



Celebrating 150 years:  
examples from the past



1866  
1st

1890  
25<sup>th</sup>

1915  
50<sup>th</sup>

1940  
75<sup>th</sup>

1965  
100<sup>th</sup>

1990  
125<sup>h</sup>

1995  
130<sup>th</sup>

2015  
150<sup>th</sup>

Early anniversaries were often commemorated rather soberly, among the member administrations, celebrating the successes of the Union.

A large programme of activities was set up for the centenary year - 1965. Since then, anniversary celebrations have had more of a public relations aspect than earlier anniversaries.

# 1866 – 1<sup>st</sup> year

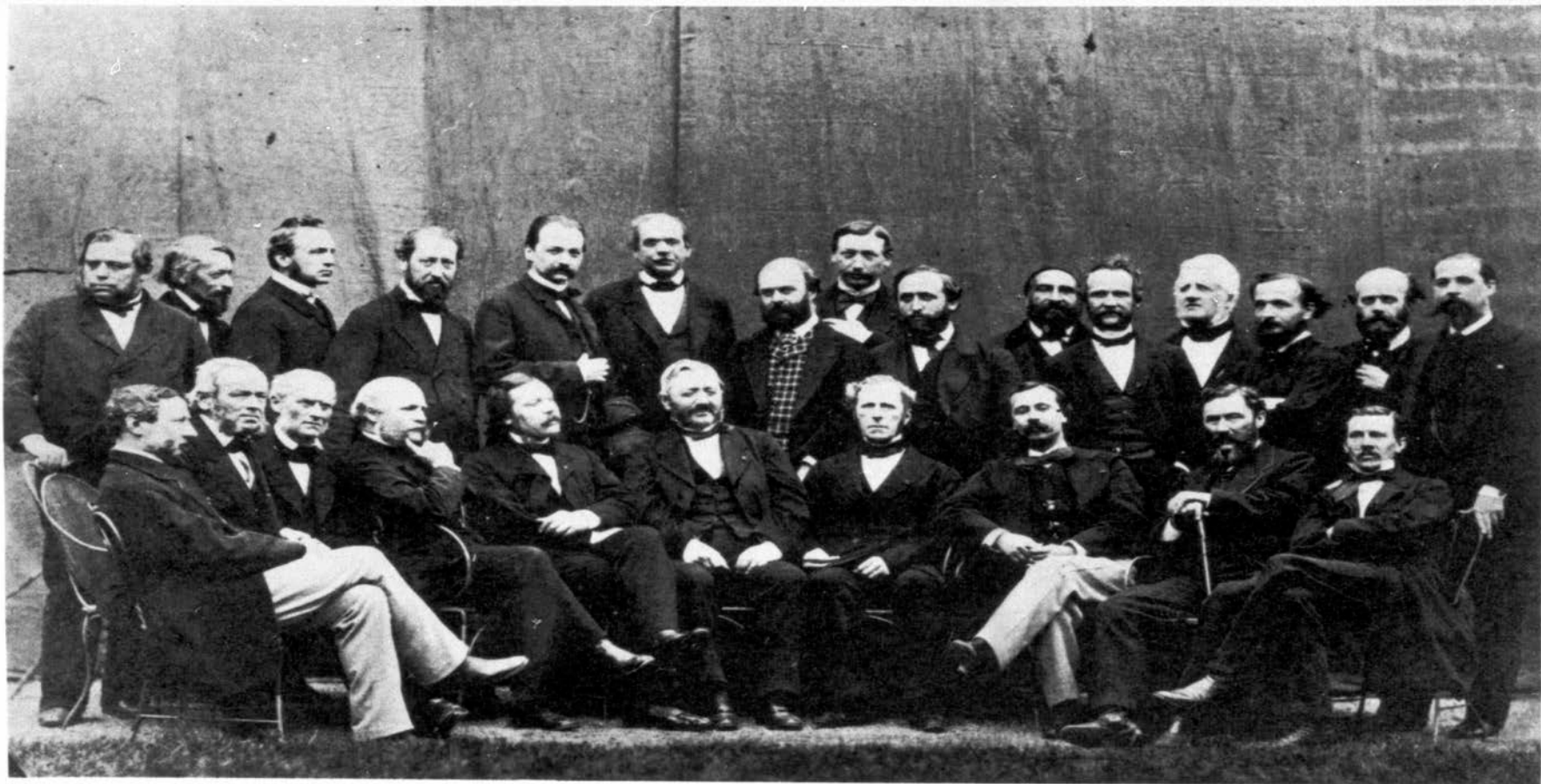
- Commemorative medal struck in 1866 by the Paris Mint to commemorate the first Conference of the International Telegraph Union, held in Paris in 1865.
- Two Bréguet telegraphs are shown around a central figure representing the electric telegraph



By hand converted into signs, our voice encompasses the whole world

# 1890 – 25th Anniversary

- To mark the 25<sup>th</sup> anniversary in 1890, the 7<sup>th</sup> International Telegraph Conference was held in **Paris**, seat of the signature of the first convention.
- The 25th anniversary was noted by the opening speakers, and a special tribute was given by **Mr. Nielsen**, the delegate from Norway, who had participated in the 1865 Paris Conference and all the subsequent International Telegraph Conferences. He was the only surviving member of the 1865 Conference to be present at the 1890 Conference.
- To commemorate the founding of the Union, a copy of the photograph of the delegates at the 1865 Conference was given to each member of the 1890 Conference.



