



New Zealand Zodiac Stamp Collections background info (2009 - 2013)

The master style of the New Zealand Chinese New Year stamp collections is: Calligraphy on the 1st stamp, Paper-cut on the 2nd stamp, an illustrated theme image on the 3rd. The 4th stamp usually depicts a New Zealand landmark or iconic image, also seamlessly associated with Chinese cultural elements. The overall design accentuates the link between the Chinese community and New Zealand.

The 'Fortune Clouds' pattern on the stamps' background has a double meaning: 'Good luck and prosperity' in Chinese culture while in New Zealand it represents Aotearoa - 'The Land of the Long White Cloud'.



2010年新西兰虎年邮票

New Zealand 2010 Year of the Tiger Stamps



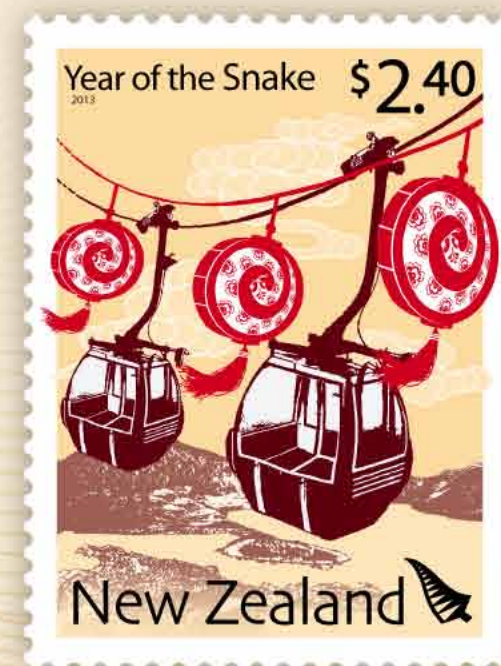
2012年新西兰龙年邮票

New Zealand 2012 Year of the Dragon Stamps



2013年新西兰蛇年邮票

New Zealand 2013 Year of the Snake Stamps



New Zealand 2013 Year of the Snake Stamp Collection Design

The stamp collection's overall design reflects New Zealand being a peaceful, multi-cultural country. It harmoniously integrates extremely rich Chinese flavors and symbols with Kiwi themes.

The result is a cultural exchange or bridge, like a rainbow, closely linking New Zealand with China.

This fusion of New Zealand and Chinese culture is a way of showing Kiwis some aspects of Chinese culture and, at the same time, introducing New Zealand to China and even the World.



