

## Line of enquiry

How can transforming discarded cardboard into postcards reveal the hidden labour and logistical networks behind global distribution?



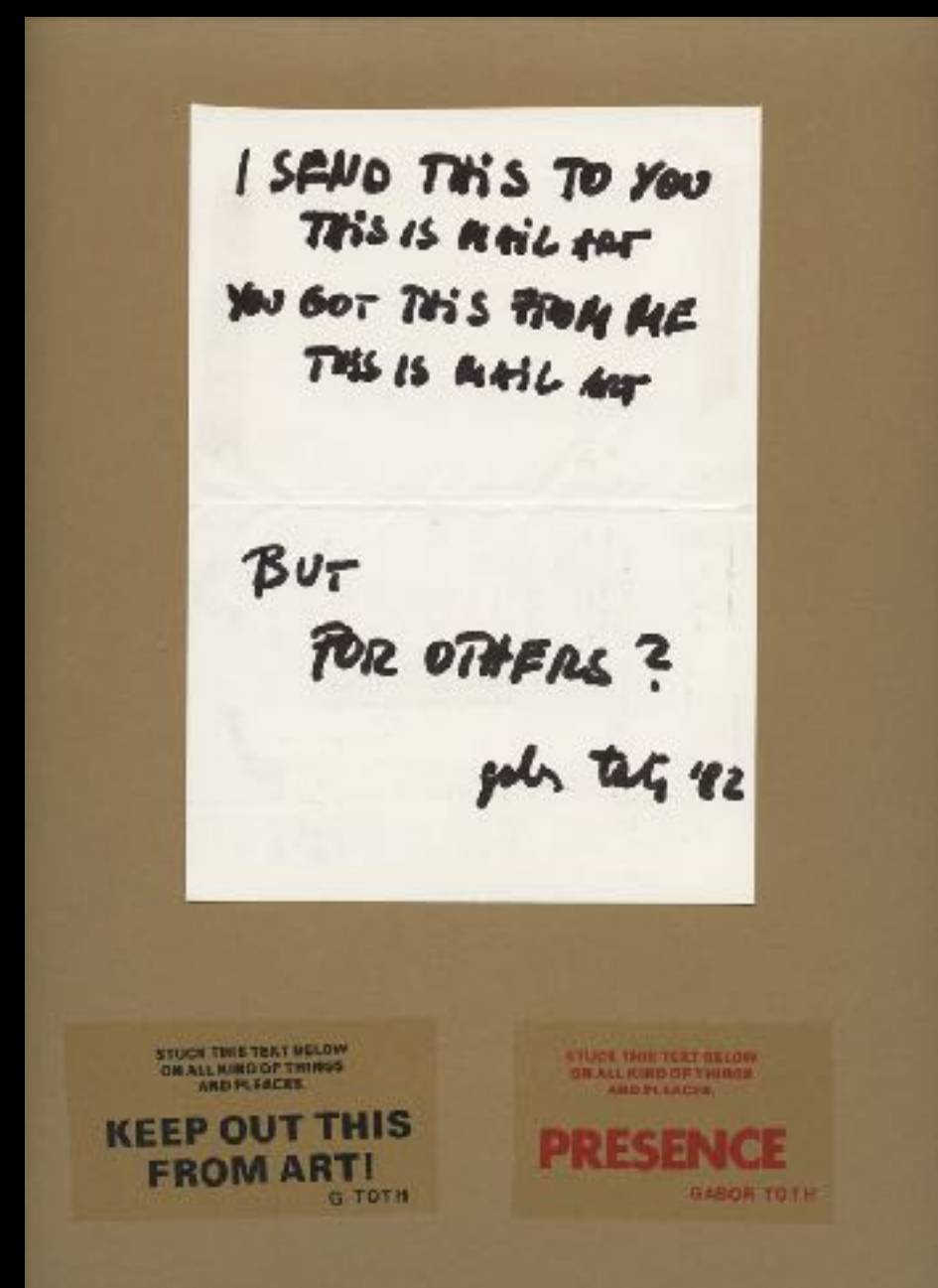
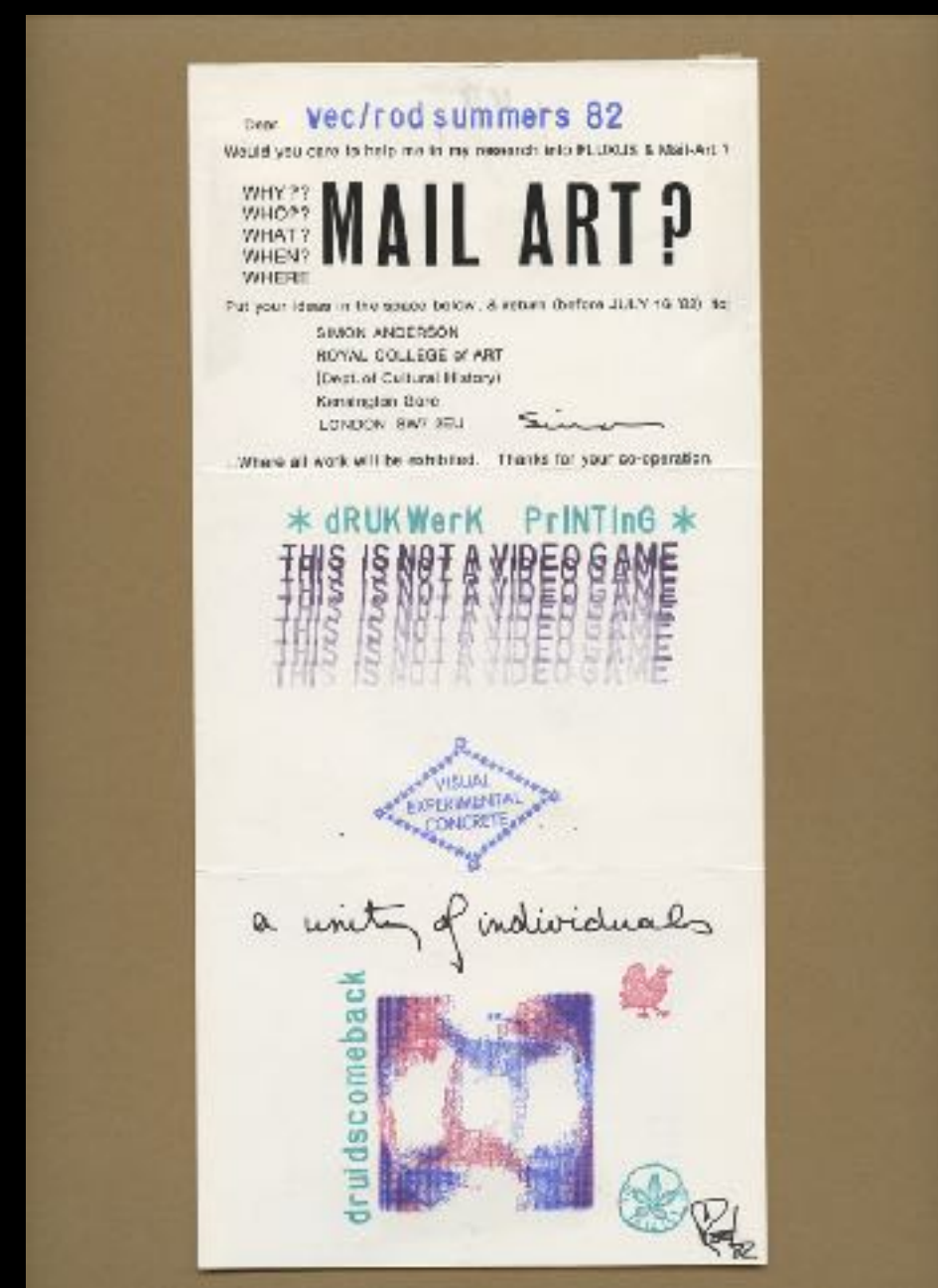
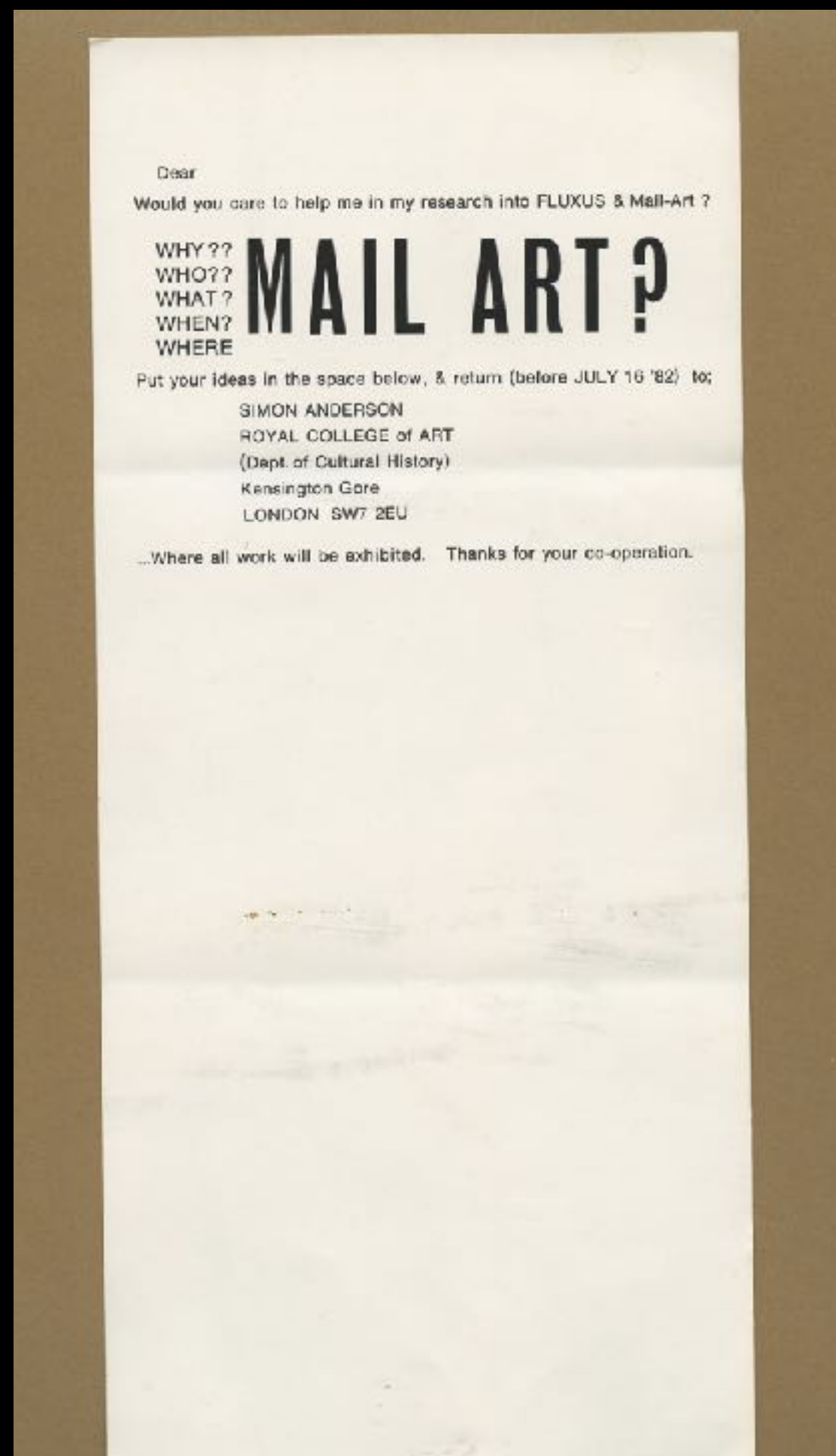