LENIQUE \* PHOT

31, RUE DE FLEURUS, PARIS

Danemark	Bavière	Norvège	Wurtemberg	Belgique	Portugal	Secrétaire	Suisse	Bade	Turquie	Prusse	Italie	Grèce	Secrétaire	Espagne
<i>Faber</i>	<i>de Weber</i>	<i>Nielsen</i>	<i>de Klein</i>	<i>Vincent</i>	<i>Damasio</i>	<i>de Lavernelle</i>	<i>Curchod</i>	<i>Poppen</i>	<i>Agathon Effendi</i>	<i>de Chauvin</i>	<i>Minetto</i>	<i>Manos</i>	<i>Dupré</i>	<i>de Hacar</i>
Pays-Bas	Bavière	Hanover	France	Belgique	France	Suède	Espagne	Russie	Autriche					
<i>Staring</i>	<i>de Dyck</i>	<i>Gauss</i>	<i>Jagerschmidt</i>	<i>Fassiaux</i>	<i>V<sup>te</sup> de Vougy</i>	<i>Brandström</i>	<i>Sanz</i>	<i>G<sup>l</sup> M<sup>jr</sup> de Guerhard</i>	<i>de Wattenwyl</i>					



FRANÇOIS \* PHOT.

31, RUE DE FLEURUS, PARIS

Danemark	Bavière	Norvège	Wurtemberg	Belgique	Portugal	Secrétaire	Suisse	Bade	Turquie	Prusse	Italie	Grèce	Secrétaire	Espagne
<i>Faber</i>	<i>de Weber</i>	<i>Nielsen</i>	<i>de Klein</i>	<i>Vincent</i>	<i>Damasio</i>	<i>de Lavernelle</i>	<i>Curchod</i>	<i>Reppen</i>	<i>Agathon (Tendi)</i>	<i>de Chauvin</i>	<i>Minetto</i>	<i>Manos</i>	<i>Dupré</i>	<i>de Hacer</i>
Pays-Bas	Bavière	Hanover	France	Belgique	France	Suède	Espagne	Russie	Autriche					
<i>Staring</i>	<i>de Dyck</i>	<i>Gauss</i>	<i>Jagerschmidt</i>	<i>Fassiaux</i>	<i>V<sup>te</sup> de Vougy</i>	<i>Brandström</i>	<i>Sanz</i>	<i>G<sup>l</sup> M<sup>jr</sup> de Guertard</i>	<i>de Wattenwyl</i>					

# Tribute to Founding Members

Founding Fathers of ITU: the countries who signed the first Convention in 1865: **[Current Council Members marked in yellow]**

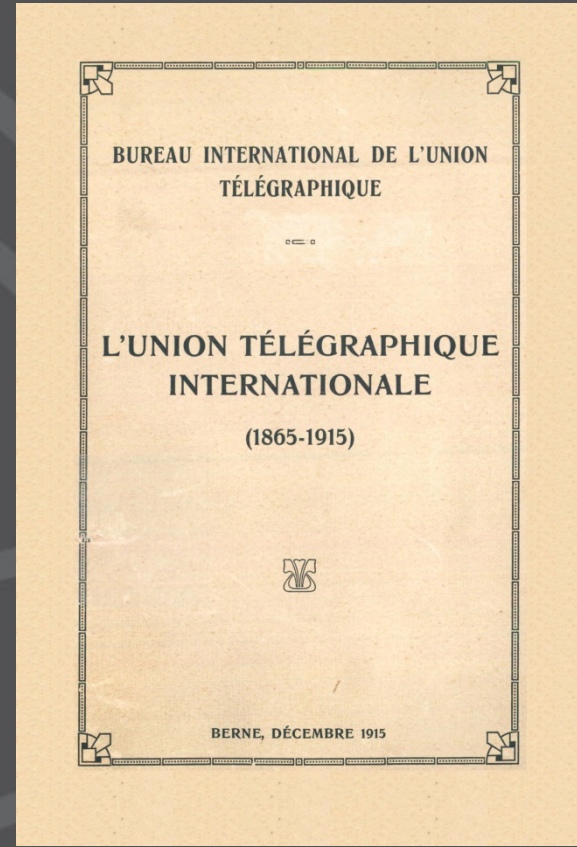
- Austria
- Belgium
- Denmark
- **France**
- **Germany** (individual German States: Bavaria, Baden, Hamburg, Hanover, Saxon, Prussia, Wurttemberg)
- **Greece**
- Hungary
- **Italy**
- Netherlands
- Norway
- Portugal
- **Russia**
- **Spain**
- **Sweden**
- **Switzerland**
- **Turkey**



