

The Levra Vision

The Room

When I think of Levra in its final form, I see a room. An archive with tall walls and a ceiling so high it makes space for your grandest ideas. Along the walls stand tall racks that hold every inspiration, note, reference and document you ever got value from.

In the middle of the room stands an aluminium workbench, lit from above. Next to it is a well-crafted tool trolley with every tool you need. At any time you can walk up to the bench, pick the tools you need and lay them out on the table. Within arm's reach, you grab the references you need as a seed and lay them out too.

The Process

The first 20% of a realised idea is the creativity of the mind and the communication of the vision. The next 60% is making it exist. The last 20% is making it good through iteration.

The Magic Hand

Now let's imagine that wherever you are, whether in Berlin, New York, London or even Solothurn, you see something that inspires you or you have a great idea. You capture it in a second, and it appears in the right place in your archive, as if a magic hand put it there. You have an idea on the go, and the next time you walk into the archive it is already waiting on the bench. Levra has gathered the right references, laid out the right tools and maybe even built a first prototype, so you can start right away.

Why

Today, most of what inspires us gets lost. It sits in a camera roll, a notes app, a bookmark folder or a saved post we never open again. When the moment comes to create, we start from nothing.

How many great ideas have you lost because you lacked the knowledge or the time to realise them? Imagine the world if we realised all of them. There would be a lot of shitty ideas. But I am sure there would be revolutionary ones among them.

Levra

Levra should be your personal archive, where every idea and reference you ever had lives, and your workbench, where you build. It should give you access to all the tools you need to realise those ideas. Wherever you are, you can always step into your archive and access all of it.

No idea should stay unrealised.

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October 16, 2026