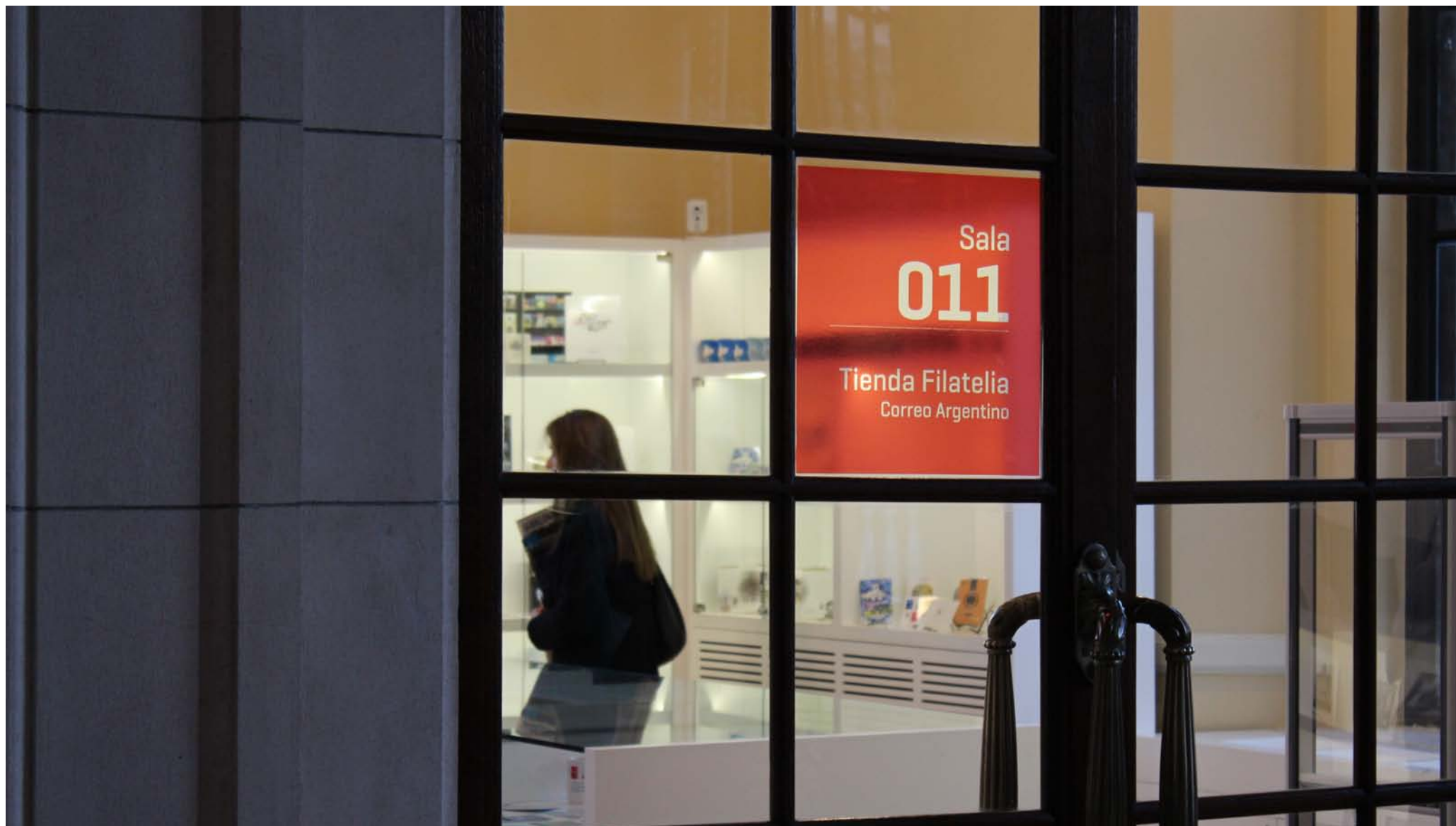


Philately

store

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In addition to the Exhibits Space, the Argentine Post Office has opened a new sales point at the Cultural Center, the Philately Store. The issues are the main attraction of the modern objects for sale. Postal items, stamps collections, and products designed exclusively to this end. Over 300 stamps decorate the room in an artistic setting.

En off.