## Design question

Shipping labels, filled with coded information, are designed for machine scanning and processing; therefore, they are not as legible for humans.

How would I translate the distribution system and make it readable for humans?



Anderson, S. (2021)  
*Mail Art and Fluxus: An Antic  
Exhibition from 1982.*

By screen printing messages and pasting images directly onto the cardboard, the material itself becomes the subject rather than simply a disposable container. This aligns with Fluxus's strategies of repurposing everyday materials to disrupt conventional systems of communication and value.





Olbrich, J. Paper Police.  
<https://no-institute.com/>

Olbrich, also known as “Paper Police,” scavenges discarded paper and cardboard to recover overlooked printed materials, often repackaging and redistributing them as newly valued objects.

My practice of repurposing discarded shipping boxes into postcards repositions them as information carriers rather than mere refuse.





Patterson, C. (2015)  
Bottom of the Lake Book.

I intervene in the discarded cardboard boxes by turning them into postcards, applying labels and stickers that document the invisible labour and reframe corporate messaging. Both approaches uncover hidden narratives within found materials, inviting audience to engage with overlooked history embedded in every objects.







Walead Beshty Studios Inc. (2019)  
*FedEx Works.*

This approach of designing objects that register systemic imprints aligns with my project's method of reintroducing cardboard into the shipping system, allowing its journey to be documented, marked and altered. Similar to Besthy's glass works, my postcards act as both a material record of transit and a critique of the infrastructure that shapes their movement.



