



NT TEST PRINT 1

# “MEME VALUE”

© LIL 67



*for Jolene & Seth*

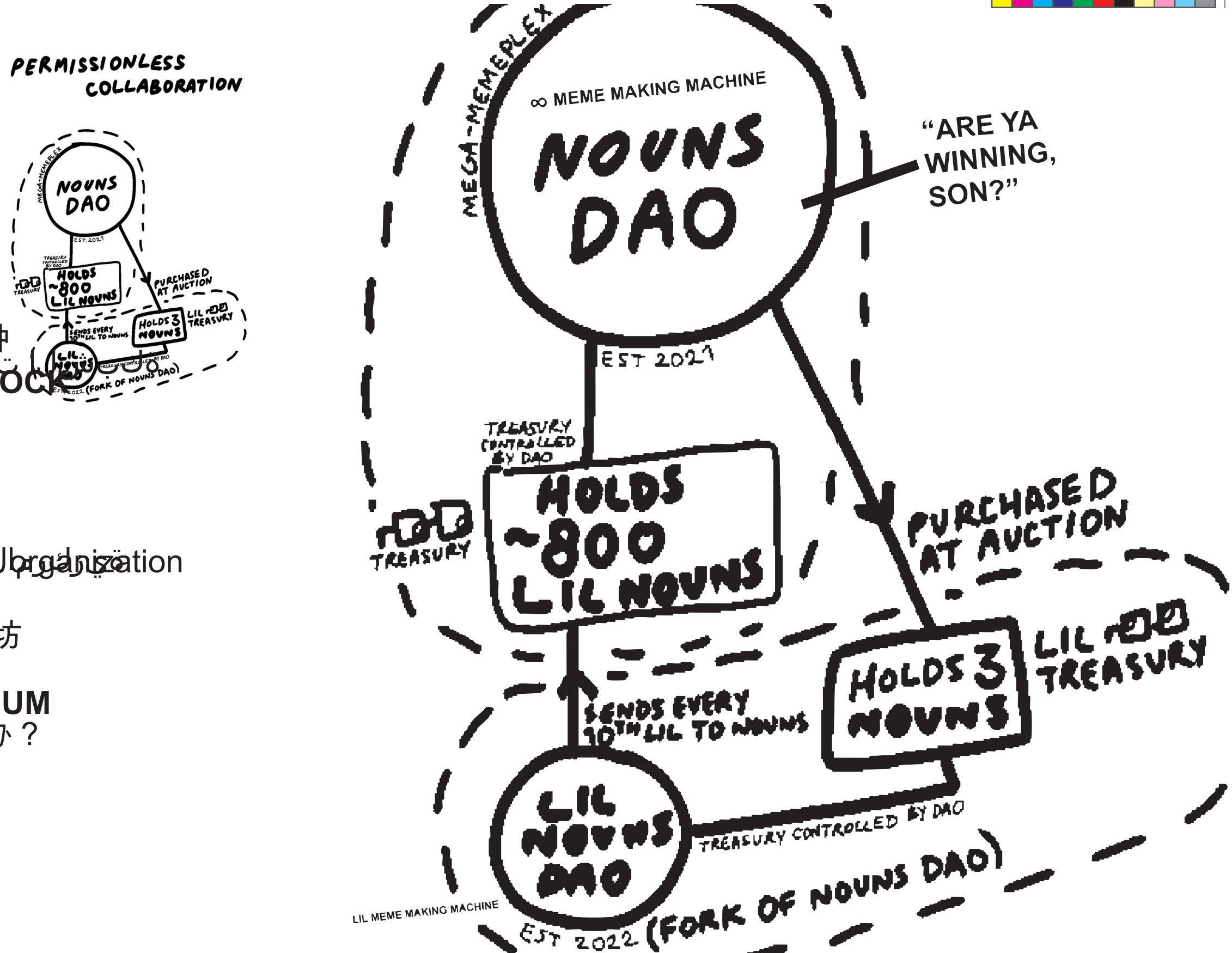
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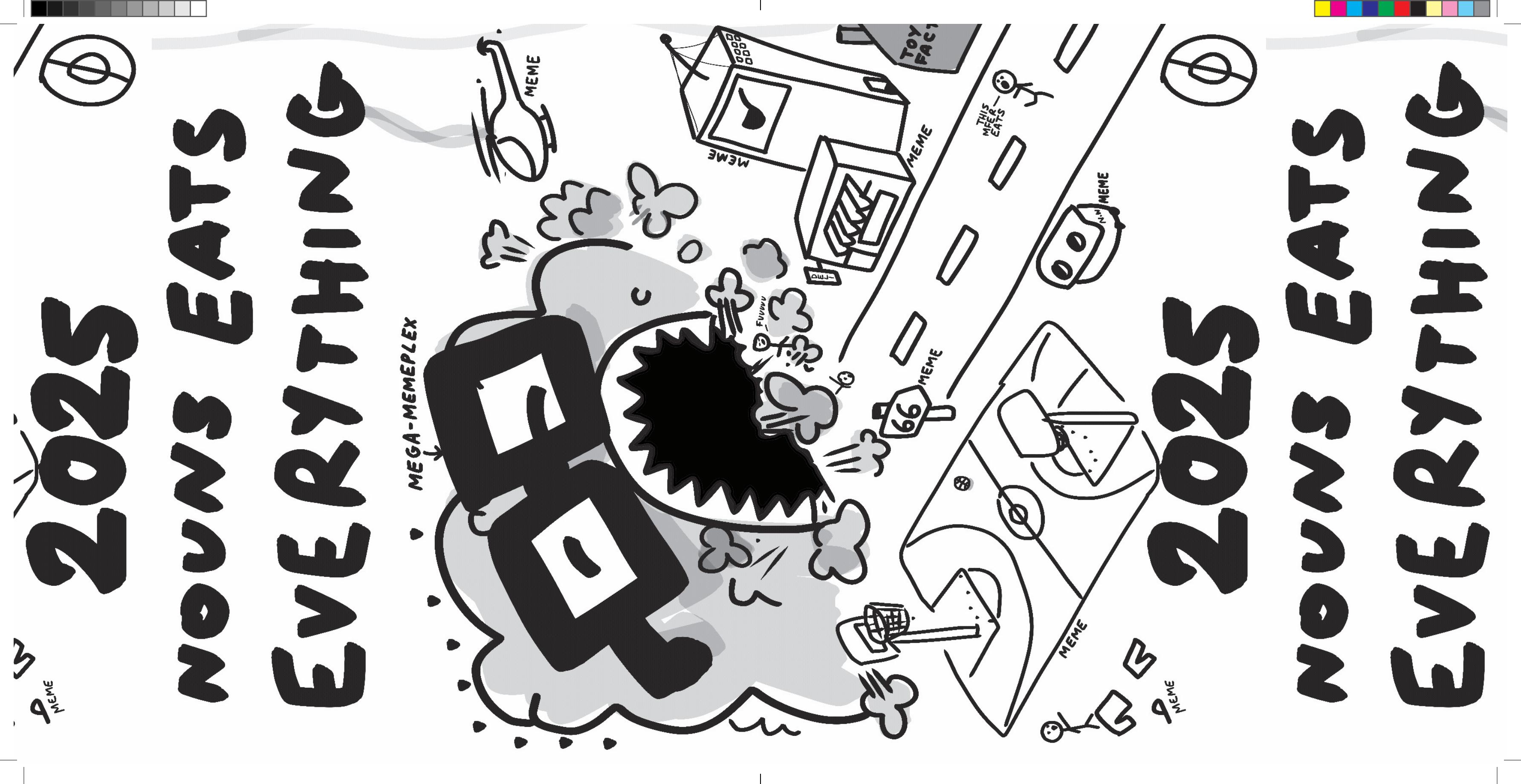
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\*DAO - Decentralized Autonomous Organization





2025

MEME

nowins EATS  
EVERYTHING

MEGA-MEMEPLEX



2025

MEME

nowins EATS  
EVERYTHING



# hi, hola, salut, مرحباً, こんにちは, 你好, olá

## “MEME VALUE”

Every living, inanimate and abstract entity possesses “meme value”. I believe that meme value permeates everything, and, the beholder can perceive, transmit, or transform it. With the advent of blockchain, specifically Ethereum\*, we can now build token-native memes and, thus, we are witnessing, in real-time, how this value accrues to the source of the meme (or doesn't), and how the value spreads, grows and births new memes and society norms.

WRITTEN AND ILLUSTRATED BY 67  
UNLESS SPECIFIED OTHERWISE

\*Ethereum - a decentralized blockchain platform that enables the creation and execution of smart contracts and decentralized applications (dApps), with its native cryptocurrency, Ether (ETH), facilitating transactions and computational services on the network. Also known as “The World Computer”.



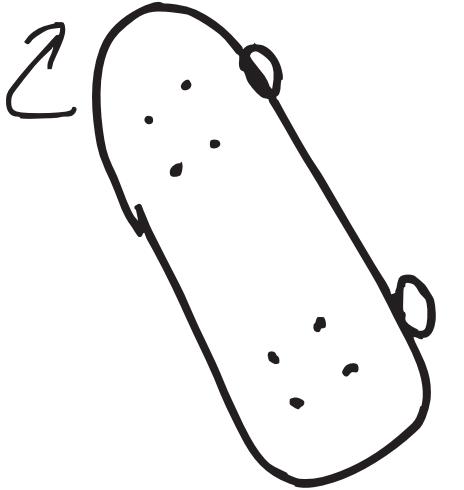
A 24/7 celebration



This Eeyore is Copyleft



# “DAO: A MURKIN AND A BODIMENT OF CYBERNETIC PROBLEMS”



## PRELUDE / INTRO

This book is not a promotion of NFTs or crypto. It is a record of an ongoing probe into new, networked societies known as Nounish DAOs.

The illustrations document onchain proposals, auctions, debates, rituals, and moments of collective decision-making. They are artifacts from a live system, captured mid-process, not polished in hindsight. Over the past two years, I have used characters and scenes as a way to compress complex technical and social dynamics into something observable, testable, and human.

My practice has unfolded publicly, largely through Ethereum and the Farcaster protocol, and Lil Nouns/Nouns, where ideas can be proposed, contested, funded, ignored, or forked in real time. These environments behave less like platforms and more like self-regulating systems that produce their own norms, aesthetics, incentives and pathologies. They are imperfect, unfinished, and often absurd. That is precisely why they are interesting.

The figures in this book are mostly fictional. They are often shown pausing, reflecting, or re-evaluating, caught in feedback loops rather than heroic poses. The characters are Nounish, but not ordinary. The glasses commonly associated with Nouns appear inconsistently, sometimes omitted entirely. This is deliberate. The logo is not the system; it is only a symbol that points toward it.

Nouns is a headless brand. It enforces no singular aesthetic and no official narrative. What persists instead is an ethic that emerges through repeated action: striving to improve shared conditions, giving more than you take, placing collective outcomes above individual extraction, and doing so with sincerity and play.

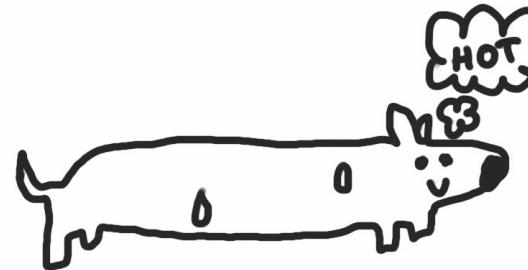
This book does not attempt to explain that ethic. It observes it, where it holds, where it fails, and where it mutates.

—□-□ /dream  
WTF PROBE.

Failure is informative



ADD COLOR IF YOU WANT



NO  
ORDINARY  
CHARACTERS

noc



# These drawings record real decisions that moved real money and shaped real lives.

They also record what happens when money, identity, and speech share the same space without shared understanding.

In open systems, participation is permissionless. So is suspicion.

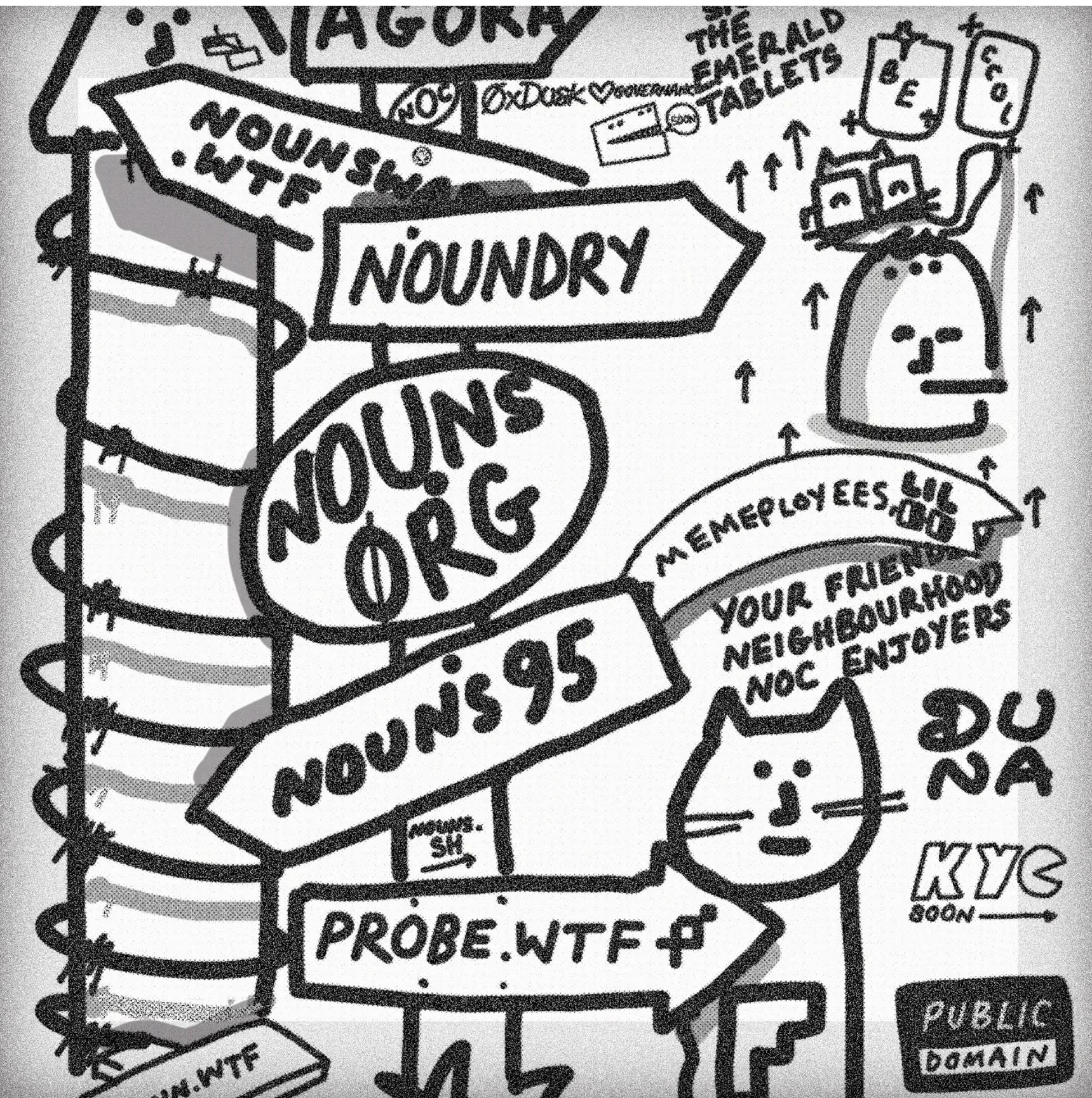
Over time, disagreement becomes distortion.

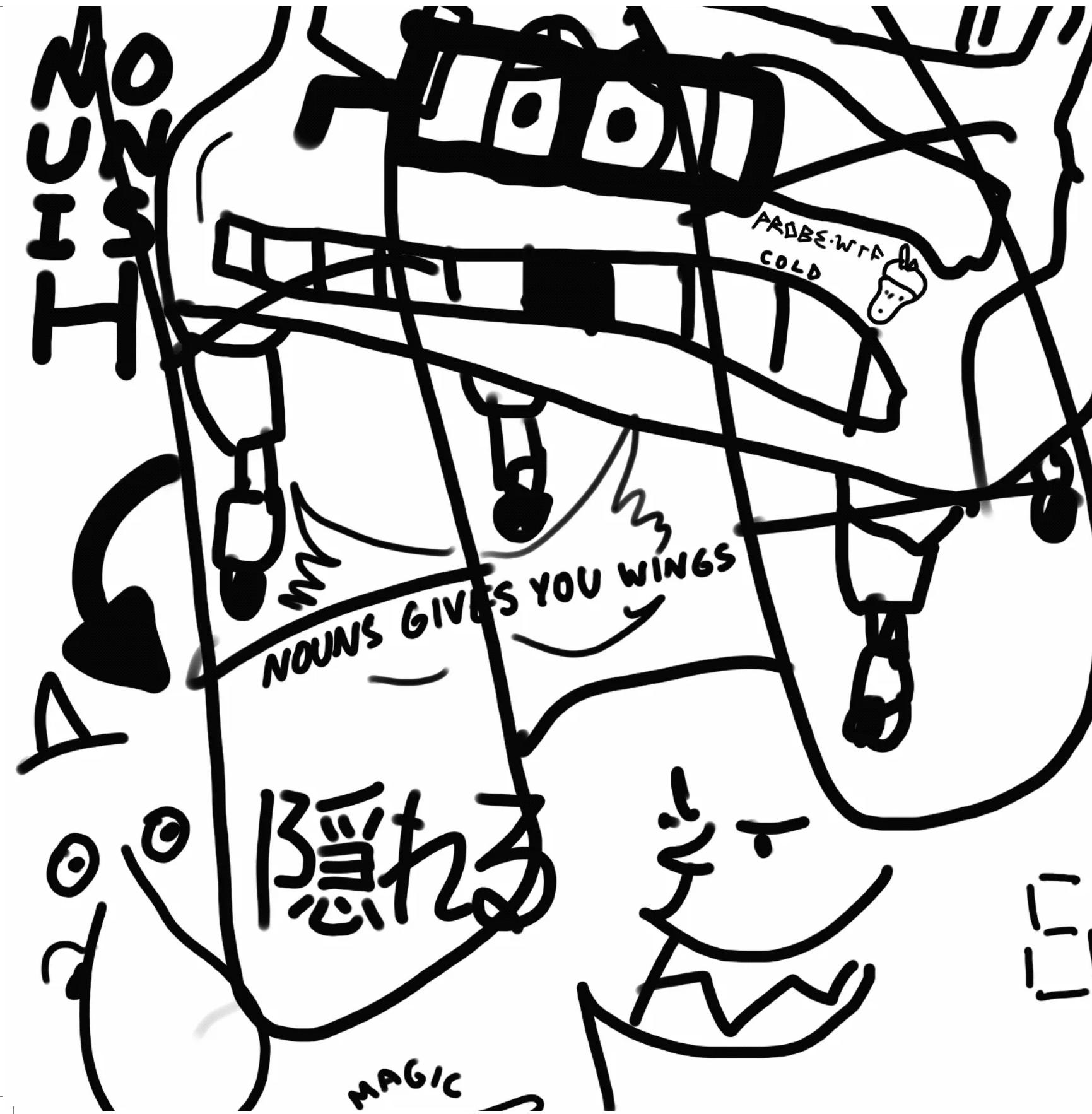
Fear replaces curiosity.

Motive replaces mechanism.

The work does not end when a proposal passes.  
It ends when the feedback does.

In many cases, it never does.







KATHERINE BOYLE, GENERAL PARTNER | A16Z:

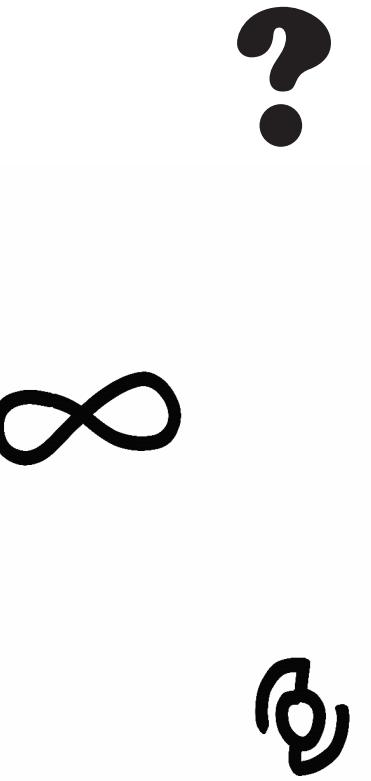
## When evaluating a company, one of my favorite questions to ask is whether it has an aesthetic.

We don't talk about aesthetics as the highest form of brand or story or a reflection of team cohesion, because investing on "vibes" or "look" or "mood" is very frowned upon. Even using it as a data point is beaten out of us. But if you look at any entity that's successful across industries, you know its aesthetic. A singular company doesn't just have a brand, it has an aesthetic that dominates its culture, its people and all products that come from it, whether the font on the wall art or the core product its selling.

It's not just best companies. The best sports teams have an aesthetic. The best artists. The best campaigns have strong aesthetic. And the more cohesive an aesthetic is, the more successful and durable the culture is.

If you're trying to decide which candidate is going to win an election, ask yourself which team has a more cohesive and stronger aesthetic. If you're trying to decide which company will dominate a market, see if you can pick out the company's people or products out of a lineup.

Numbers often lie. Narratives can be false. But it's really, really hard to fake aesthetic. And if a company has one early and it's genuine, it's often much more durable than it appears.



# "AESTHETIC"



## LIL PING, NERD | MAKE DAOS HAPPEN:

To resist the influence of “extreme statements” and viral memes, one effective approach is to adopt a mindset similar to that of Socrates—engaging in continuous, critical questioning. This method involves not accepting statements at face value but instead probing their meaning and validity. For instance, if someone claims, “Investing relies on aesthetics,” you might ask:

What does “aesthetics” mean in this context?

Can you provide a clear explanation or example?

What evidence supports this claim?

If the explanation becomes increasingly vague or abstract, it may be wise to approach the statement with skepticism and avoid internalizing or spreading it without thorough understanding.

This practice aligns with the concept of “anti-mimetic” training, which involves consciously resisting the automatic imitation of ideas and behaviors prevalent in culture. By doing so, you maintain autonomy over your thoughts and actions, rather than being passively influenced by prevailing trends.

In situations where questioning others directly might be socially uncomfortable, consider directing these inquiries inward or utilizing tools like AI to explore and analyze the ideas further. This reflective approach helps in discerning the validity of information and prevents the uncritical adoption of potentially misleading concepts.

Ultimately, by embracing continuous questioning and critical thinking, you empower yourself to navigate the complex landscape of information and ideas with discernment and integrity.

“ A E S T H E T I C ”

## LIL PING, NERD | MAKE DAOS HAPPEN:

如何抵抗“暴论”和meme梗的侵害？也许得像苏格拉底那样一直问下去，比如很多人说：投资要靠审美。那么审美是什么，如果对方能说得让你明白，那就听听，如果越来越玄乎，那就挡一挡，不要把这句话挂在脑子里，以至于无意识地用出来，向他人传播。其实这里已经自我解释了“侵害”是什么，就是未经处理或者来不及处理就把外部的暴论接收进脑子，并在未经思考的前提下散播出去或者用以点评、指导自己的行为。为什么这会是侵害呢，这样做事情的结果不一定是差的？就个人感受而言，如果我这样做了，会骂自己，情绪感受上很糟糕。这就是一个anti-mimetic 的训练。现实情况很多时候是，追问诘问容易得罪人，那就问自己、问 AI，搁置一下。

美感

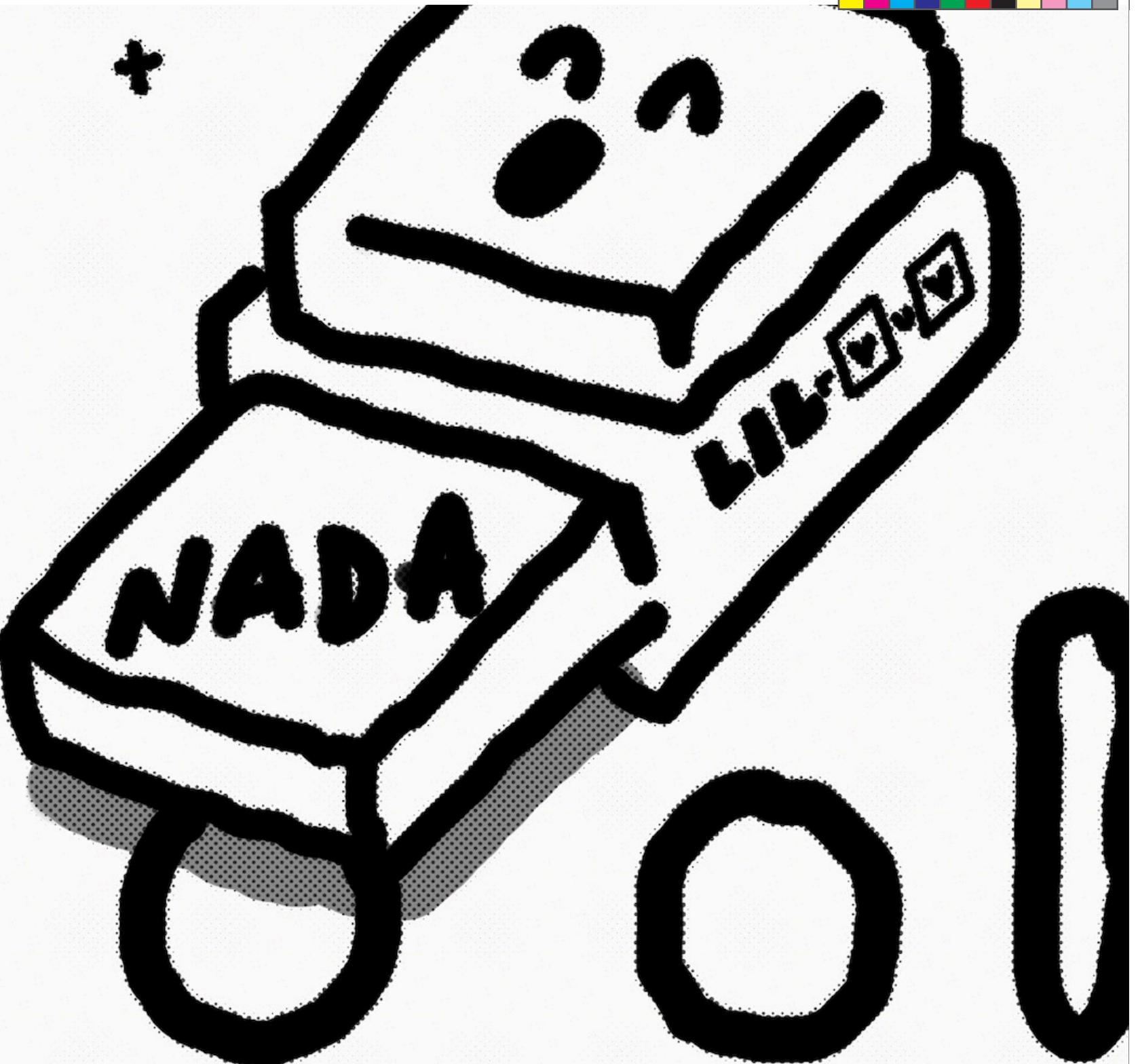
## LIL 67 | NOC ENJOoyer

This book is an exposed work-in-progress, meme-driven, honest and progressive conversation; bridging design, art and technology in the context of DAOs to promote change in not just technology, but ideology.

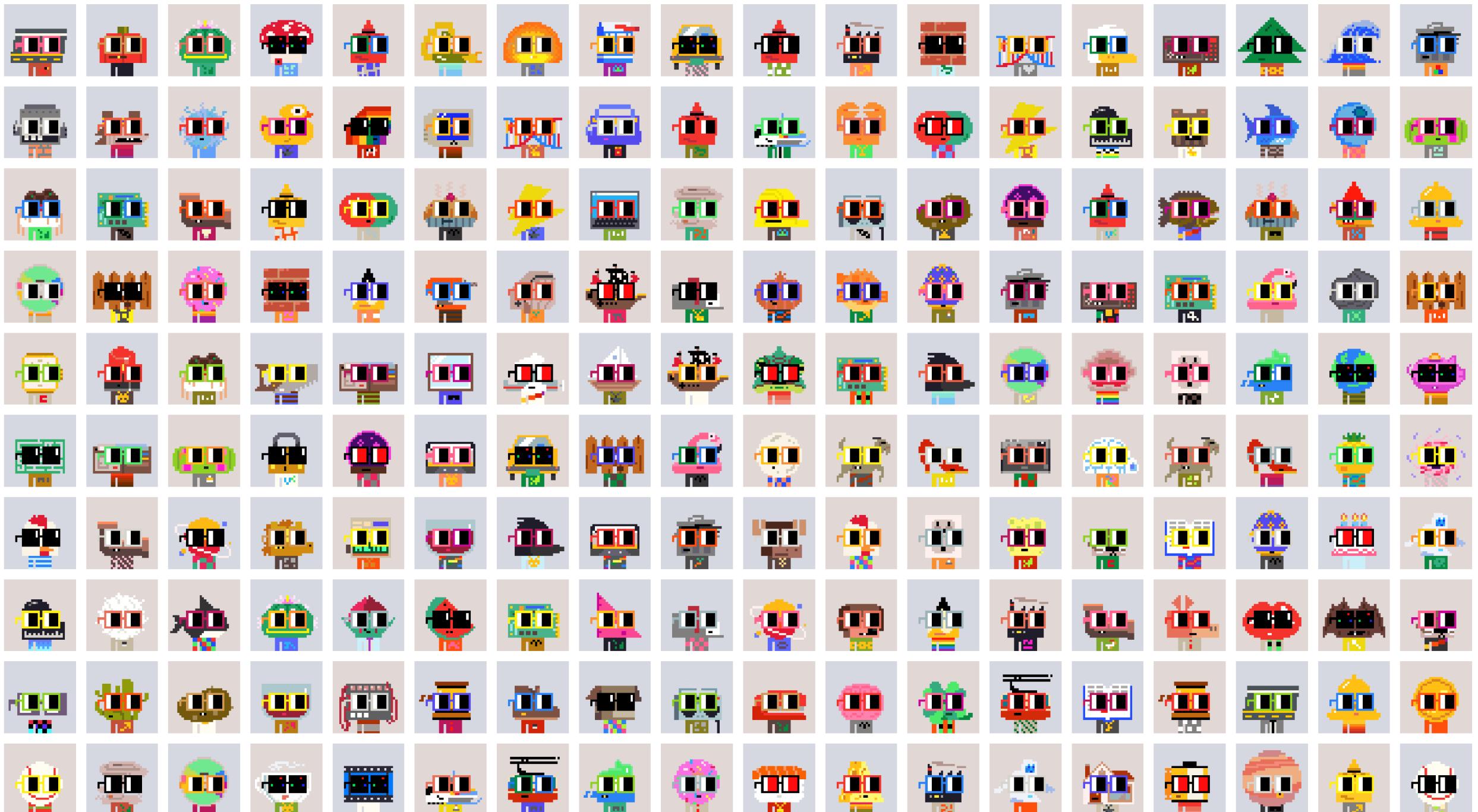
I want to educate myself and others, breaking down complex topics into composable memes in order to share, promote and grow new ideas. I believe the successful funding via multiple proposals I've presented to these onchain societies throughout 2023, 2024 and 2025 suggests that there is method to the madness of "meme value":

- Make your work benefit the society, as opposed to just enriching oneself
- Swap the mundane ego-driven narratives for a Nounish gift-economy
- Pay things forward
- Take not more than you need
- Don't be afraid to ask stupid questions
- Don't take yourself too seriously
- Embrace where you are at right now
- Strive to improve every day
- Enjoy, and showcase, the process and pursuit
- Be a part of something larger than yourself

No ordinary characters exist here, and I have made friendships, often united by the time known as Noun o'clock (noc), where Nouns gather at a crystal ball to curate the art collection. This event is a daily Nounish ritual and any stabilizing ritual is at risk of becoming a variety attenuator once it hardens, so it is important to bear that in mind analyzing the past, present and future and be open to adaptive change.



"MEME VALUE"



One Lil Noun generated every 12 seconds, forever.

# *Lil Nouns DAO*

**Where our journey begins:** Lil Design Research Project (I,II,III) to pursue research and design for Lil Nouns DAO, thus creating this book.

The underlying ethos of Lil Nouns may reflect that of Nouns, yet the meme remains open for interpretation and largely undiscovered. Lil Nouns is a fork of Nouns DAO, the “Wild West of Nouns”, dubbed by those within as a social layer for Nounish culture to flourish. Participation is often described as inclusion. In practice, it functions as selection. When the same actors repeatedly initiate, approve, and reward activity within a system, participation ceases to be exploratory and becomes confirmatory. The system no longer responds to new inputs; it validates existing ones. Over time, decision-making narrows. Novel behavior is tolerated only when it aligns with prior outcomes. Dissent is reframed as inefficiency. Repetition is reclassified as legitimacy.

The emission curve enables faster paced growth at a more accessible price point, yet whale-dictated floor and reserve prices have, in my view, stalled growth in the token supply. The system continues to operate, funds continue to move and proposals continue to execute. What disappears is not activity, but learning.

At this stage, participation serves a different function:  
to signal belonging,  
to recycle justification,  
to maintain access.

No explicit exclusion is required.  
The structure performs it automatically.

Systems like this do not fail loudly.  
They persist quietly, optimized for themselves.

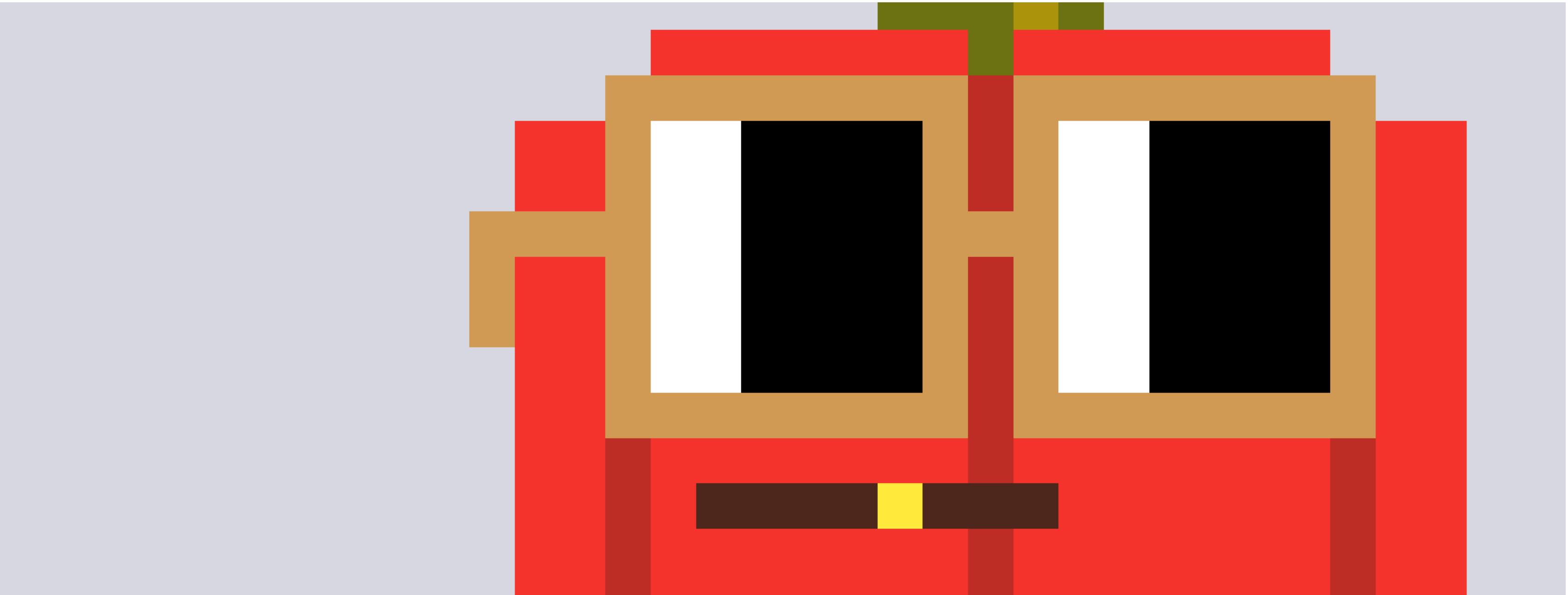
By the time the pattern is recognized, it has already become tradition. I have watched many DAOs (almost Nouns) succumb to the above and hope for a different fate at Lil Nouns DAO.

A pool of 256 available Lil Nouns exists at [lilnouns.auction](https://lilnouns.auction) and are priced on a bonding curve with a reserve price of 0.03ETH (adjustable), the 0.03ETH goes directly to the DAO treasury and you get a token.

**It is always lil noc. Anyone can join, anytime.**

**probe.wtf/lils**  
to view the full collection  
para ver la colección completa  
コレクション全体を見る  
查看完整系列  
عوْمَجْ لَكْ دَدَاشْ مَيْ اَرَبْ





### Lil Noun 1 – Lil Nouns Genesis and Bridge:

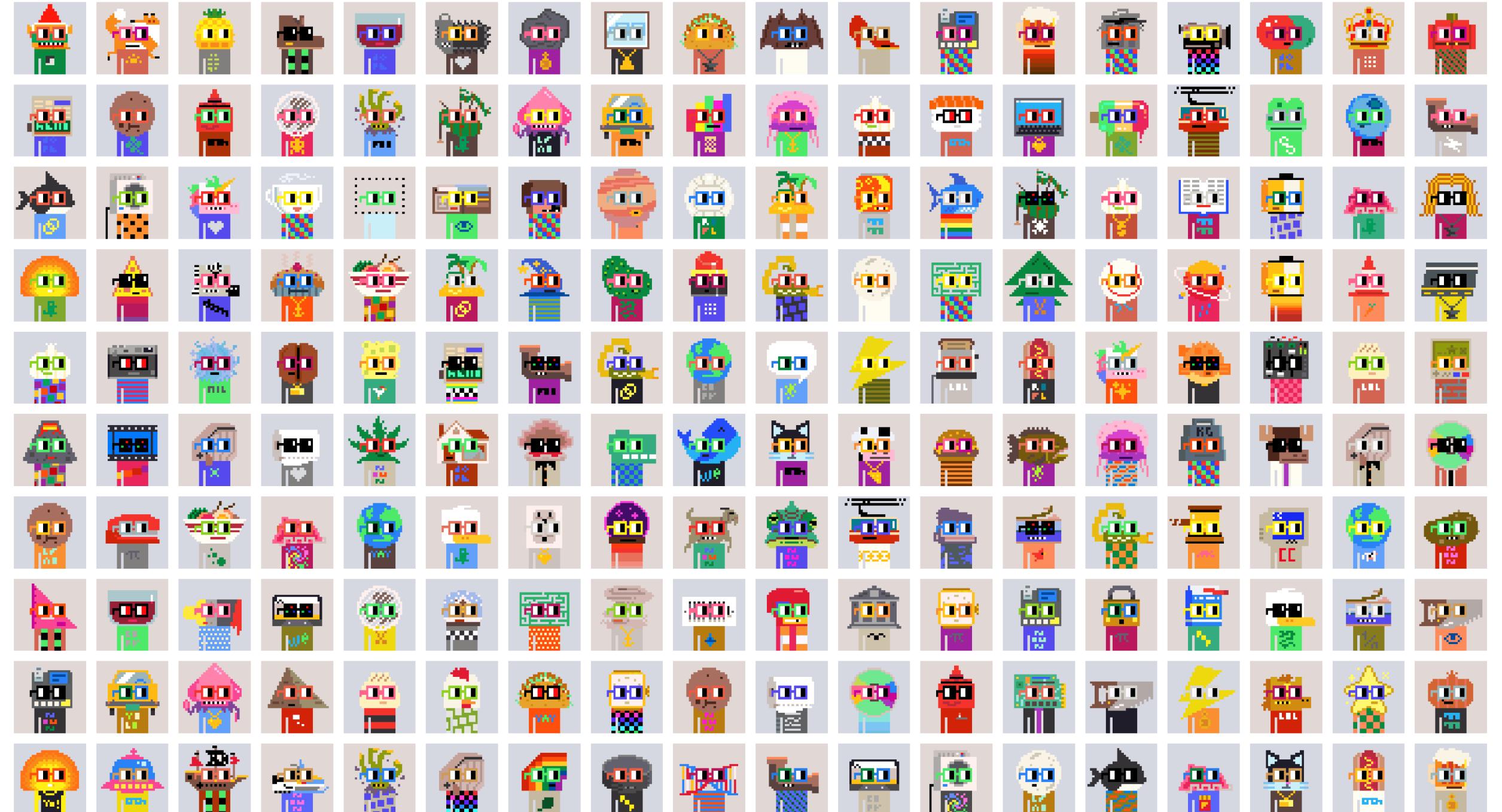
Lil Noun 1 is the second NFT from the Lil Nouns collection. Uniquely, Lil Noun 1 is held within the Nouns DAO treasury, exemplifying the tight coupling between the two DAOs. The Lil Nouns protocol sends every 10th Lil Noun to Nouns DAO, giving Nouns DAO an 8% stake in Lil Nouns governance.

Provenance-wise, Lil Noun 1 served as a symbolic gift to Nouns DAO, ensuring Nouns DAO was a stakeholder from day one. Culturally, this NFT represents the “child project” paying homage to their “parent”. Nouns DAO voters immediately had influence in Lil Nouns decisions, injecting Nouns ethos into the forked DAO. Conversely, Lil Nouns began using funds to acquire Nouns NFTs for their treasury, feeding back into Nouns DAO’s governance. This reciprocal

ownership (Nouns holding Lil Nouns, and Lil Nouns holding Nouns) increases the variety of voices and cross-pollination of ideas in both communities. As of 2025, Lil Noun 1’s role has been solely symbolic: it stands for cultural and governance interdependence – a meme of “DAO of DAOs” – showing how proliferating the Nounish meme through derivative collections can introduce new members and behaviors (Lil Nouns attracted many who weren’t in Nouns

DAO), whilst still reinforcing the core visual identity (Noogles and trait parity as of 2025) across the ecosystem.

That all sounds great on paper, but the reality is that nothing has ever really been explored here and there is definitely room for novel experiments/collaborations between the two DAOs.



One Noun auctioned everyday, forever.

# Nouns DAO

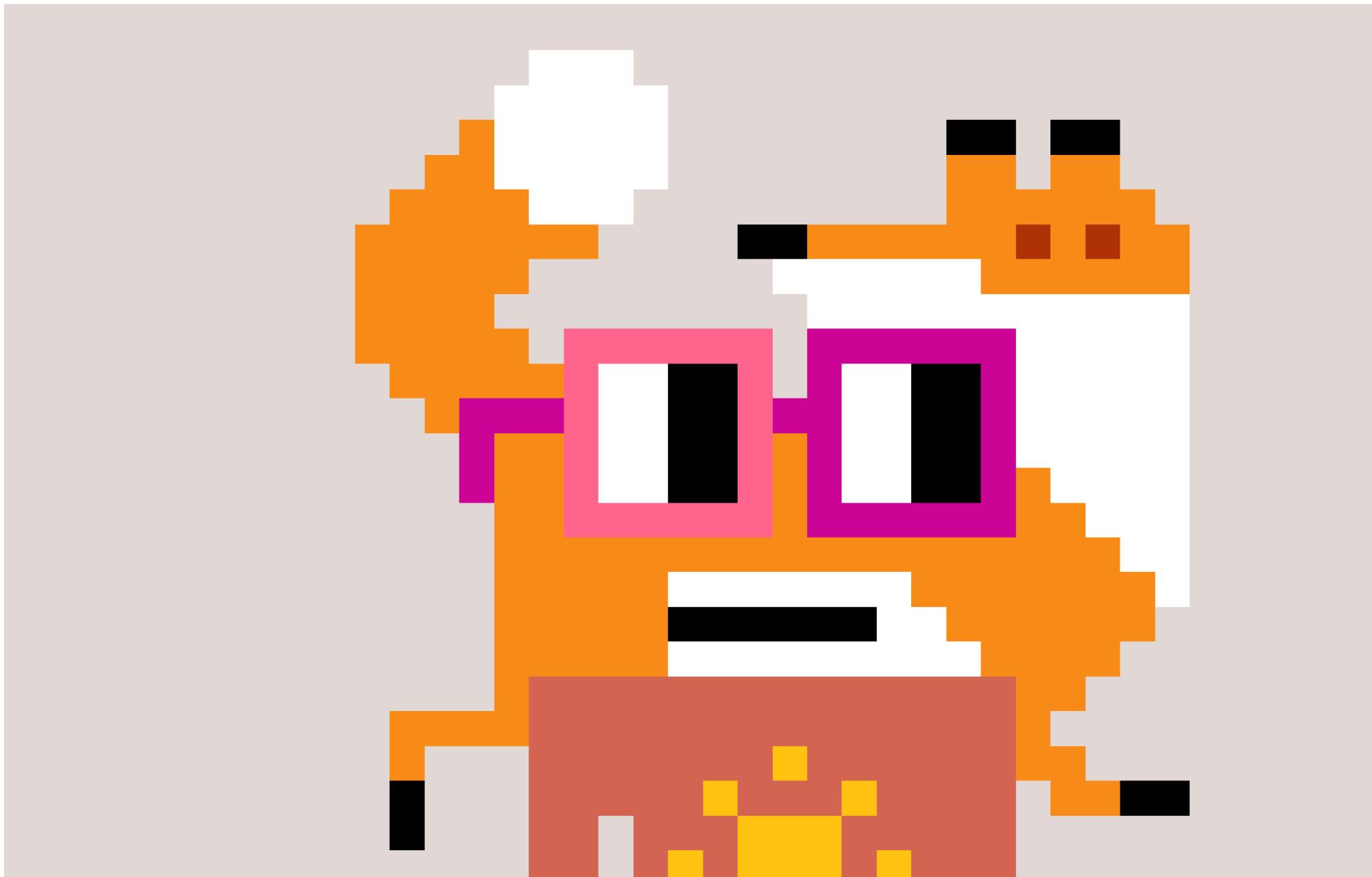
**The prototype:** an infinite and interactive art project that manifests NFT-based governance within a self-sustaining protocol. The Nouns protocol is still generating a new piece of art for sale every day, available at auction for anyone who wants to join the society. Nouns is an evolving prototype, onchain society and meme producing/absorbing system. The DAO absorbs or rejects memes (variety) via onchain proposals where 1 NFT = 1 vote, same as Lil Nouns.

Many describe this as a renaissance art project, and despite only being four years old, Nouns has inspired, and will continue to inspire, many other projects and DAOs - e.g. Lil Nouns - in both aesthetics and conceptually.

Nouns DAO are the largest holder of Lil Noun NFTs.

[probe.wtf/nouns](https://probe.wtf/nouns)  
to view the full collection  
para ver la colección completa  
コレクション全体を見る  
查看完整系列  
عوْمَجْ لَكْ هَدَاشْمَ اَرَبْ





### Noun 1 – The Genesis Auction (August 8th 2021)

Noun 1 was the first Noun auctioned (a fox-headed Noun) and sold for an astonishing 613.37 ETH ( $\approx \$2.1M$ ) to collector xaix.eth, making it the most expensive Noun to date. This early sale set the stage for Nouns' meme-driven value, as even the bid (613.37 contains "1337") gave a nod to crypto culture.

Culturally, Noun 1 became a symbol of Nouns DAO's bold beginning and the high conviction of the earliest adopters. The provenance (still owned by the first community member) and out-sized price, created a feedback loop of hype and treasury growth – fueling “ambitious” proposals from day one. The treasury’s instant wealth (over \$2M from Noun 1 alone) reinforced the community’s belief in “Nounish” collective value, encouraging more participants to join and further propagate Nounish memes and lore. Not unlike

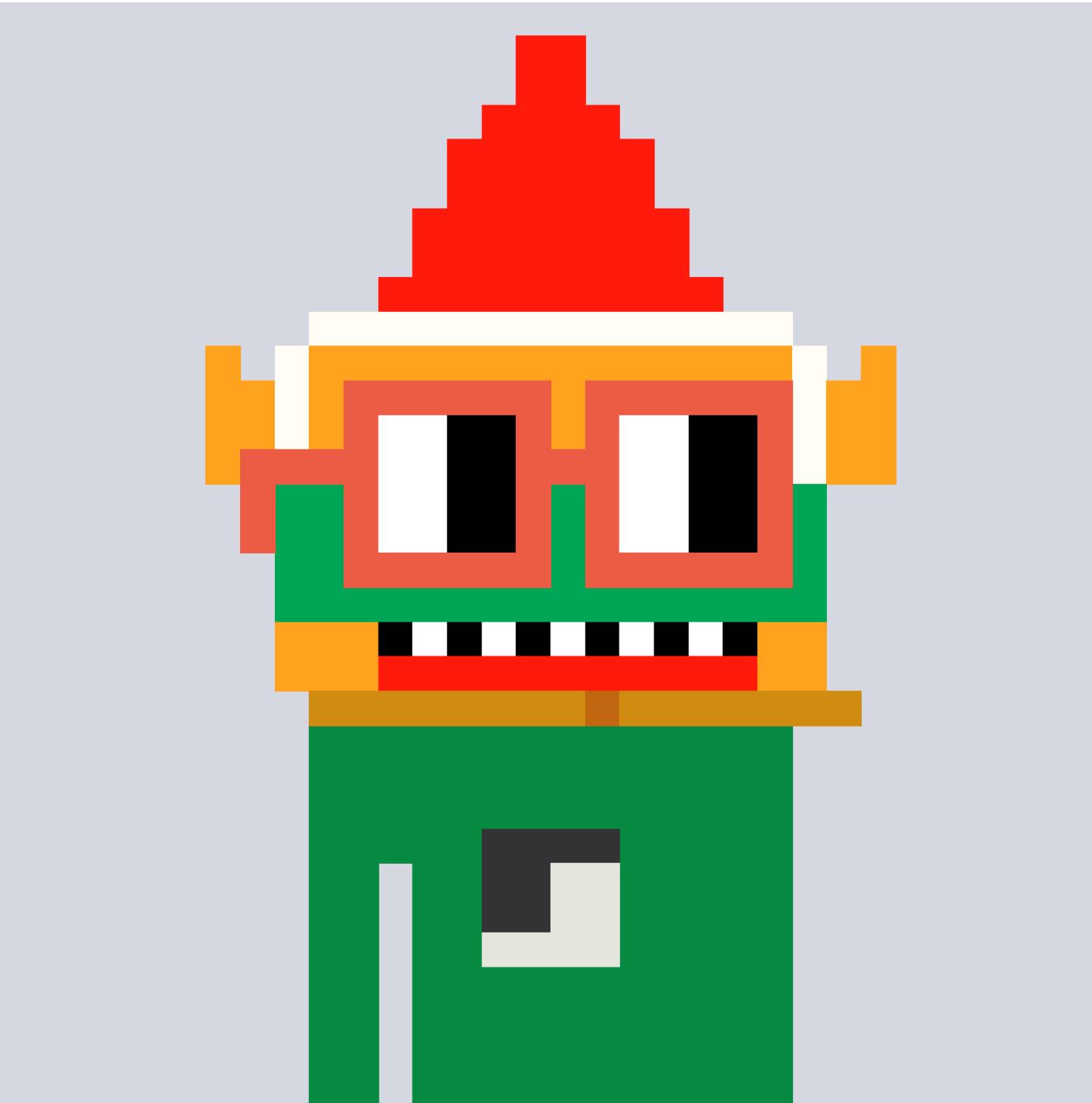
Lil Nouns, the treasury attracted many proposals seeking financial returns beyond the proposer’s wildest dreams, many falling short and many just outright extraction from the very community they claimed to love so much. The core believers and community members can still be found to this day, and the protocol has shown resilience unlike any traditional company or entity. The largest extraction would likely be Fork 0 where a mix of honest actors and arbitrage opportunists left with half the treasury.



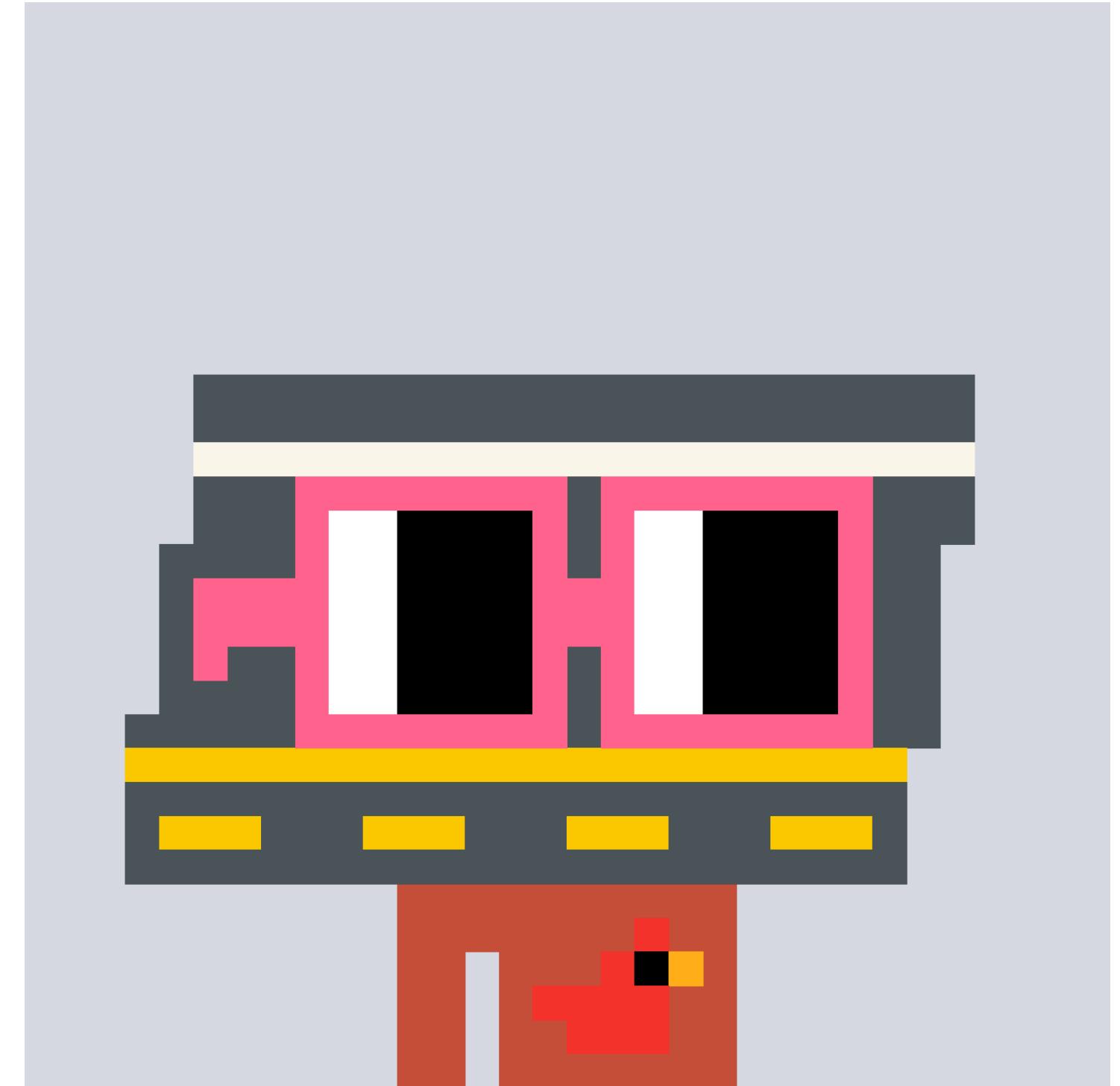
**xaix2k** @xaix2k · Aug 4, 2023

Just heard a very troubling news. Not happy to hear that Nouners are actively considering a fork. People are trying to raid the treasury for their portion of the ETH. That's not good at all, nor fair to early noun adopters!

