



Agenda

Briefly **About My Exhibit**

Analytical Approach

- 1) Diversity Analysis**
- 2) Rarity Analysis**
- 3) Importance Analysis**

Today's agenda will be first I will touch upon my own exhibit on Beethoven, and then, talk about analytical approach on three important aspects of thematic philately. They are Diversity, Rarity and Importance.



My Exhibit

L. v. Beethoven-His Life in a Historical Context and His Legacy

Awards: (FIP World)

3 LGs

(Brasiliana2013, Korea2014, Singapore2015)

Grand Prix d'Honneur Candidate

(Thailand2018)

Very briefly I will touch on my exhibit, "L. v. Beethoven-His Life in a Historical Context and His Legacy". I received 3 LGs during 2013 - 2015 period and was selected as a candidate for Grand Prix d'Honour at Thailand2018.



L.v.Beethoven

His Life in a Historical Context & His Legacy

This volume, consisting of 8 chapters, covers L. v. Beethoven's life, his professional struggles, and his legacy. The first 3 chapters describe Beethoven's life by chronological order. His era was full of political changes. It was the period of historic shift from Aristocrat-oriented to Citizen-oriented society, from Classicism to Romanticism, and also the time when enormous impact of the Industrial Revolution in England was beginning to be felt on the Continent. In an attempt to clarify their impacts on Beethoven's life and his philosophy, the reflections are made to those political, economic and social events which took place in his lifetime. The 4th chapter covers major posthumous episodes relevant to Beethoven and his major influence on composers, musicians, and literary people. The 5th chapter describes quotations from and on Beethoven. Finally, a tribute is paid to Beethoven as concluding remarks.

This volume is intended to be a gem to a person who realizes the noble music he created despite his hardship which he had to go through during his life time.

Plan

1.	"Passion and Struggle" (1770-1802)	1
1.1.	Before Beethoven's Birthplace: Duke as Enlightened Despot	3
1.2.	In His Youth: Sympathizing with Liberty, Equality and Fraternity	6
1.3.	In Vienna, a Dream City: Duke as a Patron, then as a Composer	20
1.4.	Holgerstadt Testament: Showing Doubtful and Strong Beliefs	25
2.	"Passion and Sufferings" (1803-1820)	3
2.1.	Perils over Napoleon's Enthronement: "Wine" "Gone Stripped"	4
2.2.	Explosion of Creative Power: "Onset of Deafness"	30
2.3.	Meeting Goethe: "Sommer of the Paradise"	33
2.4.	Portrait Painters: Reflection of their World: Schwan, Grosse, Steiner and Wilteweller	39
3.	"Passion and Glory" (1811-1827)	1
3.1.	Interaction with Leading Musicians: Schubert, Rossini, Lind and Weber	1
3.2.	Monumental Work Symphony No.9: Inspired by Beethoven's "In a Joy"	4
3.3.	Flautas, Amici, Concerto Finta Est: Magnificent Personal Success	6
4.	"Passion and Eternity"(1828~)	10
4.1.	Beethoven's Election Elevated to Hero: Queen Victoria attended the Concert	10
4.2.	"Choral" Symphony adopted as the European Heroic: "March of Power, Honor & Unity"	14
4.3.	Composers under Beethoven's Influence: Strong & Proliferated Influence	18
4.4.	Admirers & Interpreters: Schumann, Chopin, Wagner, Brahms etc.	22
5.	"Passion and Insight"	7
5.1.	Quotations from Beethoven: Nature, The Moon, Storm, King, Clock	7
5.2.	Quotations on Beethoven: Goethe, Mozart, Beethoven, Schumann, Wagner	6
6.	"Tribute to Beethoven"	3
1.	Remark: Photocopy reduction ratio: all 50% unless otherwise specified. (Total)	118

This is the Title and Plan page. It contains everything in one page including title, sub-title, summary and plan. This one-page-system allows maximum utilization of space for contents.



Contents

Chapter-1~3

- **His Life in 3 different Stages in Chronological Order**

Chapter-4


- **Posthumous Episodes**
- **His Major Influences on Composers, Musicians etc.**

Chapter-5

- **Quotations**

Tribute to Beethoven

Contents: Chapter-1 to 3 describes Beethoven's life in 3 different stages in chronological order. Chapter-4 describes main posthumous episodes and major influences on composers, musicians etc. Chapter-5 describes what Beethoven said and what other people said about Beethoven. Finally, in "Tribute to Beethoven" I describe my personal impression of him gained through creating this exhibit. So, this is just like reading a miniature biography of the great composer.



Special Features

- Beethoven: 1770 ~1827
- Most Turbulent Time in European History
- French Revolution, Industrial Revolution, Napoleonic Wars, Fall of Habsburg Dynasty, Rise of Romanticism
- Adding **Historical Background** will give **WIDER CHOICE** of Materials

• 6

One of the special features of this exhibit is adding of historical background to Beethoven's life. Great advantage is that this gives wider choice of philatelic materials.

Beethoven's time was the most turbulent period of European history. It is a period of "Tectonic Shift" or "Paradigm Shift" as shown in the following pages. Unlike conventional biography, this exhibit tells how historical background influenced his life, way of thinking and his music. It is a very innovative way of telling a man's history based on in-depth study of European History.



Declaration of US Independence (1776), this was one of the causes which led to French Revolution.



French Revolution (1789) The Page describes the storming of Bastilles, Declaration of the Rights of Man and of the Citizen, and "La Marseilles"



Industrial revolution is described by steam engine, driving force of the revolution, and Uniform Penny Post showing how speed of postal delivery changed by train replacing mail coach.



Decline of Habsburg family is depicted by four heads of the state during Beethoven's life time; Maria Theresa's autographed official letter, and Napoleon and his army's military post.

3.5. Explosion of Creative Power

2.2.7. Schoenbrunn Palace occupied by Napoleon (1809)

Napoleon occupied Vienna in 1809 (also in 1805) and set up his headquarters at Schoenbrunn Palace. For safety many of Beethoven's papers evacuated from Vienna. In May 1809 Napoleon surrounded, bombarded and captured Vienna. Beethoven took refuge in his brother's cellar during bombardment and covered his head with pillows because of the noise.

Beethoven covered his head with pillow to avoid bomb noise



France II was writing at that time



Schoenbrunn Palace: Napoleon's headquarters



Beethoven, Head in the Cellar at the Bombard of the City, 1809
Napoleon and 17000



Letter of Napoleon's "Armees du Rhin" from Bonn June 1809 to Franz Beethoven at 17000, with handwriting Napoleon Army's presence in Austria. Napoleon had already captured Vienna about 3 weeks earlier

Battle of Aspern 21-22nd May 1809 While Beethoven taking a refuge at his brother's home, the Battle of Aspern was taking place in the suburb of Vienna. The battle was the first time Napoleon had been generally defeated in over a decade, although only.



Napoleon on horseback
His often imperious parade of his troops, an event which became a popular attraction.

