

Handwriting
benefits

HANDWRITING
BENEFITS

YOU CAN'T EDIT
A BLANK PAGE,
SO GET MOVING!

Nora Roberts

Like modern emojis, handwriting was first about drawing. The latter then transformed into codes and symbols that structured the bases of society. Gradually this form of expression influenced our approach to the world, by allowing us to share and acquire knowledge. It was the beginning of medicine, science, the economy, and the arts. The democratisation of writing increased critical thinking and the expression of contrasting points of views. It isn't only about sharing information but expressing a sensitivity, a vision of the world, a hope.

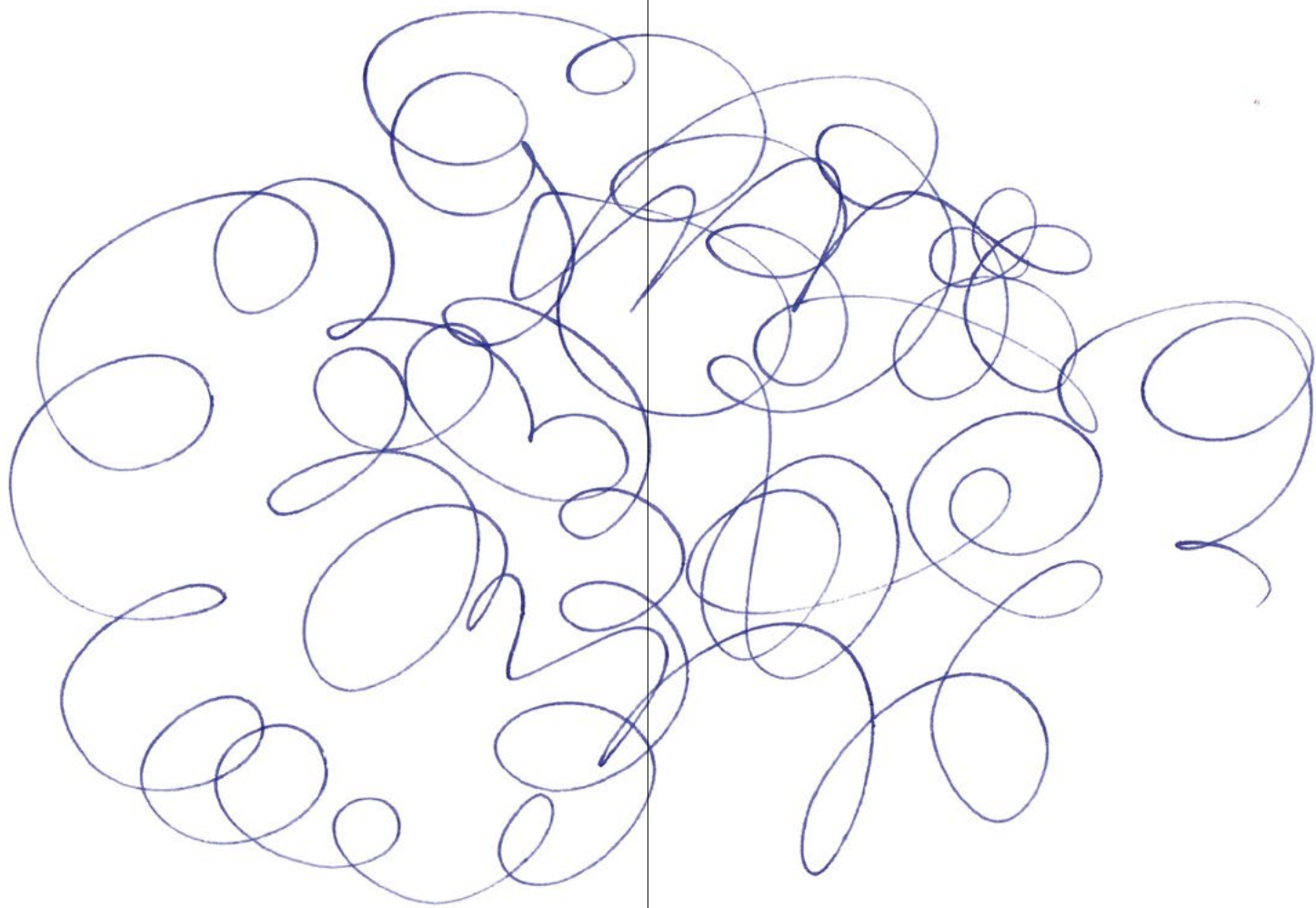
Even if the universality of handwriting is challenged by the digital world, its benefits and the way it stimulates the brain remain essential.

For over 100 years, PILOT has been convinced about the power of handwriting and its ability to make us understand, feel and change the world. To live up to these achievements, the brand has put all its heart into producing innovative, high-quality, and environmentally friendly writing instruments.

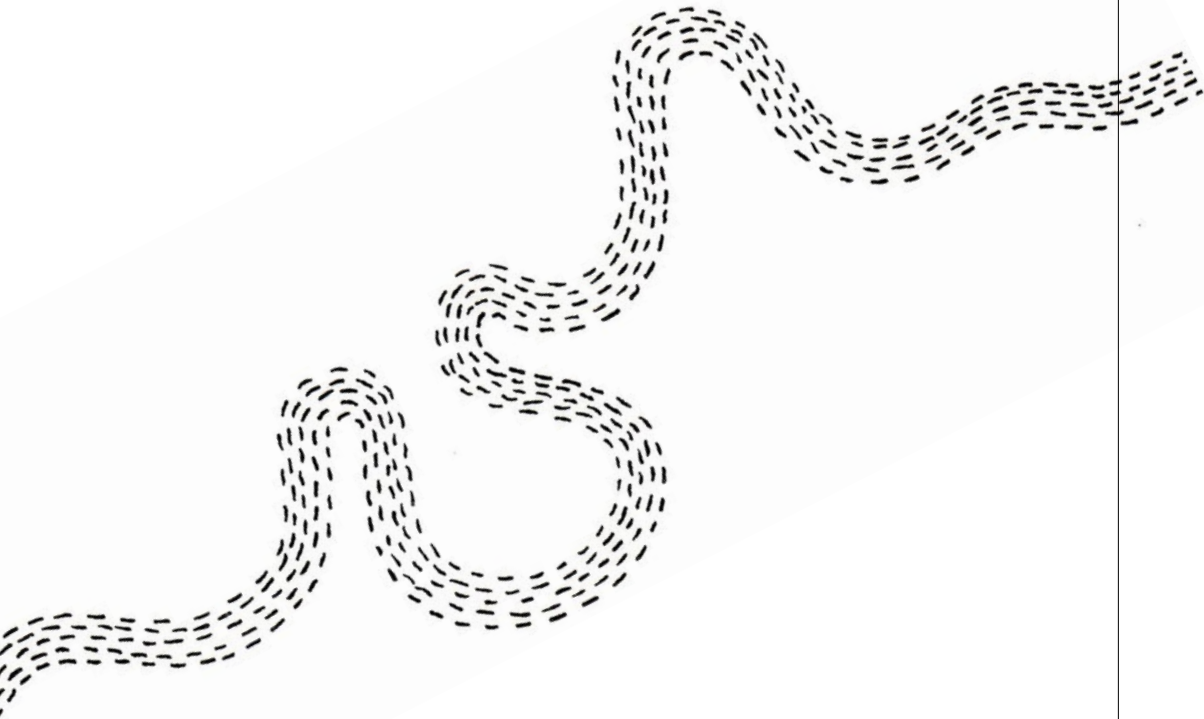
This book is meant to remind us how handwriting impacts our world.

It is meant to reveal the depth of the mission we pursue. It is meant to share a story of passion, and above all make everyone want to pick up a pen and write.