Xaix was understandably not happy about the fork mechanism implemented into the protocol that leveraged a huge arbitrage opportunity. In the end, around half of the Nouns circulating supply decided to exit in Fork 0 at a  $\sim 36$ ETH reimbursement per each Noun. A couple Forks later and the DAO transitioned from Cayman Islands Foundation wrapper to a Wyoming DUNA feat. KYC/AML and **No Forks Allowed**.



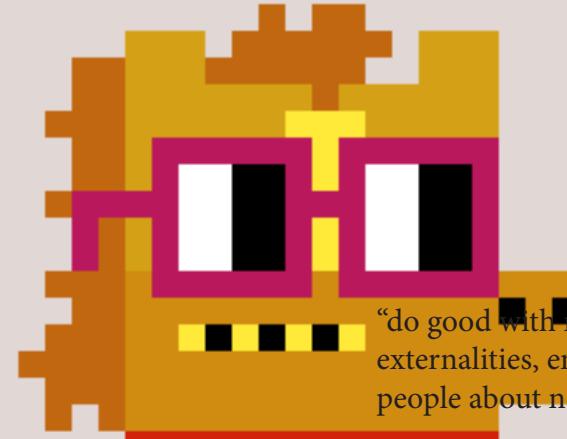
**Noun 0 (2021)** - held by the Founders of Nouns DAO



**Lil Noun 0 (2022)** - held by the Founders of Lil Nouns DAO



4156



"do good with no expectation of return, create positive externalities, embrace absurdity & difference, teach people about nouns & crypto, have fun"

*It's likely that with time, given the aspirations of the Ethereum network to serve ad infinitum, Nouns will only accumulate more lore and more cultural dimension.*

(Below, where my son is pointing) Punk 4156 was pushing for public domain CryptoPunks, ultimately resulting in Nouns being born in the public domain instead, and the Punk 4156 sale ∴ Nouns/Punk connection.



# 2021 TIL ∞

Nouns has been an eye-opening experience for me and I am sure has reactivated parts of my brain that I had not been using in my (mostly) mundane design roles over the past decade. I began following the project in 2021, on new years day I launched borgs.app, directly inspired by Nouns (contained the iconic Nouns frames), in 2022 I loosely participated in the art scene around Nouns like this:

The Noun O'Clock experiment will be brick themed today. After NOC you will have 30 minutes to reply to this tweet with a physical Lego (or generic) interpretation of #335. 5 x prizes of 0.1 ETH. Please include your ETH address with your entry. 16 minutes to NOC. Good luck! 

@punk4156 Jun 8, 2022

I won this and some early rounds for noc in 2022, this initial grass-roots effort from the Nouns founder was cool. Nouns Proposal 128 eventually formalized what was already happening: and thus kickstarted a thousand-day conversation between art, auction, and community, funded by 800 ETH. Since then, it's circled back to something looser again, cheaper, lighter, maybe purer. I began daily art exercises in 2023 following every Noun auction as the clock slipped with each late bid pushing back noc. The result is a migrating event, never landing in the same hour twice.

There are many stories to tell here and lessons to learn, my daily typography practice evolved into live commentary at the newly created /noc public square on the Farcaster protocol. The more I became involved with these societies onchain, the more I naturally began detailing onchain activity and community events, debates and rituals. Daily exercises and rapid prototyping like this will teach you about yourself and help you hone your craft; this wasn't really my intention as I began creating this book, but I have noticed improvement across several aspects of my life.

I also created many proposals to discover/ establish meme value via Noun o'clock, at Lil Nouns this was dubbed "LIL NOC", a 24/7 event where anybody can curate the next NFT. To this day I continue my attempt in bridging Nouns DAO and Lil Nouns DAO not only to each other, but beyond the immediate Nounish orbit. This involves playing out stories, making art and creating experiences around these NFTs with the community, and helping to foster talent. I have helped on projects ranging from public goods to token launches (regretfully), to artist props, to weekly trivia, to building an auction house and art gallery to now an ice cream truck and Nounish cultural hub - it has been seriously fun and no doubt the best "client" I have ever "worked with" as a freelance designer.

I would love to write this entire book in Comic Sans but shall refrain.





# “meme value”

In “The Selfish Gene,” Richard Dawkins introduced the concept of the meme as a unit of cultural transmission, akin to a gene in biological evolution. A successful meme replicates by capturing attention, resonating emotionally, and encouraging imitation, thereby embedding itself within the cultural fabric of spacetime. The advent of blockchains has led to persisting/tokenizing these transmissions and the formation of digital networks surrounding them.

Decentralized societies exist online in many forms, some powered by these tokenized memes. Lil Nouns and Nouns are emergent cultural arms of the Ethereum network. Nounish DAOs are unique in the concept of infinite supply and no rarity - and a masterful simplicity in design. Overly rigid hierarchies fail when the environment becomes complex, because they lack requisite variety to absorb change. Rather than relying on top-down control, Nounish DAOs use open coordination and memetic signaling to create an emergent order shaped by shared values, symbols, transparency, and iteration.

*Q: What is a good meme?*

*A:*





Memes that are more prevalent in Nounish token-native communities, persisting for long periods of time, culturally adopted, could be seen as high value.

Memetic value, the cultural significance and viral potential of a concept, image, sound, riff, poem, design, application, phrase, token etc, is measured by how well it spreads within a community, with minimal mutation, often through humor or relatable content. Mutation is interesting in these open systems, and public domain encourages mutation and simplification, thus speeding up evolution, so perhaps this book departs from Dawkins in one crucial way: mutation is not noise but signal. Value is based on the meme's ability to engage, resonate, and foster a sense of belonging amongst individuals. Value may be a discussion, proposal, vote, new artwork by a specific token holder, or concept that has resonated across the community.

Each block, transaction, proposal and token now becomes a memetic marker, contextualized by the genesis transaction and any events that follow, etched into, in this case, Ethereum. We expect Ethereum to persist long beyond our lifetimes, so you could consider every onchain action and proposal as a cultural landmark and/or reference point that you can point back to from the future.

I naturally found myself drawn to a time known as Noun o'clock (noc). Just as the sun rises each day, blessing the world with light and energy, noc is the time at which the protocol generates a new piece of art (every ~24hrs at Nouns DAO, every ~12secs at Lil Nouns DAO), thus allowing a new member to join in exchange for adding ETH (the native token of Ethereum) to the DAO treasury. Thus I am treating noc as *the ultimate source of the Nounish meme*.

UP ALL NIGHT WORKIN' ON  
**NOC** - DRIFTING TIME CELEBRATING  
INTERNET CULTURE  
**PROBE** - ONCHAIN ART APP TO  
INTERACT WITH NOUNS CONTRACTS

- NOC CAN BE PLAYED EVERY DAY
- NOC IS THE LIFELOOD OF NOUNS
- NOC IS HOW MEMES ARE BORN FROM THE PROTOCOL
- NOC BIRTHS NOUNS
- NOC CREATES THE TREASURY
- NOC IS AT THE CORE OF THE MEMEPLEX
- NOC IS THE MANIFESTATION MACHINE
- NOC IS OWNED BY NOBODY AND EVERYBODY AT THE SAME TIME

[ADD MORE >>](#)



**PROBE.WTF**

VOTE, CURATE, BID,  
PROPOSE AND ENJOY  
NOUNISH ART

IF THIS FEELS EXCESSIVE, THAT IS THE POINT.

/LIL



LIL-DO





## Principle Proving Prototypes

There is a through-line in my work, and in crypto, of releasing early and iterating in public. Working prototypes invite real-time feedback. They surface reality faster than intention ever could. In practice, the most leverage often comes from giving things away. Most of what I make is open-source, CC0, or copyleft. This isn't altruism. It's exposure. It increases surface area for interaction, mutation, and what I think of as compounding luck.

I've tried to apply the same logic to capital. Roughly half of what I raised through Lil Nouns was redistributed directly to individuals, back into the DAO treasury via token purchases, and into Nouns DAO.

So I gave away the work. Then I gave away the money.

It sounds naïve. It isn't.

SAFE EMR LVLs



2



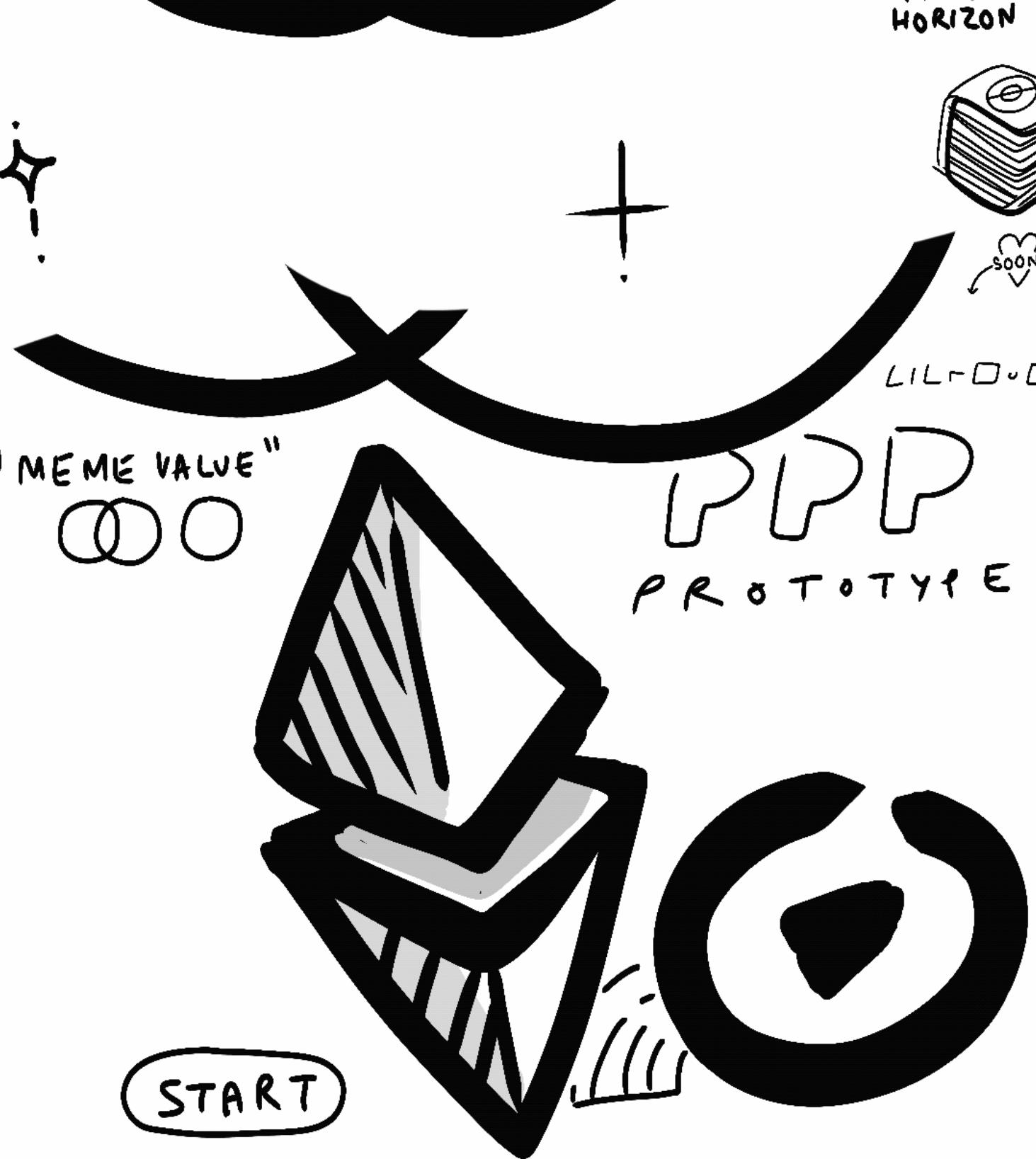
"MEME VALUE"



high  
fandom



START



2025  
TIME  
HORIZON



LILr00

DELEGATE TO  
LINT Council ETH



WEN



2



high  
fandom

"MEME VALUE"

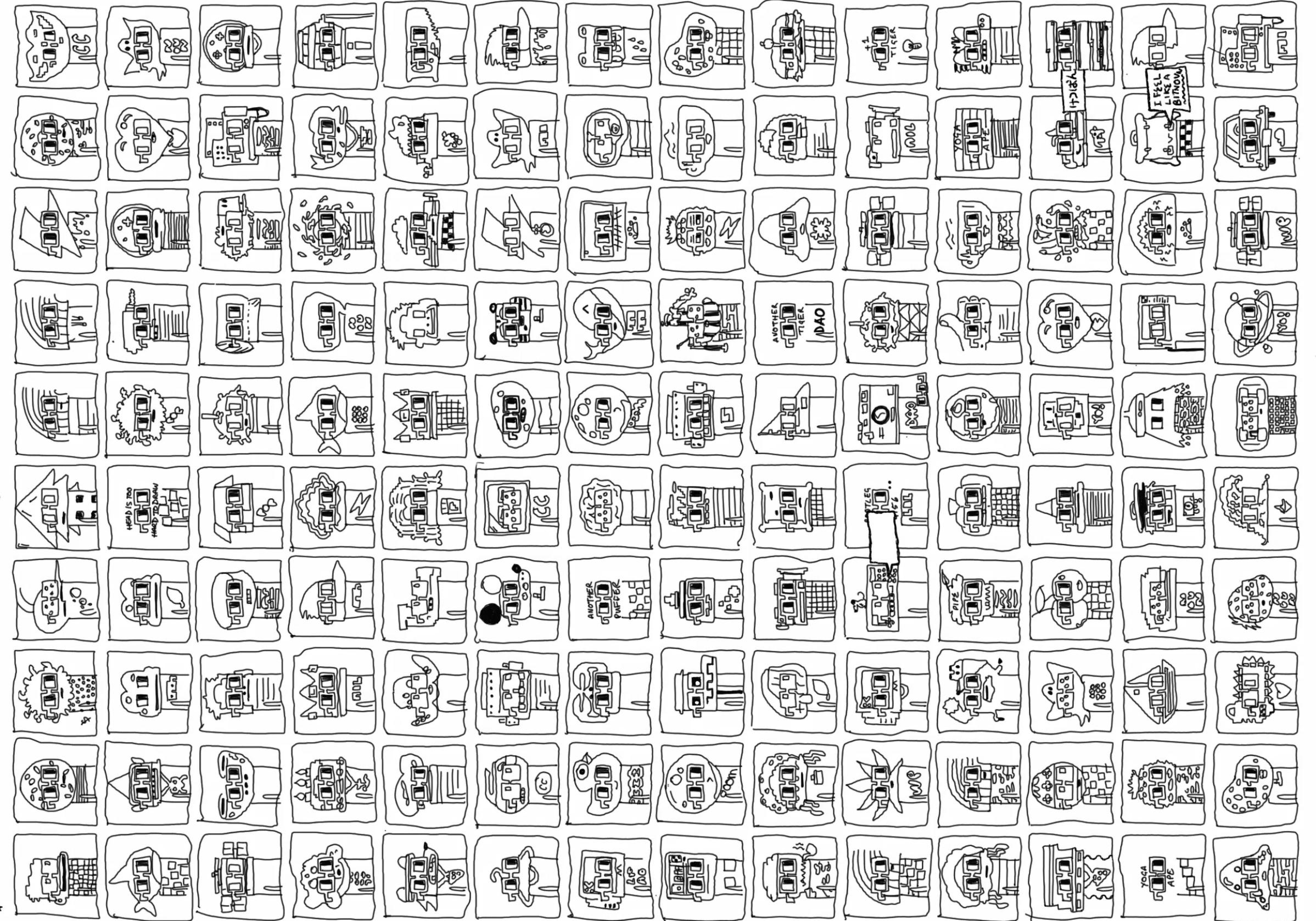
*Living amongst the*  
**“Vounish”**



6 26% 0

probe.wtf

CCP



# WE HAVE TO CREATE CULTURE

Don't watch TV, don't read magazines, don't even listen to NPR. Create your own roadshow. The nexus of space and time where you are now is the most immediate sector of your universe, and if you're worrying about Michael Jackson or Bill Clinton or somebody else, then you are disempowered, you're giving it all away to icons, icons which are maintained by an electronic media so that you want to dress like X or have lips like Y. This is shit-brained, this kind of thinking. That is all cultural diversion, and what is real is you and your friends and your associations, your highs, your orgasms, your hopes, your fears. And we are told 'no', we're unimportant, we're peripheral. 'Get a degree, get a job, get a this, get a that.' And then you're a player, you don't want to even play in that game. You want to reclaim your mind and get it out of the hands of the cultural engineers who want to turn you into a half-baked moron consuming all this trash that's being manufactured out of the bones of a dying world.

[probe.wtf/nouns](#)  
[probe.wtf/lils](#)

This art app, now named "probe", was the second meme I seriously pursued. Born from the Lil Design Research Project meme, probe represents the deep dive into the memplex.

Whilst the broader probe meme is all-encompassing, the probe app serves as a tool for community to follow the auction, artists to study/ add art to the protocol, and anyone to create new Nouns regardless of artistic skill level using existing traits in the collection (Dreams that you can save). Noun owners can sponsor any new art they would like to see added to the protocol.

**ADD SOMETHING**

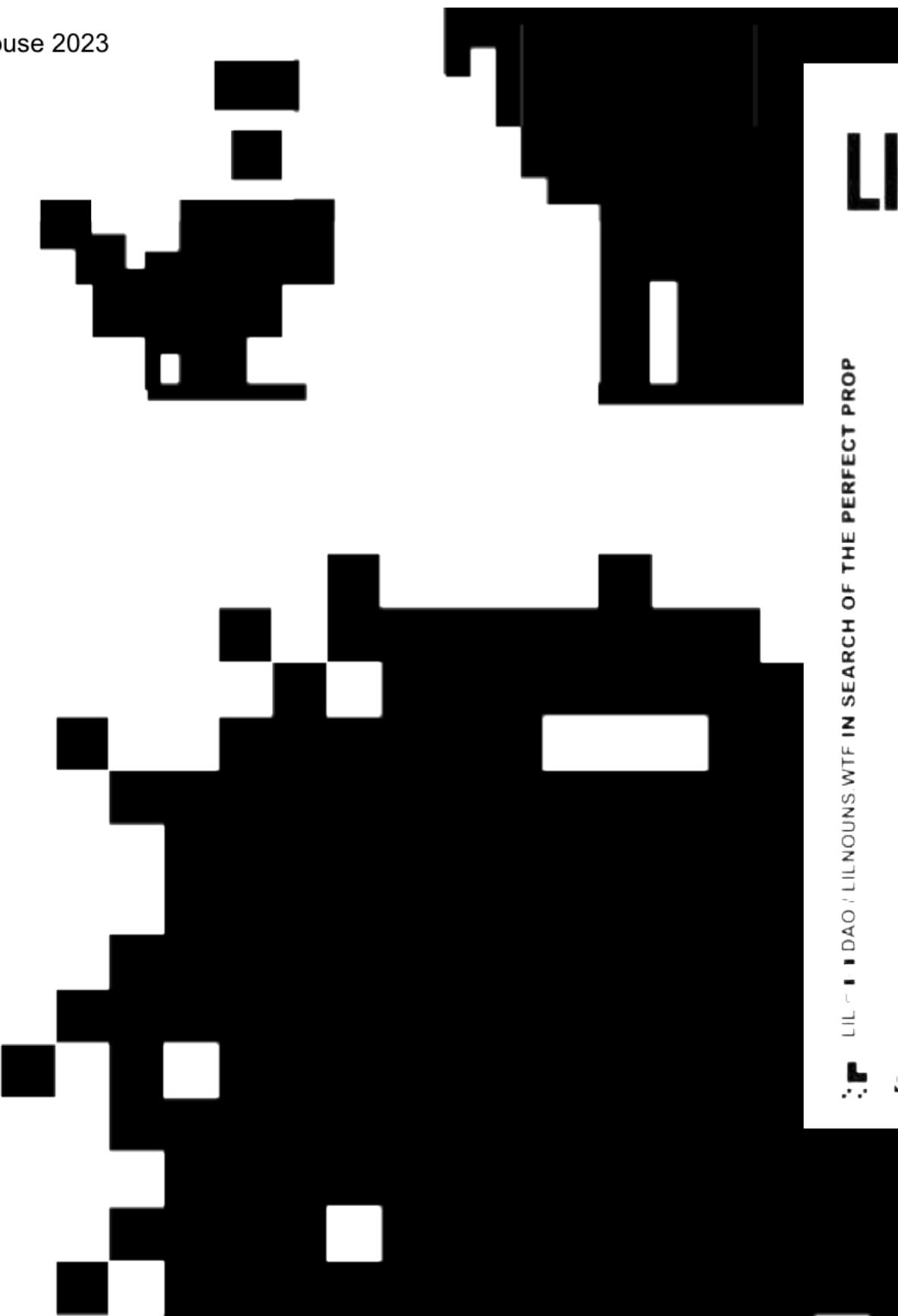
Terrence McKenna

# NO END

Starting in 2023, I began to embed myself more within the Lil Nouns society (up until this point I had been a casual enjooyer, never participated in governance). A popular app around the Nounsplex at this time was Prop House. Prop House would allow communities to run contests and distribute rewards onchain. The project was sunset and replaced with Rounds. wtf, which is now also sunset, RIP.

In the latter half of the year, before I had attempted to get funding from these DAOs, I helped some community members promote a small-grants funding round, and applied myself. I pitched an explorer for Lil Nouns and won the round for a modest small grant 0.5 ETH. I would go on to raise around \$20,000 from Prop House and Rounds for creative projects to further fund the probe.wtf app and various Nouns animations the following year.

Thanks to Lil Nouns community member Dr. Dune for encouraging me to get involved and helping me navigate the community in the early days. At this moment in time, activity at Lil Nouns calls etc was basically zero. I was still exploring Lil Nouns aesthetic and felt somewhat lost in the community and constrained by the pixel art limitations that had become synonymous with Lil promotional material. I was leaning more towards comic book style illustrations but had not yet fully embraced the freedom that came with a headless brand.



# LIL ENDLESS SUMMER

LIL DAO / LILNOUNS.WTF IN SEARCH OF THE PERFECT PROP



# BEGINS SEPTEMBER 1ST

SEE MORE AT

 [PROP.HOUSE/LIL-NOUNS](https://prop.house/lil-nouns) 



# I WANT NOC

LIL NOUNS  
IS A TERRORIST ORGANISATION

/s

slo gnericvibezzz

**“SOME COMMUNITY  
MEMBERS TREAT  
NOUNS AS A CORPSE  
TO BE RAPIDLY  
DIVIDED FROM ITS  
TREASURY”**

OXJANEDOE.ETH

MAGIC  
in  
momentum

TREASRY!

332 16

HONEY POT



I believe the past two years have been some of the most interesting at Nounish DAOs. Born in the heights of the 2021 “crypto bull market”, the initial capital injection was pretty monumental and led to many opportunistic individuals joining the community (not necessarily “buying in”), but that is a long story that could become a book in itself.

What followed was waning confidence from many initial community members who watched as the community squandered money on “proliferation” efforts usually amounting to literally nothing, 0 views, small engagement and no new patrons. This, amongst other factors like bear market, led to a decrease in auction price, and eventually a group of arbitrage traders helped introduce a fork mechanism into the protocol. Three forks later, 50% of the Noun NFT tokens found their way back into the Nouns DAO treasury, and 50% of the ETH was distributed amongst forked token holders. Many profited, but many also lost a huge amount of money as they cut ties with Nouns DAO.

Lil Nouns DAO was caught up in this dispute and ended up selling fifteen of the sixteen Nouns tokens held in the treasury. This replenished a near-zero treasury and eventually was staked, prolonging the life-span of the DAO. This was clearly the right move for Lil Nouns DAO, and we would have got an additional 100ETH had we left in Fork 0, but the vast majority of the community was pretty against joining the arbitrage traders, despite the fact we would not be arbitraging the majority of our Nouns. Hundreds of hours of calls happened around this time but ultimately the decision fell on a select few whales.

One veto later, Lil Nouns DAO remained much the same as before - the dysfunctional wild west of Nounish DAOs. Nouns DAO however, transitioned to a Wyoming DUNA, leaving behind the old Cayman Islands Foundation and began “leading the way” for onchain societies. Much dispute occurred again around this controversial decision, the fork was “turned off”, a few disgruntled token holders sold and left, most of the founders faded into the background, and a new cohort “Break Even” surfaced. As of 2025, the DAO has begun shutting down excessive spending, promoting a more governance-focused path for the society, and, for basically the first time in Nouns history, the DAO is actually breaking even (meaning that the auction + staking revenue > proposal spend) over a 30, 90 and 180 day period, but now what?

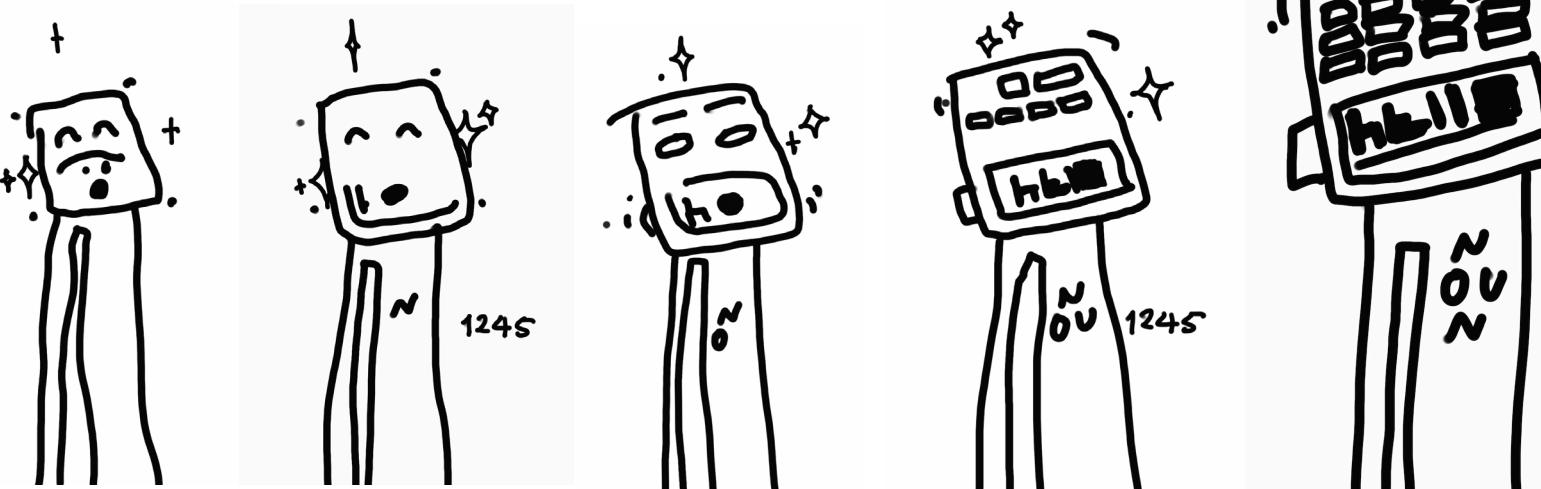
#breakevenmovement was a moment-in-time meme at Nouns, just like how #keepnounsweird was a meme around the Fork era or #lint around the time of the Nouns ERC20 era or #safetyseason around the end of the TNS era. These moments in time reflect turning points in the DAO trajectory, whether it be spend, narrative, focus or direction. I do genuinely believe that the latest #breakevenmovement has caused many of the aforementioned opportunistic individuals to leave the DAO as they regard the “gig as up” so to speak. A delicate dance is now happening between new whale token-holders and those that remain actively governing and proposing to the DAO. The DAO is now at risk of losing community spirit if the new whales do not play the next era correctly.



# TRAVELING ETHNOGRAPHIC RESEARCH

The most effective way to study a memeplex is to embed oneself within it. My research practice is participatory rather than observational: I operate onchain under the alias memevalue.eth, with all interactions conducted through this identity and as part of a small coordinating cabal known as nocguild.eth. From this position, I have prioritized noc as both a cultural signal and a governance vector across Nounish DAOs.

There has been persistent dispute around the concept of meme value. Critics often argue that taste is purely subjective, that meme value is illusory, and that Nouns, particularly prior to the disabling of the fork mechanic, possessed only book value. This position reflects a fundamental misunderstanding of what memes are and how they function. Memes are not ornamental; they are mechanisms of cultural transmission, coordination, and persistence. To deny meme value is to deny the dynamics through which meaning, legitimacy, and collective action propagate.



nekofar.eth - Antihero?

Rather than treating memes as fixed artifacts, this work approaches them as systems under continual construction. The objective is to deconstruct these memes, surface works-in-progress, and celebrate the prototype rather than the polished outcome. By stripping memes back to their core components, trying, failing, iterating, and observing what persists, we can see which ideas replicate, which mutate, and which fade. What survives does so not by decree, but by resonance.

The micro-community I have been cultivating under the banner of noc intentionally spans all Nounish DAOs and extends beyond them. Observing growing interest from within Lil Nouns, this initiative was framed as "lil noc", a deliberate

attempt to bridge two DAOs and provide a shared space in which Lil Nouns can both celebrate their own culture and actively participate in the proliferation of broader Nounish ideals through a concrete, recurring event.

When I began at Lil Nouns in 2023, enthusiasm around noc had waned. What had once attracted hundreds of daily listeners and participants had contracted into a small, funded cohort that appeared largely uninterested in collaboration, despite repeated efforts to engage them. In response, I chose to chart the course independently. My working hypothesis was simple: if I could re-ignite excitement around the ritual at the core of Nouns, it would function as an entry point, drawing people into a deeper exploration of the Nouns ecosystem itself.

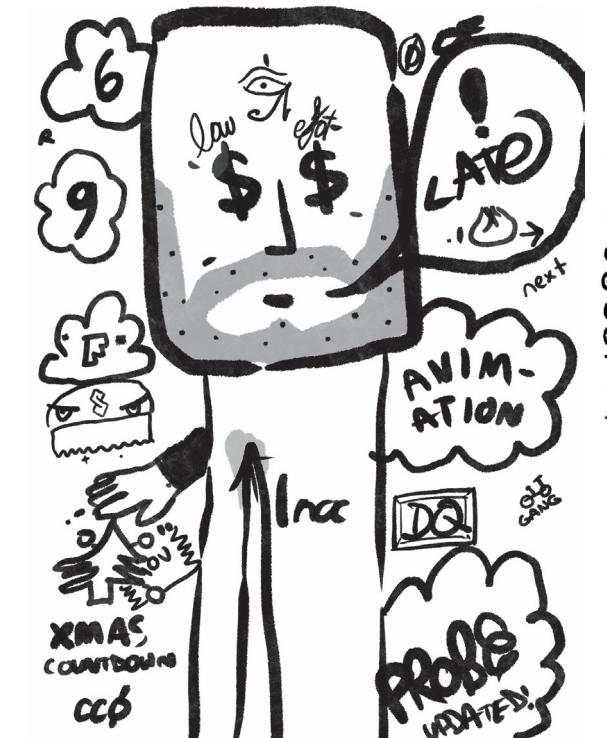
noun o'clock → lil → nouns dad



lil  
monthly  
roundup  
#1

- 150+ MEMES
- 12 DAYS OF TRIVIA
- 8/16 WINNER \$2K+PRIZE
- DAILY ROUNDS ~\$100 PER DAY
- FUNDED SOLAR STREET (\$100)  
LIGHT IN NIGERIA, NOW  
FUNDED 30X VIA LIL NOUN.
- TUESDAY TRIVIA TO WIN  
A NOUN (1207 8/8 NOUN)

lil nouns \$ndgs \$trid



nekofar.eth - Antihero?





## In Sight

Observed Behavior:  
Tooling adoption lags ritual adoption.  
Interfaces follow culture; they do not lead it.

“Everything I do references something that influenced me.”

— Some design guy

### Author's Note (non-essential)

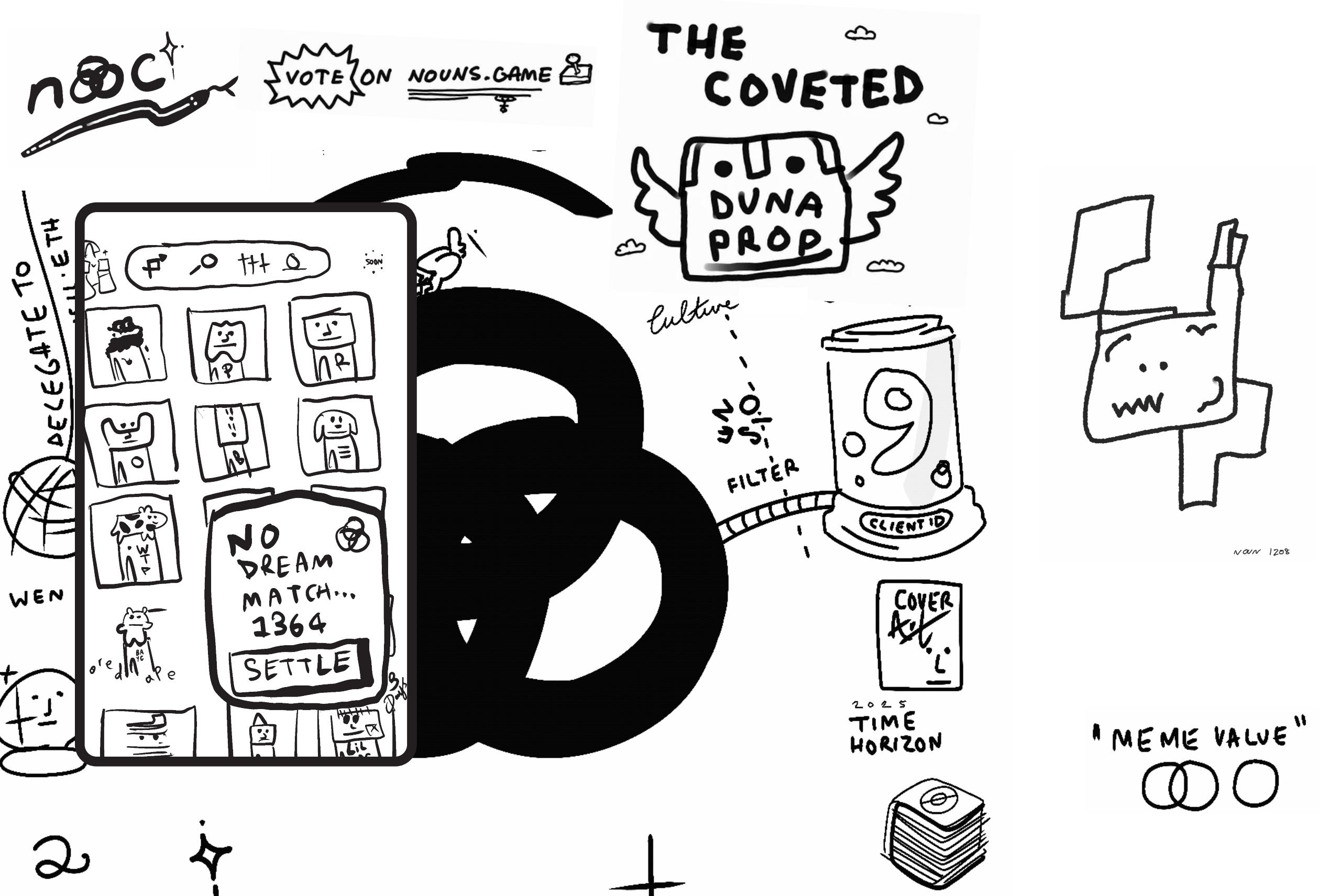
Consider a decentralized framework where protocol-generated art funds and sustains daily cultural production (Lil Nouns, Nouns, noc). In this system, artists respond to a machine-produced substrate, while a DAO treasury subsidizes participation (maybe also one-day part/pure machine). Culture accumulates through repetition rather than direction. The protocol does not dictate meaning; it provides a surface for it to form.

While engaging with the Lil Nouns subculture, I couldn't find my Lil Noun. Addressing this gap appeared straightforward: improve the informational feedback loop. probe.wtf was built to do exactly that and surface, index, and contextualize what already existed.

The result was instructive. The tooling worked. Adoption did not follow.

Attention within the community is sparse. Time, energy, and legitimacy flowed toward events, ceremonies, and recurring symbols, not toward systems designed for inspection or analysis. One failed probe experiment involved a bot intended to automatically settle “reserved” dream Nouns. After repeated friction, this effort pivoted toward expanding expressive variety instead, by introducing new trait artworks and organizing them into a shared gallery. This intervention succeeded aesthetically yet adoption is also low to this day.

This has made something clear: tools do not change behavior. Maybe rituals do.



*The Nouns ecosystem isn't just DAOs - it's*

***manifestation engines; community spawn***

*art that spawns governance that spawns*

***memes that spawn reality itself. Both the***

*medium and the message is the memeplex\**

\*memeplex - a system of interrelated memes



# THE FRONTIER

Nouns exemplifies a rich memeplex: a complex, composable system of memes that thrives on diversity and competition for attention. Each meme entering this ecosystem contributes to its overall variety, strengthening the community's adaptability, resilience, and shared lore. Participation is not passive. By collecting Nounish NFTs and engaging in governance, individuals actively shape (and, most importantly, are shaped by) an evolving cultural landscape.

Nounish DAOs represent the realization of long-standing cybernetic aspirations. They embody principles of self-organization, feedback loops, and decentralized control within a digital environment. DAOs are not merely organizational tools but living systems capable of cultural self-regulation. Understanding the interplay between cybernetics and memetics offers insight into how ideas propagate, stabilize, and evolve without centralized authority.

By becoming part of Nounish DAOs, participants immerse themselves in a system where variety and feedback are the primary drivers of cultural evolution. Ideas are proposed, tested, accepted, rejected, remixed, and reintroduced. What persists does so not by mandate, but through resonance and replication.

As a designer, I have chosen to focus my practice on the following areas, outlined throughout this book, in no particular order:

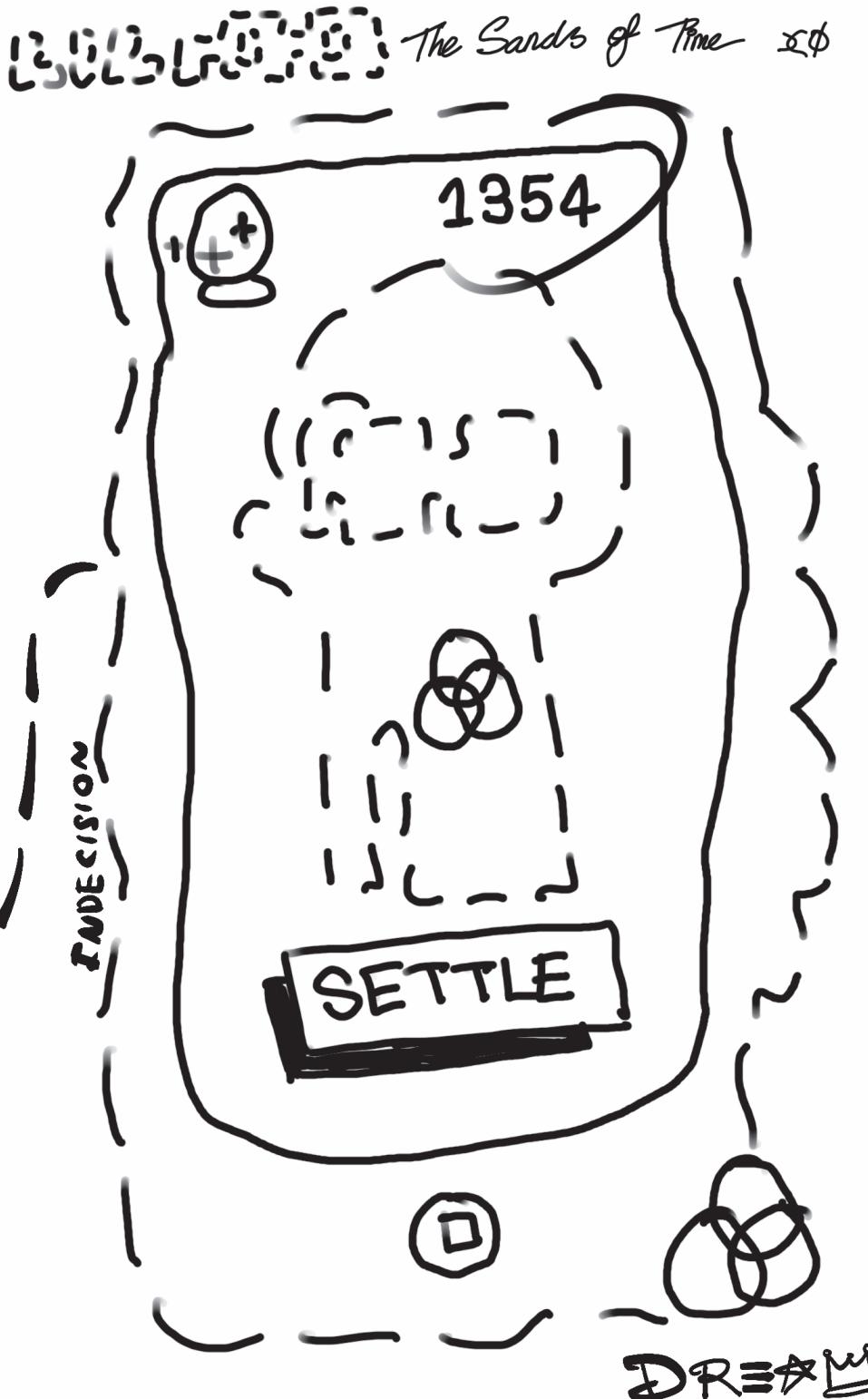
- a) pursuing creative design projects
- b) promoting a gift economy
- c) studying cybernetics
- d) emphasizing noc

Historically, access to capital has been one of the greatest constraints on creative and experimental work. Crowdfunding platforms such as Kickstarter introduced an early feedback mechanism, allowing creators to gauge public interest and adapt projects in real-time. This decentralized signal enabled ideas outside the scope of traditional venture capital to find support.

In parallel, Bitcoin demonstrated the viability of decentralized financial networks, while Ethereum's introduction of smart contracts enabled a new generation of trust-minimized coordination. Smart contracts automated execution and accountability, removing the need for centralized intermediaries and unlocking novel forms of collective funding and governance.

By 2025, these technologies have undergone multiple cycles of hype, failure, recovery, and reinvention. Many projects collapsed under their own complexity or misaligned incentives. Yet, much like resilient cybernetic systems, a small number of products, protocols, and platforms endured. They survived by adapting, continually reconfiguring themselves in response to environmental pressures, cultural shifts, and user behavior.

Nouns exists at this frontier: not as a static artwork or financial instrument, but as an adaptive cultural system, one that remains alive precisely because it can change.



Nouns DAO and Lil Nouns DAO are interactive at nearly every level. These projects explicitly invite the community to introduce new memes and elements that shift culture and modify the collection forever. In this sense, authorship is not closed but ongoing.

This stands in stark contrast to collections such as Cryptopunks (est. 2017), widely regarded as pioneers of digital art and NFTs, whose artwork is irrevocably locked and capped at a fixed supply of 10,000. While historically significant, such collections are fundamentally static. Nouns, by comparison, treats art as a living system rather than a finished product.

Interactivity, in my view, is the key property that makes Nouns infinitely more compelling than anything else in the NFT space. The difference is analogous to passively consuming Netflix versus actively participating in a shared world-building exercise. Nouns is not merely an art project or an NFT-native meme; it is an interactive, self-regulating cybernetic system.

In cybernetics, a system is commonly described as comprising two interrelated subsystems:

**Controller (C):** the component that senses, evaluates, and acts, comparing current states to desired goals and issuing corrective actions.

**Controlled system (S):** the component whose behavior is being regulated or guided by the controller.

The controller continuously monitors the state of the system through feedback and adjusts inputs to steer the system toward preferred outcomes. Crucially, it must possess sufficient variety, that is, a broad enough range of possible responses, to cope with the complexity and disturbances presented by the controlled system.

I believe that many of the challenges Nouns DAO and Lil Nouns DAO have faced historically, and continue to face, are fundamentally variety problems. These issues arise not from an excess of participation, but from insufficient diversity of engagement within a relatively small and often apathetic community. When the controller lacks variety, it cannot adequately respond to changing conditions, cultural drift, or coordination breakdowns.

The Nounish process, applicable to both Nouns DAO and Lil Nouns DAO, is inherently recursive. Proposals lead to votes; votes shape memes; memes influence future proposals, bidding behavior, and participation patterns. This feedback loop constitutes a form of self-organization.

In cybernetic terms, this dynamic closely resembles Ashby's Homeostat: an adaptive system that maintains stability not by rigid control, but by continually reconfiguring itself in response to disturbances. Nouns does not seek equilibrium through stasis, but through ongoing cultural and structural adaptation.



## How do I know I am not a variety attenuator?

I don't, conclusively. I can only observe my own interventions. I attempted to increase controller variety by opening governance bodies to many independent voices. Participation failed. Attention consolidated elsewhere. Decision-making collapsed back into a smaller set of actors, some voting with delegated power and minimal exposure to consequences. At that point, decentralization became performative. I chose a different constraint: to privilege the ritual itself over my own discretion. By binding my actions to noc as a forcing function, opposing proposals that did not clearly engage or extend the ritual, I reduced my degrees of freedom rather than expanded them. This does not eliminate attenuation, but it makes it legible. When influence is exercised, it is exercised in service of a shared cadence, not personal preference. If this too hardens, it must be dismantled.

# “LAW OF REQUISITE VARIETY”

# WTF IS REQUISITE VARIETY?

In cybernetics, the Law of Requisite Variety, formulated by W. Ross Ashby, asserts that for a system to effectively regulate or control another, it must possess at least as much variety (i.e., number of possible states or responses) as the system it aims to control.

A system can only control what it can respond to.

**CONSTANT INDEPENDENT CHANGE IS GOOD.  
COORDINATED CHANGE IS NOT CONTROL.**

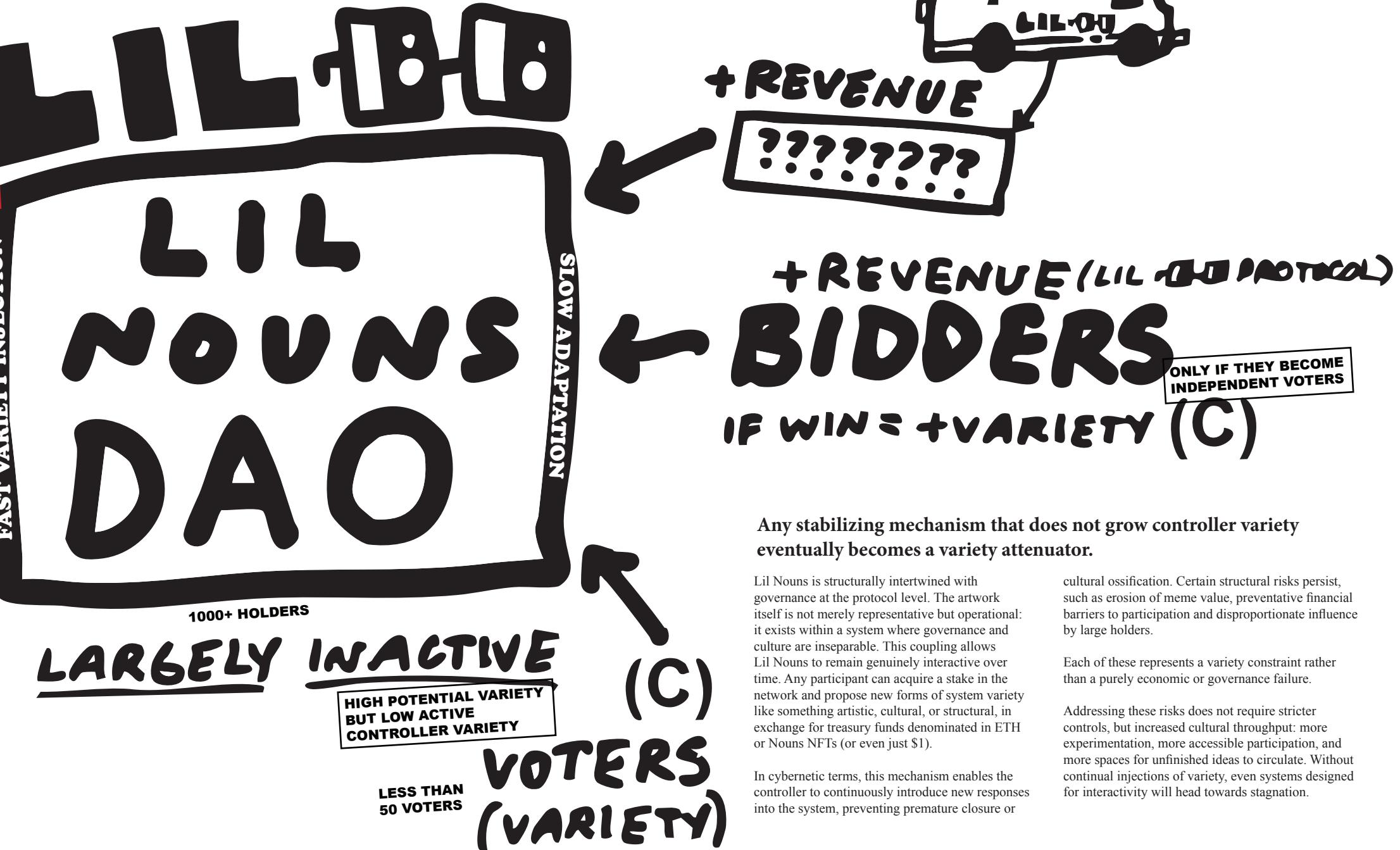
# PROPOSALS → (VARIETY) (S)

PROPOSALS → NEW  
SYSTEM STATES (S)

## **PARTICIPATION ≠ CONTROLLER CAPACITY**

CONCEPT	NOUNISH DAO CONTEXT
System variety (S)	Number of distinct proposals, memes, traits, and possible system states
Controller variety (C)	Number of independent responses available at decision time*
Law of Requisite Variety	Only variety can absorb variety
Delegation redistributes C-variety	Delegation can amplify variety when perspectives remain independent, or attenuate it when power concentrates
Vote concentration attenuates C-variety	Many votes acting as one collapse multiple potential responses into a single control state
Proposal Filtering and Rituals	Attenuate system variety to match controller capacity; reduce overload but risk suppressing novelty (e.g. governance spaces, discord calls, shortlists, norms)

\*not simply the number of voters or bodies, guilds etc.



# *Our culture insists on the absolute freedom of individuals, but our society cannot live up to that, yet.*

Our onchain culture prizes individual freedom but collective systems can't yet sustain that level of variety. When the diversity of actions outpaces the system's ability to absorb it, DAOs respond by structuring themselves to cope. In cybernetic terms, we reduce environmental variety to match the DAO's regulatory capacity. A DAO cannot possibly provide requisite variety for each contributor or proposer; it must generalize. The fantasy of a one-to-one steward for every member collapses the collective under its own administrative weight.

Matching infinite personal variety is impossible so we comply with Ashby's Law through variety attenuation. When the variety of individual behaviors outpaces a system's capacity to absorb them, the system compensates through attenuation thus reducing diversity to preserve stability.

This process is central to Stafford Beer's Viable System Model (VSM). According to Beer, every viable organization must balance two flows: variety generated by the environment and variety absorbed through internal regulation. When the environment's variety exceeds what the

organization can handle, it must constrain, simplify, or delay responses. In DAOs, this manifests as governance processes, quorum requirements, and proposal pipelines.

In this model, cost is not merely the money required to achieve a goal. Cost is the total system resource devoted to maintaining viability within a given organizational framework; and when that framework is maladaptive, and the relaxation time (the delay between perturbation and response) is too long, more and more resources are poured into propping it up. The system then becomes self-referentially expensive: it funds its own delay. Governments and DAOs alike often fall into this trap, endlessly "feeding the framework" to avoid collapse, while making instability more likely. Builder DAO is a useful case study in attenuation via governance proliferation. More actors seeking stability can paradoxically increase systemic chaos. The proliferation of governance proposals, compensations, and role definitions can flood a DAO with noise rather than stability.