41

Napoleonic Wars is described by the Battle of Aspern, Napoleon's conversion of Schoenbrunn into his military headquarters and Napoleon on horseback.



Rise of Romanticism is shown by Goethe, Schiller, George Sand, Victor Hugo and Lord Byron.



2) Analytical Approach

Key to Thematic Selection

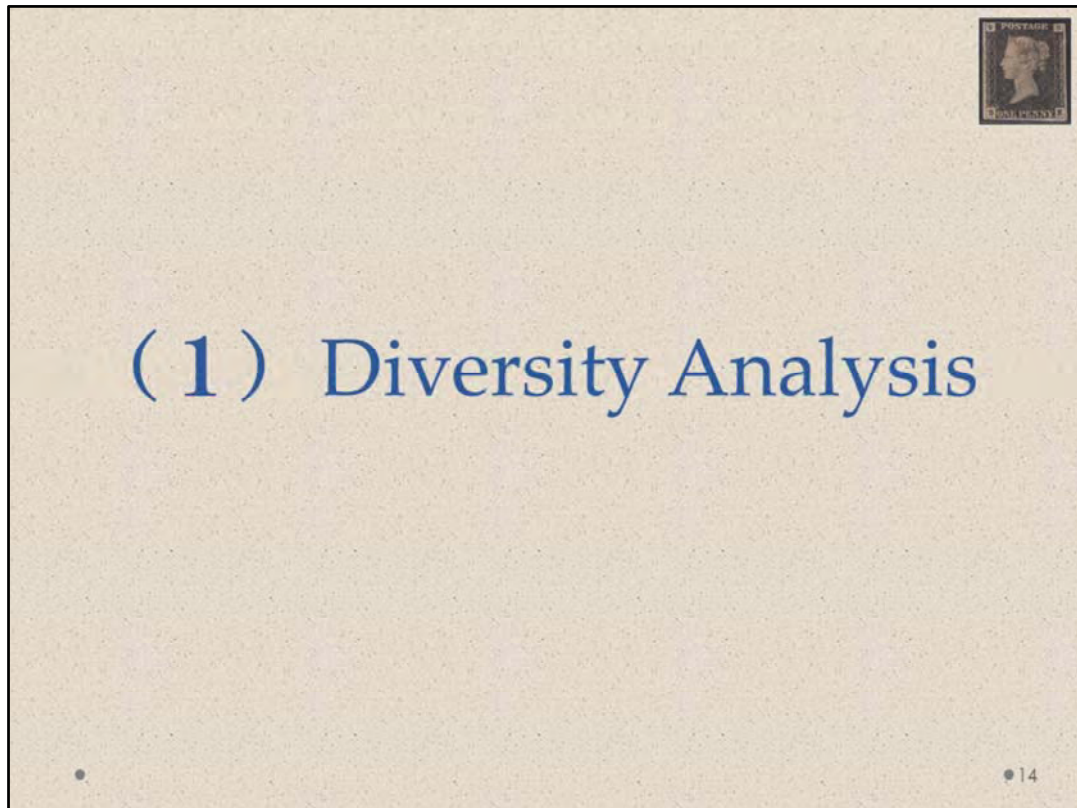
Diversity, Rarity, Importance

Simple Tool to know

Where You Are

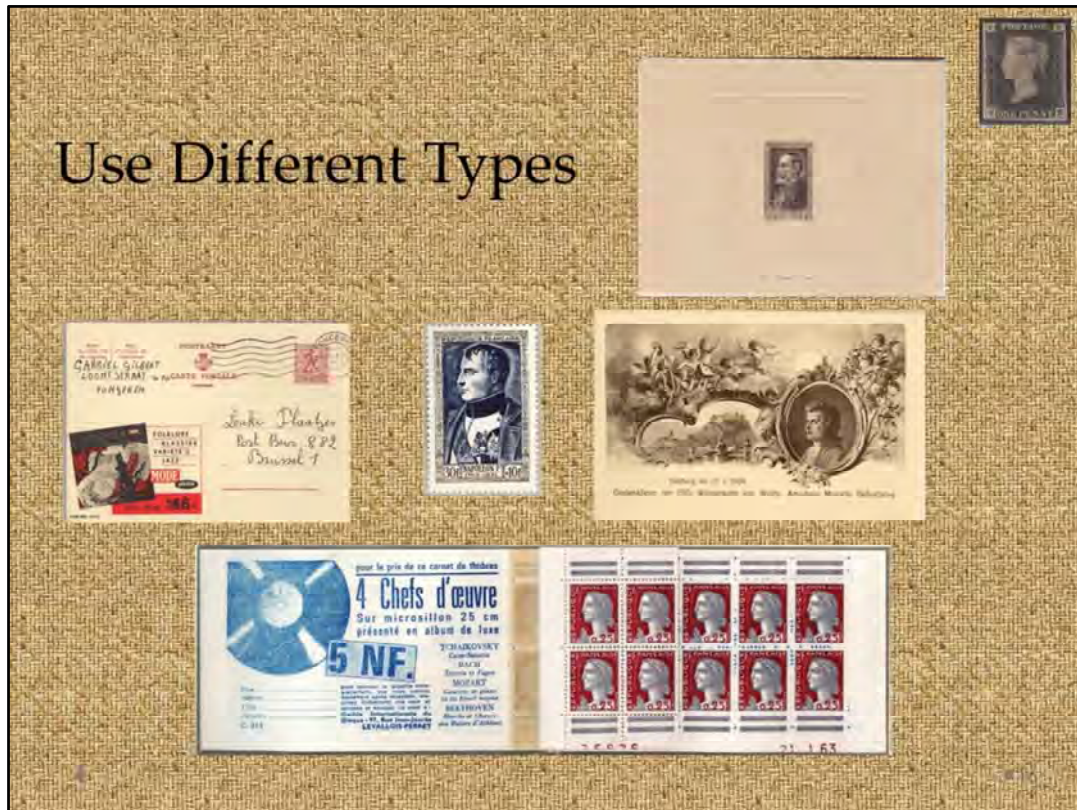
Which Way to Go

Now I will talk about Today's Main Topics of Analytical Approach. Key Factors to material selection in thematic philately are Diversity, Rarity and Importance. I try to provide simple tools to identify where you are which way to go.



Diversity analysis:

In thematic philately, diversity is one of the most important factors. This means to use different type of authentic philatelic materials as many as possible. Let' me show you examples.



It is better to use different types of materials as shown in this page. They are Sepia die-proof, Publibel, postage stamp, postal stationery, and advert of booklet.



They are trial colors, souvenir sheet, telegram, and commercial cover.



They are larger post, pictorial cancellation, private postal stationery, imperforated stamp, and meter stamp. Shown in these 3 pages are just examples. There are many other authentic philatelic materials available. You have to use as many different types as possible to enhance the level of your exhibit.

