



**STOCKHOLMIA2019**

**29 MAY - 2 JUNE**

**KICK OFF**

Swedish Fellows and Members of  
The Royal Philatelic Society London

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STOCKHOLM WATERFRONT CONGRESS CENTRE

16-17 DECEMBER 2016

# THE ROYAL

## The Royal Philatelic Society London Today the International Centre of Excellence for Philately



**SCOPE**



**STOCKHOLMIA 2019**

**29 MAY - 2 JUNE**

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**THE INTERNATIONAL CELEBRATION  
OF THE 150TH ANNIVERSARY OF THE  
ROYAL PHILATELIC SOCIETY LONDON**

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**1869 - 2019**

The Sesquicentennial Anniversary



**STOCKHOLMIA 2019**

**29 MAY - 2 JUNE**

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**THE INTERNATIONAL CELEBRATION  
OF THE 150TH ANNIVERSARY OF THE  
ROYAL PHILATELIC SOCIETY LONDON**

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# MILESTONES



25 MAY 2017

STOCKHOLMIA Reception at FINLANDIA

Bulletin 1 to be presented

1 DEC 2017

STOCKHOLMIA Reception at MonacoPhil

FEB 2018

STOCKHOLMIA Reception at SPRING STAMPEX

SEPT 2018

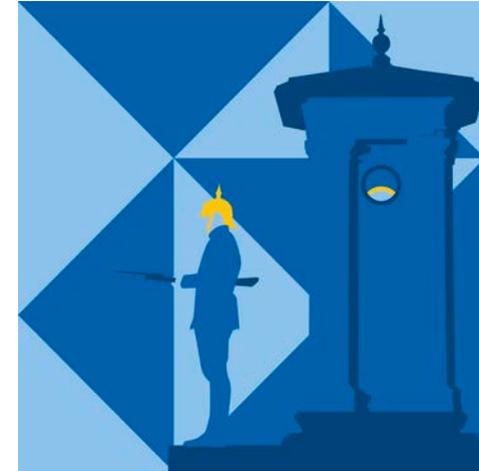
Bulletin 2

28 MAY 2019

3.00 P.M. to 7.00 P.M. STOCKHOLMIA VERNISSAGE

29 MAY to 2 JUNE

STOCKHOLMIA 2019 in Stockholm



# RECEPTION

  
**STOCKHOLMIA2019**  
29 MAY - 2 JUNE

THE INTERNATIONAL CELEBRATION  
OF THE 150TH ANNIVERSARY OF THE  
ROYAL PHILATELIC SOCIETY LONDON

## INVITATION TO THE STOCKHOLMIA RECEPTION TAKING PLACE ON 25 MAY AT FINLANDIA 2017

Fellows and Members of The Royal Philatelic Society London are hereby invited to the official Society Reception taking place in conjunction with FINLANDIA 2017.

The main event will be a presentation of STOCKHOLMIA 2019 – The International Celebration of the 150<sup>th</sup> Anniversary of the Royal Philatelic Society London, followed by the launch of Bulletin 1 inviting Fellows and Members of the Society to exhibit at STOCKHOLMIA 2019.



**Addressing: Fellows, Members, and Guests of The Royal Philatelic Society London**

**Place:** Tampere Hall Congress and Concert Centre, The Small Concert Hall

**Date:** 25 May 2017

**Time:** 5.00-7.00 p.m.

**Tickets:** € 25 per ticket which includes wine and canapés

**Contact:** [birthe.king@postalhistory.net](mailto:birthe.king@postalhistory.net)

**RSVP:** 15 May 2017



Birthe King FRPSL  
The Royal Philatelic Society London

Seija-Riitta Laakso FRPSL  
Overseas Representative Finland

Jonas Hällström RDP FRPSL  
Exhibition Manager STOCKHOLMIA 2019



PHILATELIC PARTNER OF  
STOCKHOLMIA 2019: THE  
GLOBAL PHILATELIC NETWORK



[WWW.STOCKHOLMIA2019.SE](http://WWW.STOCKHOLMIA2019.SE)

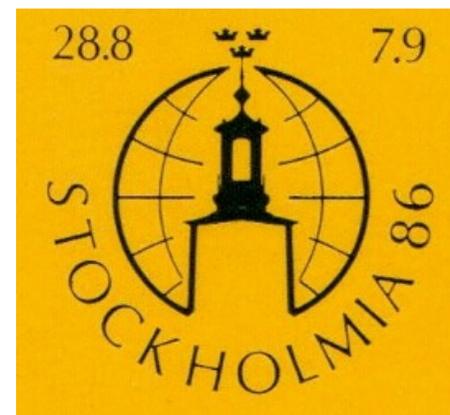


# CONTEXT

- ✓ Three International Philatelic Exhibitions have been held in Stockholm
    - ✓ STOCKHOLMIA 55 (Liljevalchs)
    - ✓ STOCKHOLMIA 74 (Älvsjö)
    - ✓ STOCKHOLMIA 86 (Älvsjö)
  - ✓ **STOCKHOLMIA 2019**  
The International Celebration of the 150<sup>th</sup> Anniversary of the Royal Philatelic Society London
- 29 May to 2 June 2019

# STOCKHOLMIA CONTEXT

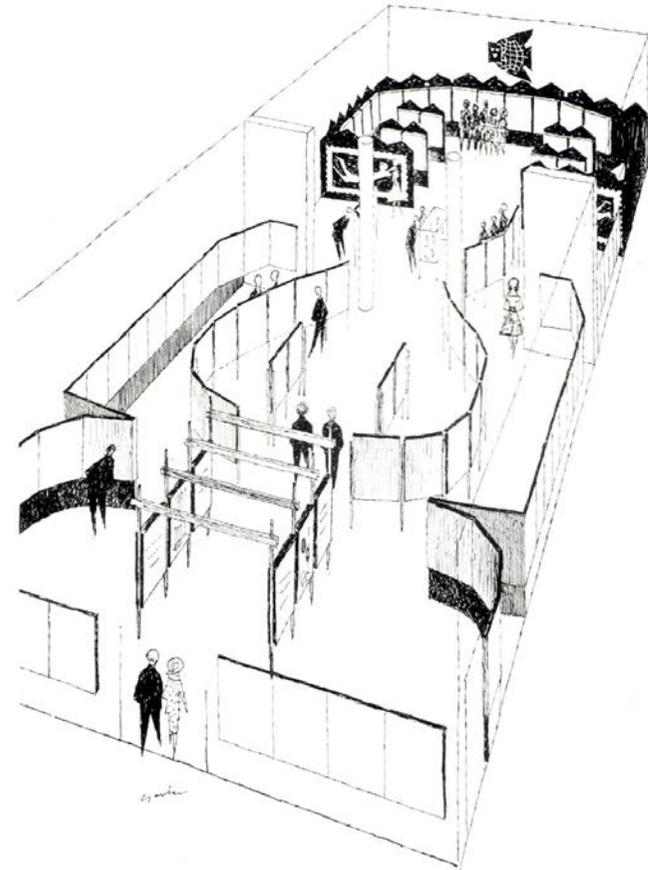
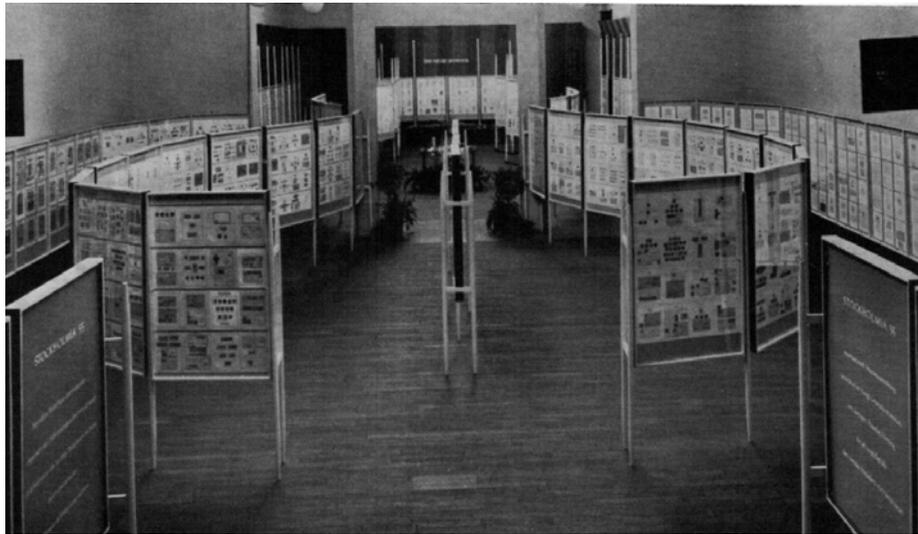
- ✓ Three International Philatelic Exhibitions have been held in Stockholm [with Royal Patronage](#)
  - ✓ STOCKHOLMIA 55 (Liljevalchs) [H.M. King Gustaf VI Adolf](#)
  - ✓ STOCKHOLMIA 74 (Älvsjö) [H.M. King Carl XVI Gustaf](#)
  - ✓ STOCKHOLMIA 86 (Älvsjö) [H.M. King Carl XVI Gustaf](#)