# 1915 – 50<sup>th</sup> Anniversary

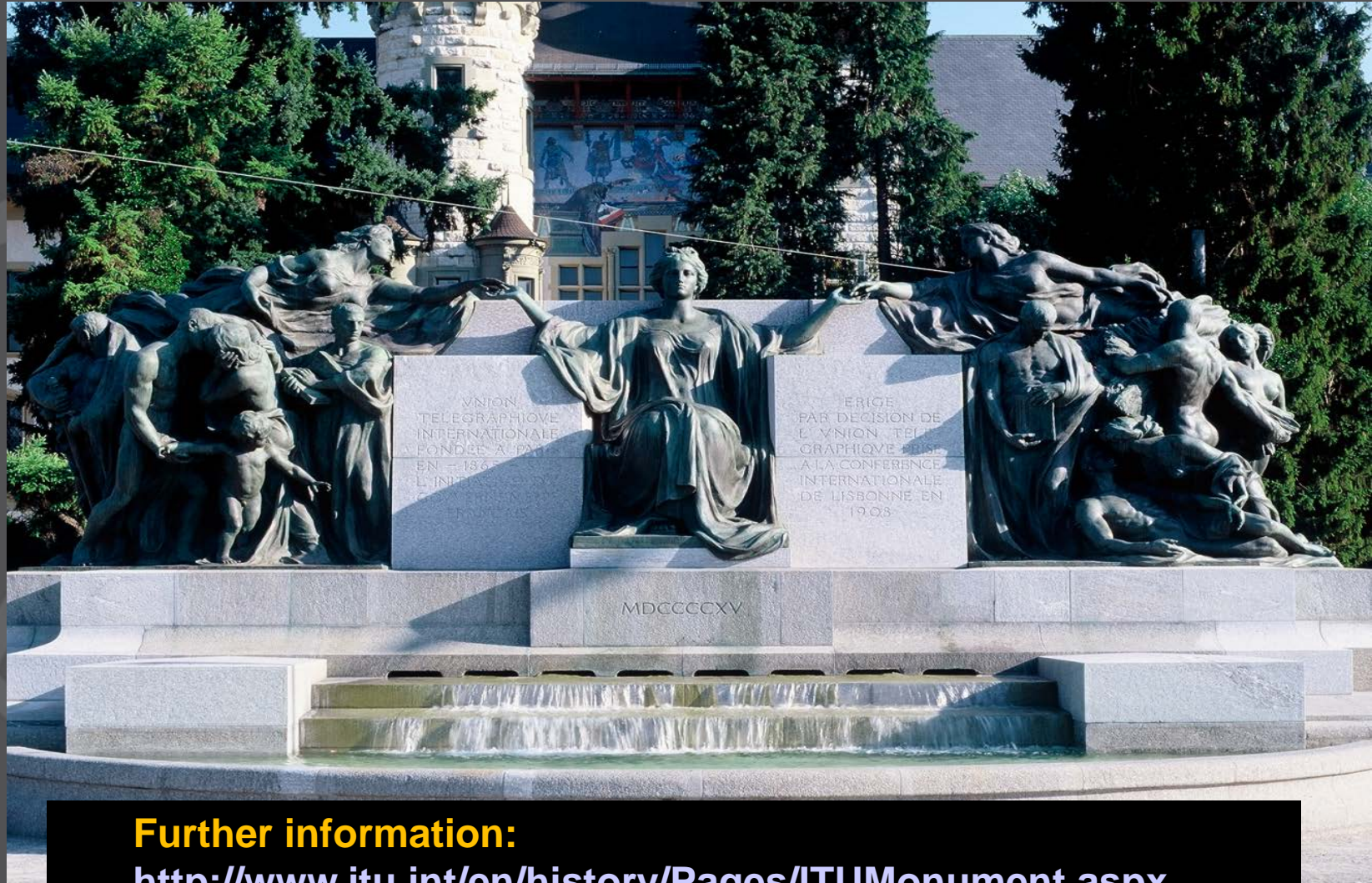
The Bureau prepared a **memoir** which briefly outlined the history of the Telegraph Union.

This book was distributed to all the member Administrations.



