

## Line of enquiry

How can examining discarded cardboard boxes and their visual and physical properties offer a more nuanced understanding of the distribution system behind them?

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How can labelling discarded cardboard boxes offer a more legible narrative into the distributed system behind them?

## Audience

primarily online and international shoppers

## Methods

### Method 1: Screenpriting

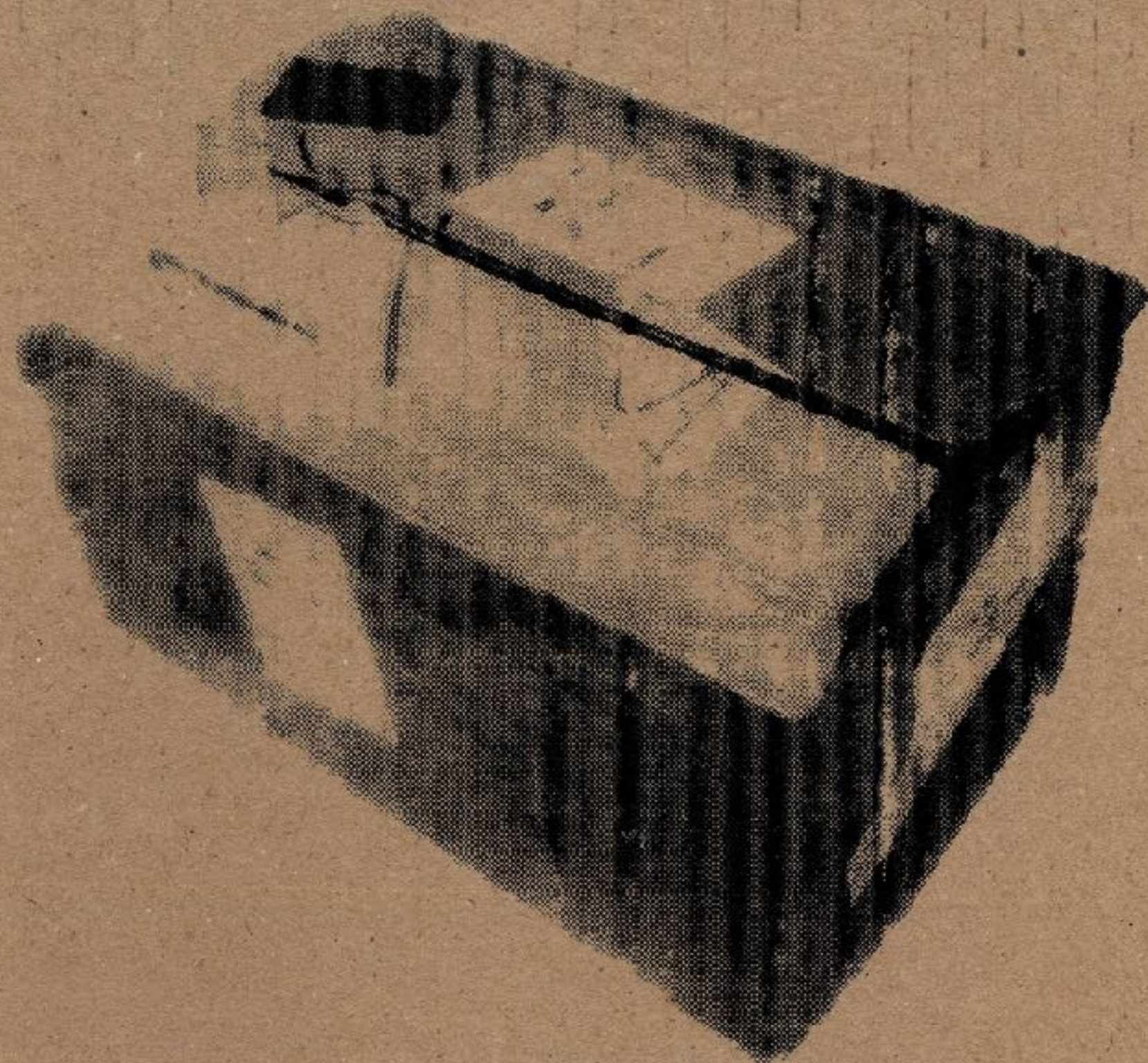


















## Screen printing

Screen printing images of shipping boxes and labels onto corrugated cardboard turns the box itself into the **subject**, rather than just a container for goods.



