

STAMP SCOOP



CUT PAPER HEART

As one of the Postal Service's most beloved traditions, the Love Stamp Series began in 1973. Since its inception, it has born images most commonly associated with affection or romantic sentiment, like doves, roses, candy, and ribbons. This year, however, the Postal Service has reverted to the candor and simplicity of the heart.

For 2014's Love stamp, art director Antonio Alcala turned to an artist he discovered in the pages of the *New Yorker*, who coincidentally composed her MFA thesis on the art of valentines. Q. Cassetti submitted dozens of ideas and themes to Alcala for her assignment, each imbued with her signature, graphic, intricate style. Together, the two zeroed in on a design that seemed to reflect the ancient practice of paper cutting. Begat in China in the fourth century, paper cutting is an art form that has spanned the globe, finding a place in many different cultures. Paper cutters today are skilled artisans, creating masterpieces with just a simple sheet, some scissors, or a blade. Although Cassetti's stamp design isn't paper-cut itself, she employed paper cutting technique, designing only half the image on a computer and "flipping" it to create a full heart.

For more on the Cut Paper Heart, check out USPS Stamps' official blog at www.USPSstamps.com!

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