Once a shipping box, now a postcard.  
The unseen hands that carried it then  
carry it now. Could one of your boxes  
become mail, too?



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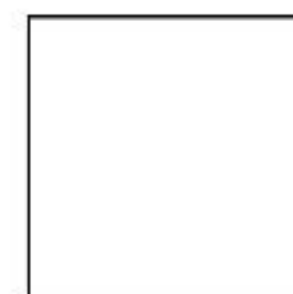
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Once a shipping box, now a postcard.  
Handled by many, remembered by  
none. Could one of your boxes  
become mail, too?



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Once a shipping box, now a post-  
card. Once global freight, now  
local mail. The unseen hands that  
carried it then carry it now. Could  
your packaging become mail, too?



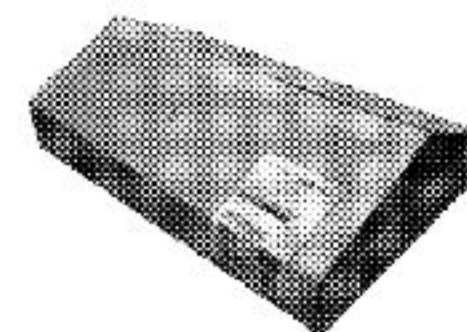
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Once cargo, now correspondence.  
Handled by many, remembered by none.  
Could one of your boxes become mail, too?



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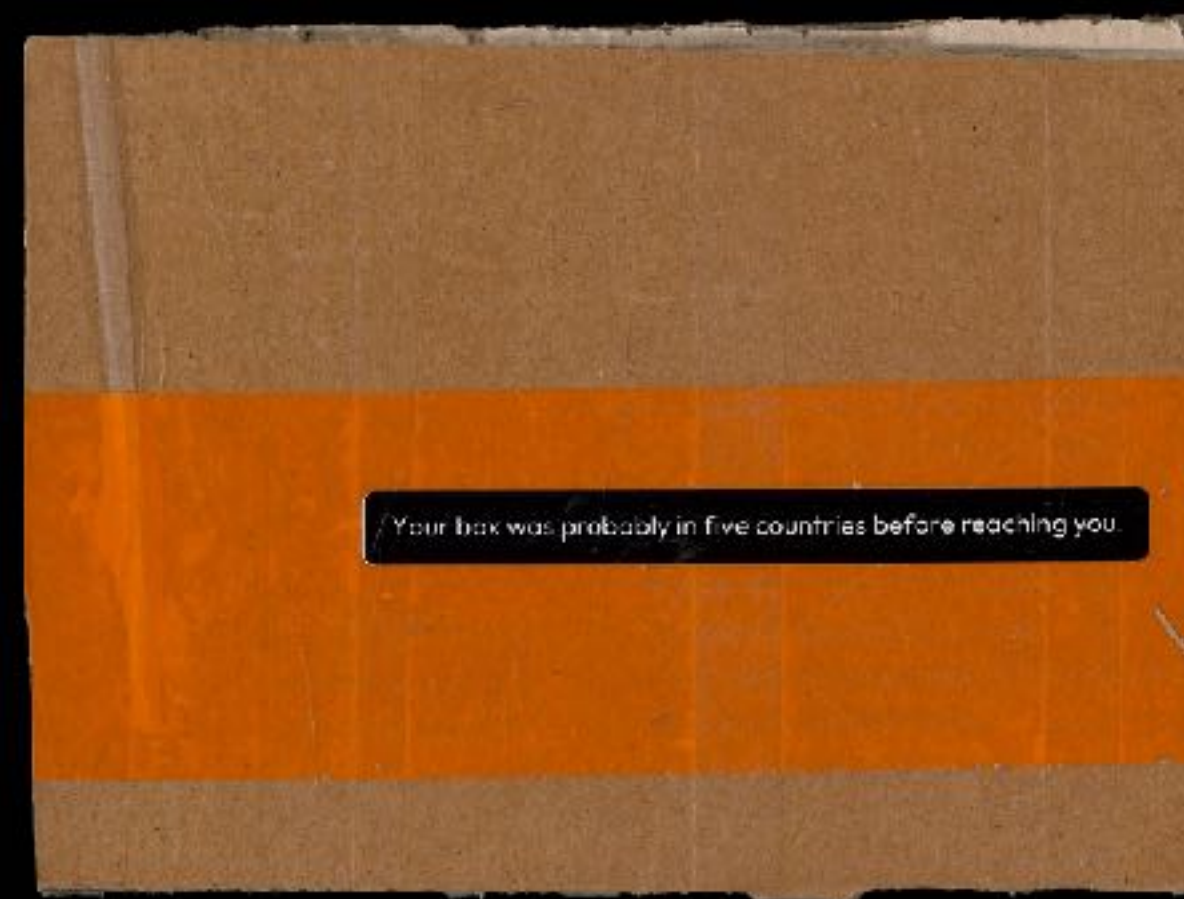
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Transferring discarded shipping boxes into postcards







