

Introduction film – Transcript

This is the humble postcard and what a wonderfully straight forward thing it is; a plain rectangle with a picture on the front and space to write on, on the back. Now this basic design has remained unchanged since its invention in the 19th century.

Today we tend to associate postcards with holidays. We may find a card with an image we like of a place we've visited. They're also common in gift shops, in art galleries and exhibitions, a way to take home a reproduction of a favourite painting we've seen.

Postcards are also highly collectible, in fact they're the second most popular collectible item in Britain, after postage stamps.

Proof of the postcards renewed popularity is the fact that there's an appetite for exhibitions like this in a London café.

But is postcard art underrated? I think so. Maybe it's their small scale that makes them so easy to overlook. But you could argue that it's precisely the fact of their small size that holds the key to their success.