

# Originalidade em Temática

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<b>Tratamento e importância filatélica</b>	Título e plano	15
	Desenvolvimento temático	15
	<b>Inovação</b>	<b>5</b>
	Subtotal	35
<b>Conhecimento filatélico e relacionado</b>	Conhecimento temático	15
	Conhecimento filatélico	15
	Subtotal	30
<b>Condição e raridade</b>	Condição	10
	Raridade	20
	Subtotal	30
<b>Apresentação</b>		5
<b>Total</b>		<b>100</b>

## Originalidade em Temática

### Inovação:

“the personal approach of the exhibitor, highlighting the results of his/her ability to create an interesting story and illustrate it with the best material available.”

“É assumido que a participação evidencia o trabalho pessoal do expositor, ressaltando os resultados de sua habilidade para inovar. Isso requer um esforço pessoal mediante estudo, investigação e uso da imaginação, o que não pode ser conseguido pela simples reprodução mecânica de trabalhos já existentes. Os expositores podem se valer de todas as fontes disponíveis sobre o assunto (ex.: literatura filatélica e temática, assim como outras coleções) para avançar na investigação.”

## Originalidade em Temática

O item 3.2.3: como a inovar?

- Introdução de novos temas;
- Novos aspectos de um tema conhecido ou estabelecido;
- Novas abordagens de temas conhecidos;
- Novas aplicações de material.

# Introdução de novos temas

## From Barter to Bits

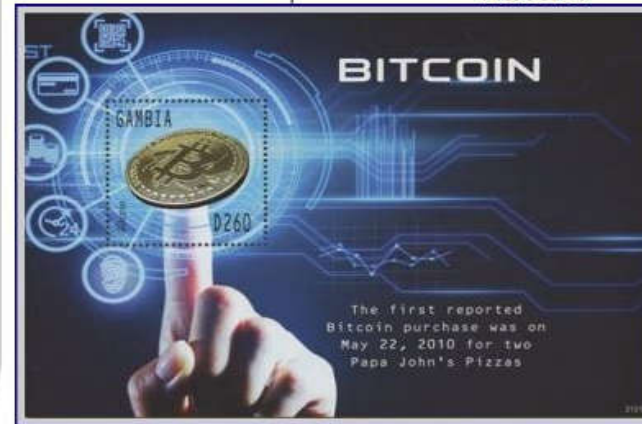
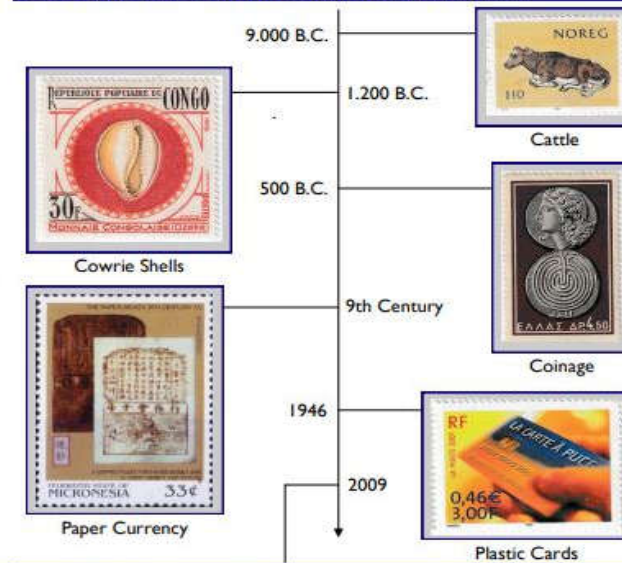
### The Origin, Evolution and Use of Money

In the beginning, people acquired and exchanged goods through barter. However, in addition to the difficulty in matching interests between the contracting parties, the exchanges of one product for another were not always fair. Money emerged as a facilitating instrument for these transactions, since it is: a medium of exchange, being easily stored and transported; unit of account, allowing to measure and compare the value of products and services; and store of value, making it possible to save. But whether it is represented by shells, feathers, metallic coins, pieces of paper or plastic, money does not always retain its value, as it depends on the importance attributed by people. Currently, money is even represented by a string of computer code, which may require additional regulation by the monetary authorities.

