

50TH ANNIVERSARY OF THE PATENT FILING OF THE RUBIK'S CUBE®



Magyar Posta is celebrating the 50th anniversary of the patenting of the Rubik's Cube® with a stamp issue. The numbered souvenir sheet and the associated philatelic products were designed by the graphic artist Attila André Elekes. Forty thousand copies of the souvenir sheet were produced by ANY Security Printing Company. The souvenir sheet will be available at first day post offices and Filaposta in Hungary from 30 January 2025, but may also be ordered from Magyar Posta's online store.

The Rubik's Cube®, or Magic Cube as it was originally called, was invented by the architect, interior designer, designer, toy designer, and Kossuth and State Prize-winning Hungarian sculptor Ernő Rubik Jr. An honorary professor, he was awarded the title of Artist of the Nation and is a member of the European Academy of Sciences. An expert on innovation and creativity at international level, his toys were inspired by a child-like inquisitiveness and imaginativeness. As a designer, he created many logic toys and his most famous invention, the Rubik's Cube®, is a captivating puzzle. Rubik applied for a patent for the Cube on 30 January 1975, which was granted on 31 December 1977. Success came soon after. It is not a simple game, but takes the cuber straight towards human creativity. The Cube activates in everyone skills such as concentration, curiosity, playfulness and the desire to find the solution. The Rubik's Cube® became a global craze. It has appeared frequently in books, plays and Hollywood blockbusters, has been the subject of university courses and is used as a piece of sporting equipment at world speedsolving competitions. Over its past of almost half a century, it has become the game of a billion people.

The stamp design of the numbered souvenir sheet issued by Magyar Posta shows a scrambled Rubik's Cube®, while the squares and rectangles forming the frame are in the colours of the Cube. The special first day cover features an image of the so-called Retro Rubik's Cube®. The Hungarian version of the official logo for the 50th anniversary of the creation of the Rubik's Cube® (50 Years of the Rubik's Cube®) appears on the souvenir sheet, the first day cover and the imprint of the postmark on the cover.

The souvenir sheet is also available in an exclusive stamp set. In the standard edition of the set, the Rubik's Cube® stamp set can be assembled after purchase, while the cube-shaped edition comes already assembled. The Cube and the accompanying holder can also be used as a decorative object. The standard edition of the set, sold in a resealable case, was produced in 2,000 copies, while the plastic box edition was produced in 1,000 copies. The cube version of the stamp set can only be ordered and purchased at specialized post services and at Filaposta.

Order code:

souvenir sheet: 2025020030011

FDC: 2025020060012

stamp set (standard edition):

2025021030011

stamp set (cube): 2025022030011

Issued on: 30 January 2025

Face value: HUF 1,000 (On the date of issue, this can be used as a supplementary denomination.)

Sales price – Standard edition set:

HUF 3,490; Cube set: HUF 5,990

Printing technique: 4-colour offset

Number of copies: 40,000 souvenir sheets (the sheets in the Cube set are numbered 1 to 1,000 and those in the standard edition 1,001 to 3,000).

Perforated size of stamp:

circular perforation, diameter: 37 mm

Imperforated size of the souvenir sheet: 80 x 80 mm

Paper type: Special stamp paper:

110g/m² white, wood-free, surface-treated, gummed stamp paper with optical whitener.

Printed by ANY Security Printing Company (souvenir sheet, set), Codex Zrt. (FDC)

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Designed by Attila André Elekes