The image features a 3D wireframe box on a black background. The box is composed of white lines forming the edges of a rectangular prism. The front and back faces are outlined with a thin white line, while the top and bottom edges are highlighted with a thin magenta line. The text "THE BOX CONCEPT" is centered within the box in a white, bold, sans-serif font, arranged in three lines: "THE", "BOX", and "CONCEPT".

**THE
BOX
CONCEPT**

giving a gift

arousing your curiosity

surprising

teasing

unwrapping

moving

revealing

receiving a present

appealing to your senses

tasting

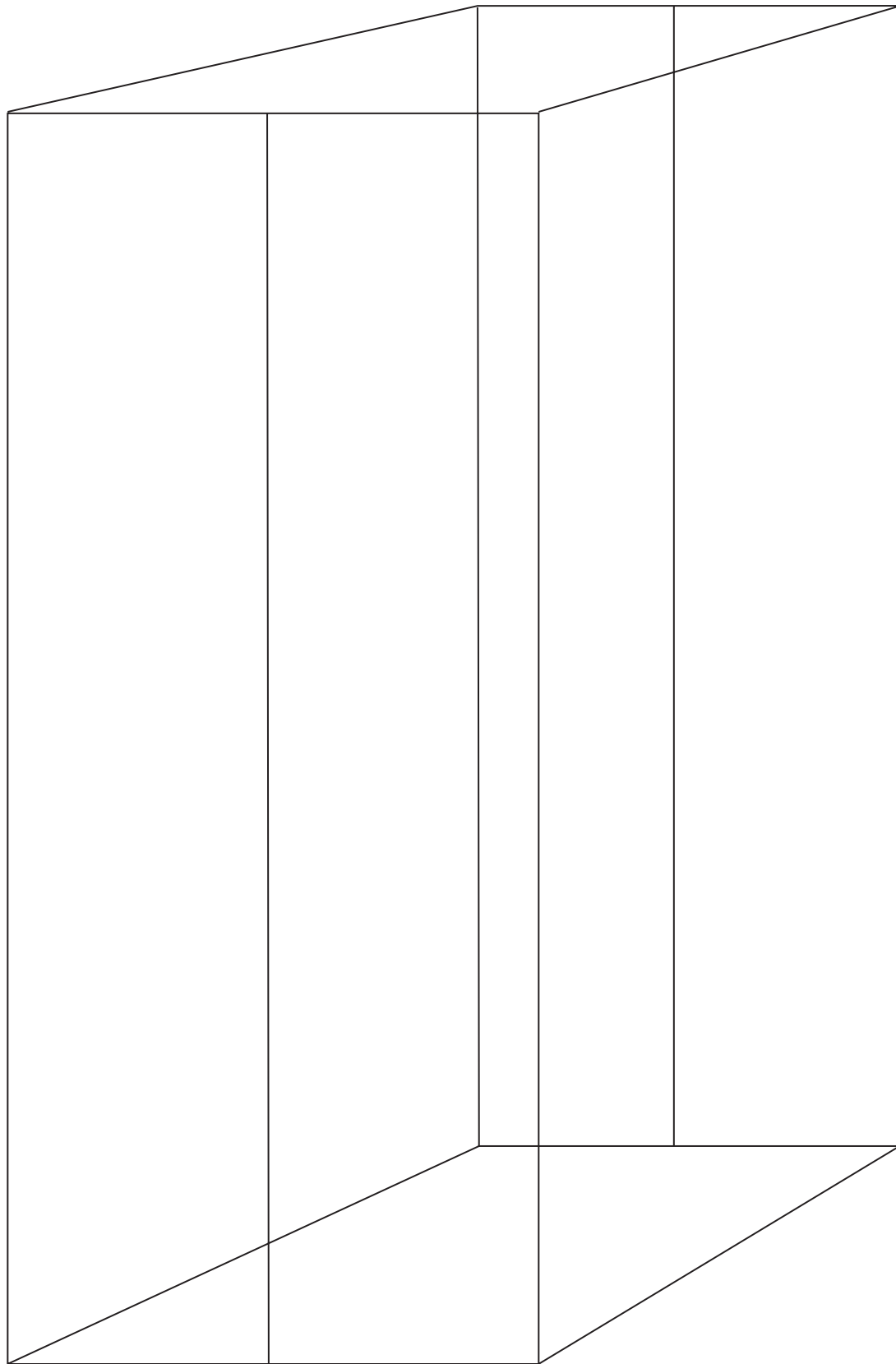
feeling

hearing

seeing

giving you inspiration

satisfying your curiosity



The Box

- contains light and sound
- easy to install
- always the right background
- creates it's own atmosphere
- contains a surprise

- The Box represents a gift
- Moves slowly to the location (moving attracts attention)
- Accompanied by a handler
- Contains a model
- Purpose: fashion or event

The **outside** of the Box is clean and crisp for fashion and indulging and surprising for events.