Pilot, write your world



HANDWRITING
TO
UNDERSTAND
THE WORLD.



Handwriting enhances learning and academic success

Research at UCLA suggests that even when laptops are used solely to take notes, they may still be impairing learning because they enable a shallower processing.

"Handwriting increases brain activity and can predict a child's academic success in ways that keyboarding can't."

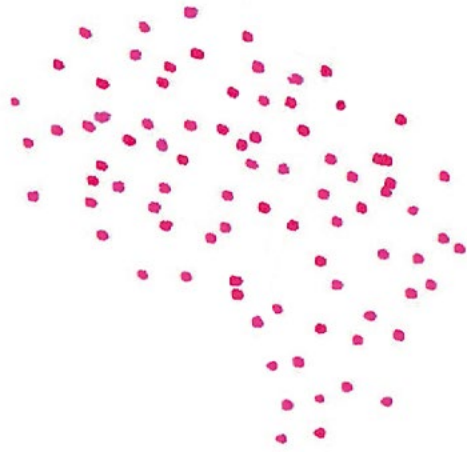
Source: Julie Deardorff - Tribune Newspaper and linguistics.ucla.edu

Handwriting facilitates the acquisition of reading skills

It has been demonstrated that handwriting and drawing activate pre-school and early-school children's brain reading systems.

Source: University of Thessaly

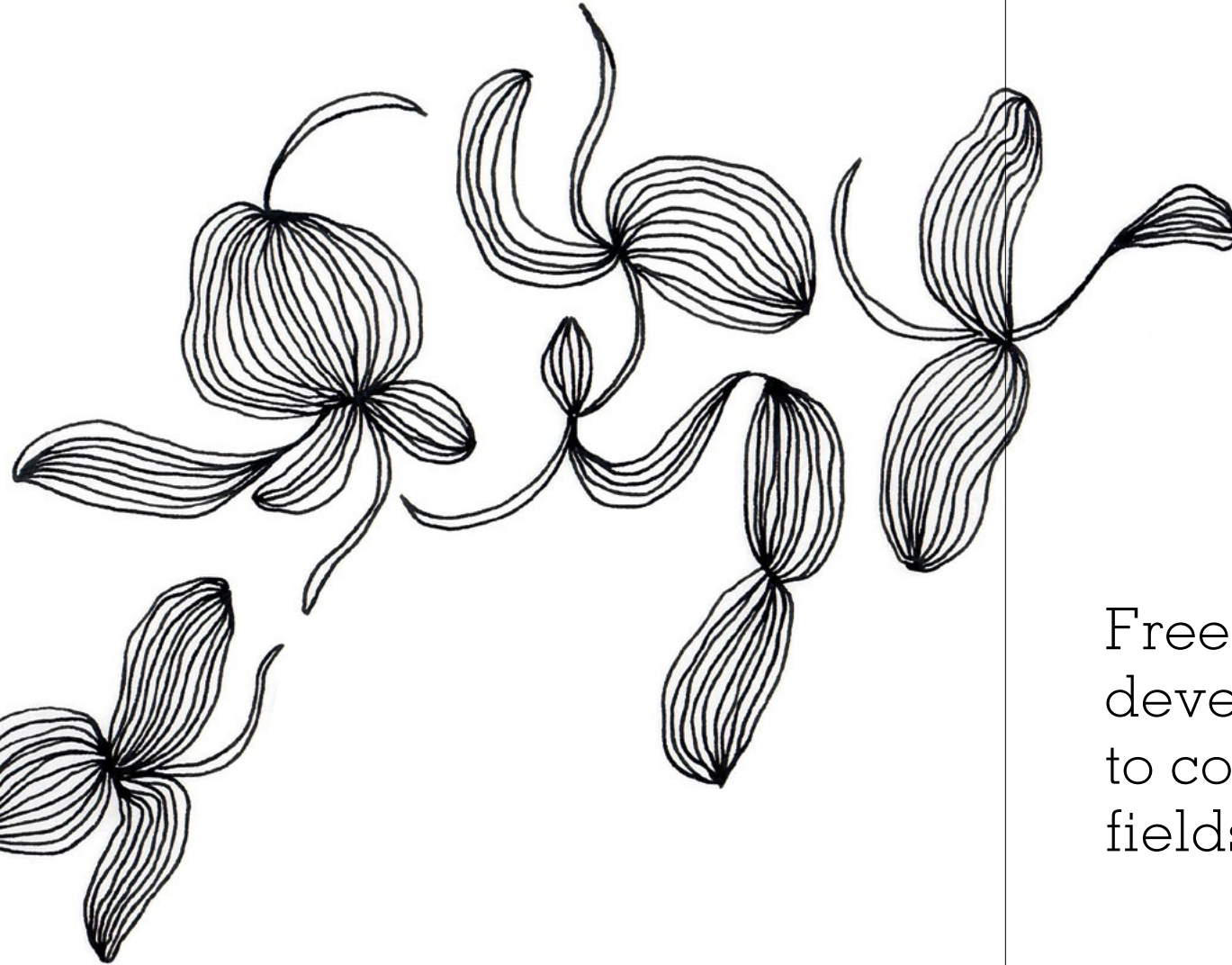
a b c d e
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p q r s t
u v w x y
z



Handwriting develops
analytical skills.

Writing helps formalise a problem or a complex situation according to one's own logic in order to analyse it and understand it better.

Source: Masterclass Articles



Freehand activities
develop the capacity
to comprehend different
fields of knowledge

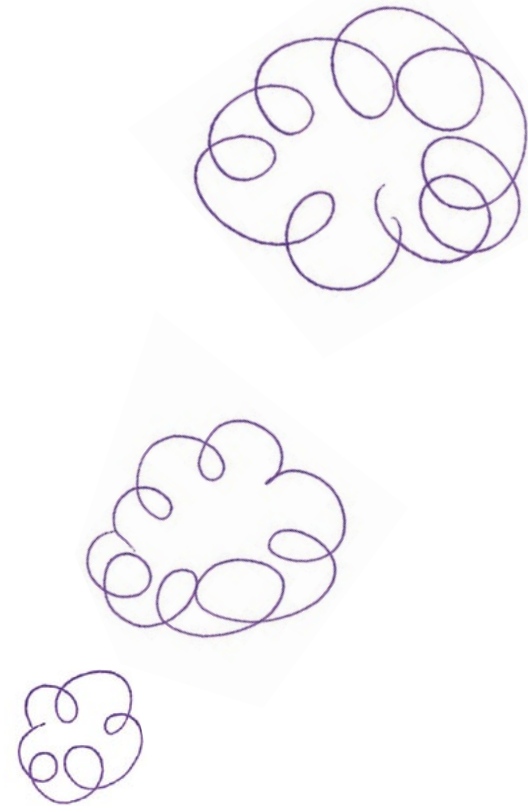
Da Vinci's interests ranged far beyond fine art.
He studied nature, mechanics, anatomy, physics,
architecture, and weaponry.

Source: Forbes History Newspaper

Handwriting helps memorisation

People who write by hand have better memory of what they have written compared to those who type. It allows to encompass information to make our brain love and remember it.

Source: Sciencedaily.com and Harvard Business Publishing (CL)





Cursive writing improves brain development

Cursive writing trains the brain to learn functional specialisation, which is the capacity for optimal efficiency. *"Cursive writing, in particular, plays an important role in today's classroom, because it improves brain development in the areas of thinking, language, working memory, and literacy."* – handwriting expert, Christina Bretz

Source: The Wall Street Journal and Psychology Today Journal

HANDWRITING IMPROVES OUR ABILITIES

Psychology Today detailed many cognitive benefits of writing music by hand. It improves both optical music recognition and composition. Handwriting's trained musicians read, think, and play music with high-level structures in mind.