Diversity Analysis Table



	Frame-1	Page-1	Page-2	Page-3	Page-4	Page-5	Page-6	Page-7	Page-8
1) stamp			2					1	4
2) stamp error/variety			1					1	
3) Customized stamp						1			
4) Imperf							1		
5) Specimen Stamp									
6) Minister Block									
7) SS(Souvenir Sheet)									
8) trial color								1	
9) Pre-notice Card									
10) Meter Stamp		1			2				
11) Postmark		1	1						
12) stationery			2	2		1			
13) stationery (Druck Probe)									
14) Booklet						1			
15) Booklet Pane									
16) Original Sketch							3		
17) Die Proof								3	
18) Sepia Die Proof									
19) Black & White Proof									
20) Color Proof									
21) Photo Proof									
22) Pre Philately									
23) Advertizing Letter Card									
24) Cover (Commercial)									2
25) Telegram									
26) Presentation Pack									
27) Original Drawing in Color									
28) Essay									
		0	4	6	2	3	4	6	6

Diversity Analysis Table: In each column, you write types of materials, and in each row, you write page number. You fill number of materials in each section. This is page by page data base. In case of 8 frames you need to make 128-page data.



Diversity Analysis Table

	Description	Frame-1	Frame-2	Frame-3	Frame-4	Frame-5	Frame-6	Frame-7	Frame-8	TOTAL		
1)	stamp	20	24	22	33	18	29	22	31	199	35.2%	
2)	stamp error/variety	5	3	0	9	1	0	10	7	35	6.2%	
3)	Customized stamp	1	1	0	0	1	1	1	0	5	0.9%	
4)	Imperf	1	1	1	6	1	3	1	1	15	2.7%	
5)	Specimen Stamp	0	0	1	0	1	1	2	0	5	0.9%	
6)	Minister Block	0	0	0	1	0	0	0	0	1	0.2%	
7)	SS(Souvenir Sheet)	1								0	0.9%	
8)	trial color	5								3	13	2.3%
9)	Pre-notice Card	0								0	3	0.5%
10)	Meter Stamp	5								4	18	3.2%
11)	Postmark	3								7	37	6.5%
12)	stationery	12								13	73	12.9%
13)	stationery (Druck Probe)	0								0	6	1.1%
14)	Booklet	2								2	10	1.8%
15)	Booklet Pane	0								1	4	0.7%
16)	Original Sketch	3								0	6	1.1%
17)	Die Proof	3								1	8	1.4%
18)	Sepia Die Proof	1								0	3	0.5%
19)	Black & White Proof	1								1	22	3.9%
20)	Color Proof	3								1	24	4.2%
21)	Photo Proof	0								0	2	0.4%
22)	Pre Philately	0								1	13	2.3%
23)	Advertizing Letter Card	0	2	0	0	0	0	0	0	2	0.4%	
24)	Cover (Commercial)	4	2	6	2	9	11	9	6	49	8.7%	
25)	Telegram	0	0	0	1	1	0	0	0	2	0.4%	
26)	Presentation Pack	0	0	0	1	0	0	0	0	1	0.2%	
27)	Original Drawing in Color	0	0	1	0	0	0	1	0	2	0.4%	
28)	Essay	0	0	0	1	0	1	0	0	2	0.4%	
		70	70	57	90	61	71	67	79	565	100.0%	

Aggregate Table and Pie Chart.

Here is a table with aggregate numbers. In a row you write each frame numbers. This table tells you how many of each different type materials are used in the whole exhibit. The pie chart shows material-wise composition by percentage.

How Changed?



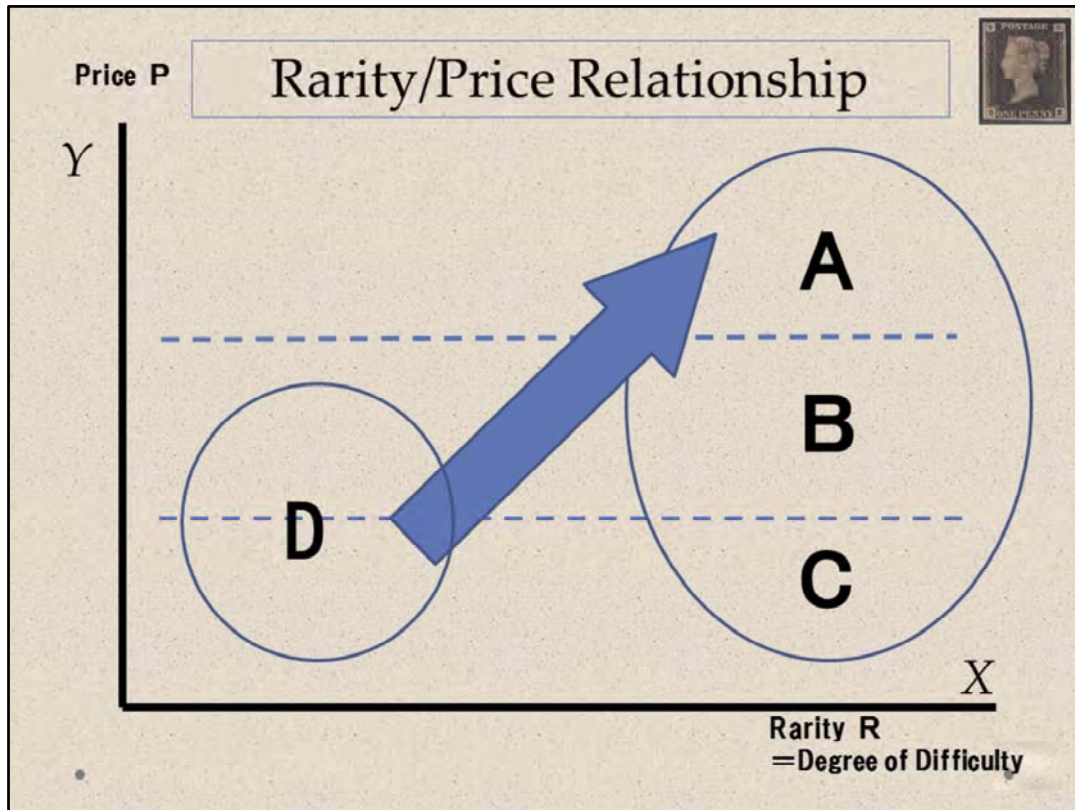
- Stamp **65%** → **35%**
- **13 Types** → **28 Types**
- **None:**
unaddressed FDC, MC

How changed? This shows comparison between my early stage exhibit and the latest one. Stamp's weight is dramatically reduced from 65% to 35%. Types of materials increased from 13 to 28. I am using neither unaddressed FDC nor Maximum Card.



Rarity Analysis:

Another important criterion of material selection is rarity.



Rarity/Price Relationship: Please see this diagram. Y axis shows price which increases as it moves toward top. X axis shows rarity (or degree of difficulty) which increases as it moves toward right-hand side. Materials are classified as A, B, C and D depending rarity/price relationship.