#### PLAN

- |   |  |
|---|--|
|    | 1. To acquire essential goods and services... 11 pgs       |
|   | 1.1. The origin of money                                   |
|   | 1.2. Economic goods used as money                          |
|   | 1.3. The beginning of banking activities                   |
|    | 2. ...With conscience and thrift... 12 pgs                 |
|   | 2.1. The habit of saving money                             |
|   | 2.2. Savings banks emerged worldwide                       |
|   | 2.3. Money remains protected and valued                    |
|    | 3. ...People invest for the future... 12 pgs               |
|   | 3.1. Variable income for risk-takers                       |
|   | 3.2. Fixed income is a conservative strategy               |
|   | 3.3. In case of risk aversion...                           |
|  | 4. ...Or borrow today to satisfy wants and needs... 12 pgs |
|   | 4.1. Money doesn't fall from the Sky                       |
|   | 4.2. If you don't have money, ask for a loan               |
|   | 4.3. Money loans for various purposes                      |
|  | 5. ...By means of banks and other institutions... 12 pgs   |
|   | 5.1. Retail banks are the traditional intermediaries       |
|   | 5.2. Other agents of the financial system                  |
|   | 5.3. Financial intermediaries in the stock market          |
|  | 6. ...Which provide the transfer of values... 12 pgs       |
|   | 6.1. Cash is the traditional way to transfer money         |
|   | 6.2. Money can move through the postal system              |
|   | 6.3. Through bank accounts is usually safer                |
|  | 7. ...In the currency of any country ... 12 pgs            |
|   | 7.1. The manufacturing process of the currency             |
|   | 7.2. Most valuable and tradable currencies                 |
|   | 7.3. Currency converter                                    |
|  | 8. ...Through a regulated digital economy. 12 pgs          |
|   | 8.1. The value of money can be controlled                  |
|   | 8.2. Modern payment methods                                |
|   | 8.3. Is money really regulated?                            |

#### 0. Introduction - Timeline of Monetary Evolution



Cryptocurrencies

# Introdução de novos temas

## A Guided Tour of the 2<sup>nd</sup> Oldest Profession – Intelligence Services Museum



### Hello Dear Visitors

My name is Nony Moose and I will be your guide today visiting our Museum. I am not a retired spy - I am the Museum's curator.

Our mission here is to educate (not train...) the public about intelligence and espionage in an engaging way and to provide context that fosters understanding of its important role and impact.

A nation's Intelligence Community (IC) is responsible for the collection, analysis, and exploitation of timely information about the capabilities, intentions and activities of foreign powers (generally enemies but not always), organizations or persons in support of national security, military, foreign policy objectives and law enforcement (that we'll not deal with).

What will you see here? The Entrance Plaza describes the Mission, Theory, Early History and Organization of Intelligence Services in various countries. From that Plaza split several halls, describing the different intelligence disciplines. Each hall may have internal rooms that tell specific stories. As in any Museum, exit is through our shop, where you'll find literature, films and paintings.

Where relevant, a 3D barcode refers you to more information!

### TAKE CARE!

We are watching every step of yours! Have a thorough look at this exhibits!



### Entrance Plaza: Missions and Organization - You Can Never Know Enough (16 p.)

- |  |   |
|--|---|
| 1.1 Intelligence Community's Missions        | 3.1 IC is Organized Differently in each country |
| 2.1 Old Profession - Bible and Ancient Times | 4.1 The Diplomatic Pouch                        |

### Hall 1: Human Intelligence (HUMINT) – The Everlasting Discipline (16 p.)

- |                            |                           |
|----------------------------|---------------------------|
| 1. Basics of human spying  | 3. The Atom Story         |
| 2. HUMINT Through the Ages | 4. Political Intervention |

### Hall 2: Visual Intelligence (VISINT) – Where is Your Enemy? (12 p.)

- |                                  |                            |
|----------------------------------|----------------------------|
| 1. Land Reconnaissance           | 3. Maritime Reconnaissance |
| 2. Air and Space Imagery (IMINT) | 4. Mapping your enemy      |

