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The independent Rotterdam-based graphic design firm 75B started out in the 1990s with projects relating to youth and music culture. Over the past 10 years, the partners in this "quirky, unpredictable and powerful three-headed design monster," who met and began working together when still in design school--Robert Beckand, Rens Muis and Pieter Vos--have designed everything from Nike posters to museum logos to books, magazines, flyers, cards, exhibitions and full-scale architectural interventions. Their work is masterful and playful at the same time, always careful to send the message that the creative team behind 75B takes design very seriously, but not themselves.