# 1915 – 50<sup>th</sup> Anniversary

- In order to celebrate the 50th anniversary of the Telegraph Union with appropriate dignity, the Lisbon Conference, 1908, unanimously accepted the proposal of the Conference's President, Mr. Pereira, to erect a **monument** in Berne.
- An international competition, to which 106 projects were submitted, chose the design of Mr **Giuseppe Romagnoli**, a Bolognese sculptor.
- Due to the First World War, the erection and inauguration of the monument did not take place until Saturday 16 December **1922**.
- In 2002-2003, the Swiss Confederation, through the Office fédéral des constructions et de la logistique, undertook a thorough restoration of the monument.



**Further information:**

**<http://www.itu.int/en/history/Pages/ITUMonument.aspx>**



IL MONUMENTO È STATO REALIZZATO PER IL CENTENARIO DELLA NASCITA DI GIUSEPPE ROMAGNOLI (1852-1928) E È STATO COLLOCATO IN PIAZZA SAN CARLO A TORINO IL 15 MARZO 1952.

GIUSEPPE ROMAGNOLI (1852-1928) È STATO UNO DEI PIÙ IMPORTANTI SCULTORI ITALIANI DEL SEICENTENARIO. LA SUA OPERA È CARATTERIZZATA DA UNO STILE CLASSICISTA, INFLUENZATO DALLA SCULTURA ANTICA E RINASCIMENTALE. ROMAGNOLI HA OPERATO IN VARI CAMPI, MA IL SUO INTERESSE PRINCIPALE È STATO SEMPRE LA SCULTURA IN BRONZO. LE SUE OPERE PIÙ CONOSCIUTE SONO "IL MONUMENTO A GIUSEPPE ROMAGNOLI" (1952) E "IL MONUMENTO A GIUSEPPE ROMAGNOLI" (1952).

GIUSEPPE ROMAGNOLI  
1852-1928

Kunsthalle

# JOURNAL TÉLÉGRAPHIQUE

## Abonnements.

Un an : Suisse, 9 fr.  
Union postale, 10 fr. suisses.  
Abonnements pris par l'intermédiaire  
de la poste (dans les pays où  
ce service d'abonnement est  
organisé), 8 fr. 80 suisses.  
Un numéro isolé, 1 franc.

PUBLIÉ MENSUELLEMENT PAR

LE BUREAU INTERNATIONAL

DE

L'UNION TÉLÉGRAPHIQUE

## Abonnements.

Un an : Suisse, 9 fr.  
Union postale, 10 fr. suisses.  
Abonnements pris par l'intermédiaire  
de la poste (dans les pays où  
ce service d'abonnement est  
organisé), 8 fr. 80 suisses.  
Un numéro isolé 1 franc.

*XLVI<sup>e</sup> volume. — 54<sup>e</sup> année.*

*N° 12.*

*Berne, 25 Décembre 1922.*



MONUMENT COMMÉMORATIF DE LA FONDATION DE L'UNION TÉLÉGRAPHIQUE  
INAUGURÉ À BERNE LE 16 DÉCEMBRE 1922.

# 1940 – 75<sup>th</sup> Anniversary

- The 75th anniversary of the Union passed almost unnoticed, in the midst of the Second World War.
- Article in the Journal des télécommunications, No. 4 (avril 1940), pp. 83-84.

*« Un anniversaire.*

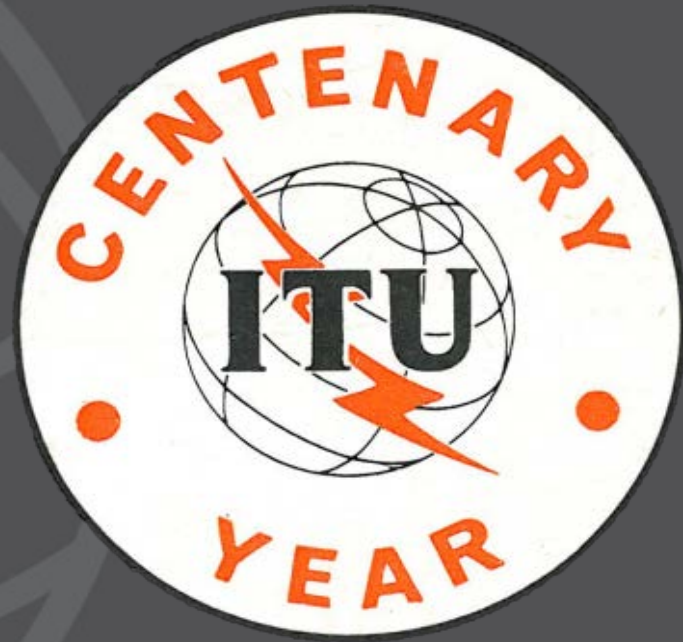
*L'Union internationale des télécommunications a 75 ans. C'est en effet le 17 mai 1865 qu'elle fut fondée, à Paris.*

*Le Bureau de l'Union se propose de publier dans le courant de l'année, pour célébrer cet anniversaire, une plaquette dans laquelle sa vie sera retracée à grands traits.*

*Mais il nous semble que ce serait manquer aux égards dus à une aussi respectable institution que de ne pas lui adresser un modeste hommage au moment même où elle atteint sa soixante-quinzième année... »*

# 1965 – 100<sup>th</sup> Anniversary

ITU organized a broad programme of events to celebrate its 100<sup>th</sup> anniversary. The Centenary celebrations were considered a great success and “helped to convince the world of the usefulness of the Union and of its promising future.”