## Methods

### Method 2: Labelling



Labelling

<div> <div>Austrian Airlines 451</div> <div> <div>From</div> <div>Vienna, Austria</div> </div> <div> <div>To</div> <div>London, UK</div> </div> <div> <div>Operator: Lufthansa Cargo (aircraft belly)</div> <div>Aircraft: Airbus A320neo</div> <div>Duration: 2h 24m</div> <div>Distance: 1,402 km</div> <div>Total Fuel Consumption: 5,832 kg</div> <div>4/4</div> </div> </div>	<div> <div>Austrian Airlines 451</div> <div> <div>From</div> <div>Vienna, Austria</div> </div> <div> <div>To</div> <div>London, UK</div> </div> <div> <div>Operator: Lufthansa Cargo (aircraft belly)</div> <div>Aircraft: Airbus A320neo</div> <div>Duration: 2h 24m</div> <div>Distance: 1,402 km</div> <div>Total Fuel Consumption: 5,832 kg</div> <div>4/4</div> </div> </div>
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Rapid 988

Asiana Airlines' expedited cargo service designed for faster and more efficient shipping.

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Rapid 988

One step in a journey you'll never fully see.

Rapid 988

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We move cargo. You refresh the tracking page.

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Airbus A330-300  
Fuel Consumption:  
5700 kg/hr



Boeing 777-200LR  
Fuel Consumption:  
6800 kg/hr



Boeing 777-200  
Fuel Consumption:  
6,080 kg/hr



Airbus A380-800  
Fuel Consumption:  
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We move cargo. You refresh the tracking page.

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Your box was probably in five countries before reaching you.

Your box was probably in five countries before reaching you.

Trusted by businesses, invisible to most.

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One step in a journey you'll never fully see.

One step in a journey you'll never fully see.

One step in a journey you'll never fully see.

One step in a journey you'll never fully see.

Your goods fly farther than you do.

Your goods fly farther than you do.

Your goods fly farther than you do.



Unknown

From: Dalian, China

To: Beijing, China

Operator: China Post EMS

Transportation mode: unknown, possibly by land

Duration: 13 h

Distance: 841 km

Total Fuel Consumption: unknown

Unknown

From: Beijing, China

To: Frankfurt, Germany

Operator: Lufthansa Cargo

Aircraft: Boeing 777-200LR

Duration: 11h 27m

Distance: 9336 km

Total Fuel Consumption: 77 860

EMS

中国邮政速递物流

CHINA POSTAL EXPRESS & LOGISTICS

Lufthansa Cargo

Put your trust in the professionals at Lufthansa Cargo, we fly your freight to destinations all over the world.

COVENTRY PARCELFORCE

Royal Mail Great Britain

Flight No: LH8431-900

Offloading airport: LHR

Boeing 777-200LR

Fuel Consumption: 6800 kg/hr

81,505 kg

Beijing-Frankfurt-London

Total Fuel Consumption

9,978 km

Beijing-Frankfurt-London

Total Distance

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Distance: 2047 km  
Total Fuel Consumption: 8,855-19,950 kg 1/3

**Etihad Airways 823**  
From: Seoul, South Korea To: Abu Dhabi, AE  
Operator: Etihad Cargo (aircraft belly)  
Aircraft: Boeing 787-9  
Duration: 10h 42m  
Distance: 6845 km  
Total Fuel Consumption: 59,950 kg 2/3

**Total Distance**  
Shenzhen-Seoul-Abu Dhabi-London  
14,415 km

**Etihad Airways 67**  
From: Abu Dhabi, AE To: London, UK  
Operator: Etihad Cargo (aircraft belly)  
Aircraft: Airbus A380-800  
Duration: 7h 44m  
Distance: 5523 km  
Total Fuel Consumption: 88,933 kg 3/3

