

# Creating the Philatelic Exhibit Synopsis: A Master Class

*Creating the Philatelic Exhibit Synopsis: A Master Class* by Andrew McFarlane. Silver Spring, Md.: Exhibitors Press, 2021. Perfect bound, 8.5 x 11 inches, 114 pp.

Available for \$35 from *Amazon.com* or Andrew McFarlane, POB 669, Bartonsville, PA 18312, or visit *www.ExhibitSynopsis.com*.

While a number of books have been written about the best ways to prepare a philatelic exhibit, this is the first book to tackle an often overlooked and sometimes misunderstood element of the exhibit—the synopsis.

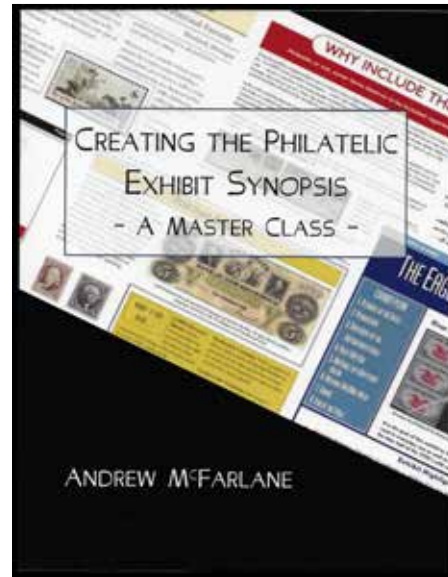
The philatelic synopsis is a short document prepared by the exhibitor that is provided to the judges in advance of a stamp show to help them prepare to judge the exhibit.

Author Andrew McFarlane notes that, “The most important pages of your exhibit aren’t in the frames,” and while that is a bit of a stretch, he has a point.

The exhibit content is always the key to top awards but how that information is presented is just as critical.

Anyone competing for top awards had better have an outstanding exhibit synopsis and McFarlane has the exhibiting chops to show exhibitors what should, and should not, be included. He has been exhibiting at the national and international level since 2001 and has won seven APS World Series of Philately Grand awards and more than 50 gold medals for his first day cover and aerophilatelic exhibits, as well as giving presentations about philatelic exhibiting at major philatelic events.

Having judged several of his exhibits, I can state that his synopsis pages were always impeccable and his exhibits were always extremely well done. They easily serve as a guide for others to follow. I’m delighted that he has shared his insights in this book.



The synopsis allows exhibitors to highlight key items in their exhibit and explain the organization and intent. With exhibit page text space at a premium, the synopsis can help fill in additional content, context, and explanations.

The book begins with a section describing the synopsis, then provides an annotated synopsis, before moving to well-illustrated synopsis examples using McFarlane’s own exhibits and a final section about the nuts and bolts of producing the synopsis.

Appendix A includes a section about title pages to show that using a similar graphic identity can help judges to connect them to each other so that synopsis information may be recalled more easily.

This book is strongly recommended for all exhibitors.

*Peter Martin*

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