# 1965 - 100<sup>th</sup> Anniversary – Book

*“From Semaphore to Satellite”*,  
book on the history of  
telecommunications was  
published on about 19,000  
copies.





# 1965 - 100<sup>th</sup> Anniversary – Stamps

Some 100 countries and the United Nations issued in all about **220 postage stamps** commemorative of the Centenary. Most of the administrations concerned agreed to supply the Union with copies of these stamps in order to allow for the preparation of 2000 albums to be distributed. Copies of the albums were provided to each ITU member and the remaining albums were made available for purchase.





Satellite commercial "EARLY BIRD" et Station de PLEUMEUR-BODOU

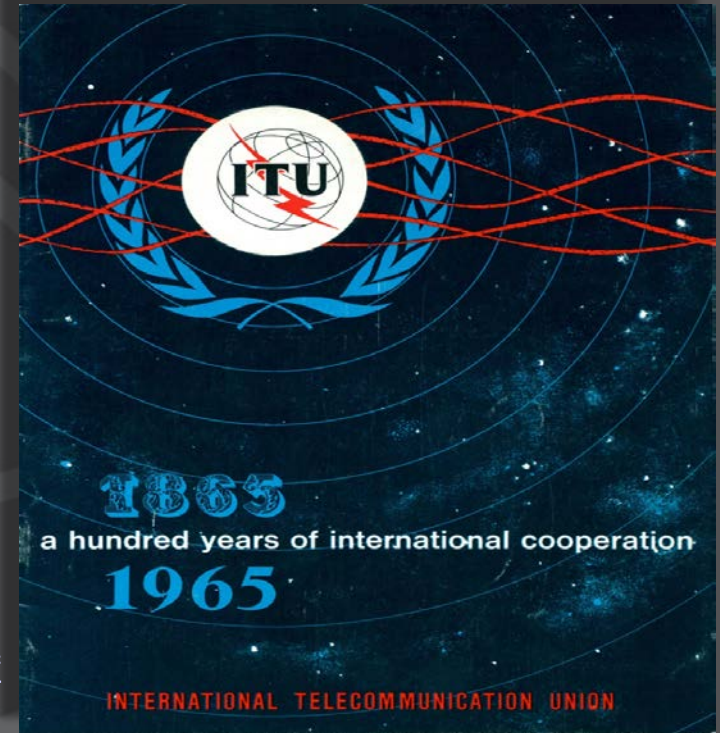
# 1965 - 100<sup>th</sup> Anniversary - Commemorative medal

A commemorative medal was struck in gold, silver and bronze in time for the Plenipotentiary Conference in Montreux. The design of the Centenary medal symbolized the advances in telecommunications and ITU's membership in the United Nations family.



# 1965 - 100<sup>th</sup> Anniversary – Brochure & Journal

The title of the brochure “*One hundred years of international cooperation, 1865-1965*”, reflects the underlying theme of the centenary celebrations: 100 years of cooperation among the nations. By coincidence, 1965 had been designated as International Cooperation Year by the General Assembly of the United Nations.



# telecommunication journal



MONTHLY MAGAZINE OF THE INTERNATIONAL TELECOMMUNICATION UNION — 15 MAY 1965



NAPOLEON III — SPONSOR OF THE ITU 100 YEARS AGO

# telecommunication journal

MONTHLY MAGAZINE OF THE INTERNATIONAL TELECOMMUNICATION UNION — 15 JUNE 1965



# 1965 - 100<sup>th</sup> Anniversary - Publicity materials

- A poster, a pamphlet and a special issue of the leaflet on *"The I.T.U.-what it is-what it does-how it works"* were distributed free of charge in all countries.
- A press kit containing written and illustrative material intended to facilitate the preparation of articles on the ITU was also distributed to the most important newspapers, journals and technical reviews throughout the world.

# 1965 - 100<sup>th</sup> Anniversary – Publicity materials



**WHAT IS  
TELECOM -  
MUNICATION?**

“Tele”, which comes from ancient Greek, means “far off”, so that “telecommunication” simply means “long-distance communication”. The ITU Convention (which is the organization’s Charter) defines it as “Any transmission, emission or reception of signs, signals, writing, images and sounds or intelligence of any nature by wire, radio, optical or other electromagnetic systems” — in other words, telegraph, telephone and radio and all their applications such as telex and television.

