

Arty Naming Workflow — *Uniphil* → *Uniphilabs*

This guide turns our conversation into a **repeatable, creative-technical workflow** for naming your umbrella and projects. It balances **poetry + systems, ethics + metrology**, and the **Afrhône / Rhône** sense of place. Use it to generate, test, and converge on a name such as **uniphilabs** and a coherent family around it.

0. North-Star

- **Purpose:** equitable, humanist, generative research and tools.
 - **Tension to hold:** *arty, fizzy, subversive* ↔ *precise, trustworthy, STEM*.
 - **Anchor words:** *Uniphi(lab), Kobalt, Azuran, Afrhône / Rhône, Sigma, Aphelion, Exosysh, Arketyp*.
 - **Primary candidate (working):** **uniphilabs** — the umbrella.
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1. Inputs → Semantic Constellation

Collect intents, codes, and motifs. Mark polarity (soft ↔ hard):

Axis	Soft / Poetic	Middle	Hard / Technical
Colour / Element	Azuran (air, light)	Rhone-Flux	Kobalt (metal, systems)
Ethics / Civic	Commons, fairness, consent	Trustfield	Audit, metrology, protocol
Place	Afrhône / Rhône	Alpine	Global / Network
Form	Arketyp, poiesis	Field	Sigma, Zeta, Metrics
Time / Orbit	Aphelion	Junhyper	nD, K_3p

→ Keep at least one **soft** and one **hard** element in every finalist to keep tension alive.

2. Lexicon Pool

Seed a working lexicon that we can recombine:

- **Cores:** uniphi, uniphilab, uniphilabs, kobalt, azuran, afrhone, rhône, sigma, zeta, aphelion, arketyp, exosysh, junhyper, umowt, gflow, eigen, flux, field, mesh, commons, metria, metric, audit, protocol.
- **Affixes:**
- **soft:** -atelier, -poiesis, -verse, -garden, -flux, -field
- **hard:** -systems, -codes, -labs, -metric, -protocol, -mesh
- **territory:** rhone-, alpine-, afrhone-, -rhone

- **Greek/Math:** sigma-, zeta-, phi-, eigen-, n-, k-, aphel-
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3. Morphology Rules

Construct names via three families. Mix and test.

A) Umbrella → [Core] + [Function]

uniphi + labs → **uniphilabs** \ *kobalt + systems* → **kobalt.systems**

B) Binomial → [Place/Poetic] + [Tech]

rhone + flux → **rhoneflux** \ *azuran + field* → **azuranfield**

C) Metric-Poiesis → [Science] + [Art]

sigma + field → **sigmafield** \ *metric + poiesis* → **metricpoiesis**

Optional **punctuation/Unicode** layer for posters, while keeping an ASCII domain.

4. Sound, Mouthfeel, Pace

Quick speak tests (French/English):

- **Consonant energy:** *kobalt, k-3p, ndmkb* → sharp, technical.
 - **Vowel flow:** *azuran, aphelion, uniphi* → airy, artistic.
 - **Hybrid:** *rhoneflux, sigmafield* → balanced.
 - **Rule:** finalists must pass **3× fast aloud** without stumbling in FR/EN.
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5. Screening Matrix (score 0–5)

Score each candidate on:

1. **Memorability** (short, distinctive)
2. **Pronounceability** (FR/EN)
3. **Meaning fit** (ethics + tech + art)
4. **Scalability** (room for sub-brands)
5. **Domain availability** (at least one desired TLD)
6. **Searchability** (not drowned by generic uses)
7. **Glyph charm** (logo / typography potential)

Keep ≥ 28/35 for finalists.

6. Domains & Extensions Strategy

- **Umbrella TLDs:** `.ch` (Swiss anchor), `.systems` (tech), `.art` (gallery), `.org` (civic), `.ai` (applied AI), `.io` (developer), `.codes` (making).
 - **Unicode policy:** use **ASCII for the canonical** domain; keep Unicode/IDN for art mirrors. Example: `afrhone.ch` canonical, `afrhône.ch` for exhibitions/redirect.
 - **Subdomains:** `play.`, `api.`, `auth.`, `ws.`, `gallery.`, `sigma.`, `rhone.`
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7. Rapid Workshop (60–90 min)

1. **Warm-up (10')** — read North-Star, listen to one track, draw a field line.
2. **Explode (15')** — write 50 combos from the lexicon in 10 minutes (no filter).
3. **Cluster (10')** — group into *Umbrella / Poetic / Metric*.
4. **Score (15')** — apply the matrix; keep top 6.
5. **Stress (10')** — tongue-twisters, radio test, spell test.
6. **Map (10')** — propose subdomain tree for top 3.
7. **Decide (10')** — choose **1 umbrella + 2 companion** names.

