

75B ketelaarsstraat 9c
3011 cm rotterdam
the netherlands

+31 10 2800712
office@75b.nl
www.75b.nl

abn amro 622.06.44.36
btw 806.205.088.B.01
kvk 24278578

75B (Rotterdam)

75B is run by Pieter Vos and Rens Muis. They work from 9:30 to 5:30 each day. They have lunch from 1:00 to 2:00 every afternoon. The studio is closed on Fridays. It seems as though they lead a pretty regular life, but don't be fooled! 75B is one of the oddest design studios you're likely to come across. I sat down with them to discuss their work and their studio, and here is a sample of our conversation: -- *Is the process more important than the end result?* No, the process does not matter at all; we're all about results. -- *How do you know if something is good?* We don't know. That's the best thing about our work.-- *How stubborn are you?* We're very flexible. It's not our stuff, it's the client's, so we don't really care. -- *What is the most successful project you have done so far?* We're not proud of one particular project. We like to look back at failed projects a lot; it's much more fun -- to be fair, 75B has had its share of duds -the identity for the Designprijs Rotterdam 2007, for example- so I'm glad the boys can take them in stride. When their work is good, though, it's *really* good. Take the Westblaak Skatepark, or their projects for Fonds BKVB. Vos and Muis act cool, but I think at heart they are true designers, so take what they say with a grain of salt: "We don't think designing is a very serious or important profession. Design is overrated." ---

Irma Boom

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