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Centro Cultural

*Presidente Dr.
Vísitor C. Rincón*

ÁREA HISTÓRICA RESTAURADA

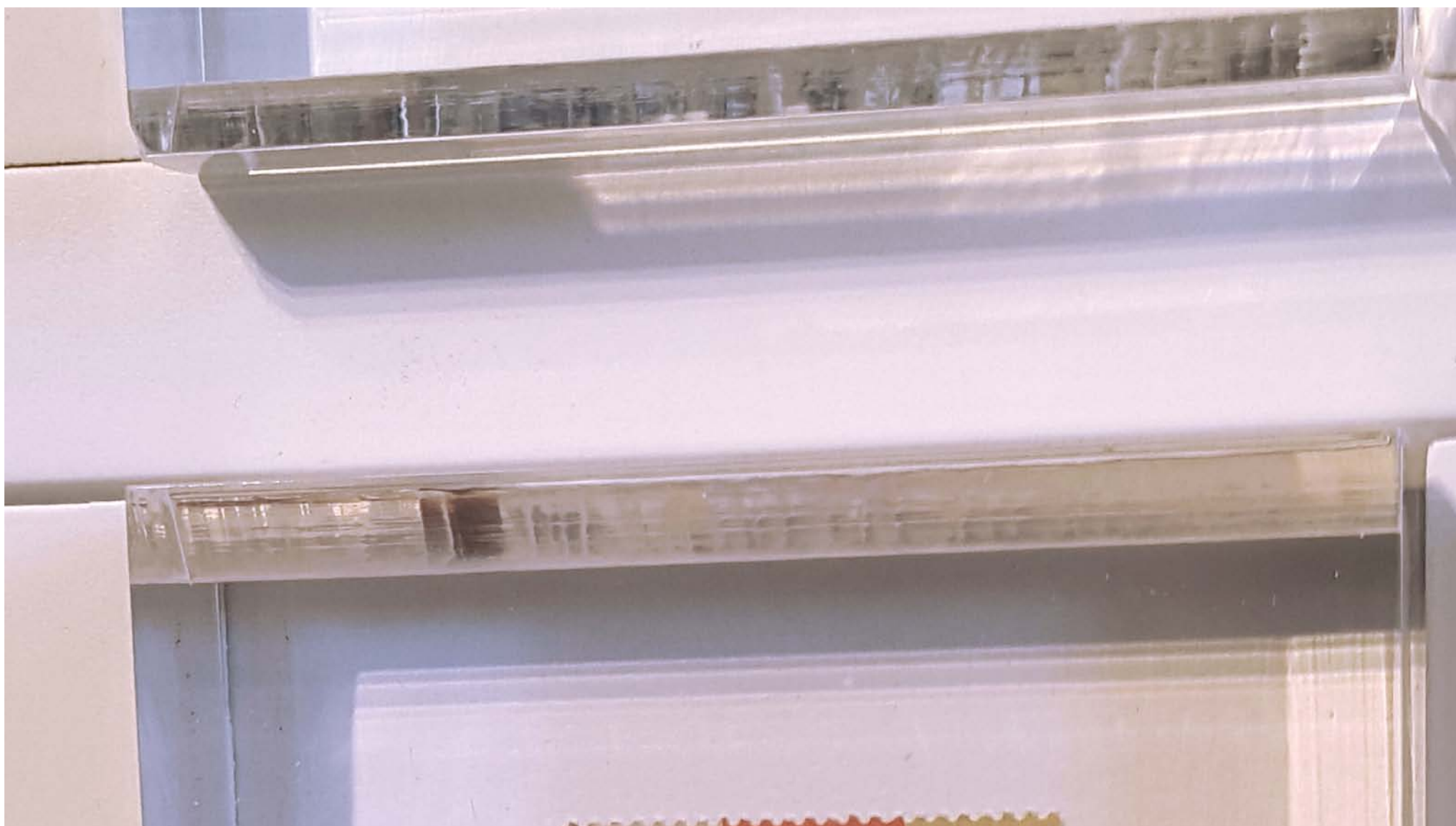












Presentations *of issues*

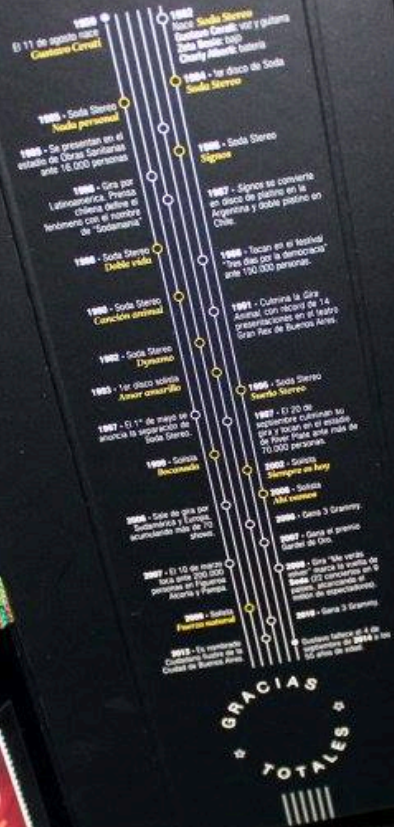
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GRACIAS
TOTALES



Gustavo Cerati

Día de emisión: •
9 de octubre de 2015



☆
MERECE
— lo que —
SUEÑAS
☆















EMISIÓN POSTAL



