

This is not a test.

It's a perceptual experience.

Take a minute and a half.

Follow the prompts, without overthinking.

And notice what happens.

BEGINNING

Pause for a moment.

Respond without overthinking.

Without looking for the “right” answer.

FIRST CHOICE

Are you more drawn to something that carries a trace of the past...

or to something more contemporary?

Follow what you feel.

SECOND CHOICE

What attracts you...

is it how it appears,

or what it suggests?

EXPERIENCE

Now don't think.

Notice.

YOUR COMBINATION

Find yours. Then look.

PAST + APPEARS

Sebastian

Isabella

Leonardo

PAST + SUGGESTS

Evelyn

Arthur

Clara

CONTEMPORARY + APPEARS

Mila

Zoe

Luca

CONTEMPORARY + SUGGESTS

Elio

Noah

Iris

REVELATION

Your reaction is not random.

Something in you responded before you could understand it.

A name doesn't only communicate what it is.

It communicates how it feels before you even know what it does.

THIS IS THE WORK

What you just did is exactly what happens when someone encounters a name.

They don't analyse. They don't rationalise. They respond.

That response creates expectation, positioning, perceived value.

I work in the space between what you intend to communicate and what is actually perceived.

If there's a gap, I find it.

If there's a direction already implicit in your name, I show it to you.