
Verzenddozen / Parcel Post Boxes TNT Post NL

The design of the motif for the seven parcel post boxes by the Amsterdam visual artist Martijn Sandberg consists of two layers. The basis is a grey raster pattern, derived from the familiar packing material plastic bubble foil.

"If you press the bubbles through your fingers, you can make the most rudimentary digital notation", explains Sandberg. This pattern is equally large on every box, which is not the case for the texts set to scale that Sandberg prints on top of them. As a point of departure, he collected standard texts, including ones about boxes, such as 'this side up', 'fragile', 'handle with care', 'keep dry'.

He based the orange texts and their associated size for each parcel post box on the length of the sentence in relationship to the width of the box size.

It is like a sort of user poetry. For example, you can read on the wider boxes: 'life is a box of chocolates', 'this box contains anything you want', 'top secret', 'surprise for you'.

Sandberg: "For a box occasions a surprise effect on the recipient. You probably won't be able to read the text immediately, because you won't even have noticed it. It isn't instant information either, like the address and sender vignettes which are in standard positions. It is more likely to cause the effect of delay. 'Surprise', 'top secret' or 'for your eyes only' not only refer to the contents of the box, they say something about the form of the design on the packaging at the same time."

(text: Chris Reinewald, adaption of article 'Boxes with false bottoms', published in Items, no. 6-2006).

Product: 'Parcel Post Boxes'

Artist: Martijn Sandberg

Year: 2006

Measurements: series, box 1 to 7

1: 146 x 131 x 056 mm

2: 200 x 140 x 080 mm

3: 240 x 170 x 080 mm

4: 305 x 215 x 110 mm

5: 430 x 300 x 090 mm

6: 485 x 260 x 185 mm

7: 485 x 369 x 269 mm

Commissioned by: Royal TNT Post, The Netherlands