Classification



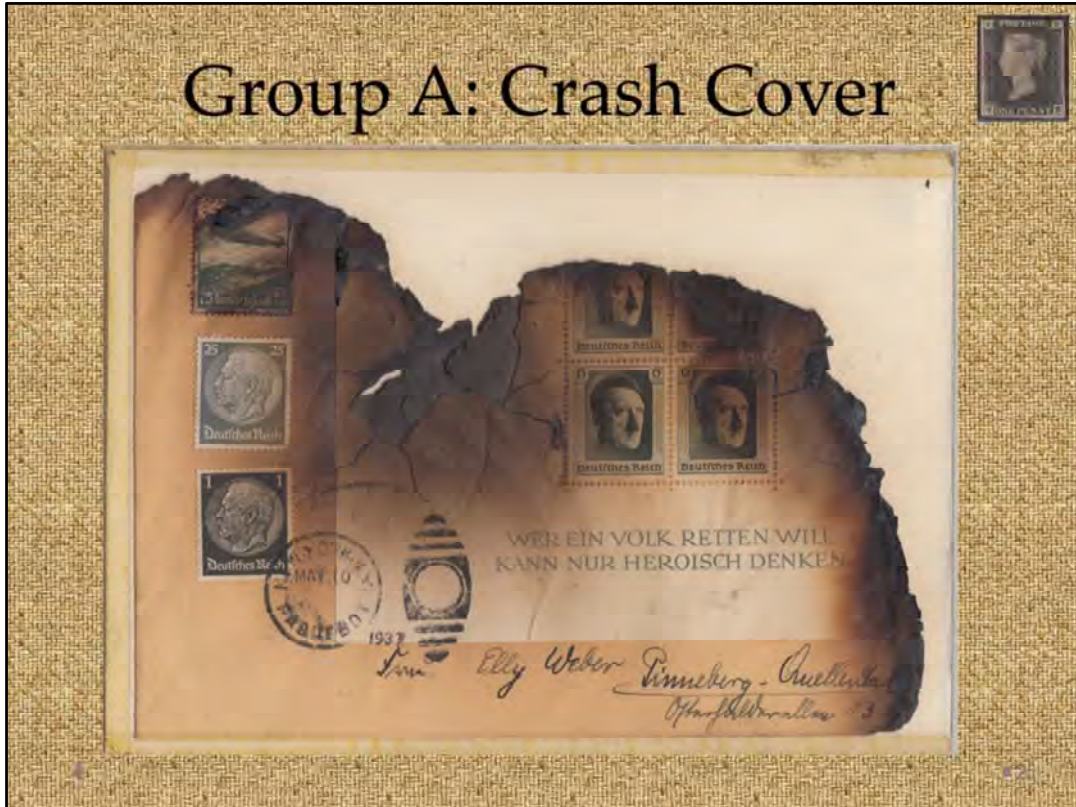
- **Group-A:**
World Class Rarity (Above \$1,000)
- **Group-B**
Medium Rarity (\$100 to \$999)
- **Group-C**
Low Price/Rarity (Below \$99)
- **Group-D**
Commonly Available

• 24

Classification: Following is my way of classification. Group-A world class rarity (Above \$1,000), Group-B medium (between \$100 and \$999), Group-C low/price rarity (Below \$99) and Group D commonly available materials. You can set your own classification according to your requirements.

I am quoting some examples to give you rough idea of each classification.

Group A: Crash Cover



Group A: Hindenburg Crash Cover is one of World Class Rarities.

Group B: Catapult Mail



Group B: Catapult Mail carried by SS "Europa" with Wagner's Booklet Stamps.



Group-C: A Meter Stamp with Bonn University where Beethoven studied.
Meter Stamp is not so expensive, yet, it is not easy to find.

Rarity Analysis Table



Frame-1	Page-1	Page-2	Page-3	Page-4	Page-5	Page-6	Page-7	Page-8
A)	0	0	0	0	0	3	0	1
B)	0	0	0	0	1	0	3	3
C)	0	3	4	3	1	1	2	0
D)	0	1	2	0	1	0	1	2
Spending								

Frame-2	Page-17	Page-18	Page-19	Page-20	Page-21	Page-22	Page-23	Page-24
A)	0	0	0	0	0	0	0	0
B)	2	0	2	2	3	4	4	0
C)	2	2	2	0	0	0	2	2
D)	2	3	0	0	0	3	0	1
Spending								

Frame-3	Page-33	Page-34	Page-35	Page-36	Page-37	Page-38	Page-39	Page-40
A)	0	0	0	1	0	0	0	0
B)	1	4	3	0	1	3	1	0
C)	3	1	0	1	1	2	1	3
D)	2	1	3	0	0	0	0	0
Spending								

Frame-4	Page-49	Page-50	Page-51	Page-52	Page-53	Page-54	Page-55	Page-56
A)	0	0	0	0	0	0	0	0
B)	2	2	1	3	3	2	0	4
C)	1	3	6	5	0	0	2	0
D)	3	2	1	0	0	2	2	1
Spending								

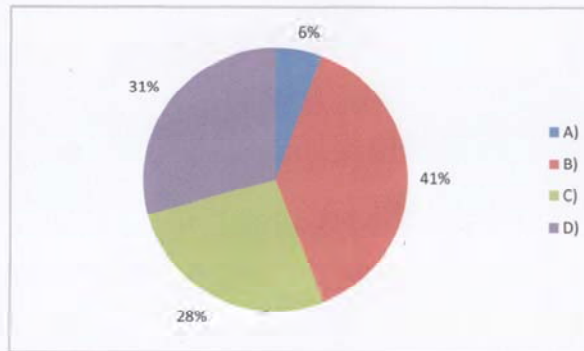
Rarity Analysis Table: Just the same as Diversity Analysis Table, I write classification (A, B, C and D) in the vertical column and Page Number in each row.

This is a page-by-page data base. Though I do not fill "Spending" column as it is business secret, I strongly suggest you write rough amount you spent for each page.

