

SILK PEARCE STAMPS ITS MARK ON WELSH CELEBRATIONS

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Branding and design consultancy Silk Pearce has designed a miniature sheet of four stamps for Royal Mail to mark this year's St David's Day – a day of national celebrations for all things Welsh. Celebrating Wales, which goes on sale from Thursday 26 February, takes a fresh look at some traditional Welsh imagery alongside a striking photograph of the Cardiff Bay waterfront as a sign of the country's exciting commercial promise and growing international profile.

Silk Pearce's design for the minisheet includes an existing first-class regional definitive stamp showing the Welsh dragon and three new commemorative stamps. The other first-class stamp features a computer-generated illustration by Peter Crowther of the Welsh flag fluttering in the wind against a blue sky. The two long-format 81 pence stamps show St David preaching in a field of Daffodils, illustrated with a linocut by Clare Melinsky, and a photograph of Cardiff Bay, one of the UK's most successful urban regeneration projects. The photograph of redeveloped waterfront – a key area in attracting increasing numbers of visitors and businesses into the Welsh capital - shows The Pierhead Building together with the newly-built Wales Millennium Centre for the performing arts and The Senedd, home of the National Assembly for Wales.



Peter Silk, joint creative director at Silk Pearce, shows off an enlarged version of Celebrating Wales which is being issued this week in readiness for St David's Day on Sunday 1 March. The minisheet of stamps combines some traditional Welsh symbols alongside a striking photograph of the Cardiff Bay waterfront.





The background to the sheet shows Harlech Castle overlooking the rugged landscape of Snowdonia National Park, the largest of three national parks in Wales.

“With Celebrating Wales we wanted to find a distinctive way of showing several different aspects that make Wales such a special place. St David, the Welsh flag and the country’s rural landscapes are all instantly recognisable, more traditional symbols but the Cardiff Bay waterfront is the perfect illustration of the Welsh determination, pride and passion in putting its capital at the forefront of the international economy,” said Peter Silk, joint creative director at Silk Pearce.

Julietta Edgar, Head of Special Stamps, Royal Mail said: “The Four Countries of the UK has been a wonderful series of Miniature Sheets and Celebrating Wales is no exception. The combination of bold design and brand new stamps has encapsulated the history and diversity of the United Kingdom, bringing together patron saints alongside famous landmarks.”

Celebrating Wales is the final set in ‘The Four Countries of the United Kingdom’ series that has been designed by Silk Pearce and rolled out over four years to promote the national identities of Scotland, England, Northern Ireland and Wales.

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