

**Cosmonauts on New Year's postcards**

My exhibit tells how the USSR space program influenced the development of postcard issues. And as the onset of human and technological achievements, they are reflected in the folk traditions of celebrating the New Year.



Unaccepted postcard design, original artwork by K. Bokarev.



A postcard from the Ministry of Communications of the USSR with a standard stamp of 4 kopecks (postal rate by the Country). Artist K. Bokarev. 1964.

**Cosmonauts on New Year's cards**

The successful flights of the first satellites inspired artists to issue postcards with a New Year theme.



Artist S. Panamsky. 1958



Artist G. Savitsky. 1962

**Cosmonauts on New Year's cards**

Toy rockets have become an actual decoration of Christmas trees.



Artist E. Gandozin. An edition from the unreleased originals of the 1950s.



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Satellites fly over the Moscow Kremlin, proving the scientific superiority of the USSR over Western countries.



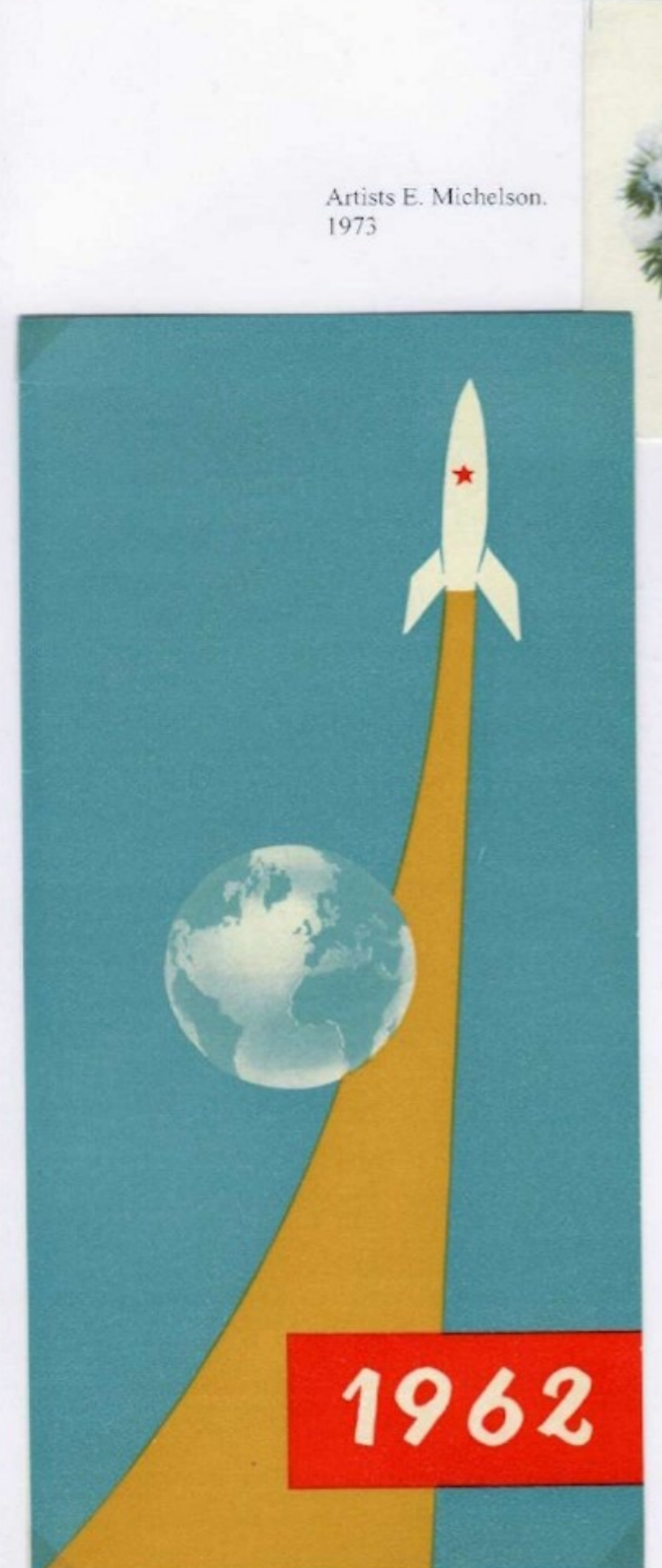
Artist J. Ryakovsky. 1964



Artist V. Zavjalev. 1969

**Cosmonauts on New Year's cards**

The achievement of the technological superiority of USSR became a great psychological blow for the United States.



