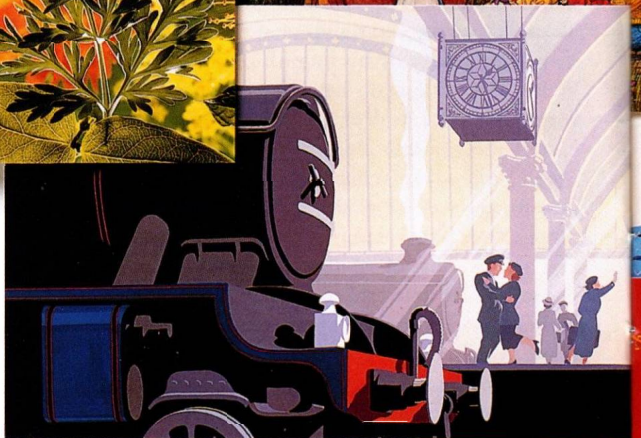


Aircards Aircards are self-sealing greetings cards, the price including postage to anywhere in the world, including inland. They were originally trialled on a limited basis from 16 September 1997, and the six new designs and packaging reflect the customer feedback received through the reply paid response card which was inserted into all cards. Five aircards, designed to appeal to a wide and diverse audience were launched on 1 September 1998. A Christmas aircard will be launched on 6 October, featuring 'Angel in prayer' by Irene von Treskow.

The aircard has been designed to stimulate growth in the short term message market by facilitating the writing process and making it more attractive. It is intended to fill the gap between a letter and a greetings card. Cards have become a popular way of communicating with friends and family. Despite the ease of use and affordability of the telephone and



Flowers & Herbs, by Carol Sharp (above) Carol Sharp, born in Bedfordshire, studied Graphic Design at Brighton College of Art, specialising in photography in her final year. She then became a photographic assistant, and has worked on her own as a professional photographer for 13 years. She is now one of the top food and flower photographers. Her studio is in London.



Train, by Andrew Davidson (above right) Andrew Davidson, born in Cambridge in 1958, grew up in Scotland, and studied Graphic design at the Norwich School of Art and the Royal College of Art. Andrew, who works in two media, flat designers' colour and wood engraving, lives with his wife and two sons in an 18th century cottage in Gloucestershire, working from an oak-built studio set amongst the trees in his garden.

Hello, by Sara Fanelli (right) Sara Fanelli, born in Florence in 1969, studied Graphic Design at Camberwell College of Art and the Royal College of Art. Since graduating from the RCA in 1995, she has worked as a freelance illustrator, becoming increasingly well-known for her magical children's books, including *Wolf* (1997) and *A Dog's Life* (1998). She is both author and illustrator. Sara spends her time between London and Florence.



other methods of keeping in touch, sending a message in the mail retains a special and personal edge. Research in 1996 revealed that letter writing is a widespread habit for a large proportion of the population, and with the extent to which people travel, more and more people are building a network of contacts abroad with whom they communicate. Written messages in the mail are the preferred medium for expressing emotions and are more satisfying for both the recipient and the sender, reflecting the importance of the relationship. Royal Mail has focused on the promotion of the short message market in its advertising for over two years and continues to run high profile campaigns.

The new aircards (price £1.30 each) are initially being sold in 51 postshops around the country and will gradually appear in other offices as demand dictates. Availability through other outlets is being investigated ●

Photograph by Geoff Dann



The Procession, by Graham Percy (left) Graham Percy was born in New Zealand, where he started drawing and painting when a small child. He came to England to study at the Royal College of Art, then travelled to the USA on a scholarship, and began work as a freelance illustrator when he returned to London. His preferred medium is coloured pencil together with watercolour but he constantly experiments with new media. Graham lives in Wimbledon with his wife, who is an art photographer.

London, by Rebecca Gibbon (below left) Rebecca Gibbon, born in 1968, studied Graphic Design at Liverpool Polytechnic, and Illustration at the Royal College of Art. She lives in London and works as a freelance illustrator in London, Paris and New York for many magazines, design studios and advertising agencies. She was runner-up for her book illustrations 'Ten Dogs' in the Macmillan Book Prize in 1991.



Angel in Prayer, by Irene von Treskow (below) Irene von Treskow was born in Berlin and studied Art History in Bonn and Illustration in Warsaw. She is well-known for her collage work in poster design and book jackets. She lives and works in Kew, Surrey, and was ordained as an Anglican priest in 1995.

