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75B come up with ideas for themselves and for others. They get something in their heads and wish to translate that into a visible form so others may see it too. This translation process also leads to new things that may sometimes look like copies of 'ordinary' things and then again take the form of self-referential abstractions. And that is why, in this society that is already overflowing with stuff, these designers contribute to the production of even more goods, stuff, objects, things, and printed matter. Although it is actually about something immaterial: the idea. In a studio in Rotterdam people are constantly working on ideas, under the supervision of Pieter Vos and Rens Muis. When these ideas are realised they bear the signature '75B'. Whether this production will ever cease is hard to predict, even by the designers themselves.

Since 1997, 75B has been busy working and creating works. Founding members were Robert Beckand (The Hague, 1972), Rens Muis (Rotterdam, 1974) and Pieter Vos (Utrecht, 1971). They met each other at the Willem de Kooning Academy in Rotterdam. From their predilection for small-scale subcultural initiatives a body of work grew that also persuaded more prestigious art organisations to engage 75B's services. This development has allowed 75B to keep thinking about their existence and how to express it. In 2009 Beckland left the firm, which is now being continued by Vos and Muis. Every day again they are happy and thankful that the work reveals itself to them and their fellow men.