### Hall 3: Signal Intelligence (SIGINT) – Hear and Read your Enemy (22 p.)

- |  |                  |
|--|------------------|
| 1. From Vocal Messages to Electronics            | 3. Cyber Warfare |
| 2. Cryptanalysis – Reading your enemy's Messages |                  |

### Hall 4: Important Information may be Open (OSINT) – Just pick it Up (6 p.)

- |                                     |                                   |
|-------------------------------------|-----------------------------------|
| 1. Journals, Radio and TV, Internet | 2. Technical & Scientific Warfare |
| 3. Industrial Intelligence          |                                   |

### Hall 5: Psychological Warfare (Psyops) – Enemy's Mind as a Target (8 p.)

- |                          |  |
|--------------------------|--|
| 1. Deceiving Your Enemy  | 2. Philately and leaflets are legitimate tools |
| 3. The DR. Zhivago Story |  |

### Hall 6: Counterintelligence – You Must Always Protect Yourself (10 p.)

- |  |                                 |
|--|---------------------------------|
| 1. Censorship – Don't transfer secrets | 2. Sh!!! The Enemy is Listening |
| 3. Protecting the Leaders              | 4. Fighting Terrorism           |

### Museum Store – Books, Films, Art (4 p.)

- |               |                           |
|---------------|---------------------------|
| 1. Books, Art | 2. Radio Dramas and Films |
|---------------|---------------------------|



The Museum shows only well scientifically documented facts and stories (The Secret World, C. Andrew; Spybook – The Encyclopedia of Spying, Polmar & Allen; Her Majesty's Secret Service, C. Andrew; A Century of Spies – Intelligence in the 20<sup>th</sup> Century, J. Richelson) as well as many Internet sites:  
 - <https://www.cia.gov/library/readingroom/collection/stargate>  
 - <https://www.warhistoryonline.com/>

Main thematic text – Gadugi 12; Detailed Thematic text – Bahnschrift Condensed T1; Philatelic Text – TNR 11

Significant thematic items

Rare items

Expertized items

# Novos aspectos de um tema conhecido ou estabelecido

## TENNIS

### FROM GAME OF KINGS TO SPORT FOR ALL

This eight-frame thematic exhibit presents a comprehensive view of the sport of tennis, using a broad variety and depth of philatelic elements.

A Royal diversion... a garden party activity for the aristocracy... a tension-filled, high-paying Grand Slam final... a child's first lesson with a borrowed racket... a family vacation... Tennis encompasses all these and much more. Let's explore the origins of this fascinating sport, the equipment and strokes, and the network of tennis federations and recreational programs that support the millions of people around the world who love tennis.



The earliest recorded tennis advertising cover, postmarked July 25, 1884, shows that lawn tennis had spread to Chicago within 10 years of its initial appearance in England.

Items of note are highlighted with a green lawn tennis border, like this.

The microscope symbol indicates personal research.



TITLE, INTRODUCTION, PLAN	2
<b>1. THE ROOTS OF MODERN TENNIS</b>	
1.1 Tennis Precursors	3
1.2 Lawn Tennis Appears	3
1.3 Tennis Spreads Around the World	5
1.4 Heads of State Play Tennis	2
<b>2. WHAT EVERY PLAYER NEEDS</b>	
2.1 Rackets	7
2.2 Balls	4
2.3 Tennis Clothes and Shoes	8
2.4 The Tennis Court	5
2.5 The Net	2
<b>3. PLAYING THE MODERN GAME</b>	
3.1 Format and Rules	6
3.2 Serve	3
3.3 Forehand	3
3.4 Backhand	2
3.5 Volley	2
3.6 Specialty Shots	1
<b>4. FACTORS INFLUENCING MATCH RESULTS</b>	
4.1 Weather	2
4.2 Luck and Aggravations	1
4.2 Nutrition	1
4.3 Injuries, Illnesses, and Drugs	2
<b>5. ORGANIZED TENNIS</b>	
5.1 The ITF and National Tennis Federations	3
5.2 Local Tennis Organizations	1
5.3 The Professional Tour	4
5.4 Promoters, Sponsors, and Publicity	4
<b>6. THE GRAND SLAMS</b>	
6.1 Australian Open	4
6.2 French Open	4
6.3 Wimbledon	5
6.4 U.S. Open	4
6.5 Grand Slam Winners	2
<b>7. TOURNAMENTS AROUND THE GLOBE</b>	
7.1 Davis Cup	4
7.2 Wightman Cup and Fed Cup	2
7.3 National and Regional Tournaments	4
7.4 Student Championships	2
<b>8. TENNIS AT THE OLYMPIC GAMES</b>	
8.1 The Early Years	3
8.2 Is Tennis In or Out?	3
8.3 Tennis Returns and Belongs	3
<b>9. TENNIS JUST FOR FUN</b>	
9.1 Youth Programs	4
9.2 Adult Recreational Tennis	7
<b>CONCLUSION</b>	1

