
Power To The People

2000

Omnipresent, but generally fairly unobtrusive, there are dozens of transformer stations in Amsterdam. Commissioned by the AFK (Amsterdams Fonds voor de Kunst), the blank walls of some of these buildings will be transformed into works of art.

On aluminum panels attached to the walls of this transformer station at the Hoofddorpplein, Martijn Sandberg created a typographic design. 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 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.

(text: Amsterdams Fonds voor de Kunst, Mirjam Beerman)

Title: 'Power To The People'

Artist: Martijn Sandberg

Location: Hoofddorpplein, Amsterdam

Material: silkscreen, reflective material on aluminium

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

Delivery: September 2000

Commissioned by: Amsterdams Fonds voor de Kunst
in collaboration with Stadsdeel Amsterdam Oud Zuid

Companies involved: Nuon, Amsterdam