

# Hungarian Stamp 2004

## FOLKLORIADA

On August 12, 2004, the Hungarian Post Office Ltd. will issue its new sheets of postal stamps to welcome the 3rd FOLKLORIADA world festival, while popularizing the first Hungarian personalized stamp\*.

The FOLKLORIADA Festival, also known as the Olympics of Folk Art, is organized in every four years. The first event was held in the Netherlands in 1996, the second in Japan in 2000, and after Hungary, Canada will welcome those interested in the festival in 2008. The series of events organized in our country will take place between August 12-22. Thousands of dancers will arrive at the events from nearly a hundred countries. The opening ceremony of this series of events, involving the entire country, will be held in the city of Pécs.



Part of the sheet of 40 stamps

The event will be coordinated by the professional organization of UNESCO called CIOFF (1970) (Conseil International des Organisations de Festivals de Folklore et d'Arts Traditionnels). The purpose of this organization is to help in the preservation and promotion of traditional cultural values in accordance with UNESCO decisions, with special emphasis on intellectual heritage and folk art (folk dance, folk music, traditional crafts, customs, folk wear, rituals, games, etc.).

Within the stamp sheet popularizing the so-called "Own stamp" features 4 x 10 different stamps in located in a specific order. The stamps picture the flitting figure of folk dancers. The sheet belonging to the stamps shows the parts of the product logo /"BÉLYEG(e)M"/ in a certain order, as well as the scripts promoting the sale of "Your Own Stamp".

\* Basically, "Your Own Stamp" called "My FOLKLORIADA stamp" is a stamp sheet, which is made in a way that the photo is printed on the bianco sheet afterwards. This allows everyone to mail letters with their own stamps, thus realizing the slogan of the product introducing campaign: "Different stamps for everyone".

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Source: [www.folkloriada.hu](http://www.folkloriada.hu)

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|------------|--------------|---------------|
| Order code | stamps:      | 2004212010031 |
|            | stamp sheet: | 2004212040031 |
|            | FDC:         | 2004212060032 |

5/2004  
for circulation

Date of publication: August 12, 2004  
Nominal value: HUF 65  
Perforation size of the stamp: 50 x 21,67 mm  
Perforation size of the sheet: 25 x 21,67 mm  
Printing method: offset printings  
Printing house: Pénzjegynyomda Rt.  
Designer: Domé Eszter  
Photographer: Korniss Péter