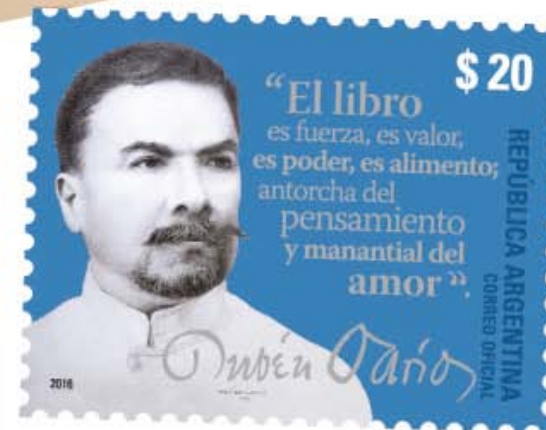
MERCOSUR ACCIONES NACIONALES
FESTIVAL INTERNACIONAL DE CINE DE MAR DEL PLATA

ENCUENTRO
DE COMUNICACIÓN
AUDIOVISUAL









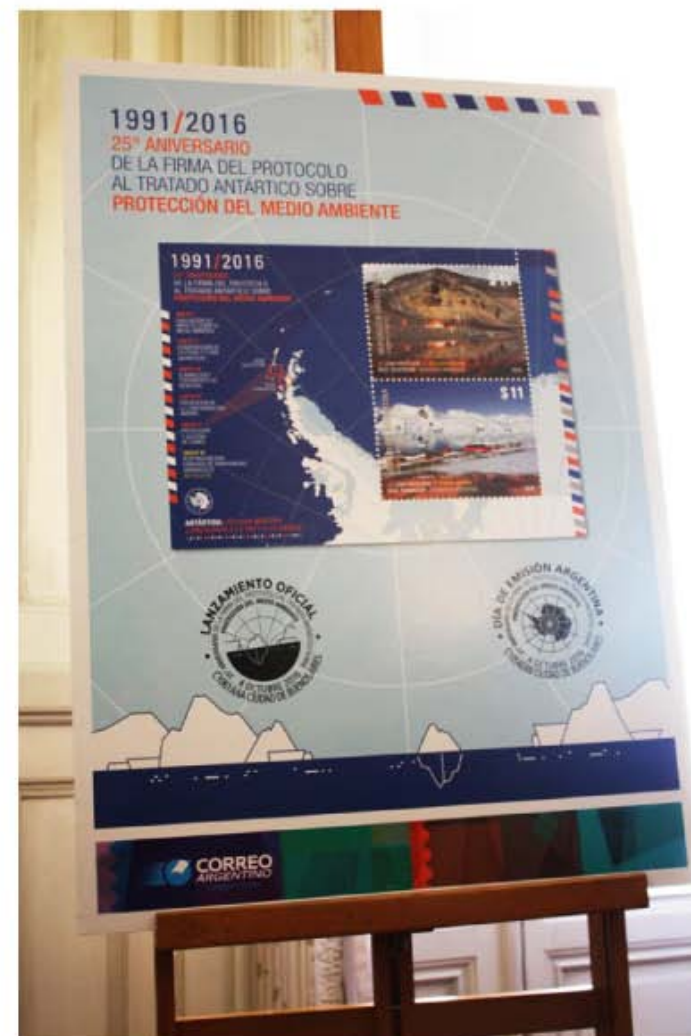












Our communication channels and sales of philately

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Facebook: *We have over 170,000 followers. We use this network to promote launches, news, and events where we present postal issues.*

