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[You are beautiful]

You Are Beautiful

You are imperfect, permanently and inevitably flawed. And you are beautiful.



It is can be easy to live in an isolated world... and yet, there are always moments, where something happens and, as a result, you feel connected and happy. I had a moment like this in a bathroom. Lost in my head, thoughts running rampant, I look at the mirror, expecting to see my face, maybe even to spend a minute or two criticizing myself. Instead, I saw that someone had written, "you are beautiful," on the mirror. In that moment, time stood still, I was flooded with warmth, with

gratitude, with the truth behind those words, and walked out of the restroom, smiling, full of love for myself and others.

The message is that you are beautiful. Yes you! YOU ARE BEAUTIFUL! Personal, simple, bold, this campaign began over 10 years ago (the first stickers were created in 2002) and has become a powerful and global art movement of stickers, installations, exhibits, has branched out into murals, t-shirts, buttons, graffiti, the creation of a book and more.

It is poetic that for nearly ten years, the author and creative director remained anonymous and hidden, while his work was sending out a message for others to be seen. Artist and designer Matthew Hoffman is the custodian of you are beautiful and says again and again, "this isn't about me, it's about spreading this positive message." His desire is to promote the ideas, not himself. The idea is to be more human to one another, to make a difference in how people feel about themselves. It can be hard to like yourself. So often we hide. We are afraid. But being hidden is exhausting, as Hoffman puts it, and so he took action. "When you do one little thing, you have no idea how far it will go."

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Chappell
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The “you are beautiful” art movement has spread to every continent, creating a global community, and bringing others to action. Hoffman continues to revisit his intention, which is to create a moment for other people. To give a moment of empathy to yourself and to invite others to have that moment. Hoffman created the #yabsticker, which re-posts to his website, images of others work, pictures and moments. If you are feeling inspired, get your own message out. Make it personal.

[please, please remember that you are beautiful. that you are worthwhile, and unique, and you have your own gifts to make this world an easier place to be beautiful in.]

From his website, **you-are-beautiful.com**, are ten transformative and yet simple concepts:

1. Start anywhere. As long as it's now. If you keep waiting for the perfect moment, you'll be waiting forever. Measure twice and cut once... but eventually you have to cut the board.
2. Keep going. You've got this. Everyone is not going to agree with you. People might not get it. And that's ok. Don't stop yourself short, trust that you are doing incredible things.
3. Put your back into it. Get your hands dirty. If you're not going to give it your all-stop what you're doing and walk away. Don't be above any job, you need to be willing to do the heavy lifting.
4. Take action. Embrace risk. At some point you have to brave the climb, where there is no turning back. Make grand gestures, act unforgettably. Do things that scare the pants off of you.
5. Create an impact. Do a lot with a little. Do something for a stranger unexpectedly, unapologetically, say it's ok to be human. Be audacious, a little dangerous, give gifts and have fun.
6. Start a conversation. See where it leads. Nothing happens when you keep it all inside. Just say hello... something. Your individual voice will change to a dialogue, and nothing will ever be the same.
7. Make it yours. Run with it. Life is open source, it's for everyone to interpret and rework. Get inventive, contribute in your

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own way by creating unique and memorable moments.

8. Work together. And invite people into your world. Give someone a chance to shine, give others opportunities you've only dreamed of. Lend a hand, and remember that we're all in this together.

9. Be open. and define your success. Your path is unique, those bruises and scars show how you never held back. You have no way of knowing what lies ahead, and that's the fun part.

10. Be spectacular. Be you. We need you to be larger than life. Be your own parade. Do and create things that leave nothing the same. Let's be human to each other again.

<http://you-are-beautiful.com>

author: amy bloom

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Chappell
.com