



In 1995 the <https://www.mfk-berlin.de/> was established in the wake of the German Postal Reform. The historical roots of the Foundation and its institutions date back to the 19th century and the founding of the Imperial Postal Museum (Reichspostmuseum) in Berlin. Later, other postal and telecommunications museums were added; besides the Museum for Communication Berlin, the Foundation maintains the Museum for Communication Frankfurt and the Museum for Communication Nuremberg, as well as the collections and the Archive for Philately in Bonn.

The Foundation's objective is to collect, document and display the entire development of news transmission in the post and telecommunication sector.

150 Years old Medium “Postcard”



CORRESPONDENCE CARD, FIRST POSTCARD OF THE WORLD IN AUSTRIA-HUNGARY SENT FROM PERG TO KIRCHDORF ON 01.10.1869, FRONT AND BACK © MSPT

- Introduced in 1869, criticized as an "indecent" form of communication on an open sheet of mail," but it struck a chord with the times. It met the need for simplified and rapid exchange of information.
- Starting in 1872, greeting postcards began to appear in mass production. As illustrated and colored means of communication, picture postcards became part of everyday culture around 1900.
- In Berlin, more than 45,000 copies were sold on the first day of sales on June 25, 1870.
- The Museum Foundation owns the largest collection of picture postcards in Germany. The holdings provide significant evidence of the development of the medium in terms of motifs and themes as well as the technical development of the medium. The focus is on topographical as well as greeting and congratulatory motifs, depictions of post offices and postal services, and depictions of political and cultural events. The collection of postcards and picture postcards (used and unused) comprises around 300,000 items.

150 Years old Medium “Postcard”

- In addition to the cheap postage, the casual writing contributes to the success of the postcard. In contrast to electronic communication, we no longer expect an immediate response when sending a postcard. A thank you to the greeting “Take a look where I am, I am thinking of you” is still part of the good tone.
- Since the 1990s, the production and mailing numbers of postcards in Germany have been falling sharply. While almost 400 million cards were sent in 1998, the mail volume in 2017 was only 195 million cards.
- 55% of Germans still send holiday greetings by postcard to those who stayed at home (source: Bitkom, 2019).
- Even if private mail in the house mailbox is more the exception today: as a holiday greeting, letter of congratulations, humor card or motto card, the postcard is still popular despite WhatsApp & Co. In no holiday destination or in any big city is there a lack of postcards with sun, sea and beach or striking buildings.
- At the same time, new forms of handling the postcard medium are emerging. This is proven by initiatives such as postcrossing: Hundreds of thousands can be found worldwide via the Internet platform and send each other cards.

Task: Re-Imagine the 150 Years old Medium Postcard through Augmented Reality

Design challenge:

Re-imagine the 150 years old medium postcard by using the augmented reality technology

Theme of the postcard:

Greetings from Berlin - “Gruss aus Berlin”

Who are we designing for:

Young audience who is between 14–29 years old

Constraint: Please make sure that your concept enable social interaction

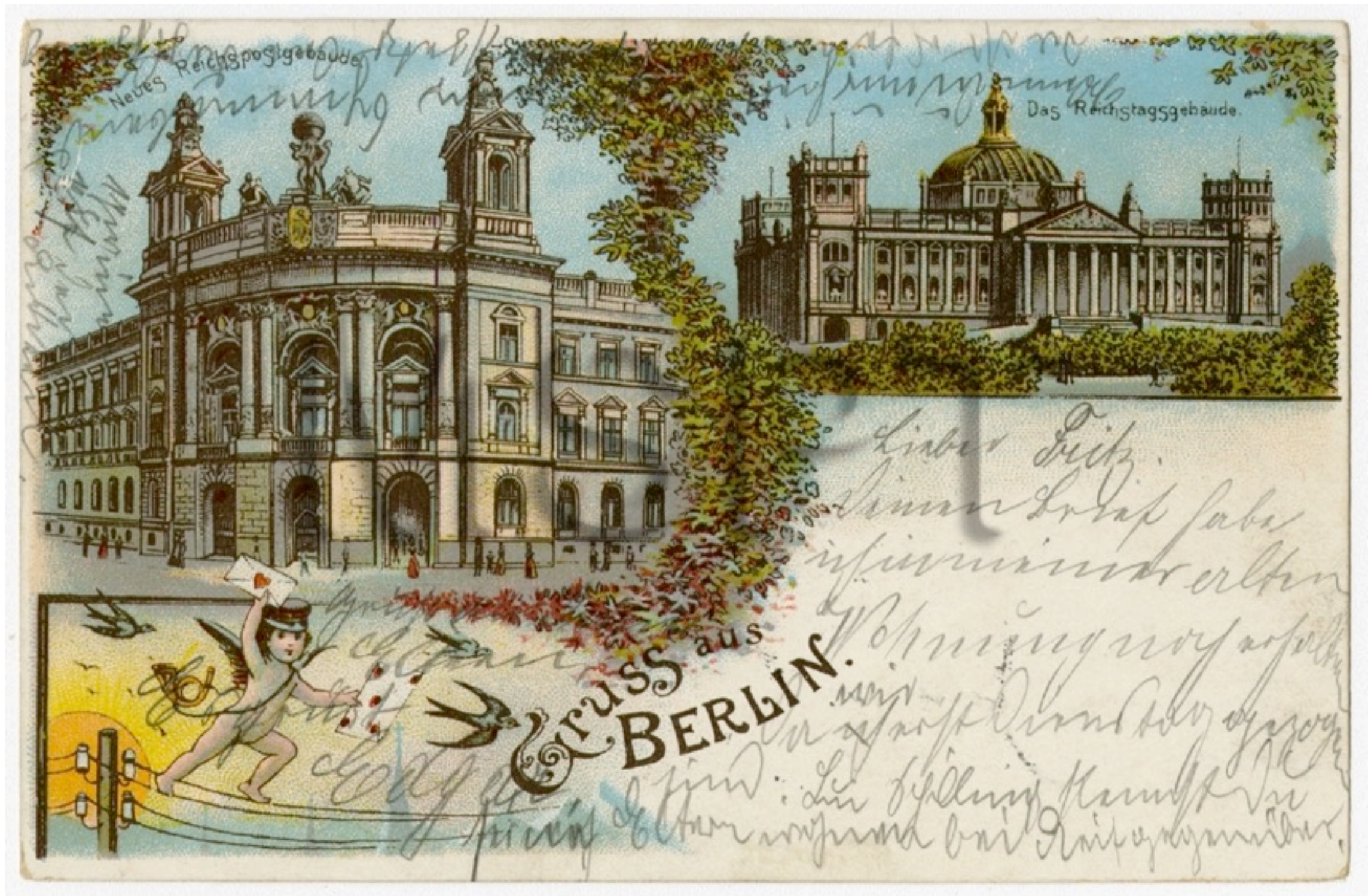


Foto: Museumsstiftung Post und Telekommunikation

"Greetings from Berlin", exterior view of the Reichspostmuseum (Today Museum für Kommunikation Berlin) and Reichstag building. 1899



Foto: Museumsstiftung Post und Telekommunikation

Main post office Frankfurt/Main on picture postcard, 1897



Foto: Museumsstiftung Post und Telekommunikation

Magdeburg on postcard, 1898-1899



Foto: Museumsstiftung Post und Telekommunikation

Postcard: "Gruss aus Deutsch-Süd-West-Afrika." Multiple view: resting on the Bayweg, relaxing on the Bayweg and arriving in Lüderitzbucht, walked.