

rule-based disorder
2026



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GOODS *and* BADS



note:
games are the preludes to serious ideas, said charles eames. to him, playfulness was the starting point of design. to us, it is the starting point of a collection with the anatomy of the creative process at its center. in rule-based disorder, we misplay games as a metaphor for the deconstruction of rules. games are systems of order. we all know them. but to arrive at the unexpected – to create – we must purposely disobey. this is our method of productive misbehaviour. let us show you how it’s done.

the game is on.



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instruction manual
(unverified – use at your own risk)

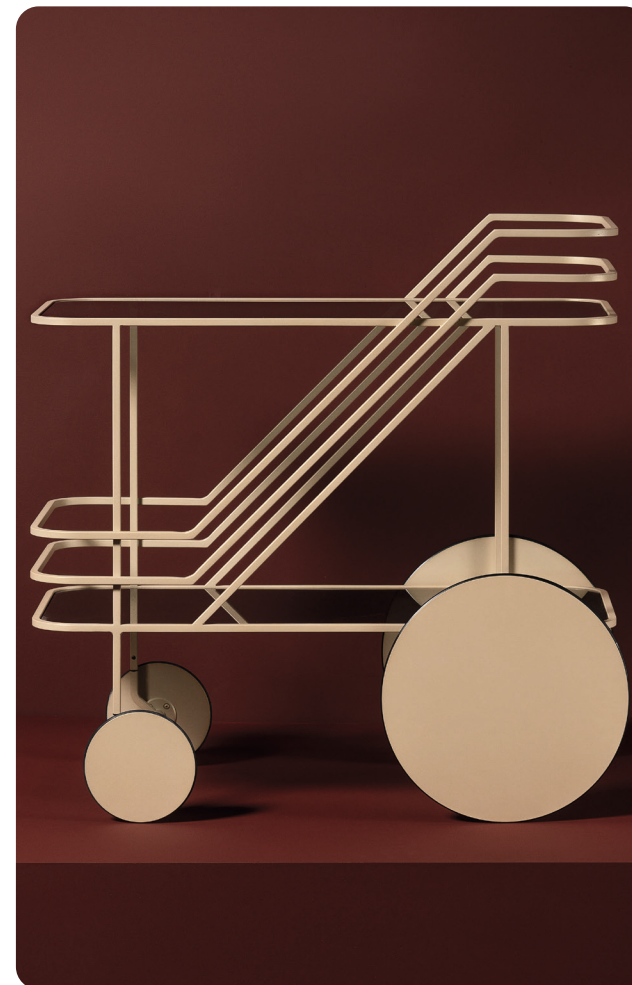


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choose a rulebook.
ignore it.