**Total Fuel Consumption**  
Shenzhen-Seoul-Abu Dhabi-London  
163,286 kg

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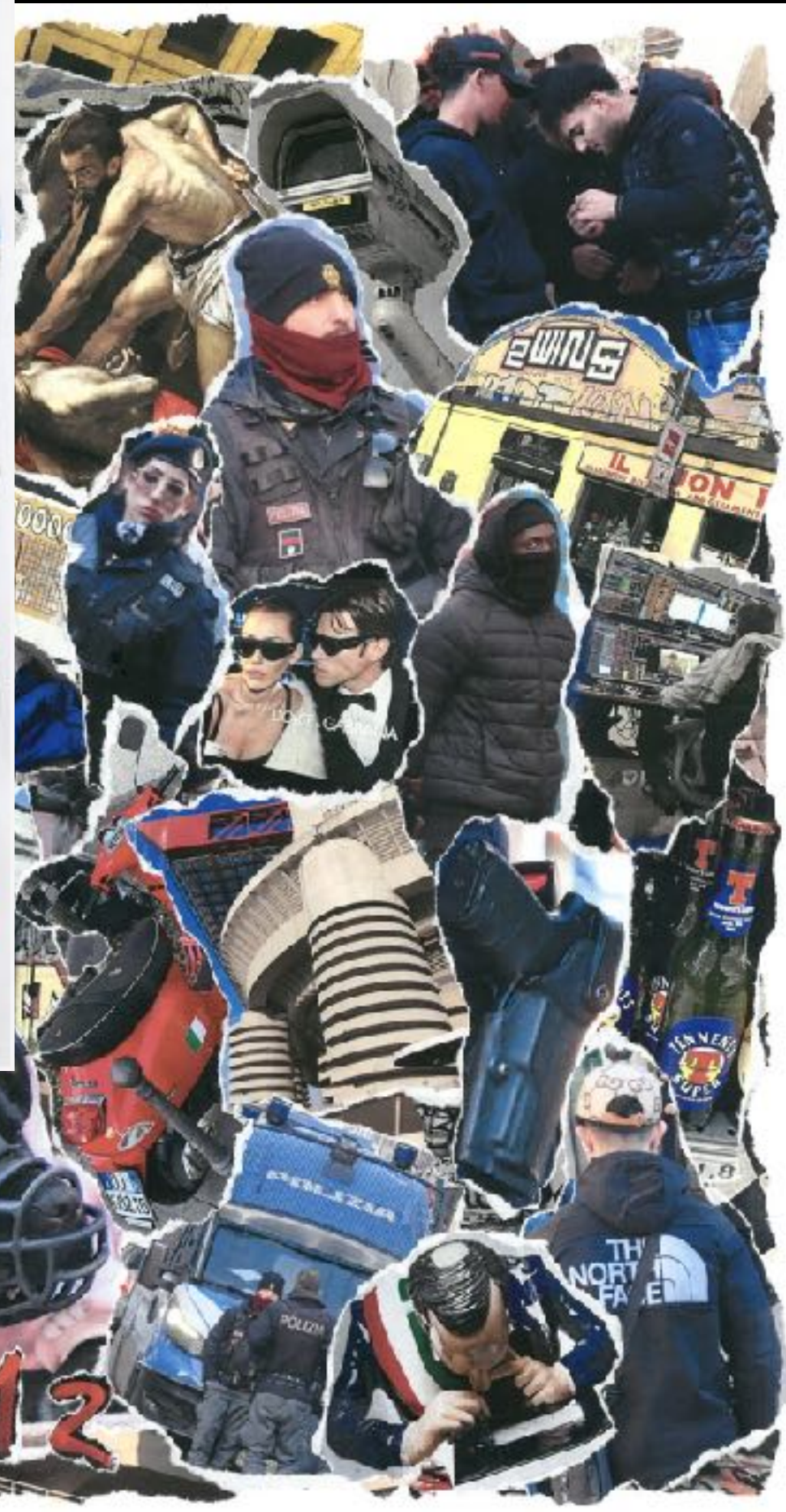




## Audience

- **Observing and revealing:** peeling off labels to uncover hidden information about the box journey
- **Speculating and annotating:** adding stickers of their choice or writing notes to speculate on the missing part of the system
- **Reconstructing the journey:** using the visual cues to reimagine the unseen labour and logistics behind each box





Melville the Third:

The visual traces of pasting, peeling and tearing apart are impactful evidence of the unseen labours in the distribution system.

