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## ROKBOX

### The responsible way to transport art

ROKBOX is launching the first reusable art crate made from recycled and recyclable materials. Four years in the making, ROKBOX provides a secure, versatile, robust and weatherproof solution for safely transporting priceless artworks, without adding to landfill.

With ambitions to become the industry's go-to-solution for packaging and transporting art, this experienced team of artworld insiders and specialists has produced a clever engineering solution that is not only more environmentally conscious, but more secure and waterproof than the traditional wooden crate. As artists and curators increasingly raise the issue of climate change in their work, these design-led solutions are creating a new normal within the art world.





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This October, ROKBOX officially launches after beta testing by many of the world's leading galleries, museums and fine art shippers. Its founders are on a path to bring about a major cultural shift in how the art world takes responsibility for protecting both our fragile environment and precious artworks in equal measure. The innovative new solution for fine art packaging is available to international markets from London to New York, Hong Kong and beyond.

Visual art has changed dramatically over the centuries, yet artworks today are still moved and stored mostly in wooden crates, as they were during the Renaissance. The way we transport these unique and irreplaceable works of art seems to bely the forward-thinking, high-end nature of this fast-paced global industry. Until now. Stress-tested for shock, water damage, humidity and puncture damage, ROKBOX is a revolutionary upgrade from the humble wooden crate, tailored to the sophisticated needs of the 21st Century art world by three young British entrepreneurs.

Even the highest quality wooden crates are vulnerable to water absorption and temperature change, twisting and expanding in different conditions or – an art collector's worst fear – puncture damage. What's more, because of the expense and infeasibility of storing purpose-built crates, they are often thrown away, which increases the environmental impact of each exhibition or acquisition.

A ROKBOX retails for a similar price to museum-standard, high-specification wooden crates and provides an additional rapid payback when reused. The carbon cost of producing one ROKBOX over a wooden crate is offset after ten uses. It's a reusable solution that can last decades.

## A staggering 85% of the CO2 burden in transporting an artwork is from the journey itself.

Lighter than a traditional wooden crate, ROKBOX requires less fuel to move, particularly if shipping is by air. ROKBOX's research has shown that airfreight represents up to 85% of the carbon emissions for artworld transportation. In contrast to the inefficiency of traditional packaging and the weight of wood, a ROKBOX can reduce the weight of goods by 30%, offering a substantially more environmentally friendly option that is also easier to handle.



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## The team thinking outside the box

ROKBOX was founded in 2014 by Andrew Stramentov, who has worked with Gagosian, Ben Brown, Sotheby's, and many international art foundations. While independently producing a number of major exhibitions, including Jeff Koons at The Serpentine Gallery in London and a number of Venice Biennale presentations, Andrew was struck by the enormous amounts of waste produced by the numerous exhibitions and fairs he was attending. He also knew that there had to be a more secure and more sustainable way to transport art.



Andrew enlisted packaging development expert Anthony Fraser, who has filed more than 50 patents across a range of industries, and Verity Brown, who has worked for one of the most prestigious fine art shipping companies in London, Momart, as well as major international galleries Gagosian and Pace. With 35 years of art world experience between them and a network to match, the trio began a huge consultation process, talking to conservators, art technicians, fine art transport companies, environmental and material scientists, industrial designers and insurers to find out about some of the key problems of the current system of wooden crates. Some of the findings were obvious but others – the amount of damage that occurs due to tiredness, for example – were less expected. Using this four-year development process, the ROKBOX team has honed its design to create a sophisticated reusable shipping crate, prepared for anything that international travel can throw at it.



## **Packed with clever features**

Formed from polyethylene, aluminium, silicone and recycled stainless steel, ROKBOX's sophisticated design allows the user to easily secure any two dimensional artwork into the reusable crate and transport it safely and securely, without the need for internal and single-use packing materials.

The design is based upon the principle of securing an artwork to a rigid floating panel and locking mechanism, which has been cushioned and expertly tuned to protect from shock, impact and vibration. It has been fine-tuned for a range of weight and size variations, meaning it's just as safe to ship an invaluable print as a bulky canvas.

Art transportation is a long-established business, and with this in mind users can use ROKBOX's fixings or their own – the system works with the majority of global choices. Technicians can affix artworks to the panel without tools, reducing scope for human error and saving time. The design is so simple and ergonomic – when the artwork is locked in, it clicks like a seatbelt. You can feel it's secure.



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## Tried, tested and award winning

ROKBOX has been pitted against the best quality, 'museum standard', wooden cases used by most leading organisations by testing specialist TÜV SÜD, and verified by Leicester University Engineering department. Their experts found it to be 50% better protected against damaging vibrations than a museum case, better protected against straight drops (by 19%), corner drops (68%) and toppling (28%). It was better for punctures, water resistance (both immersion and exposure) and matched or improved on humidity and temperature variations.

These results and ROKBOX's clever design impressed the judges of the Red Dot Award, scooping up the top prize "best of the best" in 2019's Product Design category.

## Notes to editors

For more information, images and interviews with ROKBOX, please contact Emma Collins at [emma@zetteler.co.uk](mailto:emma@zetteler.co.uk) or on +44 (0)20 3735 5855.

It is currently available in two sizes, ROKBOX 40 (H109xW109xD28cm) and ROKBOX 70 (H159xW159xD34cm), launching this October.

### About ROKBOX

ROKBOX was founded in 2014 in London. The staff are a team of just four, three of whom met over a decade ago while working for Gagosian Gallery in London and have been friends ever since. They have over 50 years of art world experience between them. The fourth, Anthony Fraser, has 26 years experience in the design and manufacture of commercial packaging, and was the second to join the ROKBOX journey after Andrew drew up a business plan.

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