The Box contains two sets of double doors, front and back.

Material and construction are open to discussion.



The Fashion Box

(based on the idea of a carillon)

- front doors open
- models are revealed
- walk out of the box
- show their outfits
- get back in the box
- pose
- doors close
- back doors open
- a new model enters the box
- one box at the time
- several boxes in a row
- it remains a surprise which box will open
- the Box automatically takes centre stage

Boxes offer numerous arrangement possibilities





The Event Box

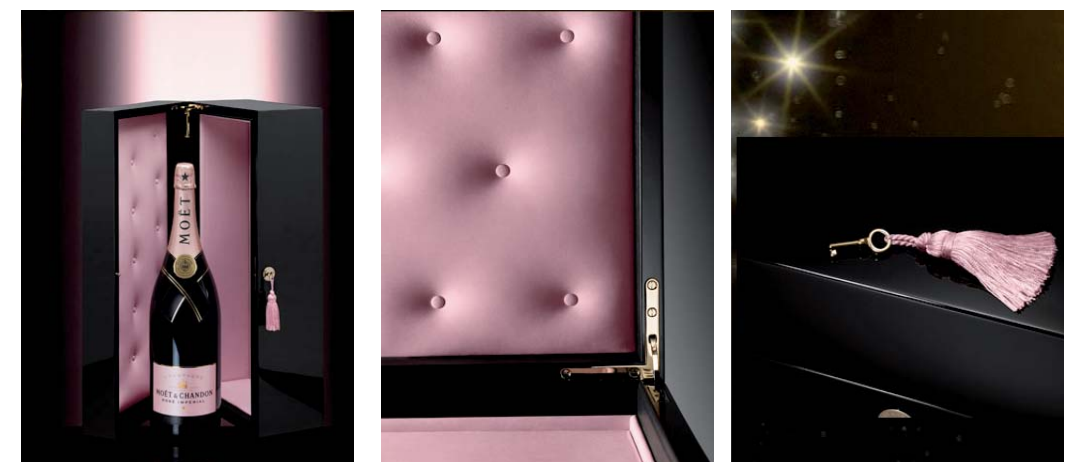
- slowly moved to location
- making sound
- placed at location
- doors open
- story begins
- doors close
- moved slowly from location
- numerous variety of possibilities i.e.:
 - telling a story at the book department
 - hand out give aways
 - presenting a brand
 - applicable for holidays and occasions (Xmas, Mothers Day etc).



The Brand Box

- either slowly moved to location or already placed
 - making sound
 - enormous advertising value
 - doors open
 - story begins (i.e. hostess in black cat suit, with black top hat (covered in black roses serves champagne to customers)
 - doors close
 - moved slowly from location or stays in position
 - interior of box always refers to the presented brand
- The Brand Box can be sold/leased for a period of time to different brands.

