

Neeva Kedem Announces Kickstarter Campaign to Add More 'Imagine Letters'

TORONTO, CANANDA, July 28, 2014 /EINPresswire.com/ -- Neeva Kedem began Imagine Letters in the early '90s during a photo tour. To create her alphabet art, she sometimes photographs actual letters, but often the letters are formed by architectural or landscape features. In her blog at www.imagineletters.com/blog.html, she comments that letters can appear in almost any kind of setting but sometimes need exactly the right lighting or angle to be visible. Since she often does commercial photography for customers such as Louis Vuitton or Christian Dior, she has even created some letters using pictures associated with fashion.



Her gorgeous artwork can be used to create messages for friends or loved ones, or can even be used as inspirational art for businesses or schools. One satisfied customer remarked that they have their last name hung in the living room, spelled out in Imagine Letters. When she has a fight with her husband, she looks at the letters, and remembers their honeymoon in Paris. Each of Neeva's blog entries includes links to the alphabet art collection associated with that location or story. With several shots provided for many of the letters, it could take hours to browse all of the lovely alphabet photography.

Even though the collections of alphabet letter art are extensive, Neeva would like to add more locations and more photo art. To do this, she has begun a [Kickstarter crowdfunding campaign](#) intended to fund a photo journey. Art lovers will want to take part in this, because many of the rewards are art letters from her collection. The rewards list is as follows:

- \$1.00 – consider yourself a patron of the arts.
- \$10.00 – Your name is added to a digital file.
- \$25.00 – Up to eight lovely art letters of your choice. Free shipping to Canada and USA.
- \$50.00 – Up to eight art letters of your choice, plus suitable wooden frame. Free shipping to Canada and USA.
- \$185.00 – All of the previous rewards, including free shipping to Canada and USA, plus the words FAMILY and LOVE with suitable matching frames.
- \$289.00 – All previous rewards, with the word DREAM added, in a suitable matching frame.
- \$599.00 – Up to forty letters of your choice, plus the words FAMILY, LOVE and Dream, all with suitable matching frames. As with previous rewards Canadian and US shipping is free.
- \$2,999.00 – choose a city in the US or Canada, and Neeva will photograph a full English alphabet of letters in your town. You will receive an exclusive framed example of the art alphabet, as well as 8

letters of your choice, the words FAMILY, LOVE and DREAM, all in suitable matching frames. This level includes worldwide free shipping.

All backers will get to vote on the cities they would like for Neeva to visit on her next photo shoots. The number of cities visited will depend on the number of votes for each one and the amount of money that is raised. Over 5,000 letters are available to contributors from which to [choose their rewards](#). Each letter is size 4" X 6". The frames are classic wood, in brown or black. There are even colorful kids letters that can be used in kid room or even in classrooms. Be sure to check out the newest collection of letters – a relaxing, sunny collection from the Carribean, complete with a Y that will quench your thirst just by looking at it, and letters written in the sand. All of the photos, in all collections, are taken by Neeva Kedem.

Even if you cannot contribute to the Kickstarter crowdfunding campaign, you can still visit her Imagine Letters website. The Blog, with [stories about the places](#) she visited and the way she selected each letter is an art education all by itself. The way the letters are arranged in sample backgrounds is interesting also. Share the website and the Kickstarter campaign on Facebook or Twitter. Someone else on your friend list might be able to put in a dollar or two If they contribute enough, and they might even give one to you for Christmas. The target date for completing all the reward packages is November 2014 – just in time for the Holiday gift season. These unique letters make a gift that can be kept on display throughout the year – a constant reminder of the thoughtfulness of the giver.

About: Neeva Kedem started Imagine Letters in the 1990s, using pictures she took while working as a commercial photographer. Art lovers everywhere will enjoy visiting the Imagine Letters website and browsing more than 5,000 examples of alphabet art. The letters are used to create decorator art.

Neeva Kedem
Imagine Letters
416-833-6292
[email us here](#)

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