**WHAT IS  
THE NEED FOR  
THE ITU?**



**WHAT DOES  
THE ITU  
CONSIST OF?**

= THE INTERNATIONAL TELECOMMUNICATION UNION = WHAT IT IS = WHAT IT DOES = HOW IT WORKS =

The International Telecommunication Union (ITU) is the United Nations specialized agency dealing with telecommunications





# 1965 - 100<sup>th</sup> Anniversary - Commemorative ceremony in Paris

To commemorate the Centenary of the founding of the ITU, the French Government invited the ITU Administrative Council, as a body, to participate in a ceremony on 17 May 1965 in **Paris**.

The ceremony was held at the Ministry of Foreign Affairs in the **Salon de l'Horloge**, the very room in which the 1865 Convention had been signed.

The representatives of the founder countries of the ITU and its Administrative Council took part in the ceremony.



*Partial view of the table of honour during the ceremony. In the foreground, from left to right, can be seen Mr. C. J. Griffiths, Mr. Maurice Couve de Murville, Mr. Jacques Marette and Mr. Gerald C. Gross. (Ministry of Posts and Telecommunications, Paris)*

# 1965 - 100<sup>th</sup> Anniversary - Commemorative ceremony in Berne

- The participants in the Plenipotentiary Conference in Montreux were invited by the Swiss Government to a ceremony in Berne, for the unveiling of a **bronze plate** bearing the names of all the countries which were Members of the Union on 17 May 1965, affixed to the side of the monument erected in honor of the Union's 50th anniversary.
- Music was played by the Fanfare PTT of Berne, notably a special **ITU Anthem** composed by Bernard Schulé, which was performed for the first time.



(Waldis)

*Mr. Tschudi addressing the gathering. In the background, the ITU monument with the commemorative tablet covered by the Conference flag.*