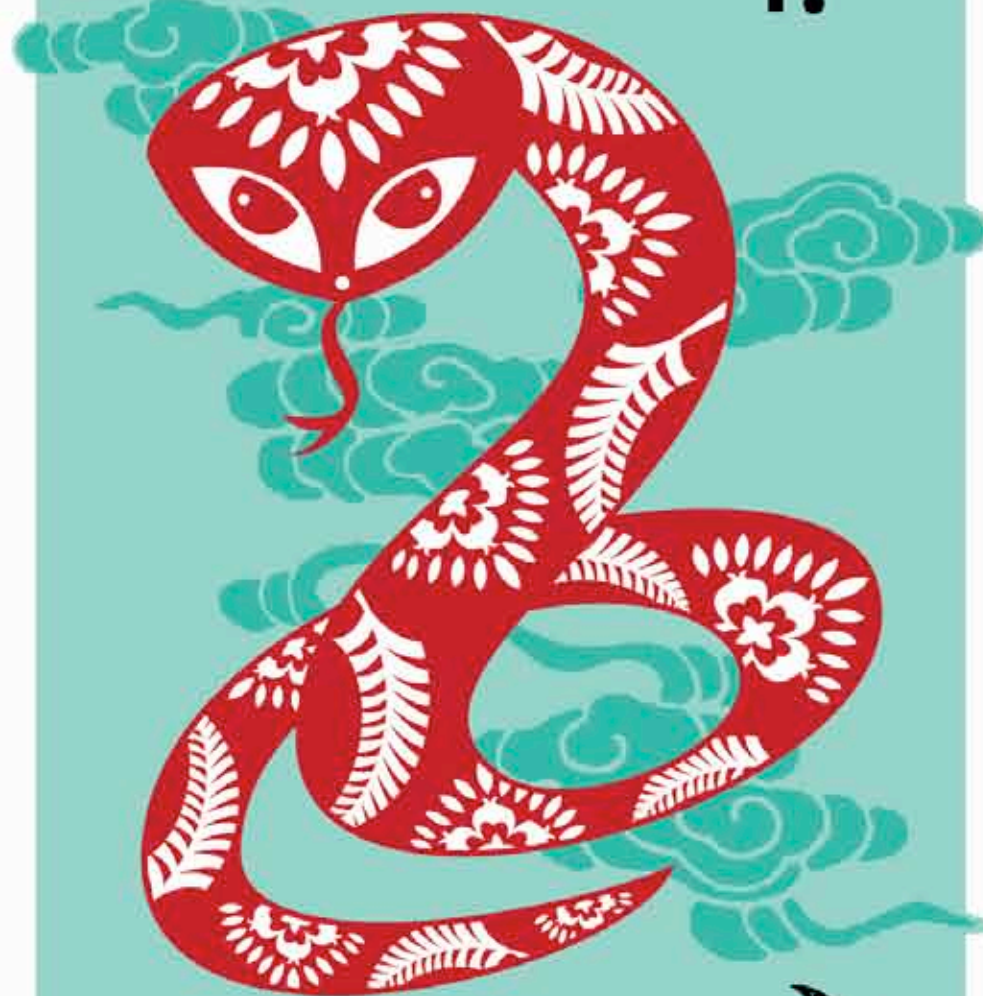


70c Stamp: **Calligraphy Snake**

The striking Chinese 'snake' character was created by Zhao Meng-fu, a celebrated calligrapher of the Yuan Dynasty of ancient China (1254-1322 AD). The small red seal depicts an even earlier version of the 'snake' character from the Oracle bone script (Jia Guwen) of the Shang Dynasty (16th-11th century BC). The deeper reason to use the calligraphic master's brush work in the design of the Chinese New Year stamp collections is to stimulate a greater interest and understanding of Chinese calligraphic art and its heritage among people of today.

The colour scheme of the stamp evokes the 'must-do thing' at Chinese New Year celebrations: Writing greetings messages in black ink on red paper.

Year of the Snake 2013 \$1.40



New Zealand 

\$1.40 Stamp: **Paper-Cut Greeting Snake**

The art of Chinese paper-cutting (jianzhi) can be traced back to the period known as the Northern and Southern Dynasties of ancient China (386-581 AD). These intricate and delicate creations have been used for generations as ladies' hair ornaments, to decorate walls, windows, doors and lanterns as symbols of good luck, and as beautifully handcrafted gifts.

The greetings paper-cut snake on the stamp is an elegant standing snake, which is decorated with a pattern of pomegranate and fern leaves. The pomegranate is a typical Chinese symbol of luck, fertility, wealth and long life. The fern leaf is a powerful and emotive symbol of inspiration for New Zealanders. The integration of these two symbolic decorations reflects a hope for prosperity, harmony, and long-life for Kiwis!