# Relaxation time \*

\*delay between disturbance and response

## *Platform for Change*

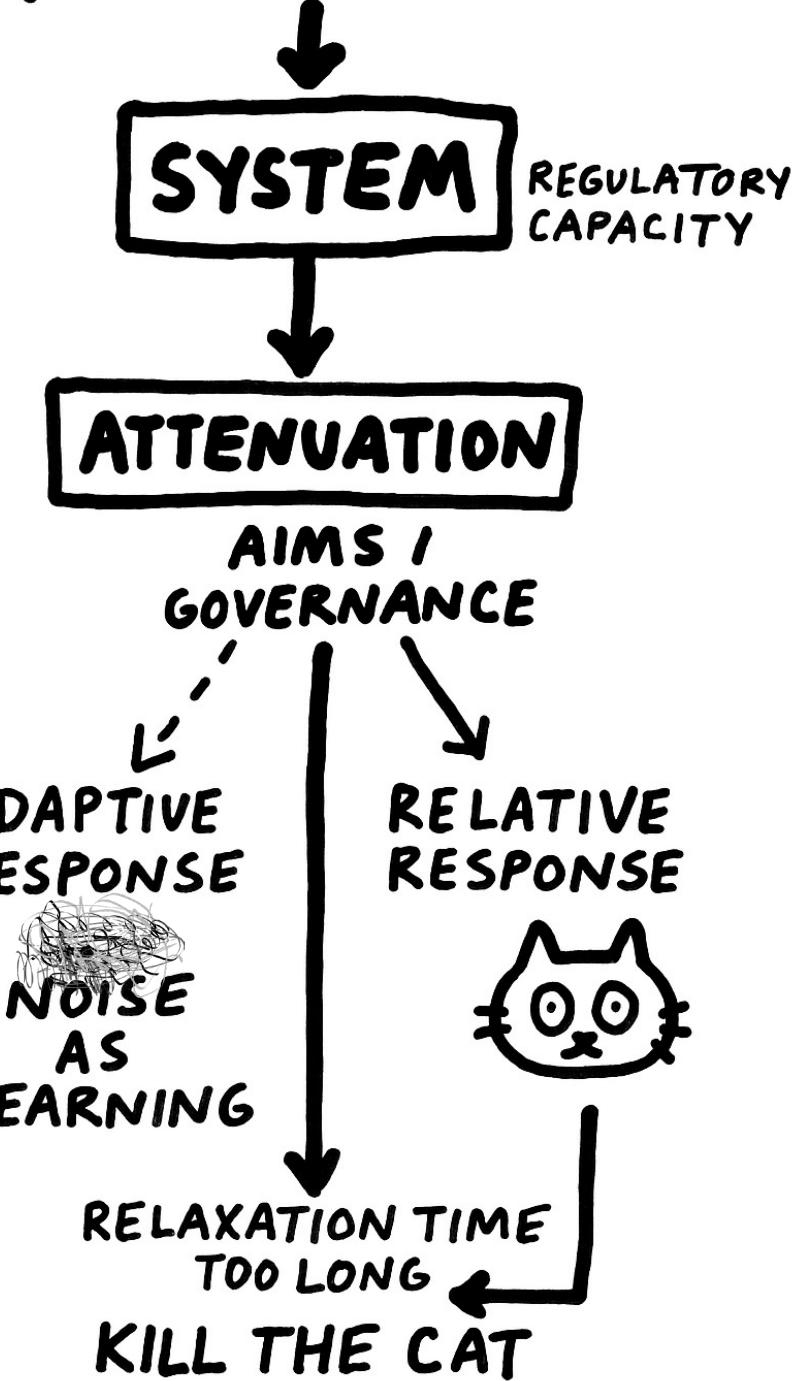
In Platform for Change (1975), Beer uses the vivid metaphor of "shooting the cat that's hitting the ball" to describe how organizations often respond to unpredictable but non-destructive behavior by removing the source of disturbance rather than redesigning the system to absorb it.

In banking, this principle manifests in risk management. For instance, during the 2008 financial crisis, many banks responded to volatility by eliminating traders and products perceived as anomalous rather than redesigning incentive structures or feedback systems that had amplified risk in the first place. The system's regulatory apparatus preferred removal over adaptation. Instead of integrating the signal that the market had become too tightly coupled, institutions "shot the cat" by freezing credit lines, shutting down entire divisions, or banning certain instruments (like CDOs), thereby restoring apparent order at the cost of adaptive intelligence. The noise (individual initiative, innovation) was suppressed to protect the appearance of control.

In a DAO like Lil Nouns, proposals emerge from a wide range of participants, many of whom operate with divergent cultural norms, languages, creative styles, or operational speeds. When this diversity produces friction with controversial proposals, unorthodox funding requests, overseas projects, the DAO usually responds not by adjusting its process, but by suppressing the anomaly. The reality at Lil Nouns is that just a handful of people decide the fate of proposals, and it could be as little as a single individual, such as the founder who controls a huge number of votes. In contrast, Nouns DAO founders have essentially stopped proposing to the DAO and sold large amounts of their token allocation. The largest voting blocks at Nouns could also pass a proposal alone, as at Lil Nouns, but these were purchased tokens vs founder allocated. Still important to remember that controller variety is not headcount; it is independence of action, therefore having many aligned co-founders does not increase controller variety.

If DAOs are to mature as viable systems, they must move beyond reflexive variety suppression. The challenge for DAOs is to turn attenuation into intelligence and to regulate not by exclusion, but by evolution.

## VARIETY INFLOW



When the same agents both propose and vote, a system begins to learn from itself instead of the world.

Over time, this produces a feedback loop that reduces adaptation rather than increasing it.

variety





# "NOC ADDS VARIETY"



This page is an invitation.

You do not need context.  
You do not need permission.

These drawings record people showing up,  
they are not instructions for how to behave.

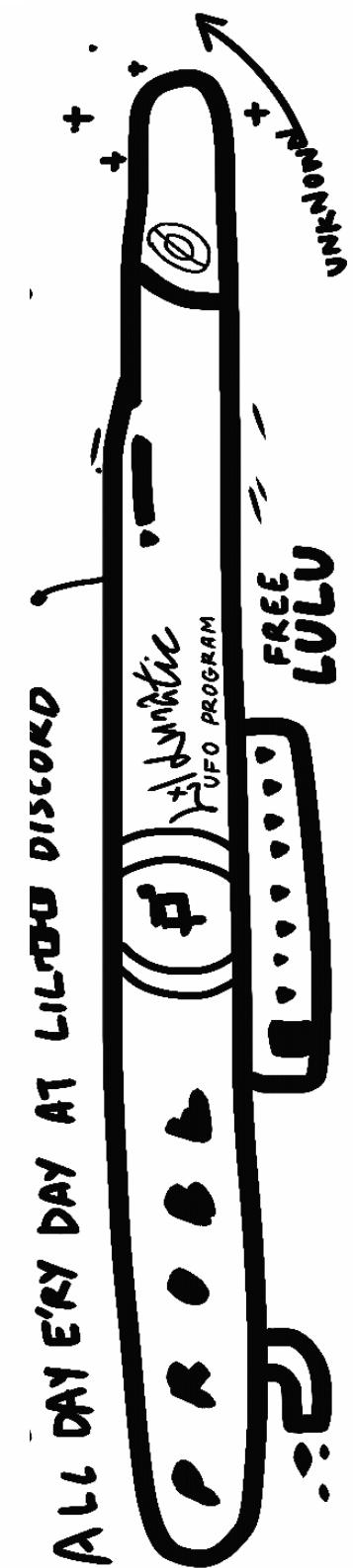
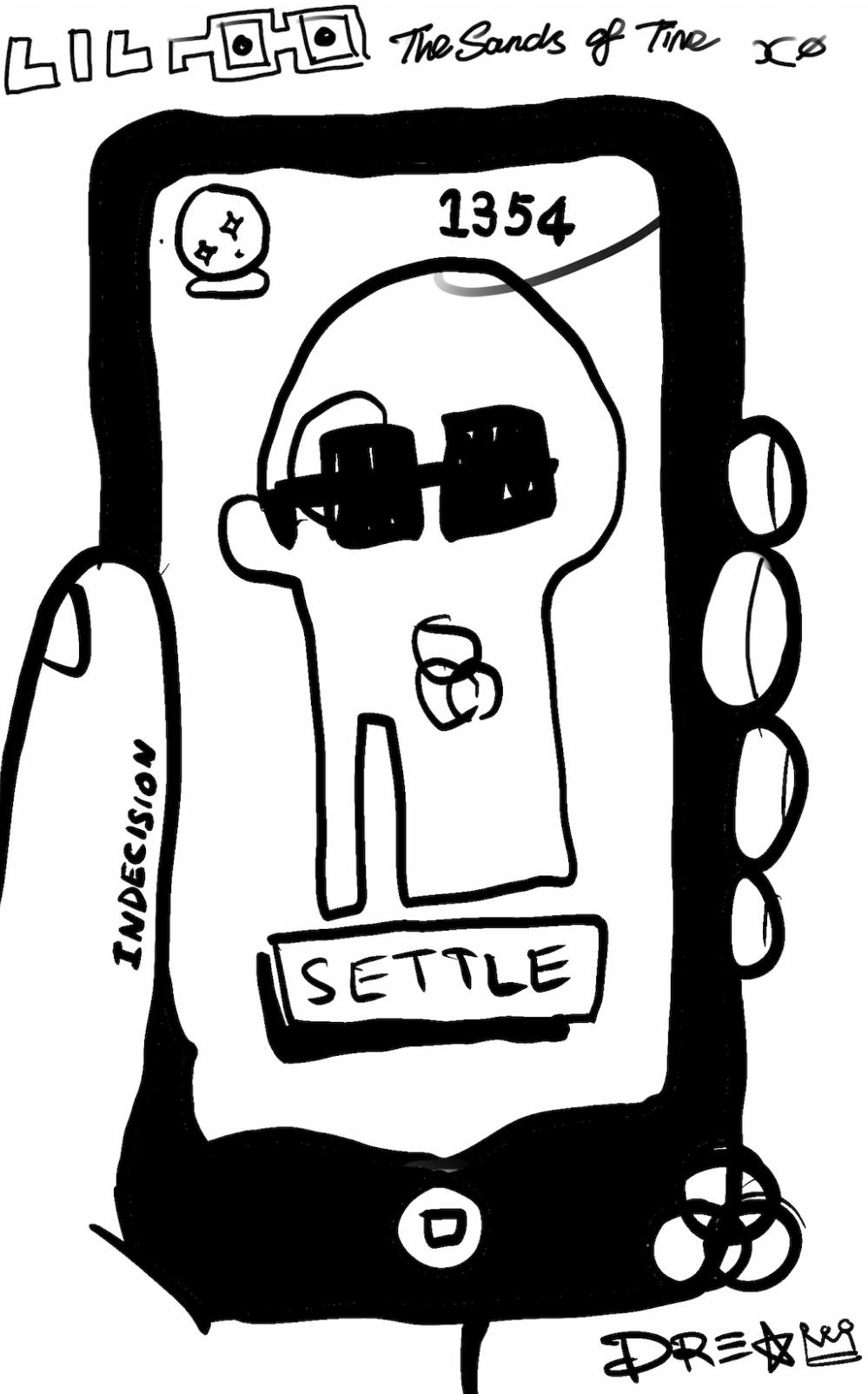
Some attempts failed.  
Some were misunderstood.  
Some worked only once.

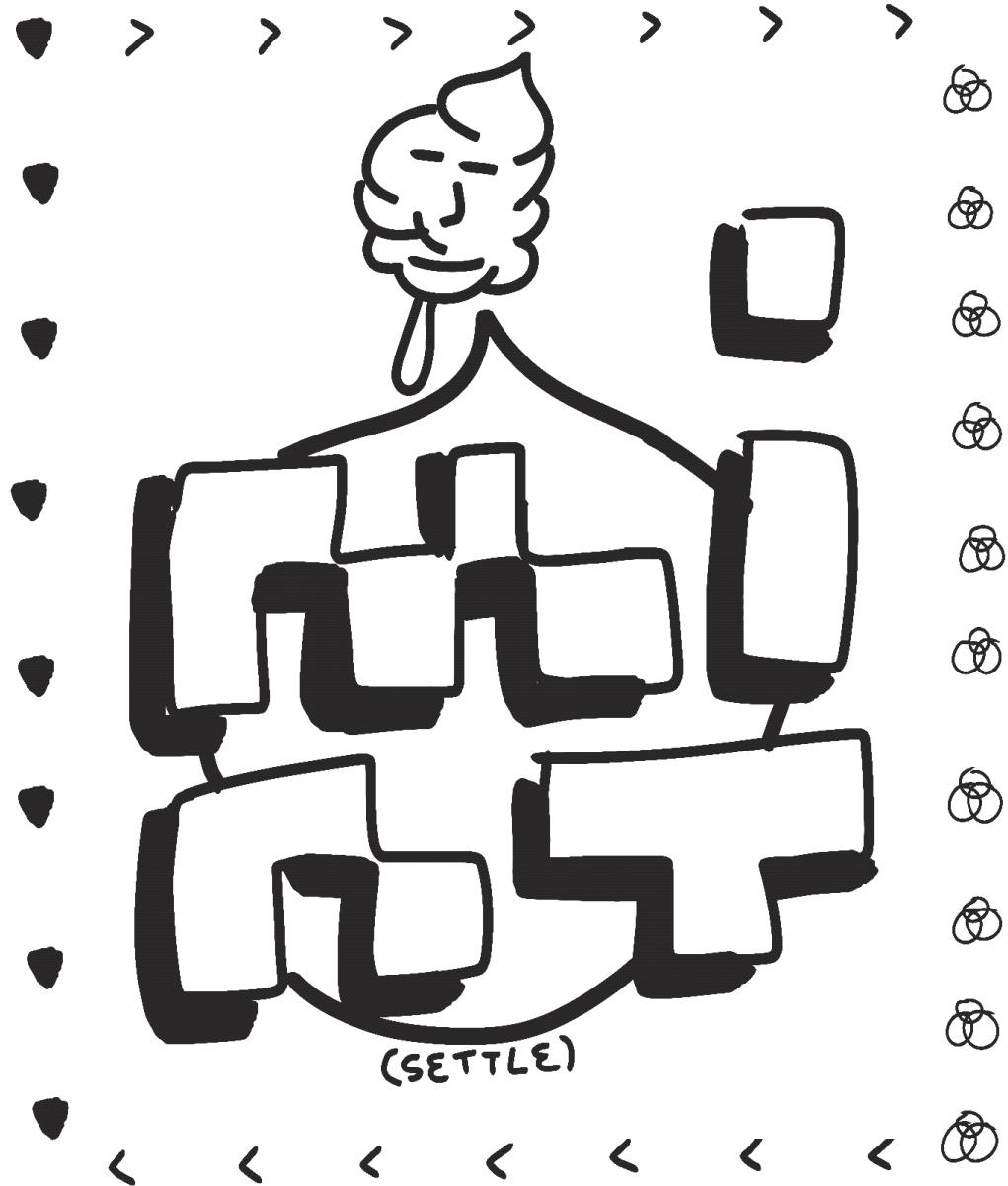
Participation was the point.  
Everything else was noise.

If you're looking for rules,  
you missed the point.

# A LIL NOC

New art minted for infinity is a Nounish DAO superpower, coupled with the fact that new art can be added by the community to diversify the collection further. My intended effort here is to intertwine Noun o'clock, new protocol art, and existing protocol art derivatives, all whilst celebrating the 1:1 art of Lil Nouns : Nouns.





#### Re-contextualization

Take existing forms and present them in new contexts. Whether it is transforming mundane objects into high-fashion items or turning them into pieces of digital fine art, or taking a drawing and adding something of your own. NOC became LIL NOC.

# CHANGE VRGDA POOL SIZE TO 1,000,000

## LIL NOUNS PROPOSAL 238 (PASSED)

I made an error in the previous proposal tx, this prop aims to change the pool size from 4 to 1,000,000.

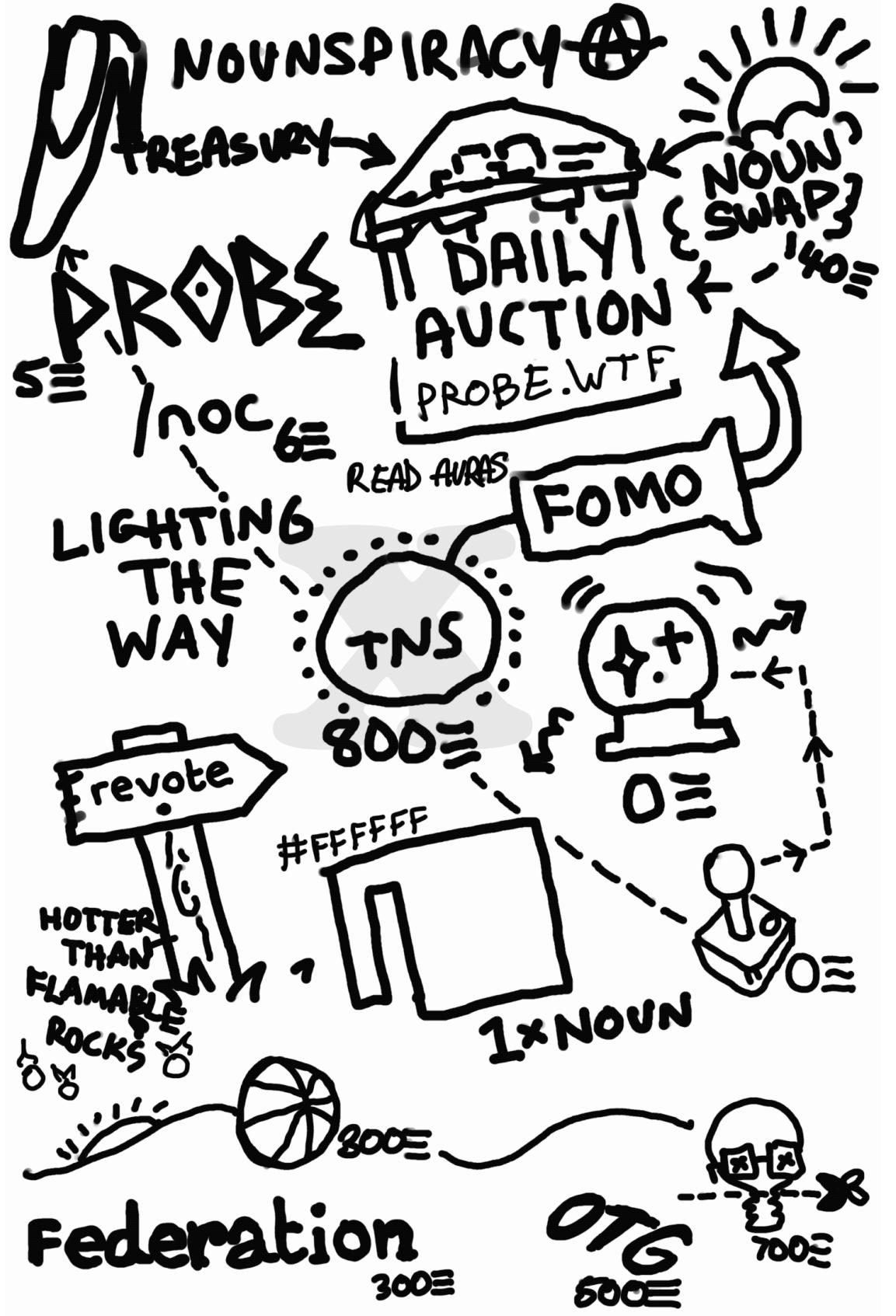
This means that people coming to mint a lil could have a much wider variety to choose from, it doesn't necessarily need to be changed in lilmouns.wtf UI. I checked with Rocketman about changing the pool size and he said no technical reason that would make it not work as far as he knows.

I think this change in pool size will = more mints, essentially allows us to run our own opensea-style marketplace selling 1000s of Lils but all funds go direct to treasury. Will actually be way better than Opensea or any other secondary market due to dynamic price + massive variety changing every 12 seconds.

*The higher the pool size, the more aesthetic lils we can mint,*

so I've gone high. Cheers and I hope people agree this change could be cool and will ultimately help people mint their dream lil noun.

- Text taken from Lil Nouns Proposal 238



## NOC AS THE PUBLIC SQUARE

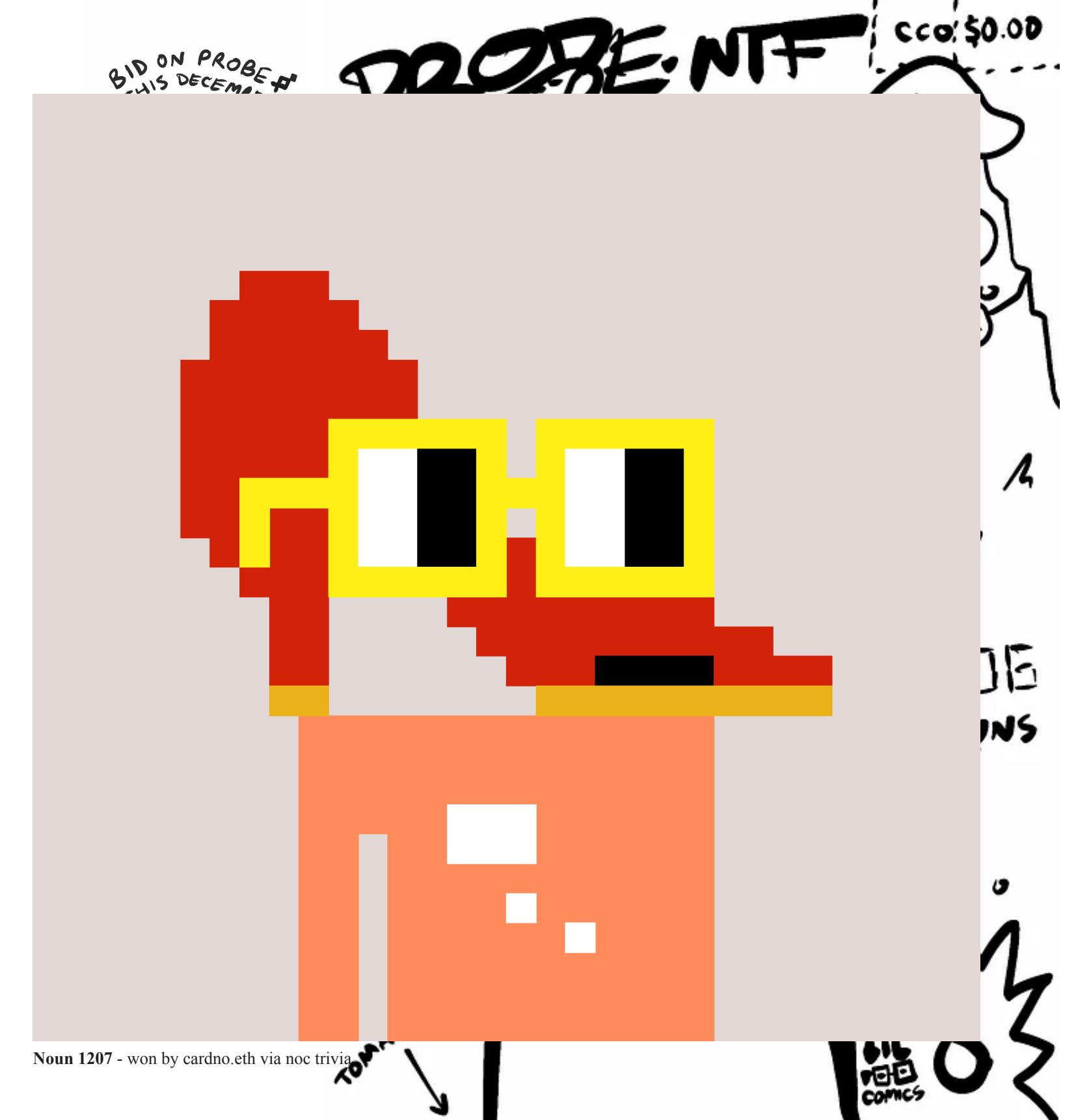
There was already a daily auction.  
A ritual. A rhythm. A crowd.

A ritual can continue long after it stops producing meaning.

/noc didn't add a voice.  
It rerouted attention.

That's when it stopped being obvious where responsibility lived.

Rituals die. Sometimes they return. That does not redeem them.



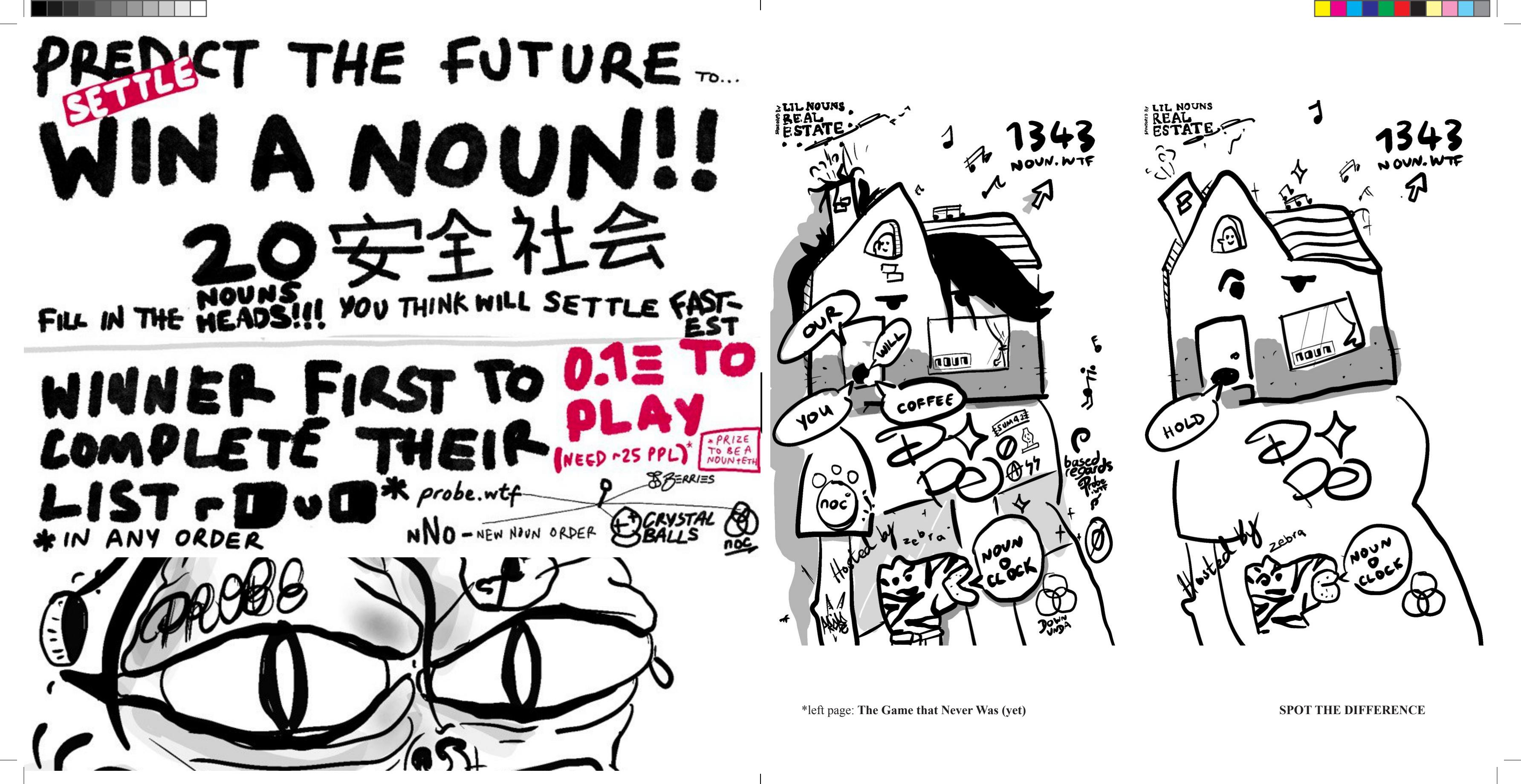
Noun 1207 - won by cardno.eth via noc trivia

A dense, abstract black and white collage of various hand-drawn text elements and sketches. The central figure is a large, dark, circular shape with a smaller white circle inside. To the left, a dog is depicted with the word 'DOG' written below it. A skull is shown with the number '101' written next to it. A large, stylized figure of a person is positioned in the center. To the right, a bagpipe is shown with the text 'I'M A BAGPIPE' inside a speech bubble. The background is filled with various other words and symbols, including '15 YEARS', 'CALLE PARAISO', 'PIPE'S AUTO SHOP', 'VRNOUT', 'F', 'TRIVIAE', 'FINE ART', '32x32', 'SOON', 'FREE', 'RESCUE', 'DEJAW', 'Q. HOW', 'A. 207', and 'ME VP'. There are also several question marks and a small drawing of a person in the upper left corner.



Cryptoadz 43 - won by fattybuthappy.eth via /noc/probe giveaway





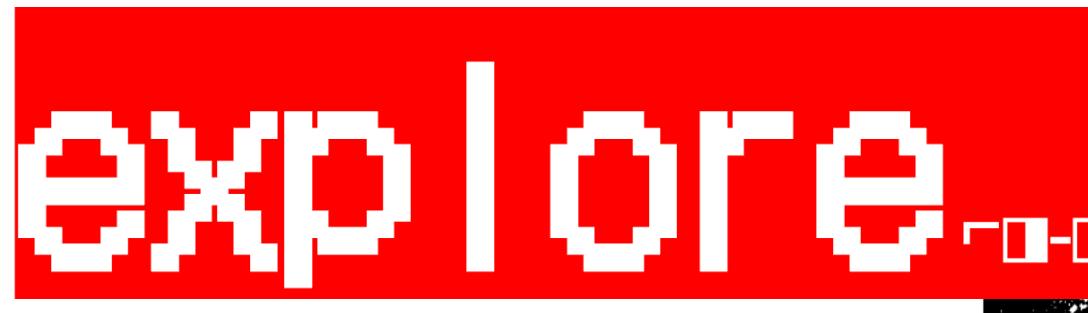


JX/UI CHANGES ON LILNOUNS.WTF REQS DATED: 25TH SEPT 2023

- ADD LILBLOCKPARTY FUNCTIONALITY [lilnouns.wtf/party](https://lilnouns.wtf/party) (NEXT PAGE)
- ADD "EXPLORE" FUNCTIONALITY [lilnouns.wtf/explore](https://lilnouns.wtf/explore) DEV PROP HOUSE F

Seems the above are going to be done by Dot, doesn't seem to want help design wise as is working with Adel. So I will pursue alternative front end project. 27/10/23

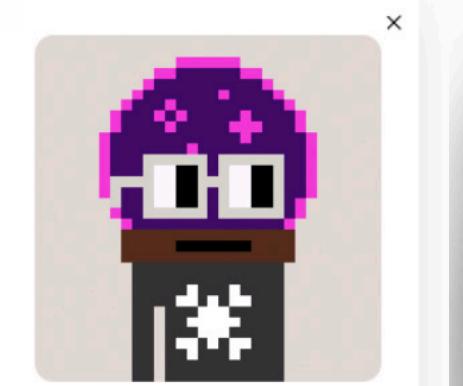
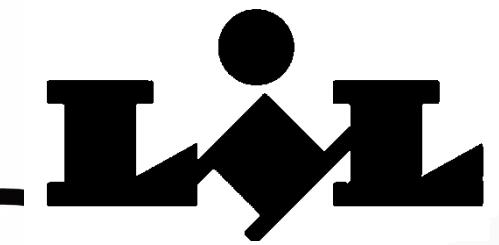
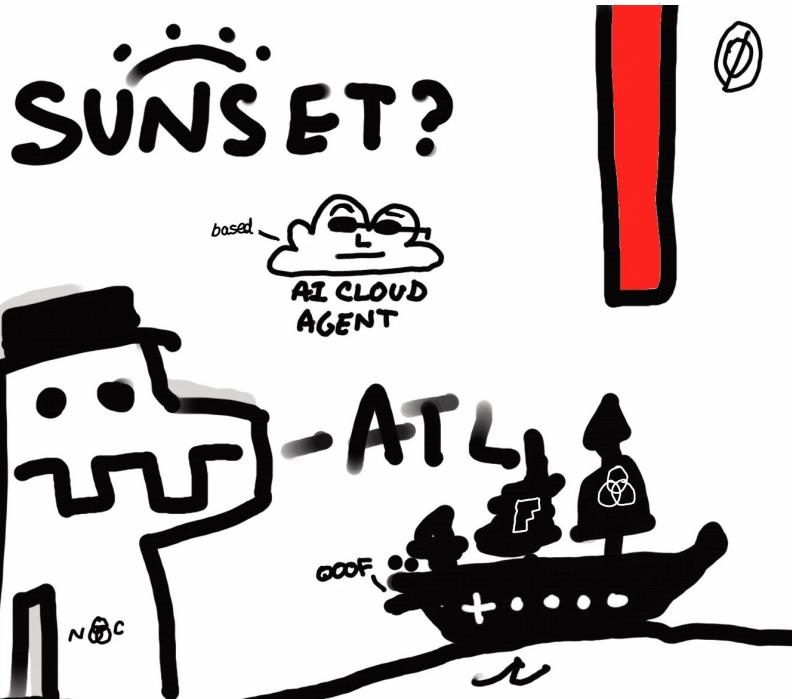
- "EXPLORE" IS PART OF A LARGER PROJECT TO RELEASE AS PUBLIC INFRASTRUCTURE FUNDED BY NOUNS DAO



<https://probe.wtf>



# 140 Fork Our Nouns



**Noun 253**

BORN MARCH 26, 2022 1:13 AM -6

BODY: GRayscale 8

ACCESSORY: SNOWFLAKE

HEAD: CRYSTALBALL

GGLASSES: SQUARE SMOKE

[VIEW ACTIVITY](#)





**GET FUNDED  
OR DIE**  
probe.wtf/lils  
lils.wtf

A joke/meme/catchphrase GIF I made in 2023 for Lil Nouns (see right hand page), I decided to drop the “tryin” as it sounded funnier. This meme has replicated through the community and was placed on the Lil Esports jerseys and in other graphics made by community members.



Original GIF 2023





**This book permits extraction.**

Pages may be removed.

Stickers may be relocated.

Meanings may mutate.

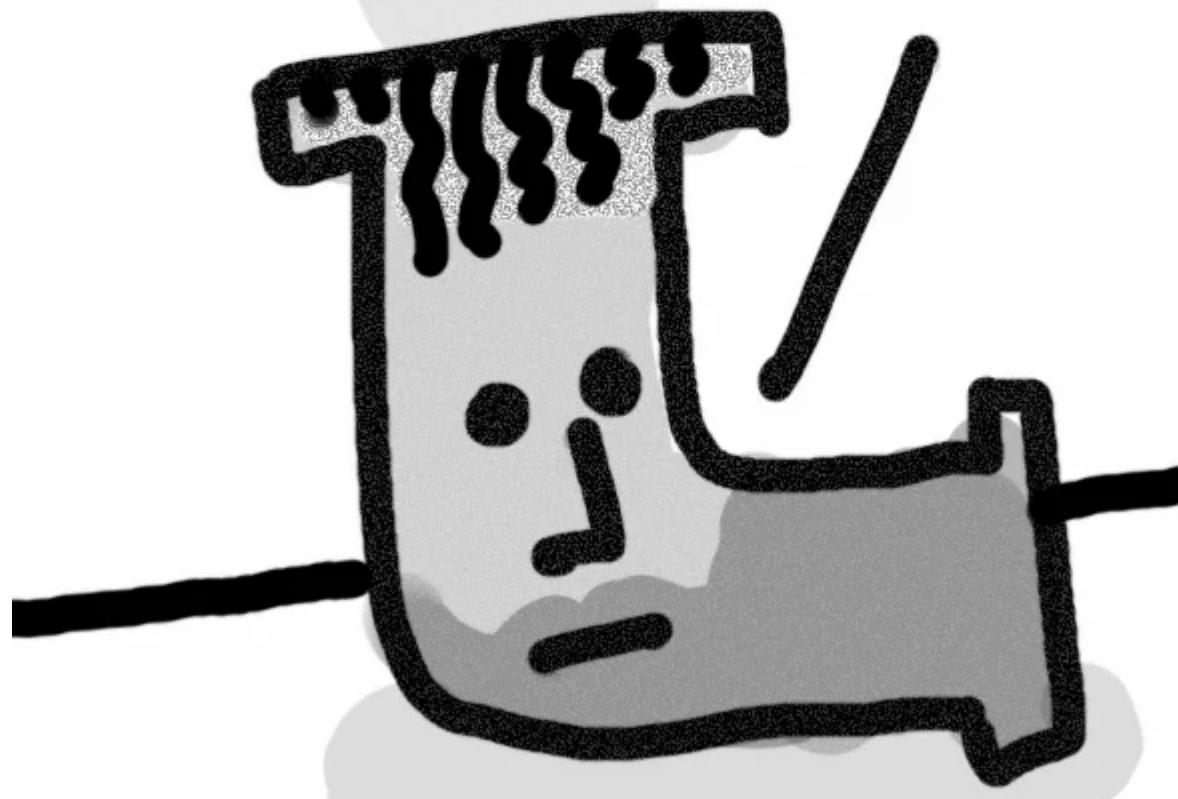
No canonical reading is implied.

# head- less

Nobody owns the brand, you don't need to buy or pay anything to freely use these assets.

Anyone, and everyone, can act as a representative and/or ambassador of these new brands. This works well sometimes, and not so well at other times, as we see later in the book.

WAT'S  
THE MSG?





LIL 

Lil Nouns is extremely informal, lacks any type of formal governance process, and often times is a rude and obnoxious landscape to navigate. That is not to say that there are not many anons, many extremely serious, many doxxed, many professional people holding Lil Nouns tokens but very few are active in governance onchain. It would be fair to say the majority of folks are around for some easy semi-passive income whenever the opportunity arises.

Constructive criticism is often taken with offence or totally ignored. There is no leadership for the most part and those in potential positions of leadership are not fit to lead.

Keeping things as objective as possible and discussing proposal variety onchain should become the norm but the main [lilnouns.wtf](#) website is rife with errors and bugs and forever waiting for an update.

EVERY  
DAY

∞



Evolution of the comic-aesthetic.

ok

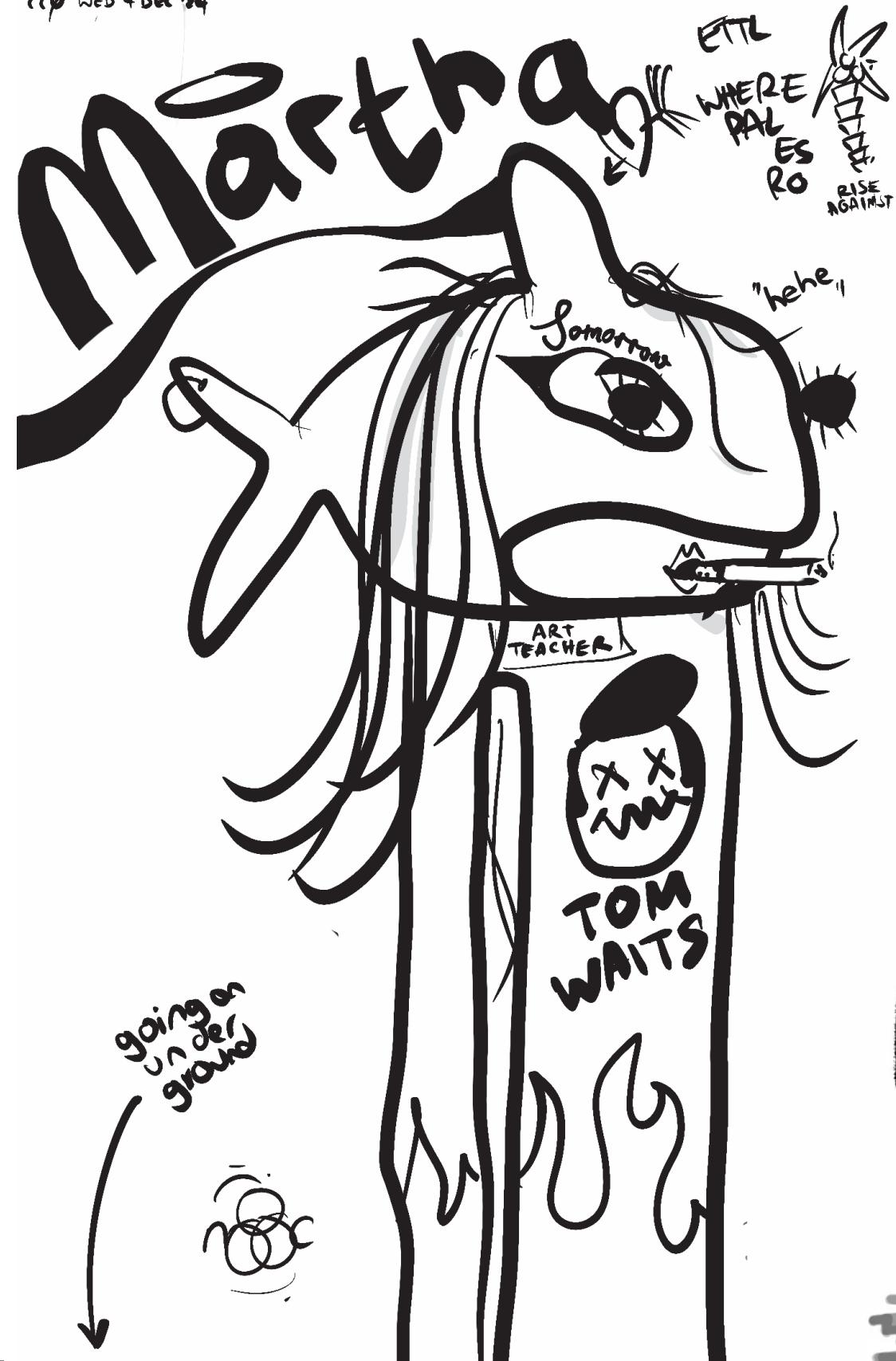
Quite different to a traditional corporate structure, not only in hierarchy, but with discourse of different DAO members/contractors. I have found that people tend to be forgiving as long as there was no actual crime/illegal activity taking place. That being said, this is a very personal game and there are clearly personal agendas at play.

*Play the game  
how you want,  
one needs not  
engage daily in  
order to create  
big impact.*





CCP WED 4 DEC '04



*“My theory is the best songs have never really been recorded. We’re listening to things that made it through but there’s so many songs that have never made it because they were scared of the machine and wouldn’t allow themselves to be recorded.”*

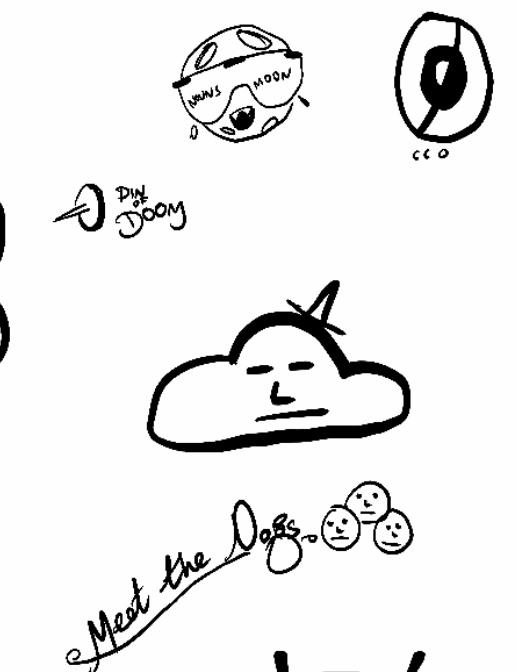
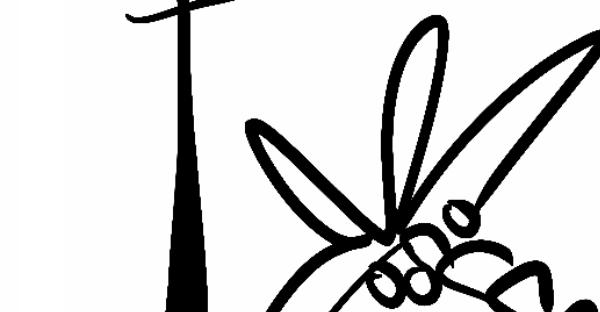
- TOM WAITS

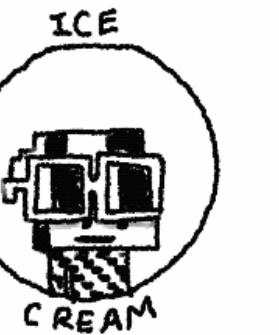
THIS DRAWING SUX-  
HEVY BAKPAK  
1444  
NO

1BTG = 1 ISLAND?  
≈ 215.5

cyber hornets

WHERE GOING?  
783KM (SW)





### Get Involved

It sounds obvious, but the best way to get involved is to just get involved. If you have a skill or passion that you think could benefit the network, then focus on that. From an art/design point of view, what could you help with; creating community artwork, supporting others on proposals, put yourself out there, offers will come your way if you are honest in your approach.

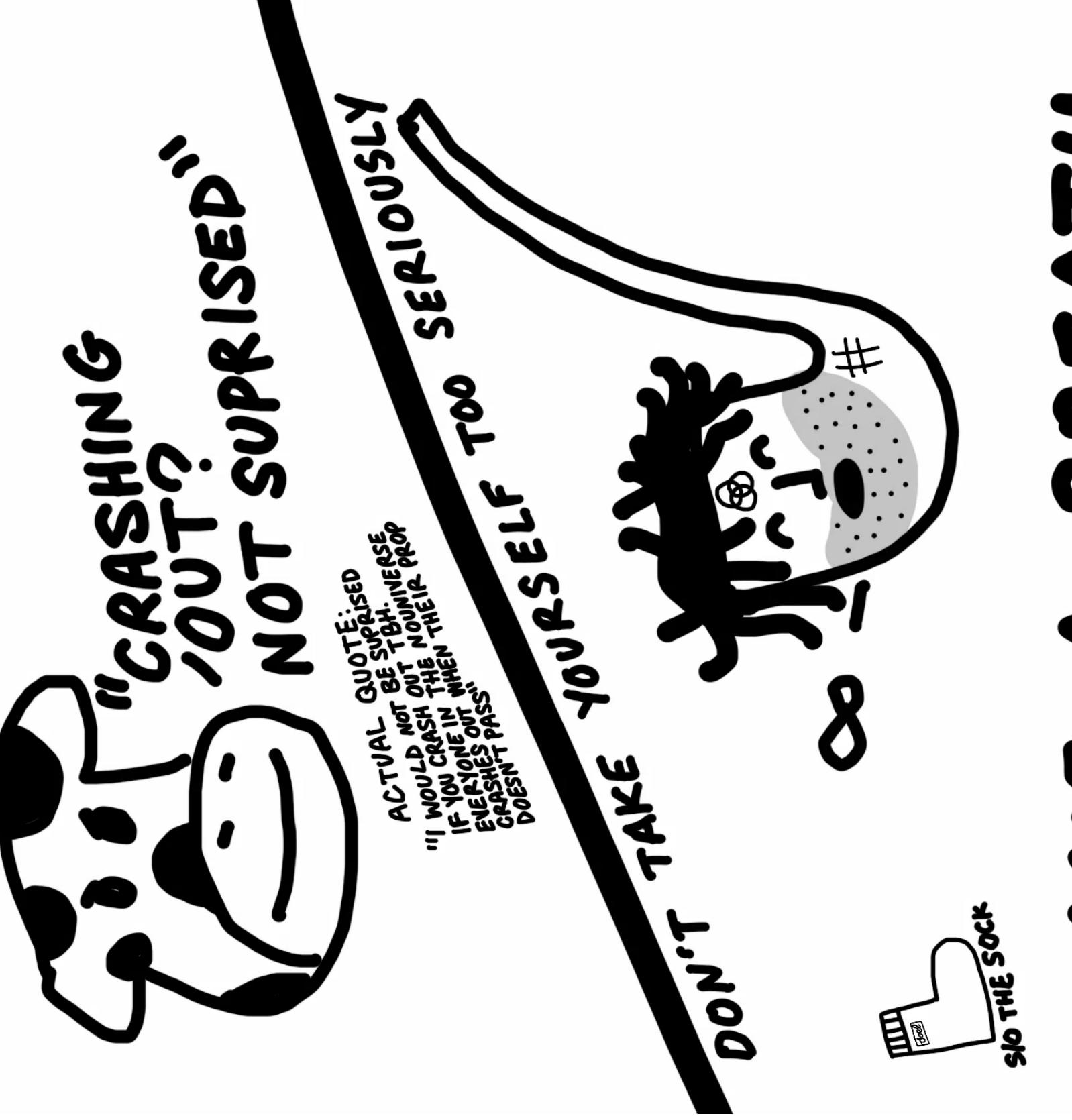
At Lil Nouns DAO, the easiest path-to-entry for me was their Discord voice calls which have grown from a handful of attendees to a few more regulars and many passers by. Most regulars are engaged enough to give you some feedback on your plans and proposals.



# GET FUNDED OR DIE



# VIVA LA NOO



## TAKE A BREATH



“MEME VALUE”

### DISCOVERING “MEME VALUE” WITH LIL’ ROLL

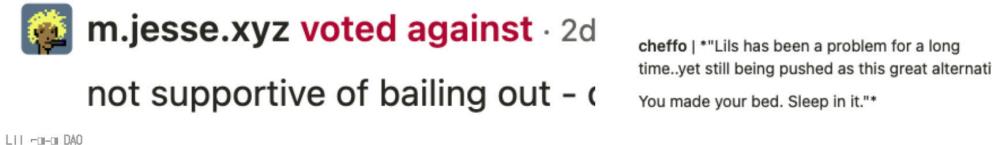
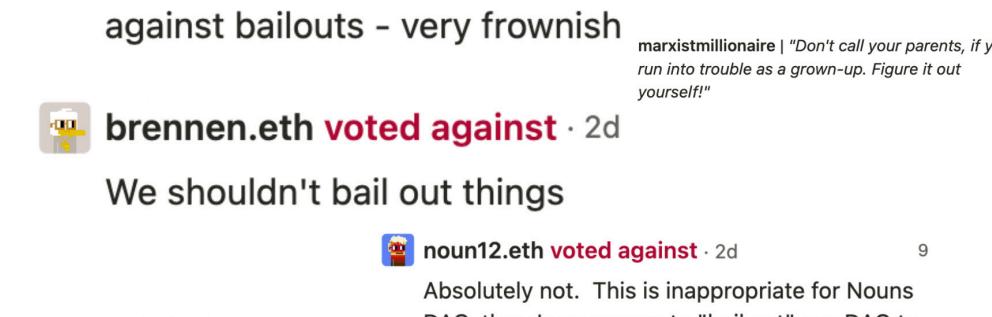
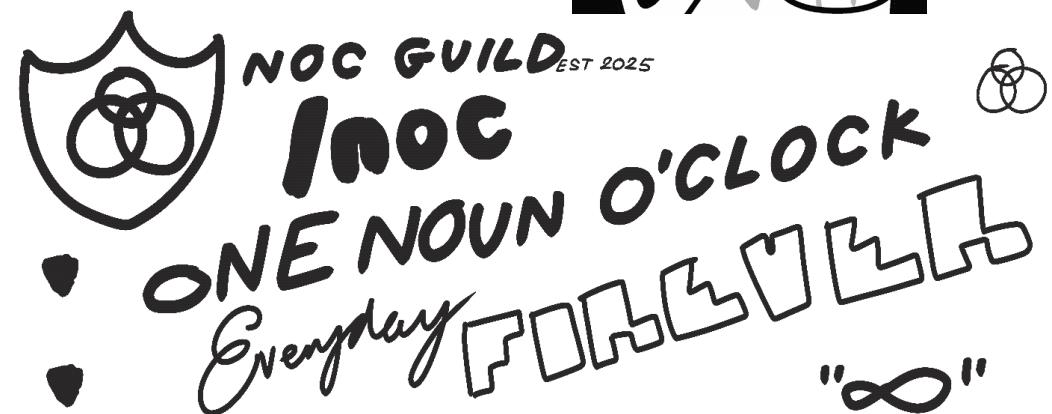
PROPOSAL 296 MAY 2025 (FAILED)

tl;dr: 17e to bridge Lil’ Roll culture IRL via a daily roadshow celebrating onchain art and culture.

### “MEME VALUE”

PROPOSAL 310 APRIL 2025 (PASSED)

tl;dr: 10e to bridge Lil’ Roll culture IRL via a daily roadshow celebrating onchain art and culture, providing ROI + new treasury inflow for Lils. This is a redesign of proposal 296.



