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## 75B: Designs for the City

As a source the city is unequalled.

For a century and a half now, artists and designers have been inspired by the ways in which city dwellers meet, at their places of work, in their homes, and in public places. They have thought of ideas to streamline these encounters, had utopian dreams of enhancing them, and worked out strategies for escaping them.

In the 1990s, a new way of responding emerged: young people eagerly embraced the many encounters that the city had to offer. While previous artistic expressions tended to look at the city from outside, their expressions became part of it. 75B is a fine example of this. They have helped shape the city with their expressions. They have done so in Rotterdam since their Art Academy days and later, together with the designers that joined the firm, they have also made their mark in cities like Eindhoven and Los Angeles. Whether it concerns the messages of well-known clients in the cultural field or those from the places where a youthful avant-garde comes to dance and enjoy music, 75B always find the perfect form for them and they do this with a tremendous feeling for meaning. In doing so they offer the urban population a wealth of images inviting participation. As *homo ludens*, playful humans, the people in the city may add to 75B's designs, use them, and take them as a starting point for interesting experiences. Time and again, they are being challenged to take a fresh look at images that seem familiar but that are completely new at the same time. 75B thus provide a pleasantly different image of the contemporary city by not focusing on its problems, without denying them. 75B design counterbalances that celebrate the humour and beauty of communality and they do so with a social awareness that can only make modern man feel happy.

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