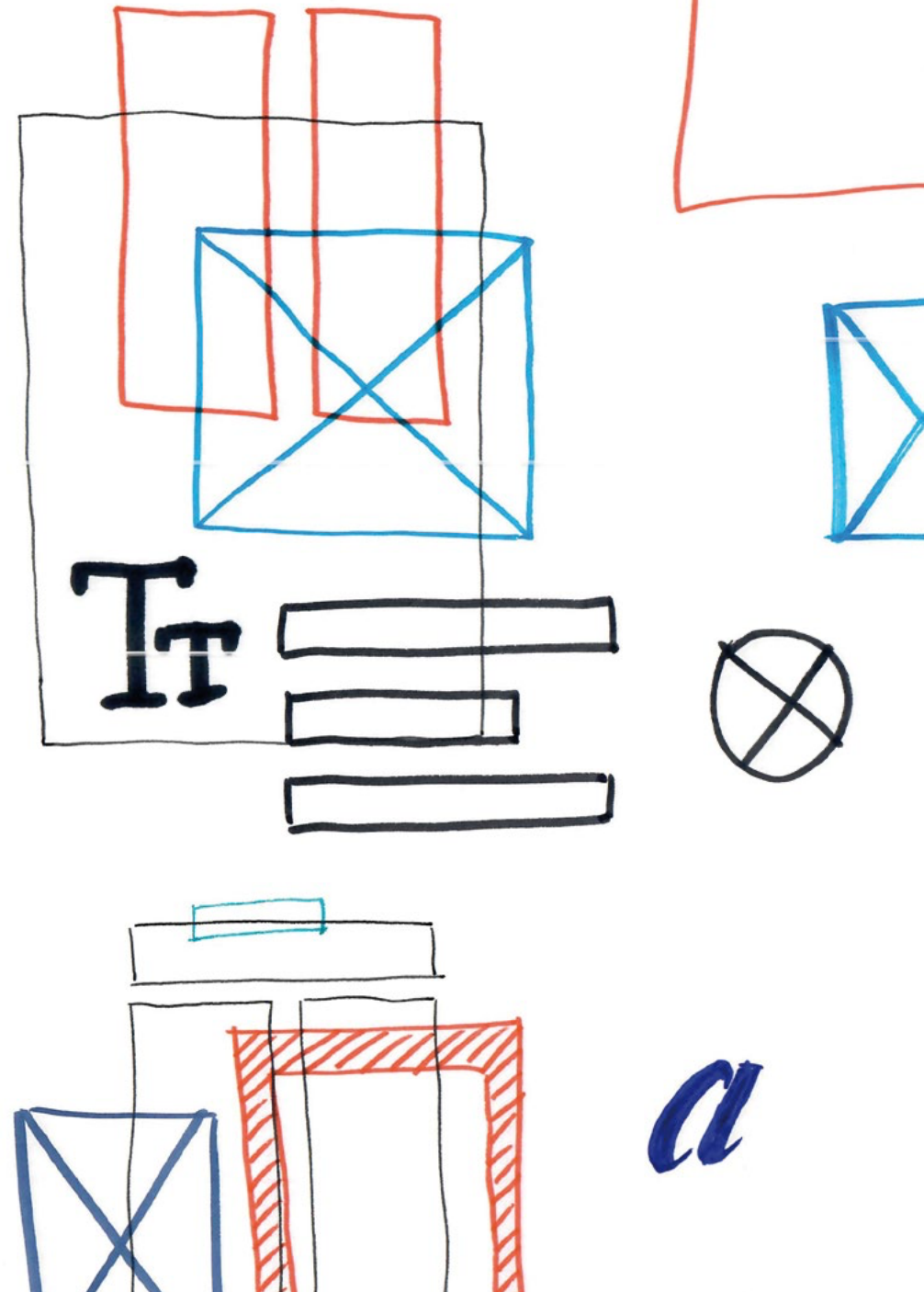
Source: hal.science



handwriting encourages critical thinking

With tech, it's easy to fall into patterns, to use an old template, repurposing material from a previous save. The same fonts, patterns, grids, etc. Paper and pencil don't have that restraint, and provide more freedom of thinking by ourselves.