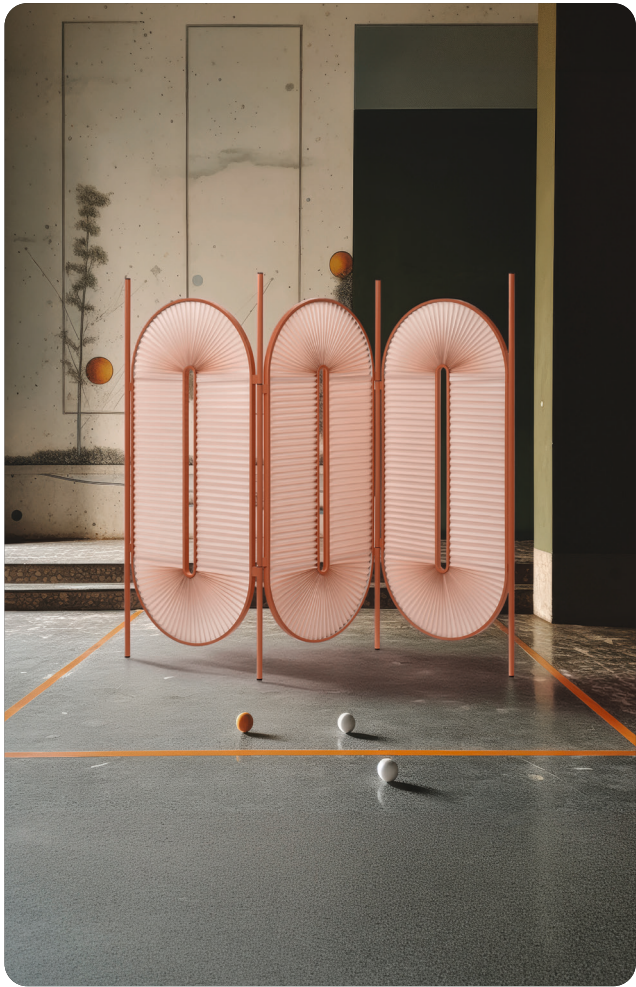


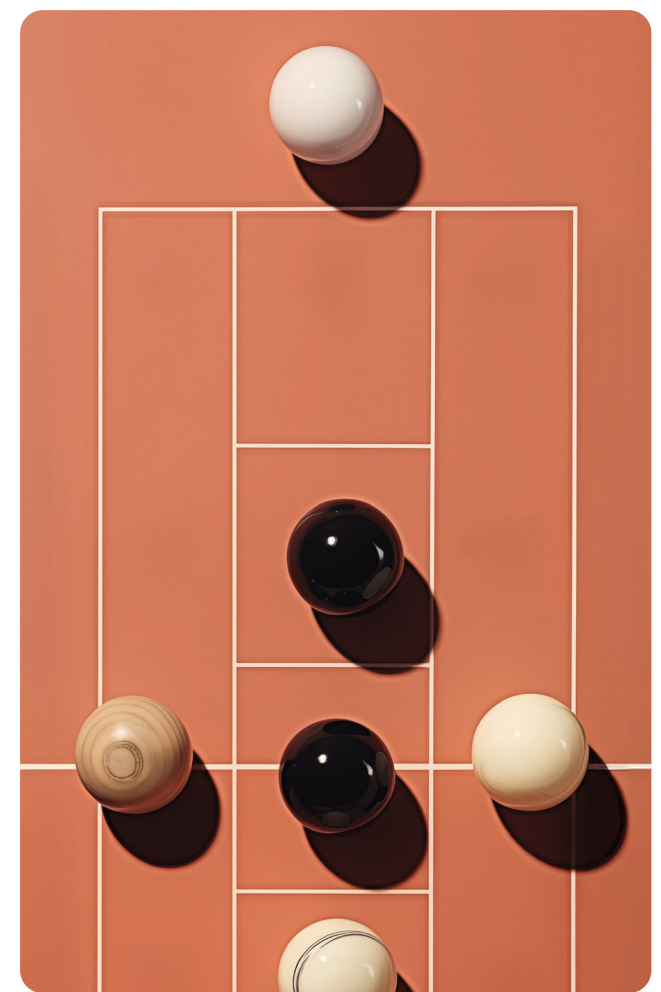
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**play with structure.
not to obey it, but to see where it breaks.**









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**use familiar forms.
just not the way they were intended.**