Deliverables: shortlist, domain plan, typography cues, one-line origin story.

8. Candidate Sets (generated from our constellation)

A) Umbrella (institutional)

- **uniphilabs** — *central research/art/ethics umbrella*.
- Domains: **uniphilabs.ch**, **uniphilabs.systems**, **uniphilabs.art**, **uniphilabs.org**
- **kobalt.systems** — tech and tooling branch.
- **rhoneflux.art** — place-poetic gallery branch.
- **sigmafield.org** — metrology / audit commons.

B) Poetic-Technical binomials

- **azuranfield.art** · **azuran.codes**
- **rhonefield.systems** · **rhonecommons.org**
- **aphelion.studio** · **aphelion.systems**

C) Metric-Poiesis thread

- **metricpoiesis.art** · **metricpoiesis.org**
- **civicmetria.org** · **metrica.ethics**
- **sigmamesh.network** · **sigmafield.systems**

D) Codenames distilled (fizzy / lab)

- **exosysh.io** · **exosysh.systems**
- **junhyper.xyz**
- **umowt.io** (*Unified Metric Ontology / Open-World Toolkit*)
- **k3p.io** (*ASCII of k-3p*)
- **ndmkb.tech** (*nD + MKB*)
- **arketyp.studio**
- **gflowck.codes**

E) Afrhône anchoring

- **afrhone.ch** (*canonical*) ↔ **afrhône.ch** (IDN mirror)
- **afrhône-lab.ch** / **afrhone-lab.ch**
- **rhone-kobalt.ch**
- **rhone-uniphi.ch**

9. Subdomain Maps (two options)

Option 1 — Umbrella: uniphilabs.ch

play.uniphilabs.ch	→ multi-agent playground (this app)
api.uniphilabs.ch	→ REST/WebSocket
auth.uniphilabs.ch	→ SSO
sigma.uniphilabs.ch	→ metrics / audits / protocols
rhone.uniphilabs.ch	→ Afrhône/Rhône programmes
azuran.uniphilabs.ch	→ studio / gallery
kobalt.uniphilabs.ch	→ systems / toolchains

Option 2 — Tech umbrella: kobalt.systems with art + civic satellites

play.kobalt.systems	→ sandbox
sigma.kobalt.systems	→ metrology
rhone.kobalt.systems	→ place projects
azuran.kobalt.systems	→ visuals
rhoneflux.art	→ exhibitions and prints
civicmetria.org	→ public-interest metrics

10. Visual & Typographic Cues

- **Colour poles:** cobalt (#1e3a8a) ↔ azur (#40f2d0). Accent coral or fuchsia for subversion.
- **Forms:** ellipse-field, differential growth, river-like vector flows.

- **Glyphs:** φ / Σ elements as *secondary marks*, **not** core domain text.
 - **Logotype tests:**
 - **uniphilabs:** generous spacing, geometric sans; subtle φ ligature.
 - **kobalt.systems:** compact, technical; monospace/SF Mono energy.
 - **rhoneflux.art:** rounded grotesk with flowing alternates.
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11. Decision Recipe

1. Choose the **umbrella** first (likely **uniphilabs.ch**).
 2. Pick **two companions** that carry the poles:
 3. **kobalt.systems** (hard/tech)
 4. **rhoneflux.art** (soft/poetic/place)
 5. Reserve **supporting civic/metric** domain: **civicmetria.org** or **sigmafield.org**.
 6. Register **umowt.io** as a playful toolkit codename.
 7. Configure DNS, redirects, and TLS; publish a one-pager for each with consistent story.
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12. Example: Uniphil → Uniphilabs

- **Origin:** *uniphil* (universal philosophy) + *labs* (practice, experiment).
 - **Story (one-liner):** “**Uniphilabs** explores equitable humanist technologies — from river-scale commons to metrology protocols — blending **artful systems** and **civic measurement**.”
 - **Primary domain:** **uniphilabs.ch**
 - **Companions:** **kobalt.systems**, **rhoneflux.art**, **sigmafield.org**
 - **Handles:** (global), , ,
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13. Next Actions

1. Confirm the umbrella: **uniphilabs** / .
 2. Select 2–3 companions from the sets above.
 3. I’ll check domain availability, propose alternates, and draft the DNS + Nginx/Caddy config.
 4. Lock logotype and colour tokens; ship a tiny brand kit.
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Prepared from the shared constellation: Afrhône, Uniphi/Uniphilab, Kobalt, Azuran, Sigma, Aphelion, Exosysh, Junhyper, Umowt, Arketyp — with a commitment to equity, measurement, and poetic systems.