



Dear Dyslexia invites people of all ages with dyslexia to change the world's perception of the learning difference – from *dis*-ability to *hyper*-ability – by sending in a postcard that captures their experience visually.

PROJECT INFO

The project launched locally in San Francisco during Dyslexia Awareness Month 2022 as part of an exhibit featuring artwork by high-profile dyslexics including California Governor Gavin Newsom and Twitter logo designer Martin Grasser. It garnered local media coverage in outlets from the *San Francisco Examiner* ("**Dyslexia is a feature, not a flaw, at student exhibition**") to the *San Francisco Standard* ("**At 'Dyslexic Dictionary' Exhibit, Gavin Newsom Joins Artists in Celebration of 'Hyper-Ability'**").

As part of the postcard outreach, we've connected with dyslexic students nationwide and have partnered with more than 20 schools for dyslexic children. We've also confirmed the involvement of a wide range of notable dyslexics – Olympic gold medalist **Greg Louganis**, Nobel Prize-winning biophysicist **Jacques Dubochet**, children's author and illustrator **Dav Pilkey**, advocate and activist **Erin Brockovich**, explorer **Ann Bancroft**, and actress **Alyssa Milano** – who will all be contributing postcards.

Now, the postcards are looking for a prominent location to be featured, as a way to inspire and educate the next generation of dyslexic thinkers with a celebration during Dyslexia Awareness Month (October 2023).



Students from North Bridge Academy, a school for students with dyslexia, participate in postcard-making session.

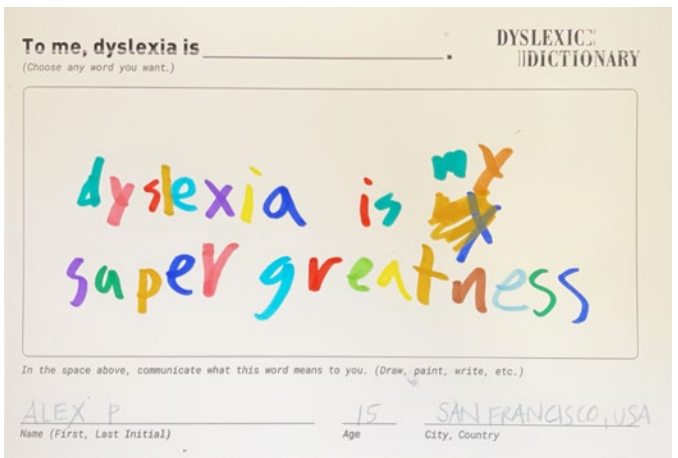
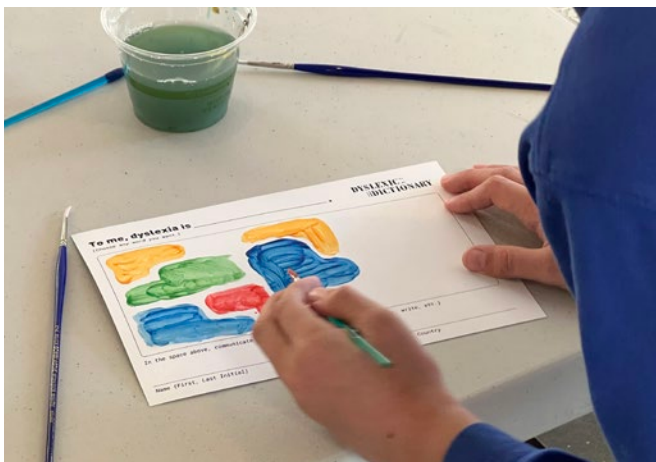


Let's collaborate

To become an ambassador or host this installation, please contact: Zelia Padilha, Executive Producer dyslexia@gershoni.com

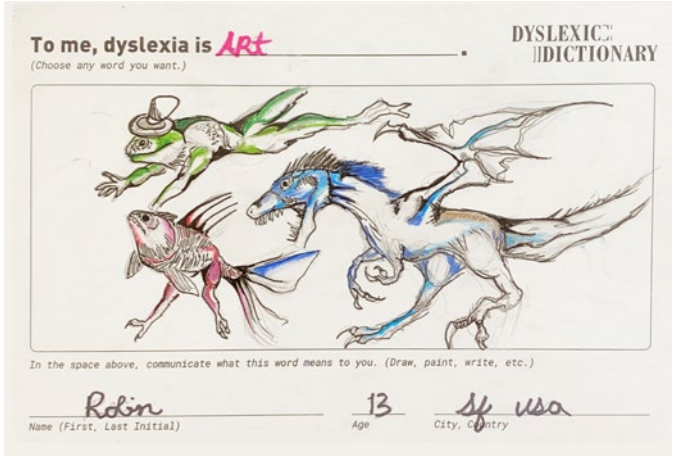


To contribute your postcard, download a deardyslexiapostcards.com and follow the instructions to share your work with us!



The exhibit made me feel like dyslexia is appreciated.

—ALIZEE P., AGE 12



Students from Charles Armstrong School join Gil Gershoni for a Q&A session in front of dyslexic artist Martin Grasser's "Color Dot Font."



The inspiring art I saw made me think that one of the benefits of having dyslexia is creativity. I hope the whole world notices that dyslexia is an advantage.”

—ROBIN Z., AGE 13



About the Project's Founder



Dear Dyslexia is the brainchild of Gil Gershoni, a champion for dyslexics, founder and creative director of Gershoni Creative.

For more than 25 years, Gil Gershoni has been developing cutting-edge ideas and keeping brands like Google, Apple, Spotify, and Nike ahead of the curve.

In 2017, Gil founded Dyslexic Design Thinking, a program that teaches people how to leverage strategies that come naturally to dyslexics to enhance how they work, think, create and problem-solve.

His mission is to educate people about dyslexia and move away from the traditional – and incomplete – perception of the condition as a limitation only. For Gil, dyslexia is a hyper-ability, not a disability. Dyslexics are often able to make surprising connections and find solutions in unexpected places – and Dyslexic Design Thinking can help linear thinkers unlock their creative potential.

Gil has presented at South By Southwest, the Whitney Biennial, the Sundance Film Festival, Vancouver Institute of Media Arts, San Francisco Design Week, California College of the Arts and UC Berkeley.

He has been featured in Wired, San Francisco Examiner, AdForum, San Francisco Magazine, San Francisco Standard, and 48 Hills – and is a graduate of the Pratt Institute.

PROJECT INFO



Gil Gershoni poses inside Gershoni Creative's iconic "dome" offices for a cover shoot for San Francisco magazine.