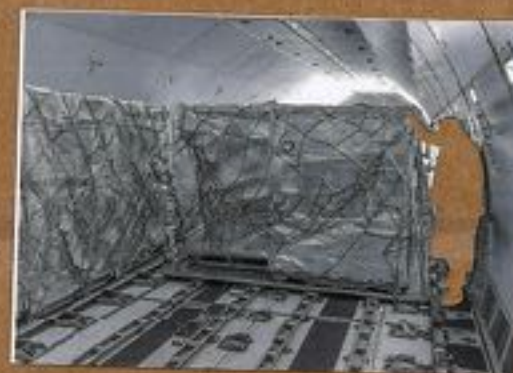


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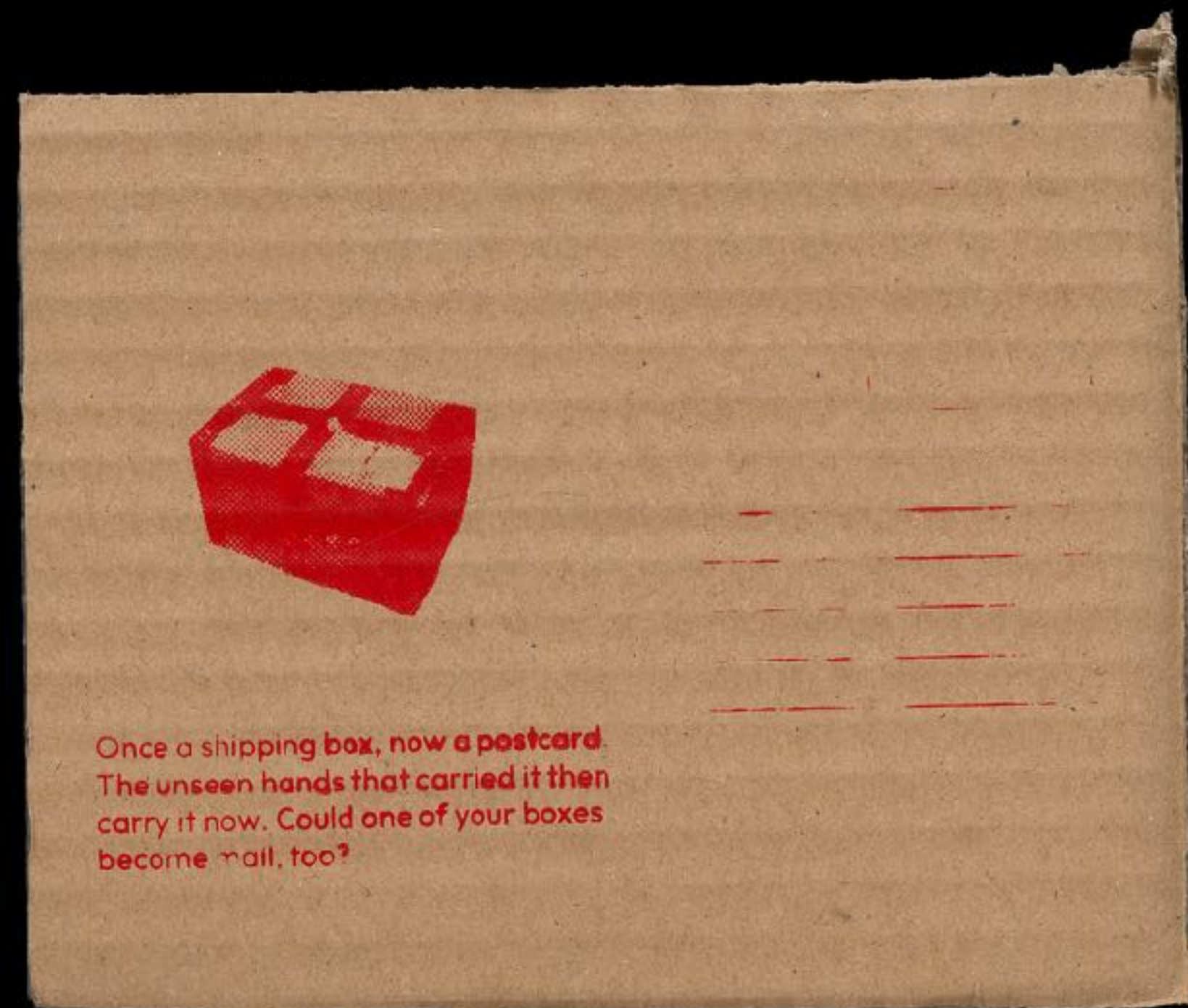