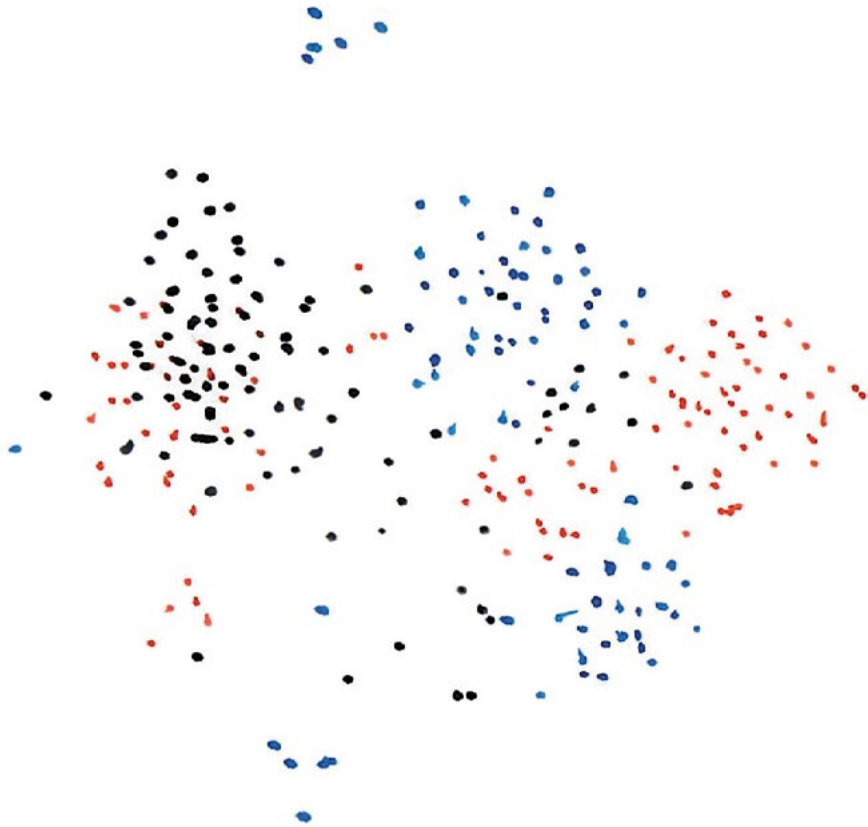
Source: National Library of Medicine

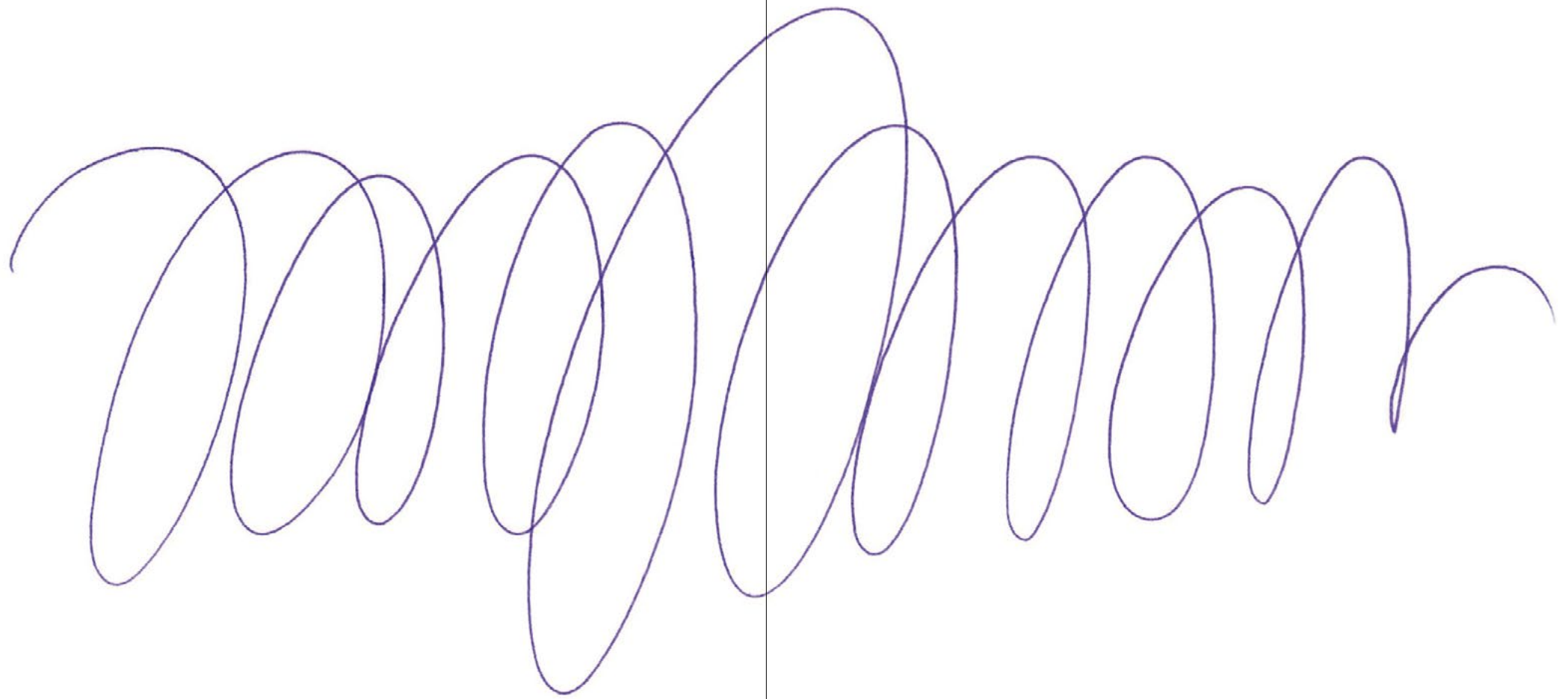


Handwriting helps subdivide thoughts

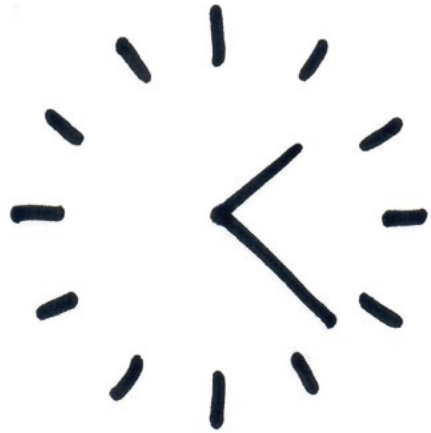
"Never talked about this publicly before because, well, it's dorky. But I have secretly established genre categories for the lyrics I write. They are affectionately titled Quill Lyrics, Fountain Pen Lyrics and Glitter Gel Pen Lyrics."

Source : Taylor Swift, BBC News





HANDWRITING
TO FEEL
THE WORLD.



handwriting strengthens
mindfulness

Research demonstrates that handwriting stimulates the brain to increase focus, motivation, and ideation. Technology has tricked us into believing we can produce great ideas quickly but excellence takes time. Writing is a bodily engagement with the five senses. It involves our whole being.

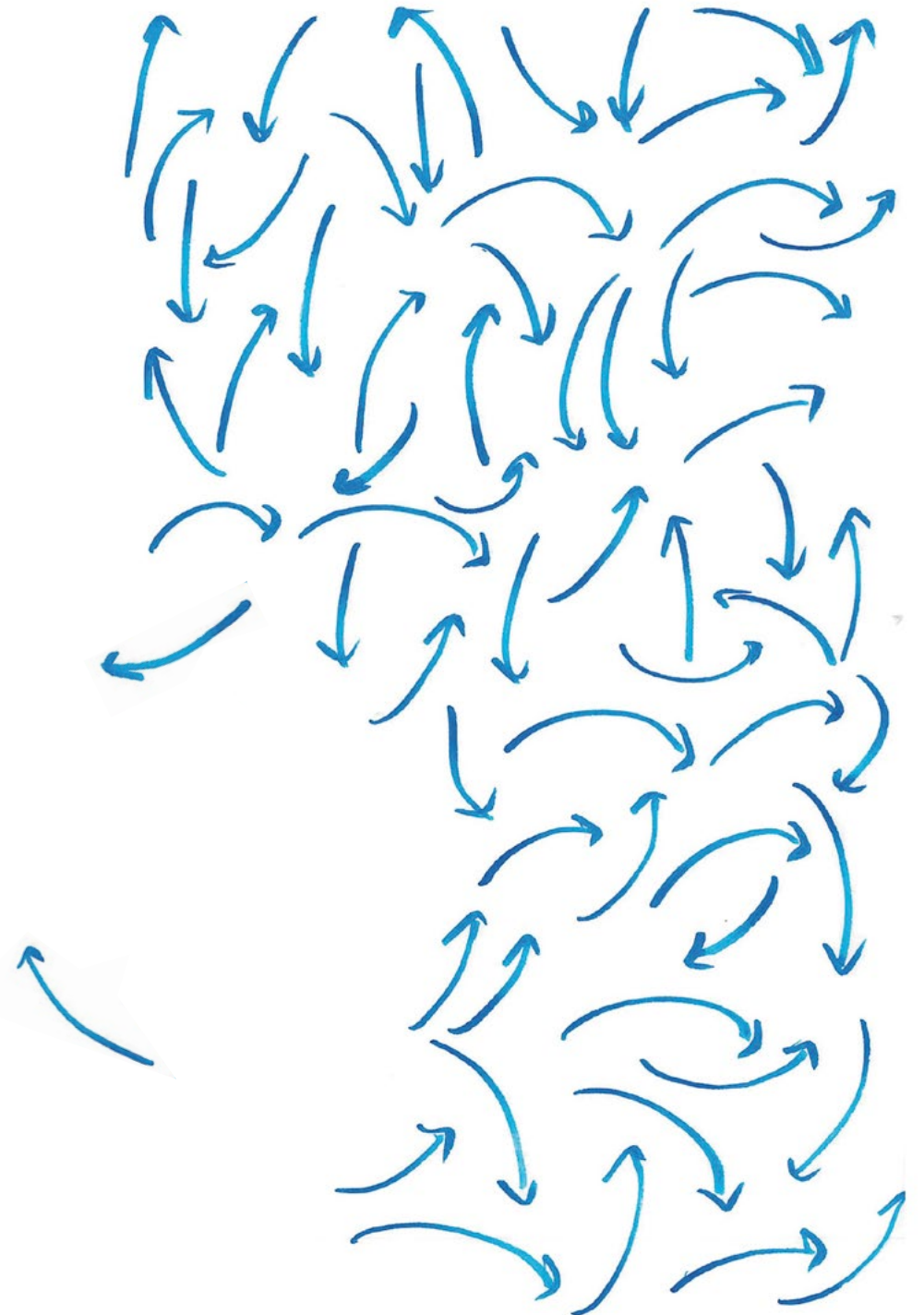
Source: ASP (Association for Psychological Science)



Handwriting raises our awareness

With handwriting, the movements are continuously different, which is much more mentally demanding than making single strokes. Making those unique strokes requires concentration on what we are drawing, on what we are thinking, on what we are writing.

