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SXSW Web Awards competition



## Defying UX rules

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**Update:** Since I have first heard and seen the work of [LAB|au|](#) projects and again, visiting their new website today, I can state accurately that they have consistently defy all the rules hence walking the talk of being an explorative interactive experimental agency.

"LAB|au| developed a transdisciplinary and collaborative approach based on different artistic, scientific and theoretic methods, examining the transformation of architecture and spatio-temporal structures in accordance to the technological progress within a practice entitled "MetaDeSIGN."

You've been forewarned, the interface does require more than user instinctive reflexes — but worth experimenting.



### Wow! Waash! WTPEEP! etc,..

Be positive (wo)man! Moma reads this.

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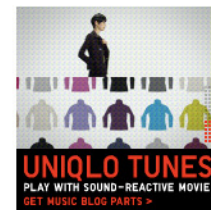
### Netdiver (ISSN 1911-866X)

Welcome to a design and digital culture magazine devoted to tutoring, empowering and stimulating creativity.

We champion the LUV of design worldwide, online and beyond.

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We are so ready! Shoot us assignments!

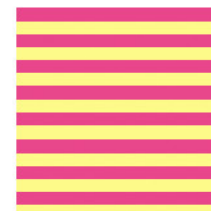


[Creative Grab Bag](#)

Author Ethan Bodnar created over 30 unique tasks and gave each contributor (I was one) a task that was different from their typical work. Jumpstart your creativity!

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(30 task cards included)



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