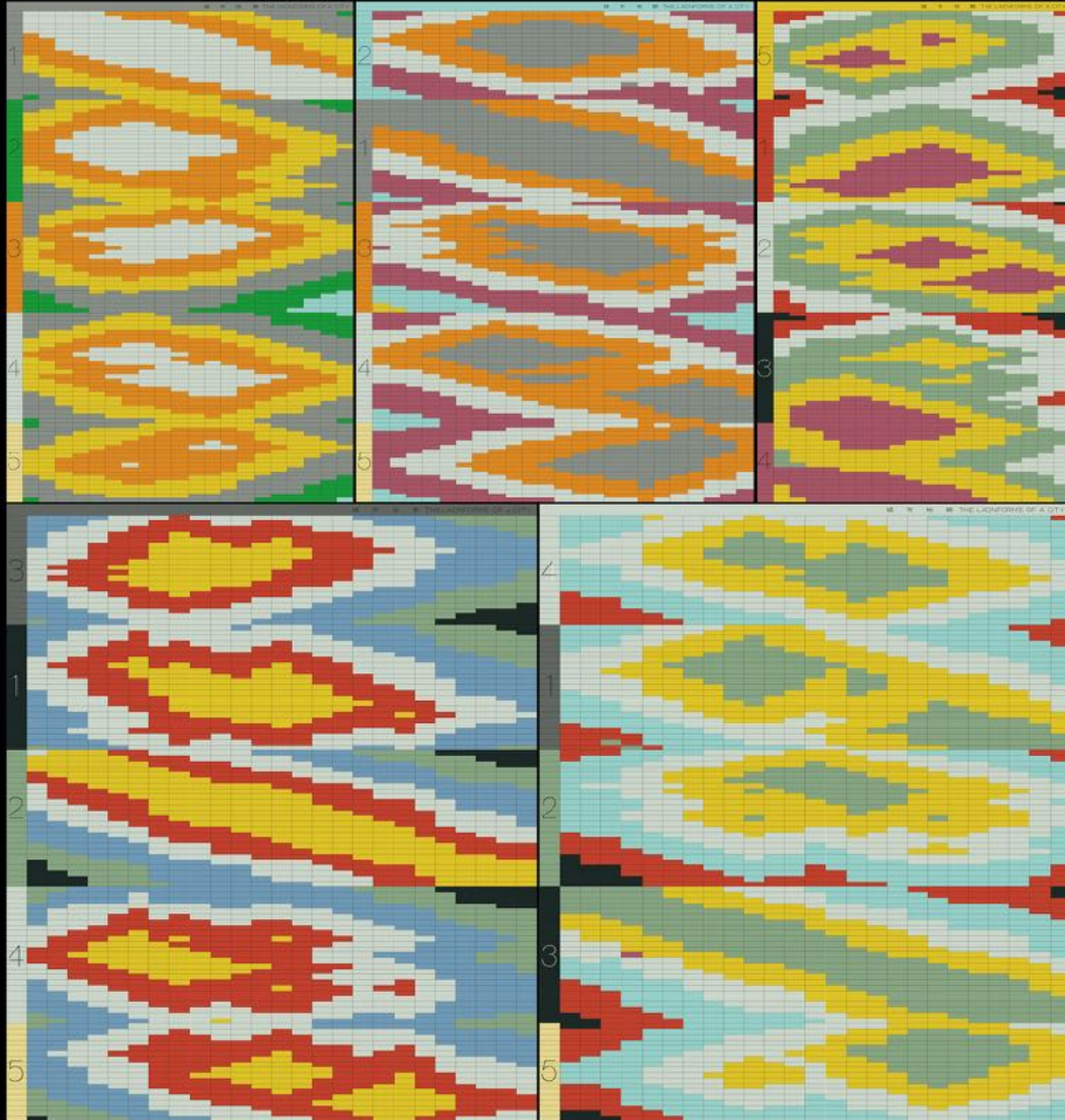




Temperature Textiles by Raw Color







The Landforms Of A City by Cai Yidong







## Next step

- **Add the human labour and cost:** an estimate of how many times a box is handled by delivery, sorting and receiving staff and the average wage at different transit points
- **Visualise the cargo space:** image inside the cargo holds and its load capacity data
- **Customise tapes** with the above information for each box
- **Tearing and peeling**
- Putting cardboard sheets together to **make actual boxes**