

**IMAGES ARE  
THE FUTURE**



**IN THE BEGINNING  
THERE WAS THE  
WORD...**



A close-up photograph of a dark, textured rock surface, possibly a cave wall or a natural rock formation. The rock has a mottled appearance with shades of dark grey, black, and brown, showing signs of weathering and mineral deposits. Overlaid on this background are the letters 'UGH' in a large, white, bold, sans-serif font. The letters are cut out, revealing the dark rock texture underneath. The 'U' is on the left, the 'G' is in the center, and the 'H' is on the right. The overall composition is simple and impactful, with the high contrast between the white letters and the dark rock background.

UGH













FALLIBLE



LIMITED



**WORDS**



INTELLECTUAL

# WORDS



**CONTROL**



REPRESENTATIVE

UNIVERSAL

**IMAGES**

PHYSICAL




# IMAGES

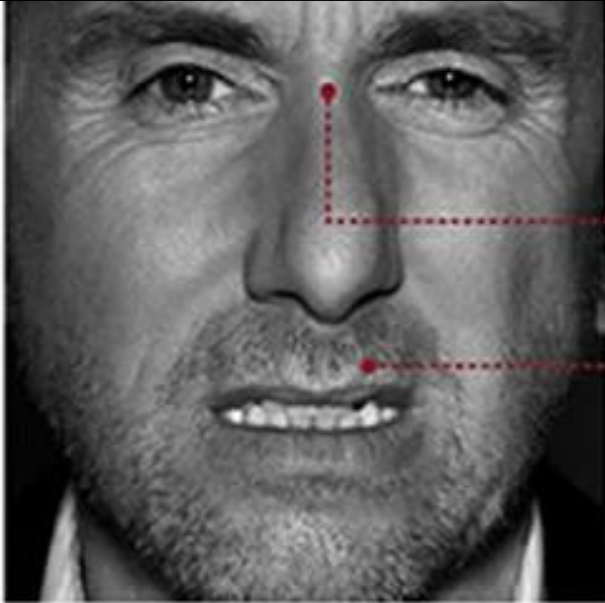


**FREEDOM**

## contempt

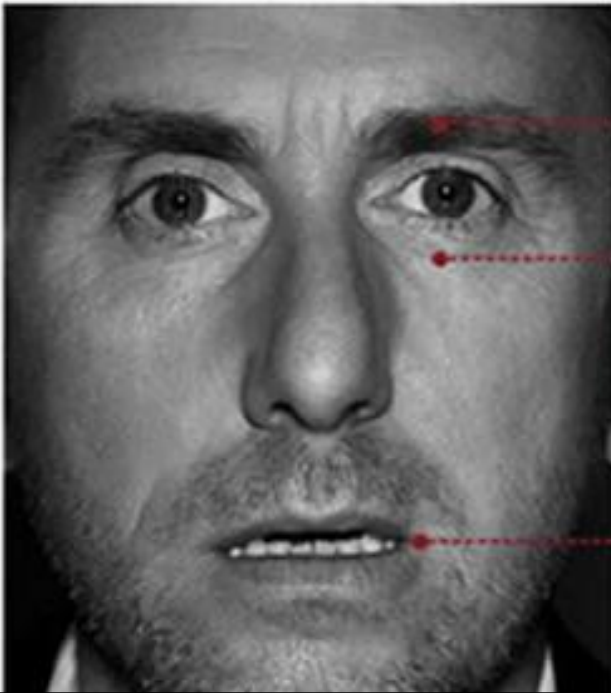
- 
- ① lip corner tightened and raised on only one side of face

## disgust


- 
- ① nose wrinkling
  - ② upper lip raised

## surprise

Lasts for only one second:

- 
- ① eyebrows raised
  - ② eyes widened
  - ③ mouth open

## fear

- 
- ① eyebrows raised and pulled together
  - ② raised upper eyelids
  - ③ tensed lower eyelids
  - ④ lips slightly stretched horizontally back to ears



















**IT'S ALL ABOUT...**

**CONTEXT**



















**WE ARE WHAT**

**WE MAKE...**