Rarity Analysis Table



	Frame-1	Frame-2	Frame-3	Frame-4	Frame-5	Frame-6	Frame-7	Frame-8	合計
A)	4	0	2	5	2	12	2	5	32
B)	21	36	24	43	23	20	25	25	217
C)	26	16	17	26	18	15	17	17	152
D)	20	24	16	18	21	21	23	23	166
									567



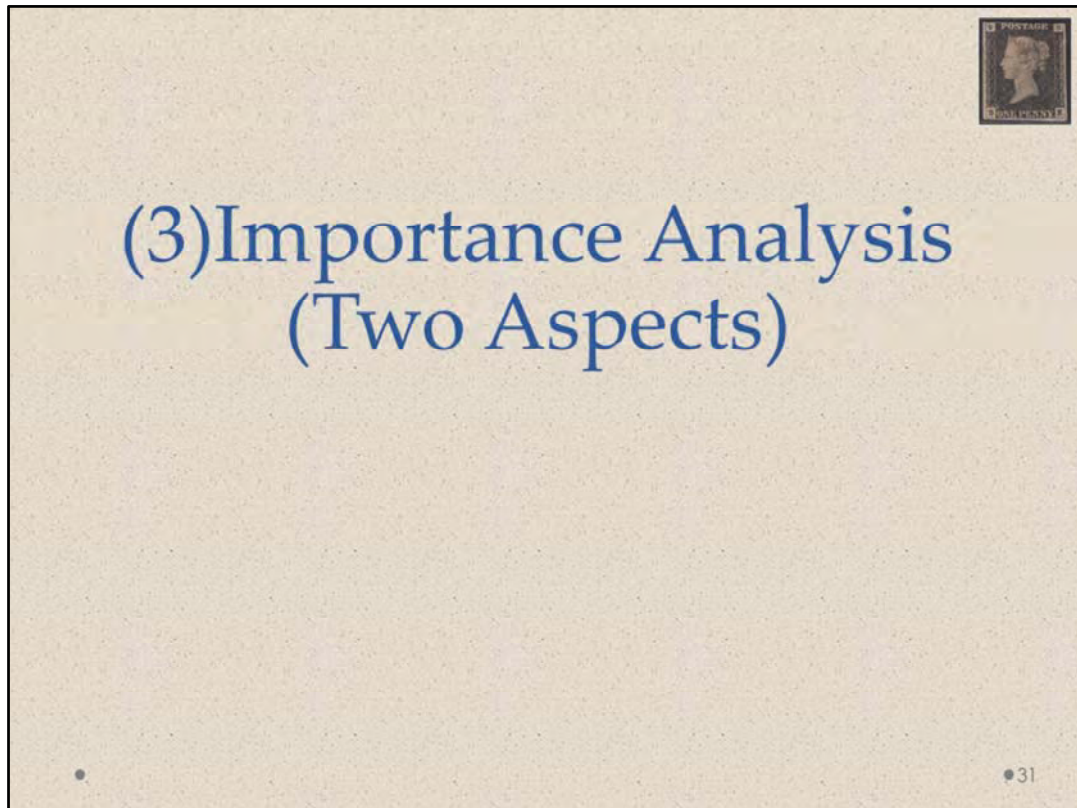
Rarity analysis table: This table shows aggregate of all 8 frames and a pie chart of each classification.

CHECK POINTS



- 1) **STRONG** and **WEAK** Pages
(Page-by-Page Amount Spent)
- 2) **SHIFTING WEIGHT**
(From Group-D to Higher Groups)

Check Point: Advantage is you have a bird's eye view of your exhibit. First, you can tell which pages are strong and which are weak by looking at page-by-page analysis. Second, by comparing old and new exhibit, you can see how you have improved your quality of exhibit.



Importance Analysis: Thematic philately is like driving a two-horse cart. There are two types of important aspect. One is philatelic importance and the other is thematic importance. Best material needs to have high degree of importance in both aspects.

Philatelic Importance



- 1) Genuineness : (Authentic)
NOT Artificial
Product in Manufacturing
Process**
- 2) Rarity**
- 3) Condition**

• 32

Philatelic Importance: In my view philatelic importance means

- 1) genuineness, or authenticity, products generated from stamp manufacturing process, and not artificial meaning not produced only for philatelists. i.e. stamps by dubious countries etc.
- 2) rarity and
- 3) condition.

