

THE WORLD OF ONLINE PHILATELY

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London 2010: Festival of Stamps

www.london2010.org.uk



The screenshot shows the website's header with a collage of stamps and a logo for the London 2010 Festival of Stamps. Below the header is a navigation bar with the date 'Sunday December 06, 2009', a search box, and font size options. The main content area features a title 'London 2010 Festival of Stamps' with social media icons. A descriptive paragraph follows: 'London 2010: Festival of Stamps is a year-long programme of exhibitions, activities and events to mark the centenary of the accession of George V - the philatelist king - and in celebration of stamps, stamp design and postal heritage.' Below this is a 'Festival Highlights' section with three featured items: 'What's happening in 2010?' (with a red banner image), 'London 2010 International Stamp Exhibition' (with a glass building image), and 'Empire Mail: George V and the GPO' (with a blue stamp image). To the right are two sidebars: 'Quick Links' with items like 'Full list of Festival partners', 'Press & news', 'Get involved', and 'London 2010 International Stamp Exhibition'; and a 'Stamp poll' asking 'Do you collect stamps?' with a radio button for 'Yes, I am a dedicated collector'.

With *London 2010: Festival of Stamps* already underway and the international stamp exhibition now a mere three months away, it is appropriate to publicise the revamped website covering the many events to enable readers to plan their visits. For anyone who is unfamiliar with what is on offer, it is a year-long programme of exhibitions, activities and events to mark the centenary of the accession of George V - the philatelist king - and in celebration of stamps, stamp design and postal heritage.

The site is divided into six main subject areas, each of which is explained below.

What's Happening in 2010? *Find out about the wide range of exciting exhibitions and events taking place.* This is where to go to get full details of everything being planned around the UK, as this Festival is not just London focussed.

London 2010 International Stamp Exhibition. *Taking place once every ten years, don't miss this eight-day show during May in London.* Download floor plans and leaflets, view the competitive exhibits listing, see what dealers will in attendance, view lists of jurors, patrons, society meetings and much more besides.

Empire Mail: George V and the GPO. *Exhibition at Guildhall Art Gallery with the Royal Philatelic Collection and The British Postal Museum & Archive.* This major exhibition will look at the passions of King George V, alongside an extraordinary period of design and innovation in the General Post Office during his reign. An era of conflict and great change, his reign saw the development of a number of communication methods which brought the world closer together.

Special Regional Stamp Shows. *Find out what shows are near you.* There are 18 special stamp shows being organised during 2010 as part of the Festival of Stamps by member Federations of the Association of British Philatelic Societies. Get dates, venues and full details here.

Resources. *Find out more about stamps, postal history and collecting.* This is the place to go if you are new or returning to the hobby, want to explore online collections, find teaching resources, encourage the young to collect, etc.

Press and News. *The latest news and press releases.*

A detailed “What’s on?” calendar for the whole of 2010 is included, ensuring that every event taking place can be seen at a glance on a day-by-day basis, giving you no excuse to miss anything! You can restyle the site to match your interest choosing between ‘Stamp Album’, ‘British Empire’ and ‘Silver Jubilee’, while the whole site is fully searchable.

A Stamp Poll enables you to indicate your level of interest in stamps and, at the time of checking, 65.9% of visitors considered themselves to be a dedicated collector with only 7% claiming never to have collected stamps.

This year will be a very special one for philatelists and if you really love your hobby, then it is incumbent upon every one of you to support at least one event.

(500 words)