Example of box interior



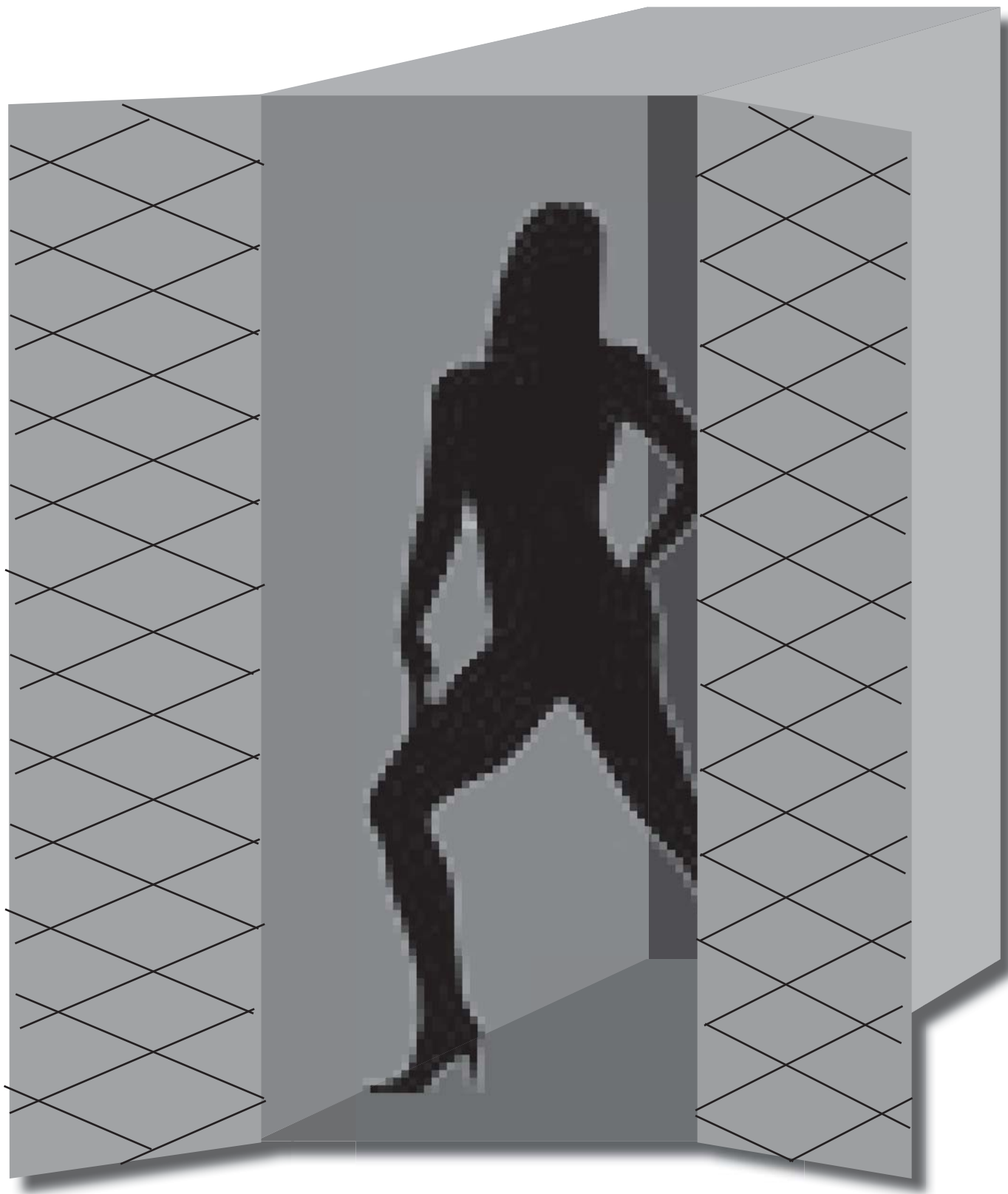


The Surprise Box

- always slowly moved to location
 - while moving the dot of the question mark can be opened and the person inside can show his/her face
 - making sound
 - when the doors open the first customer in front of the Box will be handed a voucher or gift wrapped in gold*
 - doors close
 - moved slowly from location
 - interior of box always refers is covered with the number 5 and question marks
 - nobody knows when this box appears, at what time or which place
 - the inspiration of the Surprise Box is inspired by the movie 'Batman and the Riddler'
- * vouchers are discount vouchers. Gifts can be cakes or a bottle of champagne.

The Chocolate Box

- always slowly moved to location
 - boxes can be executed in white, pure and milk chocolate. The interior of the box will be covered in velvet, representing the chocolate flavours)
 - making sound, j'adore chocolat, I love chocolat, Ich liebe chocola, hmhhh, chocola
 - hostesses will be wearing cat suits in chocolate colours and chocolate related accessories
 - doors open
 - hostess will be handing out chocolates corresponding with their cat suit colour (milk, pure, white)
 - doors close
 - boxes slowly moved from position
-
- Alle chocolate supplies will be handed over to the hostesses by butlers



5



Event Bijenkorf Maastricht 5 jaar

- Tijdens Preuvenement: aankondiging feestweek d.m.v. Brand Box 'Moet et Chandon' en Chocolate Boxes.
- Boxen, voorzien van groot label verwijzend naar aankondiging feestweek, kunnen onbemand staan. Er komt geluid uit de boxen.
- Drie vraagteken boxen, voorzien van groot label verwijzend naar aankondiging feestweek, verplaatsen zich door Maastricht, of staan op diverse locaties opgesteld.
- Donderdag 11 september, 3 bouwliiften bewegen vraagtekendozen naar boven en beneden. Om 21.00 uur gaat per vraagtekenbox een confettikanon af (langwerpig gouden confetti), een voice-over kondigt begin feestweek aan. Boxen gaan open. Nogmaals 3 keer confetti en feestweek is geopend.
Na 21.00 uur achter glaswand pui start fashion boxen met carillon principe. Daarna worden boxen verplaatst binnen de winkel en volgen om 22.00 en 23.00 uur 'box fashion shows'.
Na 21.00 uur inzetten van champagne en chocola d.m.v. boxen op wisselende locaties.
- De vraagtekenboxen zijn van 21.00 tot 24.00 uur actief in de winkel.
- Dinsdag 16 september speciale modeshow op het dakterras, gebruikmakend van fashionboxen. Hapje en drankje (chocola en champagne wordt geserveerd vanuit boxconcept).
- Periode 12 t/m 16 september inzetten van brand-, event- en vraagtekenboxen