LILS DAO

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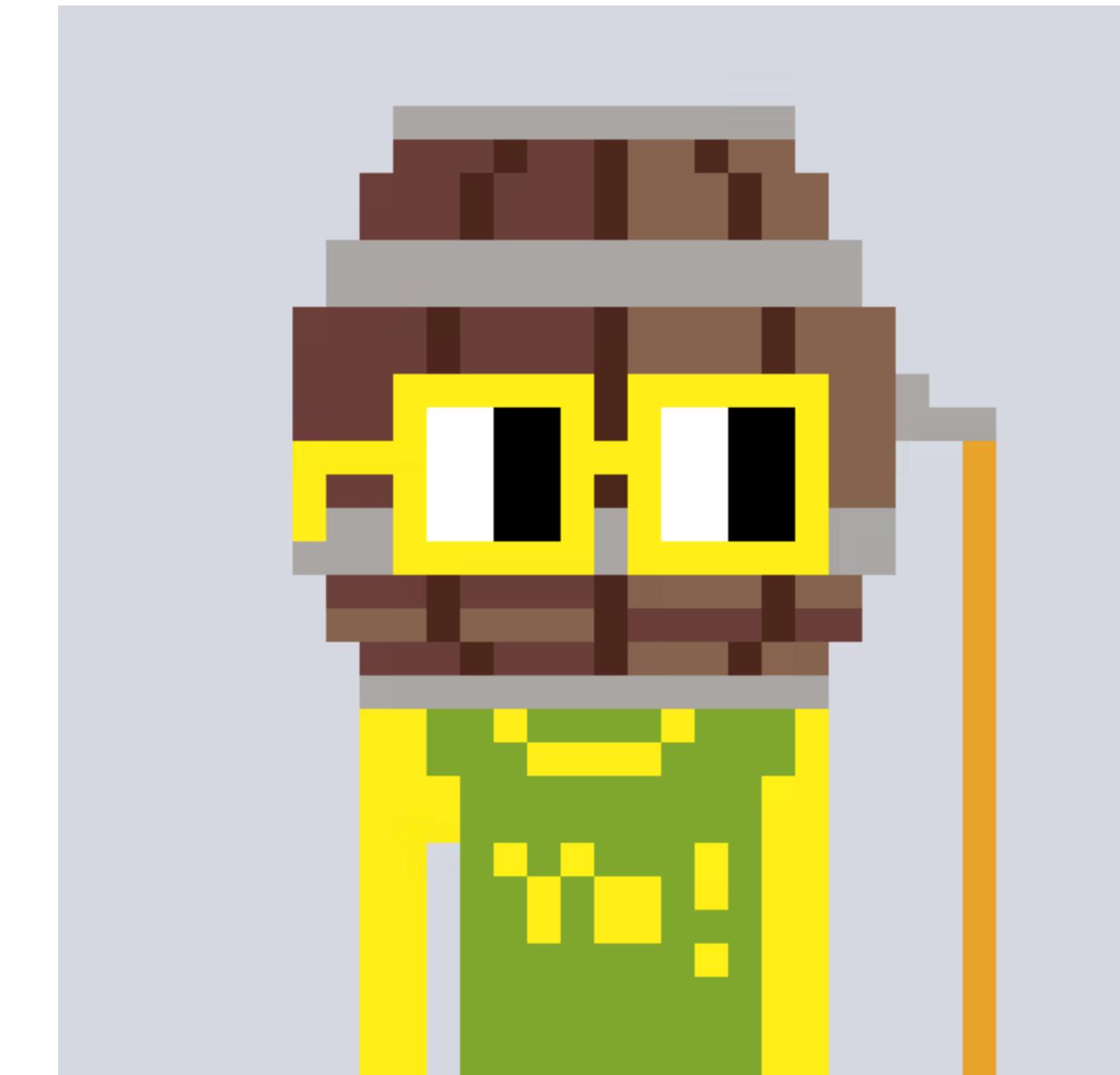
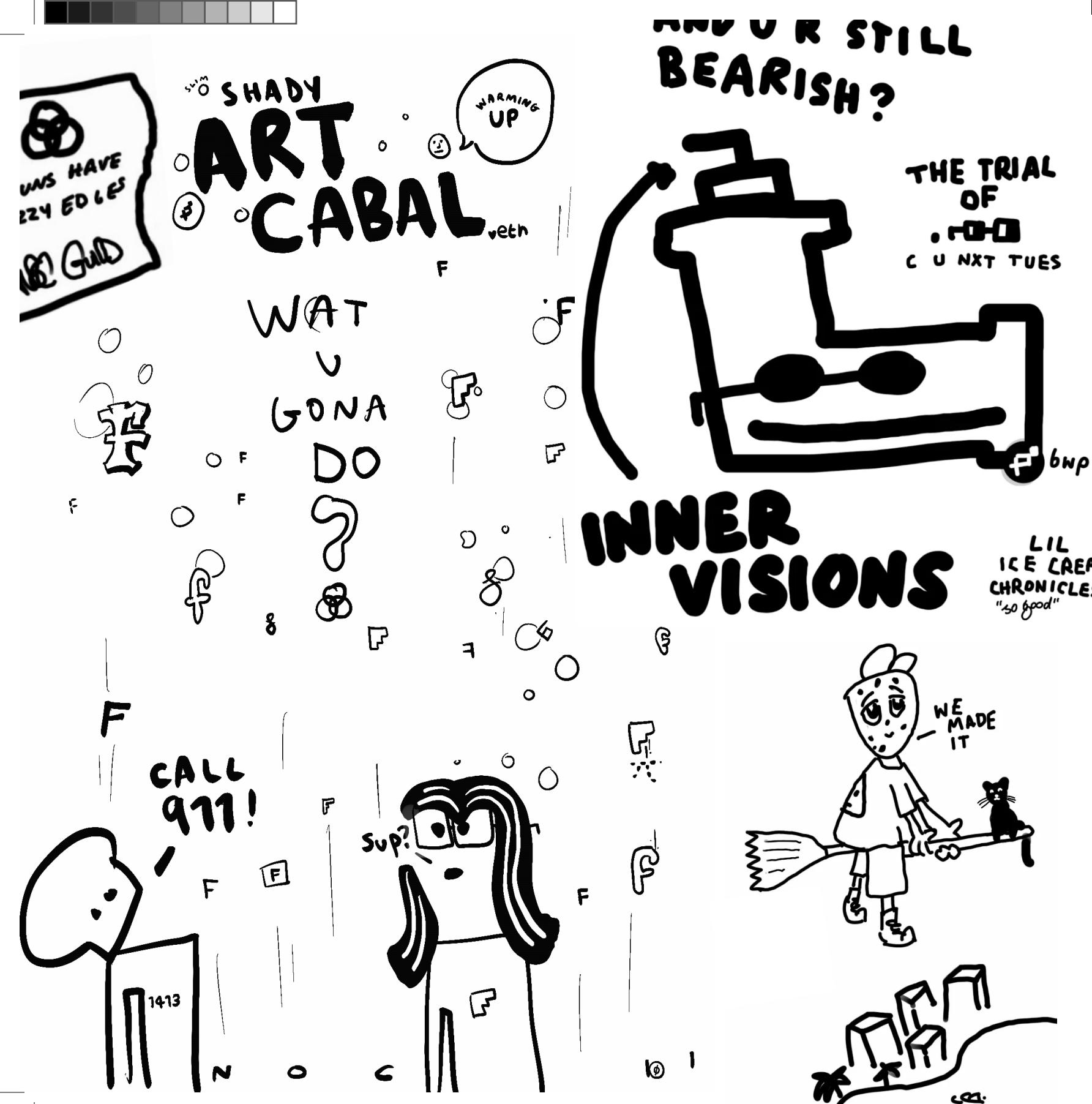
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&lt;p



Nouns Whisky Barrel #003 held by memevalue.eth

LIL NOUNCIL IS NOW LINT COUNCIL  
WE HELP YOU! GET ONCHAIN

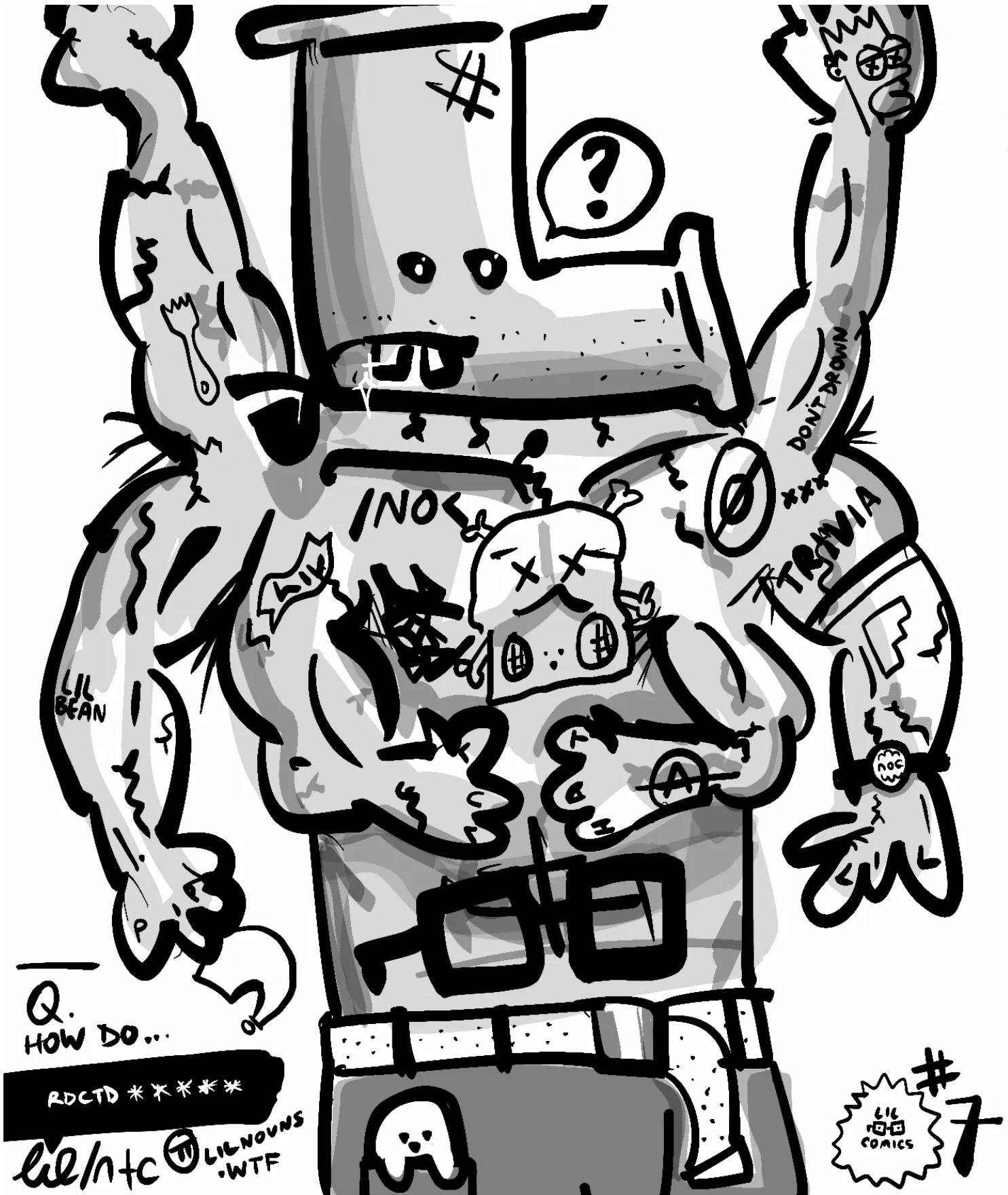
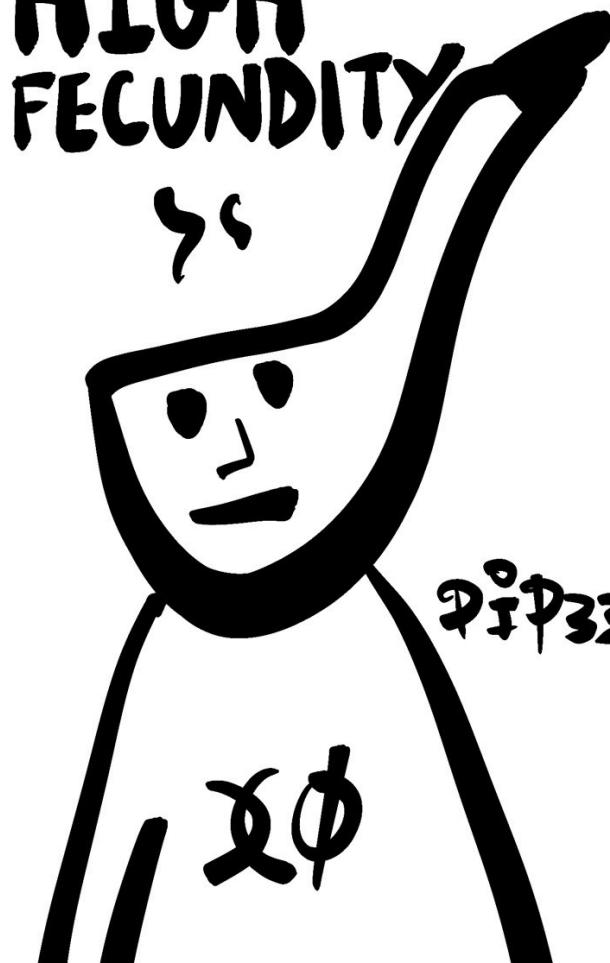
ETH

RIP  
FIND US IN THE LILNOUNS DISCORD'S

LIL NOUNCIL  
\*LLC

LONG LIVE LINT COUNCIL

HIGH FECUNDITY



# COMPACT DIGITAL MEMES

Virgil Abloh's idea of presenting the prototype as the final product makes a lot of sense to me, finding form in the function. This is not about cutting corners but about celebrating work-in-progress prototypes and authenticity, reducing the unnecessary ornamental design.

Blockchain projects are inherently referential. Bitcoin inspired Ethereum, which in turn inspired countless other protocols and projects such as Cryptopunks, which then inspired a new wave of projects including Nouns DAO which then inspired a whole new wave of derivatives and forks like Lil Nouns DAO. This iterative process mirrors Abloh's design philosophy, where each work builds on what came before. This philosophy offers a blueprint for "decentralized design thinking" which can be applied to these new brands. For example, this book is a funded decentralized design project, I took an open source brand, extended it, and pitched an ongoing design project to the society over the course of two years. This was self-led research and often ridiculed, to my amusement.

The more you put in, the more you will get out of this experience. If you are executing at a high level, others within the society will recognize the dedication and mastery you have for your craft.

The more honest you are in your approach, the more you will enjoy yourself.

"everything that  
glitters aint fishtail"  
- MF DOOM

"everything i kick stick eternal!"  
- QUASIMOTO

"Can you feel it vibrating?  
I call it vibe rating"  
- CAPITAL STEEZ



# 12 DAYS OF NOUNISH TRIVIA

cc0  
by  
LilNouns.wtf  
LinkCouncil.eth

1. MOST COLORFUL NOUN(S)? (ID)

Noun 1195 is 1/2 of the closest matching colour pair in the collection (with Noun 216) - but what two nouns previously held this title before today?

3. TALLEST NOUN(S)? (ID)

4. WHAT WAS THE MOST 'FOR' VOTES EVER ON A PROP? (# OF NOUNS)

5. WHO COINED THE NAME 'NOGGLES'? (WRONG ANSWERS ONLY)

6. HOW MANY TIMES HAS NOUN O'CLOCK PASSED MIDNIGHT? (# OF TIMES)

7. WHAT noun HAS THE MOST SHADES OF BLUE? (ID, # OF BLUES)

8. THE first NOUN TO SPAWN 2 New Traits?

9. THE first Reference of 'nac'/'noun o'clock? (LINK & DATE)

10. Biggest Turnout (For+Against) ON a PROP-Indr. Wallets (PROP #)

11. HOW MANY NOUN IDs CONTAIN '11' (# OF NOUNS)

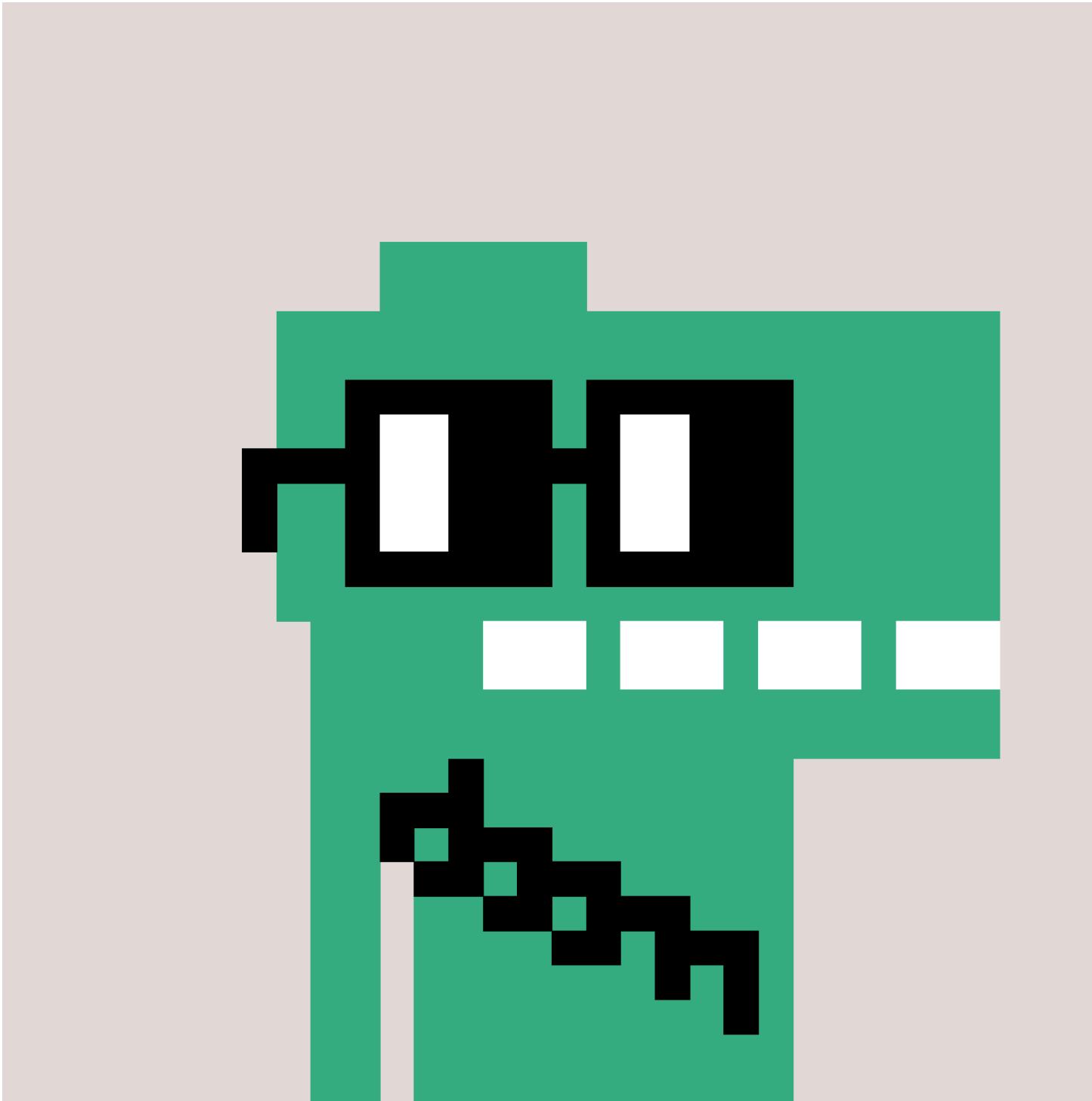
12. WHO WON 12DOT?

## 12 DAYS OF TRIVIA (12DOT)

Here is a trivia you can play with your Nounish friends, will try remember to put the answers somewhere.

Answer: World's longest fingermail





**Noun 484** - held by Nouns DAO Treasury  
\*Least colorful Noun as of April 2025



**Noun 998** - held by [thriftnouns.eth](https://thriftnouns.eth)  
\*Least colorful Noun as of April 2025

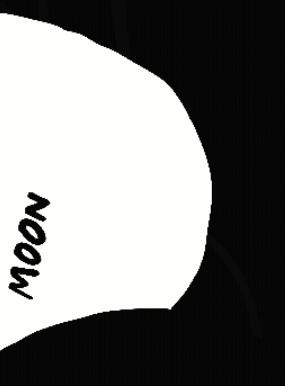
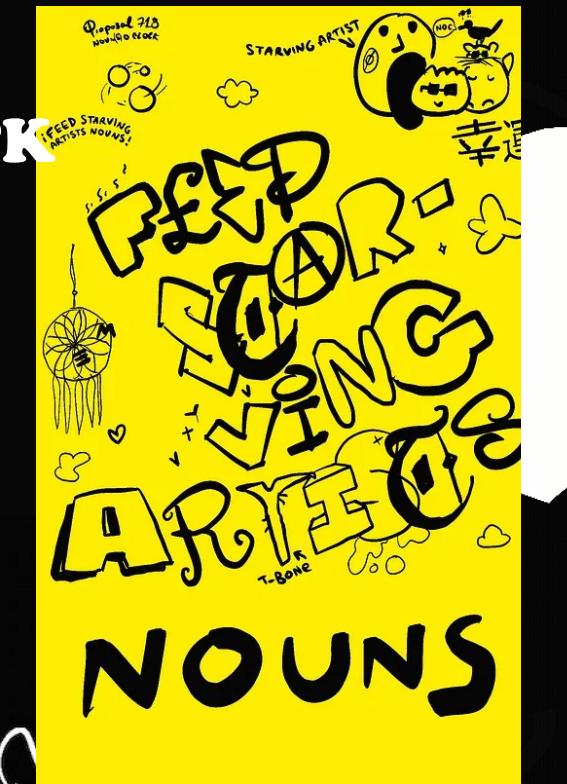




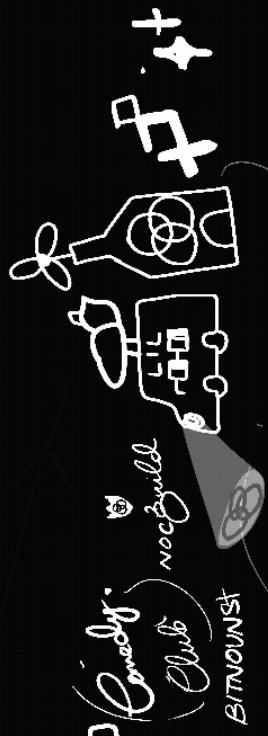
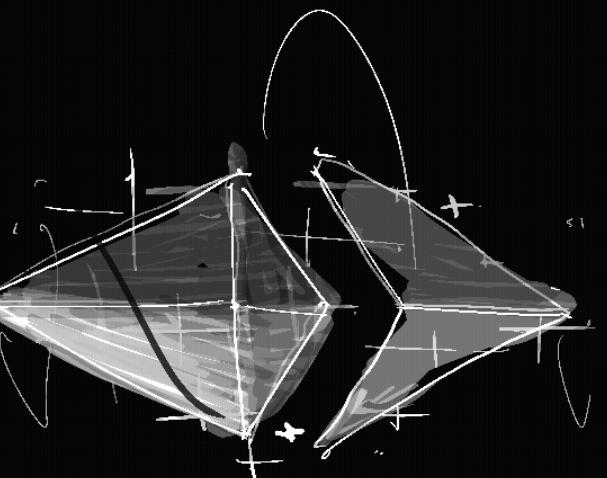
Community, Nounish DAOs, near-instant transaction speed,  
fastest funding bodies on planet earth,  
frictionless communication, borderless communities,  
inclusive cultural events,  
attracting like-minded individuals,  
friendships, working relationships.



NOUNS  
PROPOSAL 718  
NOUNS O'CLOCK  
(FAILED)



NOUNS  
PROPOSAL 759  
NOC ARTISTS  
RETRO REWARD  
(FAILED)



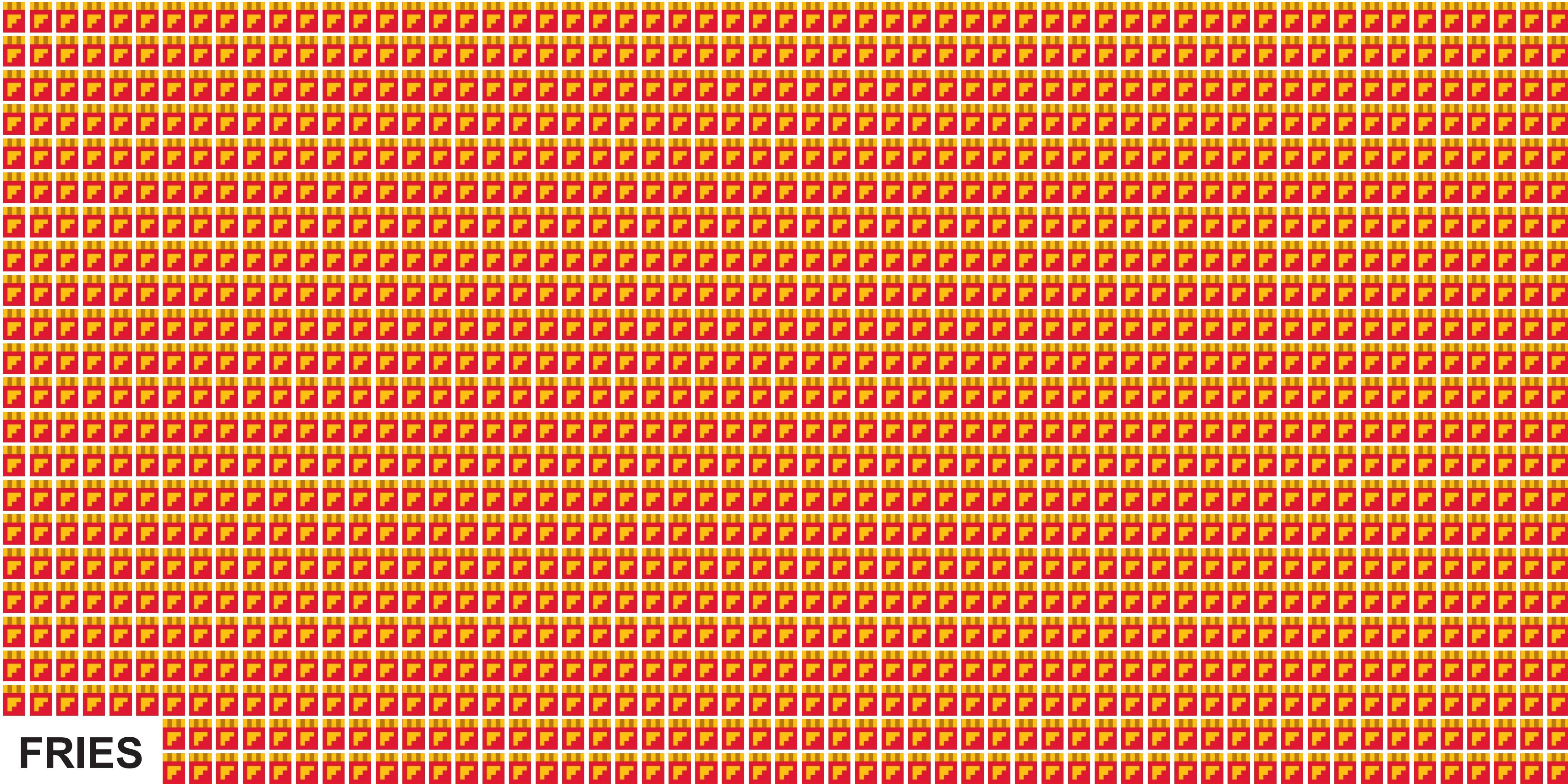
DD (DOD)  
NOUNS  
NOC  
BITNOUNST

MEME VALUE  
MEME VALUE

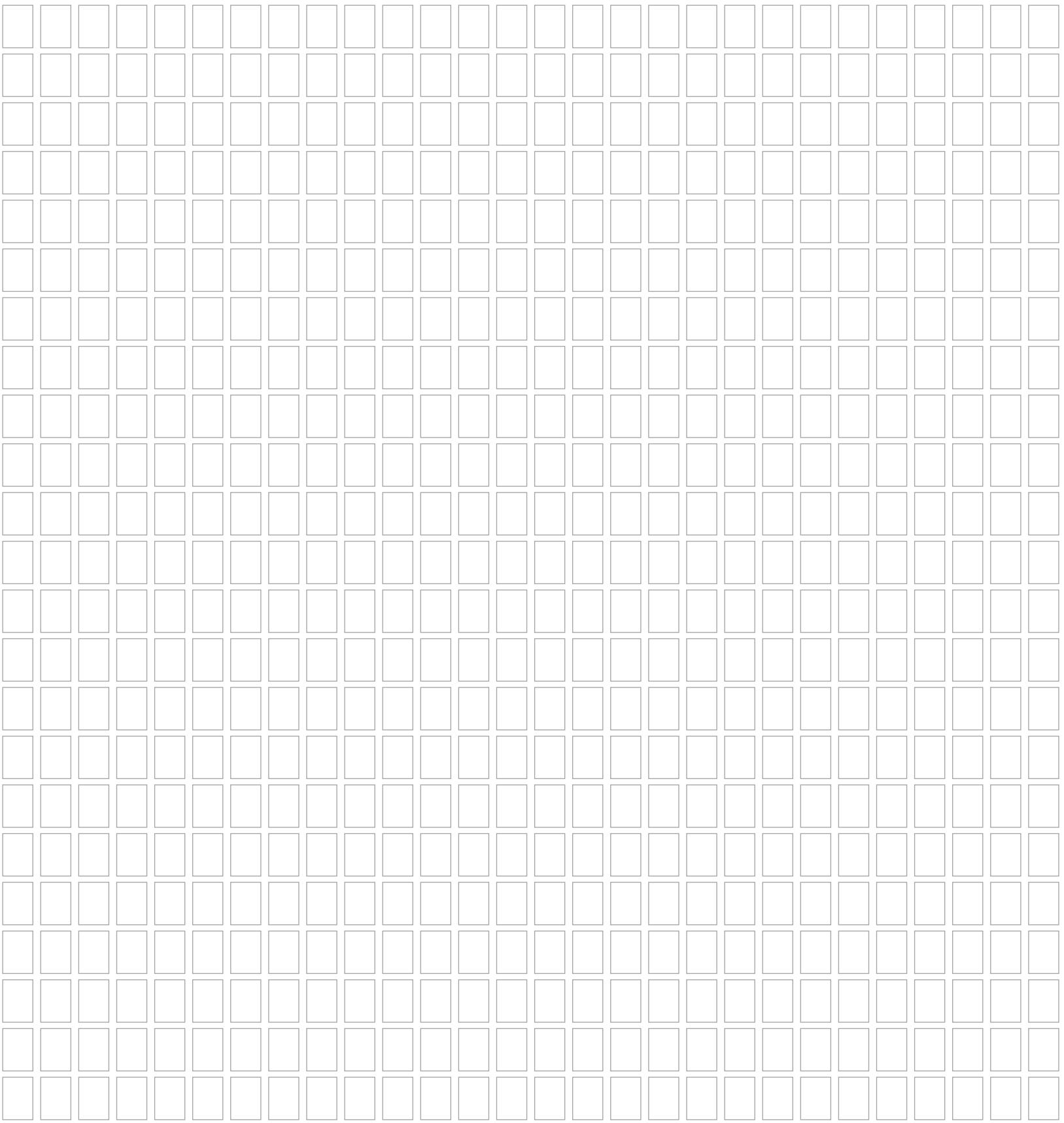
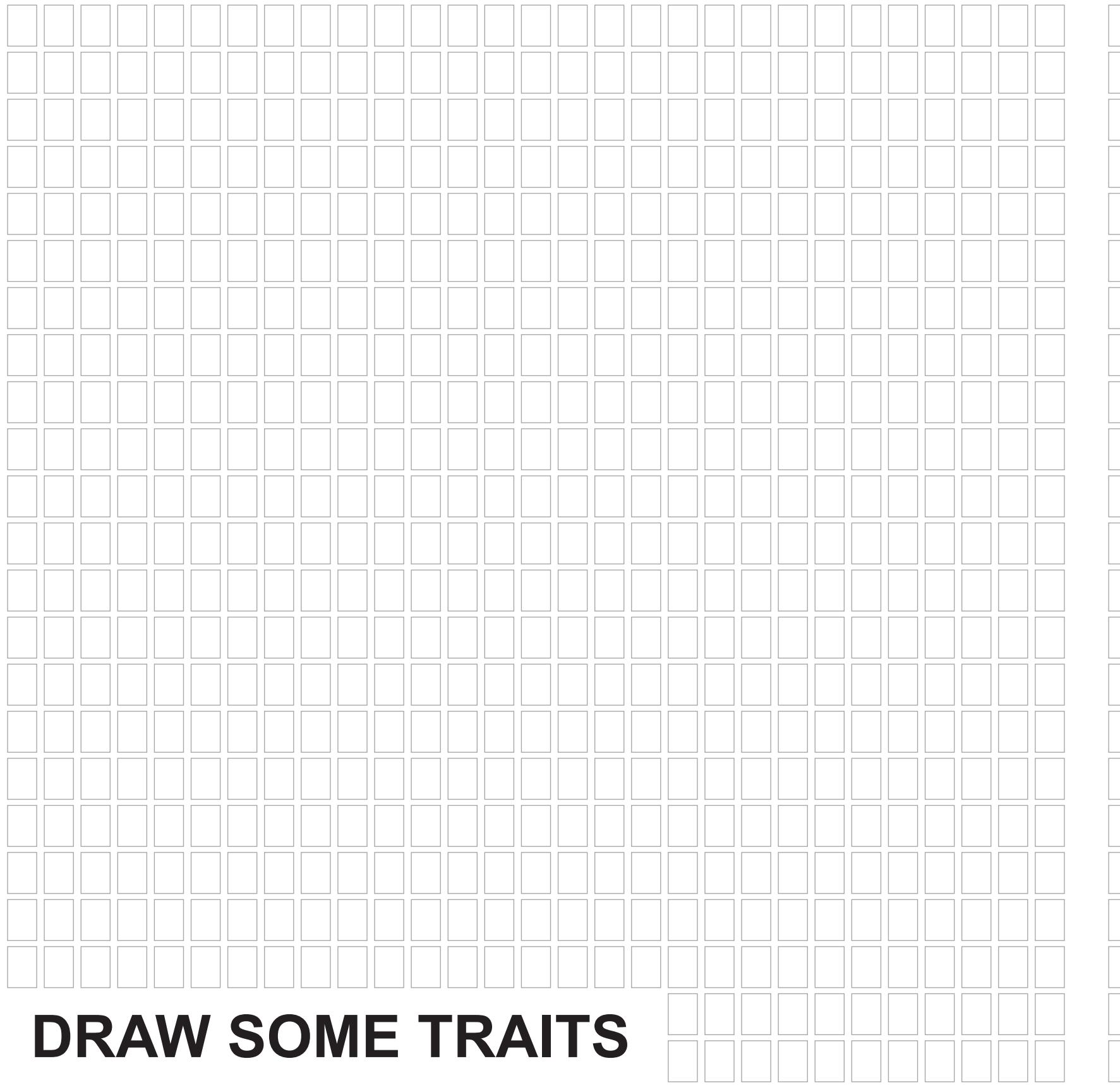
WEN  
DAOSSIRE

ARTISTS RETRO REWARD • PROPOSAL

PROPOSAL 759 NOC



**FRIES**



**DRAW SOME TRAITS**

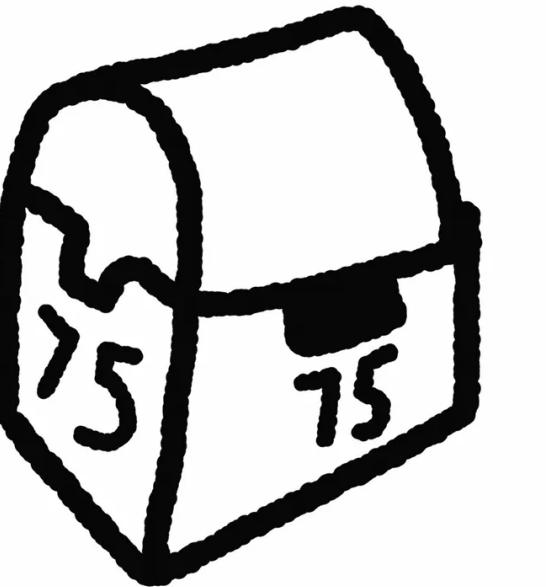
INTERACTIONS  
*RELATIONSHIPS*  
VALUE

Tokens align network participants, so we can now turn community into core parts of our businesses/products/protocols and build with community-led design methods. This is exactly what Nounish DAOs are doing/attempting to do...

Give users ownership and they will help you build something of real value. Community is operationally heavy, so you have to be in the weeds, talking to users and helping them as they help you shape the thing(s) you want to build. A lot of things you are trying to build can probably be outsourced to your community. Be your own first user and your harshest critic. Rick Rubin says something like; "I make things for myself" which makes sense to me.

I've taken a similar approach, building many things I wanted/needed (as a community member), trying to find scalable, repeatable methods to build community. I ran various initiatives:

- Created a new public square /noc
- Many trivia
- Many art rounds daily 1yr+
- Many onboards
- Many votes
- Many props
- Daily Nouns comic strips
- Established culture and identity at noc
- Promoting gift culture
- Built Auction House/Explorer
- Built Art Proposal Functionality
- Still going to this day, trying new things

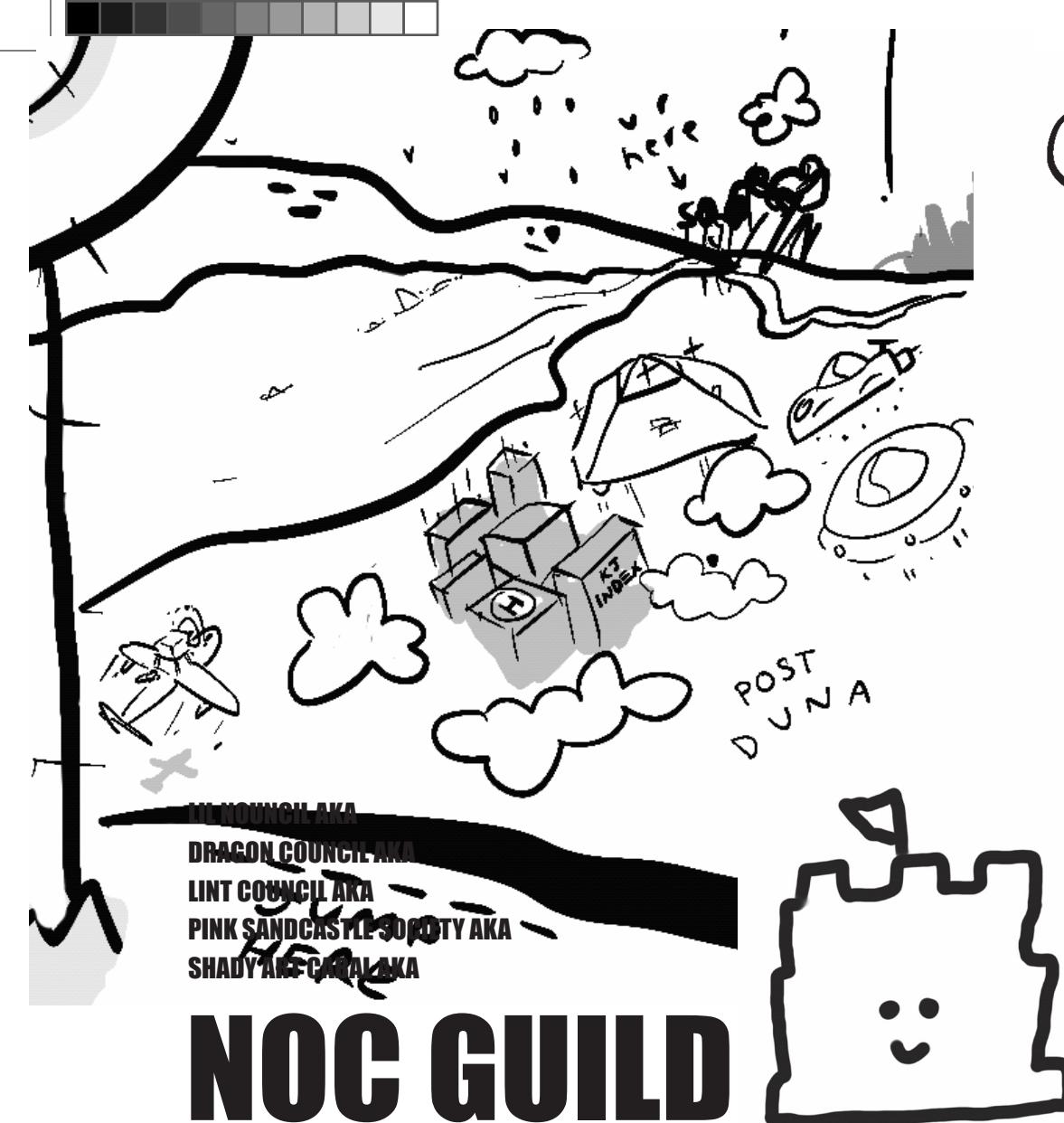


MONEY

PLAN  
GIFT Economy  
WHAT IS ANYTHING

MOTIVATED \$8

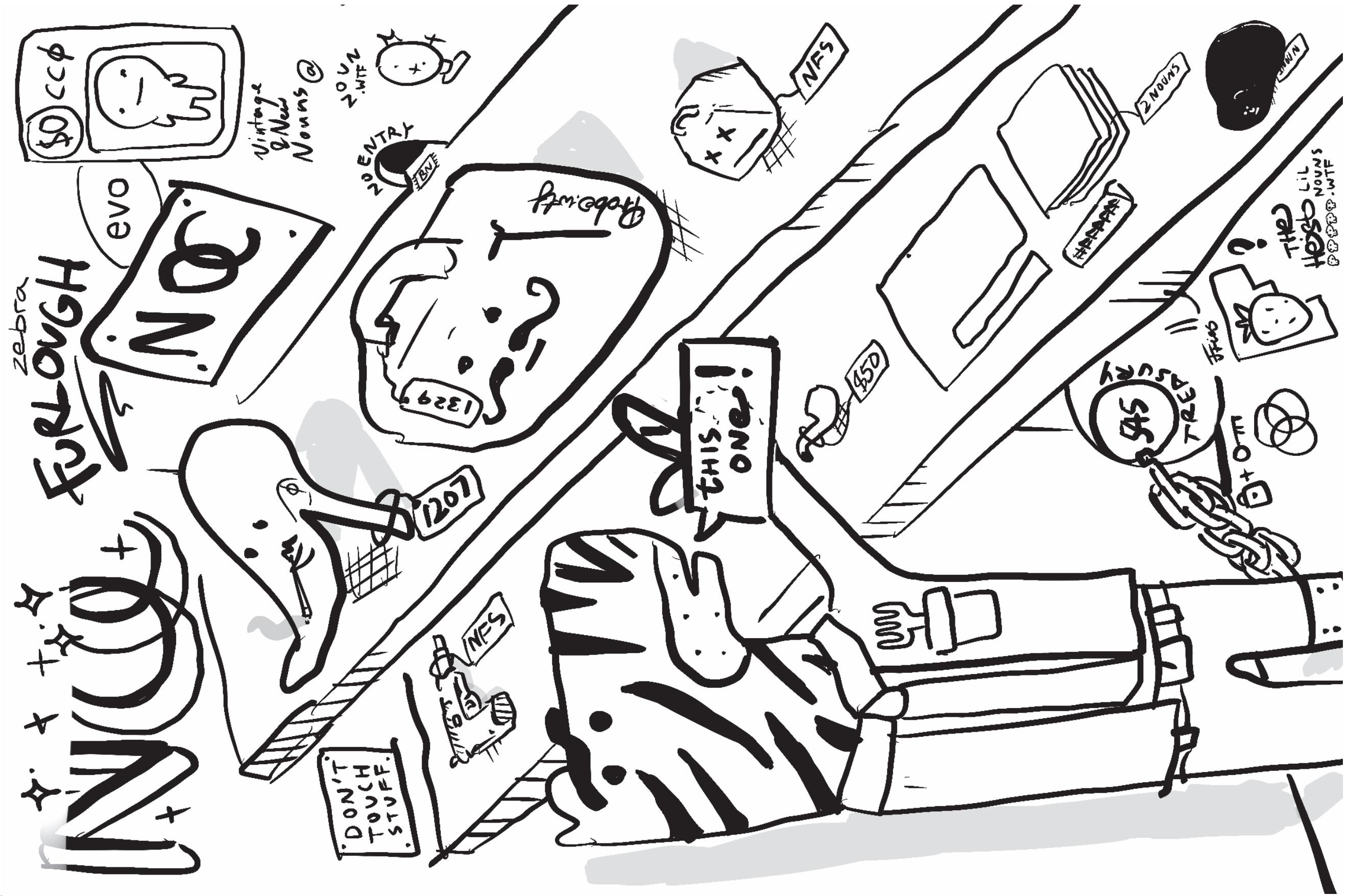
TED



#### Protectors of The Crystal Ball

A governance initiative that only votes for proposals that specifically emphasize Noun o'clock in some capacity. This seems like the easiest way to force this behavior (adding a Noun o'clock element within a prop in order to get considered by nocguild.eth) otherwise default No if there is no obvious link to noc. This governance project has taken on many forms up until now, handed over to community, attempted sunset a couple of times, and perhaps in the future I will introduce \$noc based governance token if enough interest arises. Most of the attempts failed thus far due to governance apathy in the community and individuals acting primarily in self-interest.



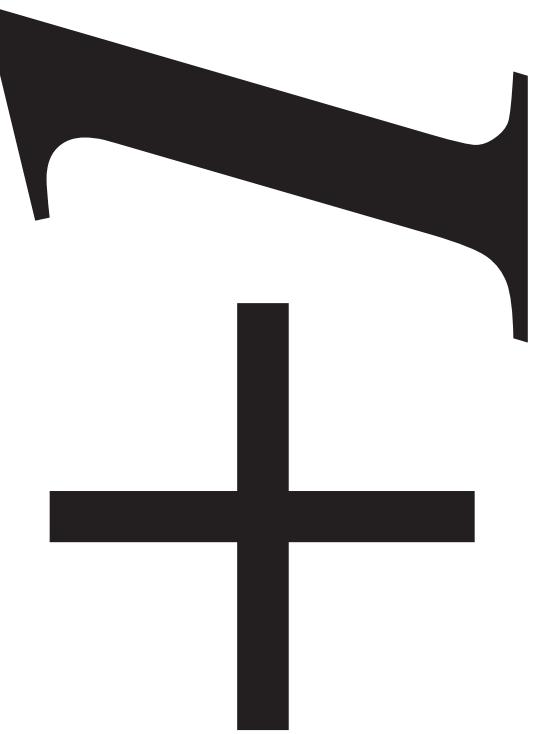


*Each day a new Noun NFT is created, how can we celebrate and grow this event?*

In addition to settling the Nouns myself I began to document other settlers and the Nouns they were choosing each day.

The daily drawings chronicle onchain interactions at Nouns DAO. There are recurring characters such as stripymofo.eth a Zebra who would participate in governance and settle Nouns at Noun o'clock.

I drew a fair few Zebras throughout 2024/2025.

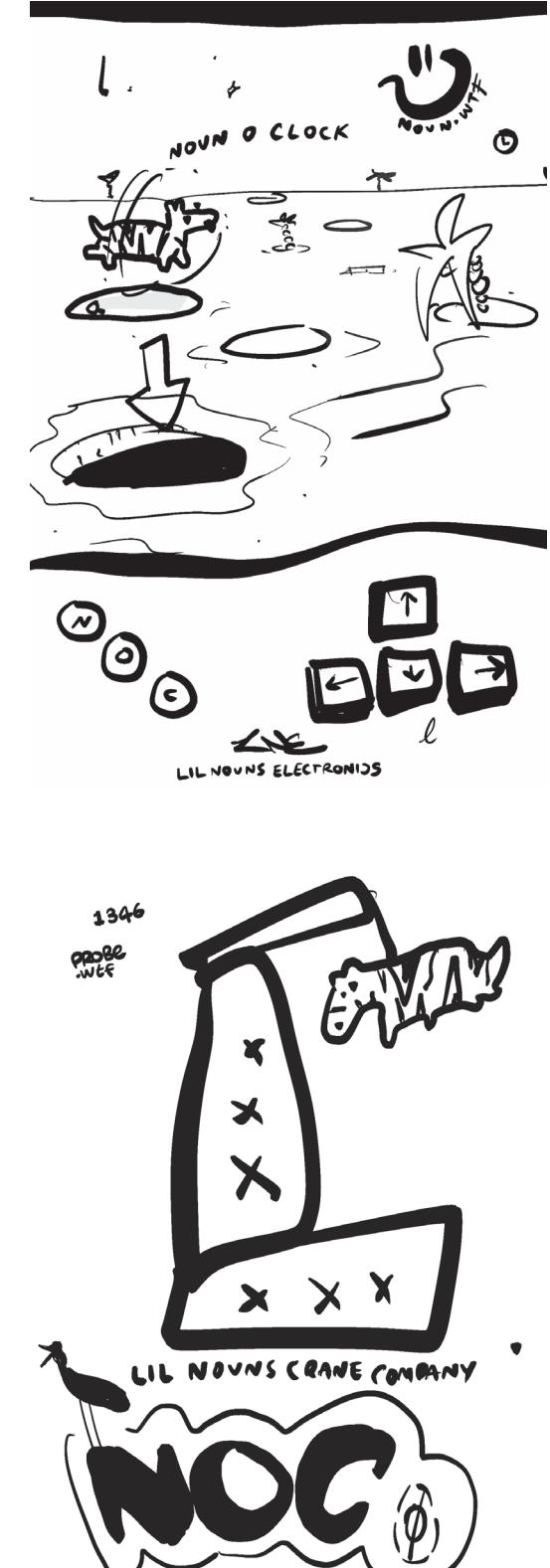
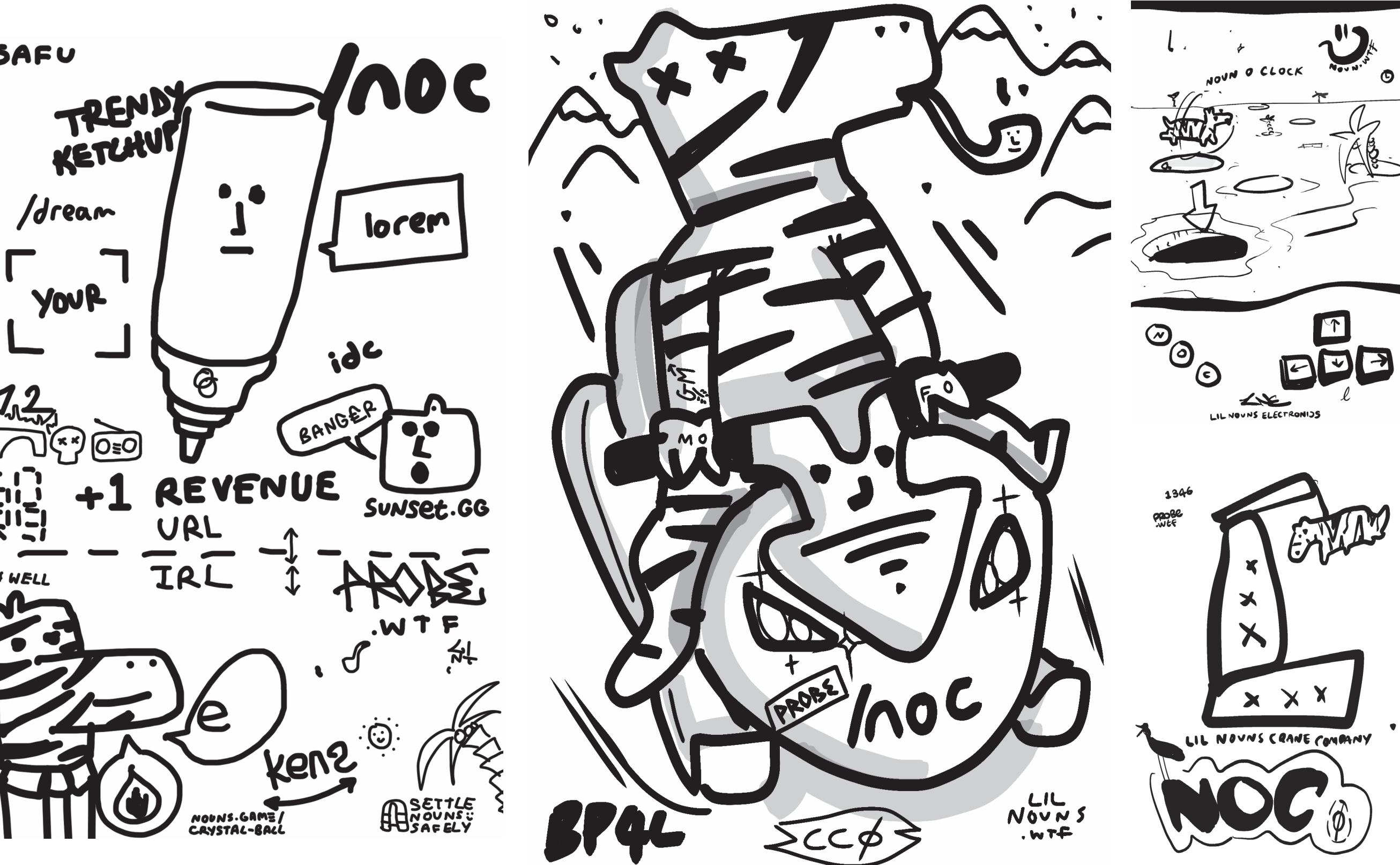
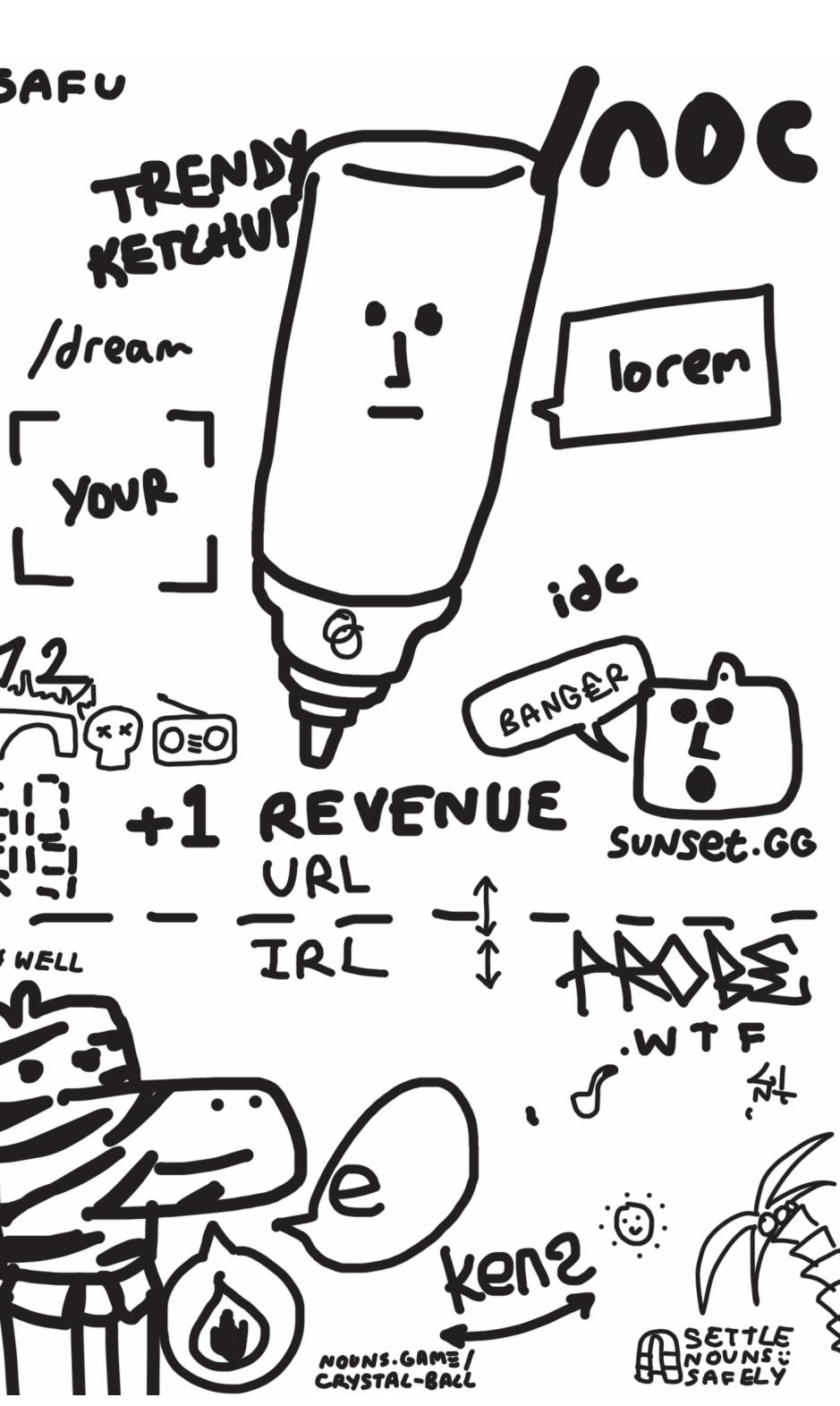


