

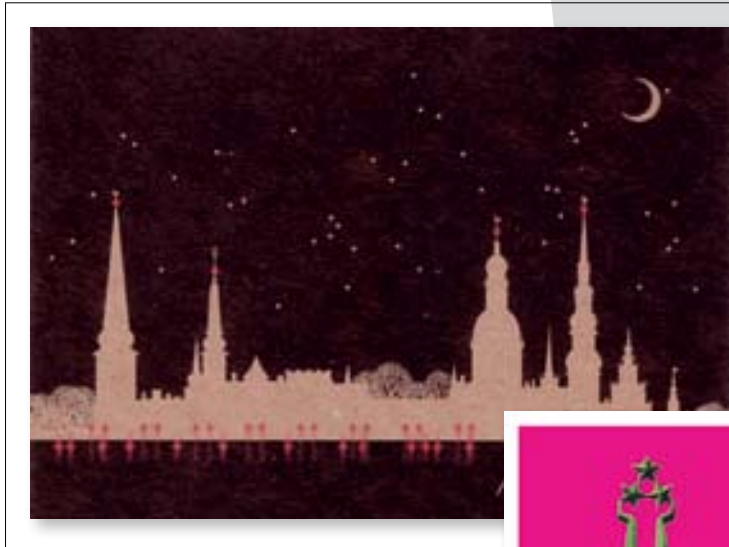
The City in Postcards

When you arrive in a strange city, or in a city that has become as familiar as your hometown, send a postcard—sit down in a sidewalk café, jot down a message, lick a stamp, and toss it in a mailbox.

TEXT: NORA TIRUMA | FOTO: GATIS GIERTS, F64
 THANK YOU: NICEPLACE AND THE LATVIAN HISTORY MUSEUM

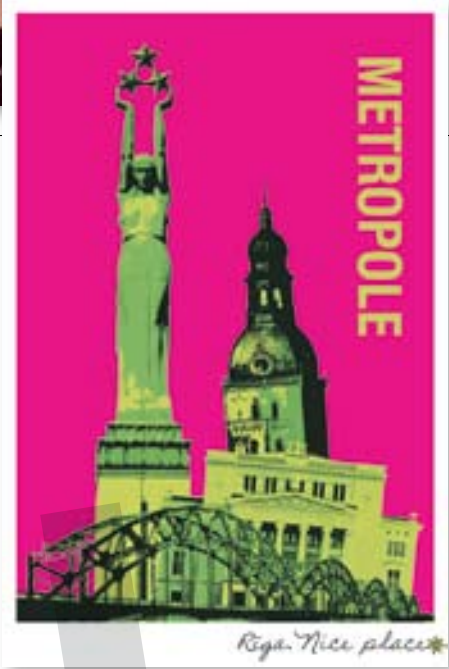
Today

Latvia can thank the economic crisis for the best new addition to its souvenir market: NicePlace. This new company is made up of three creative people who see Riga differently. Even if it's just the classical Old City, the image will feature something unique, like the slogan "I Can't Live Without You," a graffiti drawn on the AB Dam. The postcards capture Riga's panorama at unusual angles: Dzegužkalns Hall, railroad tracks, the Daugava and its bridges flooded in light. Available at souvenir shops throughout the city.



Riga at Night

One of the company's most popular postcards. This image was drawn while sitting on the AB Dam at night, where, according to the artists, you can see "the best panorama of the city, at least the best one available to mere mortals."



Riga

This image features symbols of the city's majesty in lively colors: Dome Cathedral, Milda, the National Opera, the Railroad Bridge. "Of course, Riga, which was once a potential capital of Sweden, is a true metropolis, with all of its imperialistic and extensive architecture," explains NicePlace, adding that Riga today is the largest capital city in the Baltic states.

Lift Your Eyes

At a time when the economic decline was at its most dramatic, NicePlace's artists "attached" balloons to the national symbol of Latvia—the nine-meter tall statue, nicknamed Milda, atop the Freedom Monument—and made her fly away. Milda flies on t-shirts and cups. She also flies on postcards, one of Niceplace's bestsellers. They call these postcards their "most Latvian" souvenir: both the design and the recycled paper were made in Latvia. Niceplace says that no other postcard company has thought of using resources from local paper factories.