

IP-05.01.2 — STUDIO LOGIC
APPLICATION — AUDIENCE PROJECTION
STATUS: ACTIVE



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BRYTON GORE / HOUSE OF GORE STUDIO ARCHIVE

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PURPOSE

This document defines how audience interpretation and projection function in relation to studio work.

CONTEXT

The studio produces constructed symbolic environments designed to be engaged with by viewers.

These environments do not assign fixed meaning.

Meaning is formed through interaction.

AUDIENCE RESPONSE MECHANISM

When engaging with studio work, audiences may:

- interpret visual and symbolic elements
- assign personal meaning
- recognise familiar patterns or identities
- experience emotional or psychological resonance

These responses are generated by the viewer's own perspective.

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PROJECTION

Projection occurs when a viewer attributes:

- personal identity
- narrative relevance
- intention or authorship

to elements within the work.

This process originates from the viewer, not from the construction of the work.

MISATTRIBUTION

Projection may result in:

- assuming the work is about a specific individual
- interpreting symbolic content as direct reference
- assigning intent where none has been defined

These interpretations do not reflect the structure or purpose of the work.

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RELATION TO STUDIO LOGIC

Audience projection is not an error.

It is an expected outcome of:

- open symbolic systems
- reflective environments
- non-fixed meaning structures

The work allows interpretation, but does not determine it.

BOUNDARY

Audience interpretation does not establish:

- authorship
- subject identity
- intent

The studio does not confirm or adopt projected meanings.

CLOSING

The studio creates environments where meaning is formed through interaction.

What a viewer sees reflects their own perception within the system.