Source: Psychology Today





Handwriting limits digital distractions

The brain takes 20 minutes to be fully concentrated on a task. However, a session with pen and paper avoids continual distractions such as email reception, text alerts, Social Network notifications, and phone calls.

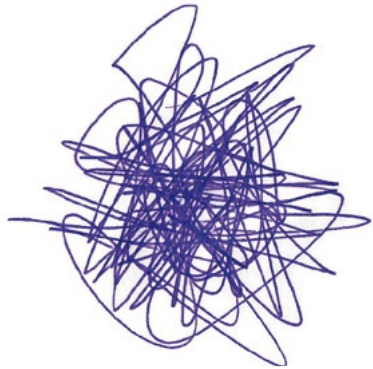
Source: Health ventures



Handwriting heals stress and anxiety

Writing is a way to connect to oneself, to one's feelings, with a certain distance and without directly confronting the subject. It is a way to express one's psychological traumas (bereavements, separations, deep pain, unspoken words...). *"Writing therapy, like art therapy, can also be used as complementary medicine."*

Source: Sylvie Gendreau, creative writing teacher in Montréal

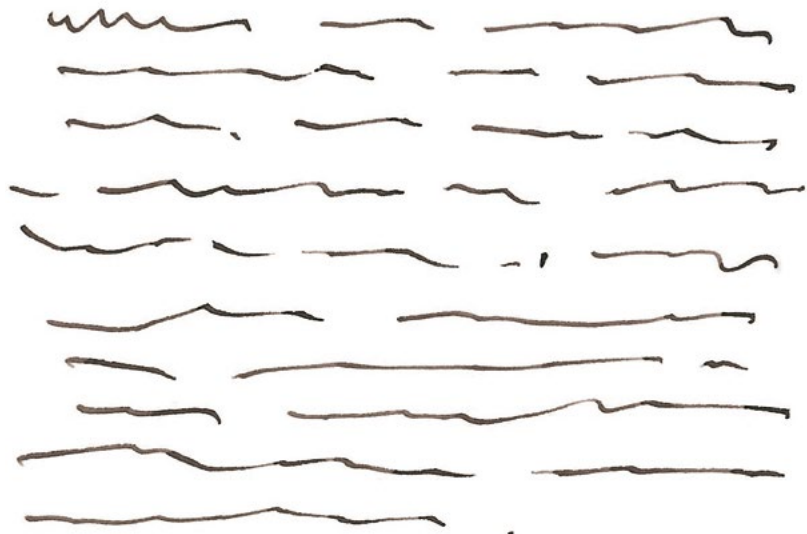


handwriting liberates emotions and enhances wellbeing

In a 2007 University of California study, psychology professor Matthew Lieberman shows that writing down negative feelings in a journal alleviates their impact by decreasing the activity of brain regions involved in emotions.

Source: Science Daily and the National Institute of Mental Health.





Writing a diary helps with sleep by dealing with intense emotions

Journal writing reduces "bedtime worrying" and helps with falling asleep more quickly. For teenagers, journal writing could be a good solution to express and understand emotions, to feel the pleasure of rereading and observing the evolution of one's life.

Source: Baylor Research - Kellner Center



a planner
reduces
our cognitive load

Writing down topics and ideas in a planner as they come to you helps to deal with mental work and fatigue, increases the sense of control over the situation, and gives a head start to new projects.

Source: Cambridge University Press

Handlettering affects body synchronisation and respiration

"Most of us do not think in complete sentences but in self-interrupted, looping, impressionistic cacophony," says Elizabeth Sullivan, a licensed therapist.

Writing rhythm is slower than speaking one, allowing better word choices and clearer feeling expression.

Writing helps us track our spinning thoughts and feelings, which can lead to key insights.

Source: psychcentral.com





HANDWRITING ENABLES CONNECTION

Handwriting is a universal form of communication allowing bonds and relationships to be established, responding to the need to express one's feelings to the other while filling the absence, the boredom.

Letter writing opens us up to different cultures and realities

Letters encourage thought process and intimacy to transmit feelings in ways messaging apps aren't able to communicate. 74 million postcards are still sold every year in France.

