



DAILYWRAP

HOW TO USE STUFF AROUND YOU TO WRAP BEAUTIFULLY

BY VIVIENNE ANTHON



I love ephemera. I love wrapping with it. I love how it can convey very special meaning. I love that it's eco friendly.

The dictionary defines ephemera usually in the plural, as:

“Paper items (posters, broadsheets, maps, guides and tickets) that exist or are enjoyed for only a short time and are generally of no lasting significance.”

We are talking items produced at a moment in time.

My most well received gift wraps have been repurposed site maps, brochures, tickets, maps, sheet music, newspaper, old books, magazines, or even instructions.

Ephemera does have a few (not insurmountable) challenges. It does tend to be quite small and not much (apparent) use for anything other than small gifts. But that's when you deploy it as a feature strip or belli band, as a tag or an embellishment like a paper flower.

Then there are the inevitable creases in maps and brochures. I truly hate creases in gift wrapping and have been quite precious about folded packaged tissue and cheapy non-roll wrapping. But with ephemera I lean right in. Everyone knows what it started out life as.

Ephemera properly deployed can be personal and touching. Consider a trail map from where you first went hiking together, a gift wrapped in a recipe that you both love, comics from the newspaper featuring a favourite character, a glossy magazine feature with peerless imagery on antique clocks or beautiful gardens in full bloom, or a museum floor plan you just can't throw away. I love sheet music too. Imagine the response to a gift wrapped in the music to a favourite song picked up in a vintage store or book fair for a song (literally).