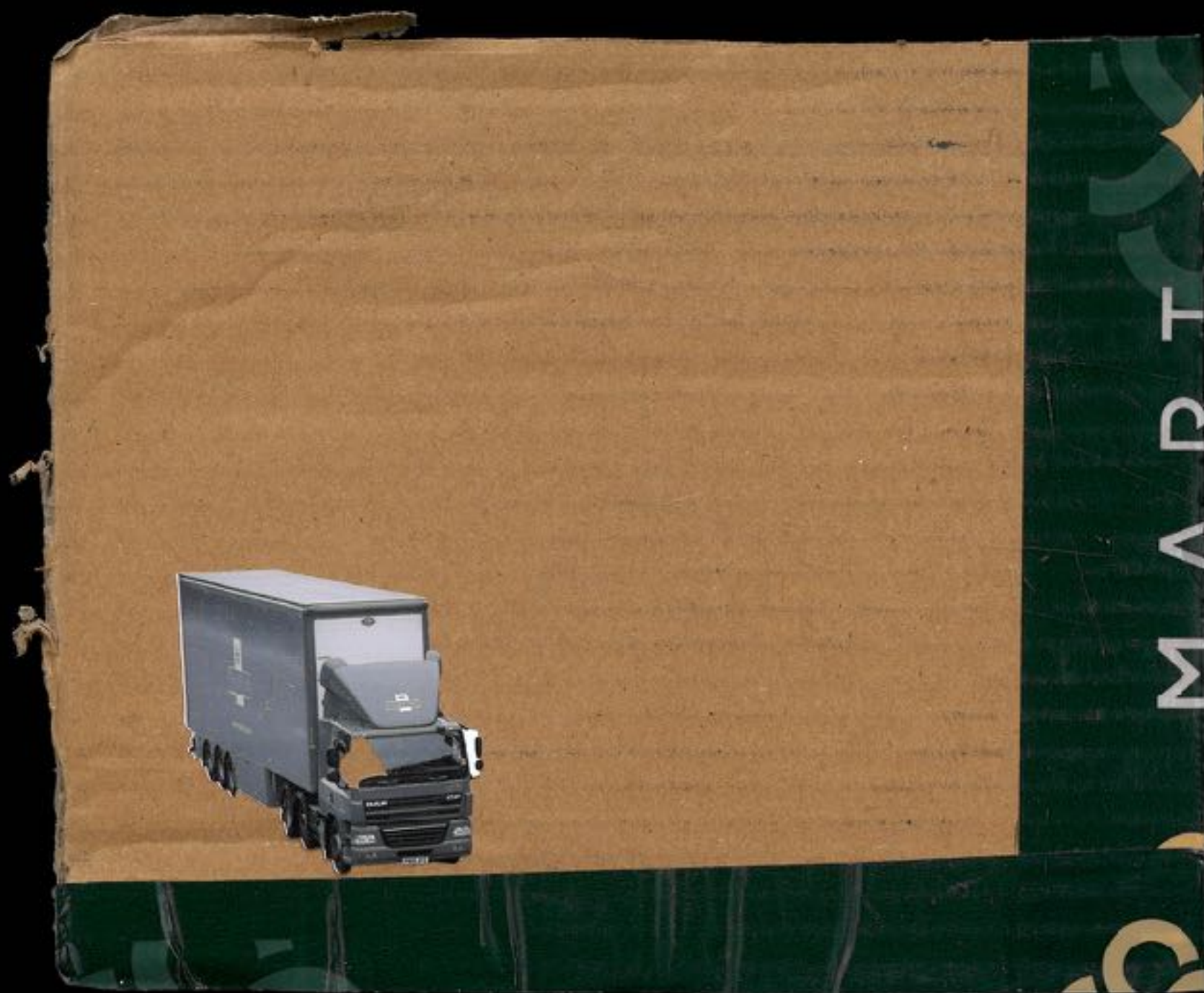
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STANDARD



Delivered. Discarded. Disappeared?