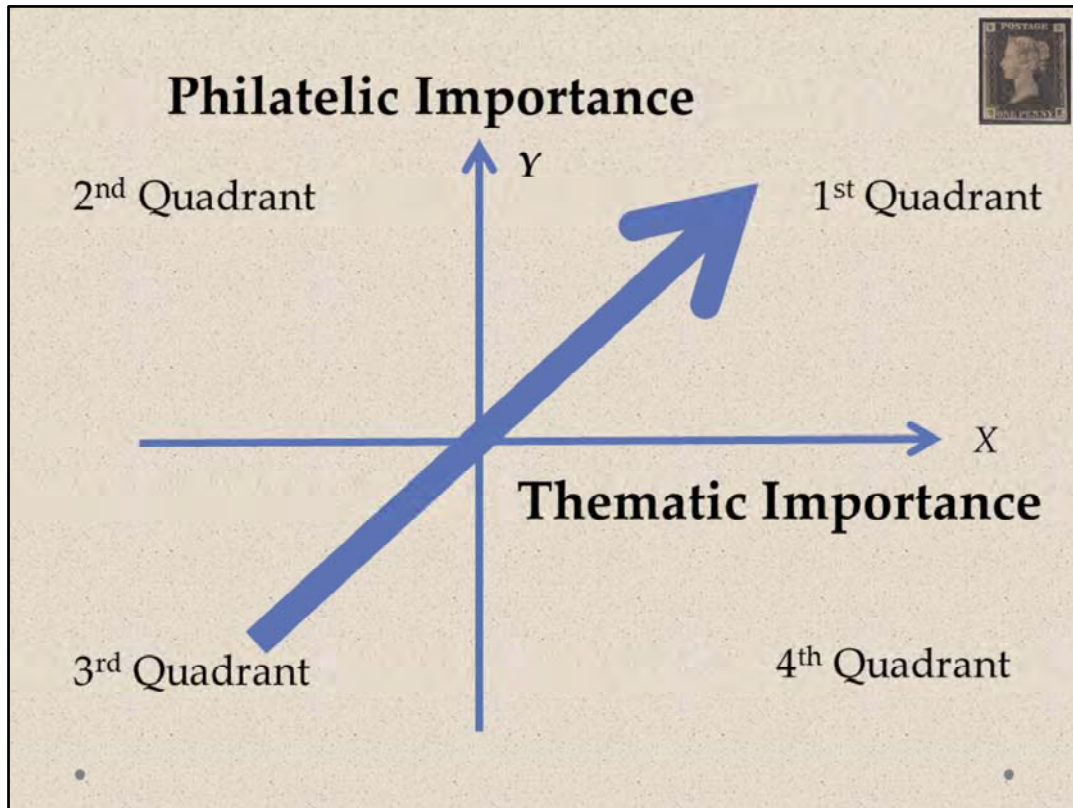
Thematic Importance



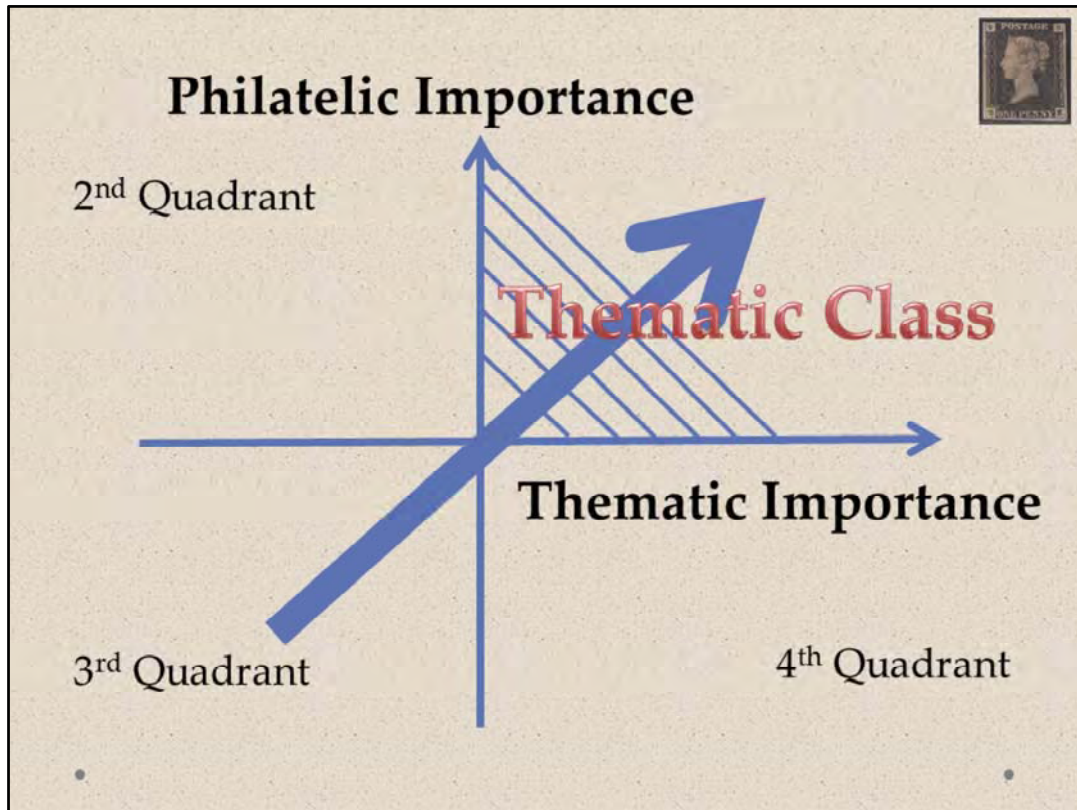
- **Relevance to Subject**
(How closely related to the Topics)

• 33

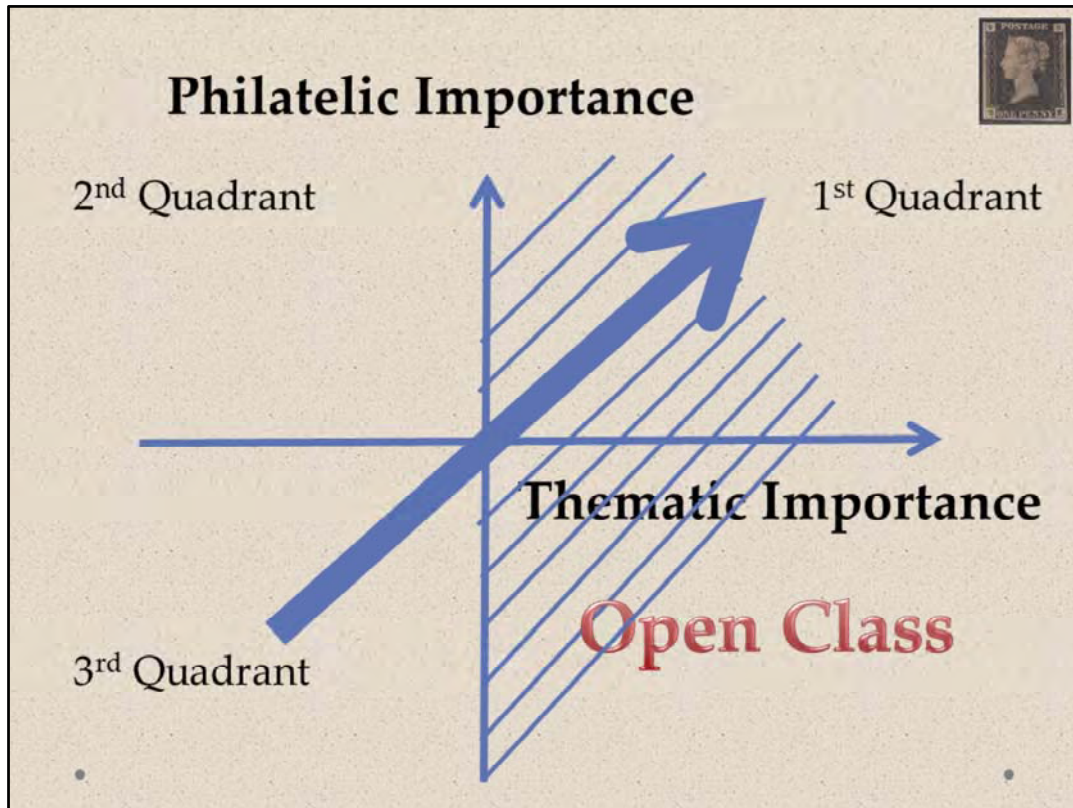
Thematic Importance: This is the degree of relevance to subject. In other words how closely materials concerned are related to topics.



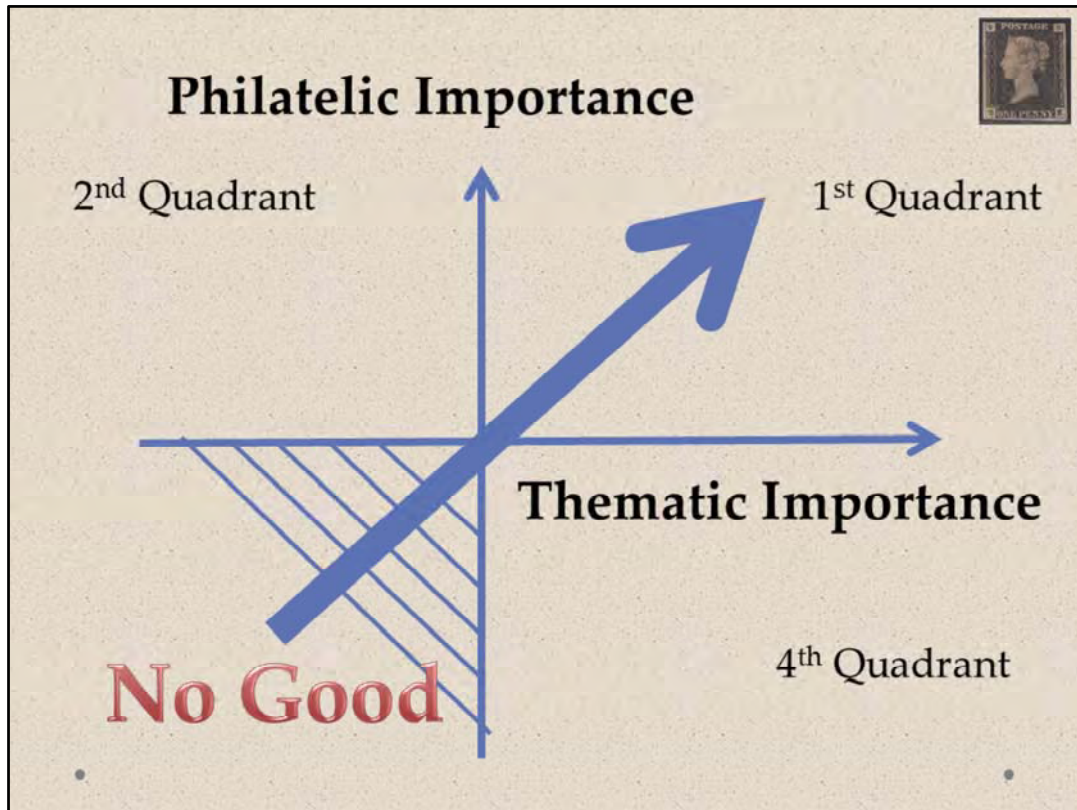
I call this diagram as “MAGIC DIAGRAM” or “MAGIC MATRIX” as it will immediately tell the degree of importance of each item. The importance of X and Y axis increase to the direction of each arrow. The best material will be located on the tip of bold line arrow as it has high degree of importance in both aspects. So-called border line items will be in the region of X axis as their philatelic importance is arguable. Unaddressed FDC, maximum card and stamps of dubious countries will be located lower level of Y axis, though staying in 1st quadrant.