Artists E. Michelson. 1973



С Новым годом!

1962

Unknown artist. A small-circulation edition of the journal "Problems of Peace and Socialism", 1961.

The postcard has an autograph of Academician A.M. Rumyantsev, a member of the Central Committee of the CPSU.

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The flight of the first cosmonaut of the Earth, Yuri Vladimirovich Gagarin, set the whole direction of the plots on Ded Moroz (not to be confused with "Dead morose") and the young-boy cosmonaut.



Artists G. Derygin. 1963

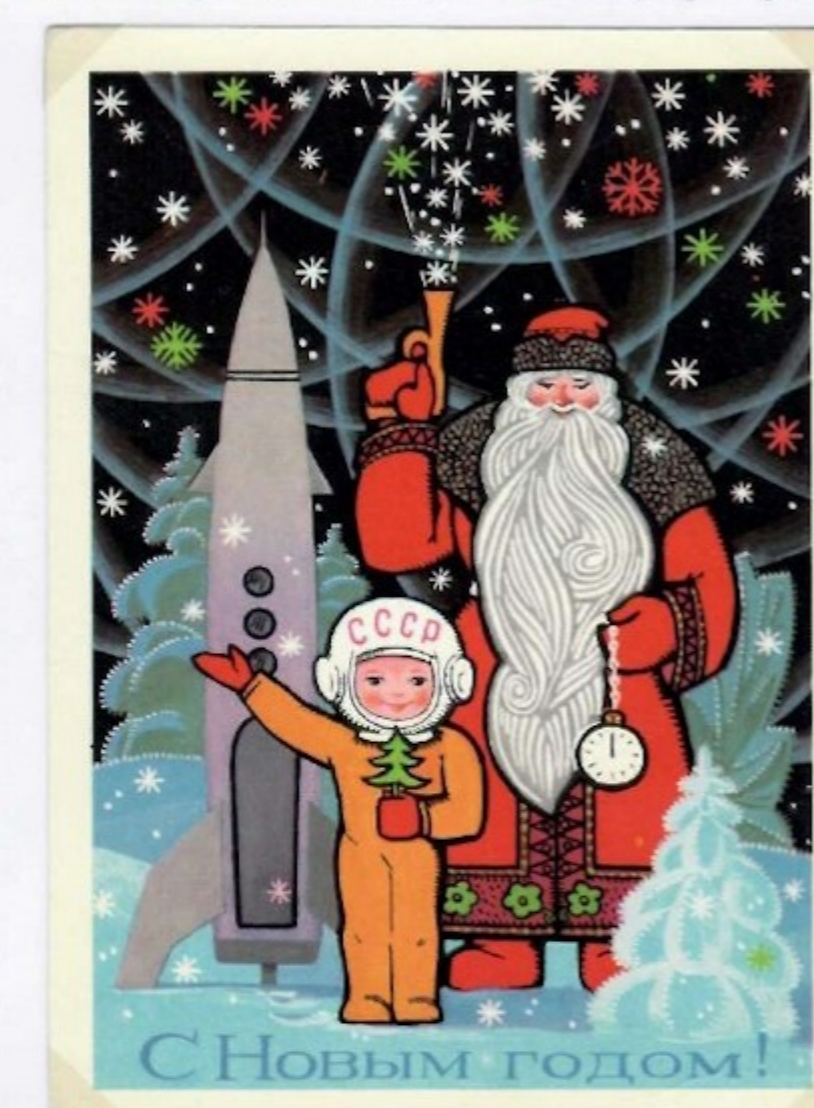


Artist R. Yakimenko. 1964

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So there was a place for the European tradition of depicting the outgoing and new year as an old man and a boy.



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In the fairy-tale tradition, the character of the boy at the New Year's holiday acted as a kind of successor to Ded Moroz, personifying the passing year.



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If Ded Moroz was depicted arriving in an old car, then the boy cosmonaut arrived on a rocket.



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The symbolic dove of peace emphasizes the peaceful aspirations of the Soviet people sending spaceships into low-Earth orbit.



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With space era coming, a stable tradition of depicting the New Year in the image of an astronaut has developed.



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С НОВЫМ ГОДОМ!

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In a new artistic manner, it is the rocket that is depicted, which lifted a person to the heights of technical creativity.



