

Ground	၁	Where the work originates and operates. A continuous visual ground where difference falls away and only what is shared remains.
Conditions	၂	Where decisions are guided by what is felt.
Behaviours	၃	Where the conditions are carried into action. How what is felt becomes visible.
Frictions	၄	Where what does not hold is removed. What is rejected to maintain the system.
Extractions	၅	Where elements and patterns are extracted to repeat. Carrying it forward.
Construct	၆	Where elements are assembled into form. How the system is constructed into image.
Voices	၇	Where the work is spoken from within. How it is held across different practices.
Applications	၈	Where the system is applied. How it takes form as the brand.