

# *Dan's Papers* WEDDING GUIDE

## The Art Of The Invite

Wedding invitations, like all invitations, are personal. Couples hope to reflect their personality and set the tone for their occasion. It is, after all, the first communication the bride and groom will have with their guests. Each wants their day to stand out and say something distinct about them. This is what sends some on the quest for the unique.

Now, with even art, becoming high tech, it is possible to create just about any kind of invite you can imagine with just a computer. What once took hours to be designed in a print shop can now be put together in just

minutes. The possibilities are so endless, that we seem to have forgotten the very distinguished touch a pen can make on paper, that handwritten script is an art.

Linda Pasca of Pen and Paper Calligraphy Design in Mattituck has not forgotten, and she has that touch. She uses the fine art of calligraphy to hand design everything from invitations to place cards to menus, for her very discerning clients. Her artistic invites are all beautifully scripted right down to the envelopes. She creates place settings that include place cards, table numbers and menus that all coordinate with the original design on the invitation. The work can later be custom framed as a keepsake. Some couples have their entire guest list penned and framed along with a copy of the invitation. Others frame the entire collection of mementos from their wedding, including the invite, place card, menus and

poetry readings.

Her shell designs have become the most popular here on the East End where there are so many beach weddings. The shell collection includes place cards and table numerals with the scripting done on the actual shells. Each is done by hand, of course, in pen and ink in the client's script of choice. The shells are currently the most requested design style. On the North Fork, the winery motifs, rich with deep shades of fine handmade paper, are popular for

autumn weddings. On one invitation, the calligraphy was created on real fall leaves, the writing in gold ink.

"Brides have become more discriminating," says Yvonne Wong of Double Happiness Designs in New York, who believes every event is unique. She finds that, in the more recent years her service has become more personalized. Double Happiness pays attention to detail by incorporating color, texture and custom designed logos to convey the message of the day. She takes that extra step to make the occasion one of a kind. The pocket envelope is one of her original designs and holds the invite as well as the response card. The design is hand cut from the envelope. One couple,

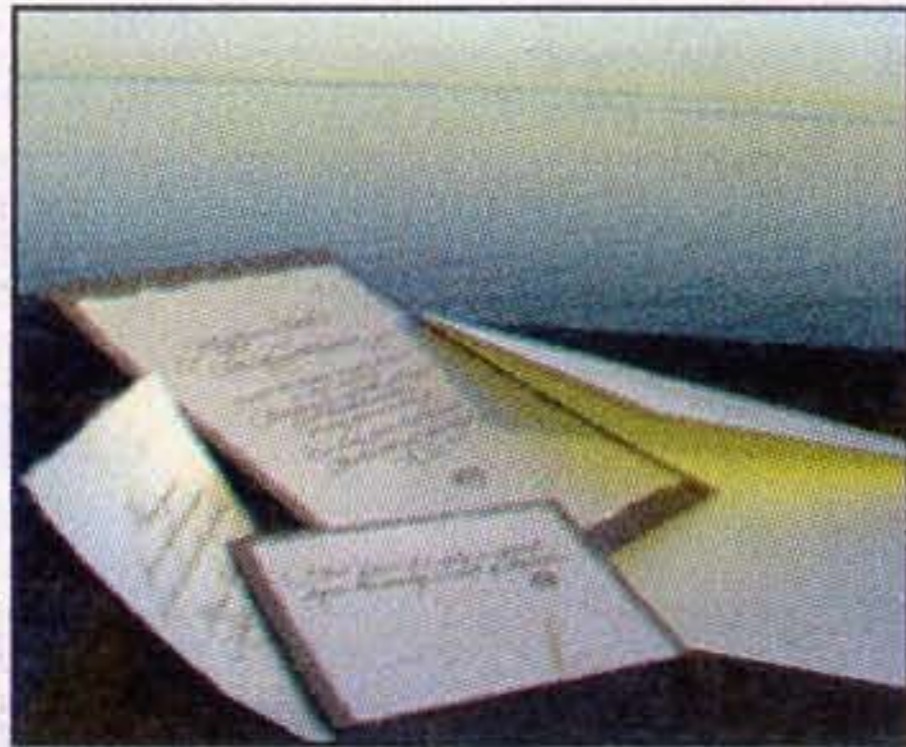
who were married on the shore, had her create everything from monogrammed invitations to a gift bucket in keeping with their beach theme. The bucket included bottled water, flip flops, sunscreen and a CD of the couple's favorite music. Yvonne blends her Asian heritage and culture into her work, creating artful designs using Chinese writing and symbols combined with the English language. Some Asian clients request she write in both languages.

It is a thoughtful gesture to send a handcrafted invitation and a gift to receive one.

These artists sit down with their clients and get a feel for what kind of people they are, and learn a bit about what they love, where their interests lie, and they find a way to express it in their invitation, making it the hallmark of their occasion. Working closely with wedding planners and caterers, invitation artists find creative ways to add another special effect to the occasion. You can see more of Pen and Papers calligraphy designs on: [www.penandpaperdesign.com](http://www.penandpaperdesign.com).

Double Happiness designs can be viewed on their website: [www.doublehappiness.org](http://www.doublehappiness.org). Some other helpful links: [www.southforkweddings.com](http://www.southforkweddings.com), [www.northforkweddings.com](http://www.northforkweddings.com).

—Diane Strecker



Pen and Paper Design



Double Happiness Designs

Photo by Diane Strecker