

A CREATIVE STUDIO

Studio Super Intelligence

IMAGE, DESIGN AND CODE.

Agenda

03-05 · STUDIO SUPER INTELLIGENCE

Image, design and code.

06-14 · NEGATIVE SPACE

A browser-based art institution.

IMAGE · 4:5 · 1080 X 1350

Studio Super Intelligence is a creative studio, founded and led by Jacob Hägg.

The studio develops campaigns, visual identities and digital work across image, design and code. Its independent projects include Negative Space, a browser-based art institution entered in first person.

Image, design, code

Image

Images for fashion, art and culture, moving between campaigns, editorial and personal work. Art direction, photography and film share an interest in character, casting and composition.

Design

Visual identities, typography, publications and design systems. The work starts with the character of a composition, then considers how it holds across pages, objects and screens.

Code

Websites, software and interactive work. Code is used as a design material, shaping behaviour as closely as appearance. The work ranges from practical tools to environments that can be entered and explored.

The deliverable is the system, not just the look.

Negative Space

A BROWSER-BASED ART INSTITUTION. THE GENRE IS THE KÜNSTLERROMAN, PORTED.

An autobiography with collision detection.

The permanent collections

THE MAIN GALLERY

Currently showing An autobiography with collision detection.

RECENT ARCHAEOLOGY

Five mass-market objects dated from 1997 to 2010, reconstructed at monumental scale and catalogued as evidence from a recently vanished culture.

OPEN · WALKABLE IN FIRST PERSON

STRUMPISM

The first ontological textile system, one sock before use and one after, at the far end of the building, the last room anyone reaches.

BRASHY STUDIOS

A dark, raw downtown Los Angeles loft built to match the original studio. It is the only room in the entire building that is not white.

PERMANENT COLLECTION · OPEN

THE LOUNGE

Where people meet and talk.

The archive is written in real time

THE WIRE RECORDS THE STUDIO FROM INSIDE THE WORK.

The record

RELEASES

DATE

RELEASE

HEADLINE

2026-07-21

Negative Space · Soft launch

An autobiography with collision detection

2026-07-27

The Museum of Nous · The wing opens

A museum opens for a research lab that did not ask for one

2026-07-30

Recent Archaeology · The room opens

Identity once had hardware

2026-08-23

The Brashy Room · Dark archive evidence wall

The Brashy Room: One room refuses the white

2026-09-03

The Professor’s Lens · The lens opens

The art professor’s lens deconstructs the void

2026-09-12

The gallery is being measured · Live rehang

The security system caught the rehang

Everything on view is evidence

The hang · seven works, 24 July 2026

Collision · The hero

Taste selects the truth · Gallery, east

Lora II · Gallery, west

Mid Finger · Lounge, south

After Hours · Gallery, the long wall

Virtual Closet · Off the lounge

Jet Fuel · Gallery, north

The drink

Monster White with mint, on ice.

To be enjoyed, or thrown at the art.

Everything served is ammunition.



After Hours

The room so good it cannot stop authoring. Floor, sheet and trolley, all ready-made on contact.



Negative Space is being fixed in public.

Works are measured and relocated while the institution remains walkable in first person.

STUDIO SUPER INTELLIGENCE

Commissions and collaborations

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STUDIO
SUPER
INTELLIGENCE

Colophon

SET IN	SID, Scheherazade New and Red Hat Mono
MADE BY	Studio Super Intelligence
YEAR	2026