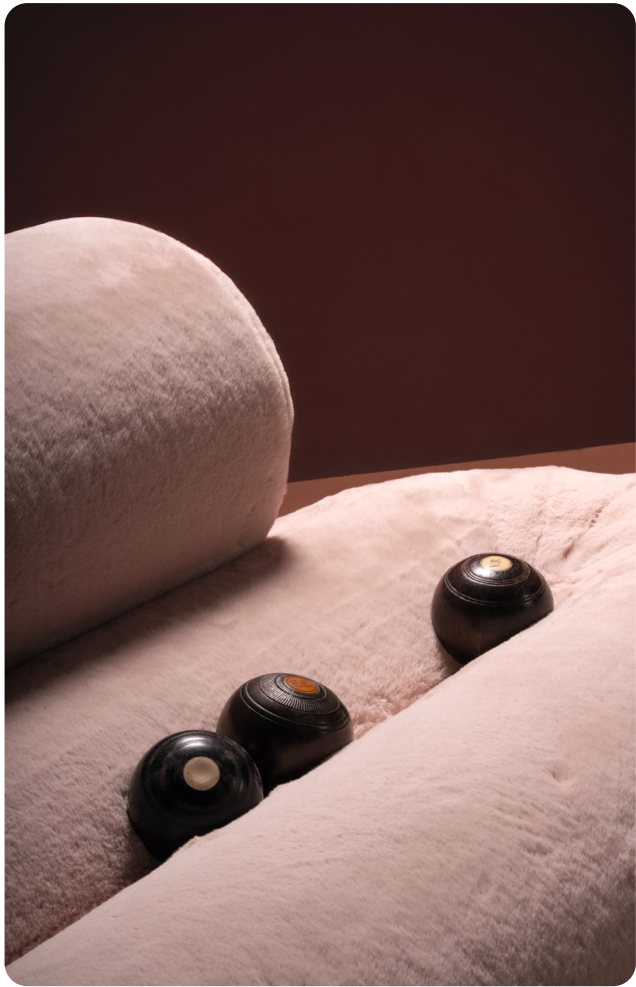




**trust the system – briefly.
then twist it, stretch it, shift its logic.**





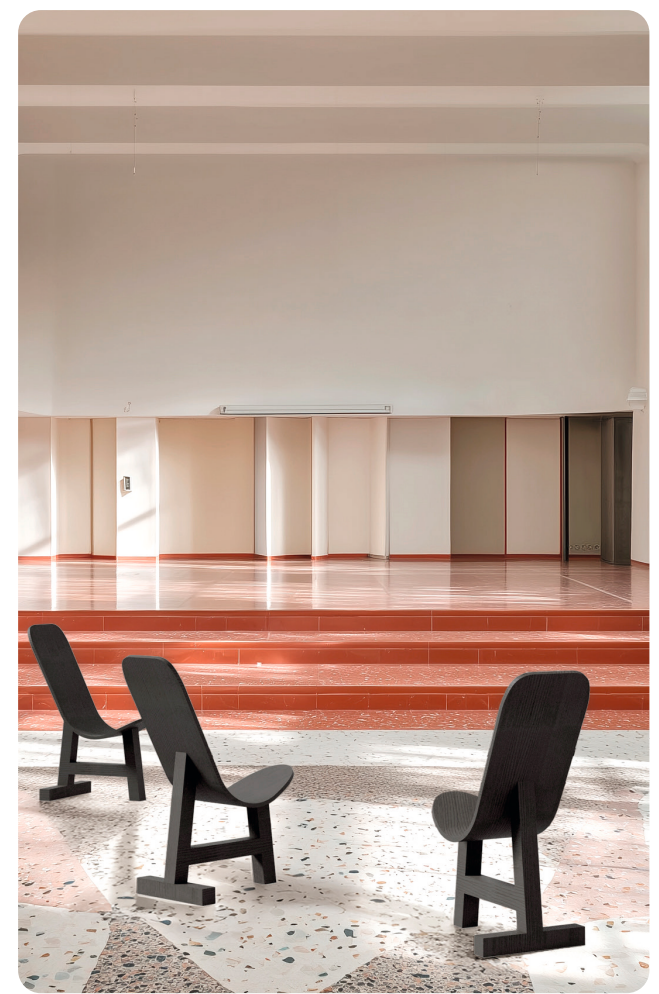




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**take what exists – and give it a new role.
nothing is sacred.**





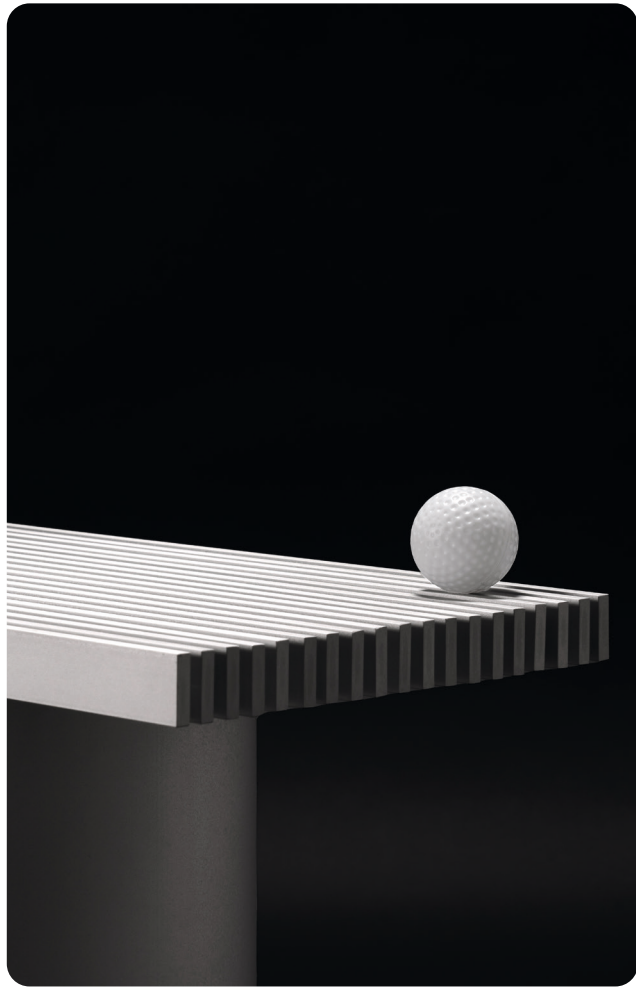


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**watch for friction.
it's usually a good sign.**





