

30 June 1989 - 30 June 2014

**25 Years of Publishing
devoted to philately and Modena culture**



On 30 June 1989, 25 years ago, “Edizioni Vaccari s.a.s. di Silvia e Valeria Vaccari” were born, to develop the publishing activity already started by their father Paolo Vaccari, who had began selling postage stamps and postal history items already in 1977. (The two companies then joined in “Vaccari S.r.l.” in 1998).

Thus started the publication of books and catalogues specialized in philately and postal history to improve the philatelic culture at the base of any collecting.

The company publishing director, Valeria Vaccari, tells their experience.

“Books are heavy, take up room and cost too much”. This is one of the recurring sentences that I heard during years in my career of small bookseller and publisher in the world of philately.

Our bet started right from here, 25 years ago: together with my sister Silvia a publishing department was opened to join the philatelic office of our father, the studio filatelico Paolo Vaccari active already since 1977.

“First literature, then postage stamps and letters” hands down to us the great Emilio Diena, a bit the father of Italian philately, the man who traced the path to follow.

Publishing books or catalogues of philately and postal history (114 up to today) respecting the guidelines, with a route organized in series, disclosing concealed material, original researches, sometimes out of the norm, stimulating collectors-authors, bringing the beautiful and the useful, narrating history through documents, entering where postage stamps are not deigned to be looked at with curiosity, challenging new technologies to innovate and improve.

I keep very beautiful memories of the relationships with the authors, many of which have become friends over time and still are so. I have always considered myself a technician rather than an expert hence I have always lived with great respect the moments of confrontation with them; though there were almost always reasons for discussions, the agreement reached in the end convinced both parts and this is a fundamental result for me. The satisfaction that you feel is extreme and normally it brings you to achieve a good product.

I remember the ideas sprung in front of a cocktail, rather than the repeated meetings for the draft correction that seemed endless, the torn up choice of images, the disputes about the most suitable terms to be used, upsetting completely the structure already considered definitive, stopping the print to insert a detail of fundamental importance, seeing the book developing and shaping more and more definitively and understanding later that a part was lacking, driving through our beautiful country to run after a *visto si stampi* (printing visa). They are all small memory pieces that make this a special work.



VACCARI s.r.l.
Filatelia - Editoria



Via M. Buonarroti, 46
41058 VIGNOLA (Modena) - Italy
Tel. +39 059 764 106 - Fax +39 059 760 157
info@vaccari.it - www.vaccari.it

Since 1984 we have been publishing highly specialized books on collecting, philately and the world of the Post; volumes on history told through the study of documents; but also works centred on local culture. Philately, history, folklore, traditions, everything joins to form a sole body with thousands of different aspects. The catalogue “Made in Vaccari” proposes titles divided in series each with a peculiar characteristic.

1998 marked the beginning of the digital print era, 2003 the one of *web* with a daily web magazine, 2013 the one of *app*, in 2014 we wish to increase further.

The copious appreciations at national and international level, even the “2002 award to culture” bestowed by the Presidency of the Council of Ministers, are an incentive to continue the work of diffusing philatelic culture.

Together with my sister, we have developed the trade department giving life to the Bookshops, the Philatelic one in 1989 and the History one in 2008; a sale catalogue of second-hand books; the catalogue of books about Modena culture; the purchase of stocks and libraries that gave origin to numerous literature auctions of considerable success.

We celebrate 25 years of publishing activity this June, and this makes me a great effect; so let's toast together!



www.madeinvaccari.it



www.vaccarimagazine.it



www.formichiereblu.it



www.vaccarinews.it



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