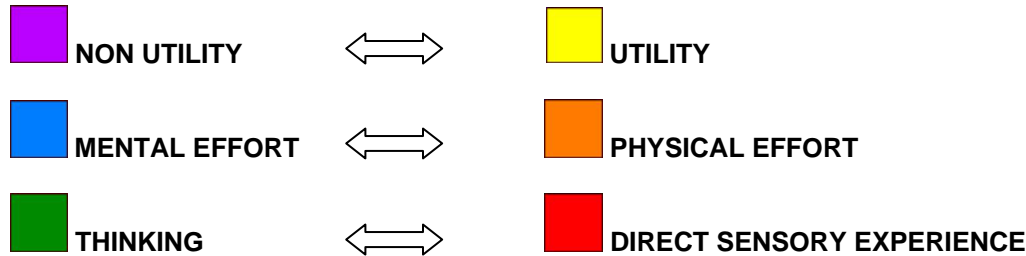


The Polyaesthetic Muses

This chart was designed and used by team members to better understand the aesthetic categories of art and science. Consider what muse you connect with the most and what category you would place some of your favorite objects.



Ahoomooah - The Center of it All



Rosie Beebright - Thinking / Physical prowess / Utility

Rosie sees beauty in the physical craftsmanship of an object and the value of its physical utility. Her objects inspire philosophical discourse on utility and desire. She is the Muse who inspires all the serious craftsmen and women in the manufacturing sector as well as those artisans that create one off beauties which make life more efficient. She inspired hand crafted automobiles such as the early Rolls Royce and Ferrari as well as Celtic swords, Chinese fireworks and rocket technology.



Fortuna Arousa - Direct Sensory Experience / Physical prowess / Utility

Provocative and sensual, Fortuna instinctively makes money. No design no thinking, she knows what you need and she crafts out an object that overwhelms you with desire. She demands that beauty be about immediate emotion with purpose. Her objects must complete a task but are simple and extremely elegant. She loves chants, drones and drum circles. She inspired the didgeridoo and tantric love - Anyone can design her crafty objects if they are in touch with their subconscious and sensual side – She is very improvisational, sexy and simple.



Gaia Usense - Mental prowess / Direct sensory experience / Utility

Gala is much like her sister Fortuna but lives only to design. She inspires the lucky, and gifted designers that solve the worlds problems – She inspires those that design the things that are extremely useful, yet, once executed are extremely titillating to the senses – those who she inspires gather much wealth – she inspires great architects and interior designers – directors of commercial art firms and museums. Her music sells and inspires – she is sexy fashionable and creative.



Coco Complexia - Mental prowess / Non-utility / Direct sensory experience

Coco Is a Muse who is constantly and spontaneously executing designs that excite your senses yet she has little physical crafting skills forcing all of her objects to be productions of the mind. If her design requires physical craftsmanship then she leaves this task to others. It's as though she lives in a dream and has others perform it. She inspires photography, computer art, spirographs and artists like Christo, Koons and Smithson. She abhors utility in her design she is only concerned with making herself happy – Design for Design's Sake and spontaneous at that.



Polly Teknica - Mental prowess / Thinking / Utility

Polly is the Muse responsible for inspiring all engineers and applied scientists – She argues that there is no aesthetic value unless it is a superior design which functions beautifully in all aspects of service to its purpose. She can see the beauty in things as simple as a bottle opener and as complex as the space shuttle. While her designs inspire philosophical thinking, she is also interested in how clever and simple she solves a task. When a design forms in her mind she mutters, “Now THAT is cool!”



Monoca Wilde - Physical prowess / Direct sensory experience / Non-utility

Monoca lives by the motto “Art for Art Sake” and has no interest in utility outside her senses. She says if you can’t see, smell, taste, touch or hear it then it ain’t there. She brags about her physical craftsmanship for she is a master at executing any art in any medium and inspires the artists to practice! practice! practice! She is the ultimate experimenter in all of the mediums and chides utility and function as constraints too confining for real art - for she is only concerned with what turns her on!



Hypatia Kog - Thinking / mental prowess/ Non-utility

Hypatia inspires the poets, seers and philosophers. She has no body and exists only as "mind". She is constantly exploring the complex designed structures of the universe that oscillating back and forth between her mind and the physical world. She is constantly confusing us between believing that reality is the inside of her mind as opposed to believing that reality is outside her mind. She expresses herself with language and symbols. Her mind is your mind.



Bruta Kog - Thinking / Physical prowess / Non-utility

Bruta is much like her sister Hypatia except that she has a physical body. Bruta sits in her corner polishing a sphere and ponders the universe. She believes mental reality is meaningless unless you manifest it in the physical world. Her objects reflect the idea that she is not concerned with physical beauty for she concerns herself only with what the objects point at – which is the beauty that comes from thinking about them. Her objects have no utility outside her mind, they are simple yet beautiful and profound.