# LILJEVALCHS ART GALLERY



# INTERIOR



Approx. 900 frames

# OPENING CEREMONY



About  
44 000 visitors  
(11 days)

# ST. ERIK INTERNATIONAL FAIRGROUNDS



# HALL A



In all  
4 852 frames

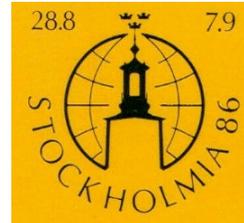
Approximately  
100 000 visitors  
(9 days)

# THE 3 SKILLING BANCO YELLOW



King Carl XVI Gustaf  
inspecting The  
Golden Color Error

# STOCKHOLM INTERNATIONAL FAIRS



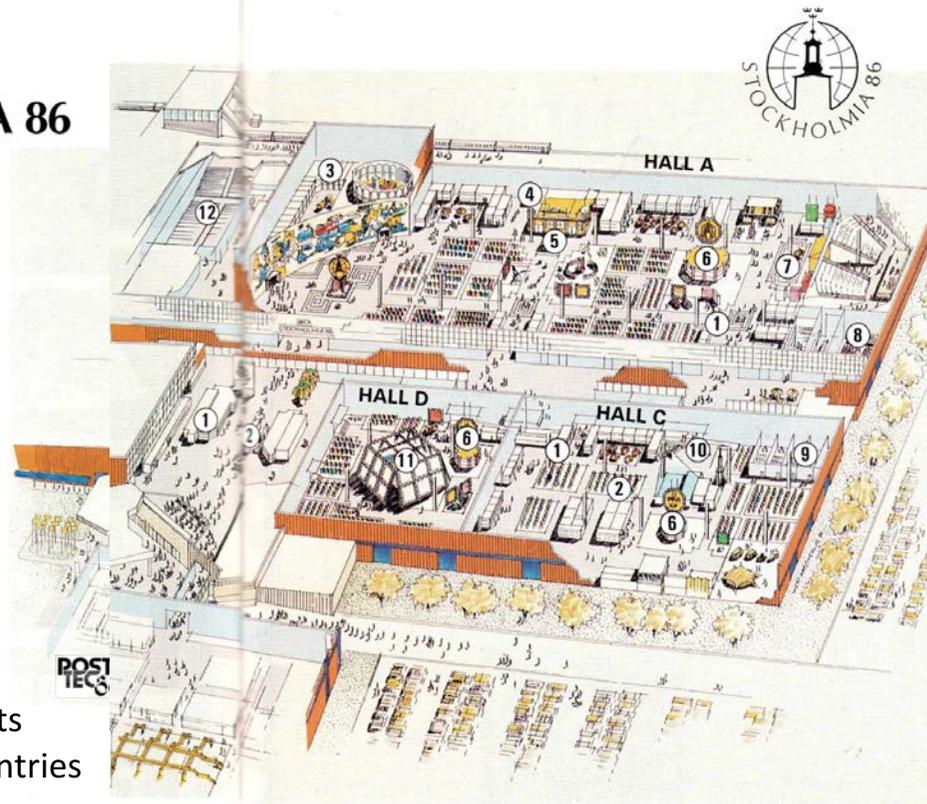
## STOCKHOLMIA 86

1 100 samlingar från 57 länder

- ① INFORMATION  
Katalogförsäljning
- ② BREVLÄDOR  
för minnespoststämplat
- ③ POSTENS 350-ÅRSUTSTÄLLNING  
Tema: Posten igår och idag
- ④ SVERIGES FILATELIST-FÖRBUNDS 100-ÅRSBUS
- ⑤ TRE SKILLING BANCO GUL
- ⑥ PFA, POSTENS FRIMÄRKSÄVDELNING  
Svenska frimärken, utställningsutgåvan
- ⑦ NORDENS TORG MED TEATERN
- ⑧ INFOHALLEN
- ⑨ KLASSRUM 1-5
- ⑩ SVERIGES FRIMÄRKSUNGDOM (Sfu)
- ⑪ POSTENS 350-ÅRSUTSTÄLLNING  
Tema: Posten idag och imorgon
- ⑫ KONGRESSCENTRUM SAL K1-K18

5 954 frames  
78 240  
visitors  
(11 days)

1 100 exhibits  
from 57 countries



**PATRON OF  
STOCKHOLMIA 2019**



H.M. King Carl XVI Gustaf of Sweden

# MANAGEMENT TEAM

## CONTINUOUSLY GROWING

### Main Project: Exhibition Management

Exhibition Manager	Jonas Hällström RDP FRPSL
Philatelic Head Patron	Gustaf Douglas FRPSL
Philatelic Partnership	Dieter Michelson FRPSL Karl Louis FRPSL
RPSL Liaison	Richard Stock FRPSL
RPSL Liason Designated	Brian Trotter RDP FRPSL
RPSL Coordination	Tomas Bjäringer RDP HonFRPSL
Press Information Officer	Christer Brunström
Art Director	Maria Gadh
Webmaster	Ramon Radnoci Thomas Larsson
Finance	Lennart Daun FRPSL Jan-Olof Ljungh FRPSL
Philatelic Program Manager	Ari Muhonen FRPSL
Social Program Manager	Kjell Nilson FRPSL
SFF National Philatelic Partnership	Christer Karlsson

