

30 June 1989 - 30 June 2009

## 20 Years of Vaccari s.r.l. - Publishing



Silvia and Valeria Vaccari's publishing house, Vaccari s.a.s, was launched on 30 June 1989. These two women, who followed in the family tradition of art, further developed the publishing side of the philatelic business already pioneered by their father, Paolo Vaccari. Paolo began his career in philately in 1977 and later went on to forge the way for his daughters in 1984 when he started the publishing branch of the company by re-printing *I francobolli del Ducato di Modena e delle Province Modenesi* by Emilio Diena.

In 1998 the philatelic business, centred on the selling of stamps and postal historical material from Paolo Vaccari's Philatelic Studio, came together with the publishing one to make Silvia and Valeria Vaccari's Vaccari s.r.l. with Paolo Vaccari as president of the board of directors.

The circulation of philatelic literature begins with the publication of books and catalogues specialized in philately and postal history which have received and continue to receive prestigious awards at national and international exhibitions in the sector. The *Award for Culture 2002*, granted by the Premiership in 2003, is a recognition of the work done and serves as an incentive to continue to forge ahead and follow the same selective criteria to consistently achieve better results while offering a variety of philately and postal history works to enthusiasts and true scholars.

In pursuit of the same aim and philosophy and in addition to the publishing of specialized volumes, the six-monthly *Vaccari Magazine* and *Vaccari News*, the first daily online magazine of the sector, are published.

The publishing activity also works alongside the distribution department. Vaccari is the only business in this sector in Italy and is among the top international distributors to offer such a wide array of products. These include thousands of titles from all over the world for sale in the free catalogues and on the website, with the e-commerce function already since 1996, in addition to public and mail auctions. The issues covered range from stamp collecting to other sorts of collecting as well as postal history, general and military history.

Vaccari is able to provide services which are increasingly more efficient, accurate and innovative for the sector by paying close attention to innovative technologies available, while also continually developing and updating work instruments.

The company participates in various initiatives in order to pursue the goal of spreading philatelic culture even outside of the typical collector's environment.

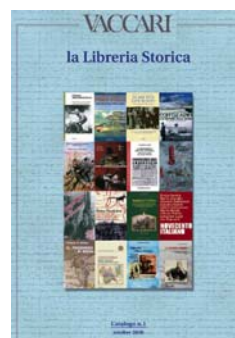
Some of the exhibitions Vaccari takes part in include the Turin book fair, *Bibliocom* (specialized for institutes and libraries), *Più Libri Più Liberi* (for small and medium-sized publishing houses), *Militalia* (historical military collecting) and *Regal Torino* (military collecting and antiques).

There have been numerous volumes donated to libraries and organizations for their archives as well as to philatelic associations which organize events for the youth, and to charity initiatives, for example a collection of books was recently donated to the homeless victims of the earthquake in Abruzzo.





<http://www.PhilatelicBookshop.com>



<http://www.vaccari.it/editoria/1x1/libreriastorica.php?SetLanguage=en>

Vaccari's national and international **DISTRIBUTION** sector works through the *Philatelic Bookshop* mail-order catalogue, which gathers thousands of works from all over the world regarding stamp collecting, philately and beyond, as well as postal history. The first issue of this catalogue dates back to 1989. The catalogue was expanded in 1995 with the addition of a *1x1* sales section which presents new and used books as well as antique and rare ones, magazines, catalogues, postal decrees and regulations, and numerous interesting and untraceable works.

The *History Bookshop*, which was launched in 2008, brings with it a new section specialized in general and military history, aviation, maritime, arms and tanks, brigades, uniforms and badges, fortifications and defence operations, along with a wide array of new titles contributed by major Italian publishers. It has been developed over time and today features over 850 works.

Both the catalogues are continually updated on the website and are published once a year in a hard copy version, which is sent free of charge upon request.



Items are sold through the free catalogue as well as through **AUCTIONS**, which take place at Vaccari's personal auction room in Vignola.

The first mail auction for philatelic literature dates back to 1995, while the first public philatelic, postal history and philatelic literature auction took place in 2002.

