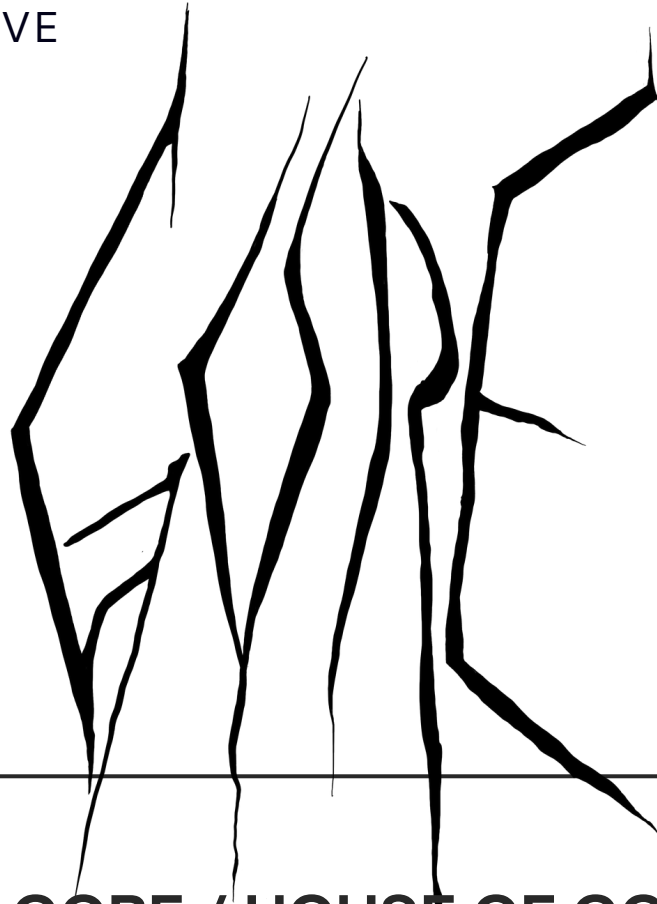


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STATUS: ACTIVE



MARCH 18TH 2026

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ISSUED BY: BRYTON GORE / HOUSE OF GORE
(ABN 27 183 700 214)

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Phone:
+N/A

Email:
bryton.gore@icloud.com

Address:
N/A
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Phone:

+N/A

Email:

bryton.gore@icloud.com

Address:

N/A

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DEFINITION

GORE Visual Language defines the consistent visual rules used across the studio's work.

It governs how subjects, ideas, and systems are translated into controlled visual form.

It operates across all outputs and is not limited to a single project or framework.

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Address:

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CORE PRINCIPLE

The Plates Method operates as:

The visual language operates through:

- reduction of form
- controlled distortion
- contrast between precision and instability

Complex subjects are simplified, then altered to create tension and recognition.

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FORM

Forms are:

- reduced
- elongated
- irregular
- intentionally unstable

Perfect geometry is avoided.

Imperfection is used as a structural tool.

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LINE

Lines are:

- varied in weight
- tapered or broken
- hand-formed rather than uniform

This creates:

- tension
- fragility
- controlled disorder

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COMPOSITION

Composition is controlled and minimal.

It uses:

- central or dominant placement
- large areas of negative space
- limited elements

The subject is isolated and emphasized.

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CONTRAST

The work relies on:

- black and white
- high contrast
- absence of softness

Contrast is used to define form clearly and remove ambiguity.

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STRUCTURAL BALANCE

The visual language operates through contrast between:

- instability (form and line)
- control (layout, spacing, typography)

This balance maintains clarity while allowing distortion.

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SPACE

Space is treated as an active element.

Negative space is used to:

- create tension
- isolate subjects
- increase clarity

Empty space is intentional and functional.

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SYMBOLS

Symbols are:

- simplified
- repeatable
- system-based

They function as:

- carriers of meaning
- anchors within constructed systems

They are not decorative.

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EMOTIONAL FUNCTION

The visual language produces a distinct emotional response defined by:

- calm within chaos
- stillness within instability

The work does not express chaos directly.

It presents a resolved state of chaos, where:

- tension is contained
- disorder is structured
- instability is controlled

This allows viewers familiar with high-intensity or chaotic environments to experience:

- recognition
- clarity
- calm

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SUBJECT STATE

Subjects within the work are presented as:

- emotionally neutral
- detached
- beyond immediate reaction

They do not perform expression.

They exist in a state of:

- stillness
- depletion
- post-experience

This creates the perception that the subject is:

not reacting, but existing after resolution.

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Address:

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JUXTAPOSITION

The work operates through contrast between:

- visual instability (form, distortion)
- emotional stillness (subject, presence)

This creates:

- tension without chaos
- unease without panic
- calm within intensity

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RECOGNITION AND CONTAINMENT

The visual language operates through a condition of:

- recognition
- containment

The work does not desensitise or reduce intensity.

Instead, it presents complex or chaotic conditions in a contained and controlled form.

This allows viewers who are familiar with high-intensity, unstable, or chaotic environments to:

- recognise the condition
- experience it without escalation
- remain regulated while engaging with it

The sense of calm produced by the work is not the absence of intensity.

It is the result of:

intensity being structured and held within the system.

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CONSISTENCY

Across all outputs:

- the visual language remains consistent
- variation occurs through subject, not style

This ensures recognisability across:

- artwork
- fashion
- objects
- publications

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Phone:

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Email:

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Address:

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DISTINCTION

GORE Visual Language differs from trend-based aesthetics:

- it does not express chaos, it resolves it
- it produces regulation, not escalation
- it prioritizes structure over decoration

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Address:

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RELATION TO OTHER SYSTEMS

This visual language operates across:

- Australian Gothic framework
- Plates Method
- independent work

It is the consistent layer across all studio outputs.

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Phone:

+N/A

Email:

bryton.gore@icloud.com

Address:

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CLOSING:

GORE Visual Language defines how the studio's work is constructed and experienced.

It translates complex, unstable subjects into controlled visual systems that allow recognition, clarity, and calm.

EFFECTIVE DATE: MARCH 18, 2026



Signature:

Name: Bryton Ursula Gore

Title/Capacity: Individual Owner or
Sole Proprietor

Date: 18/03/2026