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The granddaughter of Ded Moroz, his usual companion and assistant, the Snegurochka (Snow Girl), was depicted together with the rocket.



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Congratulations of astronauts from Earth orbit has become a New Year's tradition.



Insert (from the previous postcard) with congratulations to the cosmonaut of the Hungary B. Farkash.



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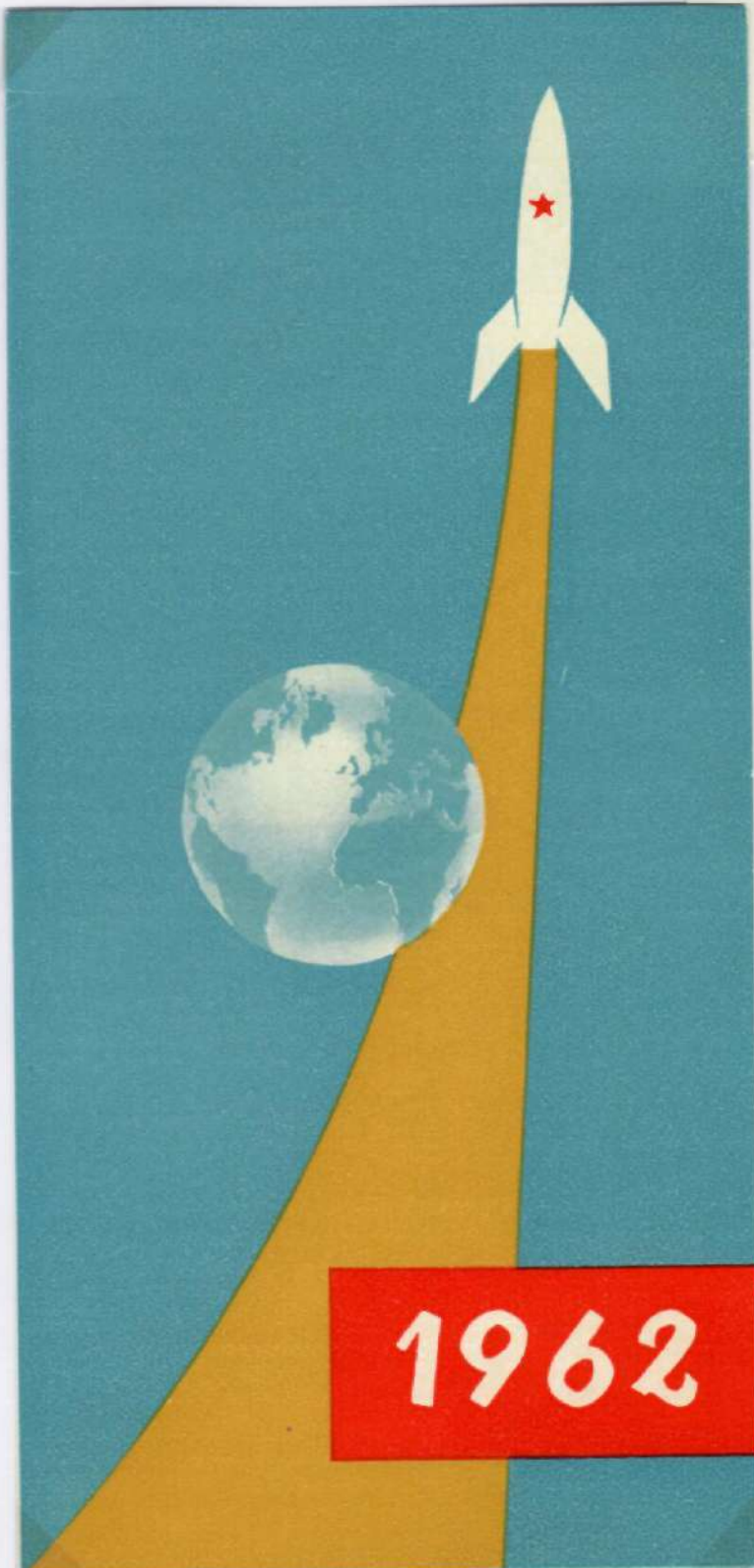