On 15 November 2008 the first public auction, *Great History Told in Great Books*, took place, which was entirely dedicated to historical and military history books. The auction included rare, highly sought-after and recent books as well as important series and bargains all on military, maritime and aviation history, general history, uniforms, arms and tanks.





[www.madeinvaccari.it?SetLanguage=en](http://www.madeinvaccari.it?SetLanguage=en)



[www.formichiereblu.it?SetLanguage=en](http://www.formichiereblu.it?SetLanguage=en)

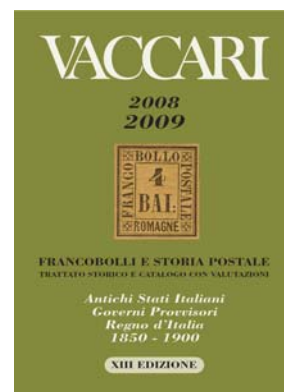
Vaccari also boasts numerous and important published **WORKS**, which focus on classic philately and the Old Italian States, categorized by the type of study they cover. A new series started in 2006 also deals with modern topics and includes a volume on Pope John Paul II's travels abroad and one on world football championships. The year 2007 brought the new series *Meeting History* with it, which details specific historical events with a mostly narrative approach and always starts with an analysis of the documents.

All titles published by Vaccari are listed in the *Made in Vaccari* catalogue.

The *Blue Anteater* catalogue features more local types of works such as historical publications, cuisine, sports, art, local culture, dialect and leisure guides.

The **VACCARI CATALOGUE**, which was first published in 1990, is a historical treatise and catalogue that includes quotations based on real market prices and analyzes the postage stamps and postal history of Italy from 1850 to 1900. The catalogue offers a wide-sweeping introduction into postal history which provides all the information necessary on each Pre-Unified Italian State to pinpoint the period from a historical and postal point of view. The catalogue also includes a great number of reproduced postage stamps, covers and postal documents, many of which are unpublished, which serve as historical evidence to the information provided. To complete the catalogue is a large bibliography.

The topics included in the catalogue continue to grow over the years while being regularly updated. It is also available at philately counters at the Italian Post post offices and PT shops all over Italy.



[www.vaccari.it/code/en/2100E](http://www.vaccari.it/code/en/2100E)



[www.vaccarimagazine.it?SetLanguage=en](http://www.vaccarimagazine.it?SetLanguage=en)

The first **VACCARI MAGAZINE** came into print in 1989 as a six-monthly magazine filled with philatelic and postal history information. It is especially appreciated for its graphic design and the magisterial articles. Much recognition has been achieved by the magazine all over the world, and in 2007 it was awarded by the *Académie Européenne de Philatélie* for being the best European magazine.

On the occasion of celebrating 20 years of publication with the 40<sup>th</sup> issue in November 2008, there is also an analytical index, which is a very useful bibliographic tool and includes all the articles published from the first issue in 1989 to the 40<sup>th</sup>, divided by topic, author and magazine.

The magazine has also been online since 2000 and it is the first consultable philatelic magazine on the internet.



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*Vaccari News, Philately in Real Time*, which is dedicated to the world of postal and philately collecting, was introduced on 8 March 2003 and became a full-fledged daily paper registered with the court on 4 December 2007. It is completely free and provides accurate and reliable information and is also quoted by many traditional and online newspapers. In addition to the 5,000 news articles published, the site also posts images and links to pages with in-depth information. *Vaccari News* also offers various extra services: a historical archive, research engine, index book with scheduled issues in the Italian area, a calendar of exhibitions in Italy and a weekly newsletter.



[www.vaccarinews.it?SetLanguage=en](http://www.vaccarinews.it?SetLanguage=en)

With Vaccari news  
philately arrives in real time

[www.vaccari.it/vnews/index.php?\\_u=\\_presvnews&SetLanguage=en](http://www.vaccari.it/vnews/index.php?_u=_presvnews&SetLanguage=en)

## VACCARI STORY

[www.vaccari.it/misc/index.php?\\_u=\\_story&SetLanguage=en](http://www.vaccari.it/misc/index.php?_u=_story&SetLanguage=en)



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