# MANAGEMENT TEAM

## CONTINUOUSLY GROWING

### Main Project: Commissioner General

Commissioner General

Jan Berg FRPSL

Deputy Commissioner General

Bengt Bengtsson

### Main Project: Jury

President of the Jury

Lars Engelbrecht RDP FRPSL

### Main Project: Publications & Literature

Project Manager

Wolfgang Maassen RDP FRPSL

### Marketing Team



STOCKHOLMIA Ambassador

Alex Haimann FRPSL

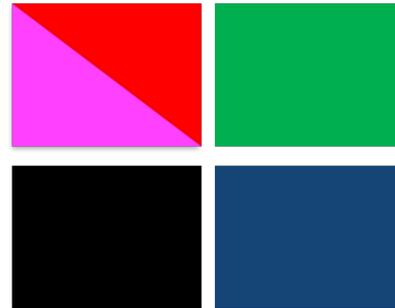
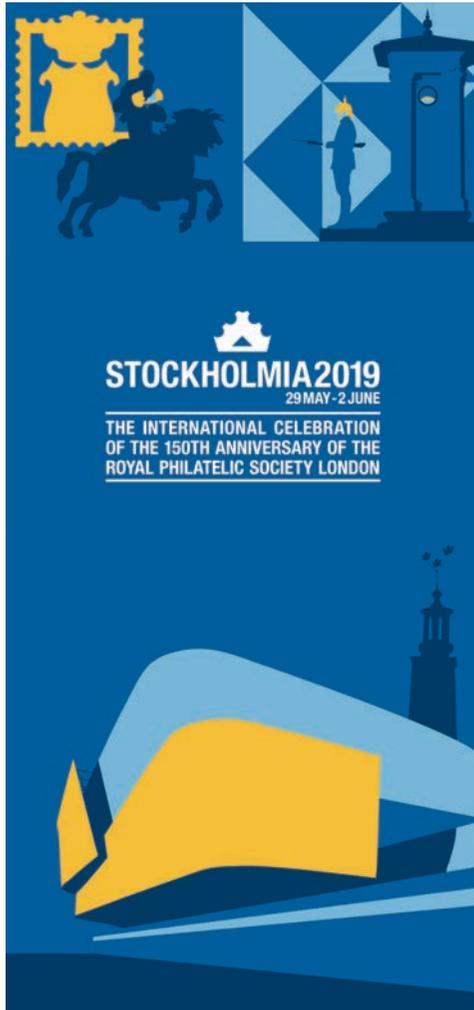
# VISION

The aim of **STOCKHOLMIA 2019** is to develop and improve the existing standards for philatelic events worldwide.

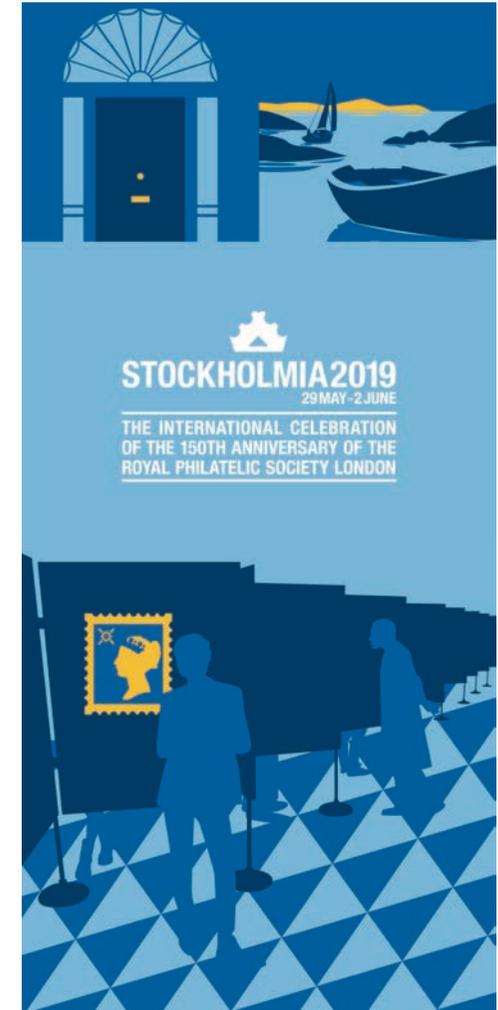
**STOCKHOLMIA 2019** may in the future be recognised as a new milestone for competitive philately conducted through the exhibition format.



# PARTNERS AND PATRONAGES



- ✓ World Philatelic Exhibition 2019 AB
- ✓ Corinphila, Köhler and their Partners in the Global Philatelic Network as Organizing Philatelic Partner
- ✓ Stockholm Waterfront Congress Centre
- ✓ City of Stockholm
- ✓ Royal Philatelic Society London





**Stockholms  
stad**

**City of Stockholm**  
President of the  
Stockholm City Council

Page 1 (2)  
September 24, 2015



**City of Stockholm**  
President of the  
Stockholm City Council

Page 1 (2)  
September 24, 2015

To the Royal Philatelic Society  
London

Dear Sir,

On behalf of the City of Stockholm I take pleasure in cordially inviting  
The International Celebration of the 150<sup>th</sup> Anniversary of the Royal  
Philatelic Society London to Stockholm in 2019.

Stockholm is built on fourteen islands with surrounding water so clean  
that one can even go for a swim in the summertime in the city centre and  
go fishing just outside the Royal Palace. The landscape, and the unique  
archipelago of 30 000 islands, offers numerous excursions to all visitors.  
With its well-preserved medieval city centre, royal palaces and impressive  
monuments, Stockholm is considered to be of great beauty and historical  
interest. Culture, entertainment and restaurants abound catering all tastes.

Stockholm is the fastest growing city in Western Europe. We are building  
140 000 new homes in less than twenty years, tens of thousands of which  
will be in green housing areas. The next generation's eco housing district,  
the Stockholm Royal Sea Port, is currently being developed in a former  
industrial port area using innovative green technology. The area will be  
fossil fuel free by 2030. Stockholm's deep commitment to sustainable  
urban development was awarded in 2010 by the European Commission,  
when the city was designated the first European Green Capital for its  
ambitious environmental work.

As Northern Europe's leading growth region, Stockholm is characterized  
by a highly innovative and knowledge-intensive climate. Among other  
things, the city promotes entrepreneurship through Start-up Stockholm, a  
centre for innovation consultancy, where free counselling is offered by  
professional advisors. Thanks to Kista Science City, one of the world's  
leading ICT clusters, Stockholm has become an international centre for  
wireless technology, broadband and mobile applications.

In the world of science, medicine and literature, Stockholm is associated  
with Alfred Nobel and the Nobel Prize. The City Hall of Stockholm, site  
of the annual Nobel Prize Award festivities, often hosts receptions of  
international conventions.

City of Stockholm  
City Hall  
SE-105 35 Stockholm  
SWEDEN  
Telephone: +46 8 508 290 00  
councilpresident@stockholm.se  
stockholm.se



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On behalf of the City of Stockholm we wish to announce our full support  
and welcome you to organize the International Celebration of the 150<sup>th</sup>  
Anniversary of the Royal Philatelic Society London in the Swedish  
capital. We are happy to assist you in turning the congress into a success.  
We are confident that Stockholm will measure up to your highest  
expectations and sincerely hope that you will allow our city the privilege  
and pleasure of receiving you here in 2019.

Sincerely yours,

Eva-Louise Erlandsson Slorach  
President of the Stockholm City Council

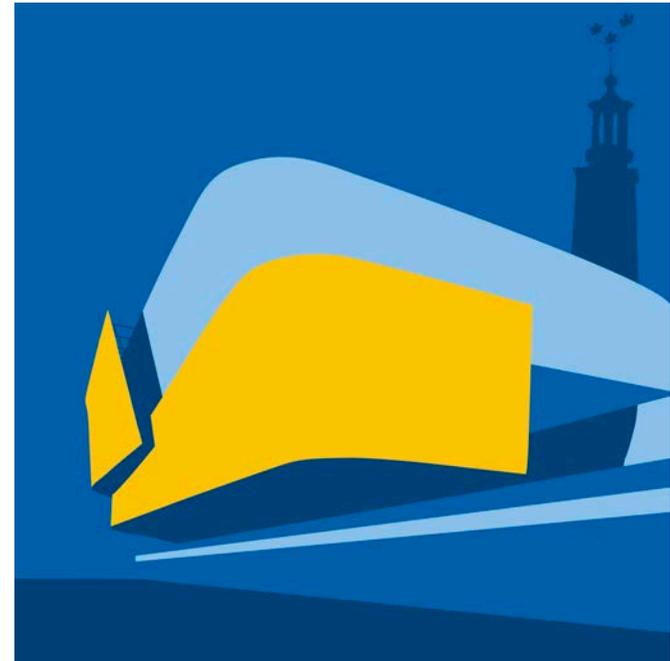
Sincerely yours,

**Eva-Louise Erlandsson Slorach**  
**President of the Stockholm City Council**

City of Stockholm  
City Hall  
SE-105 35 Stockholm  
SWEDEN  
Telephone: +46 8 508 290 00  
councilpresident@stockholm.se  
stockholm.se