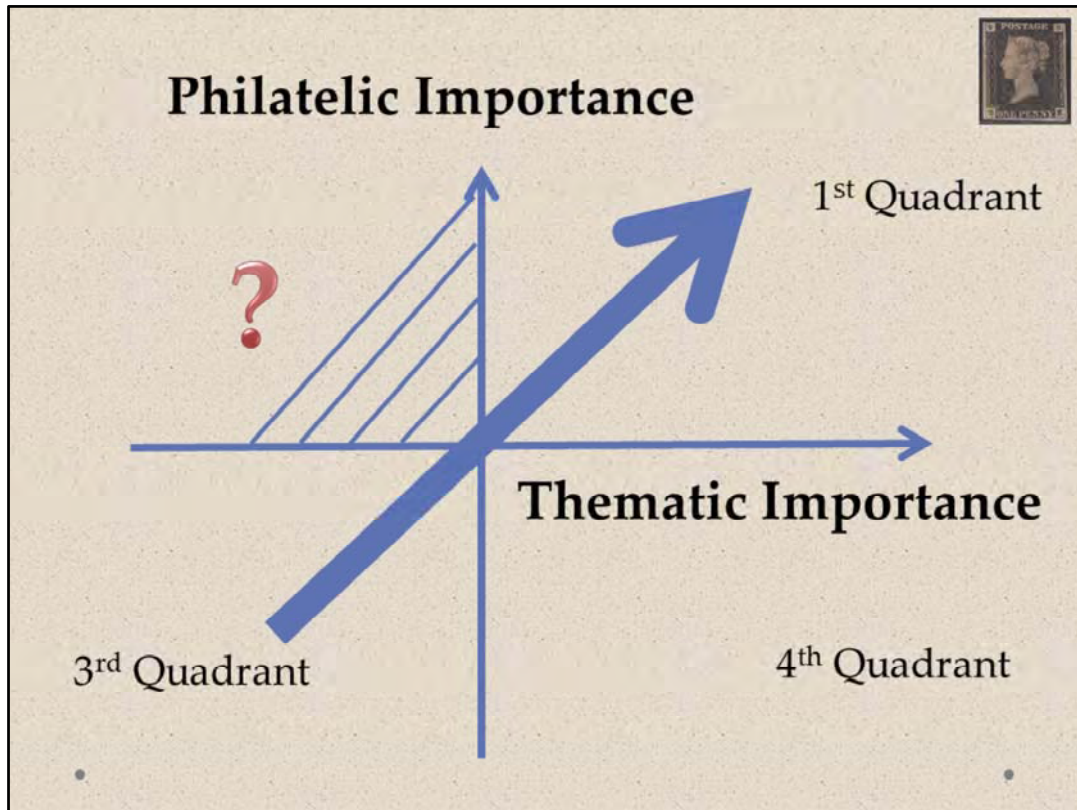
Thematic Class Area: The shaded area (1st Quadrant) can be called "Thematic Class Area", since items in this area only are eligible for thematic philately.



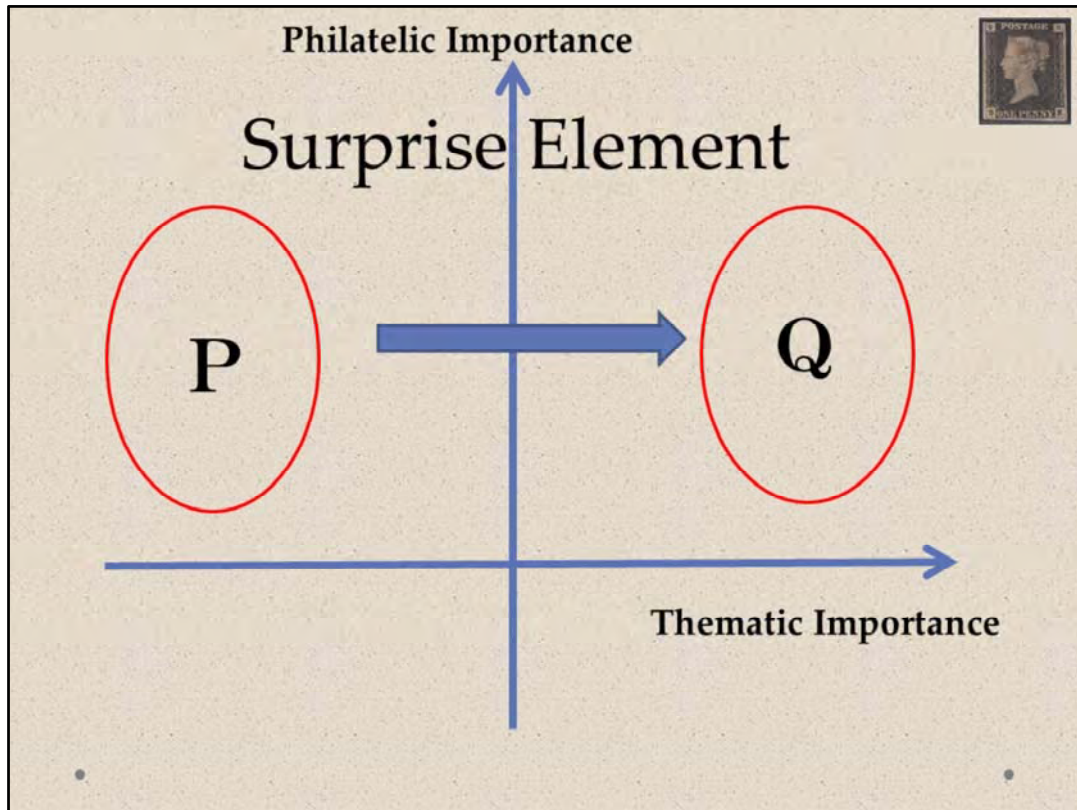
Open Class Area: The shaded area (1st and 4th Quadrants) can be called “Open Class Area”, since materials closely related to the topic yet non-philatelic items like picture postcards, map, newspaper cutting etc. can be freely used.