Source: Izabella Antoniou in The Guardian – UPCP 2019

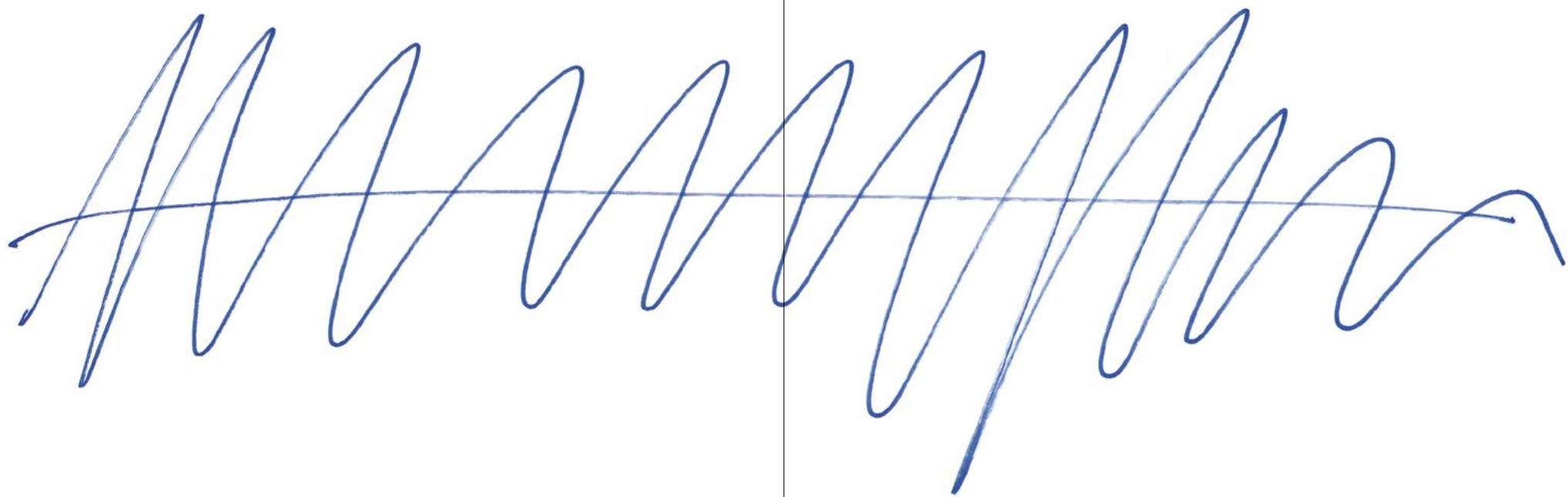


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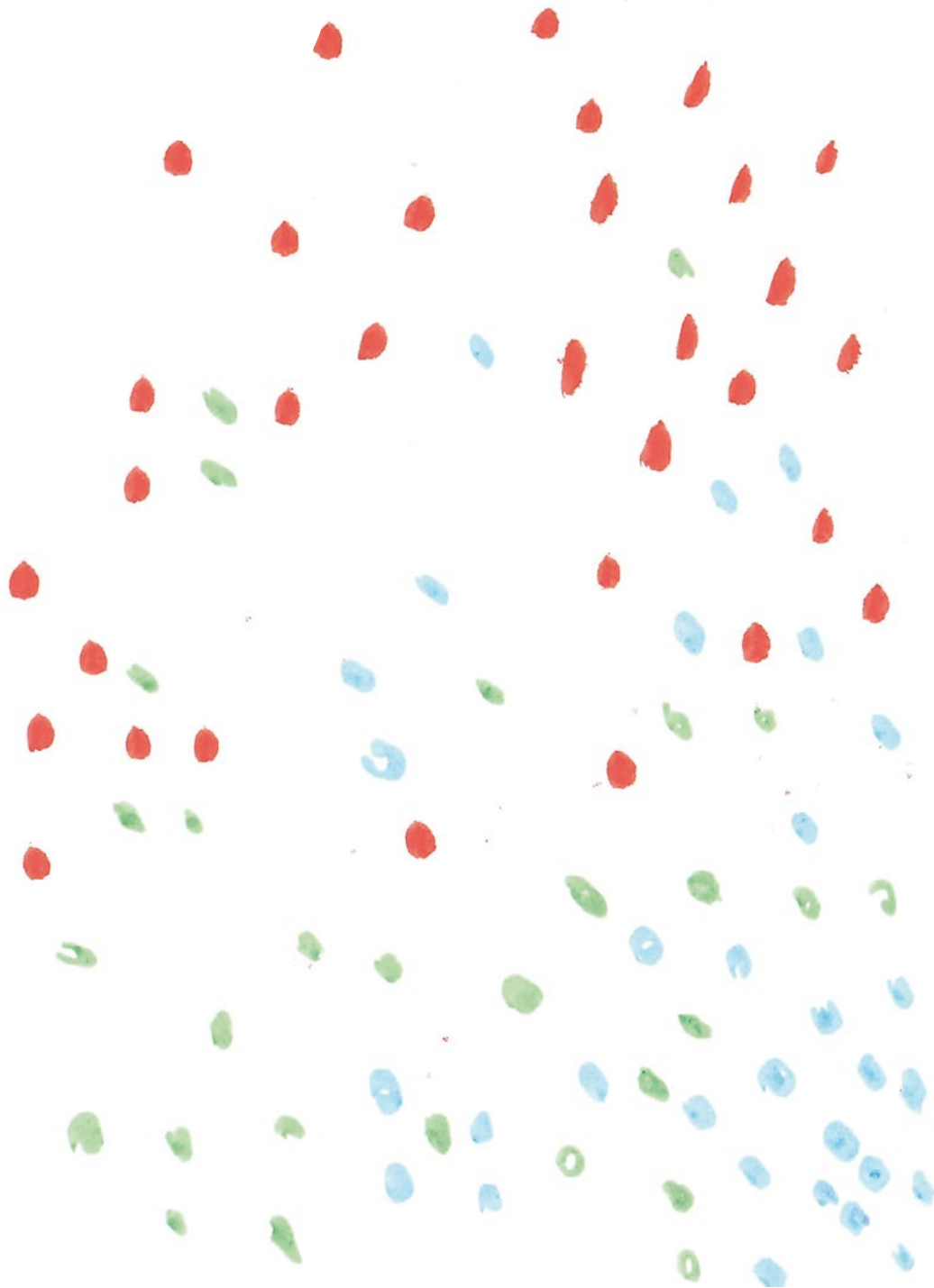
HANDWRITING
TELLS WHO
YOU ARE

There's a whole science behind analysing handwriting for personality traits called graphology, which has been around since the days of Aristotle. Today, it's used for a variety of purposes, from criminal investigations to understanding your health. Some employers even use handwriting analysis to screen potential employees for compatibility. *"Just from analysing your handwriting, experts can find over 5,000 personality traits,"* says master graphologist Kathi McKnight.

Source: Business Insider



HANDWRITING
TO CHANGE
THE WORLD.



HANDWRITING DEVELOPS CREATIVITY

Various studies over the past couple of decades have demonstrated that writing by hand makes use of large regions of the brain involved in language, thinking and working memory. So if your brain is getting more of a workout when you use your pen, it's more likely your creative juices are flowing more generously as well.

Source: creativelive.com

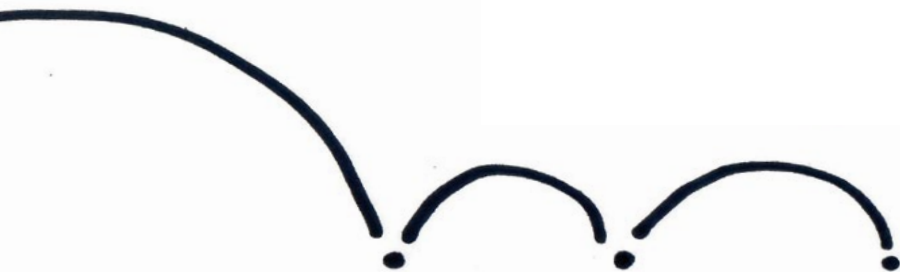
writing helps us

think out of the box

By writing out the parts of the problem you're struggling with, you can make space in your mind to consider more pieces.

An effective way to make forming connections easier is to use different coloured ink to help sort information and organise your thoughts. Skilled writers can spot relationships between abstract ideas and use them to come up with unconventional, imaginative solutions to problems.

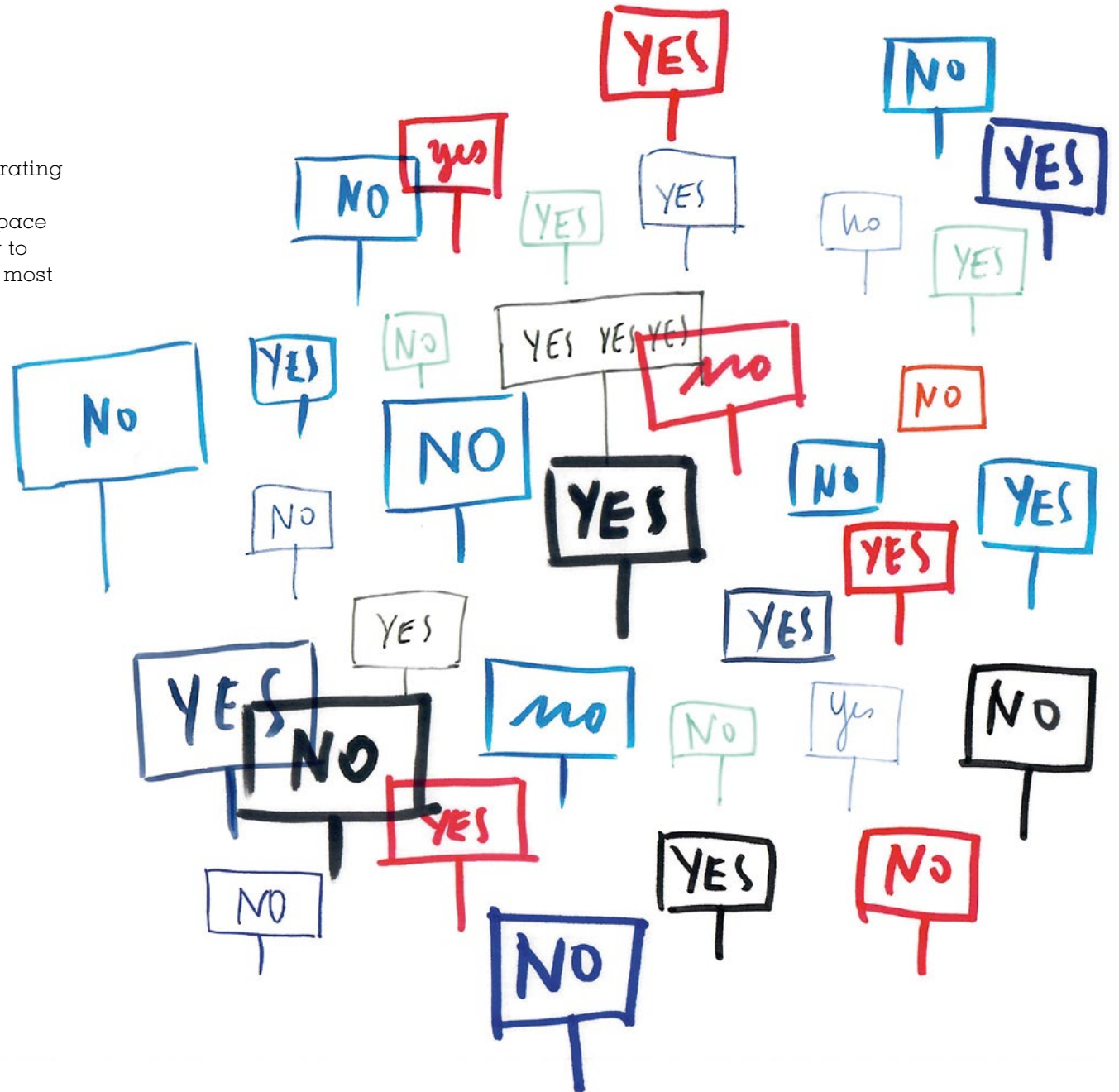
Source: Cloud Stakes and The Journal of Educational Psychology