# Novas abordagens de temas conhecidos

*Appendix: plan of the exhibit*

## Part 1: Bird tracks in culture: three times three first indications of the "fascination with feathers"

- 1.1 Colours, shapes and figures – Bird depictions in art
- 1.2 Coats of arms, coins and totem poles - They all are "winged" emblems
- 1.3 Places, ships and persons – Birds as inspiration

No other group of animals is as present as the world of birds in pictures, symbols and the language of mankind. In the course of the exhibit we will see why this is the case. But here is the central thesis:

## Part 2: The birds themselves ensure this fascination

You don't believe it? Then accompany me on an ornithological excursion:

- 2.1 Join me on an excursion into unspoiled nature.
- 2.2 Observe the fascinating birds in zoos, parks – and in the middle of the city
- 2.3 Or just lean back and marvel at the world of birds from your own sofa
- 2.4 Scientists and laymen – both got inspired. They devoted their lives to the exploration and naming of the world of birds
- 2.5 But only the scientific system ensures the breakthrough in ornithology

## Part 3: The fascinating world of birds connects us humans with our own existence

- 3.1 Also common people observe bird behaviour – they, however, interpret it from a human perspective
- 3.2 Sayings, fairytales and legends transfigure these characteristics of birds
- 3.3 And finally, striking species become the symbol of whole regions

## Part 4: Birds on coats of arms and bird feathers are the symbolic expression of this connection

- 4.1 On the sign: The eagle and his comrades as a symbol of power
- 4.2 On the letter and above the clouds: Feathers as a symbol of speed and mobility
- 4.3 On the head and on clothes: Feathers decorate and secure status

## Part 5: Fascinating relationships between birds and people – very real and without symbolism

- 5.1 From the symbol to the profane: There are other needs for feathers
- 5.2. Winged delicacies
- 5.3 Successful hunting enables such treats
- 5.4 Planned according to needs – poultry keeping is the more efficient way to gain meat and feathers
- 5.5 Bird keeping with "higher goals": Partnerships between mankind and birds
- 5.6 Friends in the living room – the hobby of birdcages and aviaries

We have therefore made friends with the feathered creature in our living room. But as soon as we look out of the window, we find a shocking picture:

## Part 6: But what will become of the "fascination with feathers" in open nature?

- 6.1 A look outside: The bird world cries S.O.S.
- 6.2 A creature under threat: People provide their services
- 6.3 Future or utopia: Three visions for the "fascination with feathers"



# Novas abordagens de temas conhecidos

## Chess – the Game of War

Chess is known as “the game of war”. When invented, nearly 2,000 years ago, it was meant to imitate war. This exhibit follows the story of chess – its invention, its components, the rules, the path to victory and the various types of tournaments. At each step along the way we present **corresponding specific examples of military history**. These examples highlight the remarkable similarities (despite some inevitable differences) between actual war and the game of war, known as chess.

### Exhibit Concept

Chess	War
Invented to immitate war.	Existed since the dawn of times.
Requires pieces, two players and a set board.	Requires two armies, two commanders and a battlefied.
Has clear and fair rules for the beginning of the game, the way it is conducted and its end.	Is far more chaotic in all aspects, and the price to pay is significantly higher.
Victory is achieved using methods of attack and imaginative tactics.	Victory is achieved using methods of attack and imaginative tactics.
Competitions exist on all levels.	Battles exist on all levels.
Has not changed in the last 150 years.	Changed dramatically in this time span.



