
Power To The People

On aluminium panels attached to the walls of the transformer station at the Hoofddorpplein, Martijn Sandberg created a typographic pattern. The yellow colored letters change in intensity during the day as a result of the influence of daylight. In the dark and caused by street lighting or the headlights of passing cars, the letters light up very brightly.

After darkness falls, the work has a relationship with artificial light in its immediate surroundings and actually feeds on passers-by who make the text visible. This emphasizes the meaning of the text. 'Power To The People' on the one hand literally refers to the function of the building. On the other hand the slogan calls to mind associations with lyrics from rap-music.

For this language of the street Martijn Sandberg designed a typeface that fits in with the contemporary street culture with its graffiti and sampling. Meaning and form have completely merged and present themselves as one.

Title: 'Power To The People'

Artist: Martijn Sandberg

Location: Hoofddorpplein, Amsterdam

Material: reflective material on aluminium

Size: (lwxh) 400cm x 400cm x 342cm

Completion: 2000

Commissioned by: Amsterdams Fonds voor de Kunst i.c.w. Stadsdeel Oud Zuid

Companies involved: Nuon, Amsterdam