There are no markedness constraints. Instead, there are language-specific structural constraints, which work in perception, and acquired articulatory constraints, which work in production. Under this view, markedness is a derivative concept: it is just the degree of commonness that ultimately derives from more fundamental articulatory and perceptual considerations. If markedness is not fundamental, neither will crazy rules be. In this talk I will illustrate this by accounting for the whole current Dutch vowel system and its historical development within bidirectional three-level Optimality Theory and its transfer between generations.