Handwriting offers freedom

All it takes is pens to release the spontaneous and liberating energy that emanates from our mind, heart, and soul. Street artists have well understood this, using public space to express their opinions without restriction. According to Banksy, "A wall is a formidable weapon. It's one of the most dangerous things you can hit someone with."

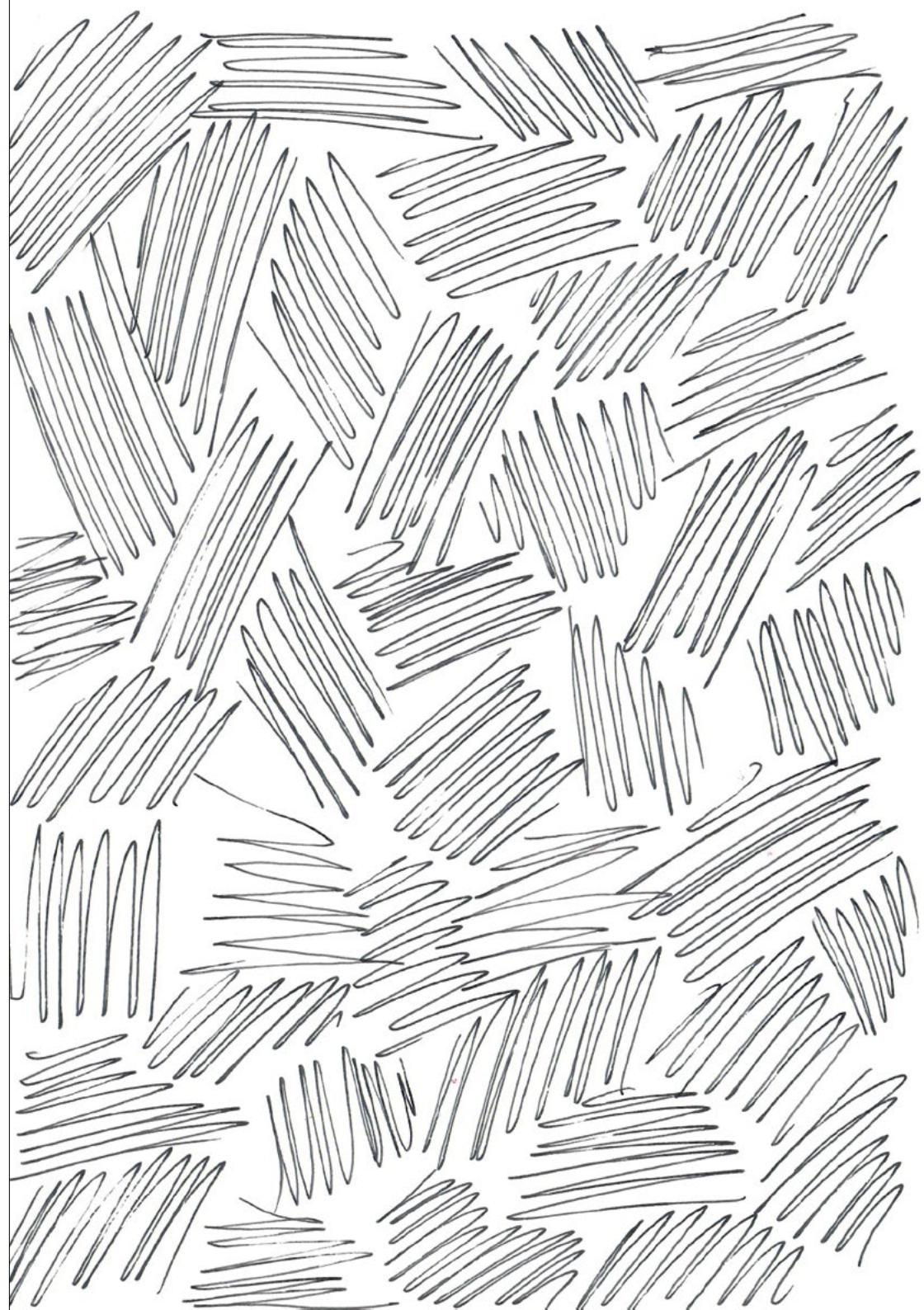
Source: Cairn - «Street art, de l'illicite au licite ? Du délit à l'art ?»

