

FROM ME TO YOU

★★★

a zine for love
and letters



DEAR BRADLEY,

"And it seems strange
How we used to wait for letters to arrive
But what's stranger still
Is how something so small can keep you alive."

Cheryl

18

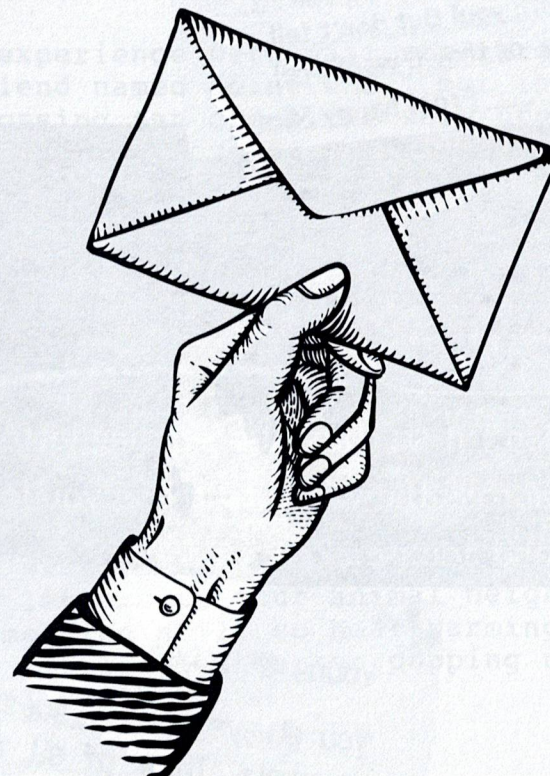
DEAR READER,

A few months ago I started a letter club with friends -- basically just a blog with extra steps. I write about the small moments in my life that are too lame to bring up in normal conversation, and to make up for forcing them to read whatever nonsense I wrote, I include personalized ephemera and goodies for each member. One friend called it an "artistic practice," and I hadn't thought of it that way before. It's absolutely correct.

As a digital creative by trade, I've always avoided traditional art mediums because I'm just not that into them. You'd have to twist my arm to get me to make anything traditionally, and even then I'm most likely to complain the whole time. I do love analog things though -- film, vinyl, books -- but more as a collector than a creator. Letter writing, though, is the sole exception. It's one of the few analog art forms I enjoy. It's so incredibly fulfilling.

I understand now that letter writing is art.
It always has been.

**Cheers,
LB**



Heya, Chrys!

I've been raising this flower
extra carefully, and it finally
bloomed! I have to celebrate
with someone, so I'm sharing
this with you! But don't tell
anyone, or they'll want one!

From happy Mira

Kyle

Isn't it so romantic sending letters
across the world to those you love
and admire...?

Young Stitches.

You always second-guess
yourself. Think of all the
time you'd save if you
stopped doubting yourself.

The Voice of Reason



My first experience with mail was through an online friend named Jenny who I met in an Animal Crossing fan group. We were preteens who both shared a love for the games. Her favorite villager was Mira, and mine was (still is, actually) Kyle -- if that means anything to you.

We both always wanted a pen pal, so we thought, why not each other? I can still picture her handwriting, all curly and spirally when she signed her name at the end of the letter.

One of the sweetest parts of Animal Crossing is writing letters to your animal neighbors. There's something still so heartwarming about that little blue marker popping up above your virtual mailbox.



