

Description of the folder and its phonecard produced to promote the Museum of Natural Sciences PUC Minas

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ABSTRACT

The Museum of Natural Sciences (MCN) PUC Minas in Belo Horizonte, state of Minas Gerais, Brazil received, from the telecommunications company Oi S.A. (Rio de Janeiro, state of Rio de Janeiro, Brazil), a folder with a phonecard that were produced to promote the Museum. The aim of this study was to describe the folder and its phonecard named as MCN PUC Minas. The length and height of the closed and open folder and the phonecard were 12×12 cm and 24×12 cm (folder) and 8.6×5.4 cm (phonecard), respectively. The type of the folder fold is half fold. The mintage of the folder and its phonecard is around 15 and 18,000 units, respectively. The phonecard showed a photograph of the replica of a giant sloth that is displayed at the MCN PUC Minas. The folder with its phonecard was successfully described and identified to have been produced to promote the MCN PUC Minas.

Keywords: Art in a phonecard. Belo Horizonte. Giant sloth. Phonecard. Pontifical Catholic University of Minas Gerais.

Descrição do folder e seu cartão telefônico produzidos para divulgação do Museu de Ciências Naturais PUC Minas

RESUMO

O Museu de Ciências Naturais (MCN) PUC Minas em Belo Horizonte, Minas Gerais, Brasil recebeu, da empresa de telecomunicações Oi S.A. (Rio de Janeiro, Rio de Janeiro, Brasil), um folder com um cartão telefônico que foi produzido para promover o Museu. O objetivo desse estudo foi descrever o folder e seu cartão telefônico nomeados como MCN PUC Minas. O comprimento e altura do folder fechado e aberto e do cartão telefônico foram 12×12 cm e 24×12 cm (folder) e $8,6 \times 5,4$ cm (cartão telefônico), respectivamente. O tipo de dobra do folder é dobra simples. A tiragem do folder e seu cartão telefônico é de cerca de 15 e 18.000 unidades, respectivamente. O cartão telefônico estampa uma fotografia da réplica da preguiça gigante que está exposta no MCN PUC Minas. O folder e seu cartão telefônico foram descritos com sucesso e identificados como terem sido produzidos para promover o MCN PUC Minas.

Palavras-chave: Arte em cartão telefônico. Belo Horizonte. Preguiça gigante. Telefone público. Pontifícia Universidade Católica de Minas Gerais.

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Descripción de la carpeta y su tarjeta telefónica producida para promocionar el Museo de Ciencias Naturales PUC Minas

RESUMEN

El Museo de Ciencias Naturales (MCN) PUC Minas en Belo Horizonte, estado de Minas Gerais, Brasil recibió, de la empresa de telecomunicaciones Oi S.A. (Rio de Janeiro, estado de Rio de Janeiro, Brasil), una carpeta con una tarjeta telefónica que fueron producidos para promocionar el Museo. El objetivo de este estudio fue describir la carpeta y su tarjeta telefónica denominada MCN PUC Minas. La longitud y la altura de la carpeta cerrada y abierta y la tarjeta telefónica fueron 12×12 cm y 24×12 cm (carpeta) y $8,6 \times 5,4$ cm (tarjeta telefónica), respectivamente. El tipo de pliegue de la carpeta es medio pliegue. La empresa de telecomunicaciones que elaboró la carpeta y su tarjeta telefónica es Oi S.A. La tirada de la carpeta y su tarjeta telefónica ronda las 15 y 18.000 unidades, respectivamente. La tarjeta telefónica mostraba una fotografía de la réplica de un perezoso gigante que se exhibe en el MCN PUC Minas. La carpeta con su tarjeta telefónica fue exitosamente descrita e identificada como producida para promocionar el MCN PUC Minas.

Palabras-llaves: Arte en tarjeta telefónica. Belo Horizonte. Perezoso gigante. Tarjeta telefónica. Pontificia Universidad Católica de Minas Gerais.

INTRODUCTION

The Museum of Natural Sciences (MCN) of the Pontifical Catholic University of Minas Gerais (PUC Minas) in Belo Horizonte, state of Minas Gerais, Brazil, was created in 1983 to develop cultural leisure, education and research activities. The MCN PUC Minas preserves the Brazilian cultural, historical and natural heritage. An important zoology collection is housed at the MCN PUC Minas. The paleontology collection stands out for the discoveries of Pleistocene mammals from South America. The vertebrate collection includes amphibians, birds, mammals, and reptiles from the Cerrado (Savanna-type) biome. Specialists and students participate in several research projects in the MCN PUC Minas. The MCN PUC Minas is an interdisciplinary space that complements the extension services of PUC Minas to the community (PONTIFÍCIA UNIVERSIDADE CATÓLICA DE MINAS GERAIS, 2022).

The original replica of a giant sloth, whose fossil was found in 1842 by Peter Wilhelm Lund (a Danish archeologist, paleontologist and zoologist; born on 14 June 1801 in Copenhagen, Denmark; died on 25 May 1880 in Lagoa Santa, state of Minas Gerais), is used to be displayed at the entrance of the National Museum (MN) of the Federal University of Rio de Janeiro (UFRJ) in the São Cristóvão Palace in Rio de Janeiro, state of Rio de Janeiro, Brazil (ALVIM, 2018). This museum was destroyed by a fire on September 2, 2018 (MUSEU NACIONAL, 2022a, 2022b). The MCN PUC Minas collection has a replica of the giant sloth, which was restored after being destroyed by a fire on January 22, 2013 (ARAÚJO, 2013). This replica is one of the symbols of both Museums, the MN and the MCN PUC Minas (ALVIM, 2018; PUC MINAS, 2000). The MCN PUC Minas recently produced and provided to the Amazon Museum in Manaus, state of Amazonas, Brazil, a replica of

the giant sloth. Another replica was produced in 2018 for the Museum of Nature in the Serra da Capivara National Park, state of Piauí, Brazil (PUC MINAS, 2020).