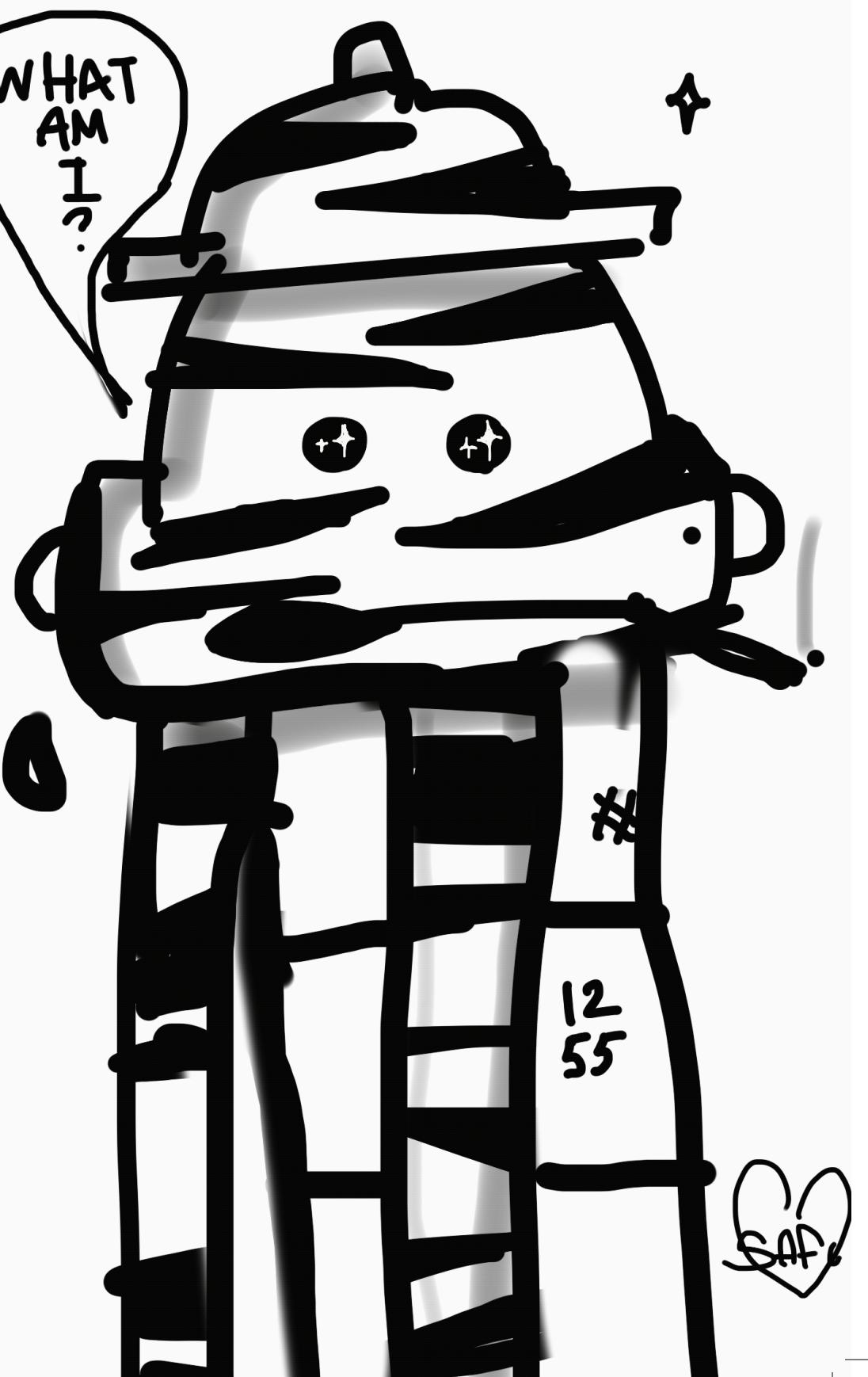
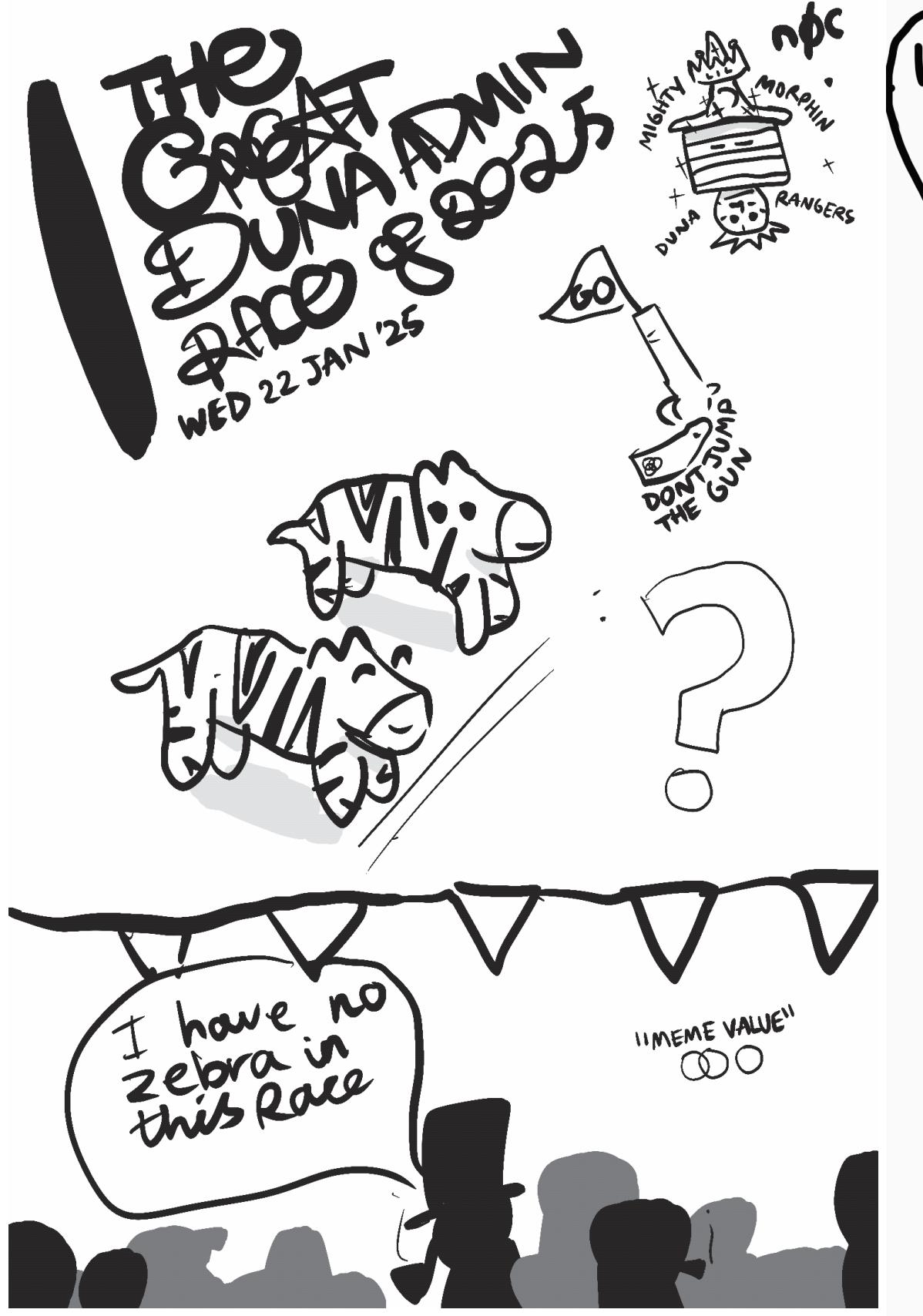
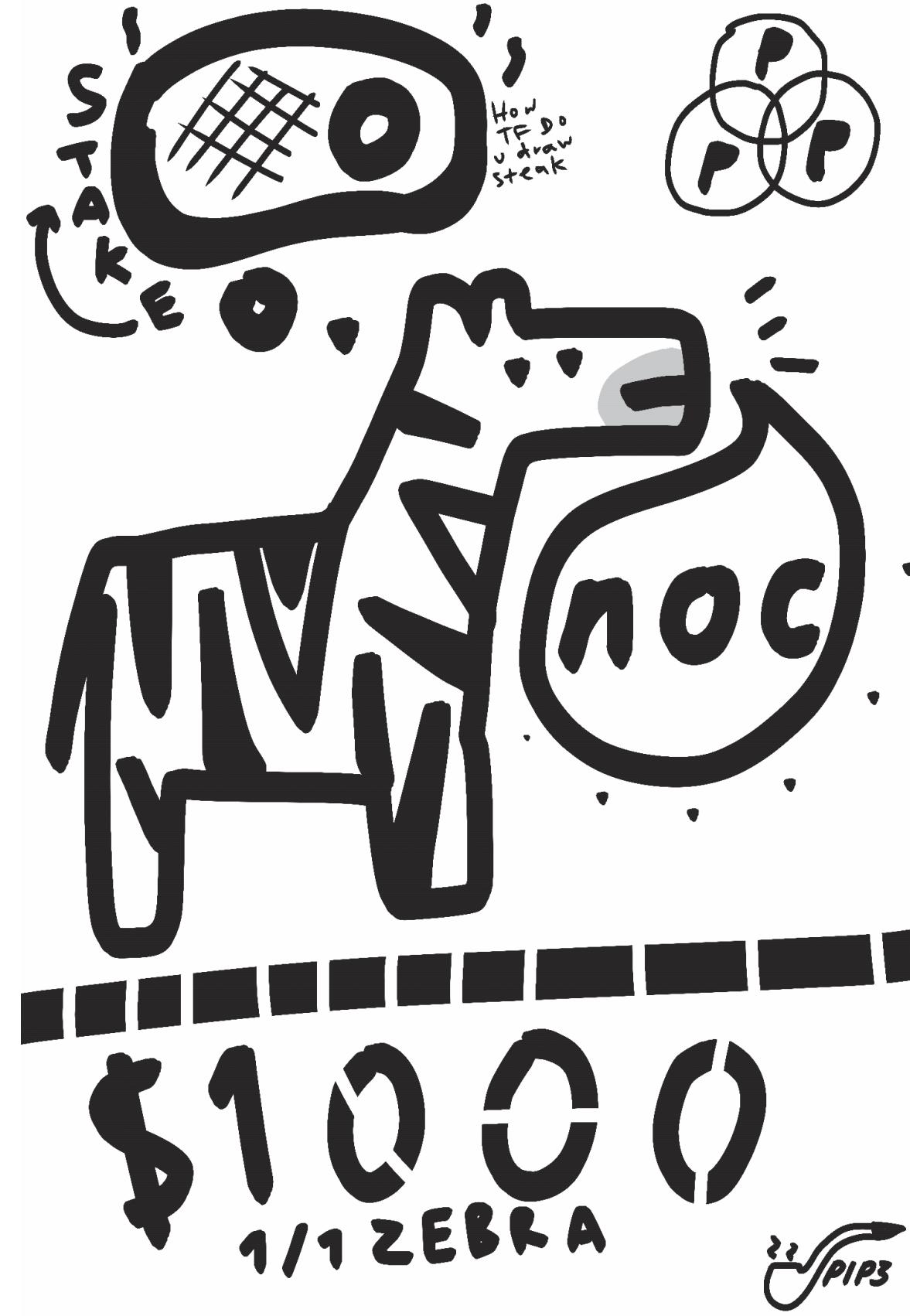


# REVENUE

The original Zebra Noun I was drawing was forked in Fork 0 and has become a meme amongst the community as the owner is still around governing, and is obviously still known as the Zebra even though one will find him donning various Nouns.

Fork season was controversial and essentially an attack on DAO treasury in order to capture value that became available due to unspent funds and decrease in auction demand. Nowadays that is mostly forgotten as the DAO aims to transition to DUNA entity within the coming months (update: transition happened), next half of the decade looking good here.



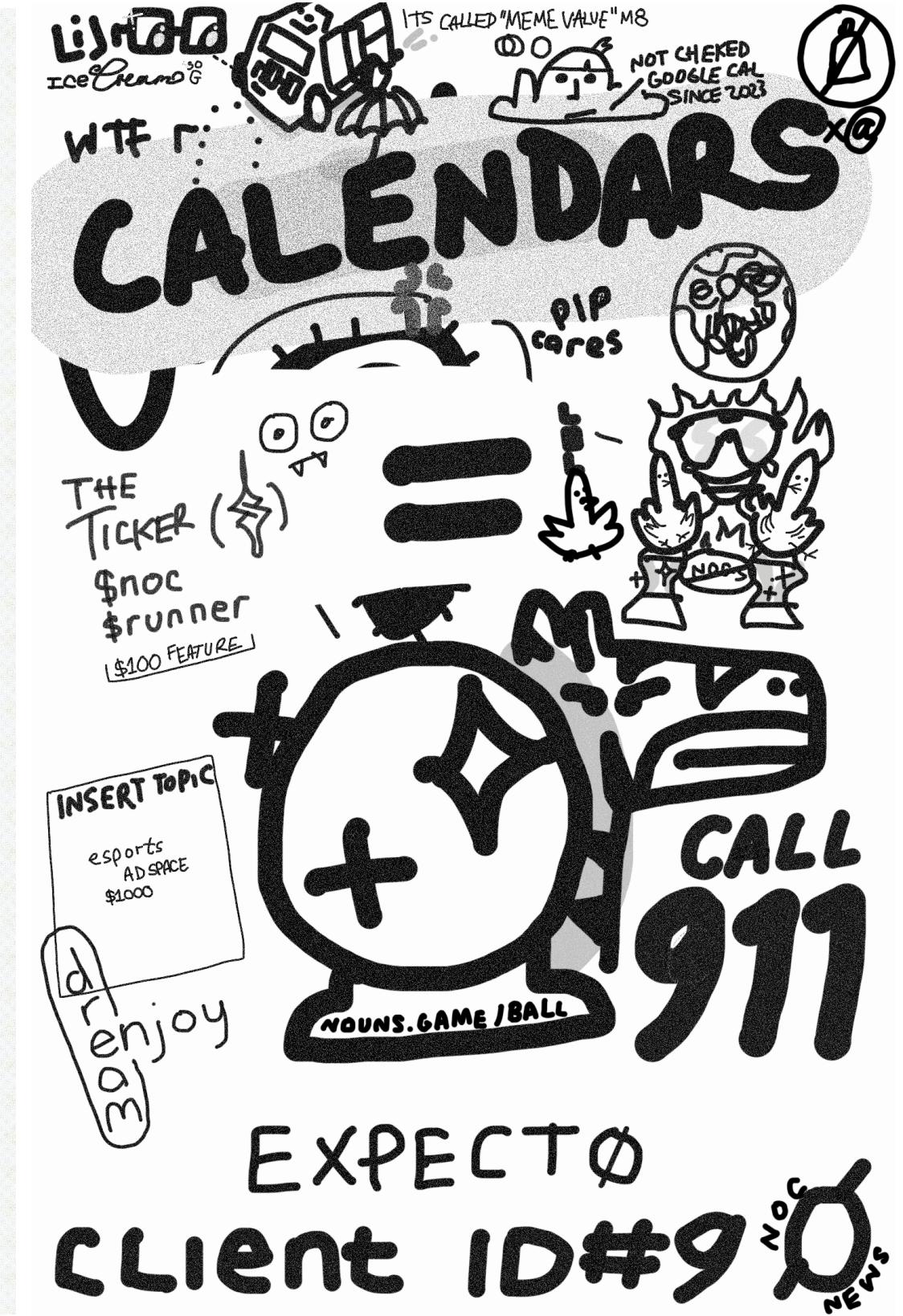
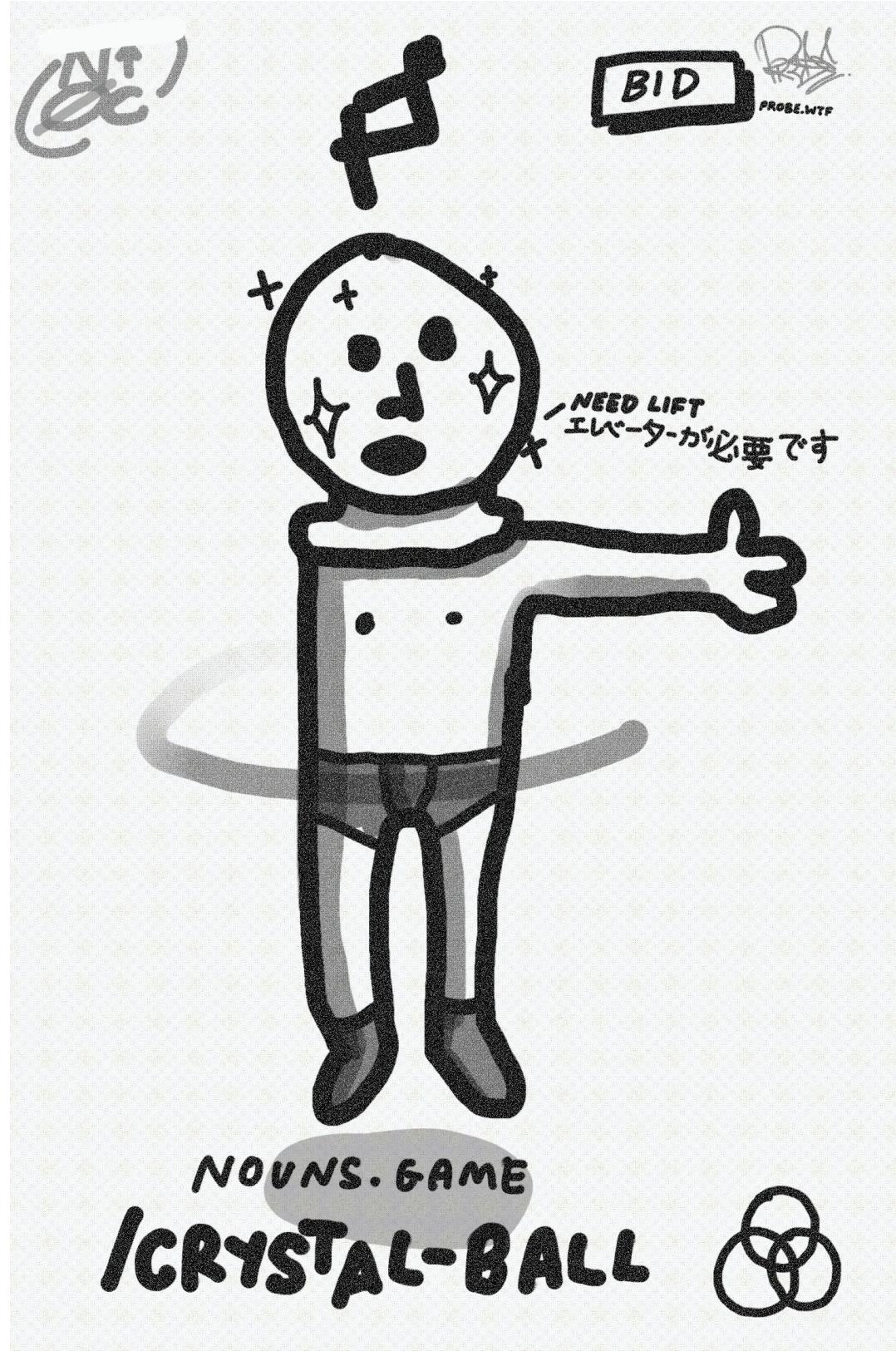




**Noun 1171** - held by stripymofo.eth



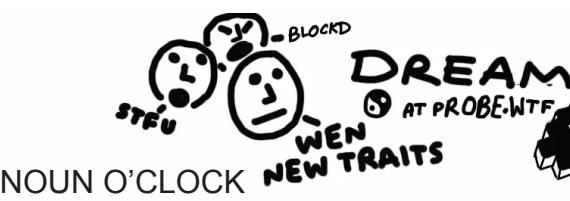
**Noun 332** - held by Nouns DAO Treasury





*lil  
nOc*

NOC  
AROUND  
THE SUN



# EVERYDAY

MILADY

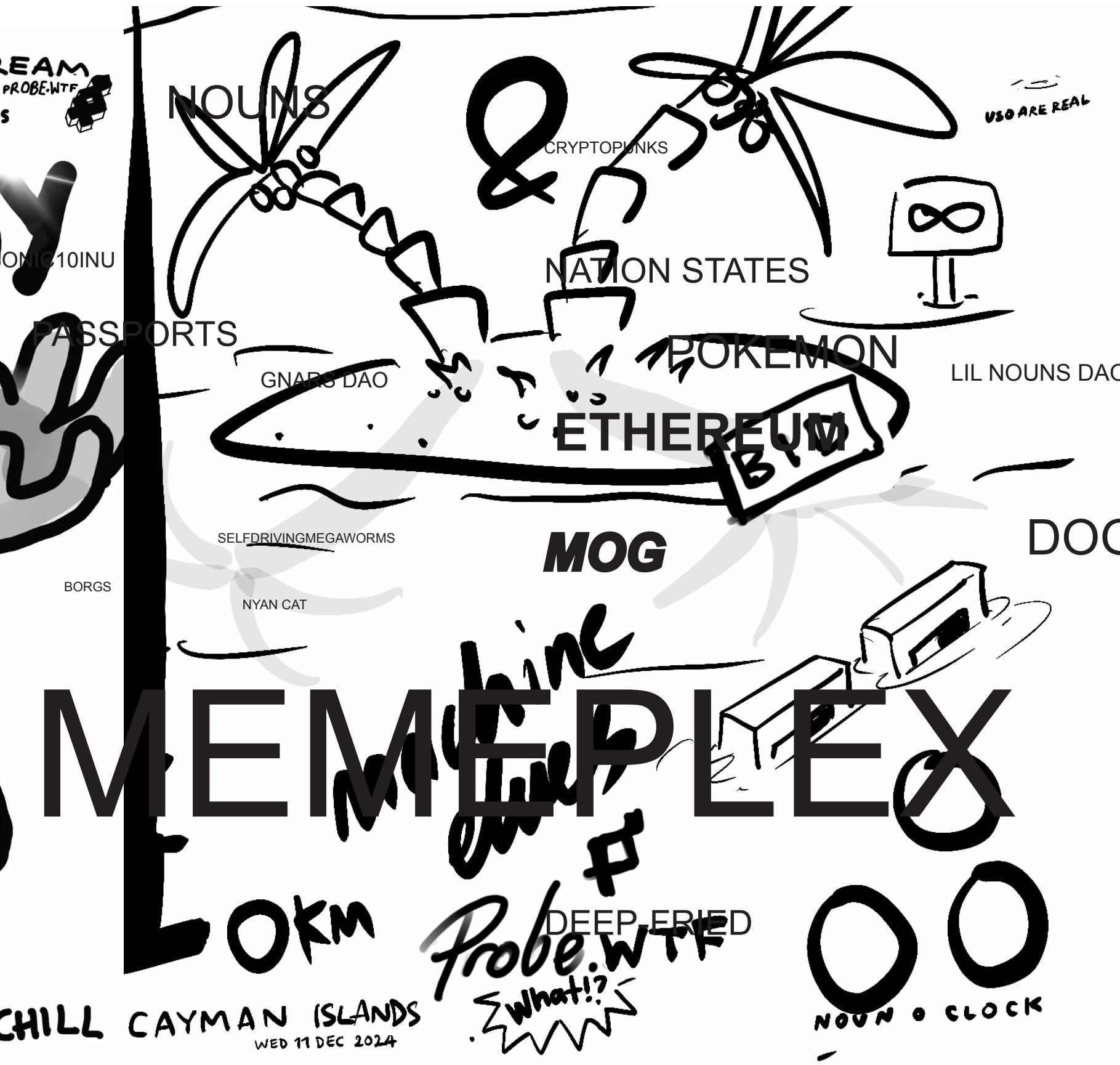
HARRY POTTER ROBAMASONIC 10INU



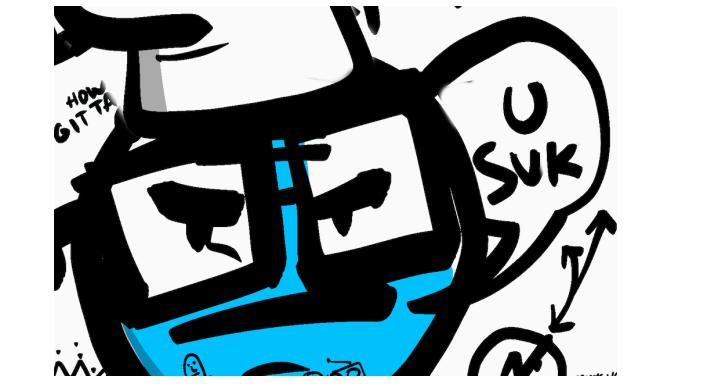
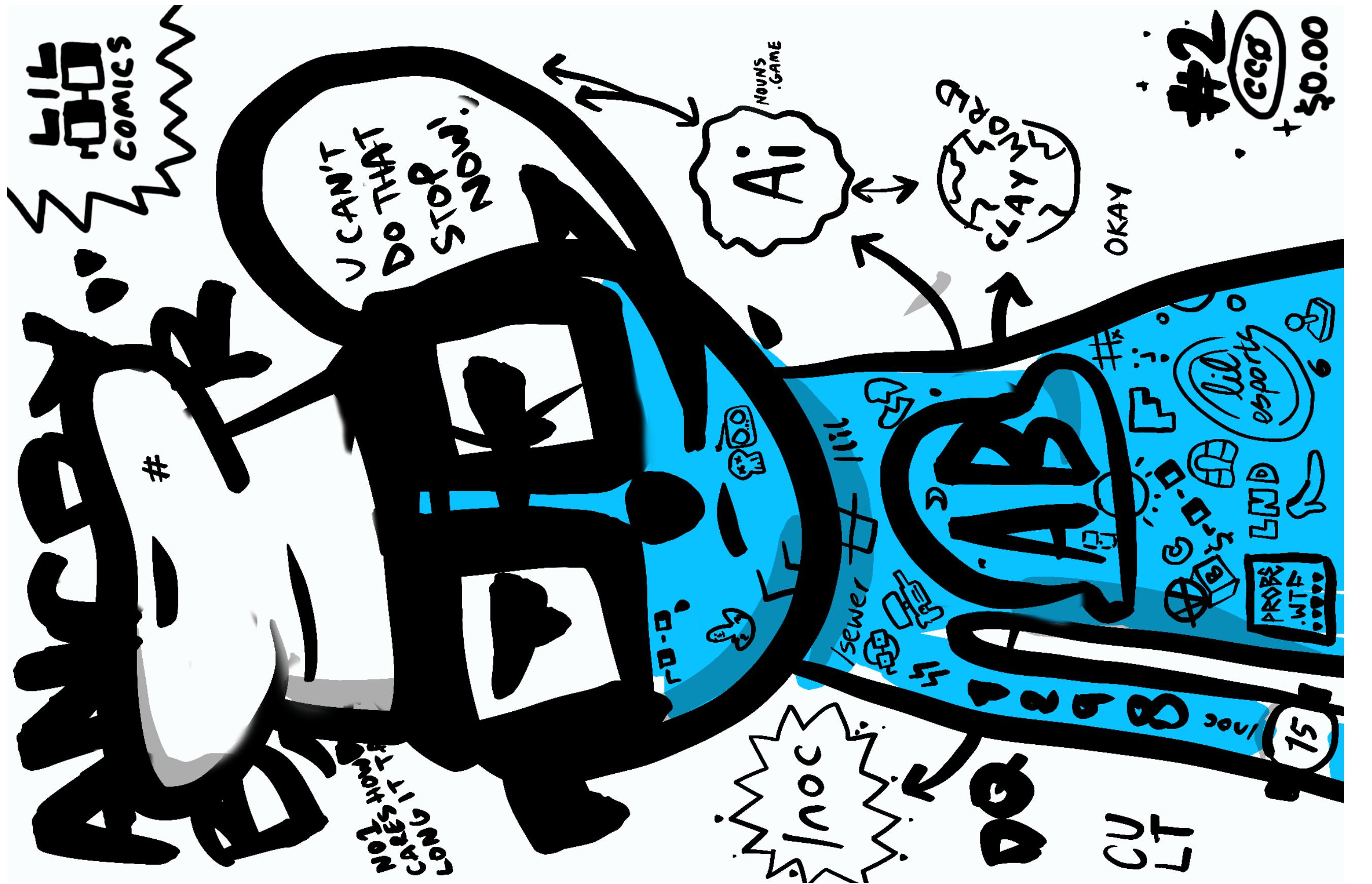
FEDERAL RESERVE

SOLANA

MOOSE'T CHILL CAYMAN ISLANDS  
WED 11 DEC 2024

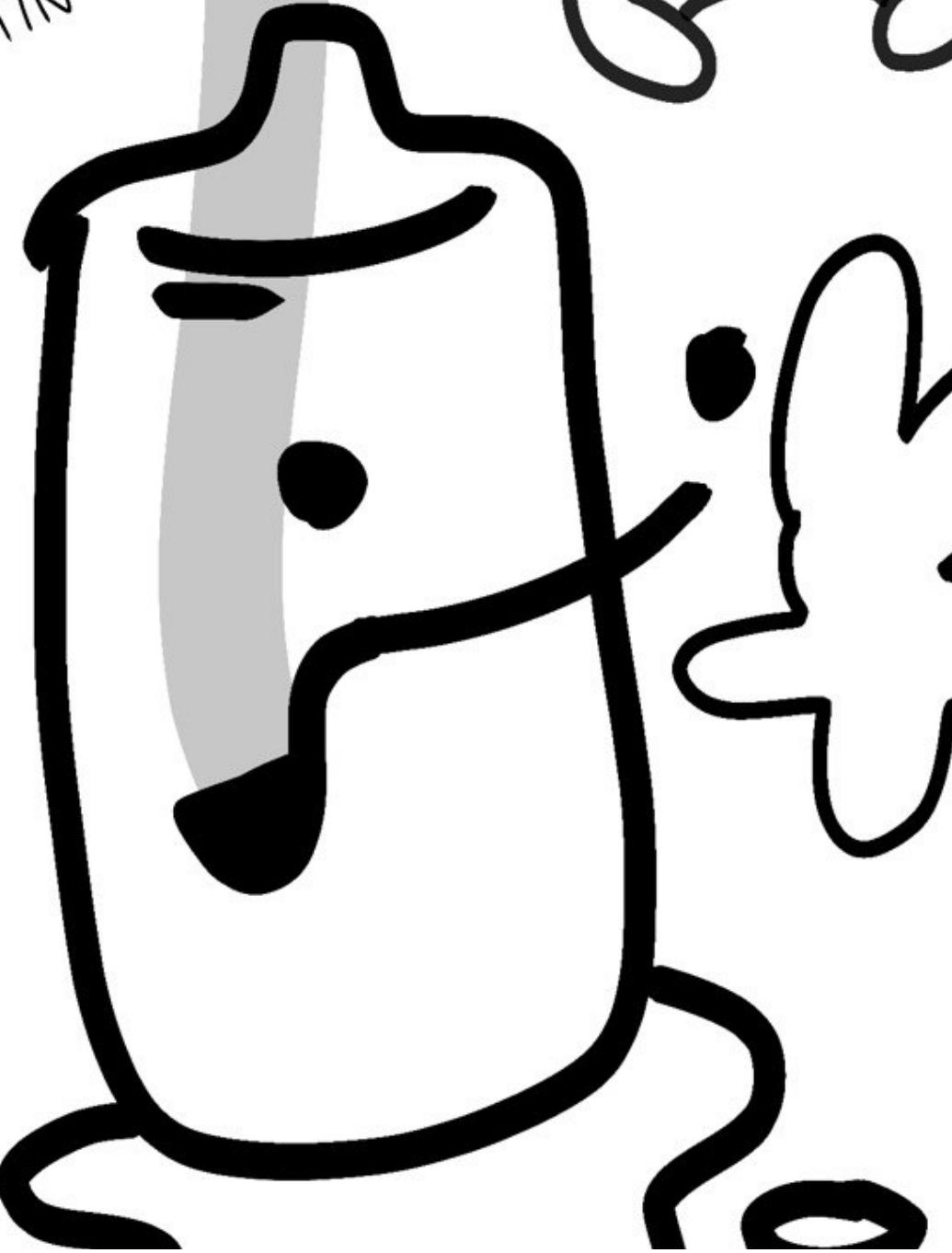
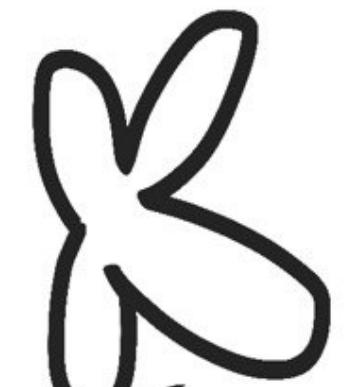


# BLACK SWANS





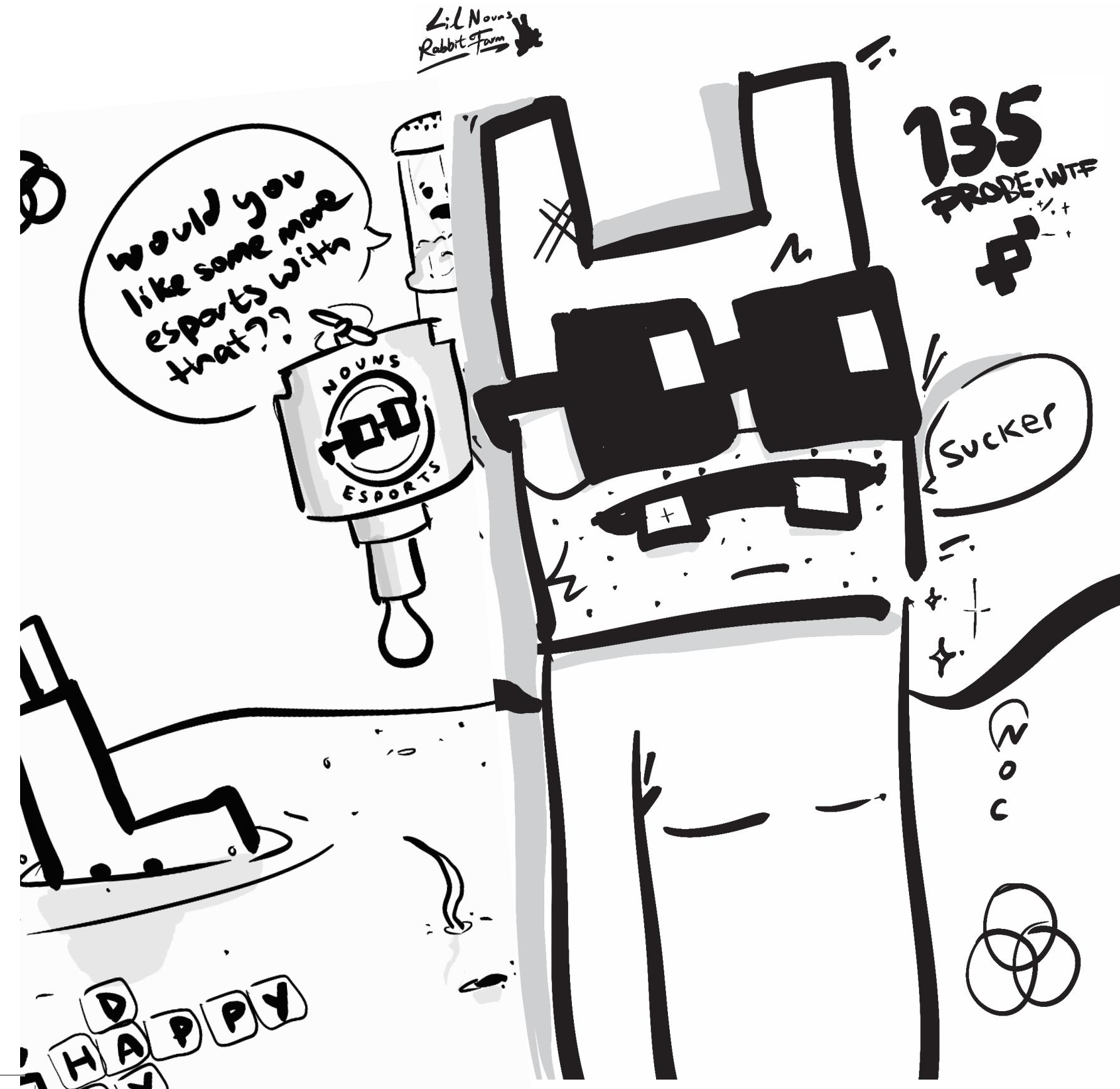
SDIJon



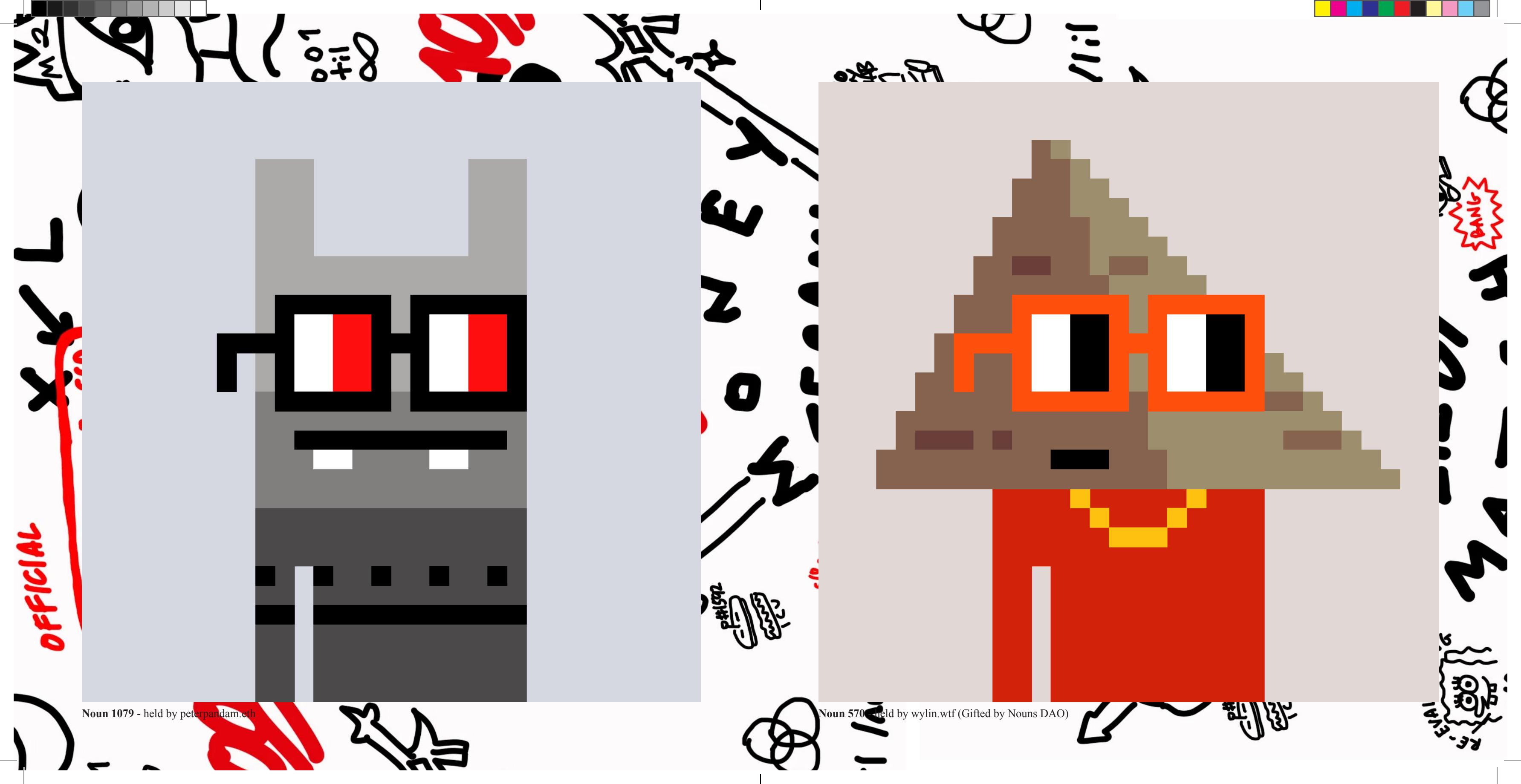
“putting down  
the square  
glasses for a bit,  
re-evaluating”



good meme.

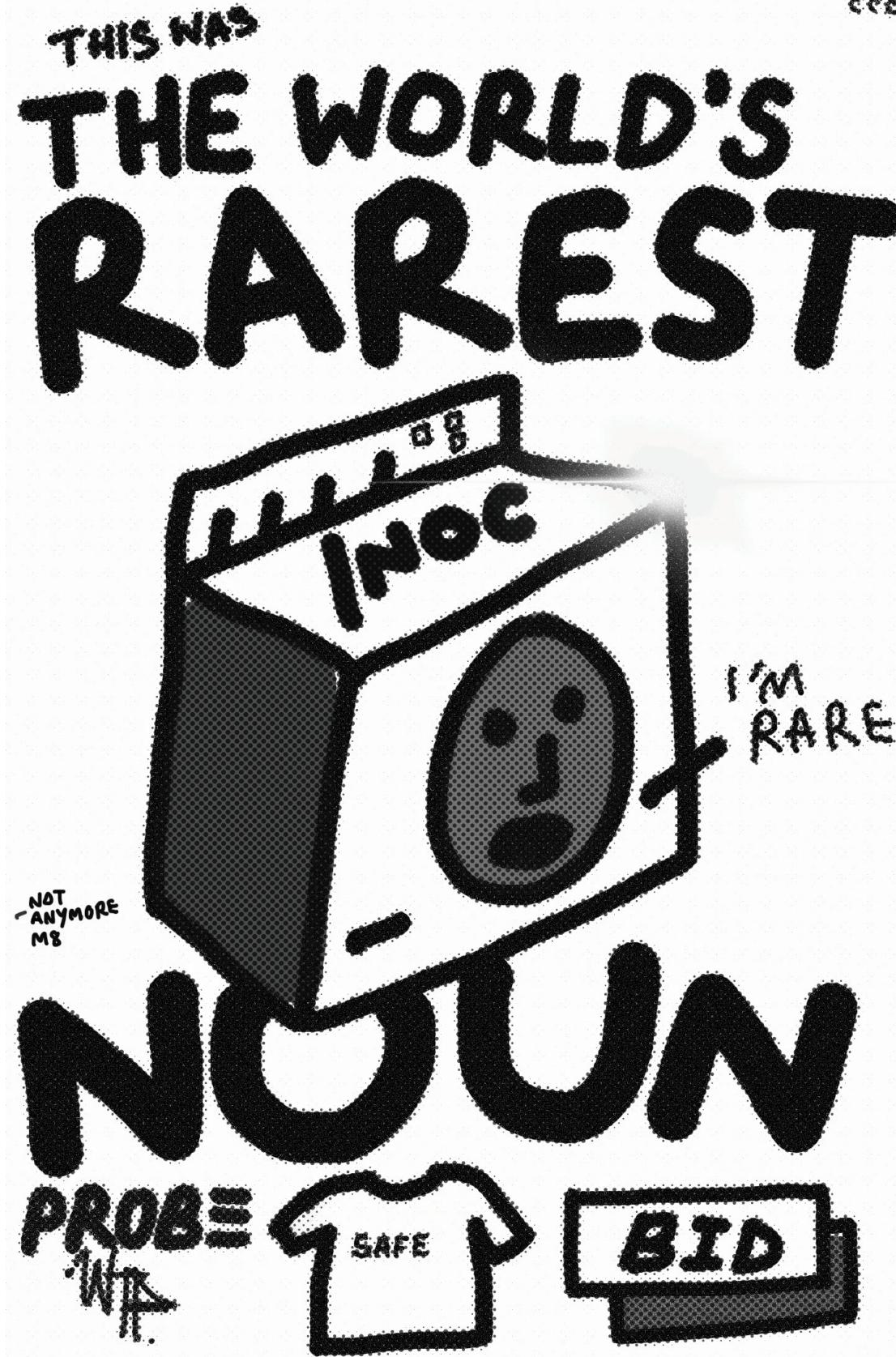


Lil Noun 8092 - held by peterpandam.eth (Gifted by /noc)

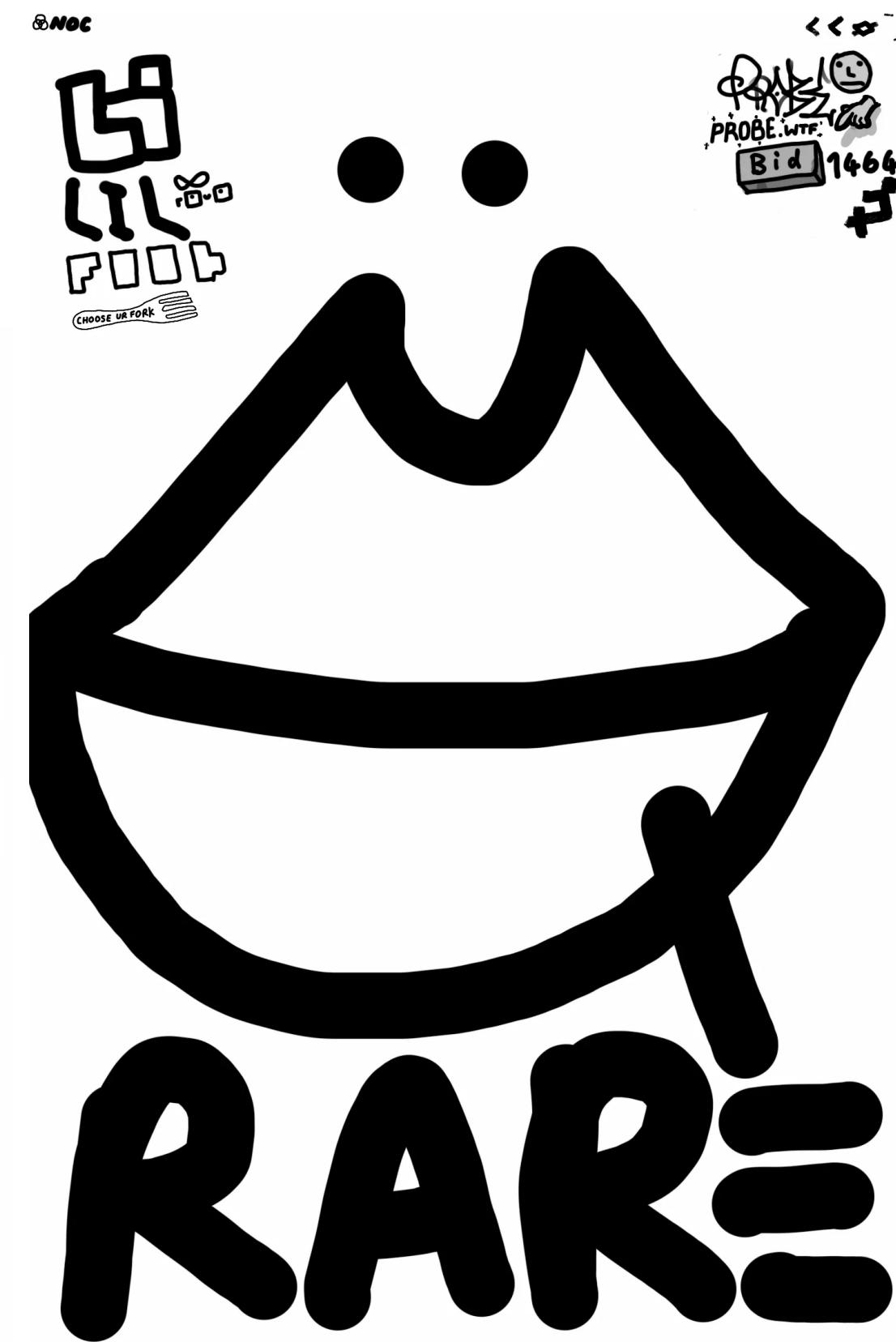


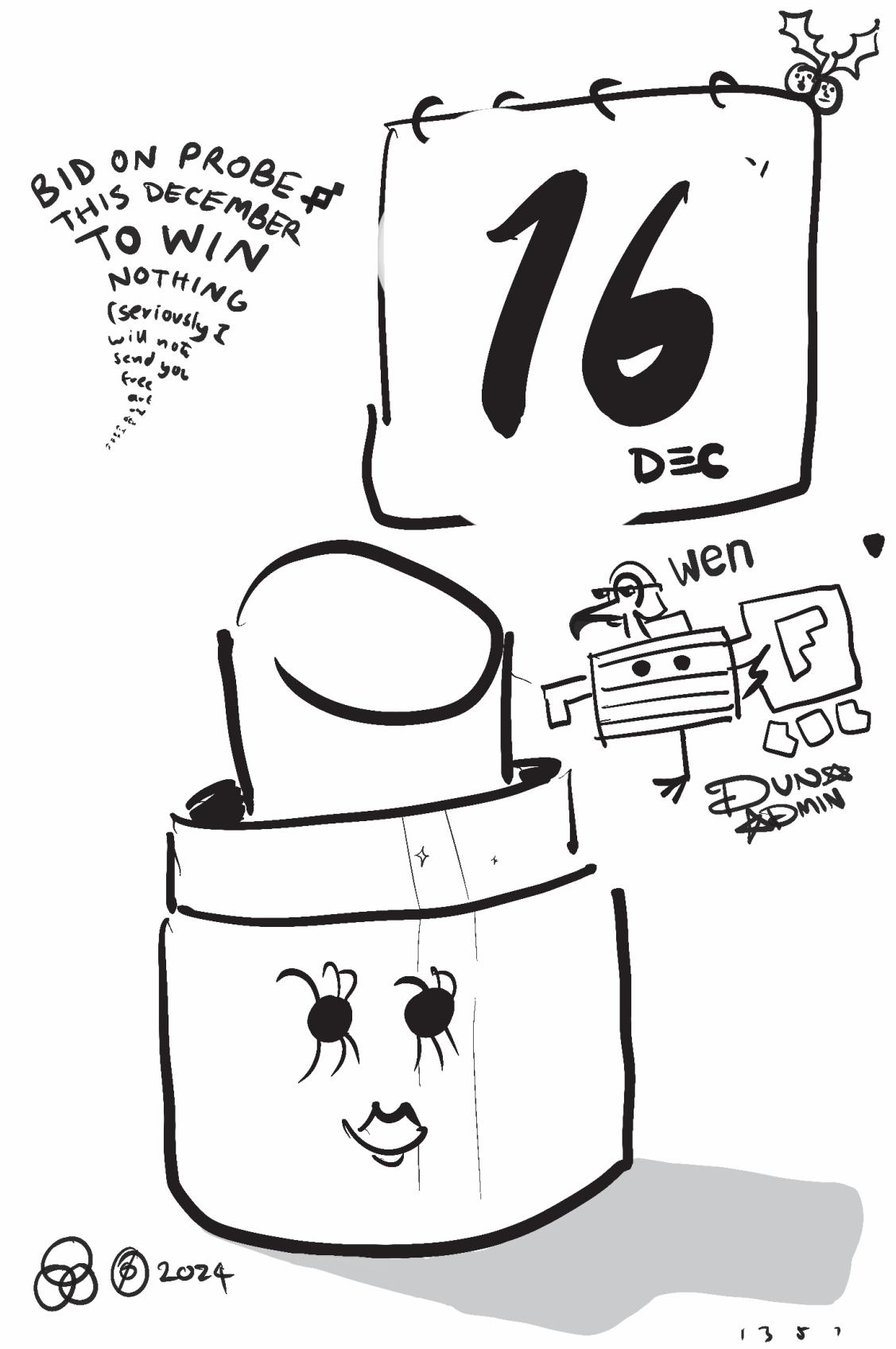
Noun 1079 - held by peterpandam.eth

Noun 570 - held by wylin.wtf (Gifted by Nouns DAO)



Whilst there is no official rarity at Nouns, I have begun highlighting which Nouns have gone the longest without being settled for auction. I am calling these the "rarest" Nouns, I notice some community members are also attempting to settle these rare Nouns.





# NOC DECENTRALIZED CONTENT CREATION TRIAL (X.COM) MAY 5 2025 NOUNS PROPOSAL 793 (PASSED)

gm

Am proposing to decentralize the daily content creation for @nounsdao on X and replace the daily graphics currently being posted with original pieces of content (videos, illustrations, paintings, music, writing, nounish infographics, comedy sketches etc etc) made by community members. The expectation is 2 pieces of content per person each month with compensation of \$150 a month to each contributor (so \$75 each piece) - the only requirement is that the content is totally original and created specifically for Nouns DAO but it can be any form. The creators can mint or share however they like, and the @nounsdao account can either RT or create an original post. I hope everyone will also share on Farcaster in addition to whatever minting platforms, if decide to mint (maybe share in /noc □).

I believe this is a fun, low cost experiment to see how a decentralized team can contribute to the production of high quality, engaging social posts for Nouns. I hope this will foster a mutually beneficial relationship between the DAO and these creators (only two of them own Nouns currently) boosting their social presence and boosting the community involvement with the Nouns DAO X account. The mediums/styles/individuals are all wildly different and that is why it feels nounish to me.

This is a 3 month trial, and I have reached out to these creators, thus forming a list of 13 individuals who are actively making beautiful things. At the end of the 3 months, we can review collectively how it went, and make adjustments where necessary e.g. add/remove people, change the compensation etc. I will also commit to helping the creators and personally posting monthly propostes throughout this trial period. This payment is to a 0xsplits contract that they are all equal recipients of, see more details here: <https://app.splits.org/accounts/0xACAB8Bb0dF9dd1F1F6b30FAEfC254667041410a/?chainId=1> - I wanted to stream the payment but I believe will run into issues with the 0xsplits address trying to claim from the stream contract. There is also a limitation to how many txs within a Nouns proposal too (10 - maybe 5 for a stream), hence choosing 0xsplits. Whilst I try and work out a more elegant solution, I am OK with proposing this as a single payment upfront for the 3 month trial.

