Mistakes Are the New Innovation Path

Bráulio Amado’s design process reveals a hidden engine for AI chip creativity

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THE DATA

hundreds, maybe thousands

Good Room posters created

Bráulio Amado has produced an extensive body of experimental club poster work.

Amado’s creative output—over hundreds, possibly thousands of posters—demonstrates how sustained, intentional experimentation can yield breakthroughs. His method is not about perfection but about accumulating accidental insights from mundane sources, which he then refines into new forms. This iterative, failure-tolerant process mirrors the R&D culture in semiconductor innovation, where yield losses and design anomalies often become the seeds of new architectures.

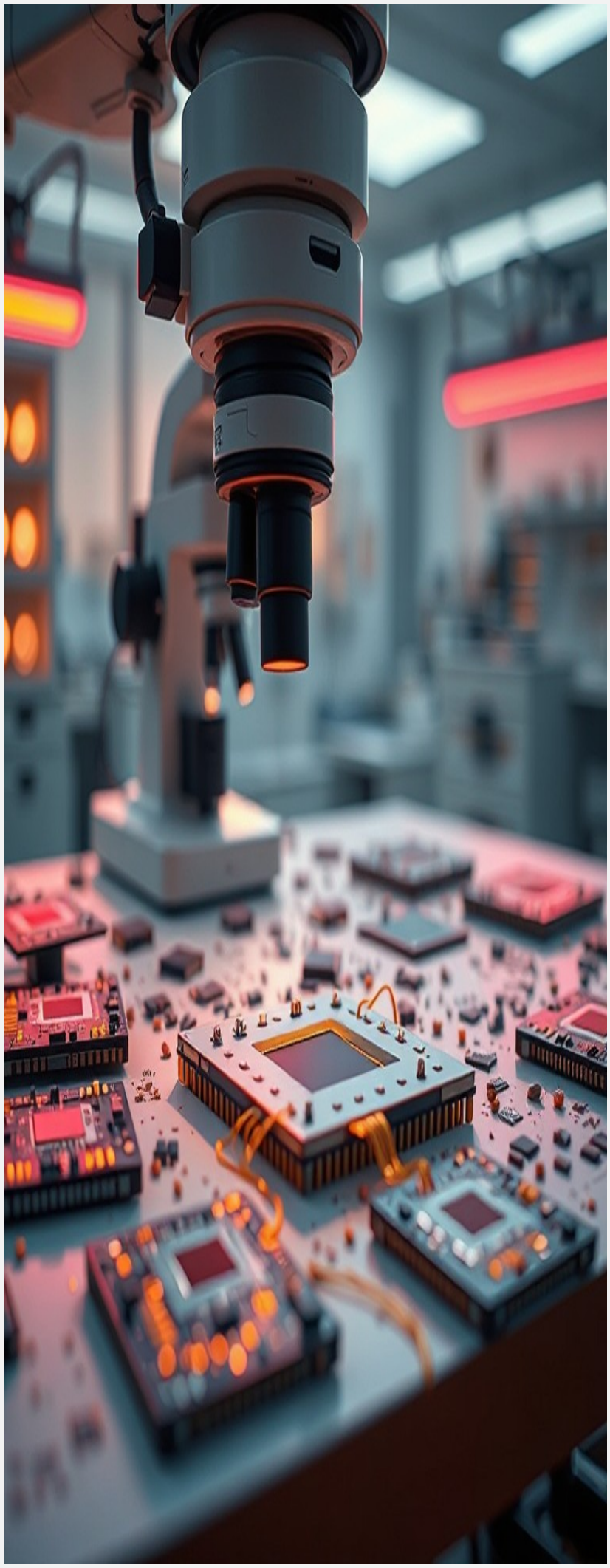


Source: It’s Nice That · Published October 26, 2026
https://www.itsnicethat.com/features/braulio-amado-graphic-design-spotlight-261026

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Chaos as a Design Discipline

This mindset shift—from eliminating noise to mining it—is critical for next-gen semiconductor R&D. As AI accelerates chip design through generative models, the most valuable inputs may not be clean simulations, but the 'mistakes' that emerge from imperfect data streams.



02

Accidents as Intentional Architecture

The most advanced foundries now use anomaly detection systems that flag 'accidental' patterns in wafer scans. These are not discarded; they are fed back into the design loop. Amado’s process proves that creative resilience isn’t a metaphor—it’s a replicable methodology for building robust, adaptive hardware systems.

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