# STOCKHOLMIA 2019

## STOCKHOLM WATERFRONT CONGRESS CENTRE

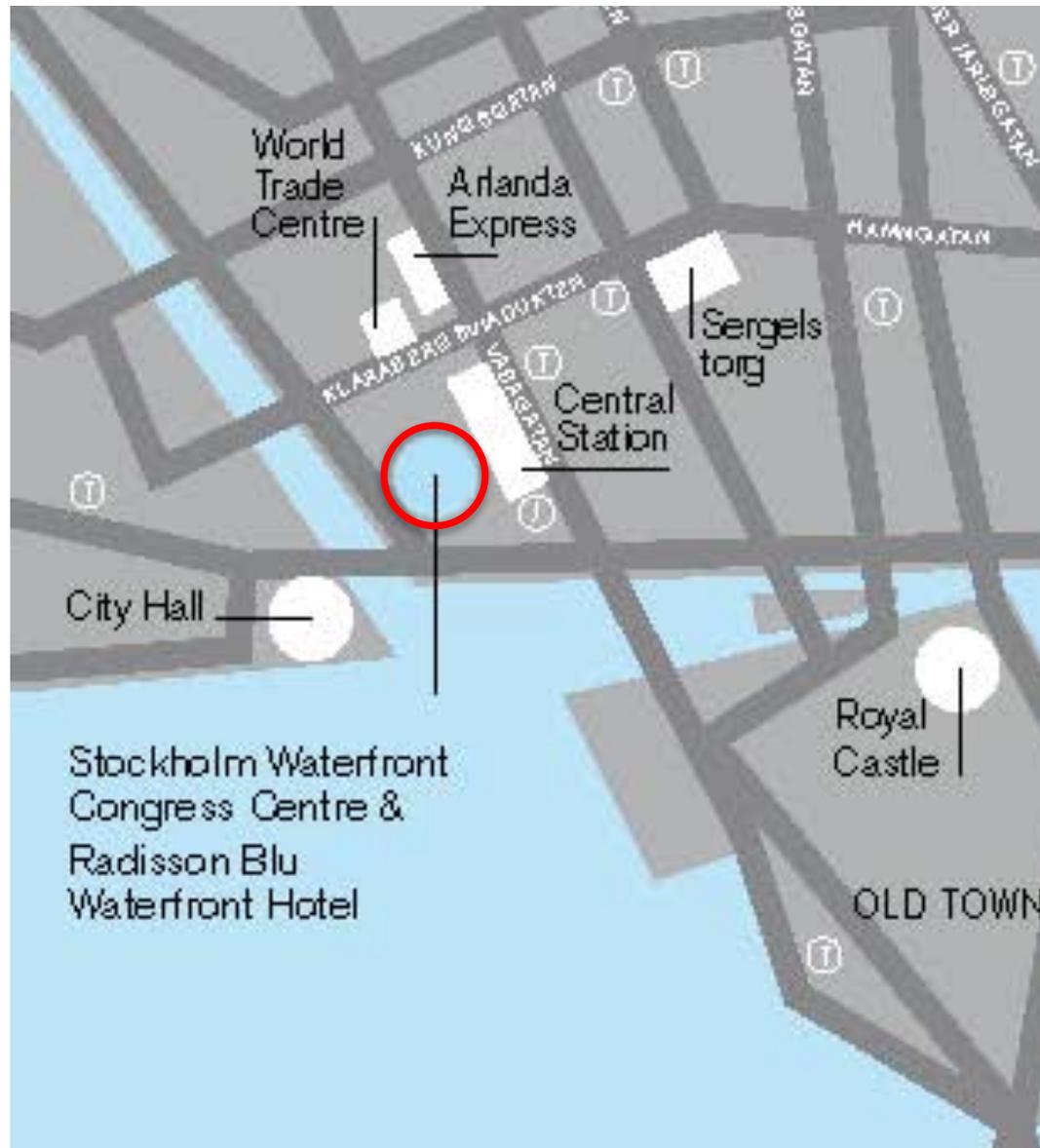


# WATERFRONT

WATERFRONT is Sweden's newest and most versatile venue for large-scale meetings and events. Located in the heart of Stockholm, across the water from the City Hall, the modern architecture is a spectacular addition to the city skyline.



# LOCATION



# WATERFRONT



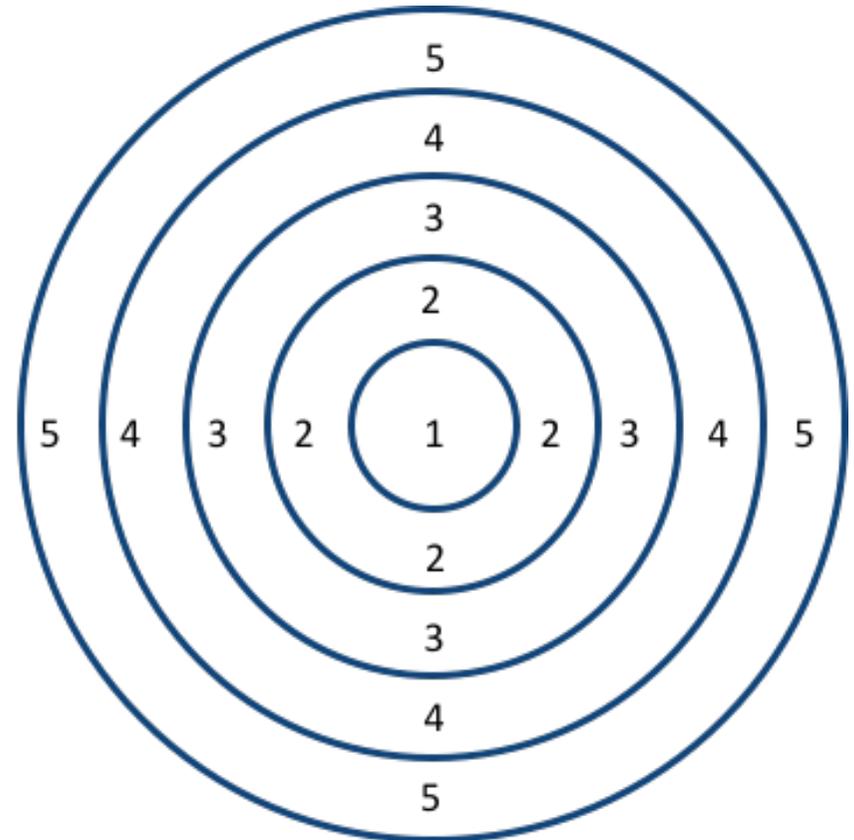
CITY HALL

WATERFRONT

# PHILATELIC PARTNER



1. Financial Commitment
2. Work Commitment
  - Management Team
  - Company Staff
3. Extensive Marketing
4. "Rarity Auction of the Century"
5. Networking



# RARITY AUCTION

## THE STOCKHOLMIA 2019 RARITY AUCTION

Your contribution to the benefit of our 'Royal'