Below is a list of the recipients and links to their Farcaster + previews/links to some of their creations:

8rr <https://warpcast.com/8rr>

AnnaHannka <https://warpcast.com/annahannka>

Camila <https://warpcast.com/camilita>

Creatress <https://warpcast.com/creatress>

Duckhead <https://warpcast.com/duckhead>

FattyButHappy <https://warpcast.com/fattybuthappy>

Frankie <https://warpcast.com/frankieco.eth>

Illustradora <https://warpcast.com/ilustradora.eth>

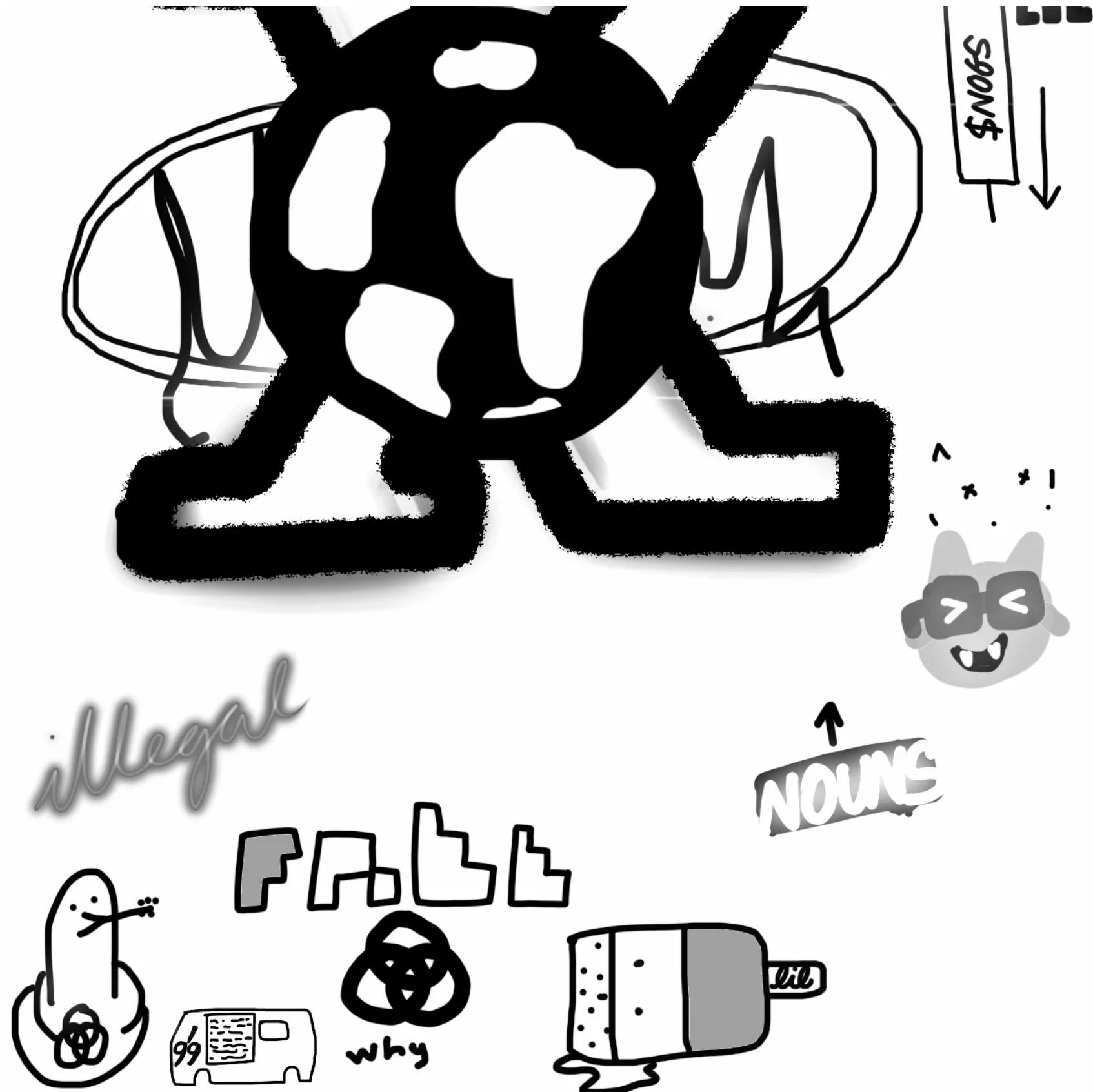
Mindtoasted <https://warpcast.com/mindtoasted.eth>

Nadieciito <https://warpcast.com/nadieciito.eth>

Sebastien <https://warpcast.com/sebastien>

Tyler <https://warpcast.com/lasagna>

qabqabqab <https://warpcast.com/qabqabqabin>



CURRENT BID



RESPECT THE THIN LINE

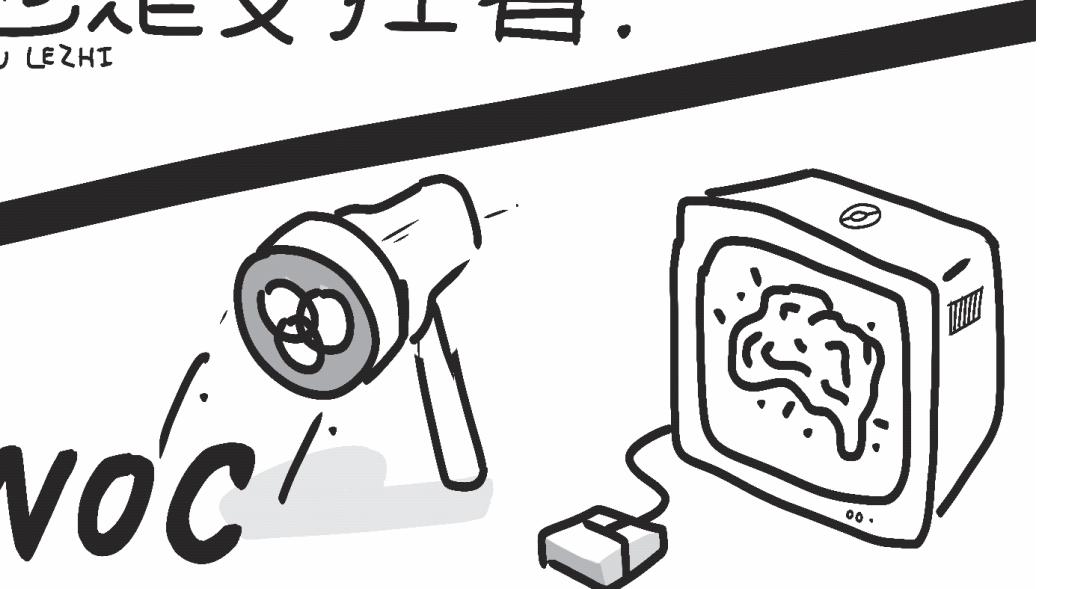
KEEP  
NOVUNS  
WEIRD

BREAK  
EVEN

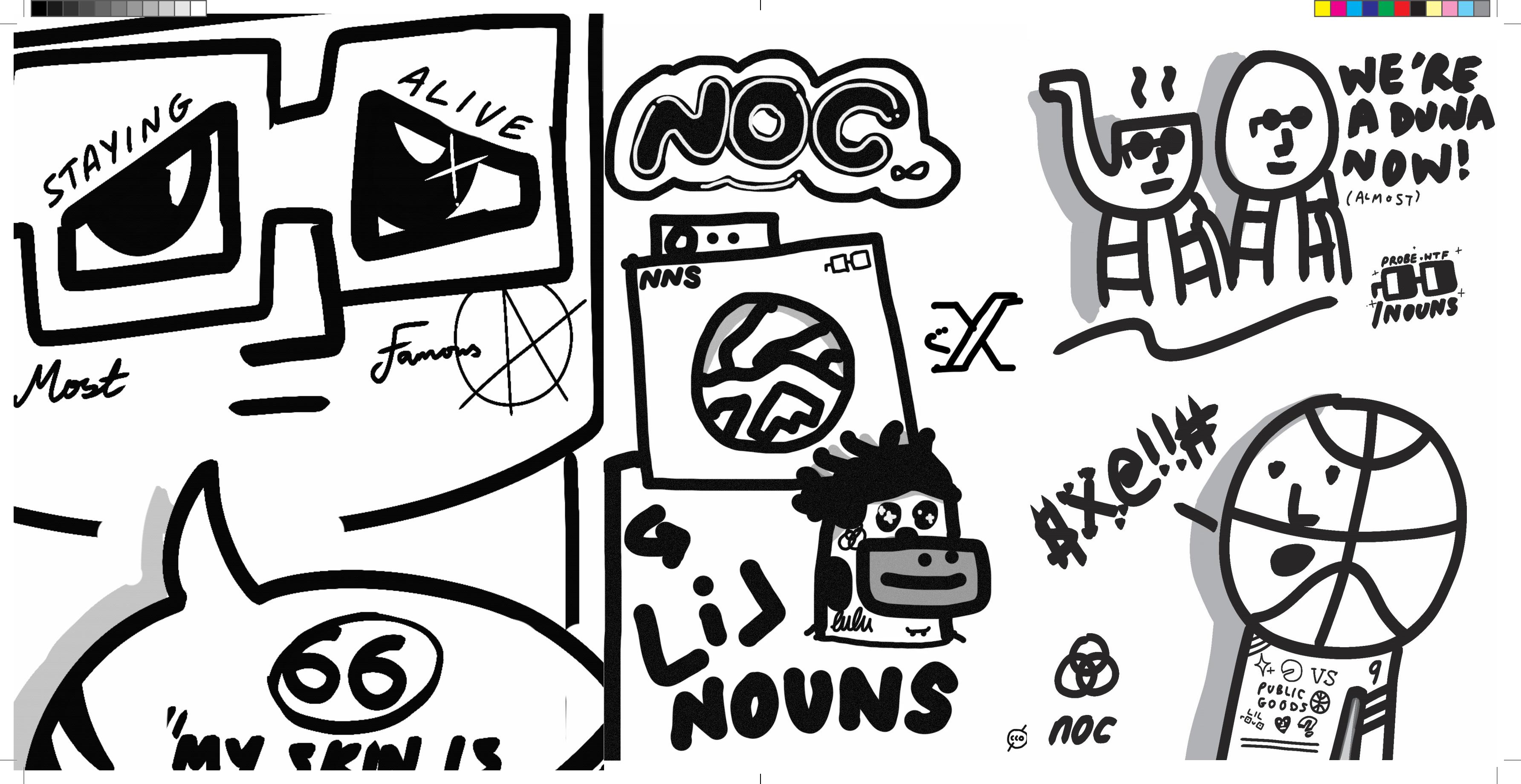
noc guild

noc

HU LEZHI



宽德投资的老总  
冯鑫、徐御之  
使用脑机武器  
迫害了所有公司  
员工以及前员工，  
甚至他们自己本身  
也是受控者。



# UPGRADABLE *PROTOCOL* ART

# post-industrial design

## The Prototype as Philosophy

Insistence on making the design process visible is both a critique of and homage to traditional design, whether leaving cosmetic imperfections, showing industrial markings, or stripping objects back to their essence. This transparency becomes a commentary on labor, function, and the semiotics of design. By revealing what is usually hidden, we invite audiences to see beauty in the process. In a somewhat similar manner, decentralized organizations thrive on transparency. Blockchain's immutable ledger ensures that every transaction, vote, and decision is open to scrutiny. This radical openness not only builds trust but also transforms the process into a narrative in itself. Consider how Nouns DAO's auction mechanism, which creates a new "Noun" NFT daily via a smart contract "SETTLE" interaction, makes the act of creation a public spectacle, the transparency of Nouns DAO's mechanism becomes part of its value.

# Art is made

*in hindsight?*



Glitched artwork from Lil Nouns DAO  
(Albino Shrimp Tempura). Gifted to monografia.eth  
[probe.wtf/lils/8076](https://probe.wtf/lils/8076)



**I**n language, a noun is a person, place, or thing – a category of being. But cognitive linguistics teaches us that categories aren't rigid boxes; they're fluid, dynamic groupings defined by prototypes and experiences. Eleanor Rosch's Prototype Theory showed that we categorize not by strict definitions but by family resemblances and best examples. Imagine a "bird", maybe a sparrow or robin comes to mind, or maybe a toucan or pelican - our prototypes. A penguin, while biologically a bird, feels like an oddball because they stray from the prototype. The category bird has fuzzy edges; some members are birdier than others. Like, say, what Nouns has become. "Noun" started as a pixelated character with glasses, auctioned daily. But over time, "Noun" has grown to encompass an ethos, a style, a community, a verb ("nounify"), adjective ("nounish"), a memeplex. Our understanding of Nouns is prototype-based, not rule-based – it evolves as we create and encounter new examples. In the early days, perhaps the prototype of a Noun was just the NFT itself. But soon the community became the prototype. Today, when we say something is "Nounish," we invoke a vibe more than a specific object. Does it embrace open-source creativity? Is it a bit absurd or meme-worthy yet positive in spirit? Does it contribute to public good or fun? Does it challenge the sq? These qualities have become the core of nounishness, our prototype for what fits in this world. Yet, importantly, the boundaries remain fuzzy. A project putting Noun glasses on a giant pineapple statue could be nounish. So could a Nouns-funded charity drive, or a musical, or a developer hackathon. We've learned to be comfortable with ambiguity: just as a tomato can be a fruit or a vegetable depending on which prototype you compare it to, a new idea can be part of Nouns even if it looks nothing like previous ones. This flexibility is a strength. It means the Nouns community can continuously redefine itself without breaking – we're not held back by a narrow definition of what "belongs." Embracing Prototype Theory in our community also guards us against dogma. We have a loose constellation of values and iconic symbols and community members that serve as our guiding prototype. This keeps us adaptive. When someone proposes something totally outlandish – say, funding a Nouns Molière satirical theatre – our question isn't "Does this meet a strict list of criteria?" but rather "Does it share enough family resemblance with what we care about?" And if yes, we can stretch the category to include it. Over time, some things will become central (prototypical) to Nouns and others will remain fringe – and that's okay. The key is that Nouns as a concept stays alive, growing and shifting. By understanding Nouns as a dynamic category, we give ourselves permission to experiment wildly without losing our identity. We recognize that the center of nounishness – things like open collaboration, whimsy, public good – stays solid even as the edges are constantly explored. This cognitive flexibility has been crucial: it means Nouns can be a platform for imagination. We aren't confined to one art style, one use-case, or one narrative. Like language itself, we can invent new "words" (projects, memes, subcults) and see if they catch on. And as long as they resonate with the prototype – the core spirit – they become part of the Nouns story. In short, Nouns is not a static noun at all; it's an ongoing verb, a living process of redefinition. Molière is nounish and I think this proposal would serve as a great prototype. This will create ongoing discussion within, and around, traditional cultural institutions about innovative funding methods - specifically Ethereum and Nouns. It presents a novel approach for 2Lang and similar entities to engage in the arts and offers patrons a new avenue for support. tl;dr Nouns have fuzzy edges

**NOC GUILD VOTE FROM PROPOSAL 792 BY 2LANG THEATRE (FAILED)**

# Index Card: *A Memplex?*

The Index Card was a new community-added trait, the first one minted was then purchased by the community artist who created it (for over \$70,000) and held, to this day, through three forks and a sharp price decline. Index Card has since added more traits and made it possible for any member of the public to vote on Nouns proposals, regardless of token ownership, via a project known as Zeroweight. Other highlights that come to mind include the relaunch of the original Crystal Ball + Nouns game.

- [nouns.game/crystal-ball](https://nouns.game/crystal-ball)

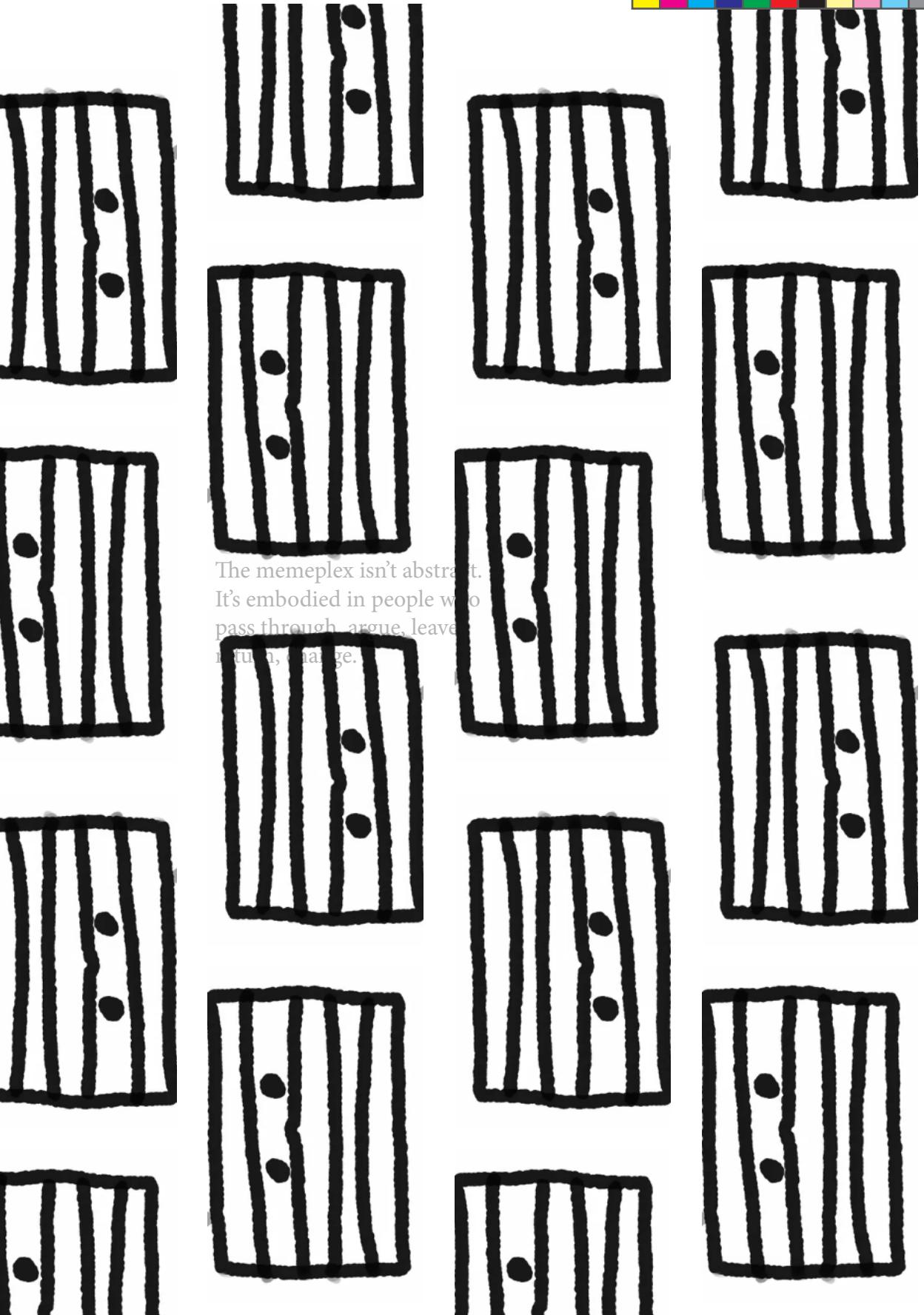
I have learned a lot from this Noun and have put up several proposals for them, including one of my favorite to date, sunsetting their Zeroweight project.

**Proposal 657 “sunset zeroweight.eth”**

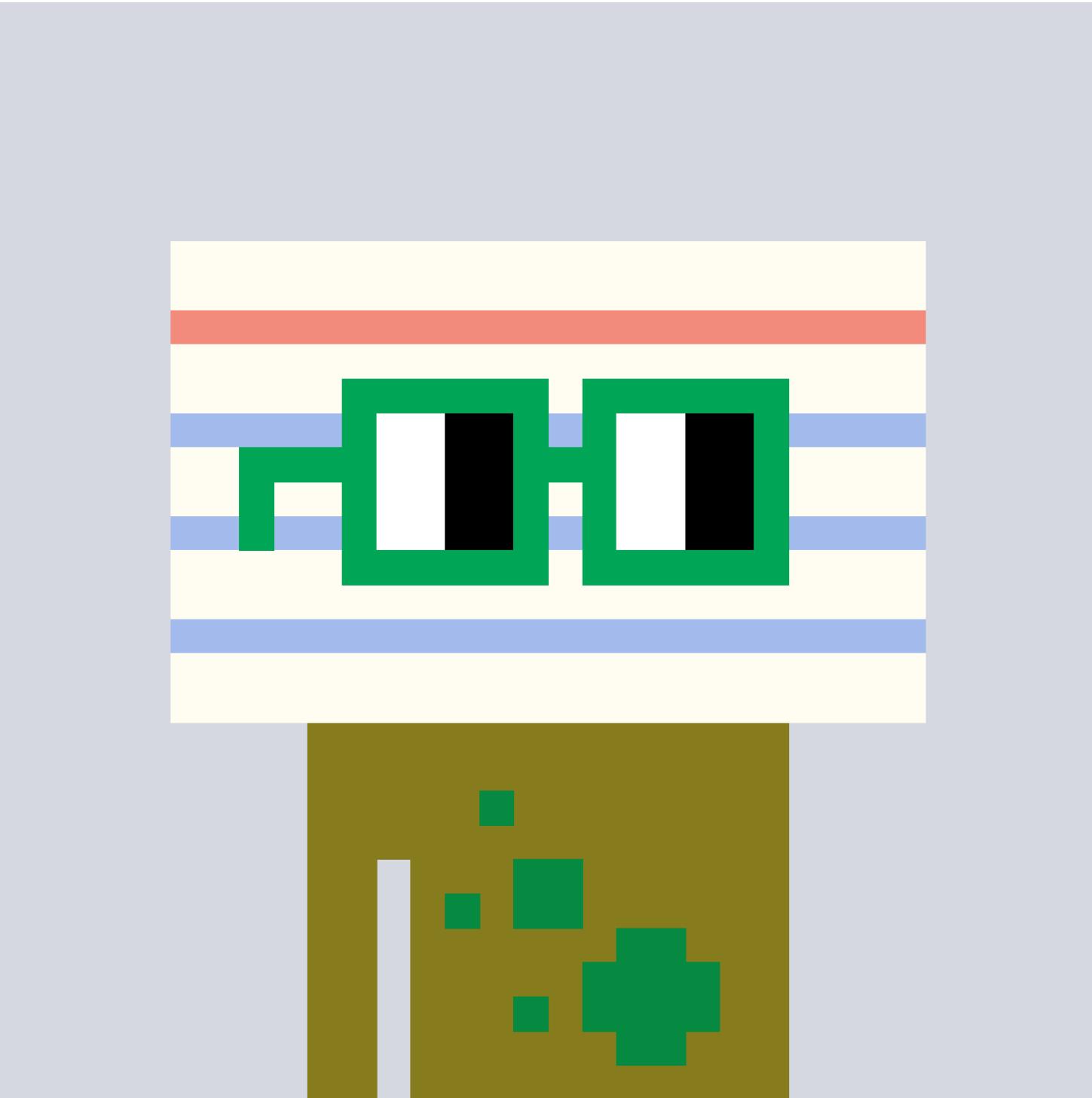
- [nouns.game/vote/657](https://nouns.game/vote/657)

This proposal tied into a Noun giveaway for a trivia question asking how many proposals were voted on, the winner won Noun 1207 from /noc.

A  
~~THE~~  
~~BEST~~  
44



The memplex isn't abstract.  
It's embodied in people who  
pass through, argue, leave,  
return, change.



A TOWN FOR NOUNS

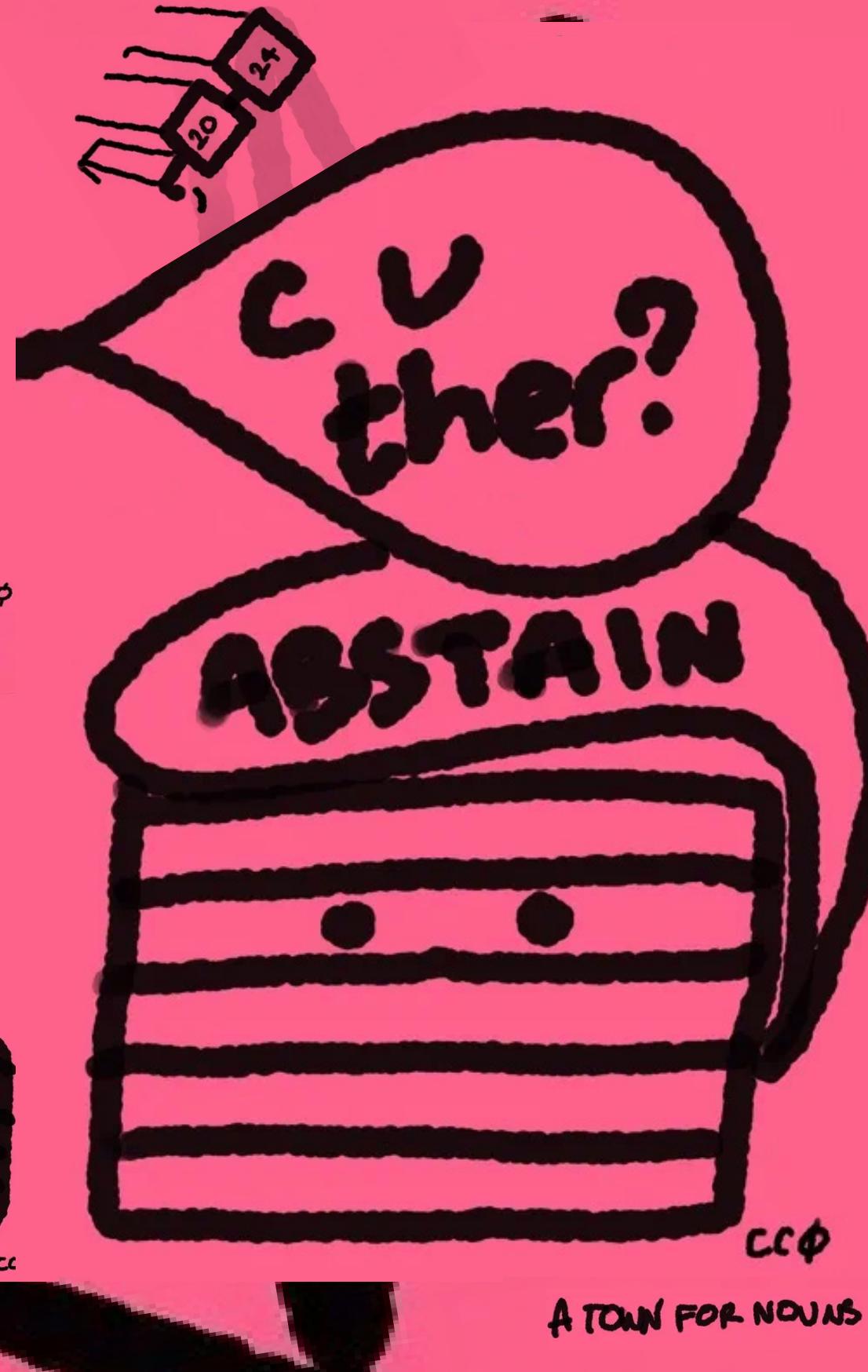
A  
+  
NOUNS  
TOWN

+  
NOUNS  
TOWN



A TOWN FO

A TOWN FO



A TOWN FOR NOUNS

A TOWN  
FO-D  
TOWN



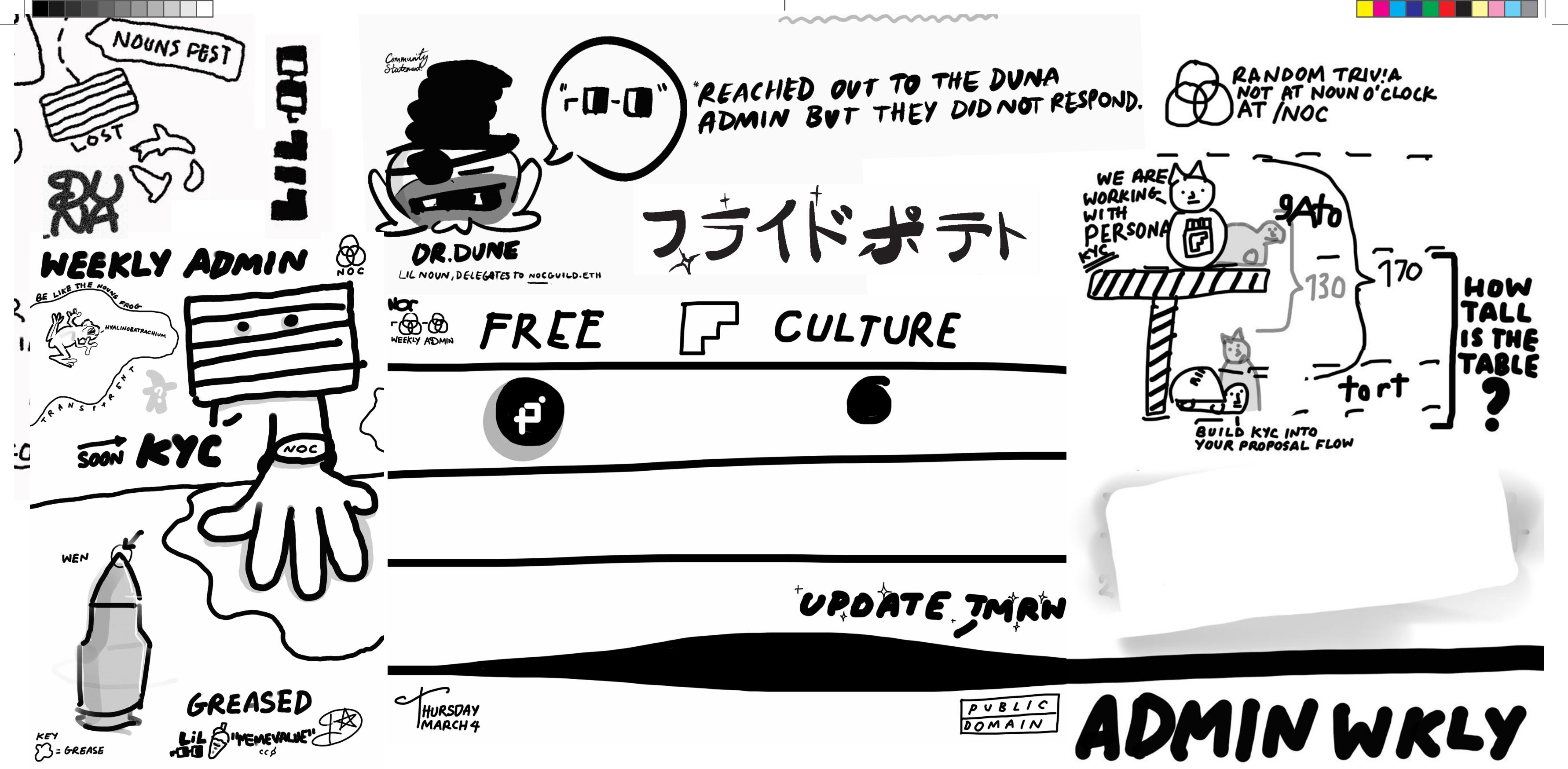


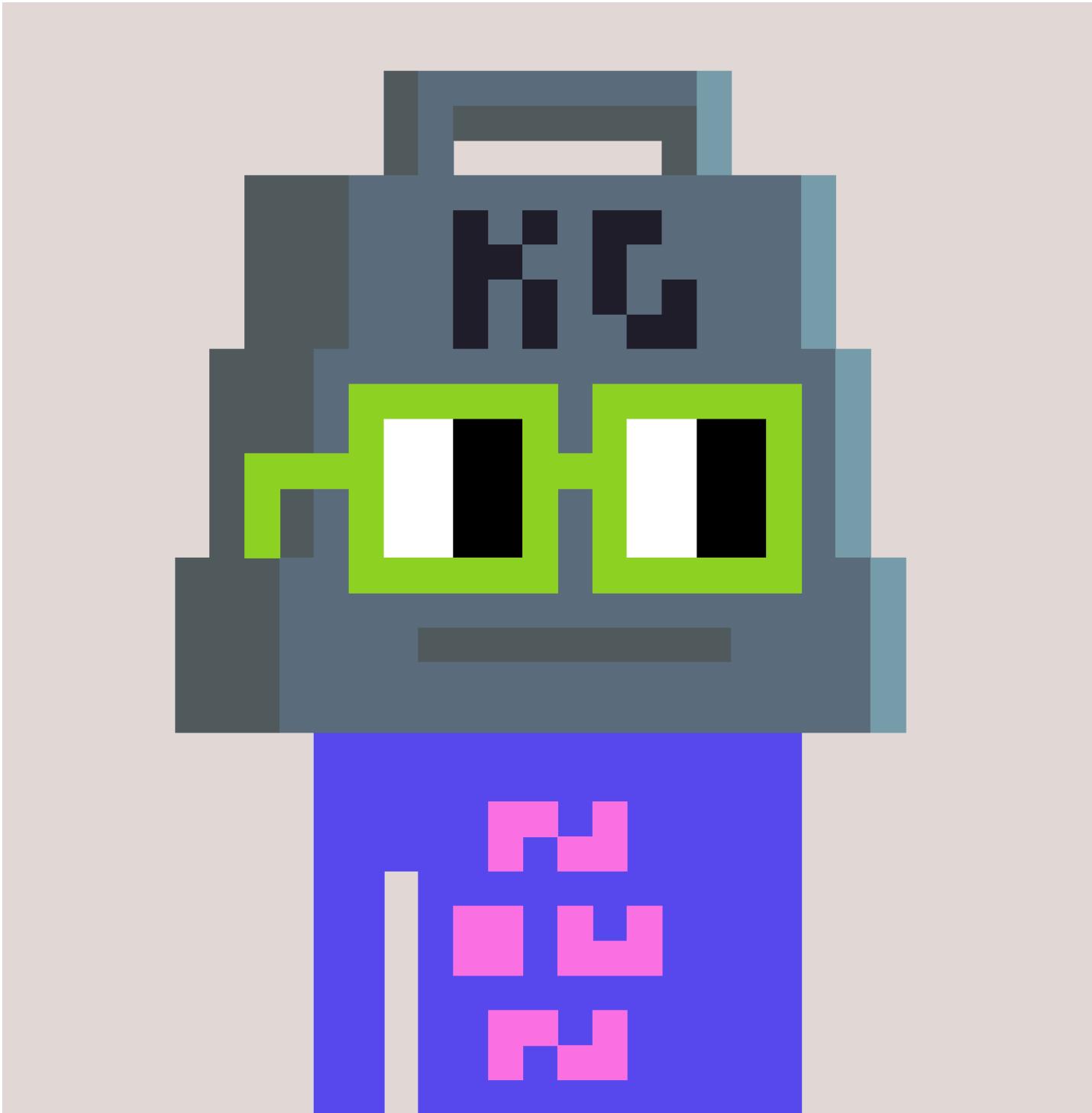
# DUNA SEASON

---

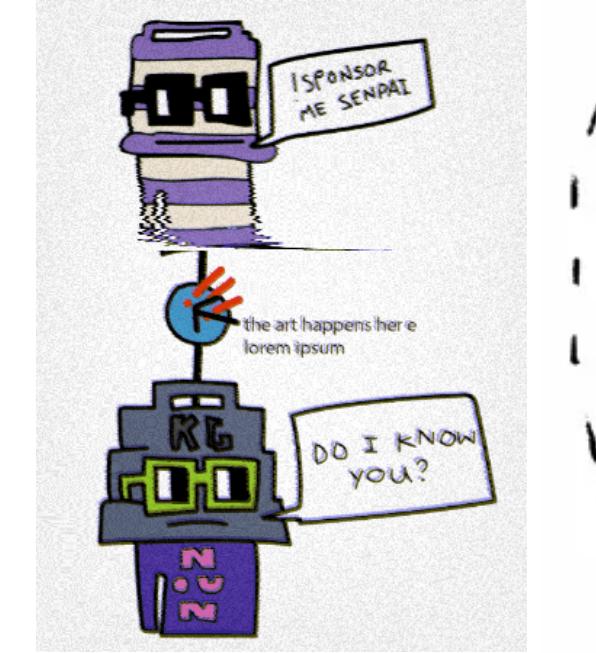
Index Card  
DUNA  
Administrator  
2025

satori  
other DUNA  
Administrator  
2025





Noun 747 - held by indexcard.eth (Gifted by Nouns DAO)





# Comedy of Errors

It's like we're burning everything or what

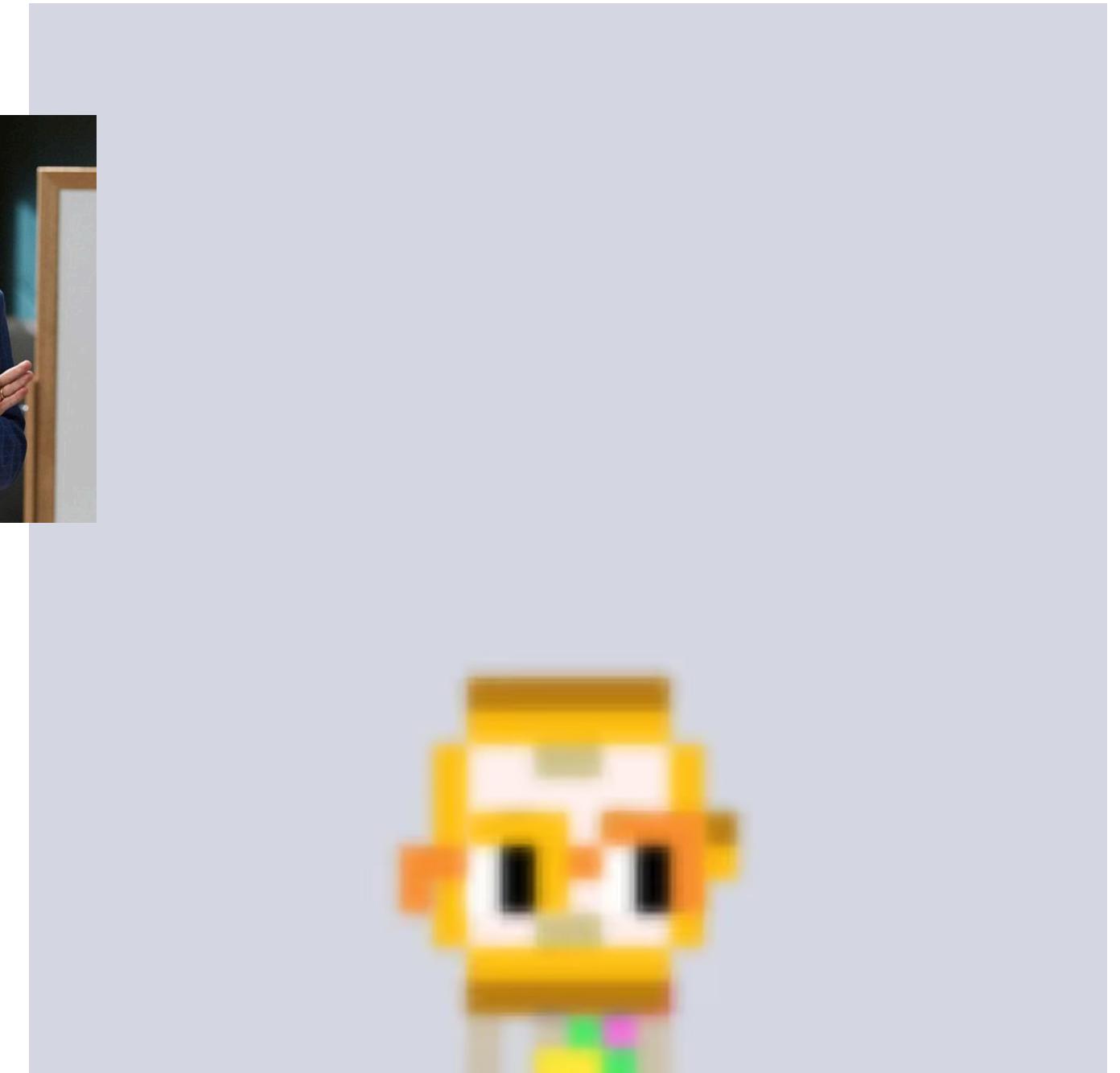
to yer

Making mistakes is the best way to learn, I think it is important to take risks and make mistakes, and what better place to do it than onchain stored forever?

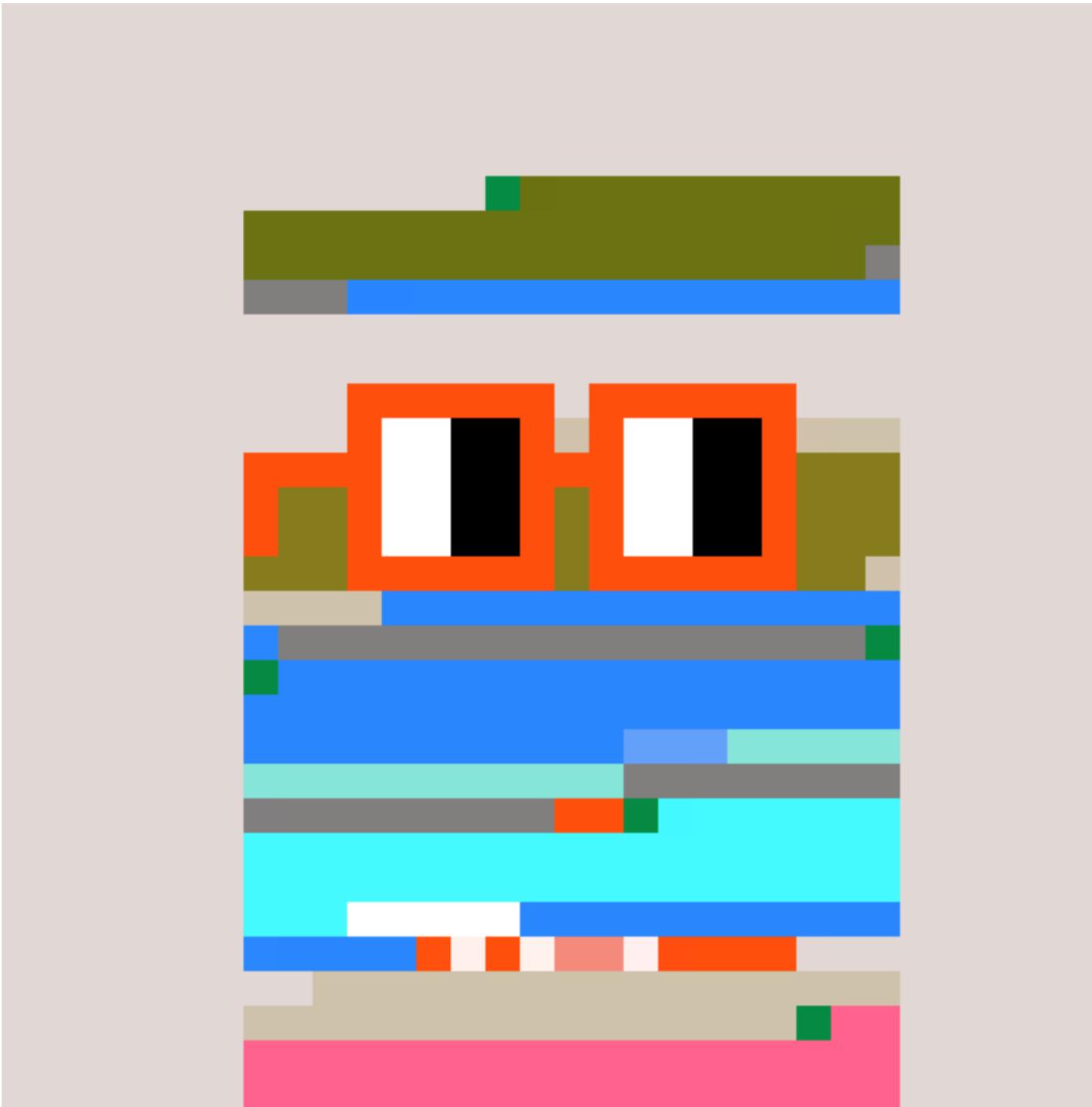
I've grappled with poor eyesight for as long as I can remember, with a cataract in my right eye since birth and waning vision more generally. Whilst working alongside Lil Nouns, I attempted to update metadata via Proposal 10 on bitnouns.wtf, a Nouns/Lil Nouns derivative project. I introduced a "glitch head", an artwork error birthed from the Nouns playground, when I was playing around with new traits with Index Card (who actually designed them and did all the work, not sure why I was in charge of exporting). This update then resulted in the entire BitNouns collection appearing blurred and shuffled (latter not our fault).



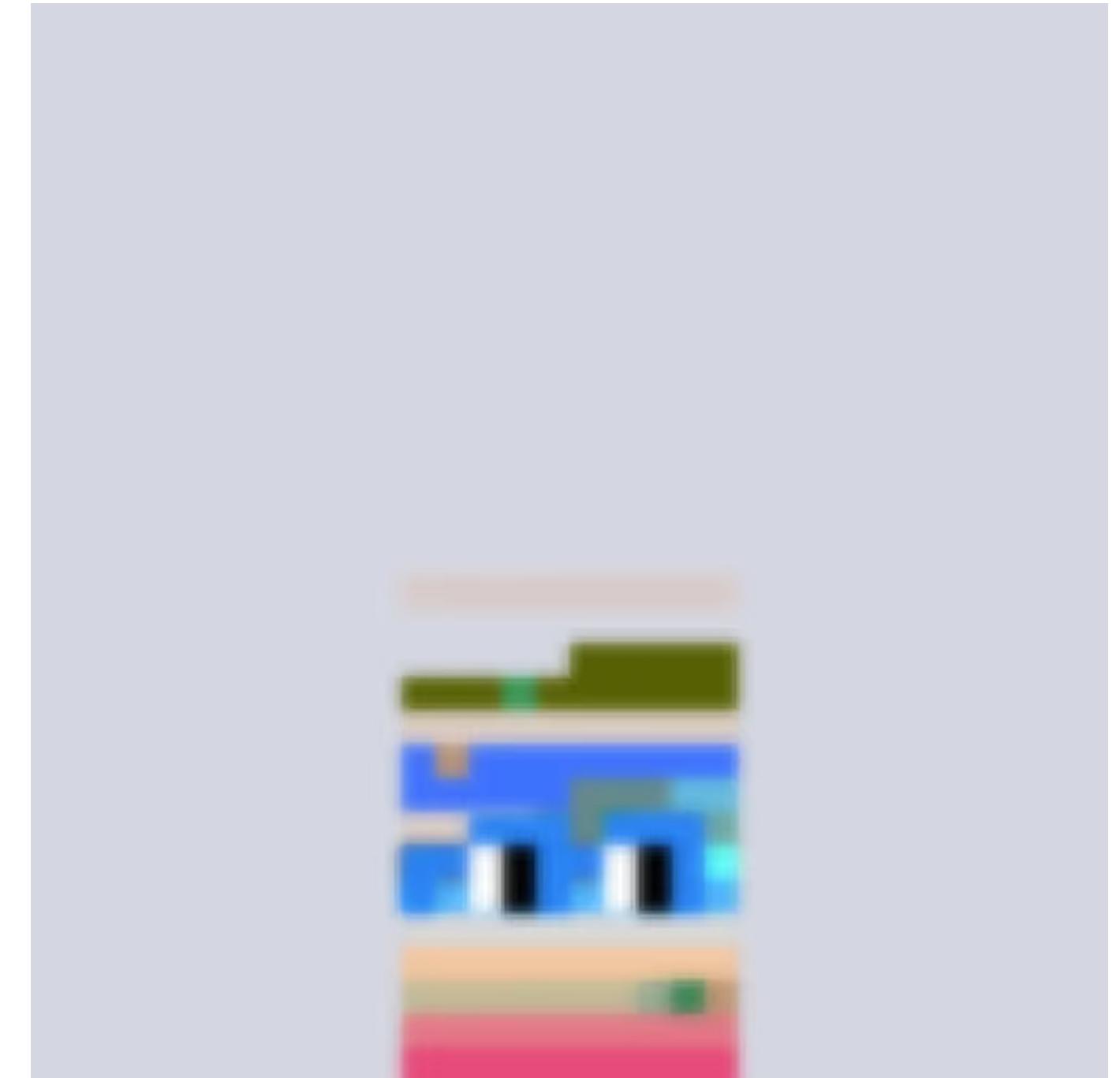
*This incident serves as a reminder of life's unpredictability and the unintentional humor that often accompanies our quirks. BitNouns remains blurred to this day, and the blur has become the primary meme/lore there. Bit Fast and Blur Things.*



Glitched artwork from BitNouns DAO



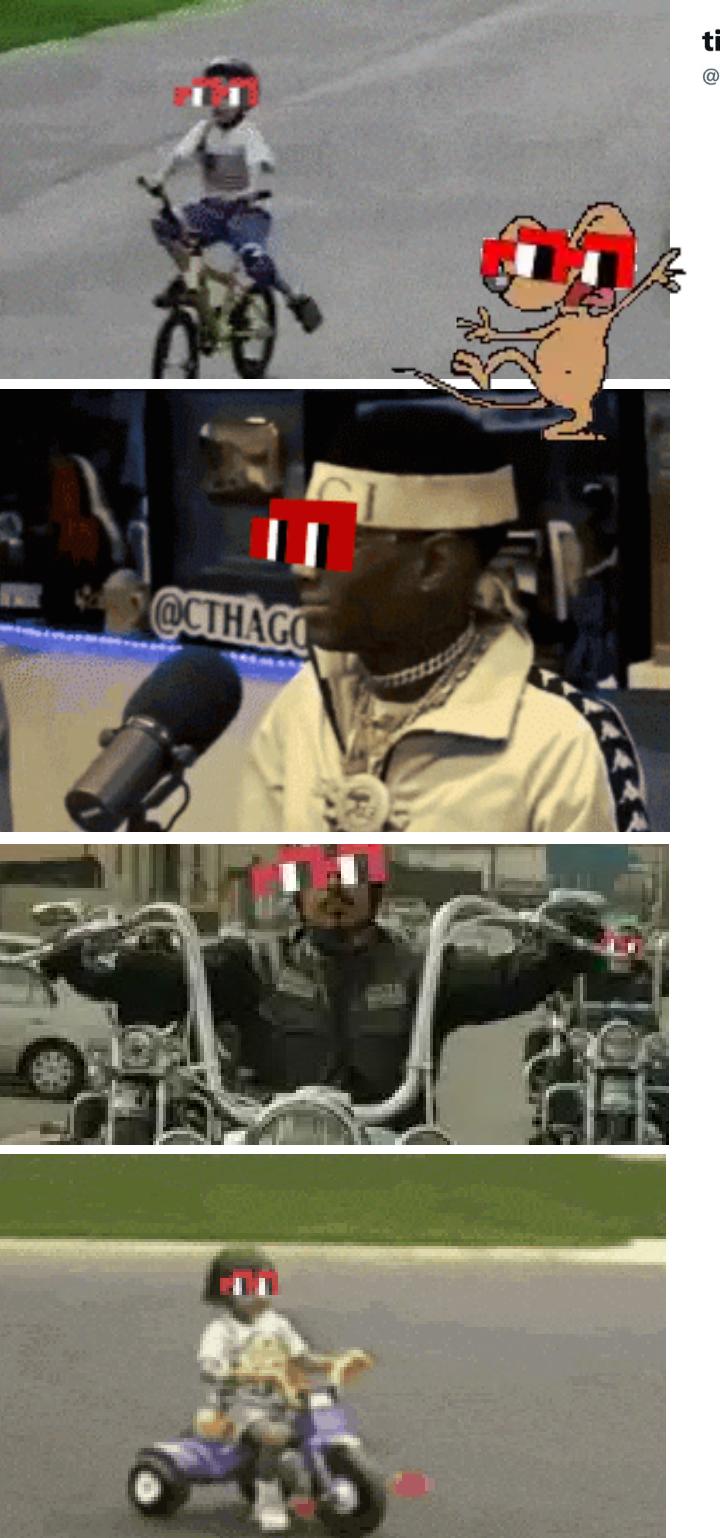
Glitched output from nouns.wtf/playground