Once a shipping box, now a postcard.  
The unseen hands that carried it then  
carry it now. Could one of your boxes  
become mail, too?

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STANDARD

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Delivered. Discarded. Disappeared?

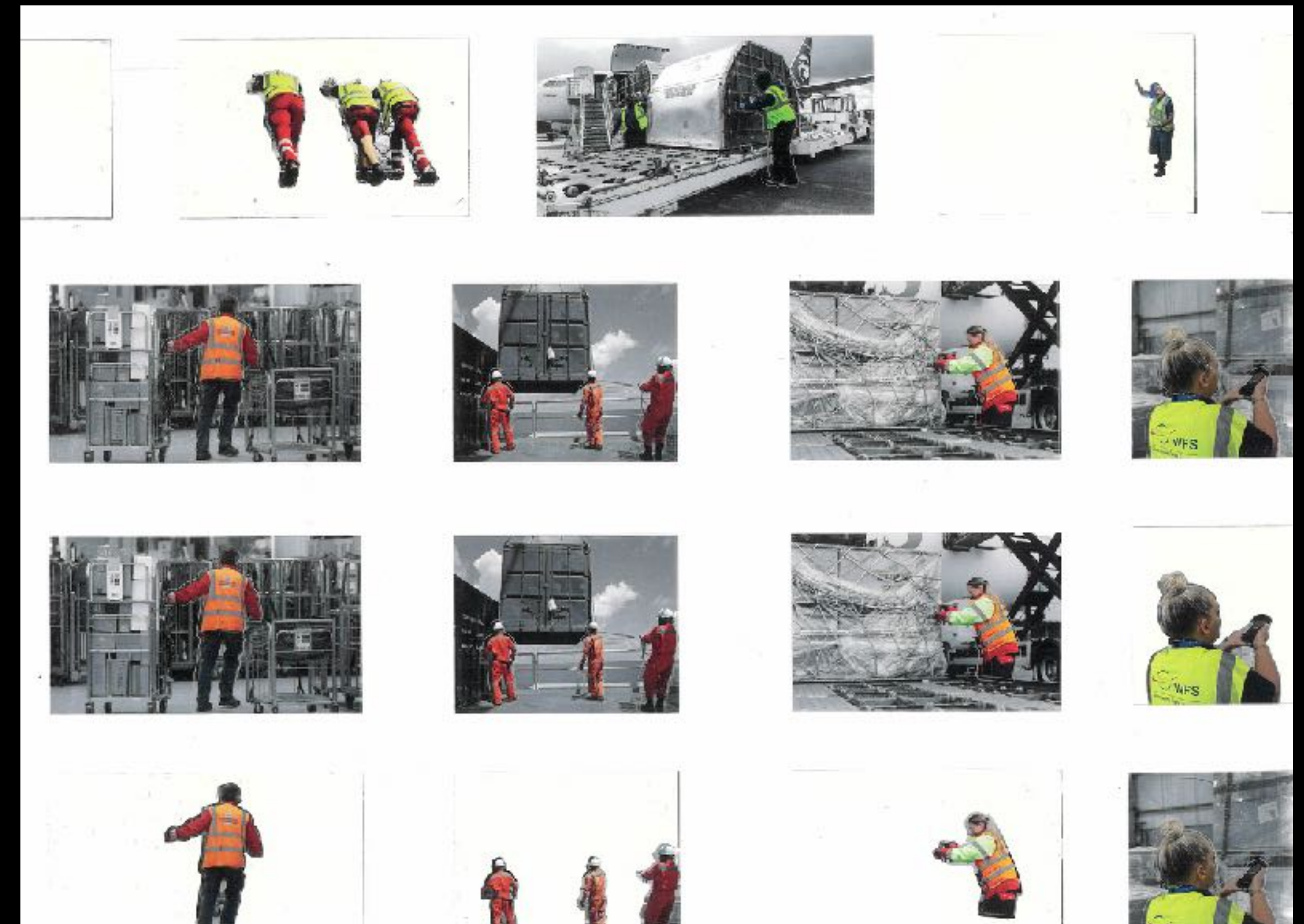
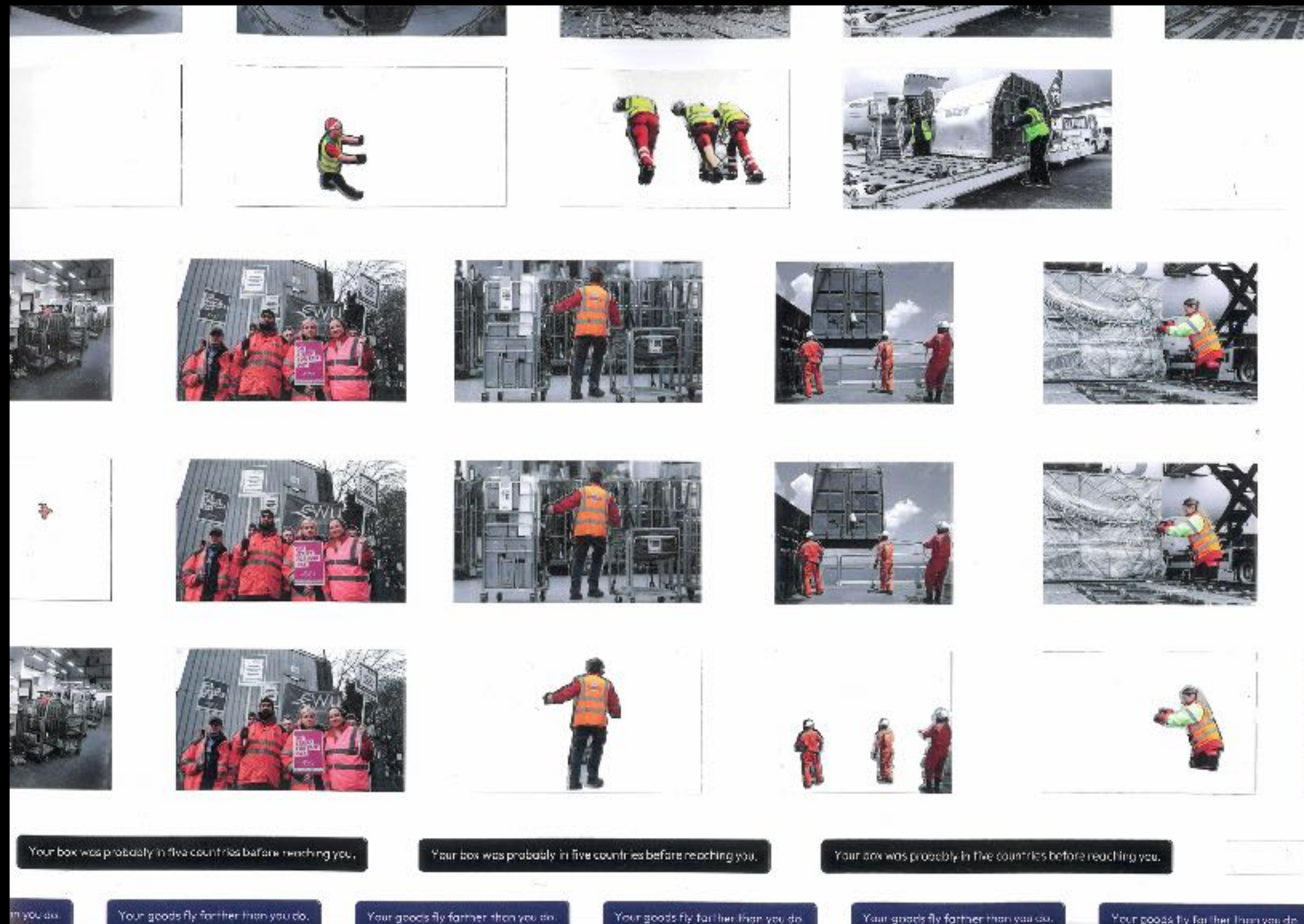


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MART S

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







## Audience

primarily online and international shoppers



## Audience

- **Receiving and tracing**: sharing their mailing address to receive a postcard, examining the screen-printed images of the original shipping boxes and speculating about their past
- **Decoding and uncovering**: observing the stickers that erase logistic workers, prompting questions about who enables the system to function
- **Activate a new journey**: forwarding the postcard to someone else or mailing back a piece of their own discarded cardboard, physically extending the cardboard's journey as a message, not just packaging.



## Next step

- Adjusting messagings and call-to-action / prompts
- Mailing out postcards, through surface mails and air mails