Phonecards are collected by people around the world (TAVARES, 2022a). Some people prefer to collect phonecards per type, such as chip cards, inductive cards, magnetic cards, pre-paid cards, etc., or per telecommunications company, such as cards produced by P.T. Telkom Indonesia (Persero) Tbk (TELKOM) in Jakarta, Indonesia; Telecomunicações Brasileiras S/A (TELEBRAS) in Brasília, Federal District, Brazil; The Plessey Company plc (PLESSEY) in Ilford, London, England, etc. (TAVARES, 2021). Some people collect phonecards per print type, such as animals, cars, cartoon, celebrities, flowers, movies, nature, paintings, planes, trains, etc. Other people prefer to collect a bit of each print type (TAVARES; SILITONGA, 2022a, 2022b). Besides phonecards, several people collect related items, such as catalogues, collector bulletins, color proofs, folders, packs, etc. (TAVARES, 2022b; TAVARES; SILITONGA, 2022c, 2022d, 2022e, 2022f).

Two folders, each with one phonecard, are known to have been produced in honor of PUC Minas (PUC MINAS, 2021). The first folder issued has a media phonecard that was produced in honor of the MCN PUC Minas in 2007 (PUC MINAS, 2007) and the second was produced in honor of the 50 years old of PUC Minas in 2008 (PUC MINAS, 2008). The aim of this study was to describe the folder and its phonecard named as MCN PUC Minas.

2 MATERIAL AND METHODS

The study was carried out in the author private collection of phonecards and related items in Sete Lagoas, at the Communication Secretary of PUC Minas and at the MCN PUC Minas in Belo Horizonte on July 11, 2022.

The length and height of the closed and open (cm), mintage, number of units, fabrication date, technology, manufacturer, fold type, telephone company, and regulatory agency of the folder were evaluated. The length and height (cm), mintage, number of units, fabrication date, technology, manufacturer, and regulatory agency of the phonecard were also evaluated (TAVARES, 2022c).

The fold type of the folder was classified according to Baumfolder Corporation (2021). All photos were taken using a 12 MP wide-angle camera, aperture of $f/1.8$.

3. RESULTS AND DISCUSSION

The folder with the phonecard MCN PUC Minas was launched in a private ceremony held on October 31, 2007. Among the guests who participated in the ceremony, included the director of

Executive Planning of Oi S.A. (Rio de Janeiro, state of Rio de Janeiro, Brazil), José Luiz Gattás Hallak and the dean of PUC Minas, professor Dom Joaquim Giovani Mol Guimarães (PUC MINAS, 2007).

The folder and its phonecard were designed and produced by Oi S.A. (Figures 1A-1D). An envelope was also produced to store the folder (Figures 1E-1F).

Figure 1 – Folder with its phonecard Museum of Natural Sciences (MCN) Pontifical Catholic University of Minas Gerais (PUC Minas): front, closed folder (A), reverse, closed folder (B), inner surface, open folder (C), outer surface, open folder (D), envelope, front (E), and envelope, reverse (F)



continues

Figure 1 – Folder with its phonecard Museum of Natural Sciences (MCN) Pontifical Catholic University of Minas Gerais (PUC Minas): front, closed folder (A), reverse, closed folder (B), inner surface, open folder (C), outer surface, open folder (D), envelope, front (E), and envelope, reverse (F) (follow-up)



Source: Author.

A photograph of a replica of a giant sloth from the MCN PUC Minas (Figures 2A-2C) is illustrated in the front of the phonecard (Figures 3A-3B). The phonecard has 40 units and a mintage of 18,000 units (Table 1). The production of the phonecard was part of the policy of Oi S.A. to promote the artistic manifestations, culture and monuments of the States in which it operates. The photograph of the giant sloth showed on the phonecard was taken by the ex-PUC Minas photographer, Marta Carneiro. The loose phonecards (without a folder) were sold across the state of Minas Gerais.

Figure 2 – Right (A), left (B) and top (C) sides of the replica of the giant sloth exhibited at the Museum of Natural Sciences (MCN) of the Pontifical Catholic University of Minas Gerais (PUC Minas) in Belo Horizonte, state of Minas Gerais, Brazil.



Source: Authors.

Figure 3 – The phonecard Museum of Natural Sciences (MCN) Pontifical Catholic University of Minas Gerais (PUC Minas): front (A) and reverse (B)



Source: Authors

Table 1 - Information of the folder with its phonecard Museum of Natural Sciences (MCN) Pontifical Catholic University of Minas Gerais (PUC Minas)

Parameters	
Folder	
Closed and open length × height, respectively	12 × 12 cm, and 24 × 12 cm, respectively
Fold type	Half fold
Telecommunications company	Oi S.A.
Mintage	About 15 units
Phonecard	
Length × height	8.6 × 5.4 cm
Mintage	18,000 units
Number of units	40
Fabrication date	October 2007
Technology	CPqD P 5726
Manufacturer	American Bank Note
Regulatory agency	National Telecommunications Agency (Anatel)

Source: Author.

4. CONCLUSIONS

The folder and its phonecard were well designed artistically. They were also successfully described and identified to have been produced to promote the MCN PUC Minas.

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