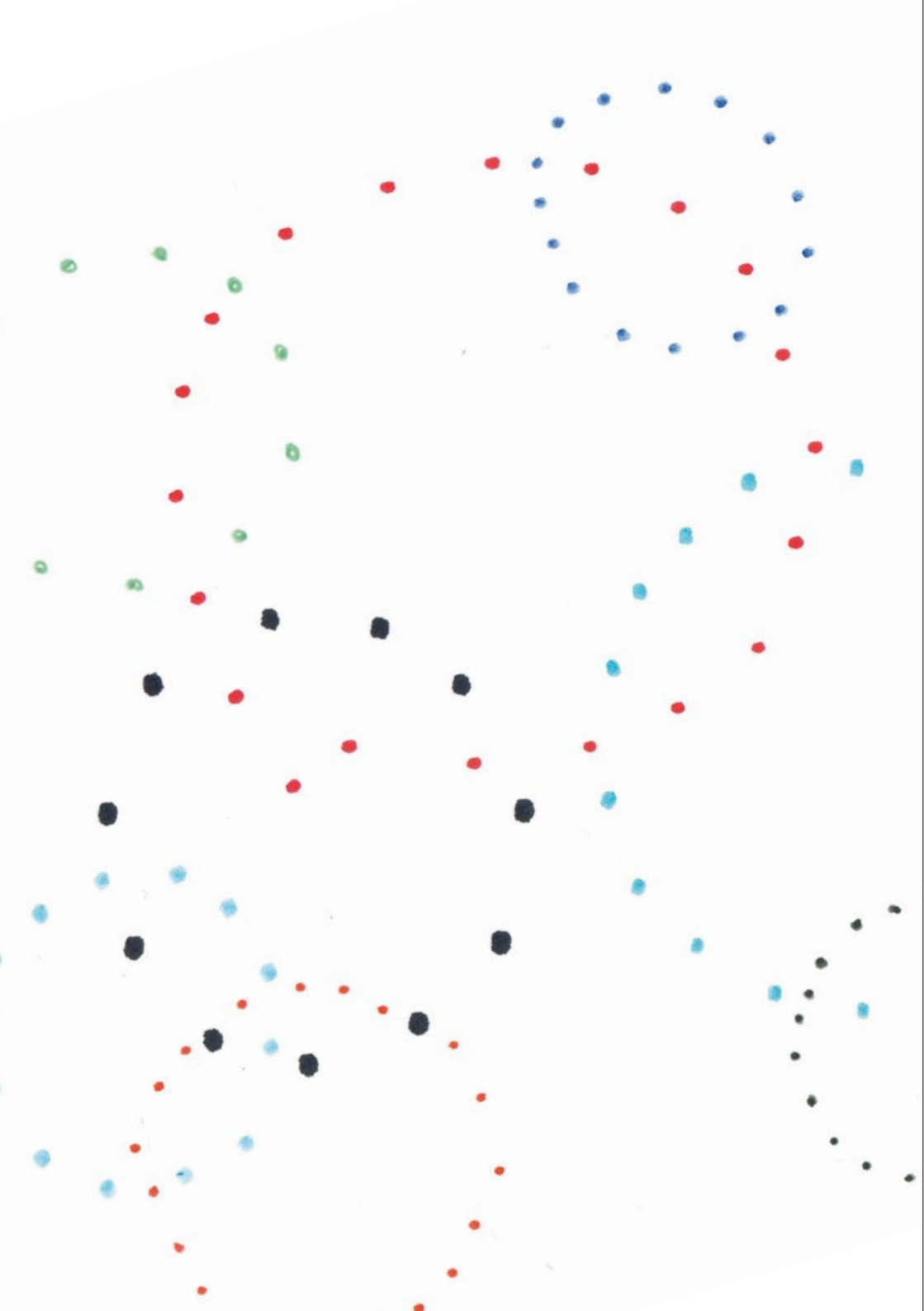


Scribbling stimulates ideation

Craft is tedious work. But in the early ideation stage you need to play around. Research by G H Luquet demonstrates that the scribbling stage is the first version of schematic thought processing.

Source: International Journey of Design Sciences and Technology





HANDWRITING ENCOURAGES NEW WAYS OF WORKING

Creating mind maps is a fantastic way to come up with new ideas fast. We can write unconnected, quirky, and strange ideas because handwriting breaks down creative barriers and will not threaten to become an automatic, mindless activity — which is sometimes the case with typing. If we are able to generate new ideas more easily, we might well see an uptick in our productivity.

Source: makeyourbizfizz.co.uk

Handwriting triggers new ideas

“The use of pen and paper gives the brain more ‘hooks’ to hang your memories on,” says Professor Audrey van der Meer at NTNU (Norwegian University of Science and Technology). Given that many areas of the brain are engaged, the more you write, the more neural connections are formed within your brain. What’s more is that when you pen words on paper, the neurons in your brain fire signals at rapid speed, thus enabling you to make more connections.

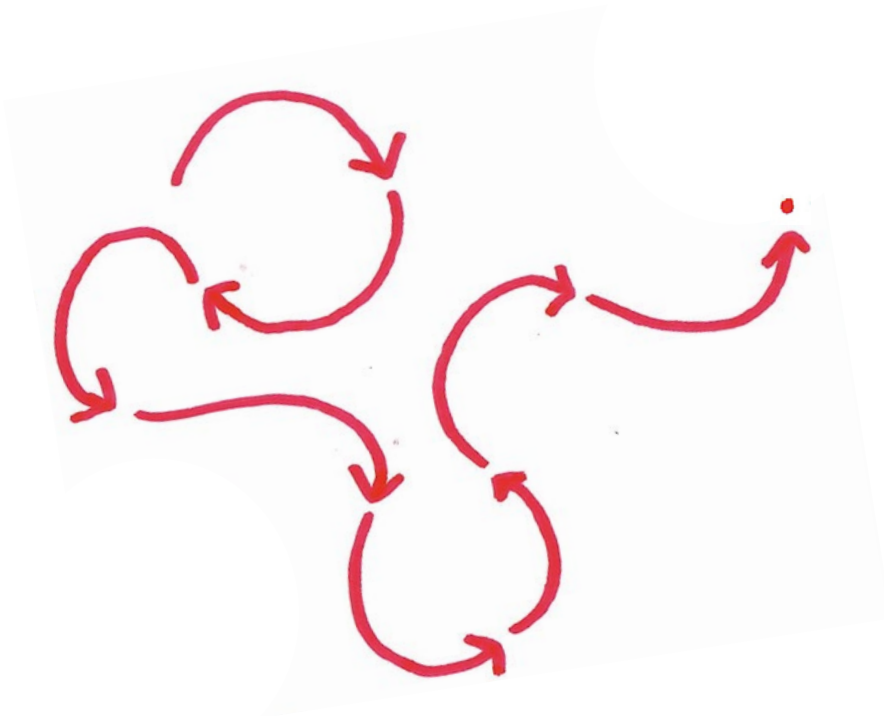
Source: Science Daily (EU Kids Online 2020 Survey results from 19 countries)



handwriting transforms society

To write is to transmit, to leave a trace. The development of writing allowed cultures to record events, history, laws, theories in maths, science, medicine, literature, and more. It is the testimonial of our society's history and aspirations. *"Handwriting is part of our civilisation, it's part of the identity of our culture and not just a tool for communication."* – Tricia Kelleher (current principal of the forward thinking Stephen Perse Foundation)

Source: Pacific Standard





Handwriting claims our convictions

Writing becomes a socio-discursive act, generating positioning discourse that participates in the constitution of militant groups and the highlighting of social tensions. Demonstrations or petitions are symbols of a multiform political commitment.

Source: *fabula.com* «*Les écrits sauvages de la contestation*»

HANDWRITING COMMITS US

Handwriting and signing with our own hand, our own and unique touch, is a way of solemnly affirming one's personal commitment. Historical pronouncements like America's Declaration of Independence 1776, the Declaration of Human Rights in 1789, or more recently the Paris Agreement on Climate Change in 2015, were co-signed by representatives. A signature remains a strong symbolic act.

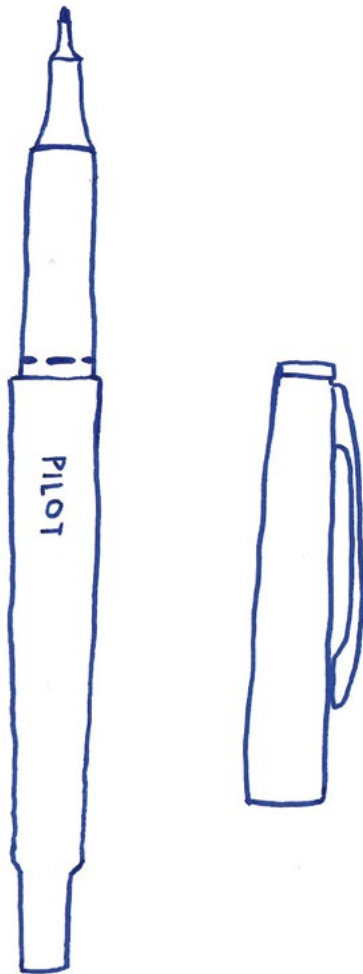


Handwriting and art raise consciousness

Each artist has a message to convey. Each work imposes an emotion. Art is a hard testimony, told either through pages, pictures, or sculptures. Artists give the world new eyes to look at oneself.

Source: Mind – Scientific American





Now that you realise how beautiful handwriting is, don't you feel an itch?

This desire to take up a pen to relieve what you're feeling right now?

To write down those thoughts that have been running through your head since this morning?

To sketch this detail that is calling you just in front of your eyes?

To tell your loved ones how much you love them?

Or simply let your hand go on a paper, without even knowing where it will be going...

For all of these you deserve the best.

You deserve a PILOT.

So...