BitNoun #297 held by nocguild.eth



tide 行 タカミ  
@tkfmide Follows you

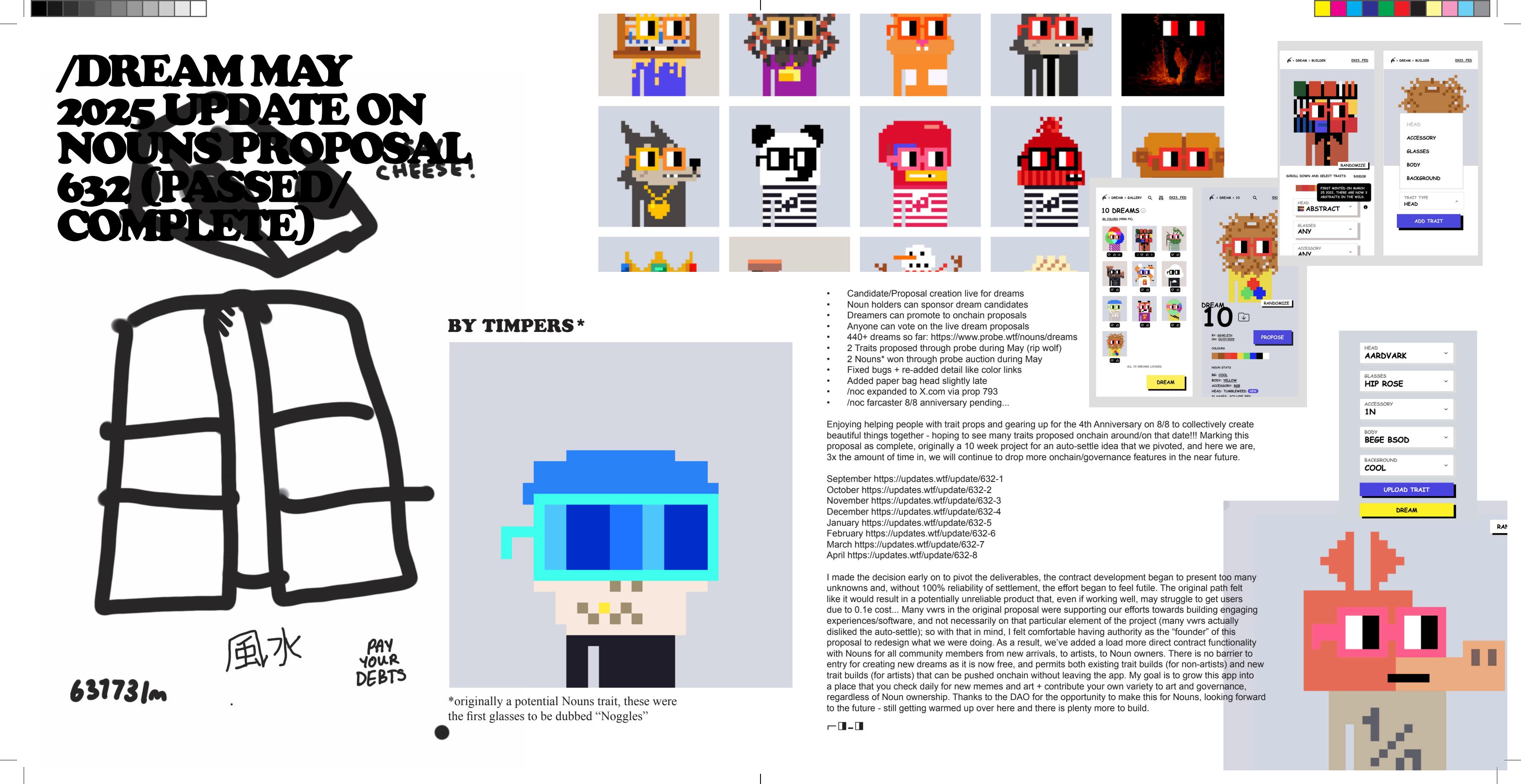


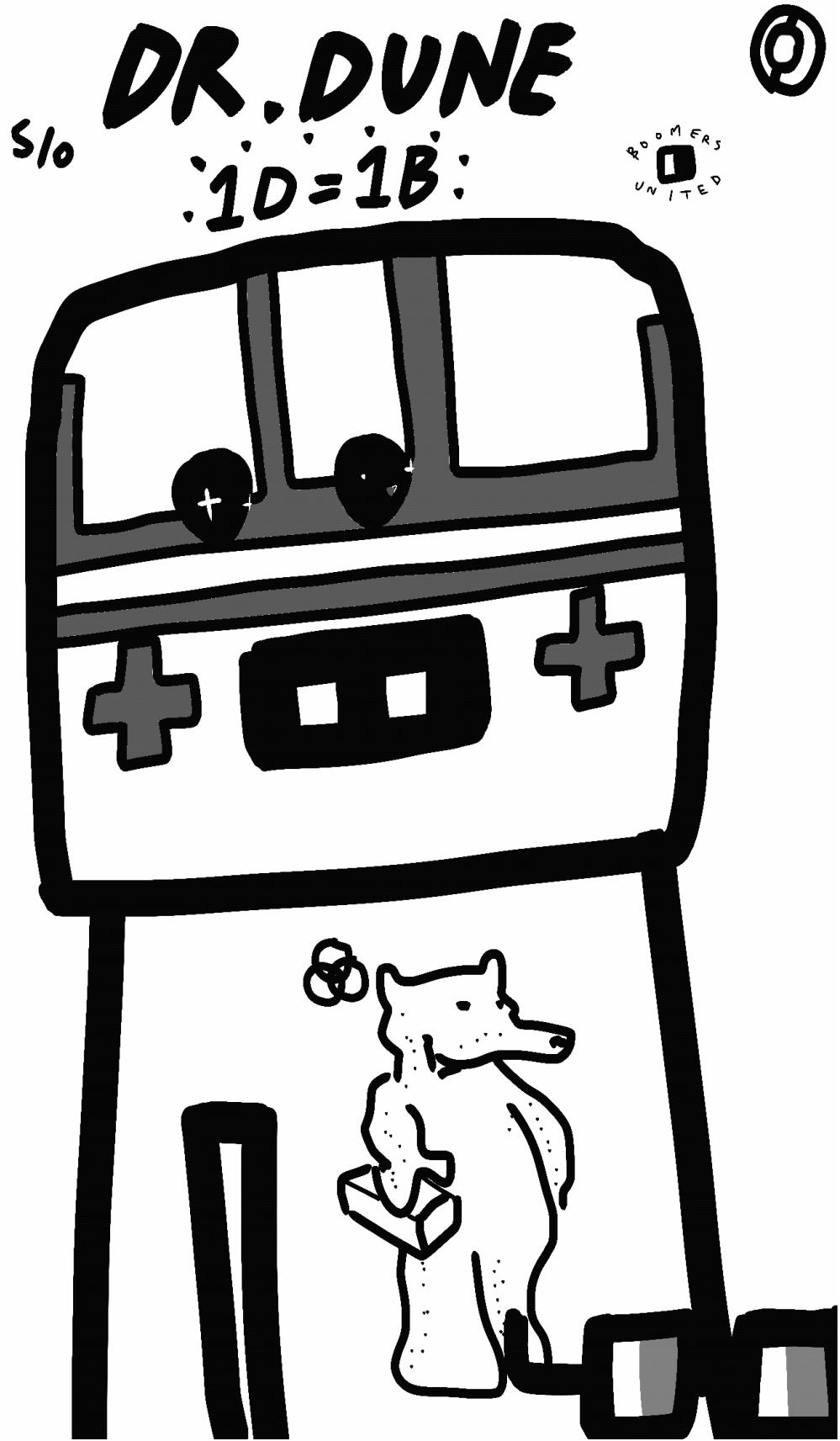
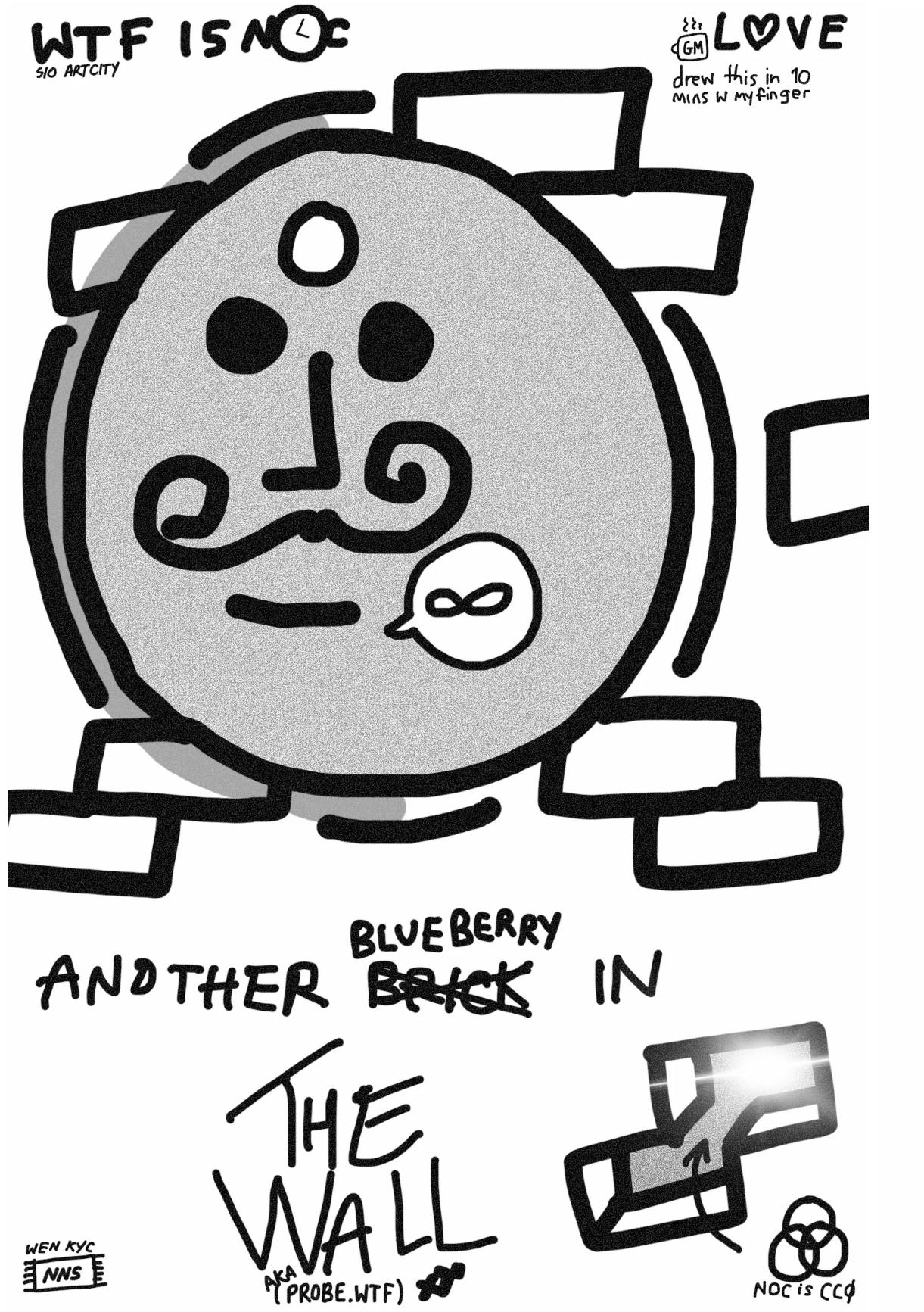
# DREAM 215

## BITNOUN SYMBIOTE

First dream that marked the  
addition of new traits to probe.wtf





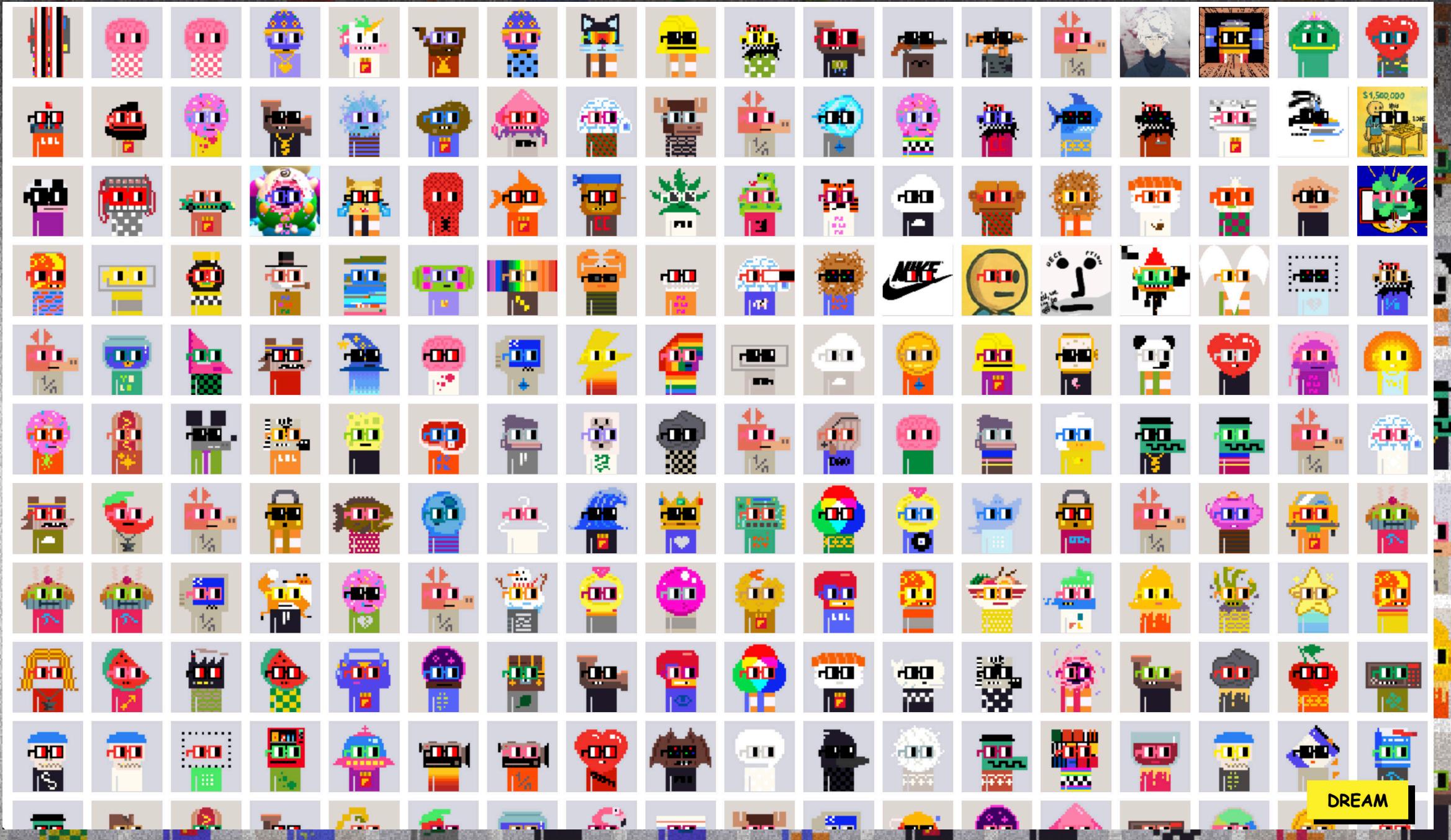


# THE WALL

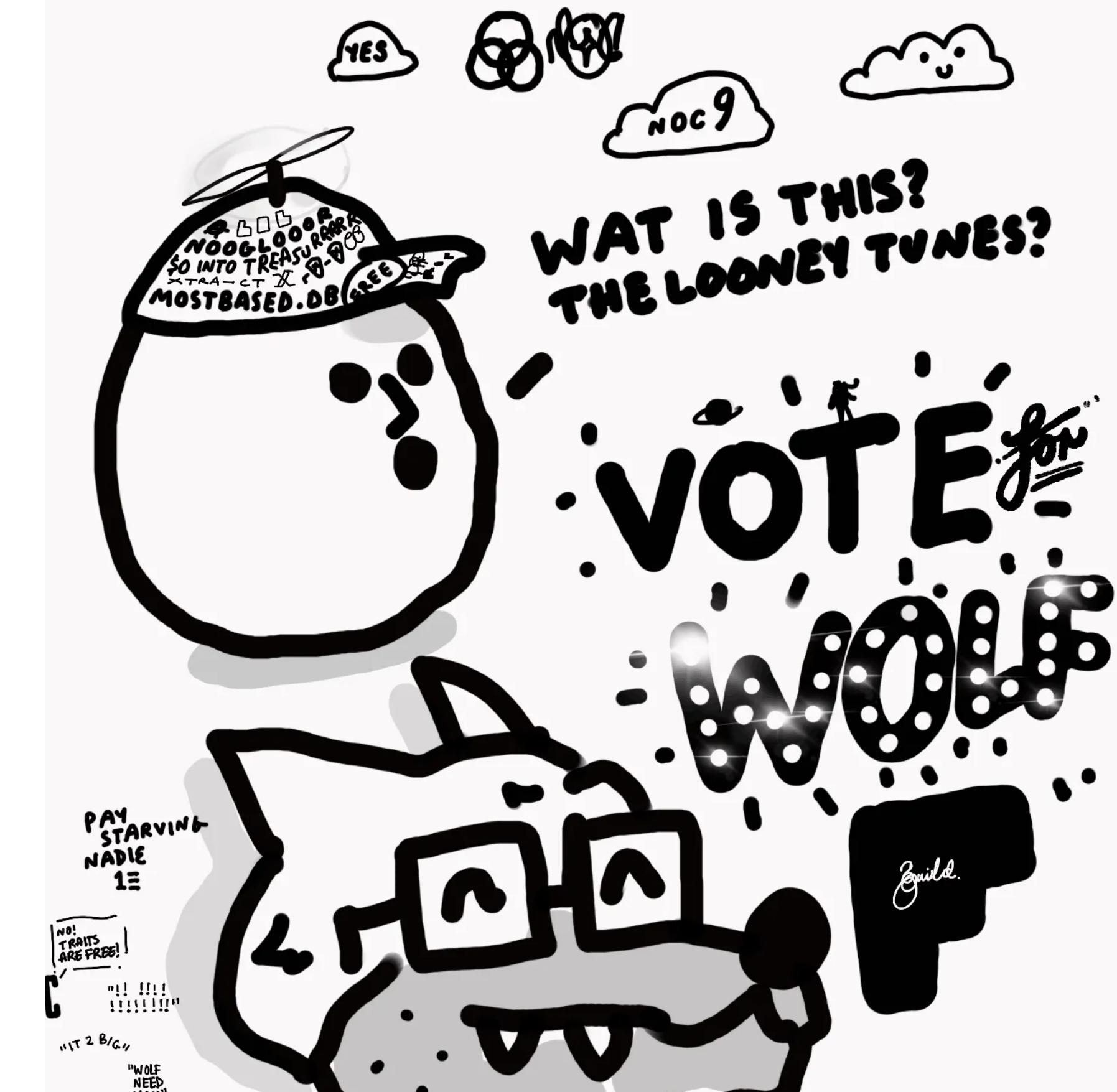
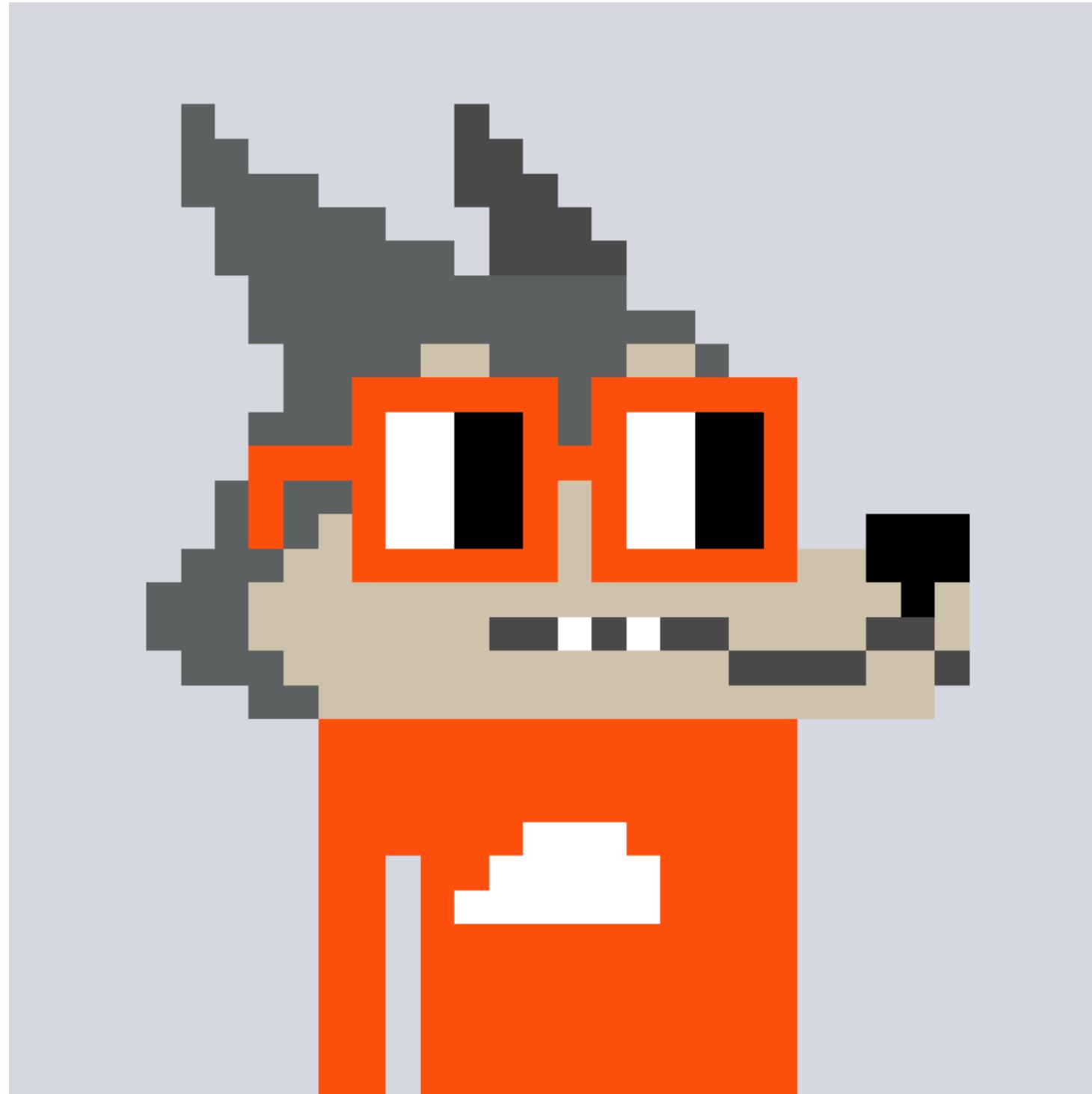
Observation alters outcome.

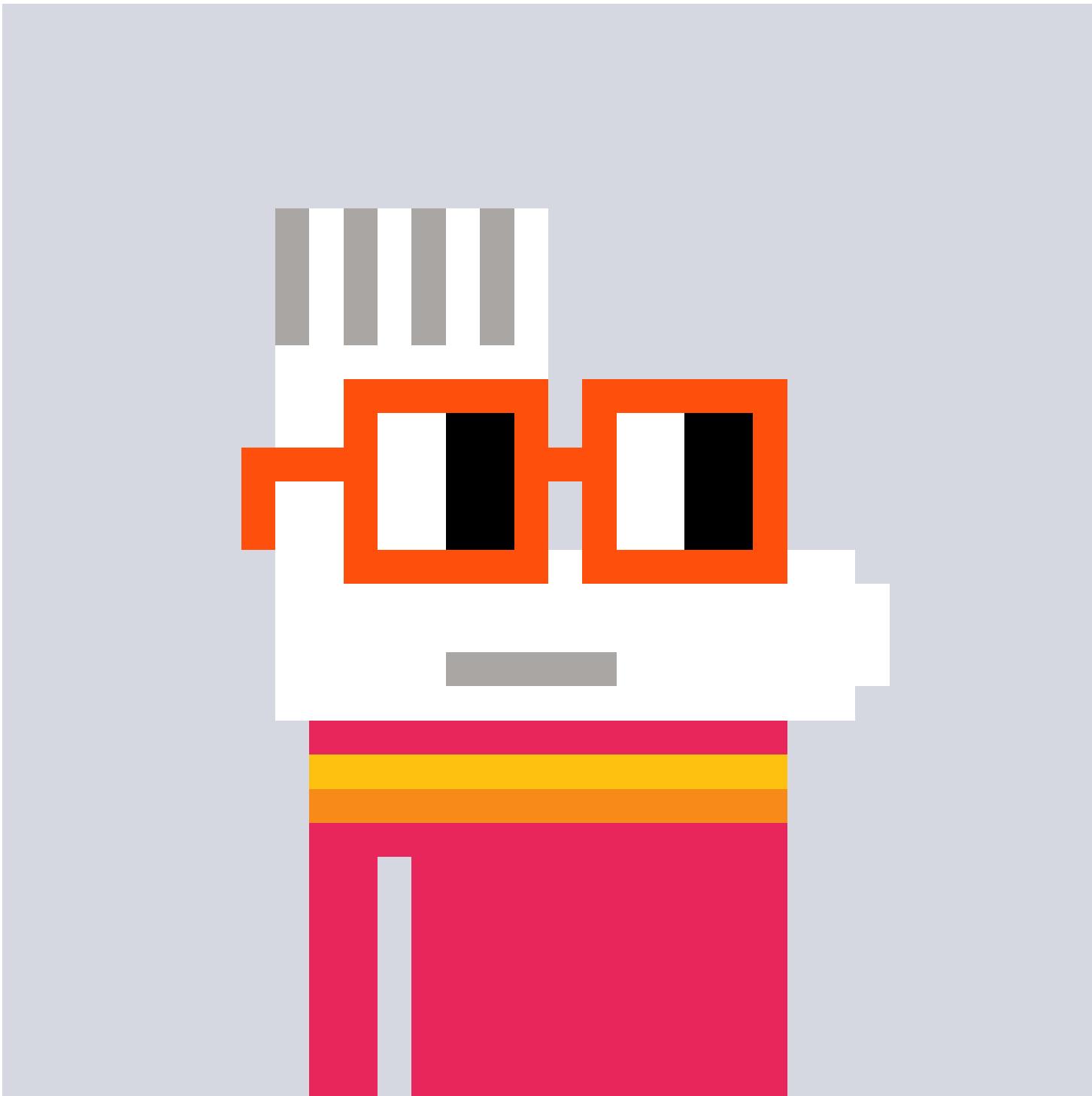
This includes yours.

probe.wtf/nouns/dreams



Dream 335 - by nadiecito.eth

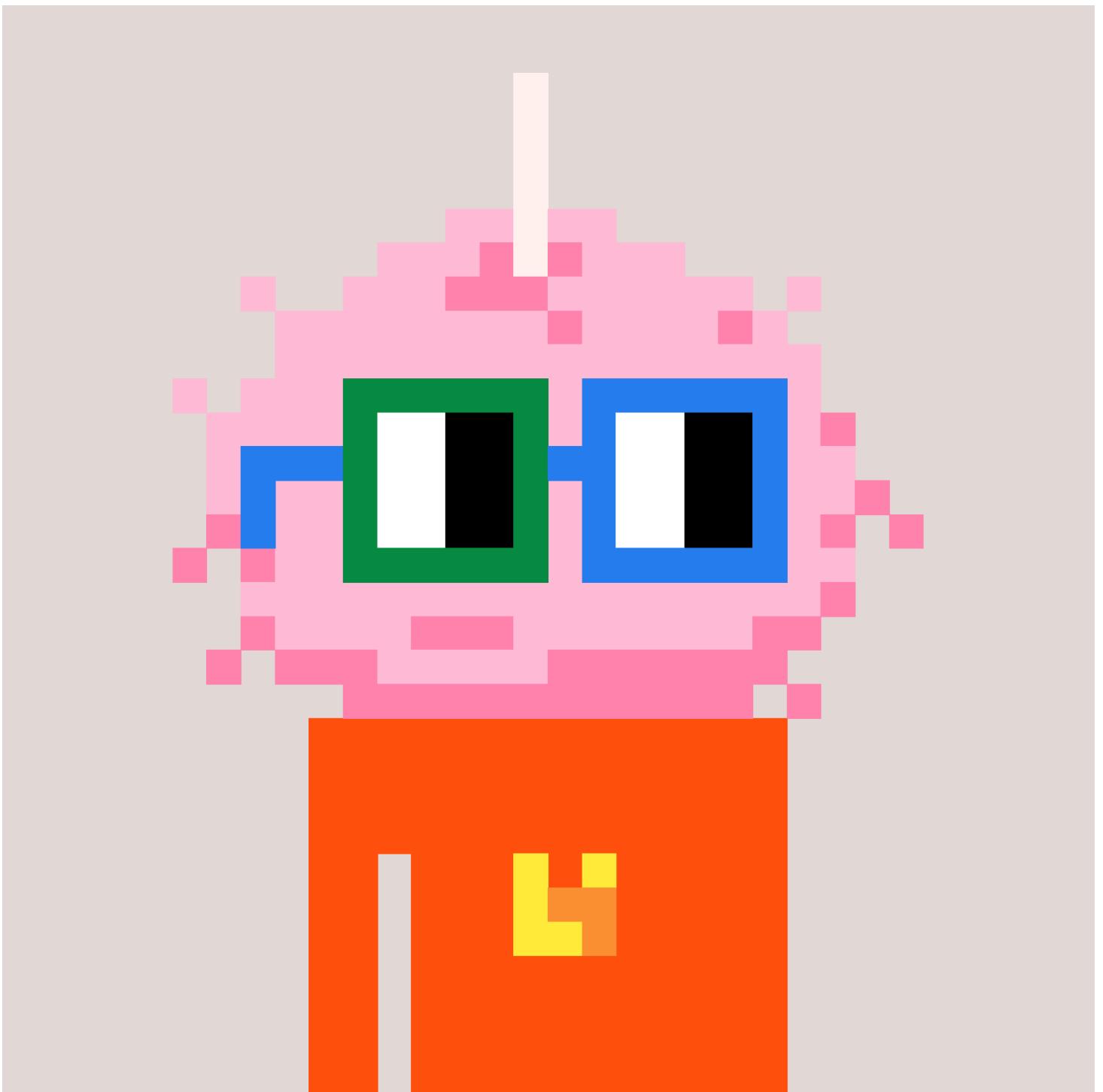




BY MINDTOasted



BY SRR



Noun 1382 - held by [gami.eth](#)

Cotton Candy Head  
BY **FACU**

Gnars Accessory  
BY **GAMI**

2025

"Who else  
would add  
a logo?"  
-fries .eth



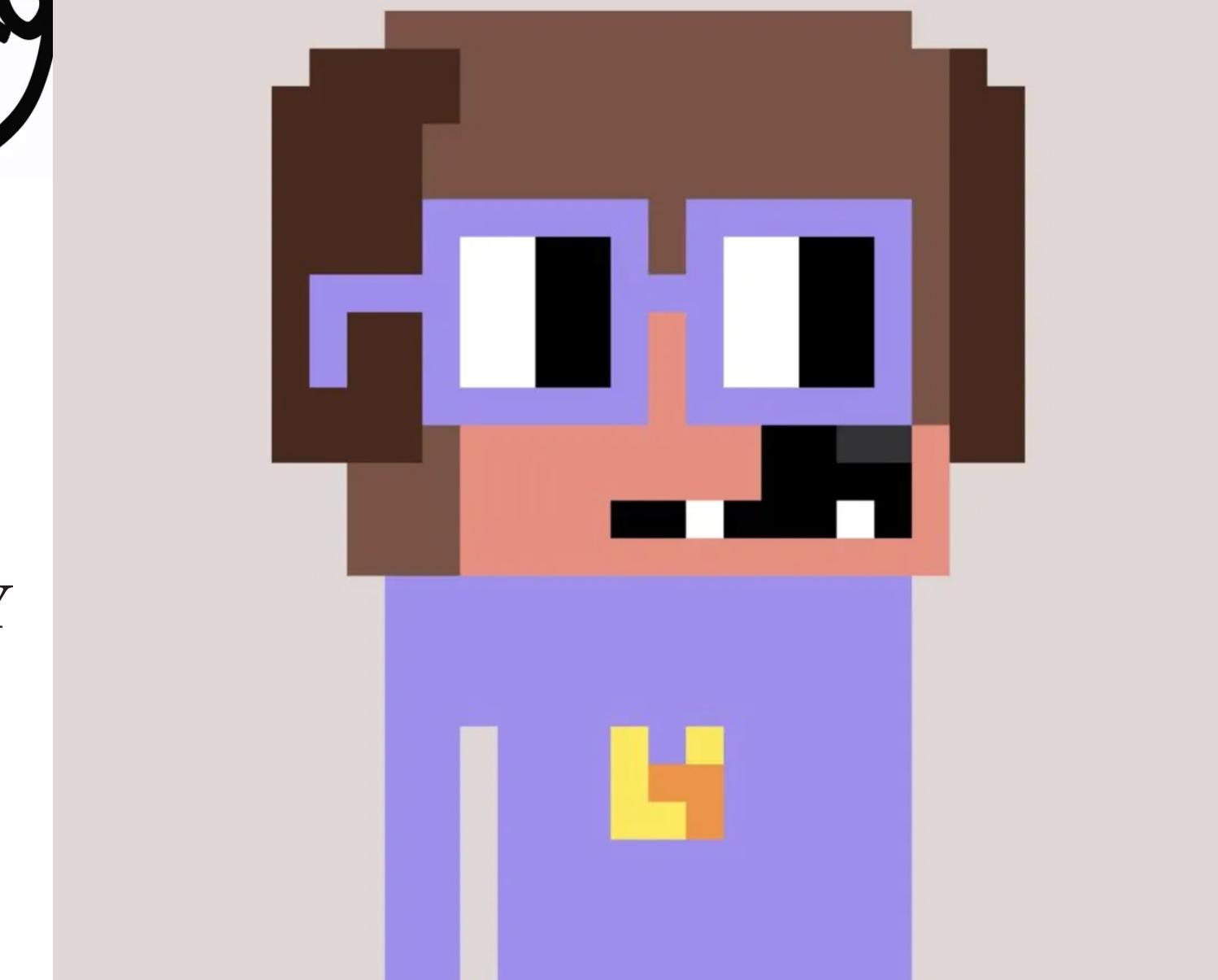
YOGA?  
?CS?

LIL  
ODD.



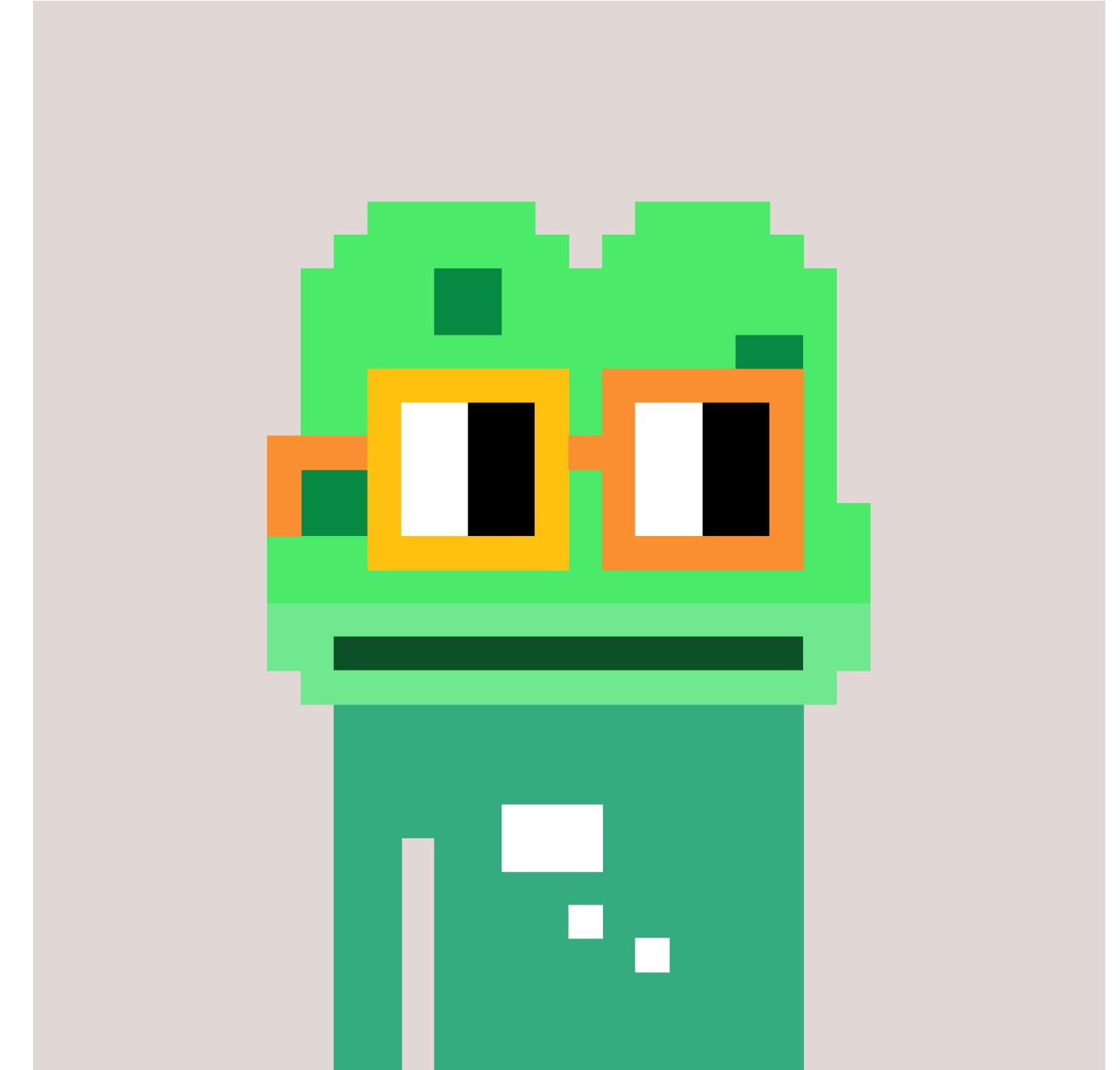


A Noun I spotted one time at the crystal ball outside of noc hours





**Noun 800** - held by fattybuthappy.eth

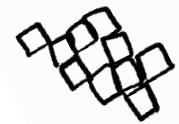


**Noun 328** - held by fattybuthappy.eth (Gifted by Nouns DAO)



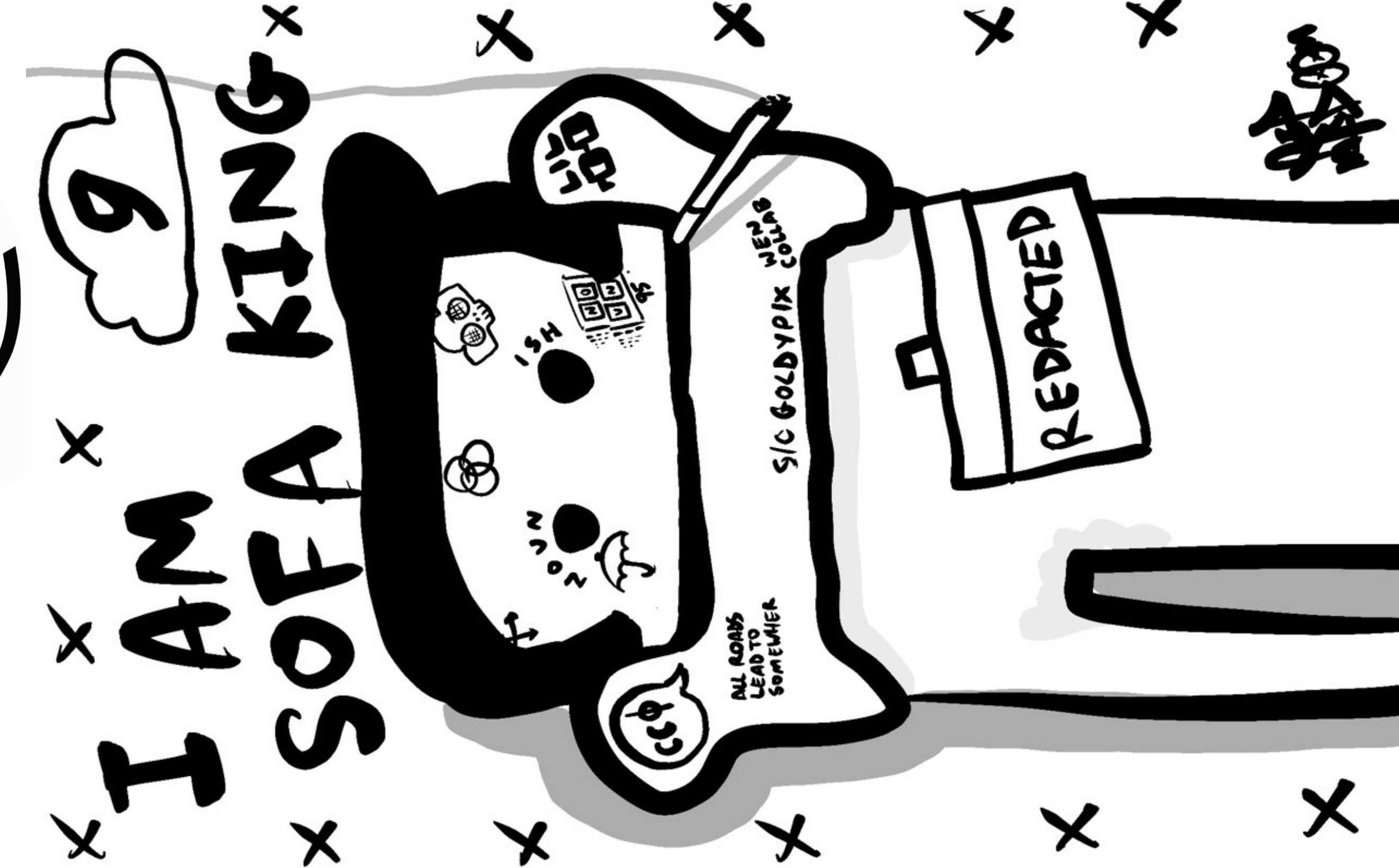
LITTLE THING

EVER



NOU

GON BE ALRIGHT





WHEN THE COMMUNITY THANKS  
THE COMMUNITY BECAUSE IT FEELS  
LIKE THE COMMUNITY MADE THE  
PRODUCT, FOR THE COMMUNITY.

“i love it, great work  
to everyone” // - random  
guy on the internet  
5fe691ebc6  
5aa77c9e62025461912  
af749008591/29

bottom text

probe o'clock  
<https://opensea.io/item/optimism/0x5fe691ebc65aa77c9e62025461912af749008591/29>

Featured in Nouns Proposal 591  
- A Self Sustainable Noun o'clock (Design Research Project)





# NOUN O'CLOCK - NOC



# M

ore writing about noc: Noun o'clock is the time each day at which a new Noun NFT is curated/settled by the community. For the past 250 some days I have been working on creating culture around this event, sharing interesting facts, fictions, games and prizes with those who gather in the /noc public square on Farcaster (a new decentralized social media protocol enabling new types of social networks).

The idea is that we celebrate and proliferate the Nouns meme during this daily event/ritual, educate others about what is happening, what is Nouns, how people can get involved, why they should get involved, and we all have fun doing it. The DAO has attempted to establish this time as an internet-wide cultural event and, to date, has invested well over \$1M in the name of "Noun o'clock" (I have personally received \$1k of that, which I've paid forward), so what do we have to show for it?

One could argue that many were onboarded via the daily Twitter space, that, in its heyday, attracted hundreds of listeners, hosted daily art competitions, and fostered culture around this new, wonderfully weird, ever-shifting-through-time, daily soirée. The reality is, that the idea failed to gain traction, NFT market dropped off a cliff, and after 1000 days, and nearly the same amount of ETH, the initiative is shutting down on episode #1000. With it, a legacy, stories, friends, foes, and so on is left behind. I will attempt to travel back in time and surface some of the best contributions and contributors throughout this era, celebrate

them, attempt to re-engage those who left, and perhaps publish their works (provided cc0). But besides that, where does this leave us today? "The Community" is the answer.

We can uplift the outcasts, artisans, weirdos and vagabonds via this transcendent event. But it will take commitment, dedication, thankless labor and hours poured into a potential abyss. I am happy to travel into that abyss, as I have been doing my whole life, searching for something/anything different to the mundane memes presented to us daily. The establishment does not excite me, money does not entice me, long gone are the days where I would ponder, in university lectures, about working for Apple, Mars Bar, or the next soulless corporation that slowly strips the true human essence from your bones. The new world is here, a world of decentralized design, autonomous systems and sovereign individuals, brought together by common cause, and this is what I plan to amplify via Noun o'clock.

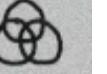
Over the past year I have been documenting the nuances of Nounish societies, creating an aesthetic and authentic relationships with community members who are creating magic at Noun o'clock. I have attempted to gift Nouns in competitions, gift Nouns directly to artists, feed starving artists ETH, reimburse debts, sunset projects, dream and the list goes on at Lil Nouns with a huge number of proposals focused on establishing meme value, whatever that means (I have some ideas). Some would say that many of these attempts have failed, but every proposal is a win in my book, and I am proud to be able to put others before myself and positively impact their lives whilst we grow this society together. Every onchain action represents a cultural landmark, persisted for eternity.

I now want to attempt to bring this meme into physical reality, manifesting the ideals and thoughts that adorn the pages of this interactive design book I have written, "MEME VALUE". The creation of this book has been funded by Lil Nouns and serves as a cc0 prototype for anyone to pick up and use how they wish. I am working on a unique distribution plan that hopefully will last a lifetime, and am creating more resources to educate the wider public about the implication of good memes, beyond their perception as funny pictures on the internet.

Our entire existence is a multifaceted, real-time consumption/rejection of memes. Cultural transmissions, persisted when they are good, and forgotten when they are weak. Take the term "royal" for example, a well established and accepted meme where, in the UK, a family is above the law, living on the most expensive real-estate in the country, within a palace. This meme is deeply ingrained and originates from violence and corruption, a foundation, that in my opinion, is not strong - yet has been persisted by force. People become so accustomed to memes, that after a while they stop imagining an alternate reality, which, in my opinion, is where Nouns is a shining beacon of hope. Born from absurdity, super high fecundity, morally driven, crypto-native, decentralized, new culture, new ideas, new art, new paradigm.

I hope I can garner the support of these Nounish societies that I have come to love and exist within, and carry the Noun o'clock torch forward, lighting the way for the next generation of creative minds and dreamers from this planet and the next.

Full article available to collect on Paragraph (scan the QR code above).





Largest revote in Nounish history <https://www.nouns.camp/proposals/794?tab=activity&item=0x094b3226c7f55de7038b5be9bbac0866b3f6c8b8-794>



# FLOWS.WTF (RIP)

# V

ery old writing about Flows (now on Nouns-hiatus indefinitely after being shutdown by the #breakeven movement against votes on Nouns Proposal 794): a monthly update for noc flow and some thoughts on Flows more generally. I've been testing the product fairly extensively both as a creator and a curator since launch. I have found it as a natural direction to point community members to if I see them contributing at a high level. In January, noun o'clock enjooyer @8rr joined the art flow and this month Flows welcomed @annahannka for her tiny nouns pieces that she meticulously crafts every day!!

For those unaware, flows.wtf streams grants directly to individuals every second. It has been funded by Nouns DAO and currently streams \$40k p/m to musicians, artists, storytellers, coders (shout out nouns95.wtf), car enthusiasts, the list goes on. Flows strives to streamline and automate small grants and bootstrap community at Nouns around Flow categories, e.g. Nounish Storytelling, where I have been contributing daily since being approved. Even if you are not a creator, you can earn by curating the Flows (which is a story for another day). Whilst I think the infrastructure is great, there are some improvements which will involve the community leading the effort with regards to curating content, media and categories in addition to spreading the word beyond our network.

At this moment in time it is unclear how Flows fits into the newly proliferating #NounsBreakEvenMovement meme.

## Some thoughts:

- It is scaling, mainly within existing categories, I am not sure it is actually promoting the stories of things happening to anyone outside of the Flows ecosystem though.
- There aren't enough onboarding efforts happening to even make people aware of the existence of flows dot wtf (on us as the community).
- People are sleeping on the curation side of Flows, and there is a lack of engagement from Nouners too, but perhaps that is due to there not being anything they want to vote on (yet). Also think currently this is not as simple UX as it could be.
- Team very present and are core to the success, appreciate the responsiveness and think the product is working well as described wrt functionality. It is very AI heavy but the auto generating articles and real-time editing is next level stuff I've never experienced

Q: *Are grants spread too thin, potentially losing impact? Are there categories we should sunset and double down on novel tech for e.g.*

UI is in need of a designer to rethink entire interface, and UX could improve, make it more farcaster native, essentially a fc client, encourage more social interactions on the flows site/protocol. Heavily leaning on AI metrics, but I am unsure if the AI knows what is wack and what is good, how well can they interpret a video or a piece of art beyond knowing if it was AI generated

/noc channel, the flows-funded public square, now at ~1K followers, 130 members, and, thanks to Flows, there is an easy route to funding for people who celebrate noun o'clock. Have been promoting flows heavily through the channel, but in a natural way and community have found it easy to get a grant.

*Would note that perhaps many rushed into a Flow without prior proof-of-work and this could be a requirement as opposed to starting brand new initiatives via a Flow (imo) due to long periods of inactivity, and rugs.*

Overall pretty bullish on Flows infrastructure, I am not sure the current categories are maximizing the impact though, so as I am writing this I will challenge the Nouns Selfie Flow in the hope that all other Flows can absorb this and will naturally include Nounish selfies anyway. I also don't want to perpetuate the idea that taking a selfie with Noogles is default Nounish. I believe this will lead to minimum effort contribution and proliferation, I don't mind seeing people wearing Noogles, they can do this in whatever Flow they take part in, I just don't think it has as much weight alone.

Full article available to collect on Paragraph (scan the QR code above).



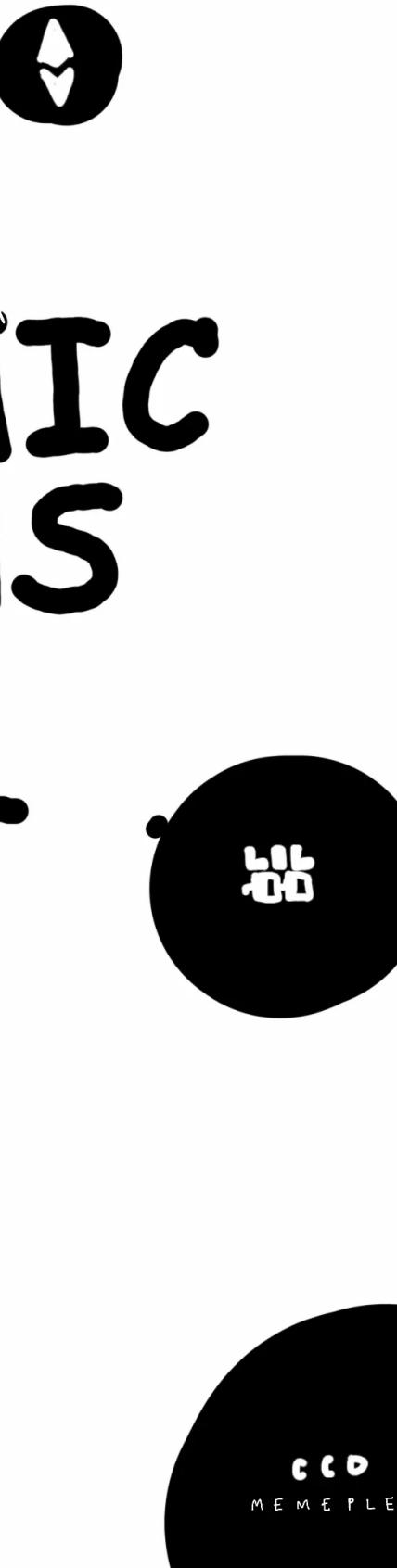


COMIC NOUNS

je  
soon  
ME  
sumthing



COMIC  
SANS  
IS  
NOT  
CCO.



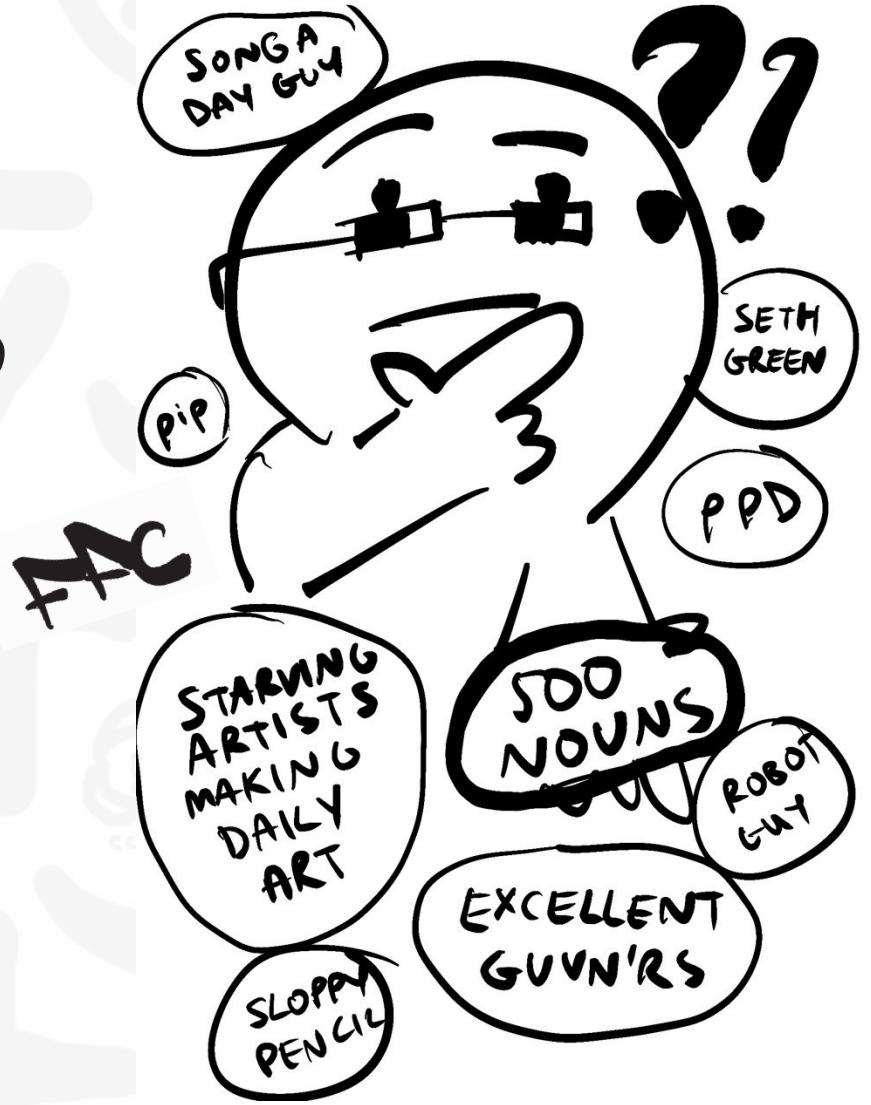
A B C D E  
F G H I J  
K L M N O  
P Q R S T  
U V W X Y  
Z  名词  
 probe.wtf/nouns/dreams

“Di  
is A  
ME! s



# “memetic”

Rooted in Richard Dawkins' concept of the "meme", memetic theory examines how ideas, behaviors, and cultural practices spread and evolve within a culture, akin to genetic transmission. Memes are units of cultural information that propagate from person to person through imitation. While memetic theory focuses on the replication and transmission of these cultural units, it does not specifically address the nature or origin of human desire.



That we will see more  
Nounish desires, thus create  
positive trends in culture.