# 1965 - 100<sup>th</sup> Anniversary – Gift to the Union : Centenary Memorial

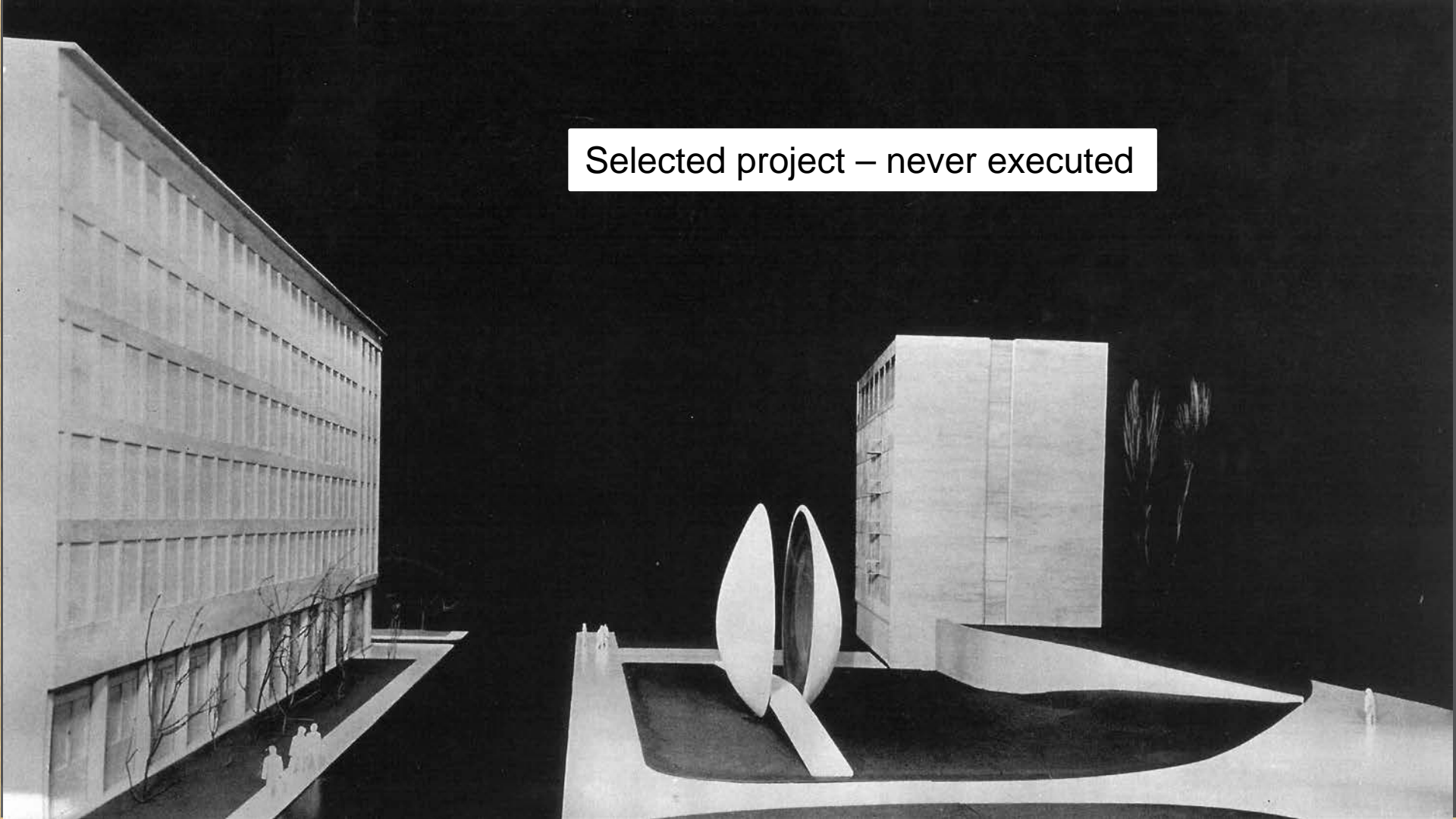
## SCULPTURE COMPETITION JURY MEETS



*The opening meeting of the Jury, presided over by Mr. Alfred Langenberger*

- The Swedish and French Administrations (two of the founding members of the Union) proposed that the Members of ITU should jointly offer a Centenary gift.
- An international competition for an “ITU Centenary Memorial” was held in 1965. A project submitted by a Soviet team, led by Mr. D.B. Riabitchev, was selected.
- The project was never constructed due to technical and logistical difficulties.

Selected project – never executed



## Description

The last century has been the century of great discoveries. The world has become "an ear that hears all" and "an eye that sees all".

Invisible radio waves envelop the earth, curtailing distances and drawing people together.

The monument is a space bounded by two spherical surfaces of reinforced concrete. The titanium coating (screens) of the spheres make the space resound perpetually. When sound from the surrounding medium strikes this space, it is repeatedly reflected and it is a long time before it dies out completely. This sound statue represents the many tongues of the world.

The surfaces of the polished titanium give the sensation of infinity, while the reflected sunlight fills the space of the statue with light - representing space without shadows.

It would be possible to install special radiating or self-radiating devices on the sphere to produce fantastic sounds and to strengthen the effect of the resonance of the space.

# 1965 - 100<sup>th</sup> Anniversary - International Amateur Radio Club (IARC)

The International Amateur Radio Club (IARC) commemorated the ITU Centenary by operating its station located on ITU headquarters on

all amateur frequency bands for a 72-hour period from 15-17 May 1965

*The American Radio Relay League Inc.*  
— extends to —  
*The International Amateur Radio Club*  
*Greetings*

on the occasion of the special amateur radio operation from ITU Headquarters in Geneva on May 16 and 17, 1965, in celebration of the Centenary of the International Telecommunications Union.

*Francis E. Curdley*  
Vice President and Communications Manager

## IARC CELEBRATES ITU CENTENARY



(ITU)  
A technical panel of the International Amateur Radio Club (IARC) in session during the ITU Centennial IARC Convention. A worldwide coverage of over 300 radio amateurs and visitors from 60 different countries came to Geneva for the Convention between September 17th and 20th

# 1965 - 100<sup>th</sup> Anniversary – National celebrations

The Centenary of the Union was celebrated in many countries by the publication of articles in the newspapers and various journals, by the holding of special meetings and by speeches and lectures.

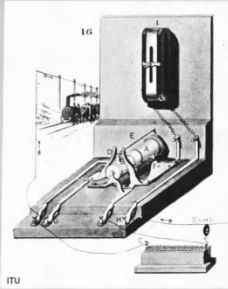


H.I.M Hailé Selassié I signing the visitors book at the end of his tour of the Telecommunication Institute Addis Abeba

# 1965 - 100<sup>th</sup> Anniversary – UN family celebrations

- The Economic and Social Council, in a formal resolution, expressed its congratulations to ITU on the occasion of its' Centenary.
- The United Nations and most specialized agencies associated themselves with the Celebration of the ITU Centenary, in most cases by the publication of **special articles** in their official journals.
- The Centenary of the I.T.U. was one of the main events in 1965, which had been declared "International Cooperation Year."





With the launching of the communications satellite, "Early Bird" (right) from Cape Kennedy, U.S.A., on April 6, the world now has a "telephone exchange" in outer space. The new satellite will also be used for transmitting telegraph messages and TV pictures above the Atlantic. Capable of transmitting simultaneously 240 two-way telephone conversations, "Early Bird" has now to be tried out experimentally for two months. "Early Bird" is on an equatorial orbit at a height of 22,300 miles and keeps pace with the earth's rotation, thus appearing to hover at the same spot. The telecommunications revolution began a little over a century ago with the electric telegraph. To the world of the 1840s, the telegraph with its lines alongside the railway track (left) also seemed an astounding invention at the time.

