

The Code

REBEL . REBEL

How we think, make, and show up.

T H E B O N E S

Seven lines that hold the whole thing up.

W H A T D R I V E S U S

Make things that stay.

W H E R E T H I S G O E S

Twenty years from now, the work still holds up.

W H A T W E D O

Make things people keep.

W H Y

Somebody has to. That's the job.

O U R W O R D

If we put our name on it, it was made to outlast whatever moment it came from.

W H A T W E A R E

A house that makes things — books, films, campaigns, music, editorial.
Not an agency. Not a studio. A house.

W H Y U S

You get people who live in it, who never forget they were invited in —
and work that hits because of it.

THE THINKING

How we approach the work before we make it.

For the People

A person with a name, not a segment with a number.

The Street

Start in culture. The street knows before the shop does.

The Feel

If it doesn't feel right, it isn't right.

Magnets not mirrors

The work should pull, not pander. A mirror reflects back what people already think. A magnet pulls them toward something they hadn't considered.

*Don't steal the memory
from the people watching.*

The biggest mistake — in a photograph, in a film, in a campaign — is showing too much. When you over-show, you take away the viewer's job. You rob them of memory, imagination, and desire.

The best work leaves a gap that the viewer fills with something more powerful than anything you could have put there.

Memory, imagination, and desire — those belong to the people watching. Our job is to leave room for all three.

THE VOICE

We speak with conviction and warmth. Never loud. Never apologetic.

Conviction

We say what we know. No hedging.

Warmth

Confident but never cold. Generous with time, precise with words.

Economy

Every word earns its place. If it doesn't add meaning, cut it.

Craft

Sentences are built, not generated. Rhythm matters.

Rebel.Rebel

Join the
Rebellion

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