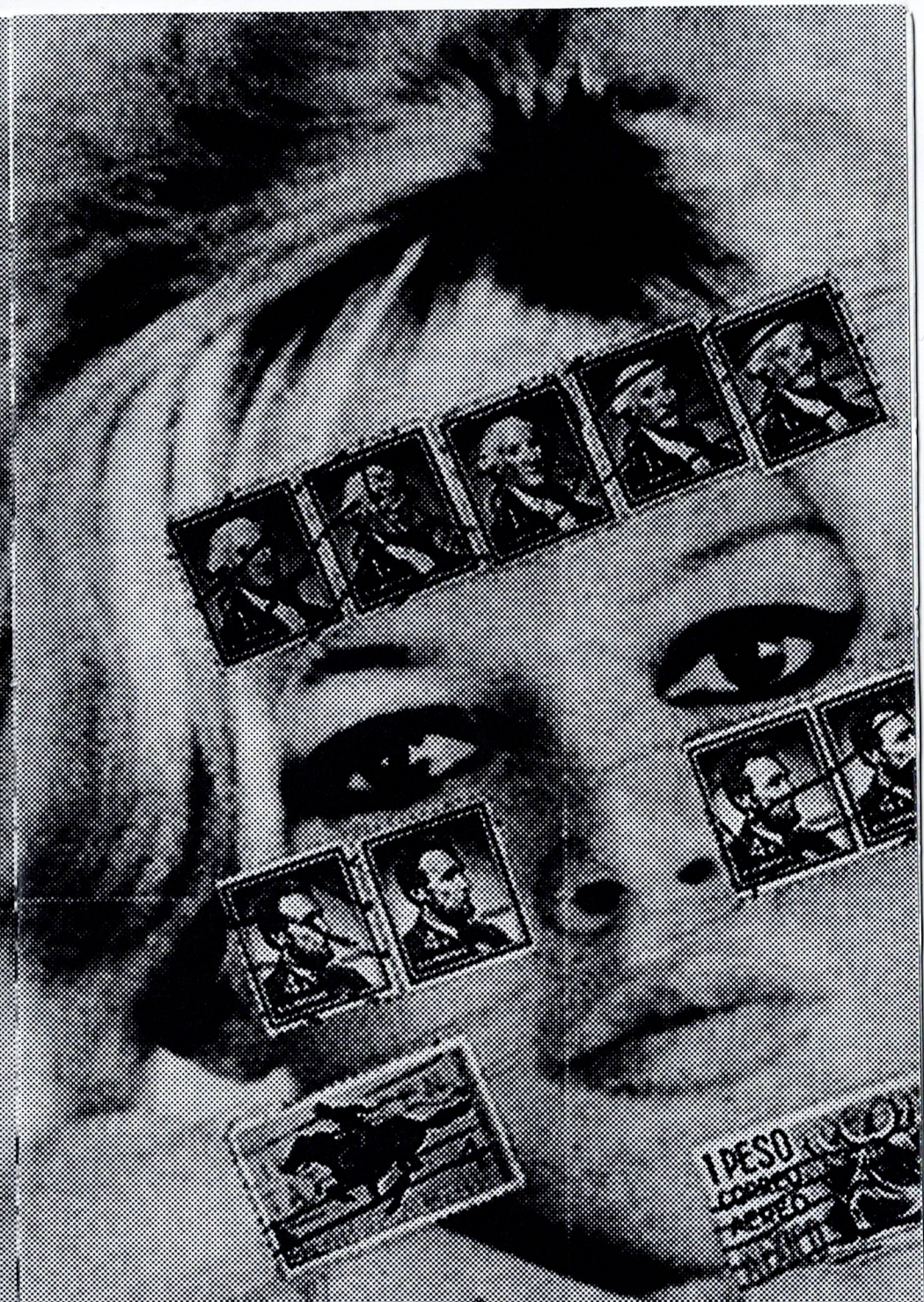
MAIL ART

Mail art is an artistic movement in which small artistic works are sent through the postal service. The idea was coined by artist Ray Johnson.

Mail artists value connection with other creators. This art form is all about sharing work in a free, inclusive way, outside the traditional art world of galleries, museums, and markets. Instead of relying on formal spaces, mail artists use their own "outsider" network to share their creations.

"[Mail art] is a way to convey a message or a kind of idea to someone which is not verbal; it is not a confrontation of two people. It's an object which is opened in privacy, probably, and the message is looked at... You look at the object and, depending on your degree of interest, it very directly gets across to you what is there..."

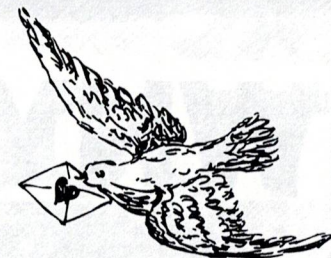
--Ray Johnson



LOVE LETTERS

In Victorian America, upper-class citizens published etiquette guides and magazines on advice to the reader on how to communicate their love effectively through a letter. These guides stated that writing a letter should be akin to being in the physical presence of your lover.

Virginia Woolf and Vita Sackville-West's love letters are notable examples. One of Vita's letters reads: "I composed a beautiful letter to you in the sleepless nightmare hours of the night, and it has all gone: I just miss you, in a quite simple desperate human way."



HOW DO I WRITE A GOOD LOVE LETTER?

