

Customizable Christmas cards of live festive scenes



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It was only recently that we featured an initiative from [China Post](#) to encourage more people to send letters by routing them via space. Now [Posten](#), the Swedish postal service have launched a website enabling visitors to take a photo of a live traditional Christmas scene to be made into a festive card for friends and family.

The “Christmas cards on wheels” concept is based on the designs of Swedish artist Jenny Nyström, who is thought to have illustrated the first Swedish Christmas cards in the late nineteenth century. A barn in Nyström’s home town of Smaland has been converted to recreate scenes from her most popular designs — a festive living room, pigs and a grand piano; and a hot air balloon with tiny Father Christmases. A camera travels on a track around the room for 12 hours a day, streaming live to the website. Visitors can view this stream, choose when to capture a still from the footage for their card, and then write a personalized greeting to accompany it. The card is then delivered by Posten for SEK 15. The video below explains the concept in more detail:

Fully customizable items are becoming standard fare, and Posten have found a creative way of turning customization seasonal. Inspiration here to give your customers the choice of personalized products, any time of year!

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