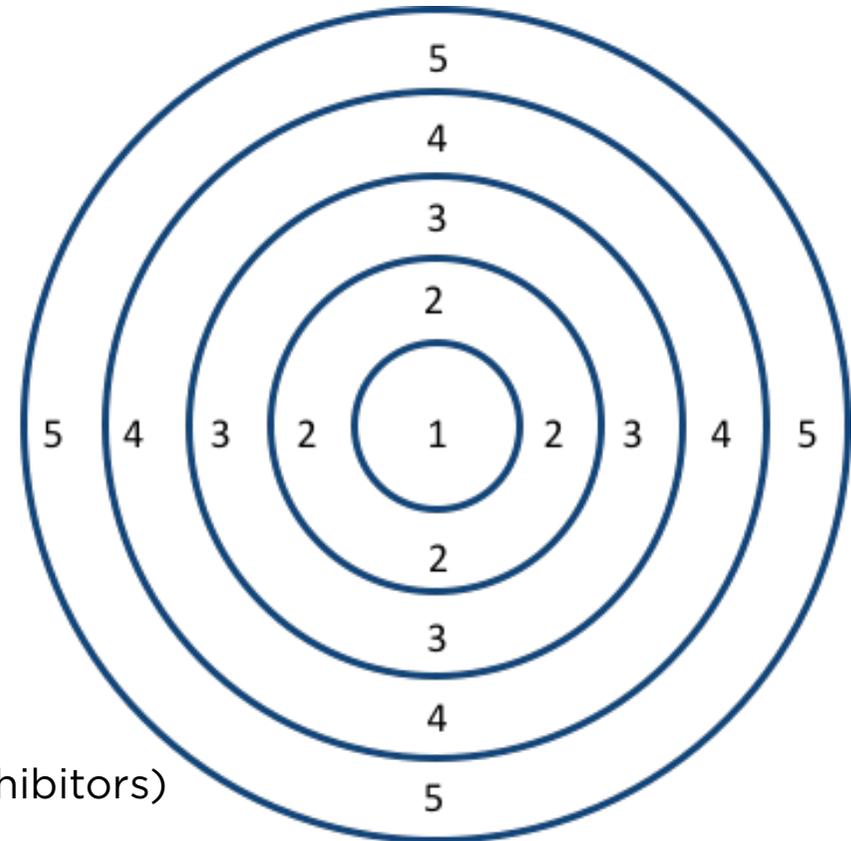
# CONCEPTS

- ✓ Addressing all (only) RPSL members worldwide
- ✓ Non-Competitive Class
- ✓ Competitive Class
- ✓ Judged by an International Jury
- ✓ 2,000 frames
- ✓ Exhibit format: 1 or 5 to 8 frames
  - ✓ format optional
  - ✓ no pre-qualification required all RPSL members are qualified
  - ✓ selection by appointed committee
- ✓ “Trophy” to “Best in Classes”
- ✓ “Grand Award” to “best of best in classes” via open voting by the judges at the palmarès dinner



# BUSINESS MODEL

1. RPSL Project Directive
  - Philatelic Head Patron
  - Patrons
  - The Society
2. Partners and Sub-Partners
  - Venue Partner
  - Philatelic Partner
  - Location Partner
  - Event Management
3. Sponsors
4. Exhibitors
  - RPSL Members and Fellows (i.e. the exhibitors)
  - Dealers
  - Other philatelic and non-philatelic stakeholders
5. Visitors
  - Philatelists
  - Public



# PHILATELIC HEAD PATRON OF STOCKHOLMIA 2019



Gustaf Douglas FRPSL

*The 31 October 2013, the day I gave my comprehensive display to Members and Fellows of the Royal Philatelic Society London, is the greatest day in my 50 years' life with philately as my hobby. The Display was later recognised with the Tilleard Medal by the Society. Contribution to STOCKHOLMIA is my way to show appreciation to The Royal Philatelic Society London for giving the most memorable day in my philatelic life.*

*Gustaf Douglas FRPSL*

# PATRONS

## MEMBERSHIPS

### LEADERSHIP PATRONS

Berg, Jan  
Bjäring, Tomas  
Daun, Lennart  
Douglas, Gustaf  
Gough, James Peter  
Hällström, Jonas  
Ljungh, Jan-Olof  
Maselis, Patrick  
AB Philea

### GOLD PATRONS

Brockenhuus von Löwenhielm, Hasse  
Frahm, Roland  
Gibson-Smith, Ian C  
Göta Frimärken  
Hamberg, Erik  
Johansen, Peter  
Nilson, Kjell  
Nordberg, Roland  
Påhlman, Sven  
Rietz, Åke  
Sjögren, Ulf  
Storckenfeldt, Douglas  
Svensson, Christer  
Trotter, Brian  
Ågren, Johan

### PATRONS

Arnrup, Claes  
Bengtsson, Bengt  
Brunström, Christer  
Carlsson, Lars-Olow  
Dahlvig, Gunnar  
Gwynn, Robin  
Karlsson, Tomas  
King, Birthe  
King, Chris  
Quinby, Roger P.  
Stenquist, Ulf  
Swift, Lillian  
Söderberg, Mats  
Österdahl, Bengt-Göran

### SUPPORTERS

Bailey, Mark  
Kussing, Herwig  
Marrot, Sebastien  
Oppenlaender,  
Adolf  
Wynns, John P.

# FIRST STAND HOLDER LEADERSHIP PATRON

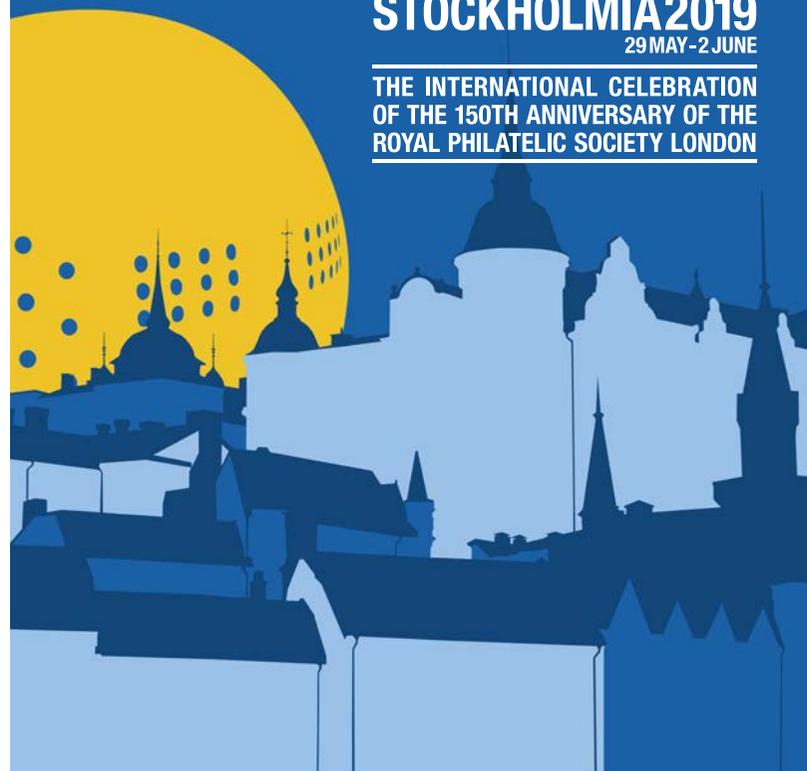


**LEADERSHIP PATRON**



**STOCKHOLMIA 2019**  
29 MAY - 2 JUNE

THE INTERNATIONAL CELEBRATION  
OF THE 150TH ANNIVERSARY OF THE  
ROYAL PHILATELIC SOCIETY LONDON



# INVITATION TO BECOME PATRON

You are invited to consider becoming a SUPPORTER or a PATRON and participate as follows.

<b>SUPPORTER</b>	SEK 500 - 4,999	GBP 40 - 449	EUR 50 - 549	USD 60 - 649
<b>PATRON</b>	SEK 5,000	GBP 450	EUR 550	USD 650
<b>GOLD PATRON</b>	SEK 10,000	GBP 900	EUR 1,100	USD 1,300
<b>LEADERSHIP PATRON</b>	≥ SEK 50,000	≥ GBP 4,500	≥ EUR 5,500	≥ USD 6,500

SUPPORTERS and PATRONS will be recognized. More information is to be found on our website.