Twitter: *We use it mainly to cover live events where we present and launch the latest issues.*

Youtube: *We upload material that reflects the videos of the presentations and special launches, which we then share so that it goes viral on Facebook.*

*In 2014 we launched the **Philately E-store**. This e-commerce platform on our website allows us to give clients the possibility to buy our philatelic products online, and we have sales support to all the country.*

*Finally, we are in contact with stamp collectors **by email**, so we can interact with them directly.*

En off.



Correo Argentino



Crear página

Reciente

2015

2014

2013

Biografía

Información

Fotos

Me gusta

Videos



A 155 329 personas les gusta esto

Andrea Scotto



Invitar a amigos a que indiquen que les gusta la página

INFORMACIÓN



Preguntar por la dirección de Correo Argentino



(011)5432-2000 // (011)4891-9191 // 0810-777-7...



<http://www.correoargentino.com.ar/>

FOTOS



Correo Argentino

3 h · 🌐

Cronograma de entregas Televisión Digital Abierta

Continuamos entregando los equipos de antenas y decodificadores de Televisión Digital Abierta (TDA).

Para conocer los requisitos y el cronograma de entrega, ingresá en:
<http://bit.ly/1J31WzH>





TWEETS 1,410 FOLLOWING 114 FOLLOWERS 2,122 LIKES 176



Follow

Correo Argentino

@CorreoOficialSA

Somos la Empresa Nacional que permite integrar a todos los Argentinos, asegurando la comunicación entre personas, empresas e instituciones.

Argentina

correoargentino.com.ar

Tweet to Correo Argentino

Tweets Tweets & replies Photos & videos



Correo Argentino @CorreoOficialSA · 6h

Día del Pensamiento Nacional, homenaje al gran Arturo Jauretche. Compartimos el sello de otro gran pensador nacional



Who to follow · Refresh · View all



Sergio Ramos @SergioR...

Follow



Emma Watson @EmWat...

Follow


Find friends




Trends · Change

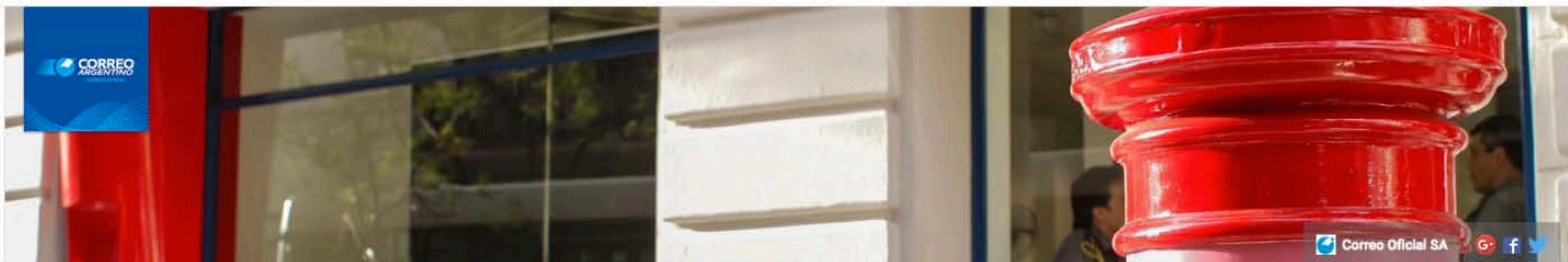
#ModiAtWembley

SUBSCRIPTIONS

Add channels

-  Popular on YouTube
-  Music
-  Sports
-  Gaming

-  Browse channels
-  Manage subscriptions
-  YouTube Red



Correo Argentino


113

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Paquetería Comercial para Pymes y Emprendedores

33,393 views 1 month ago

Lanzamos un nuevo producto diseñado para Pymes y Emprendedores, conocé más ingresando a www.correoargentino.com.ar

Concursos - Correo Argentino



Super Promo Super Premios - Correo Argentino



Cortázar con Sello Propio - Correo Argentino

CORREO ARGENTINO

PRODUCTOS Y SERVICIOS

FILATELIA

CORREO Y LA COMUNIDAD

NOTICIAS



CONOCÉ NUESTRO ESPACIO CULTURAL FILATELIA



Vos... ¿hasta dónde querés llegar?

paquetería comercial
PYMES Y EMPRENDEDORES



Nueva
e-tienda



e-tienda

Bienvenidos a nuestra nueva Tienda Filatélica

buscar...