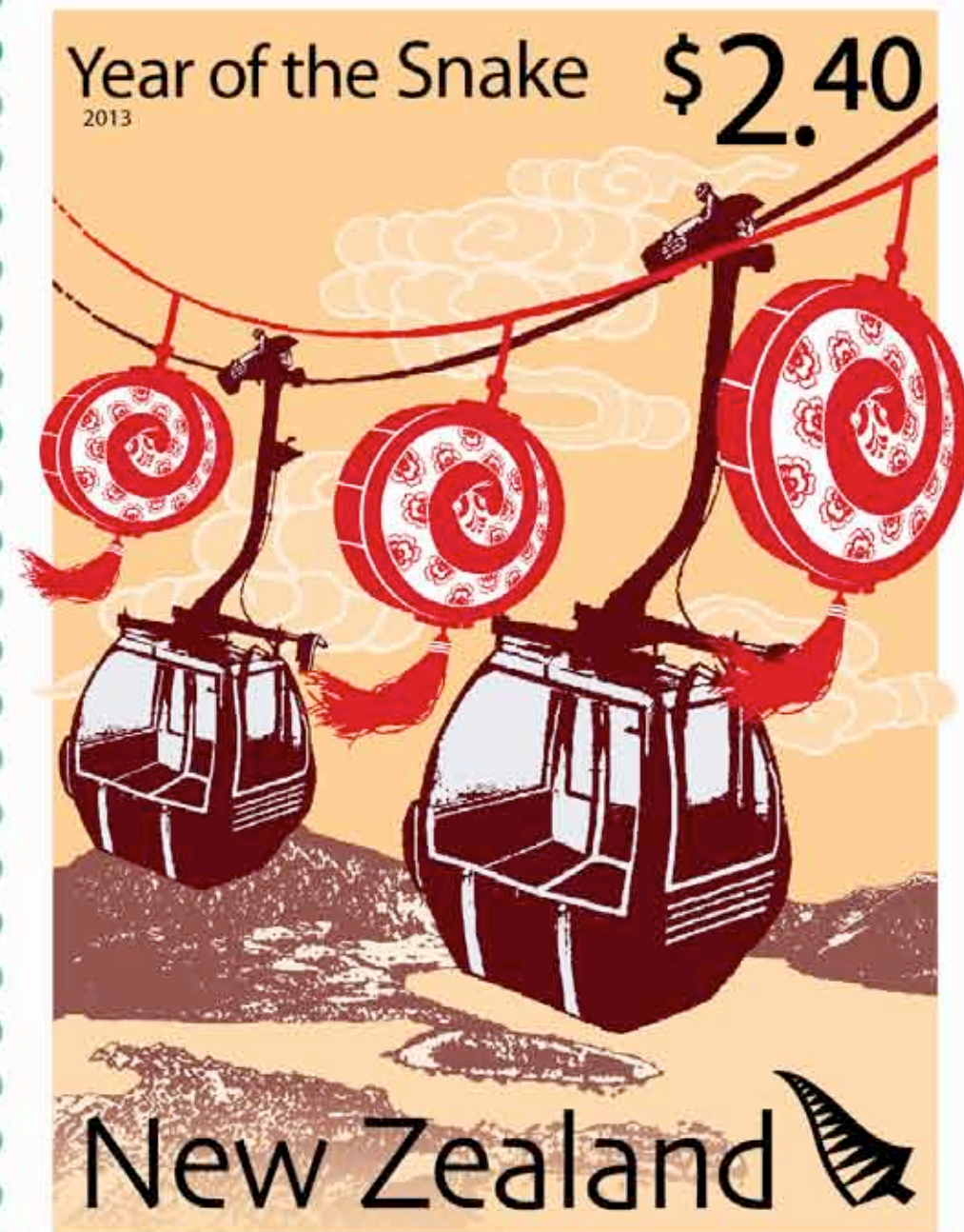


\$1.90 Stamp: **Lantern Koru Snake**

New Zealand's links with China are celebrated in this lantern design, which features a koru-shaped snake. The unfurling fern represents new life, growth and strength, while the round lantern symbolizes wholeness and harmony.

The Koru snake is decorated with peony shapes, as the peony is China's unofficial national flower, which is also thought to be a symbol of prosperity, happiness and peace. Lanterns, of course, are the essential element of the Lantern Festivals run annually in New Zealand to celebrate Chinese New Year.

The fusion of these elements further reflects a subtle blend of New Zealand and Chinese culture, giving a spirit of celebration, joy and reunion.



\$2.40 Stamp:

Queenstown and Red Lanterns

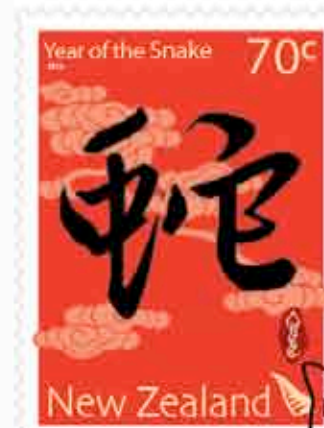
The koru-snake lantern concept of the \$1.90 stamp is taken new heights in this \$2.40 stamp, soaring in the Skyline Gondola above the stunning South Island landscape of Queenstown and Lake Wakatipu. World-renowned for its adventure tourism, this area is also home to the Winter Festival – a 10-day celebration that attracts over 45,000 people. In 2012, the Festival included a lantern parade, with an array of colourful lanterns and a Chinese dragon lighting up the streets.

This stamp not only promotes the famous attractions of New Zealand, but it also reflects the perfect harmony displayed by both Chinese and New Zealand cultures.