[www.stockholmla2019.se/PATRON/MEMBERSHIP](http://www.stockholmla2019.se/PATRON/MEMBERSHIP)

 [PayPal patron@stockholmla2019.se](mailto:patron@stockholmla2019.se)



**Look up membership benefits at our website**

# INVITATION TO BECOME PATRON

## Stockholmia Thank you Premiums

DONATION LEVEL	SUPPORTER	PATRON	GOLD PATRON	LEADERSHIP PATRON
Newsletter Subscription (e-mail)	YES	YES	YES	YES
Special Listing on the Website	YES	YES	YES	YES
Special Listing in the Exhibition Catalogue	YES	YES	YES	YES
Special Listing in the Palmarès	YES	YES	YES	YES
Frame Honour Plate	YES	YES	YES	YES

# INVITATION TO BECOME PATRON

	MEMBER	PATRON	GOLD PATRON	LEADERSHIP PATRON
Invitation to membership of the STOCKHOLMIA CLUB	1	1	1	1
STOCKHOLMIA CLUB Membership Card	1	1	1	2
Exhibition Catalogue	1	1	1	2
Reserved Seat to the Opening Ceremony	1	1	2	4
Express Pass to STOCKHOLMIA "Court of Honour"	1	1	2	4
Invitation to the STOCKHOLMIA CLUB LOUNGE (a private lounge area located at the 5th floor at WATERFRONT CONGRESS CENTRE)	1	1	1	2
Invitation to STOCKHOLMIA Official Receptions pre-exhibition		1	2	4
Invitation to the STOCKHOLMIA CLUB Dinner			1	2
Invitation to the STOCKHOLMIA BANQUET				2
Reserved Seat at all Official Meetings/Ceremonies				2
Leadership Banner Presented in the Entrance Hall				YES

# STAND HOLDERS

## Level 5

<b>GPN</b>	Heinrich Köhler
	Corinphila Auktionen
	Corinphila Veilingen
	John Bull Stamp Auctions Ltd
	H.R. Harmer

1	Carmichael & Todd
2	Frimärkshuset Skandinavisk Filateli AB
3	Sveriges Filatelist-Förbund
4-5	Collectia AB
6	Röllli-Schär AG
7	Schuyler Rumsey Philatelic Auctions, Inc
8	Michael Chipperfield

Country	
Denmark	3
Finland	1
Germany	3
Hong Kong	1
Netherlands	1
Norway	1
Poland	1
Sweden	13
Switzerland	3
Thailand	1
United Kingdom	12
United States of America	3
	43

## Level 4

1	Stanley Gibbons Ltd
2	Spink & Son Ltd
3	Philatelie Christoph Gärtner GmbH & Auktionshaus Christoph Gärtner GmbH & Co. KG
4	JF - Stamps Denmark
5	Samlartorget Sverige AB / Tradera
6	SYSTEEMI.NET
7-8	Postiljonen AB
9	David Feldman Auctions
10	Skafil Auksjoner
11	Frimærkebutikken
12	D. Morrison Ltd & Bill Barrell Ltd
13-15	Blocked for External Stakeholder
16	Robert A. Siegel International
17-18	Cavendish Auctions
19-21	John Curtin Limited
22	Mulready Philatelics
23	London Philatelists
24	Aspbäcks Vykort, Brev, Frimärken HB
25	Cover Story Limited
26	Chris Rainey
27	Atlas Häftes AB
28	Göta Frimärken
29	Philatelists Frank Banke Jørgensen
30	Fyns Frimærke Service
31	Brevspecialisten Göran Fredriksson
32	Antonio Torres UK Ltd
33	Heiner Zinoni
34	Uppsala Filateli HB
35	Richardson and Copp
36a	Nova Frimärken AB
36b	Brev & Kort Rolf Lek AB
37	AB Philea

# CONTEXT



Exhibits

Dealers

International  
Jury

Primary  
Audience



# CONTEXT



Festive

Public

Open Meetings

Internal Meetings



# CONTEXT



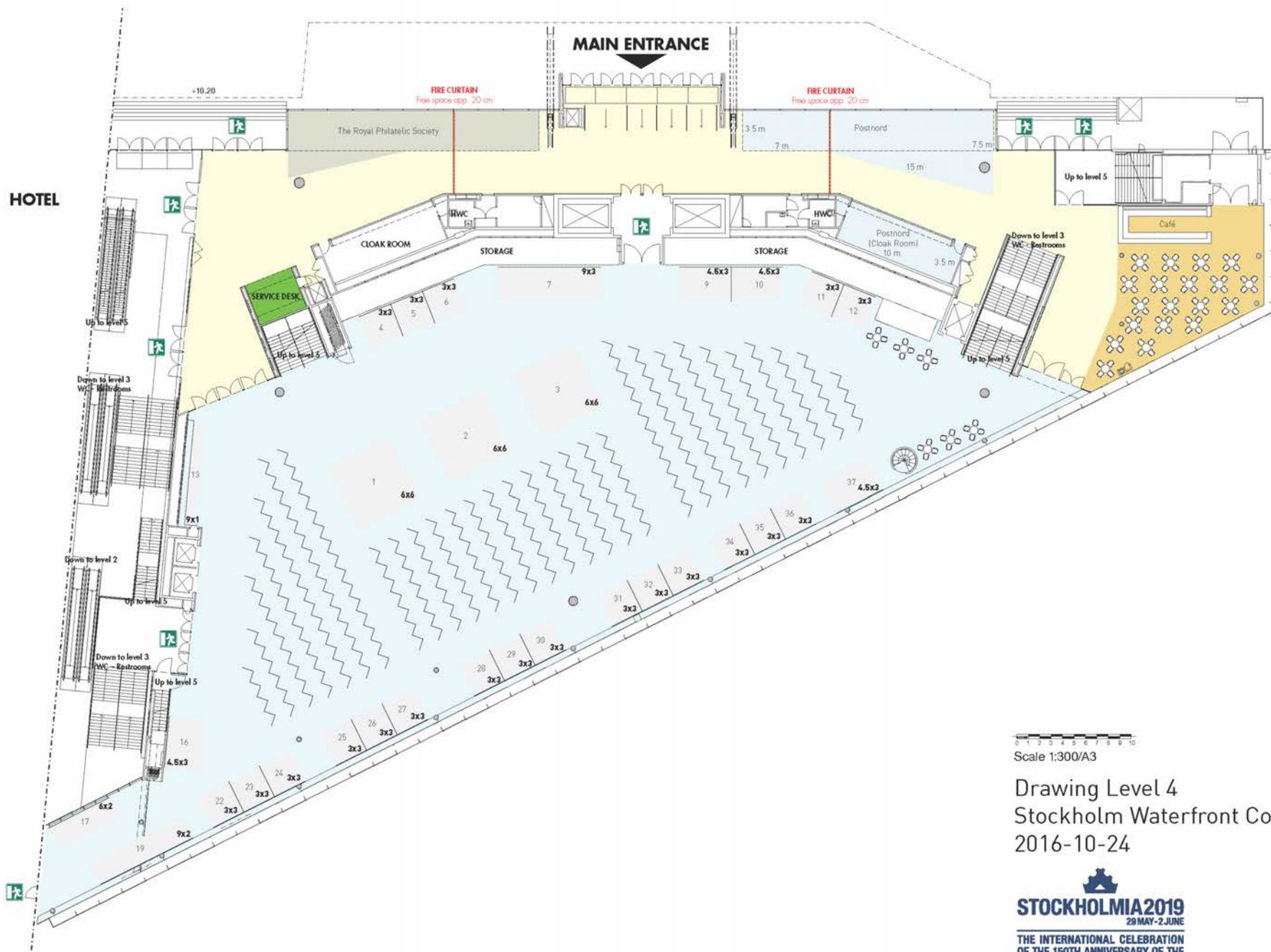
International  
Destination

Unique  
Tourism

High Class  
Hosting

Extremely  
Social





HOTEL

MAIN ENTRANCE

FIRE CURTAIN  
Free space approx. 20 cm

FIRE CURTAIN  
Free space approx. 20 cm

The Royal Philatelic Society

Postnord

CLOAK ROOM

STORAGE

STORAGE

Postnord  
(Cloak Room)