No Good Area: Materials in this area (3rd Quadrant) is neither usable for thematic nor philatelic purpose.



How about this area (2nd Quadrant) with a question mark?



“Surprise Element” or “Unexpected Element”: Materials in this area (2nd Quadrant) which, at a glance, has nothing to do with the subject can be used only if you can provide persuasive reason. I call this as “Surprise Element” of “Unexpected Element”. In this case material in P area will shift to Q area.

Persuasive Explanation



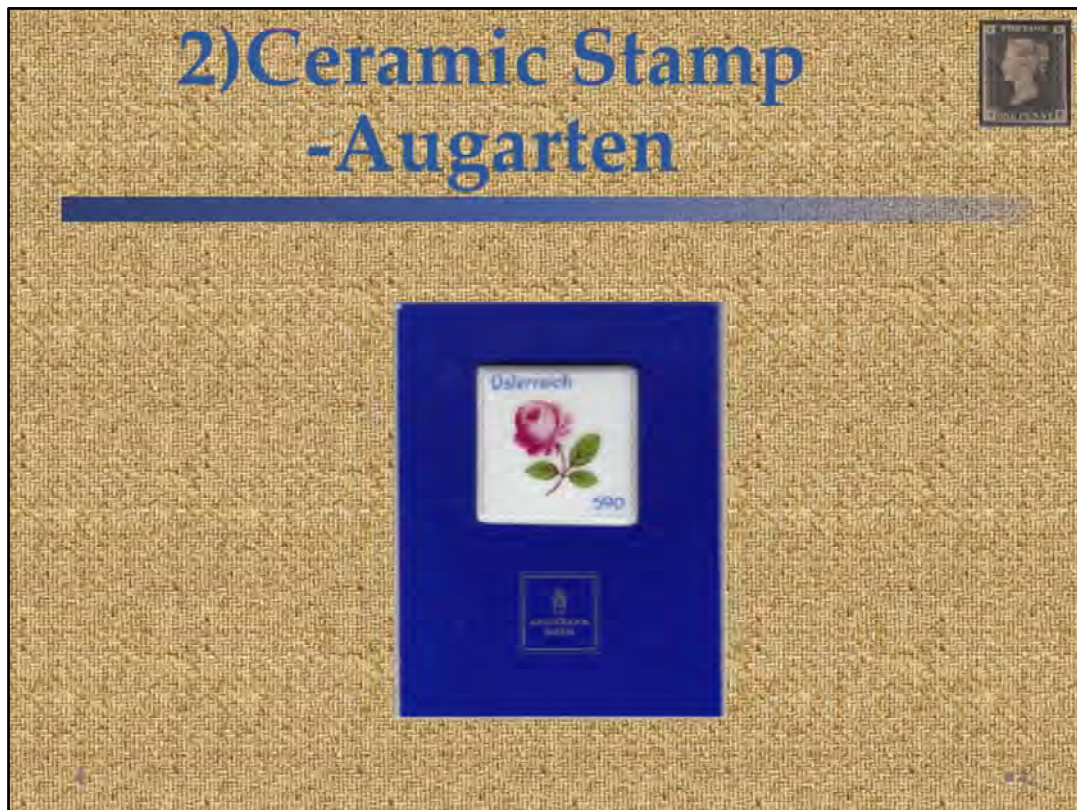
- **Advantage:**
**Can Demonstrate your
Depth of Thematic Research**

Persuasive Explanation: The advantage of these cases will be that you can draw jury's attention out of curiosity, and can demonstrate your depth of thematic research.

1) Black Penny Official Use



Here are some good examples. This is a black penny for official use. What has Queen Victoria got to do with Beethoven? When Beethoven's bronze statue was erected in Bonn in 1845, Queen Victoria attended the unveiling ceremony, presumably because her husband Prince Consort was an aristocrat of German origin.



This is an Augarten ceramic stamp issued by Austria in 2014. What Augarten has got to do with Beethoven? Augarten Ceramic's current office building used to be a concert hall where Beethoven's violin sonata "Kreutzer" was first performed in 1803 accompanied by himself.

3) Ballon Monté -Victor Hugo



How is this Ballon Monte Cover related with Beethoven? Beethoven's music was greatly influenced by Romanticism. This mail was carried by a Ballon Monte named "Victor Hugo" who was an exponent of French Romantic Movements. I use this material in the Page to describe "Rise of Romanticism"

4) Military Post Battleship Bismarck



What has this Military Post got to do with Beethoven? From the code number in postmark, you can tell this letter was shipped from the battleship "Otto von Bismarck". Hearing Beethoven's Ninth, Bismarck once remarked "If I were to hear the music often, I would have been very brave" This material is used in a Page titled "Quotations on Beethoven by famous people"

5) Error - Tolstoy



This is an error stamp of Tolstoy. How Tolstoy is related with Beethoven?
Because Tolstoy wrote a novel titled "Kreutzer Sonata" inspired by Beethoven's music.

As shown in these 5 examples, by using seemingly unrelated items, you can impress jury members with depth of your thematic studies.



Summing Up

Use Analytical Tool

- 1) Have a **Bird-Eye-View**
- 2) Know your **Strength** and **Weakness**
- 3) Find Way **How to Improve**

•

• 46

Summing Up: By using 3 simple analytical tools, you can assess your exhibit with a bird's-eye view. You will clearly know strength and weakness of your exhibit, and can find ways how to improve it.

Let's Create Philatelic Art!



道 = DOU

Judo, Kendo, Shodo,

Pursue Ultimate

Yushudo = 郵趣道

Let's Create Philatelic Arts: The Japanese letter “道” is pronounced “DOU”. This means literally “Way” but has deeper implications in Japan. You may have heard of Judou, Kendou, Bushidou, Shodou (Calligraphy), Kadou (Flower Arrangements) etc. They all have suffix “Dou” “Dou” means “to pursue perfection, ultimate beauty, and pay respect to your opponents” Let us pursue ultimate of “Philatelic Arts” through “Yushudou” (郵趣道)!

My Website

You can see My Exhibits at

<http://beethoven-philately.com/index.html>

©2019 Yukio Onuma

• 48

Here is my Website: <http://beethoven-philately.com/>
Please visit my Website to see how my exhibit developed.

Thanking you for your attention.

End