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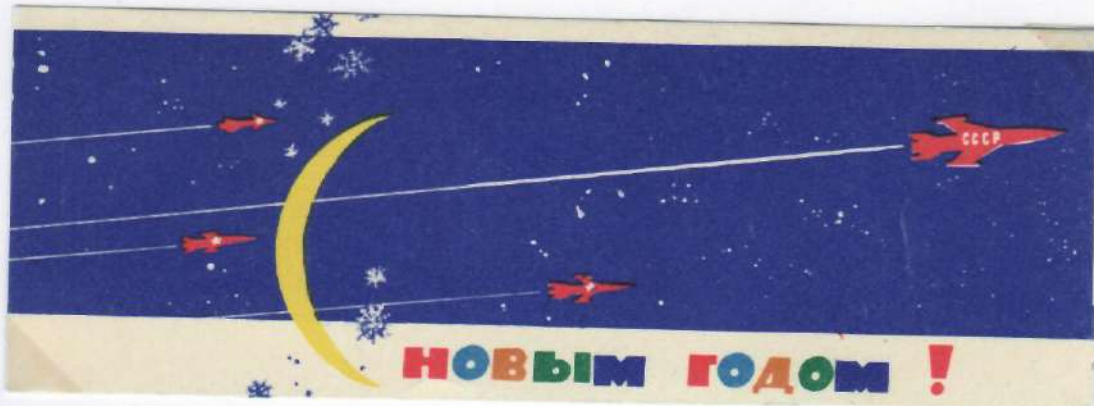


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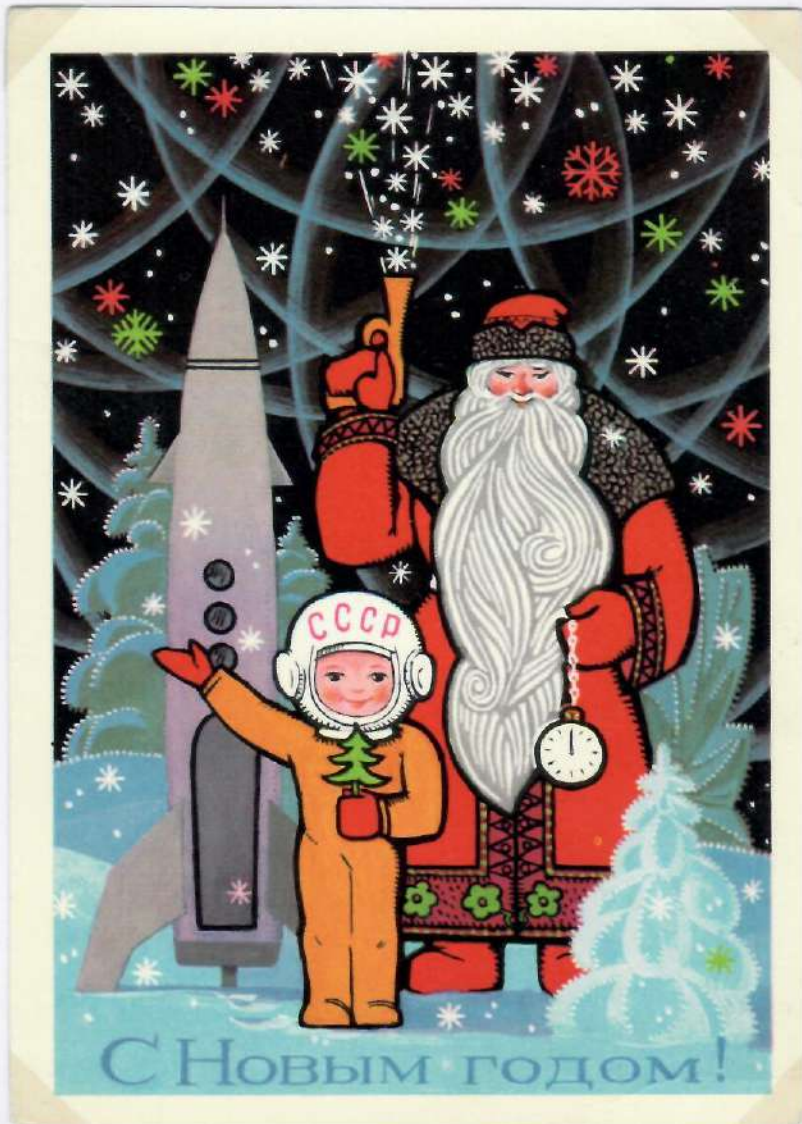
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