NZ2013 The Year of the Snake Stamp Design - **Miniature Sheet**

- The Chinese water-pattern background decoration is in keeping with the Year animal for 2013: the Water Snake.
- In Chinese culture, the Water pattern is also a symbol of wealth. It goes well in harmony with the snake theme.



YEAR OF THE SNAKE
FIRST DAY OF ISSUE 9 JANUARY 2013
COLLECTABLES, WHANGANUI, NEW ZEALAND



YEAR OF THE SNAKE
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COLLECTABLES, WHANGANUI, NEW ZEALAND

YEAR OF THE SNAKE New Zealand Post First Day Cover 2013

NZ2013 The Year of the Snake Stamp Design - **First Day Cover**

This design uses both Water and Fortune-clouds patterns as the secondary graphics to furtherer reflect the harmony of Chinese and New Zealand cultural integration. The calligraphic greetings-message predicts prosperity in this Year of the Snake.



NZ2013 The Year of the Snake Stamp Collection

- A significant window reflecting the New Zealand and Chinese cultural mingle

The Snake stamp series have been widely used by the New Zealand Government and corporate bodies as official gifts and at the same time promote New Zealand to China and even the World. During his formal China visit early this year, Prime Minister John Key presented a numbered and framed gold-foil miniature sheet, the most valuable item of the Year of the Snake collection, to the Chinese Premier, Li Keqiang.



Feb. 2010, the New Zealand Year of Tiger stamp collection creative team.



Feb. 2010, Sophia Zhang and the New Zealand Year of Tiger stamp collection. The 4th stamp features a kite representing a phoenix, an auspicious bird in Chinese culture, flying high above the iconic Beehive, the New Zealand parliament building, symbolizing a prosperous future of both countries.



Feb. 2012, the New Zealand Year of Dragon stamp collection creative team.



Feb. 2012, Sophia Zhang was signing on the New Zealand Year of Dragon stamp exhibition on the Wellington CNY Market Day. The 4th stamp depicted a pair of swallows hovering around of the Dunedin Railway Station, the swallows in Chinese culture symbolize hope, blessing and happiness in a land.



Feb. 2013, the New Zealand Year of Snake stamp collection creative team.



Feb. 2013, Sophia Zhang was signing on the New Zealand Year of Snake stamp exhibition on the Auckland CNY Market Day.
(Please refer to the previous pages for the creative concepts in details.)



May. 2012, Sophia was introducing the creative concepts and significance of the New Zealand Year of Dragon stamp collections on one of the popular Chinese public medias in China - FM914 News Channel Radio Guangdong.



Jan. 2013, Sophia was sharing the creative concepts and significance of the New Zealand CNY Lunar stamp collections, also introducing New Zealand to the English speaking audiences global-wide of the World Channel of Guangdong Television.



From mid 2012, Sophia was running a lot of featured seminars to share the creative concepts, cultural heritage and stories behind the New Zealand CNY Lunar stamp collections in different cities of China, receiving excellent feedbacks and responses.



Nov. 2012, Sophia attended a featured interview with the top leading television of P.R. China - CCTV International Channel, introducing the stamps and the sundry cross cultural communication designs for the New Zealand local businesses Asian marketing campaigns.



Jan. 2013, Sophia was attending a monographic interview by another top leading Chinese television with global wide distribution network - Phoenix TV, sharing the stamp stories and the multicultural harmony of New Zealanders and Chinese migrants in NZ.



Apr. 2012, the National Party delegation presented the New Zealand Year of the Dragon stamps Limited Edition to the former Guangdong Provincial Secretary, recent Vice-premier of P.R.China – Wang Yang.



Mar. 2013, Sophia Zhang was awarded the “Business Innovation Award” of “New Zealand Chinese Business Elite Awards 2012” because of her ice-breaking achievements in the China marketing promotion / development for the New Zealand CNY Lunar stamp collections, also the pushing forward of the relative cultural exchanging in between New Zealand and China.



Apr. 2013, Prime Minister John Key with Sophia Zhang holding the New Zealand Year of Dragon Limited Edition on the New Zealand Gala Dinner in Beijing of his China visit.



Apr. 2013, Prime Minister John Key with Sophia Zhang holding the New Zealand Year of Dragon, Tiger and Snake stamp collection presentation packs on his China visit in Guangzhou.