Buscar

Categorías

Sellos Conmemorativos
Sellos de Uso Corriente
Sellos Up
Enteros Postales
Tarjetas Postales
Carnés y Chequeras
Álbumes y Carpetas
Productos Especiales
Publicaciones

Año

Año Emisión



Carrito de Compras

Novedades



Ciencia y Tecnología



Deportes



Fauna y Flora



Históricas y Personalidades



Paisajes y Turismo



Religión



Transportes



Varlos



Awards

Argentina Stamps

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ASIAGO
International Philatelic Art Award
"Best stamp 2005 - Theme: Nature"



ASIAGO
International Philatelic Art Award
"Best stamp 2014"



2003 - 8th Stamp World Cup
4th place



2000 - Timbres Magazine Best
postage stamp in the Americas



2006 - Yehudi Menuhin
Competition Silver medal



2009 - Concurso Yehudi
Menuhin Bronze medal



2001 - 5th Prize at the Stamp World Cup. Timbropresse - France



2007 - Best Souvenir sheet in the Beijing Annual Best Foreign Stamp Pol.



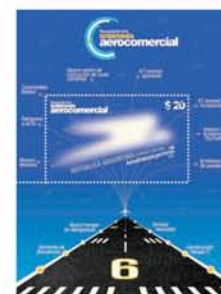
Commercial Aviation

2014 | Edition 50,000 copies of each design | Stamps Size 67 x 28 mm | Printing Process offset
Design Leandro M. Correa, Philatelic Department, Correo Oficial de la República Argentina S.A.



Photos of airplanes destined for passenger and cargo transportation. In all designs origin and destination airports of inaugural flights are indicated. In silver ink, a representation of flight routes. • Concorde IV – Registry LV-AHN • Boeing 747-200 (Jumbo) – Registry LV-420 • Boeing 737-800 NG – Registry LV-CTC • Airbus 340-300 – Registry LV-BIT

Recovery of Commercial Air Navigation sovereignty



2014 | Edition 50,000 souvenir sheets | Souvenir Sheet Size 75 x 100 mm | Stamp Size 50 x 30 mm | Printing Process offset | Design Leandro M. Correa, Philatelic Department, Correo Oficial de la República Argentina S.A.

Souvenir Sheet: image representing a take-off runway. The number 6 makes reference to the anniversary of the company's nationalization. Pictogram of an aircraft taking off towards a new horizon. Quantitative and qualitative data of the present administration.

Stamps: in the forefront and in phosphorescent ink, Aerolíneas Argentinas' logo symbolically represented by a cloud that alludes to the constant presence of the company in Argentine skies. Caption: "Recovery of commercial air navigation sovereignty" and Aerolíneas Argentinas' logotype.

National Open Call "Cortázar with his Own Stamp" 100th Anniversary of Julio Cortázar's Birth

2014 | Edition 50,000 copies of each design | Stamps Size (2) 44 x 34 mm, (2) 34 x 44 mm | Printing Process offset | Design Evangelina Raffalli, Philatelic Department, Correo Oficial de la República Argentina S.A.



The winner illustrations of "Cortázar with his Own Stamp" were adapted to make these postal stamps.

