

## **Bringing the Lost Art of Letter Writing Back to the Forefront**

*How to make the act of putting pen to paper less antiquated and more appreciated*

The Millennial or Generation Y demographic may not fully understand, or even be aware of a time when people actually would sit down with a pen and paper and craft handwritten letters to friends and family. These letters would subsequently be placed in archaic packaging items called envelopes and affixed with prehistoric paper squares known as postage stamps before being tossed into big, blue boxes for mailing.

### **The Human Touch is Still Touching**

Flash forward to a chaotic, digital age where the main archaeological relics that serve as reminders of society's endearing relationship with its writing past are pen, paper, and that distinctive big, blue box. What made the act of writing so special to begin with? Perhaps it was simply the solid display of acknowledging another human being's existence. Writing a letter means that you care; receiving one means that you are cared about. It holds almost as much in-person value as visiting a person in his or her home.

### **Letter Writing Revival**

Recruiting people back into the flow of letter writing is as simple as sending someone a letter. Leading by example is still a valuable tool of the trade when it comes to the human experience. People act not because they see not. Sending loved ones handwritten letters on beautiful notecards may inspire them to return the benevolent act in-kind.

### **Doing Things the "Write" Way**

Since society is so hyper sensory driven, decorative stationary is an essential accompaniment that will heighten the recipient's level of gratification. Unlike plain, notebook paper that can easily be forgotten and discarded, it will be very difficult to throw away a visually appealing letter. Like a piece of cherished artwork, your personal written messages will be collected and forever appreciated.

No matter how much modern-day advancements have pushed society's sociological and technological perspectives forward, the art form of writing letters will continue to be carried on through those who truly value the emotional impact it has on others as well as themselves.