Up to level 5

Café

SERVICE DESK

Down to level 3  
WC - Restrooms

Up to level 5

Up to level 5

Down to level 3  
WC - Restrooms

Down to level 2

Up to level 5

Down to level 3  
WC - Restrooms

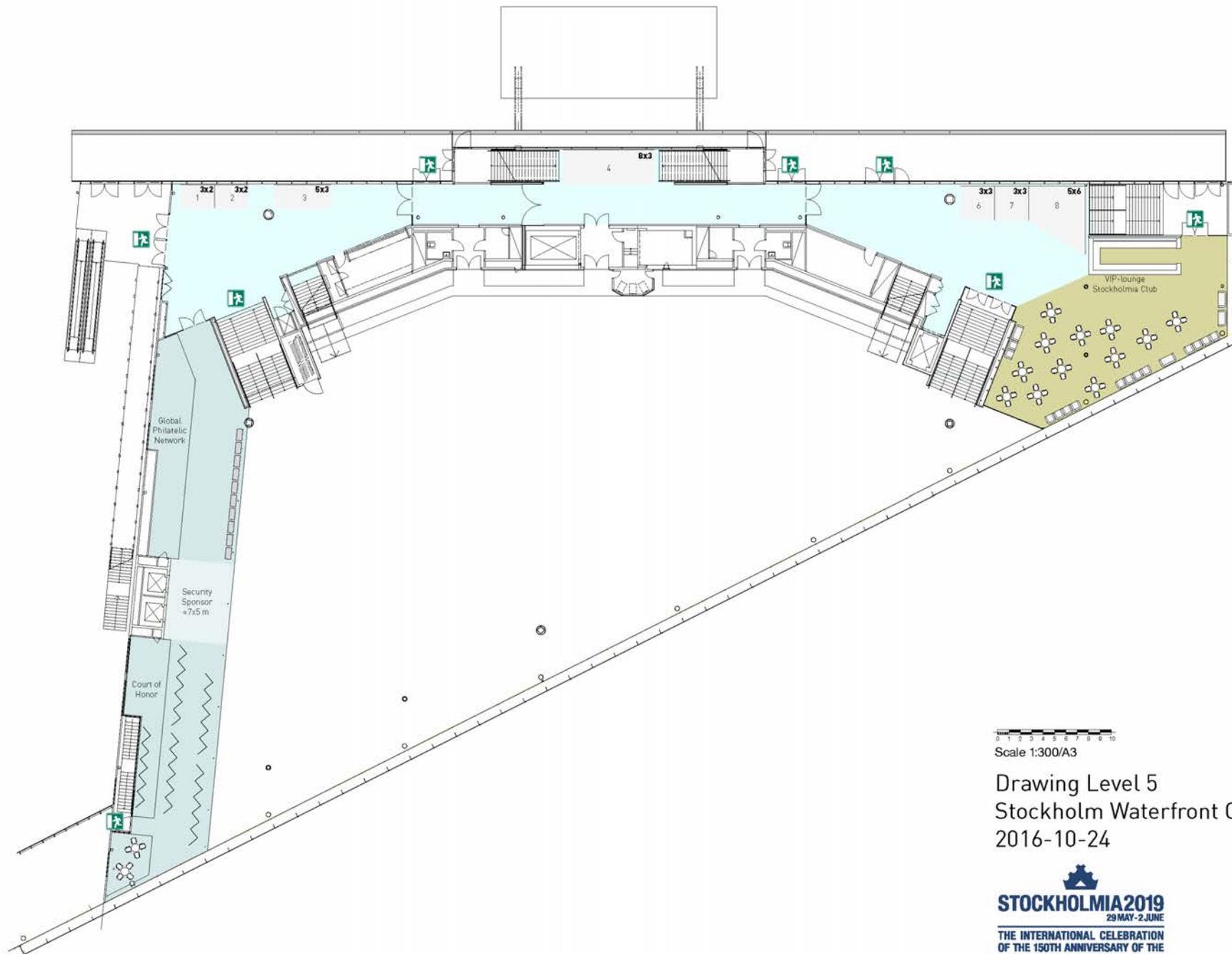
Up to level 5



Scale 1:300/A3

Drawing Level 4  
Stockholm Waterfront Congress  
2016-10-24

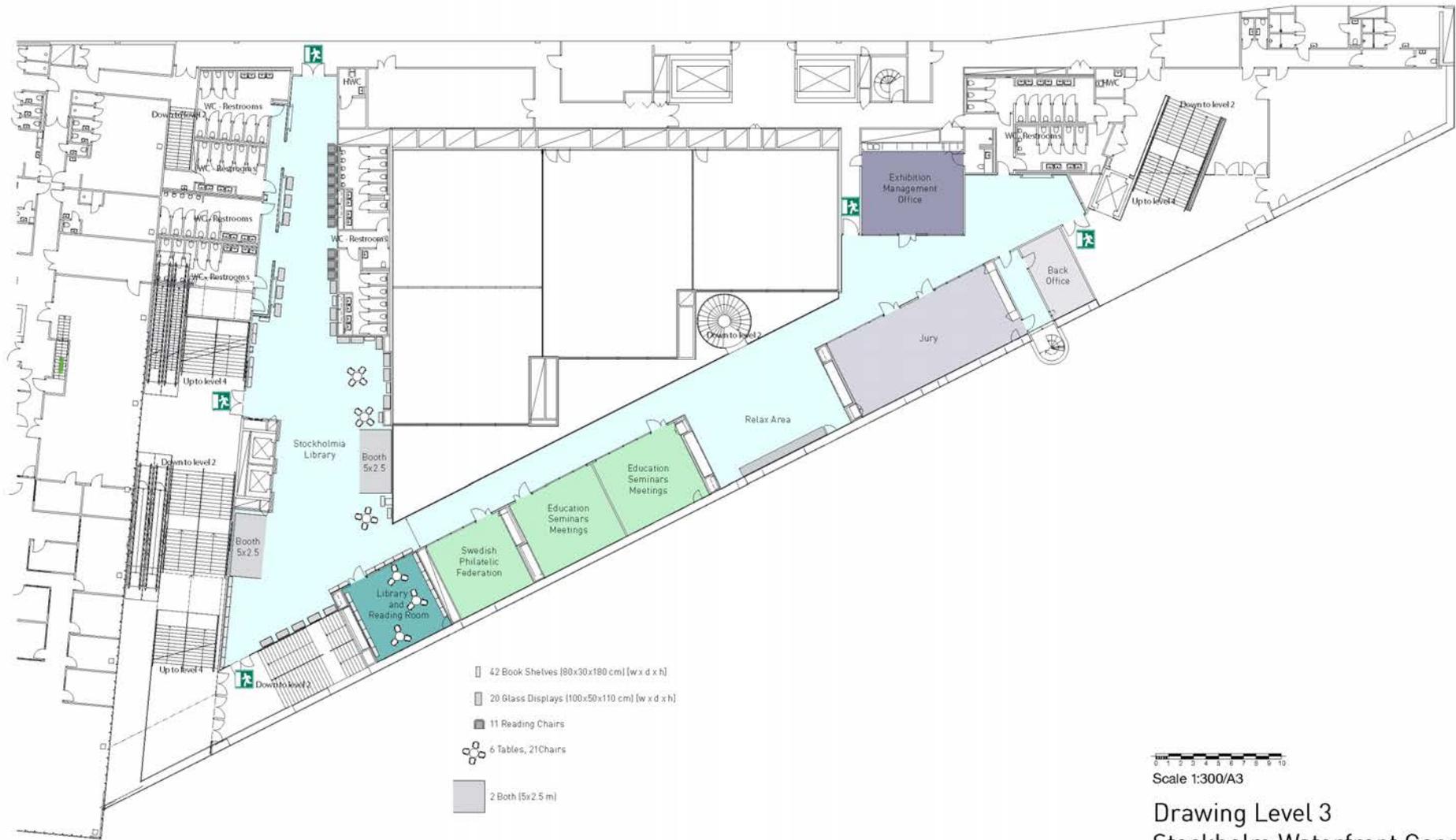
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0 1 2 3 4 5 6 7 8 9 10  
 Scale 1:300/A3

