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## World Stamp Show-NY 2016 Unveils Redefined Logo

Wade Saadi, President of World Stamp Show-NY 2016, introduced the philatelic community attending the ASDA Spring Postage Stamp Show in New York City to the redefined logo that will represent the international exhibition taking place May 28-June 4, 2016 at the Jacob Javits Convention Center.

The work is the creation of Niko Courtelis, a 20 year graphics designer veteran who also is an adjunct associate professor on the subject at his alma mater, Pratt Institute. His vision, and that of the WSS-NY 2016 team, was to develop an image that embodied the “best practice” principles of design—aesthetically pleasing, legibility, and easily reproducible in black and white and in color. The stylized logo uses the iconic Statue of Liberty as its focal point with a stamp-like pedestal base.

“I wanted the image to convey an inspiring mix of the classical and modern, representative of the traditional nature of philately as well as its future,” said Courtelis. “It was a real challenge. I enjoyed the problem-solving aspects of the project in coming up with three totally different concepts, presenting them to WSS-NY 2016 and then working with them on the finished product. One of the more difficult things was getting the color just right. That bronze-green copper patina of the Statue is more than a color. It represents America.”

Niko is no stranger to philately, collecting stamps of his ethnic heritage from Greece and those from other countries that appeal to his sense of design in text and graphics. He is a member of The Collectors Club in New York City and was recently elected to its Board of Governors.

He was first drawn to the hobby when he attended a stamp show looking for Israeli stamps from the 1960s designed by a mentor at Pratt Institute. He wound up speaking with Sam Malamud of Inter-Governmental Philatelic Corporation who eventually introduced him to his team of stamp artists. The collaboration was a good match, with Courtelis eventually designing two souvenir sheets for The Gambia (10<sup>th</sup> anniversary of 9/11, 125<sup>th</sup> anniversary of the Statue of Liberty) and one for Bequia, Grenadines of St. Vincent (100<sup>th</sup> anniversary of Titanic).

The original WSS-NY 2016 logo was the vision of Saadi and a colleague in his computer services business, Ellick Quach. They tossed around ideas of mixing stamps with an image of the Statue of Liberty, eventually using the silhouette of the Statue filled with stamps. It was used first in the host organization’s 2005 winning proposal to the APS Board. As show projects progressed, it was decided that an image that was easier to reproduce in today’s various media would be desirable, necessitating a revision.

“Even Lady Liberty herself needed a facelift in 1986. We hope that everyone will embrace this logo,” said Saadi. “Web sites, publications and other resources now displaying our classic logo should replace it with our redesigned stylized one as soon as possible.”

The exhibition’s web site at [www.ny2016.org](http://www.ny2016.org) has already incorporated the design in its new color scheme. Downloadable versions of the redesign can be found on the site, as well as additional details about many aspects of the eight-day exhibition.