

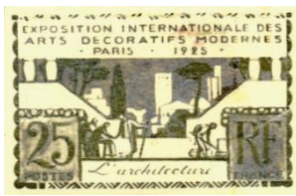
# THE “ARCHITECTURE” POSTAL DESIGN

OF THE EXPOSITION DES ARTS DÉCORATIFS ET INDUSTRIELS MODERNES – FRANCE, 1925

The 1925 Paris Exposition highlighted the decorative and modern arts movement, including architecture. Although no buildings remain from the Exposition, one of the 4 stamp designs depicts one of the four wine region restaurant towers. Shown here are stages in the development of the final design and its architectural context. All philatelic items are shown at actual size.

The “Architecture” design was requested by Exposition Commissioner General, Fernand David in October 1924, and Henri Rapin created the design. The preliminary design shown in a photo maquette (below left) depicts nondescript buildings in the background and workers in the foreground, with simple representative garlands on the tablets at lower left and right. The tablet at the lower center included the text – *L'architecture*. The design was planned originally for both the 25 centime domestic letter rate and the 75 centime foreign letter rate. The essay of the 75 c stamp and the final design both show the absence of workers, an urn on the first step, more elaborate floral garlands, the text – *L'Architecture*, and the image of a distinctive building – one of the four “Wine Region” restaurant towers, prominent on the Exposition grounds (postcards below).

In its final form, engraved by Louis Ruet, the architecture design omitted the text description, and trial color proofs were produced for the design and for the frame of the 45 c postal card indicium (below right).



## Final Design



The 45 c postal card (issued June 27, 1925) and the 25 c stamp (issued June 11, 1925) were printed by two color typography.

Postcards (reduced) showing views of the Exposition. The Champagne Tower under construction (far right). A night view showing the Burgundy and Bordeaux towers (right).