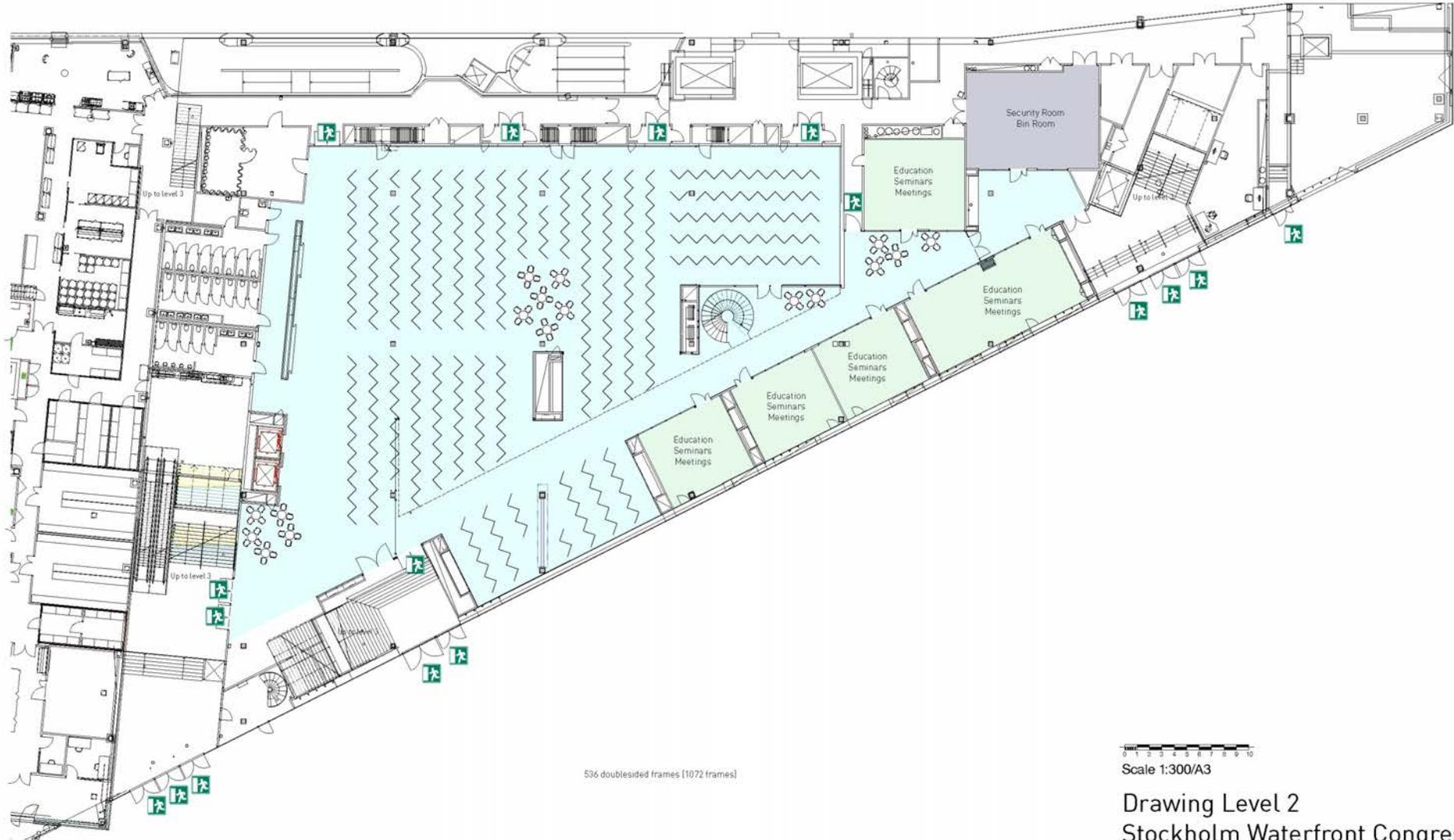
Drawing Level 5  
 Stockholm Waterfront Congress  
 2016-10-24

  
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0 1 2 3 4 5 6 7 8 9 10  
Scale 1:300/A3

Drawing Level 3  
Stockholm Waterfront Congress  
2016-08-23



536 doublesided frames [1072 frames]



Scale 1:300/A3

Drawing Level 2  
 Stockholm Waterfront Congress  
 2016-08-23

  
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# PHILATELIC PROGRAM

  
**STOCKHOLMIA2019**  
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## KICK OFF

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The Royal Philatelic Society London



STOCKHOLM WATERFRONT CONGRESS CENTRE  
16-17 DECEMBER 2016

[www.stockholmia2019.se](http://www.stockholmia2019.se)



## **SOCIAL PROGRAM**



- ✓ 28 May 3.00 to 7.00 P.M. VERNISSAGE
- ✓ 29 May STOCKHOLMIA CLUB DINNER
- ✓ 30 May CITY OF STOCKHOLM RECEPTION
- ✓ 31 May OUTING
- ✓ 1 June PALMARÈS
- ✓ 2 June

**FOLLOW THE PROGRESS**  
[WWW.STOCKHOLMIA2019.SE](http://WWW.STOCKHOLMIA2019.SE)

**STOCKHOLMIA2019**  
29 MAY - 2 JUNE

**HOME** - VISITOR INFORMATION - EXHIBITION - PROGRAM - DEALERS - PATRON & SUPPORTERS -

**STOCKHOLMIA2019**  
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THE INTERNATIONAL CELEBRATION  
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The exhibition will open in  
**1095days 21h 18m 54s**

The background image shows silhouettes of people walking on a checkered floor, with a framed yellow stamp featuring a profile of a woman's head.

# KICK OFF SATURDAY PROGRAM

Lördag 17 december

- 09.00 **Tomas Bjäringer** *London under 1860-talet – tillkomsten av "The Philatelic Society" samt kopplingen mellan Sverige och "The Royal" fram till våra dagar*
- 10.00 FÖRMIDDAGSKAFFE
- 10.30 **Mats Ingers** *"Järnumfyndet" – en okänd skatt inom svensk filateli som äntligen kommer till ytan och som kommer att visas på STOCKHOLMIA 2019*
- 11.30 **STOCKHOLMIA 2019** – *En gemensam "brainstorming" om idéer och koncept för att göra utställningen till en oförglömlig upplevelse*
- 12.15 **Staffan Ferdén** *Det pågående forskningsprojektet om "Svenska försändelser 1872-1940" som kommer att publiceras i samband med STOCKHOLMIA 2019*
- 13.00 LUNCH
- 14.00 **Richard Bodin** *En posthistorisk överblick av Svenska örlogsfartyg & svenska örlogsmän i utlandet som kommer att premiärvisas i samband med STOCKHOLMIA 2019*
- 15.30-16.00 Avslutning