Extreme Sports

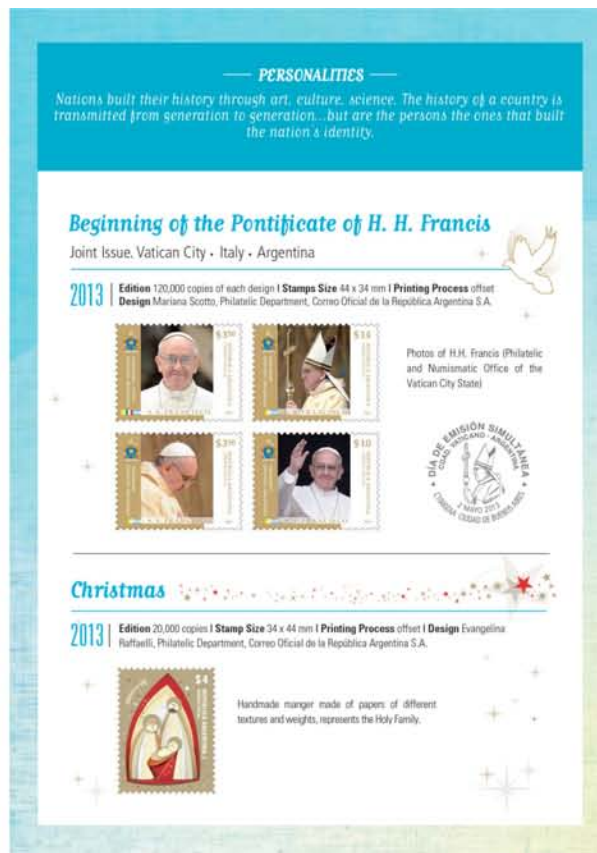
2013 | Edition 40,000 copies of each design | Stamps Size 67 x 28 mm | Printing Process offset | Design Leandro M. Correa, Philatelic Department, Correo Oficial de la República Argentina S.A.



BMX - Skateboarding - Ski - Surf

In every design, graphic intervention on the sport's name. Pictograms of athletes practicing each sport.

SINGAPUR 2015
Silver Medal



WORLD STAMP SHOW · NEW YORK 2016
Gold Medal





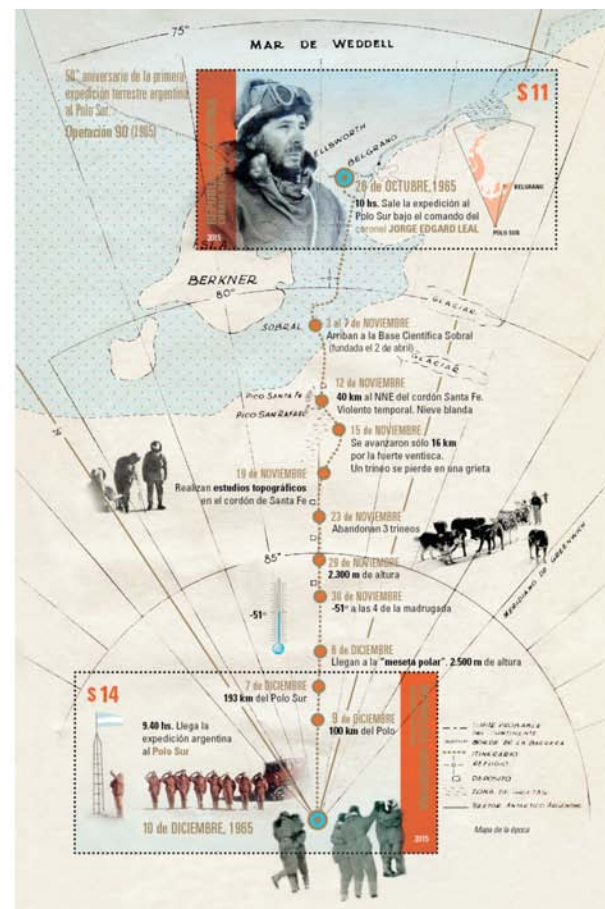
NEXOFIL 2014
2nd Prize "Best Offset Stamp"



2010 - Annual Best Foreign Stamp
Poll Best Souvenir sheet



NEXOFIL 2015
3rd Prize "Best Offset Stamp"



NEXOFIL 2015 3rd Prize "Best Souvenir sheet"

Conclusion

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Philately keeps transforming, people send fewer stamped letters, but by merely innovating stamps we will encourage today and tomorrow's philatelists as well as the general public to participate in this beautiful and exciting activity. That is why it is essential that we keep up with innovative techniques and products, interesting themes and face values which are in keeping with each country's purchasing power, so as to foster an interest in collecting stamps.

Thank you
See you soon

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