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## What does a hand written message mean to you?



Here at ADG we have been talking a lot lately about what makes hand-lettering so appealing to the market! Although hand-lettering predates type, it's a relatively new form of decorative art. I'm sure you've seen how it's grown in popularity over the past decade, perhaps because it provides a different aesthetic from computerized, electronic communications.

In the last newsletter we were talking about nostalgia, and about the warm feelings that it brings to us. Hand-lettering has that same appeal. Which would you rather receive: an email or a hand lettered card or note? Which one brings a warmer response from you? Which one feels as if more effort has been expended?

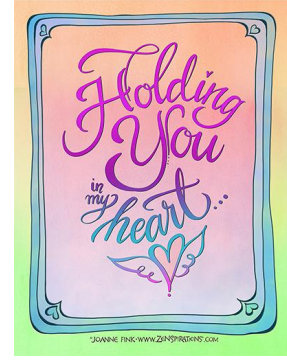
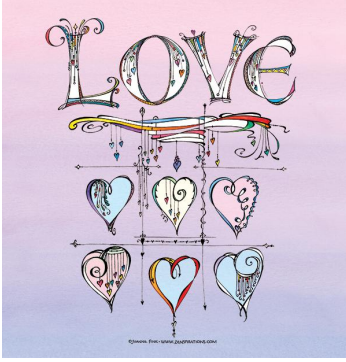
Contemporary lettering brings a fresh appeal to sentiment product- when done well it can bring words to life visually, and communicate the text's message in a unique, creative way. Another part of the appeal is that hand-lettering is imperfect. Some artists illustrate letters the way others illustrate objects or animals.

This trend does not seem to be slowing down, but it is changing. Where it once was traditional calligraphic black printed on light backgrounds, today's expressive lettering artists are designing colorful, artsy, fun and decorative forms.

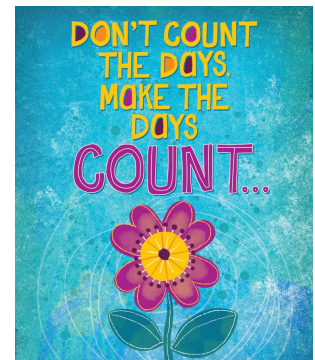
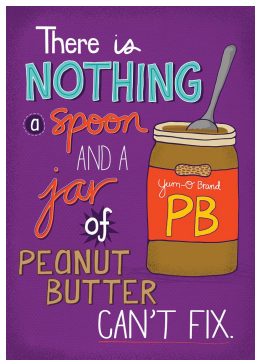
Take a moment to look through the different ways our artists have incorporated hand-lettering into their artwork below, and **DON'T FORGET TO CHECK OUR WEBSITE!!**

A handwritten signature in green ink that reads 'Julie'.

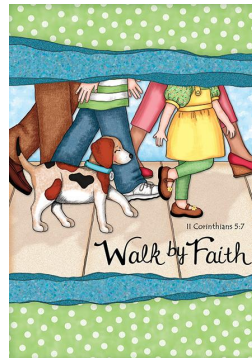
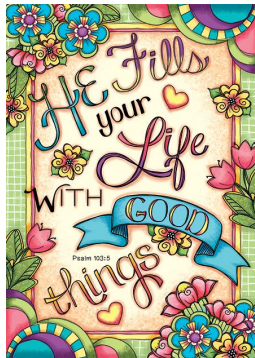
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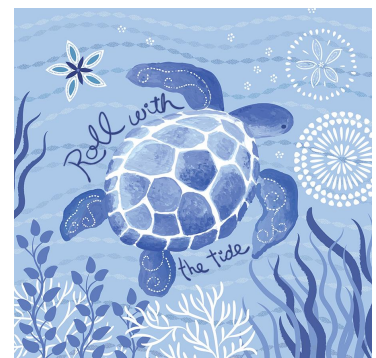
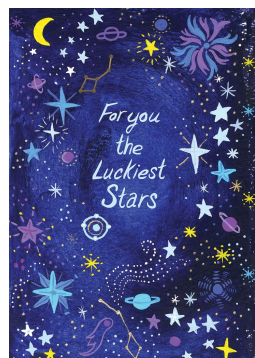
© Marybeth Wydock, Double Dog Design



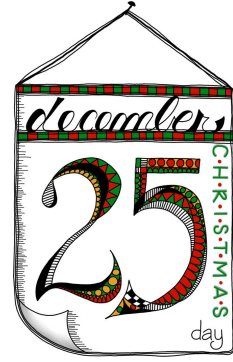
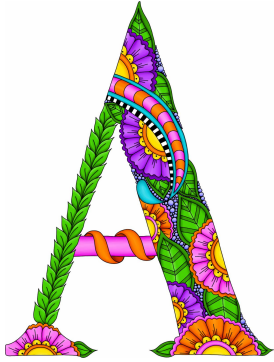
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**WE LOOK FORWARD TO SEEING YOU THIS YEAR  
AT ONE OF THESE UPCOMING TRADE SHOWS**

**Blueprint**

May 19 - 21, 2020  
New York City, NY

**Noted**

May 1 - 3, 2020  
San Francisco, CA

**International Quilt Market**

October 29 - November 1, 2020  
Houston, Texas

**Client Visits**

We will be making regional visits to see our customers in 2020.

Please let us know if you would like to  
schedule a meeting while we are in your area.

Email us at [Julie@Artsdg.com](mailto:Julie@Artsdg.com)

If you would like to check out our collections, or have a specific need we can help you with -- please visit our website at [www.artsdg.com](http://www.artsdg.com) (with new works being posted all the time) or drop us an email at [info@artsdg.com](mailto:info@artsdg.com).

We look forward to hearing back from you!



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