



465 Saratoga Street  
Cohoes, NY 12047

800 THE MILL  
800 843 6455

**Press Contact:**  
Casey Allen  
Mohawk  
518.233.6467  
casey.allen@mohawkpaper.com

## **Mohawk Debuts New Elevated Collection Inspiration Piece “The Art is in the Mail”**

[Cohoes, NY — May 16, 2023] In October 2021, Mohawk Fine Papers, Inc., North America’s largest privately owned manufacturer of fine papers and envelopes, introduced Paper With a Plan: A new attribute-driven approach to specifying paper. Mohawk refined and reorganized its paper portfolio into 5 distinct Collections that help make choosing paper by its properties and attributes easier. Mohawk’s paper grades are now grouped into the Beautiful, Sustainable, Expressive, Elevated, and Practical Collections.

Mohawk’s Elevated Collection is comprised of papers made from cotton and premium fibers for artful, elevated stationery and letterpress.

It is Mohawk’s belief that nothing compares to the plush, tactile feel of paper made with cotton and premium fibers. The Mohawk Elevated Collection brings together a group of iconic papers that take printed communication to the next level with subtle elegance and craftsmanship in equal measure.

Traditionally used in stationery and letterpress, these papers lend a sense of permanence and gravitas to art and print design, pairing beautifully with embellishments such as embossing, engraving, and foil.

And what better way to demonstrate Elevated papers’ inherent sophistication and sociability than using them to make mail art.

### **Mohawk Elevated Collection: The Art is in the Mail**

In May of 2022, Mohawk launched a new series of inspiration pieces to inspire and educate the design community. The new design series is a nod to Mohawk’s renowned Maker Quarterly’s approach to storytelling centered around a singular idea or concept. The first in this series, “Make a Memory,” tells the story of [Lost Art Salon](#), a San Francisco-based gallery specializing in the rediscovery of historically significant artists who have been lost to time, on paper from Mohawk’s Beautiful Collection. The second edition in this series, “The Material is the Message,” represents the Sustainable Collection by telling the story of a different installation, dwelling, sculpture, object, or other artifact that is created using alternative materials or methods.

The third installment of the inspiration series is “The Art is in the Mail,” an ode to mail art that includes 6 separate components on 6 different Mohawk Elevated Collection papers.

“Mail art is kept alive through any exchange of art whether it be a painted envelope, an artistamp, or the addition of collage to a postcard or other correspondence via post,” shares Casey Allen, Marketing Director at Mohawk. “Art in the mail is ultimately accessible to anyone who can afford the postage stamp, open to the artist’s interpretation, and a delight for the recipient to open.”

“We hope that ‘The Art is in the Mail’ inspires people to look at paper and post differently and to elevate their everyday correspondence,” Allen adds.

### **ENVELOPE**

**Paper:** Crane’s Crest, Kid Wove, Pearl White, 80T / 118gsm”

**Ink and process:** Printed match yellow and blue

### **STORY BOOKLET**

**“The Art is in the Mail”**

**Paper:** Crane’s Lettra, Impress, Light Pink, 90C / 243 gsm

**Process:** Diecut, printed match orange and gold

### **NOTECARDS**

#### **Notecard #1**

**Paper:** Strathmore Writing, Wove, Ultimate White, 88CB / 238 gsm

**Process:** Diecut, four-color process, orange foil

#### **Notecard #2**

**Paper:** Crane’s Lettra, Impress, Light Gray, 110C / 297 gsm

**Process:** Diecut, letterpress, match blue, match green

#### **Notecard 3#**

**Paper:** Crane’s Lettra, Impress Digital with i-Tone, Light Aqua, 104C / 281 gsm

**Process:** Diecut, thermography, digital printing

### **POSTCARD**

**Paper:** Strathmore Writing, Wove, Soft Gray, 88CB / 238 gsm

**Process:** Letterpress, match purple

The Elevated Inspiration Piece “The Art is in the Mail” was printed by [The Occasions Group](#) of Mankato, MN and designed by [Hybrid Design](#) of San Francisco, CA. To receive the Elevated Collection inspiration piece, contact your Mohawk Representative or if you do not have a Mohawk Representative, you can request or order these resources online through [mohawkconnects.com](http://mohawkconnects.com).

For more information on Mohawk’s Elevated Collection

visit [mohawkconnects.com/collection/paper/elevated-collection](https://mohawkconnects.com/collection/paper/elevated-collection). To learn more about all of the Paper With a Plan Collections visit [mohawkconnects.com/paperwithaplan](https://mohawkconnects.com/paperwithaplan) or go to [mohawkconnects.com/collections](https://mohawkconnects.com/collections) to find the right paper for you.

For media information:

**MOHAWK** | Casey Allen, [casey.allen@mohawkpaper.com](mailto:casey.allen@mohawkpaper.com)

Press Images Available:

<https://www.dropbox.com/sh/oifhl1xle2fed9/AADWCpU0ZPXYdKQ9HZAuGdHYa?dl=0>















###