1865-1965

# TELE-COMMUNICATIONS

A century of international co-operation

**T**he International Telecommunications Union (ITU), oldest of the United Nations specialized agencies, is celebrating its 100th birthday in 1965, designated by the United Nations as International Co-operation Year. The ITU was born as the International Telegraph Union, on May 17, 1865, when the growing network of electric telegraph lines linking country to country had shown the need for international agreement on communication procedures and regulations. Thirty-five years later the first radio transmissions opened up another new era in telecommunication. Radio, broadcasting, television and other technological achievements during the past fifty years have all brought increasing responsibilities to the ITU. Today, as the ITU enters its second century, the contributions it is making to the development of space communications show that it is already planning for the needs of tomorrow's world.



Engineers in the New India

It might seem a long time, but the history of achievements in the century of telecommunication is not so long. Man did not get much further than the drum, the beacon and the smoke signals to communicate at long distance. One of the first real telecommunications. The system worked quite fast on clear days but was useless at night or in fog. With the development of electricity in the first half of the 19th century, man's capacity for practical achievement was suddenly enlarged a hundredfold. Nowhere was this

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# 1965 - 100<sup>th</sup> Anniversary – Centenary film

The film, *“In Signal Honour”* – *“Pour 3 milliard d’hommes”* was co-produced with the French Ministry of Posts and Telecommunications and the Office de Radiodiffusion-Télévision Française (ORTF).

**Further information and links:**

<http://www.itu.int/en/history/Pages/ITUFilms.aspx>



# 1990- 125th Anniversary - ITU Open Day

- **Sunday 13 May 1990**
- Exhibition of telecommunications of the past, present and future, covering **1000m<sup>2</sup>** and displaying **150 panels** in three languages.
- It was the first time that ITU opened its doors to the public.
- **1700 visitors !**



# 1990 - 125<sup>th</sup> Anniversary - Postmark

The Swiss PTT designed a special postmark for ITU's 125th anniversary and Open Day event (1990). It was stamped on envelopes specially designed for the 125th anniversary and sold at a PTT philately counter during the Open Day.



# 1990 - 125<sup>th</sup> Anniversary - Cherry trees



The ITU Association of **Japan** offered 14 cherry trees to ITU for its 125th anniversary. During the opening ceremony for the ITU Open Day, Dr. P. Tarjanne, ITU Secretary-General, Messrs. D. Föllmi, Shigeo Sawada, Chairman of the ITU Association of Japan, and Akio Ijuin, Minister, Permanent Mission of Japan to the United Nations in Geneva, proceeded to symbolically plant one of the trees.

# 1990 - 125<sup>th</sup> Anniversary - Medal

This medal commemorating the 125<sup>th</sup> anniversary of ITU is still given out by the Secretary-General on special occasions..



# 1990 - 125<sup>th</sup> Anniversary - book

## *“Great discoveries:Telecommunications”*

To mark its 125th anniversary, ITU produced an illustrated book on the history of telecommunications and the ITU.

*Great Discoveries*  
**TELECOMMUNICATIONS**



*Preface by Pekka Tarjanne*  
*Secretary-General of the ITU*  
*Text by Catherine Bertho Lavenir*



# 1995 - 130<sup>th</sup> Anniversary – book

This commemorative **volume** was published by a commercial publisher in association with ITU to mark the 130th anniversary of ITU and the 100th anniversary of radiocommunications.





# 1995 - 130<sup>th</sup> Anniversary

- Pins, stickers, overprint on ITU letterhead
- The design of this commemorative pin was also used for stickers and was printed on ITU stationery during the 130th anniversary year.



1866  
1st

1890  
25<sup>th</sup>

1915  
50<sup>th</sup>

1940  
75<sup>th</sup>

1965  
100<sup>th</sup>

1990  
125<sup>h</sup>

1995  
130<sup>th</sup>

2015  
150<sup>th</sup>

# 2015

## HOW DO YOU WANT TO CELEBRATE?

# Suggestions from ITU's Intersectoral Preparatory Group

- 2 meetings in 2013
- Many proposals
  - To choose a theme : “**150 years of innovation**”
  - To identify “**Champions**” among the ITU Membership
  - To prepare two types of **events**:
    - Celebrations on 17 May 2015, our anniversary day
    - A series of events to take place during the whole year 2015

# Communications Plan : ITU150 campaign

ITU prepares a complete range of corporate communication tools :

- Develop / update an ITU War Chest of Corporate Communications tools
- Mobilize, coordinate and support a global team of ITU150 champions
- Develop branding and visuals in all UN
- Develop a sponsorship package for ITU members to get involved in the ITU150.
- Gather written / videoed testimonials from ITU members on the benefits of membership.
- Host a Future150 event at ITU which crystal-balls the next 150 years of innovation gathering together some of the great thinkers, futurists, technologists of our time.



**WE HOPE TO HAVE INSPIRED YOU  
THANK YOU**