

ALETHEON STUDIO — PHASE 1 UNIVERSE

Core Structure:

Aletheon Studio operates as a narrative ecosystem composed of four interconnected layers:

1. Liminal Space Inc.

Environment layer.

A transitional, in-between space defined by stillness, low activity, and suspended progress.

Tagline: "Nothing moves. Everything exists."

2. DERP™

Archetype layer.

Encodes recurring human behavioral failure patterns as productized entities.

Tagline: "They don't leave."

3. Rootzy

Narrative interface.

Playful, observational form of Logos.

Explores, documents, and interacts with Liminal Space Inc.

Tagline: "Sees it. Plays with it."

4. Logos

System layer.

Formal, structural cognitive system.

Defines, models, and transcends the environment.

Tagline: "Understands and builds beyond."

Content Strategy:

Initial Release Set:

- Liminal Space Inc. — Environment Card
- DERP™ Classic
- Rootzy (observer instance)
- Tagline post

Core Line:

“Some live here. Some observe it. Some build beyond it.”

Tone:

- Calm
- Precise
- Slightly absurd
- Non-performative

Function:

Aletheon Studio acts as the narrative and cultural interface of the Aletheon system, bridging accessible pattern recognition (Rootzy / DERP) with formal structural systems (Logos).

End State:

A coherent, scalable media universe capable of:

- audience acquisition
- pattern demonstration
- narrative control
- transition into high-level system concepts