

INKIII: Limited Edition Postcards Featuring Emerging Artists

New initiative shares art by allowing users to customize and send a limited-edition print anywhere in the world, free of cost, with just one click.



Ontario, Toronto, Sep 17, 2021 ([IssueWire.com](https://www.IssueWire.com)) - On September 18 2021 [INKIII launches its inaugural limited edition print series](#). INKIII is a new initiative that aims to foster a creative network of emerging artists, using mail art to mend the lack of connection that many have experienced in the face of the COVID-19 pandemic.

The newly launched INKIII website allows anyone around the world to customize and send a postcard featuring an emerging contemporary artist, free of charge, to any one of their choosing. Each featured work will be reproduced by INKIII in Italy as a limited-edition print, and the back will include a brief artist's statement as well as the sender's message for the recipient. Every quarter, INKIII will release a new postcard, forming new mail networks for both artists and viewers.

"For InkiIII, I wanted to go back to the origins of postcards... I wanted to create a whole new landscape, bodies, and earth intertwined on the same level," explains inaugural INKIII artist Janna Yotte.

The INKIII project draws upon the legacies of mail art but in the age of the Internet. Mail art originally enabled artists to produce and send works of art outside of a conventional gallery setting. Artists drew on existing images, collaged photographs together, included stamps as a part of compositions, and saw

the mailing process as an integral part of the work. INKIII similarly aims to harness the communicative potential of physical mail to disseminate art. The project blends the new opportunities of the digital while recognizing the value of physically experiencing works of art.

INKIII's first featured artist [Janna Yotte](#) specializes in collage, placing botanical books, obsolete medical publications, and trendy fashion magazines under her scalpel. Originally a photographer and graphic designer, Janna began practicing collage in 2017 and has since exhibited in North America and Europe. Cutting into publications of all kinds, she has assembled hundreds of works, which have quickly garnered international attention.

Janna writes of her involvement in this project, "I've experimented a little with mail art before as I find it so cool in its accessibility... Postcards are exciting in themselves, but add curated art, the ease of the digital process, and it's free!? That's all very exciting to me. I am so curious to see what meaning it will take for strangers." In her college for INKIII, Janna investigates the relationship between body and land in a piece that speaks to both connection and fragility.

INKIII founders Christina Wollesen, Marina Dumont, and Brittany Myburgh met at the University of Toronto where Christina holds an MA in philosophy, and Brittany and Marina are Ph.D. candidates in the Art History program. They share a common interest in the intersections of art and technology and creating opportunities for increased access to art.

Through this iterative project, the INKIII founders aim to provide a means for connection and seek to support emerging artists in disseminating their work both digitally and physically.

INKIII cards are printed in Italy on 100% recycled and carbon neutral paper that is recyclable, biodegradable and FSC™ certified.

For all inquiries, email: hello@inkiii.com

Visit the INKIII website: <https://www.inkiii.com/>

Follow INKIII on Instagram: @inkiiimail

Media Contact

INKIII

hello@inkiii.com

Source : INKIII

[See on IssueWire](#)