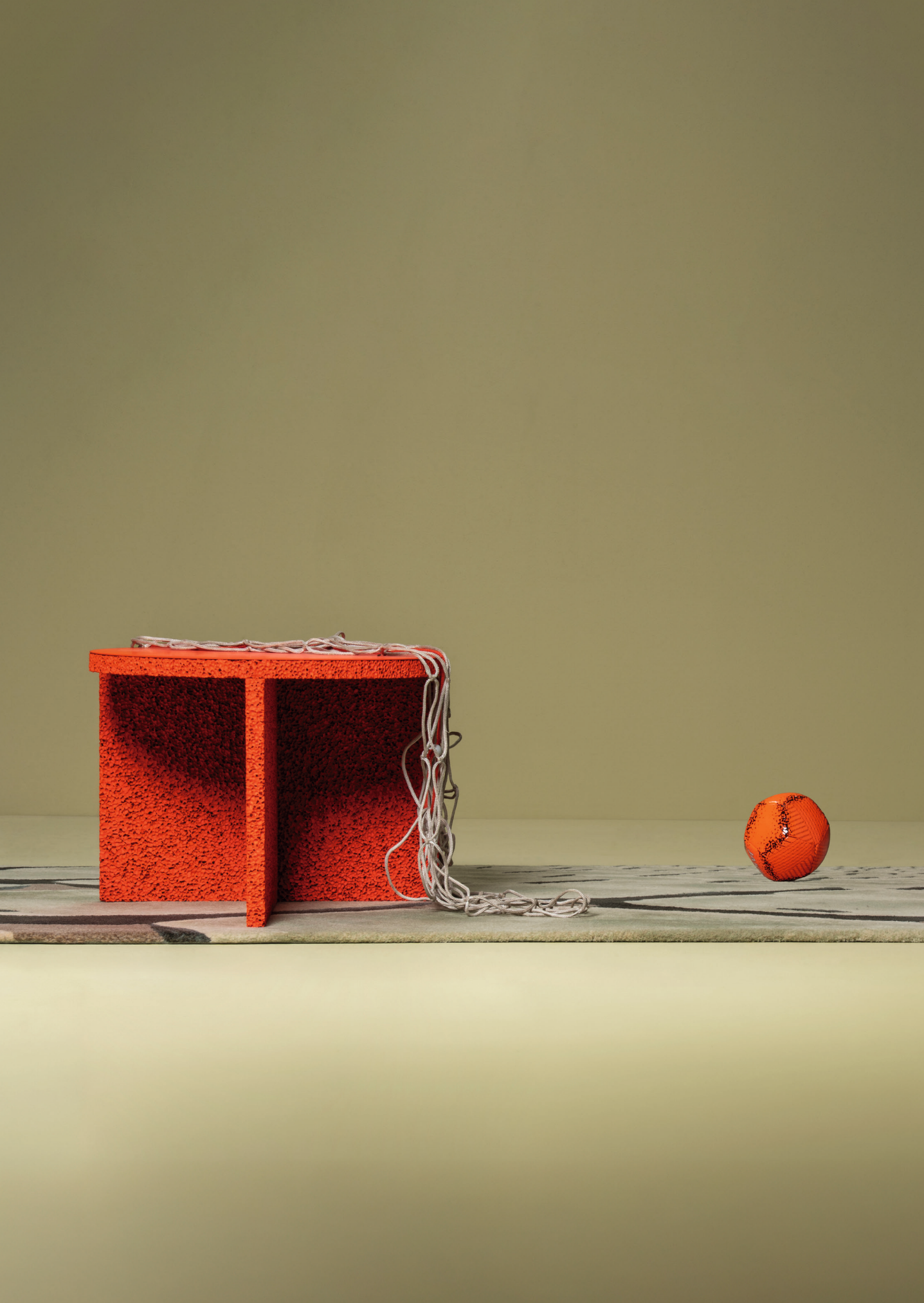




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cheat gracefully.







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play it wrong.
play it smart.
don't play it save.









art directors note:
the visual aesthetic of the collection emerges from an active engagement with computational systems understood as tools rather than sources of authorship. we played along with these shiny new toys, aware that their logic does not always align with ours. misunderstandings and unexpected outputs became part of the process rather than errors to be corrected. through a continuous back-and-forth with the machine's aesthetic propositions, we tested the boundaries between the real and the unreal.

imprint:
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thanks to felix gessl and nicolas schmeding

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