Field Marshal Hindenburg checkmating Grand Duke Nicholas of Russia, commander of the Russian army in WWI. Both men are being assisted by their allies.  
An Austrian postcard from World War I.

### Exhibit Plan

<b>Prologue</b>	<b>3</b>	<b>4. Winning Tactics and Strategy</b>	<b>19</b>
<b>1. How It All Began</b>	<b>8</b>	4.1 Defensive measures are required...	
1.1 Games imitate life...		4.2 ... and attack methods are implemented...	
1.2 ... and war is a part of life ...		4.3 ...while strategic advantages enhance the winning chances...	
1.3 ... so chess was invented to imitate war.		4.4 ... enabling some great masterpieces.	
<b>2. Before the Game / War Starts</b>	<b>25</b>	<b>5. The Theaters of Chess &amp; War</b>	<b>17</b>
2.1 The different military units ...		5.1 Skirmishes occur on various scales....	
2.2 ... form two armies...		5.2 ... and the greatest winners get to rule the world...	
2.3 ... each with its own commander...		5.3 ... but sometimes teamwork is required.	
2.4 ... on a set battlefield...		<b>6. Chess and War Part Ways</b>	<b>6</b>
2.5 ... and a supporting infrastructure.		6.1 Warfare has seen many changes in modern times ...	
<b>3. The Rules of Fair Fighting</b>	<b>17</b>	6.2 ... and new games present alternatives for Chess.	
3.1 One side starts ...			
3.2 ... and then progress is slowly made.			
3.3 There are casualties along the way...			
3.4 ... and time limits to face...			
3.5 ... until eventually it all comes to an end...			
3.6 ... with spoils for the winner.			

Thematic text – 11, regular  
Philatelic text – 10, italic

Auxiliary text – 10, regular

# Novas aplicações de material

## 5.3. Trauma against heart and great vessels

Trauma can hurt lethally the heart. Blunt cardiac injury refers to injury sustained due to blunt trauma to the heart. The manifestations range from clinically silent, transient arrhythmias to deadly cardiac rupture.



Getúlio Vargas, Brazilian President, committed suicide with a shot in his own heart. Having lost control of the political situation, Vargas shot himself in the chest on August 24<sup>th</sup>, 1954



Brazil, large size souvenir sheet, 130 x 103 mm sheet



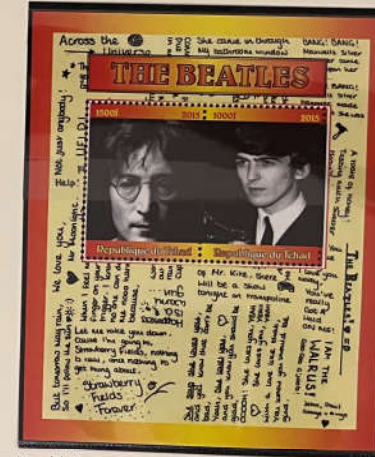
USA, stamp meter, Pitney Bowes, 23.11.1951

Henry McCarty (September 17<sup>th</sup> or November 23<sup>rd</sup>, 1859 – July 14, 1881), better known as "Billy the Kid" was an outlaw and gunfighter of the American Old West who killed 8 men before he was shot in the chest just above his heart and killed at the age of 21.

Indira Gandhi was the 3<sup>rd</sup> Prime Minister of India (1980-1984). On October 31<sup>st</sup> 1984, two of Gandhi's Sikh bodyguards shot her with their service weapons in the garden her residence. She was shot with 30 bullets, some of them into the thorax.



India, imperforated



English musician John Lennon was murdered in December 8<sup>th</sup>, 1980. Four bullets hit him in the back and shoulder, puncturing his left lung and left subclavian artery. Another Beatle, George Harrison, was attacked by a schizophrenic person, being puncturing with a knife in his left lung on December 30<sup>th</sup>, 1993.

Brazil, 1940, double die proof in newspaper, no with dentation, the other without it

## Originalidade em Temática

### Considerações finais

- Até quanto tempo “vale” a inovação?  
Quando a originalidade deixa de ser original??

Tratamento e importância filatélica	30
Conhecimento, estudo pessoal e pesquisa filatélicos e relacionados	35
Condição e raridade	30
Apresentação	5
Total	100