- 1) Be authentic.
- 2) Be personal -- bring up details only the two of you would understand.
- 3) Be specific.
- 4) Be corny -- embrace it if that's honestly how you feel!
- 5) Write in a way that they'll want to read your letter over and over -- make it memorable.
- 6) Don't rush it! Let the letter come together naturally.
- 7) If you're a bad writer -- express your love visually through an illustration/collage/photo/etc... the best things can be said without words.

WHY SHOULD I CARE ABOUT MAIL?

1) They're tangible: Tactility, weight, texture, scent -- hell, even the slight taste of licking an envelope are things you can't get through to the recipient in a text or an email.

2) They're thoughtful: Penning and sending a letter takes effort. If you've ever received a letter, that means someone went out of their way to do a sweet gesture like that for you!

3) They're memorable: How many birthday and holiday cards have you saved? What about postcards? Mail serves as witnesses of various parts of our lives.

4) They test your patience: In a good way. Waiting for mail slows us down and challenges us to break away from the norms of modern messaging.

5) They're art: They can take the form of whatever you like, however you like. Write and decorate to your heart's content.

6) They're quiet: Mail is an escape from the digital spaces we've found ourselves in. They bring us back down to the now.

7) They're secure: Important stuff like bills, legal forms, election ballots, and other sensitive documents continue to be sent through mail.

8) They help the economy: Small businesses, for example, rely on the postal system for its affordable shipping options.

9) They're dependable: Mail sent through the USPS can be delivered to any address in the country, no matter how remote, making sure everyone stays connected.

10) They're for everyone: Mail at its core has always been rooted in community. It still is.



HOW NOT TO MAIL A LETTER

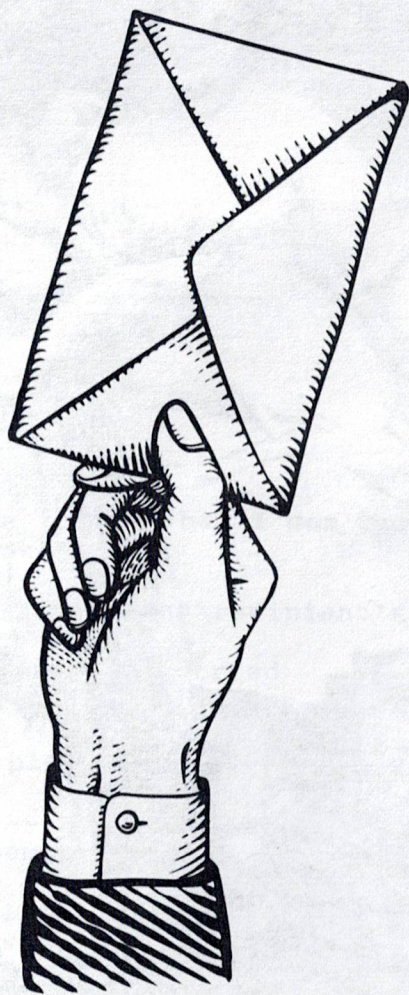
- 1) Toss it from a very high building -- hope it catches wind.
- 2) Use it as fire kindling in the colder months.
- 3) Let it slip and vanish forever into the void behind your desk.
- 4) Crumple it into a ball and make a three-pointer.
- 5) Fold it into a paper boat and watch it drift downstream.
- 6) Toss it in an abandoned USPS box -- lost but not forgotten.
- 7) Eat it.
- 8) Draw the recipient's face instead of their address.
- 9) Feed it to a shredder -- wave goodbye.
- 10) Forget it... because you've still communicated something -- sent or not.



**"I want to write a letter, but I don't know
what to write about!"**

- 1) Curate a playlist for the recipient's
listening enjoyment
- 2) A recipe you've recently tried
- 3) A day-in-the-life journal entry
- 4) A newsletter
- 5) A love letter (platonic or romantic)
- 6) A short story
- 7) Write nothing! -- send the recipient a
drawing/collage/poem by someone else/cute pics/
etc. etc.
- 8) Reflections on life lately
- 9) Reflections on what you had for breakfast
in the past week
- 10) Write whatever -- because there are no rules.





**The lost art of letter writing is making a comeback.
Be a part of its sweet return.**

A guide to rediscovering the power of signed, sealed,
and delivered correspondence. Contains mail history,
why letters are more meaningful than ever, and how
the act of mail can be treated as an artistic practice.

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