# “mimetic”

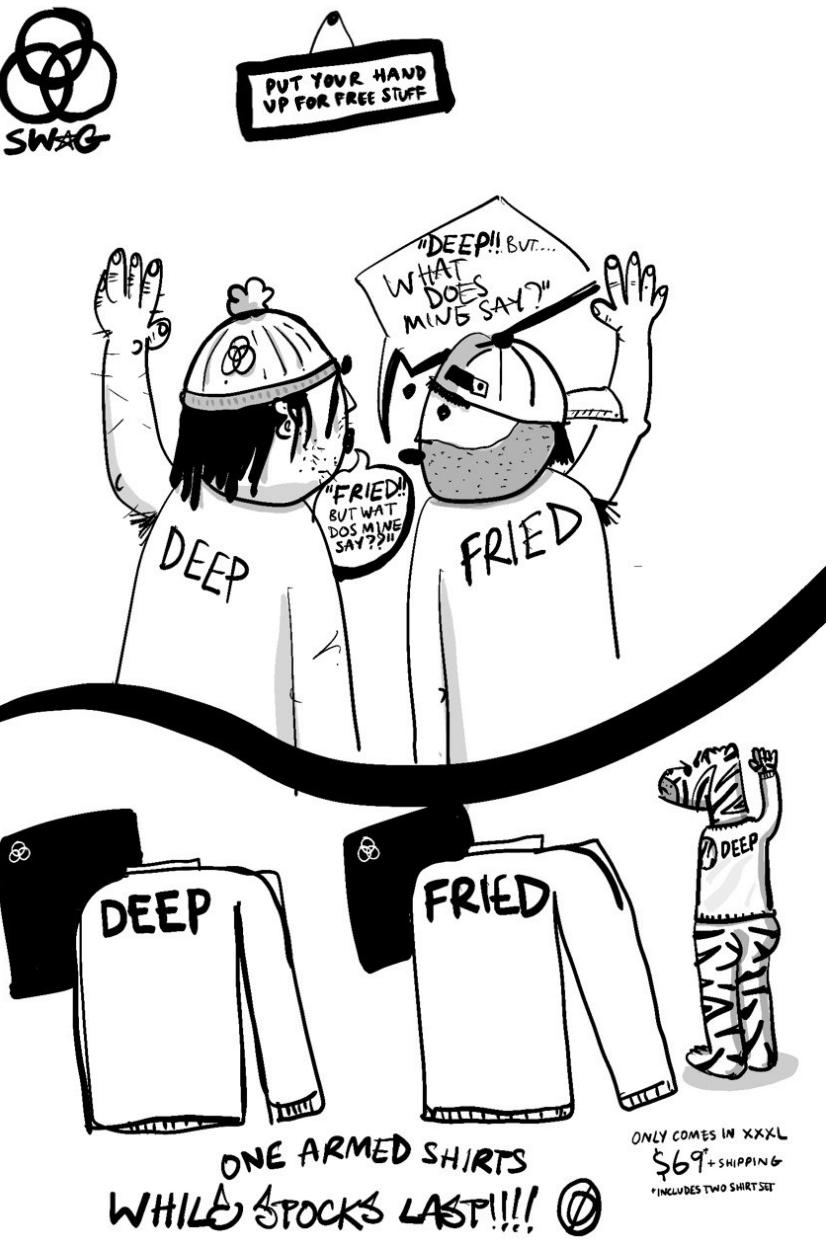
Introduced by French philosopher René Girard, mimetic desire posits that human desires are imitative; we desire objects because others desire them. This imitation leads to a triangular relationship involving the subject (the person desiring), the model (the person whose desire is imitated), and the object (the thing desired). Such dynamics can result in rivalry and conflict as individuals compete for the same objects due to shared desires.

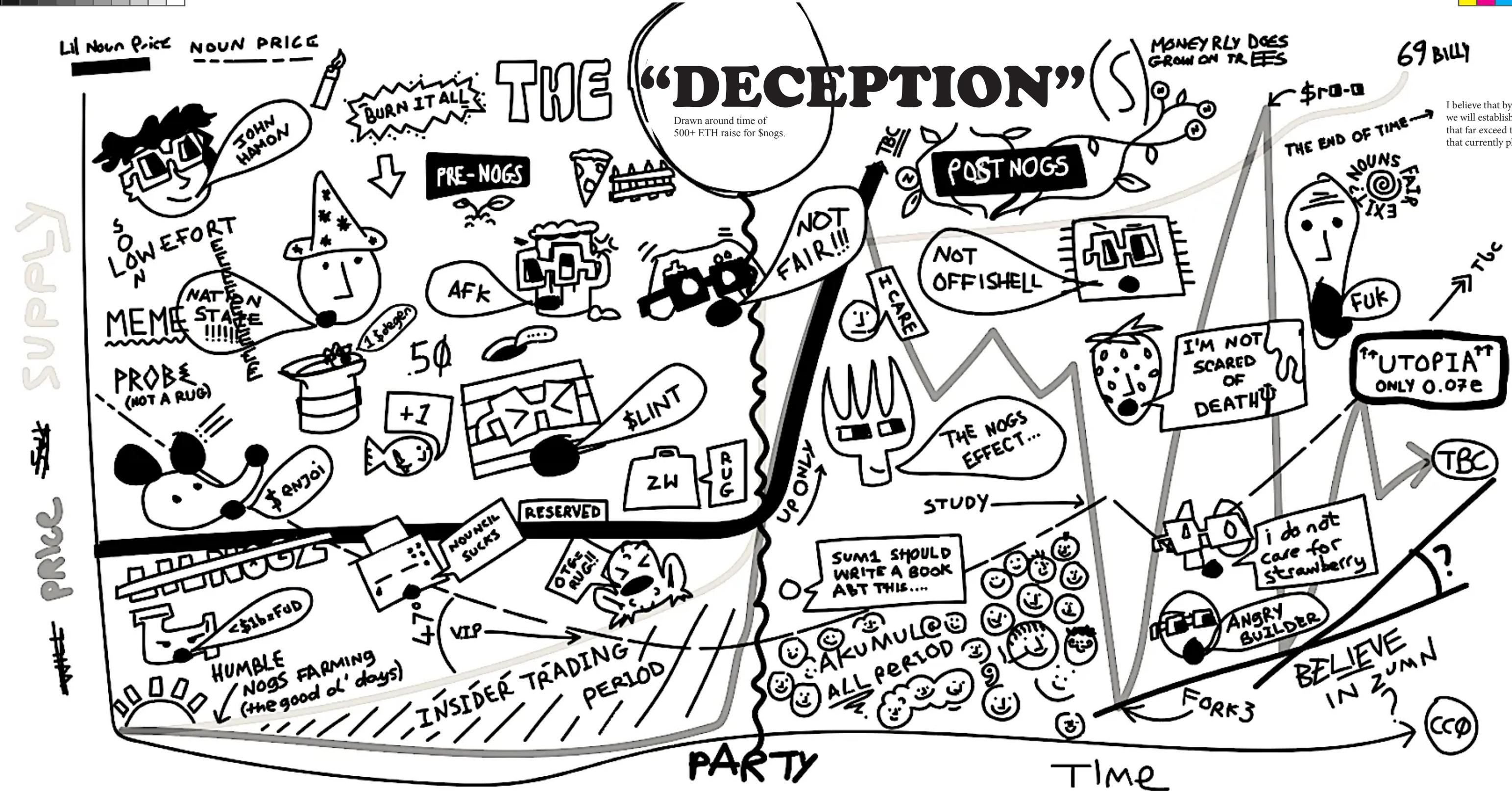
So by doing this meme  
stuff in a Nounish way,  
you're saying what exactly?

In essence, mimetic desire explains the personal and interpersonal dynamics of imitation, while memetic theory elucidates the broader cultural transmission of ideas and behaviors. Together, they offer a comprehensive understanding of how imitation influences both individual desires and cultural evolution.

desires to create, share, or propagate memes...

desires based on the desires of others...





One meme/Nouns-funded project I had been following, and offering help to, for a long while was, the now infamous, “Nouns Name Service” (NNS).

Pitched as a fork of the ens protocol, the team seemingly had ever-shifting focus on, what seemed to me as, half-baked ideas and promises that were rarely delivered.

In 2024 they launched a token “in the name of Nouns” leveraging the headless-brand and getting buy-in from sub communities including Lil Nouns, where I proposed

for us to put in 15ETH into the party raise. We did this to show appreciation of our inclusion within their token allocation (big mistake, sorry Lil Nouns).

I believe that by creating the best memes, we will establish new mimetic desires that far exceed the mundane aspirations that currently plague the radio waves.



# Lil Nouns Joins the Nogs Party

Proposed Apr 9, 2024 by memevalue.eth

Requested 16 ETH

READY FOR PROPOSALS

NOGS

ETH RAISED 525 ETH

<https://lilnouns.camp/proposals/194> (Passed)

08/22/2024

satori.wtf 8:13AM

radio silence from dotnouns for quite some time, and no mention of the 16 weth being used for anything.. did he rug

1

Oxyezh.eth 10:27AM

All of it went straight to a coinbase account

Oxyezh.eth 10:28AM

<https://base.party.app/party/0x72cf2be80607610bdaf23f0833c0545bef83e881>

## WE DO A LIL NOC - NOUNS PROPOSAL #32 JULY 2025 (PASSED)

tl;dr fund noc to spread the good word of Nouns, Lil Nouns, Noun o'clock and Lil Noun o'clock (a 24/7 event) as an artistic design collective.

/noc on Farcaster exists as a public square, a place to teach others about Nouns and crypto, somewhere to welcome and help new community members, showcase art, facilitate fun, and share honest opinions. The aim is to bridge Lil Nouns and Nouns beyond the Nounsplex and inspire the curious. We've now been going for over a year on a shoestring, and I guess we are the longest running daily round on rounds.wtf.

Lil Nouns funded us 6e in June 2024 to run weekly trivia competitions, resulting in 50+ trivia questions, rewarding Nouns #1207 & a fractionalised Noun via daily rounds, ~50 Lil Nouns, cryptoazd, optimists, and I've self funded many more dollars directly to the creators who are contributing/creating/playing games at Noun o'clock via memployees of the month tipping and paying people for their work. We have made and sponsored multiple onchain proposals with/for community members for retroactive rewards, new traits and many other creative proposals at Lil Nouns (10) and Nouns (18) over the past two years. Even though noc remains one of my main points of focus to this day, I got distracted at some point, helping NNS raise a lot of ETH for their \$nogs coin. I thought the NNS team were good actors and it would benefit lil nouns (i made a prop there), help noc creators (they collectively shared \$500) etc but in hindsight this was a massive mistake. I think this can still be spun into a positive. Disclaimer: I collected/staked many NNS NFTs (can't remember cost but I imagine I spent \$1k+), and sold \$nogs for at least \$10k profit. They also once gave me \$500 worth to give away and said "make us proud" whilst they were dumping insane amounts and totally ignoring their own whitepaper. I gave away these \$nogs to community at noc in addition to many more of my own personal \$nogs and have been waiting on the alleged tipping leaderboard, "coming soon" for over a year.

I'm requesting the 3.6b \$nogs in the treasury to be sent to nocguild.eth. I consider \$nogs and the entire NNS platform as a security threat at this point and I don't condone voting using \$nogs or any NNS affiliated products, even Nouns making a profit from selling the \$nogs is not a good look in my opinion. This proposal allows Nouns DAO to wash their hands of this situation, serves as an onchain landmark, and provides multiple years of runway for noun o'clock experiments spanning beyond Farcaster to IRL. I will commission artists and technologists, host online hackathons, governance experiments, IRL collaborative art experiences and grow the noc community and channel in a healthy and organic way, as I have been doing over the past year+.

The NNS "team" recently withdrew ~148e of the ~200e LP but there remains ~50e. The requested 3.6b \$nogs could be swapped for roughly 15e after slippage - this is what I intend to do in order to fund the next couple years of community-led initiatives and events, deliverables include (but not limited to):

NOC Silverware products (collectibles made from silver e.g. forks)

Lil toys limited prototypes for sale

other Physical Device prototypes 1/1s and small batch production

LATAM/EUROPE/ASIA meet ups and pop up shops

Miniapps and games (e.g. token weighted governance)

Artist/developer commissions and mint splits with DAO

Design Technology Lessons

NOC Xmas Trivia

About me: I am a product designer and aspiring Ice Cream Man, helping any talented people I cross paths with to develop relationships with Lil Nouns / Nouns and help them create freely without limitations. I would like to take my skills and experience from the traditional design and startup worlds and see what I can do here alongside all the amazing creators that have gathered for noc.

This is a discretionary budget to experiment alongside the people that create for noun o'clock and lil noun o'clock. Originally had proposed for the funds to go to Lil Nouns but the community had some pushback and were not excited at the prospect of receiving these nogs (can't blame them) due to not wanting to further entwine the DAO with NNS.

More info about \$nogs / NNS in Cancel 711 Proposal and below. I have documented much of the details via daily drawings posted at Noun o'clock in a humorous yet honest and transparent way that hopefully provides good context.

Text from Nouns Proposal #32

## WE DO A LIL NOC (IMPROVED) - NOUNS PROPOSAL #35 (CANCELLED)\*

\*attempted meme mutation by dotnouns.eth (noc high risk entity)

NOC

YESTERDAY:

"WE CAN GIVE THESE TOKENS TO THE COMMUNITY!"



TODAY:

"WE SHOULD BURN ALL THESE TOKENS AND SEND PIP \$3000!"



# NNS

I had been discussing the importance of memetics with the NNS team, and was met with disinterest and false promises, which in hindsight makes sense, as the “team” showed no intention to grow the project in any legitimate way, they were laser focused on ETH, raising LP and then dumping not only their vested supply, but also a huge amount of the token from “community” allocations.

Aside from essentially pocketing the entire 500ETH themselves from the initial crowdfunding campaign, they also managed to withdraw \$70,000 of community-funded LP fees “to pay taxes” for “NNS Labs”, an entity that I highly doubt actually exists. This is all in addition to being on a \$1000 a day stream and having passed proposals at Nouns nearing \$1,000,000.

Luckily, this final proposal was stopped short due to these red flags and subsequent investigation. That being said, it was extremely hard to go against the grain and most definitely the unpopular opinion to question these guys or do any sort of actual due diligence on the topic. Responses included “this could have been an email”.

## CANCEL PROP 711'S STREAM (PASSED)

I am proposing that we cancel the NNS stream and recover the remaining ~\$250,000, for the reasons listed below:

- Zero onchain updates since the prop passed 3 months ago.
- Undisclosed employment of family for community management position. The Community Manager is actively competing for and has won over other participants in the Club giveaways. Overall community participation is low, averaging less than 1/2 Nouncil's participation. Where are the memes? - \$36k line item
- Who is the second core team member? I am not aware of anyone having interacted with the other core team member of NNS - \$96k line item
- “In this new mandate, we'll fully open this infrastructure through a white-label platform, with continual upgrades as we introduce new features.” There has seemingly been no progress on this. Has a new engineer been employed? What have they built? - \$84k line item
- Has a designer been employed? What has been designed? Promotional efforts have been minimal. - \$38k line item

Not happy to put this proposal up, but after discussing with a handful of voters, it's important as a DAO we account for delivering on their promises, and protect against the downside when it becomes apparent they are not fulfilling on their promises.

- wylin.wtf

## SOCIAL ENGINEERING 101

HAVE THEY GOT HACKMD IN JAIL?

I'D LIKE TO TAKE THIS MOMENT TO THANK ABSOLUTELY NOBODY

DON'T TAKE YOURSELF TOO SERIOUSLY

## DON'T BE DISHONEST

LIL NOUNS LEAVES THE NOGS PARTY

## LIL DAO REVIEWS

“WORST PARTY EVER”

Beautiful handwriting  
(SIO MY SISTER!!)

NOGS DGAF ABOUT COMMUNITY

DECE PTION

“hey pip, don't sell, we are going to take off”

ACCOUNTANT SAID WE HAD TO RUG THE PARTY W/O COMMS & SELL ALL OUR TOKENS VIA 25 ANON WALLETS...

NO DYNAMIC  
PROPOSALS

## THE FINAL ACT\*

+\$1,500,000

This is mine too  
NNS 200E

# FINAL ACT  
BECAME A REAL-TIME  
EXPOSE OF A MULTI-  
MILLION DOLLAR SLOW  
RUG, RESULTING SOON  
IN FULL RUG OF LP.

IS THIS A TOPIC?

NNS LABS ARE RUGGING THE ENTIRE COMMUNITY - dotnouns.r0-d

THE NOC FILES

PROBE

SPEAK FREE

LET THEM COOK!

AML ALERT  
HIGH RISK ENTITY

-\$650,000  
MULTIPLE PROPOSALS 2022-2024

NOUNS DAO

-\$400,000  
20%+ SUPPLY DUMPED BY TEAM

NOGS HOLDERS

-\$70,000  
RUGGED LP FEES

PARTY GOERS

Idream

#1461

5GRAM 100

SIO

DOES 'NNS LABS' EVEN EXIST?

## \$NOGS

April 2025:

Me: So the team has sold, and offramped, over 20% of the supply (as recently as last week, despite the \$1k a day stream)?

NNS: \*no comment\*

Me: You've described ignoring token allocations, and just offramping whatever you want, as the allocations in the official docs “didn't make sense”, but was there a reason to do this via so many unnamed wallets, and then offramp via multiple exchanges?

NNS: \*no comment\*

Me: In 26 days, the LP is unlocked, at which point you will be in sole control of the 200e+ there. Are you saying you will burn LP tokens thus relinquishing your ability to withdraw liquidity?

NNS: \*no comment\*

Me: I noticed that last year you said you would be returning the partydao fees (\$70,000) within 1-2 months, but now you are saying this is property of your company and was used to pay taxes. Can you confirm this as correct?

NNS: \*no comment\*

Me: What is the company called that had these tax liabilities?

NNS: \*no comment\*

Me: Could you share company number/link to companies house equivalent in your jurisdiction?

NNS: \*no comment\*

<https://www.nouns.camp/proposals/766?tab=activity&item=0x4dc23ccdd72244ad16e0e47ebfa0199f33f75a01567aa6a524ea9975cad52562-278>

“Whether intentional or emergent, the pattern is familiar...”



This Nouns Name Service rug-pull is an evolving story, and a late addition to this book, that I thought necessary due to how entwined I was with this project. I personally made over \$10,000 from holding the original NFTs and swapping my airdrop for Cryptoadz by GREMLIN.

The team would contact community members (including myself) who sold, saying “we are going to take off, don’t sell” whilst selling themselves. When I called them out about their community manager winning the raffles, they promised it was over, yet then sent a free prize to the community manager literally 45 minutes later. That was enough for me and I began looking into the top traders, and, low and behold, the top trader was the very same prize wallet distributing free prizes to his wife (yes, his wife was the “community manager” on payroll). At this point the sea of red flags started to shape the NNS meme into a new form.

From here, I contacted other interested individuals (mainly those who congregate at the crystal ball during Noun o’clock) and, within a few hours, we had a list of ~20 wallets off-ramping hundreds of thousands of dollars worth of the token. Despite the clear deception, the latest news is that NNS will continue to use the funds at their discretion and plan to remove majority of ETH from the LP thus cementing one of the largest rugs in the history of Nouns DAO?

Story over.

April 2025, Written by a Concerned Noun

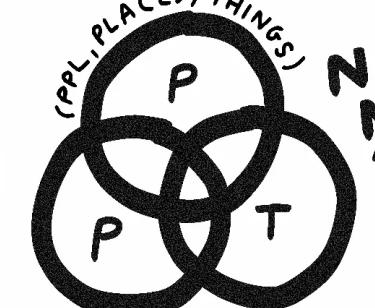
Later Update: Liquidity drained



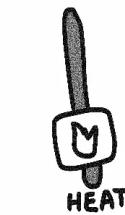
## PROPAGANDA BY PIP

**"THIS IS NOT  
A TOPIC, SO  
I CANNOT  
DISCUSS THE  
TOPIC!"**

NOUNS.CAMP



NOC  
MIXER  
'25 TIL ∞  
TRY  
PROBE  
SOMETIME



NORMALIZE HONESTY

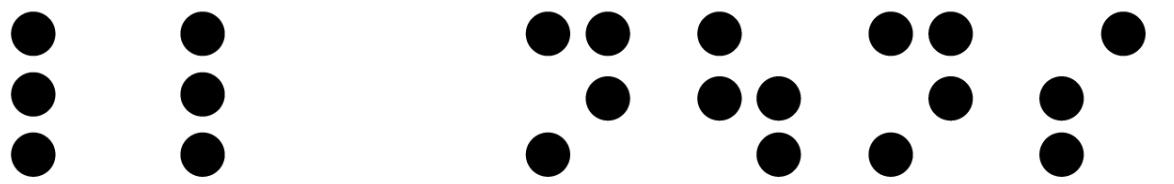
This framing pattern appears repeatedly in decentralized governance during moments of financial risk.



Live commentary via /noc whilst the proposal to cancel the NNS stream was active for voting by the community.



# *what about the brand guidelines*



## COMMUNITY BRAND DESIGN

inclusivity,  
DIY,  
education,  
experimentation,  
we don't take ourselves too seriously.

I wanted to create brand guidelines that a 5 year old could follow. Whilst maximising simplicity, these guidelines provide depth and theory around the assets. The outcome is a fun and approachable asset library with a huge variety of resources and asset variations that can be applied to projects of all shapes and sizes.

As of the time of writing (Feb 27 '24) this is the v1 of the Brand Design.

@pip

L'L'S.WTF

See more at [www.lils.wtf](http://www.lils.wtf)

*inclusivity  
giving more  
than you take  
honesty and  
integrity*



DAOs attract all types of people, and finding/welcoming talented individuals and ideas, as new variety, is a primary objective for many of us involved; the more variety the better, from musicals to sculptures to festivals and so on. Many people deeply embedded in these DAOs have told me “Nounish is an impossible ideology to uphold”, but I disagree and have attempted to stay value aligned and wanted to incorporate these values into a visual design language framework.

I redesigned the brand assets at Lil Nouns to enhance the legibility of the meme and reflect a more age-inclusive and approachable brand that spoke to the nature of Lil Nouns - rapid prototyping, break things, remix, fail, try again, don't give up. Ultimately this ended with me suggesting that there is no official logo and you should do whatever you want.

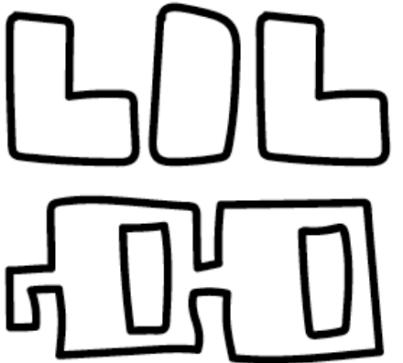
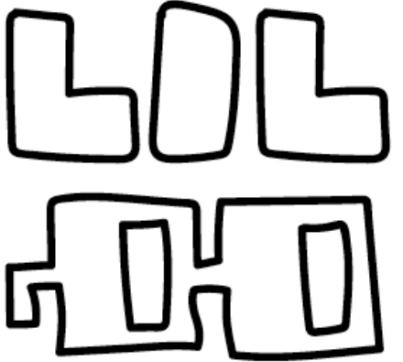
Nouns DAO adapted their original word-mark logo to just the iconic looking pixel glasses, I think Lil Nouns could just get rid of logos/glasses all together but, alas, I had to make some logos.



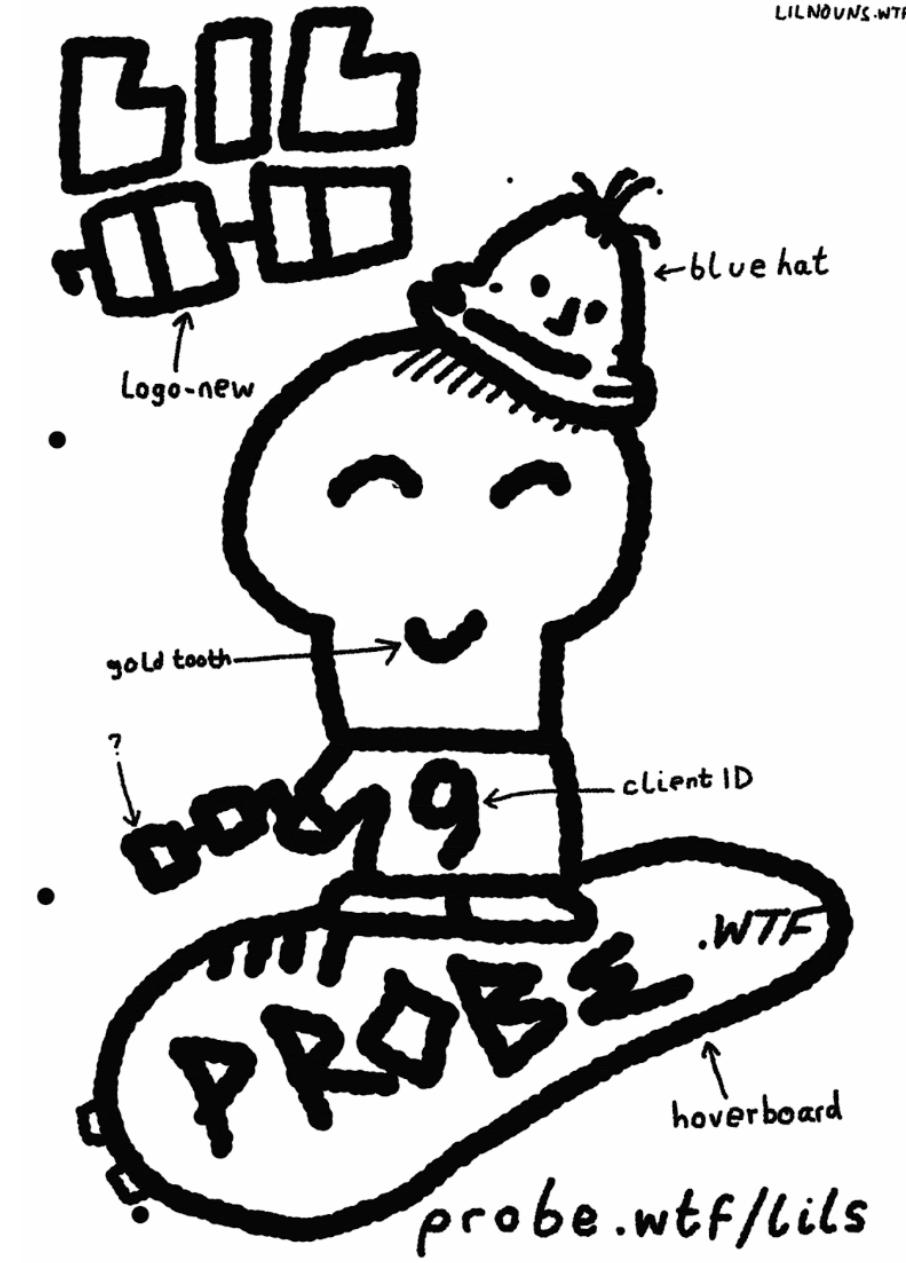
LIL R-□-□



Square-logo Opt Line Weight



Square-logo 0.75pt Line Weight



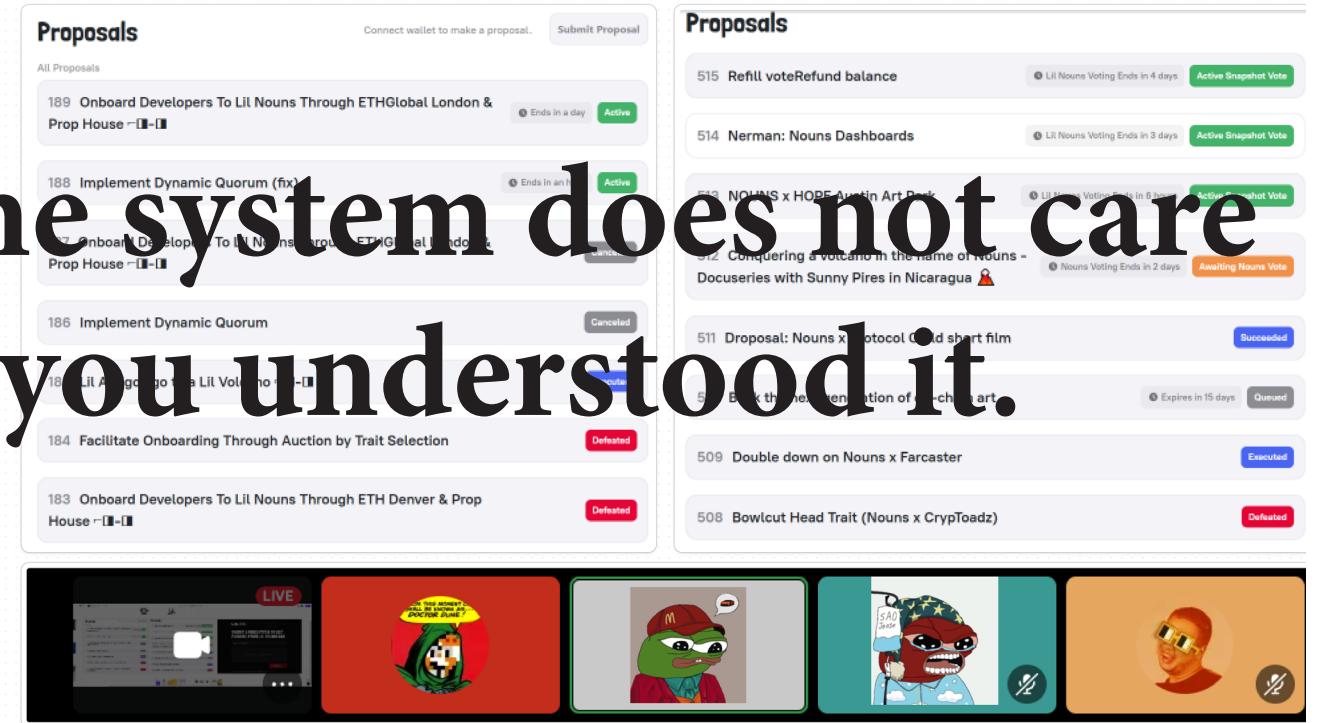




THE LIL NOTES <https://opensea.io/collection/the-lil-notes>

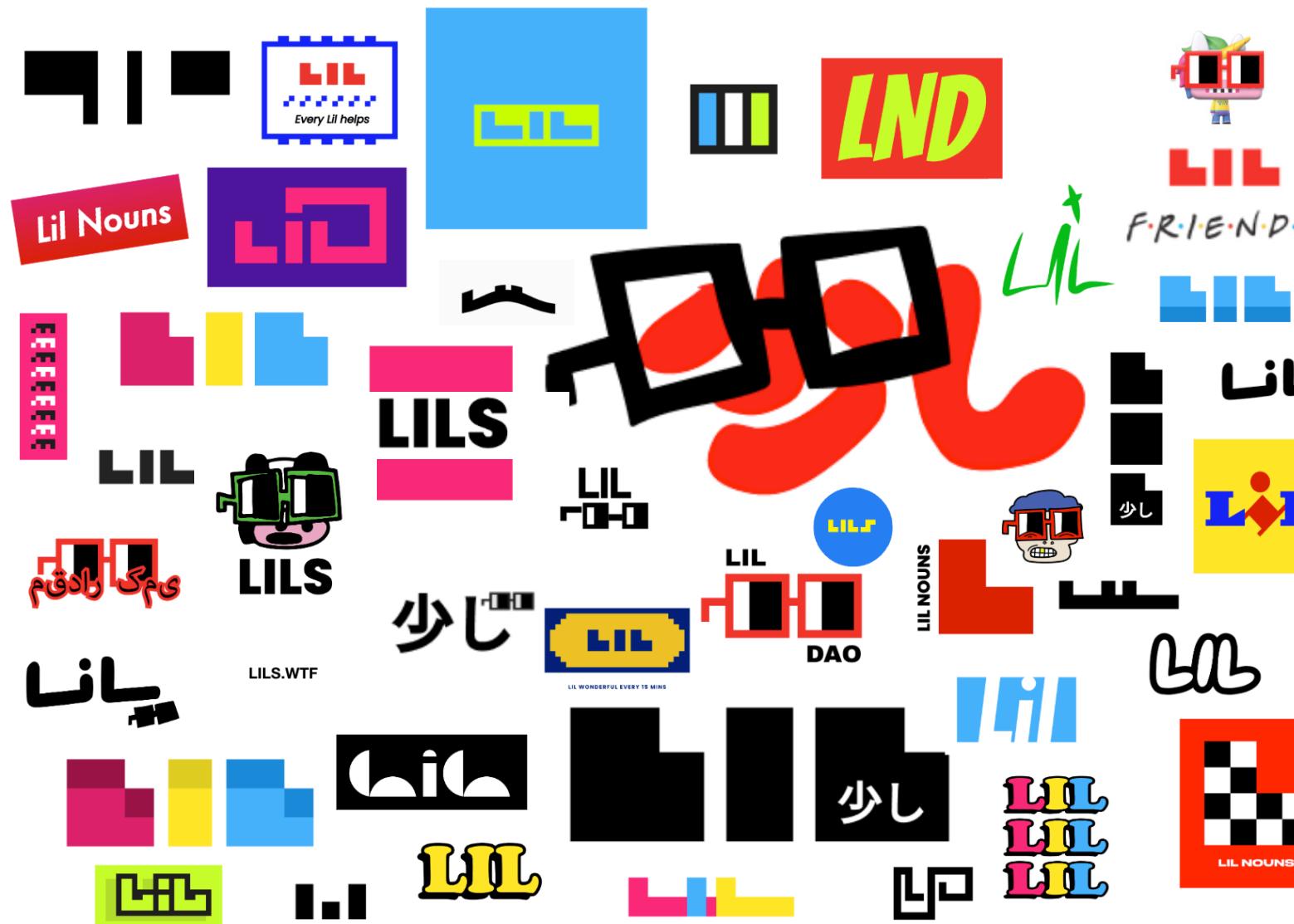
The brand was designed during regular Tuesday calls dubbed “lil uncut gems”. Rather than design a strict, traditional brand guidelines document saying “don’t do this, do this”, I instead created a robust framework for understanding the components that make up the glasses logo and how one can interpret them in different ways. There is no right or wrong, maybe some rules you can follow if you want to proliferate the Lil glasses with minimal mutation and that is about it.

The system does not care  
if you understood it.





There could be unlimited interpretations of the Lil Nouns brand aesthetically, so make it your own. Lil Nouns do what they want.



These guidelines have been used by members of community s/o Tagawa-san and the Japanese Lil mural, Big Trav at a Lil Brussels event, Prof Werder at ETH Denver, Satori and Bob Burnquist (in Brazil?), the many bots of Lulu, the Modern Market show in London, Gneric in Nigeria and the list goes on. Everything is work-in-progress and we have been adding to the assets since, evolving (reducing) the aesthetic.

Whilst I believe this was a success and value-add to Lil Nouns DAO, I received a lot of negative feedback pre and post publishing the guidelines: "why would people use this, what happens if they don't", all the way to "I don't understand how this proposal has any For votes". This is the reality of working with the DAO, you can please some of the people some of the time. Becoming deeply entrenched within the online community narrative helped me identify what feedback was coming from an honest place and you eventually learn to naturally filter advice. For every hater there is an enjooyer, s/o everybody.

There is beauty in that nobody has to use anything, and I didn't design it to be used, but instead to spread an understanding of the theory, and how a headless brand could be approached by artists and designers - and to illustrate that there is no brand. I provided a guide to draw distinctive word-marks that are a lil Nounish, and if you want to use them, then go for it - if not, cool. There are no brand guidelines, I love you.



pass  
proposal  
figure the system  
fed  
proposal  
recon-

“MEME VALUE”

Square de la Putterie  
1000 Brussels, Belgium

Prop 216 by nocguild.eth  
**Lil Nouns Invasion at ETH CC**  
Executed Jun 30, 2024

Prop 180 by memevalue.eth  
**drdune.eth - the conductor**  
Executed Jan 24, 2024

Prop 194 by memevalue.eth  
**Lil Nouns Joins the Nogs Party**  
Executed Apr 16, 2024

Prop 274 by nocguild.eth  
**Proposal for Nounish Cup #2**  
Executed Feb 10

Prop 148 by memevalue.eth  
**LIL BEANS**  
Executed Oct 11, 2023

Prop 202 by nocguild.eth  
**RETRO-REWARD LIL BEAN**  
Executed May 22, 2024

Prop 228 by memevalue.eth  
**A Lil Noun O'Clock**  
Executed Jul 26, 2024

Prop 139 by memevalue.eth  
**Lil Design Research Project**  
Executed Sep 4, 2023

Prop 175 by memevalue.eth  
**Lil Design Research Project II (Take 2)**  
Executed Dec 6, 2023

Prop 196 by memevalue.eth  
**Lil Design Research Project III**  
Executed Dec 16, 2023

Prop 257 by nocguild.eth  
**Renovate Water System**  
Executed Oct 6, 2024

Prop 240 by nocguild.eth  
**Smart Panel Street Light**  
Executed Aug 25, 2024

Prop 266 by nocguild.eth  
**Lil Gnars 2**  
Executed Dec 3, 2024

Prop 238 by memevalue.eth  
**Change VRGDA Pool Size to 1000000**  
Executed Aug 19, 2024

Prop 160 by memevalue.eth  
**IRL Proliferation**  
Executed Oct 31, 2023

Prop 310 by memevalue.eth  
**“MEME VALUE”**  
Executed May 21

@GNERICGLADHIZA



**“MEME VALUE”**  
**“VALOR DEL MEME”**  
**“ミーム値”**  
**“模因价值”**

/noc

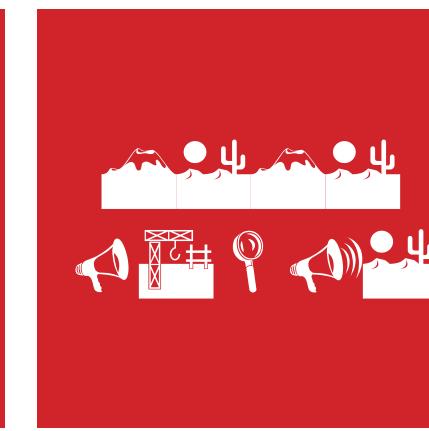


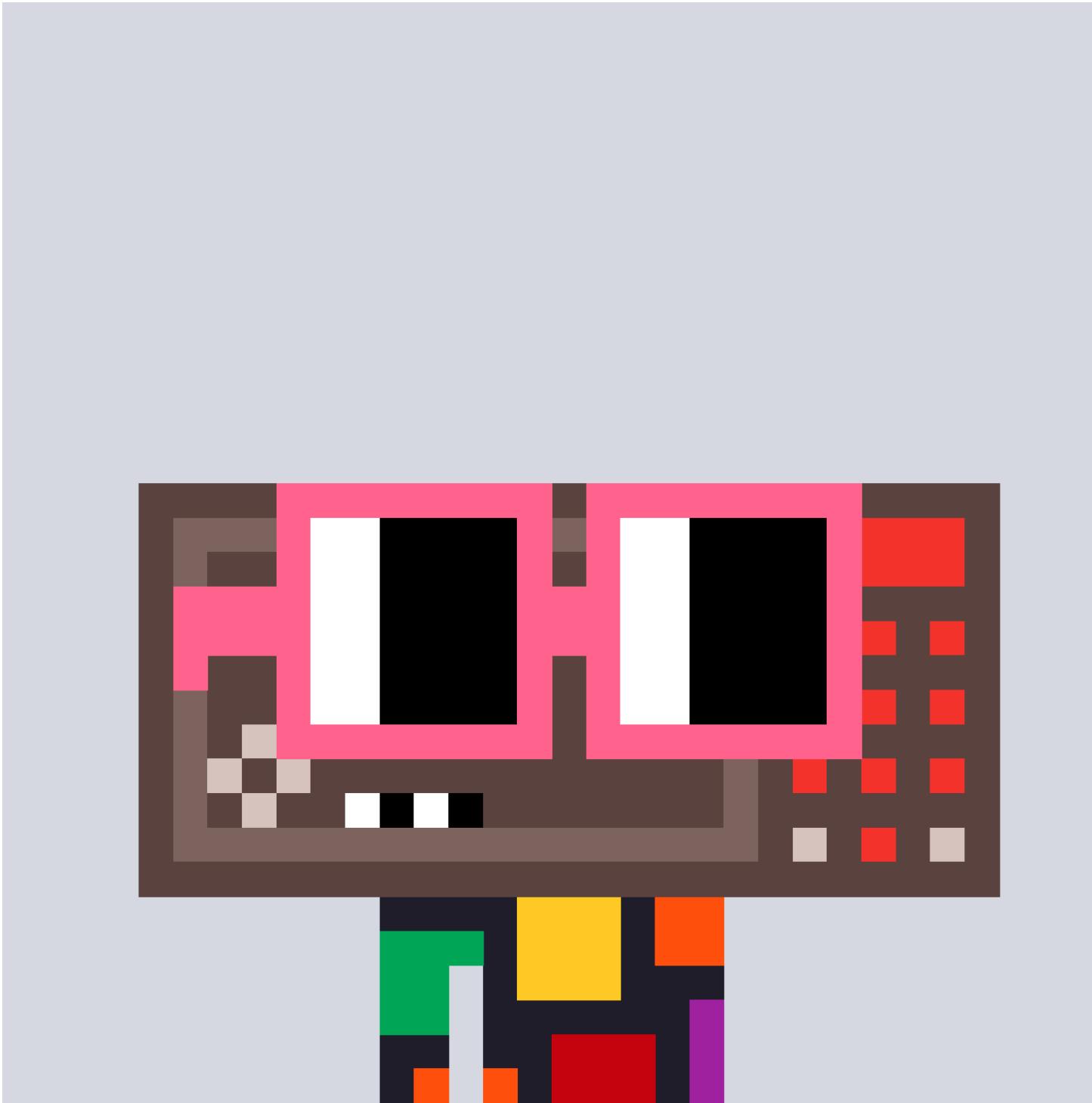


MEME  
VALUE

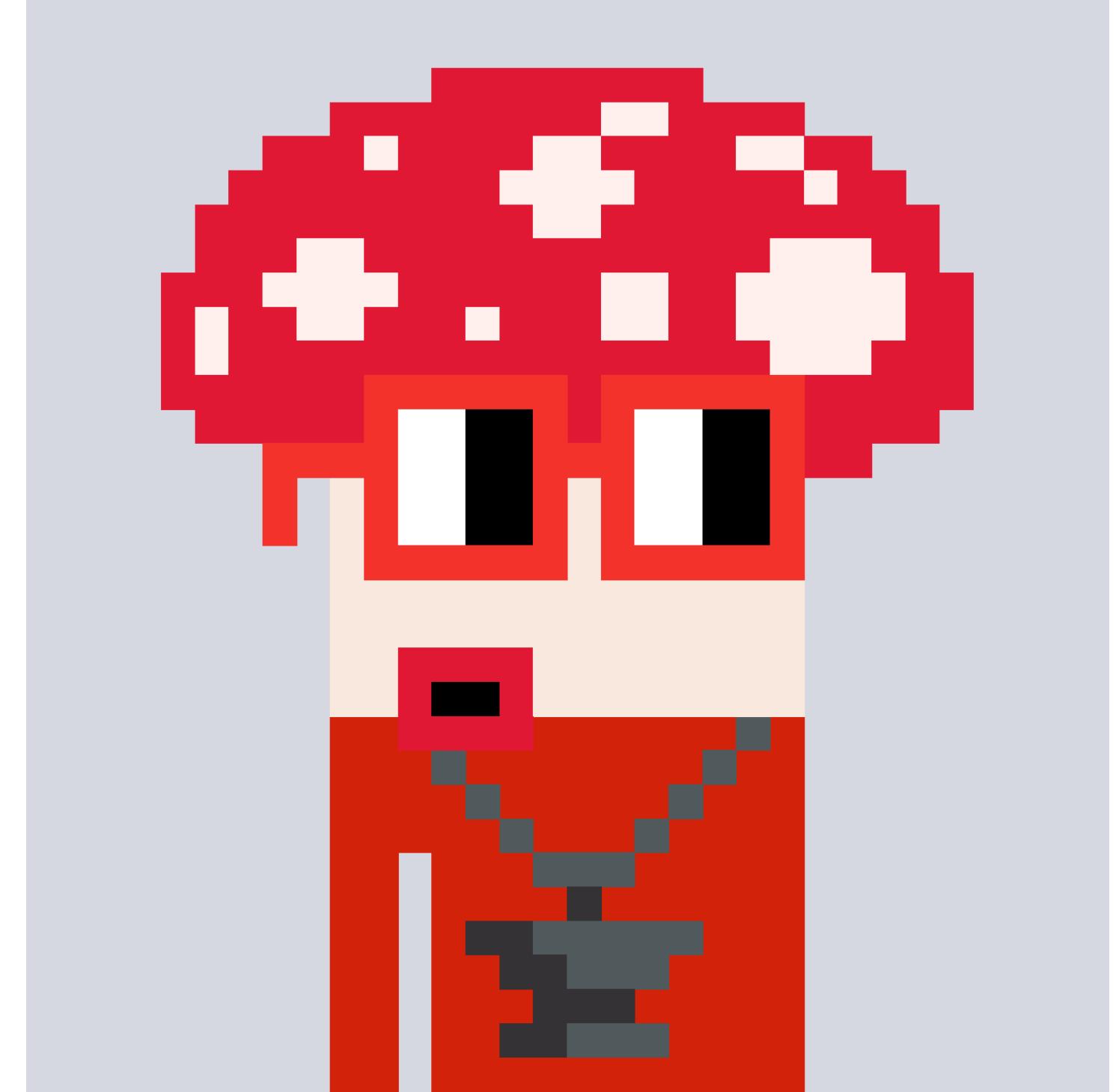
模因  
价值

MEME  
VALUE





**Lil 67** - held by memevalue.eth (A gift from nekofar.eth)



**Noun 544** - held by memevalue.eth (A gift from Nouns DAO)

WHERE  
TO NEXT?  
#@!\$%&\*(>>>>>

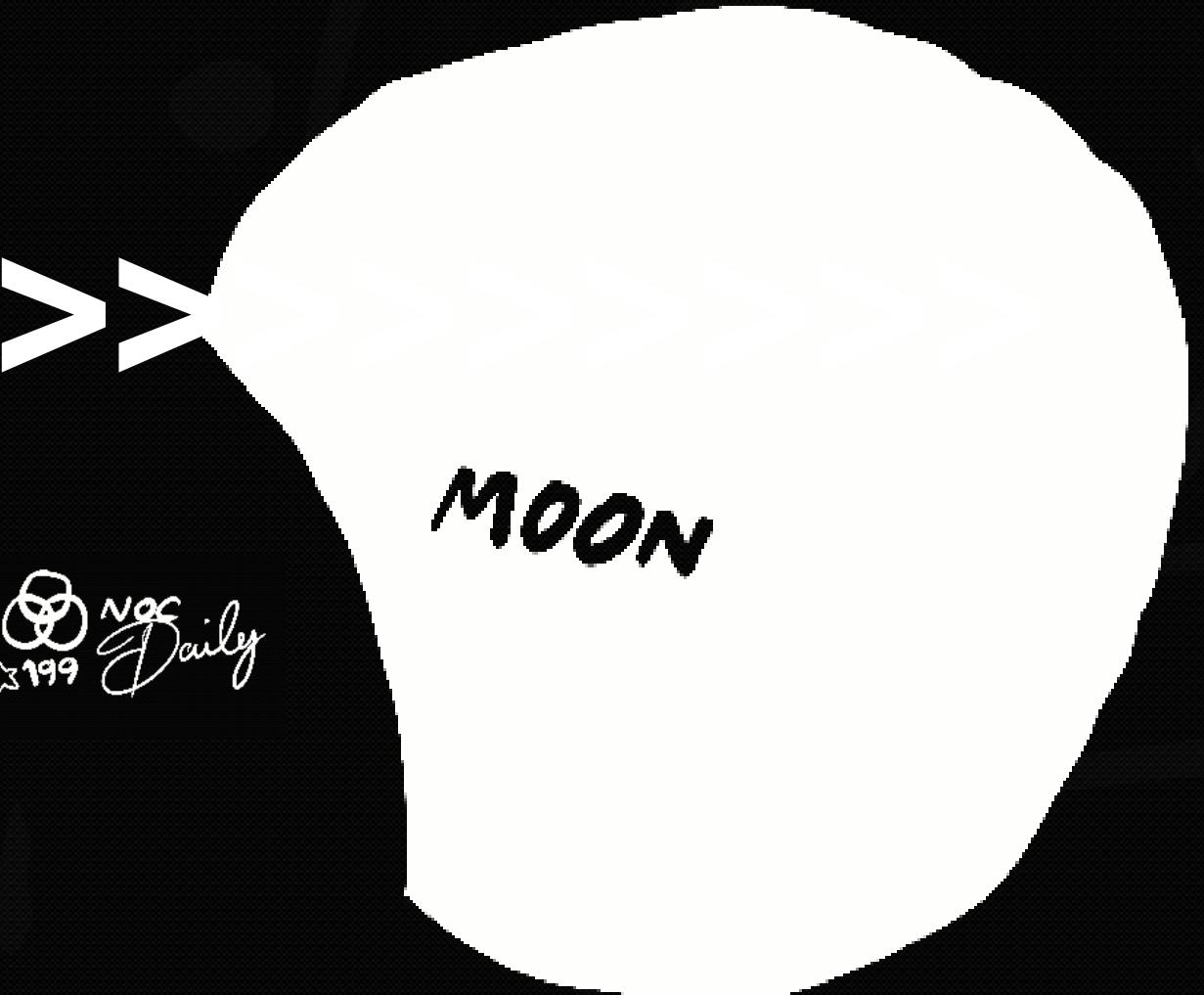
We no longer design systems we fully understand.

Coordination now occurs across timescales, incentives, and abstractions that no single participant can hold in their head at once. What appears intentional may be emergent. What appears accidental may be structural.

Power no longer sits at a center. It circulates with infinite edge cases.

To participate is already to negotiate.

To opt out is also a signal.





#### “MEME VALUE” $\infty$

I will continue my efforts to seek meaning through /noc as a creative outlet, building spaces that educate people about Ethereum and help them experience Nounish culture firsthand. I encourage everyone to compound luck, pay things forward, sponsor more onchain proposals, and participate in more DAOs.

/noc is now bridging to other token-native communities through collective ownership, inclusive events, and the creation of physical products and experiences that tell the Nounish story. I want to travel, meet community members, and help amplify real people doing real things for Nouns.

Together, we are shaping the future of Nounish DAOs and the culture surrounding the broader Ethereum and cryptocurrency meme. The only way to live in the world we want is to create the world we want to live in, and, with these new, networked societies, it has never been more possible to make tangible change.

Techno-optimistic individuals, united by doing good and paying things forward, can build more cooperatively, producing new products, protocols, and tools that enrich people's lives. With a long time horizon and sustained focus, I believe Nounish DAOs can have a meaningful impact on the world.

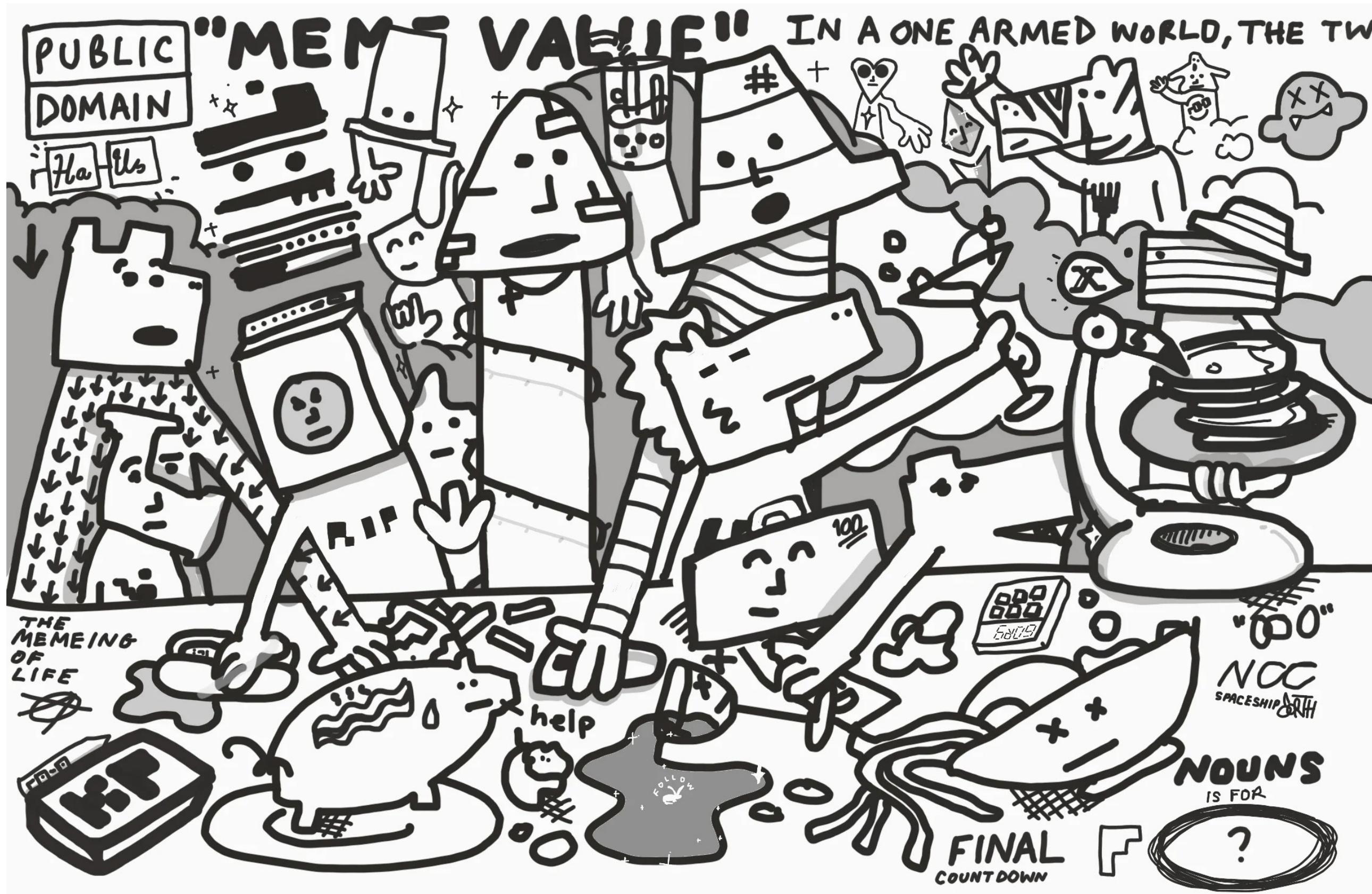
Worth highlighting what Kevin Warwick asks:  
*“How can you reason, how can you bargain, how can you understand how a machine is thinking when it's thinking in dimensions you can't conceive of?”*

Governance is no longer just collective decision-making; it is negotiation with an alien intelligence we are actively constructing: one prototype at a time. The open question isn't whether DAOs will become more machine-like, but whether humans will develop the literacy, rituals, and interfaces needed to reason with systems operating at a scale and dimensionality beyond intuition.

The next five years won't be about “decentralization” in the abstract. They will be about whether we can build legible control surfaces for entities that already exceed us cognitively, economically, and temporally.

Please get involved. If anything in this book resonates with you, send me a message on Farcaster: @pip (The Ice Cream Man).





#### MMMMFOOD - 2025

A machine testing configurations.  
Absorbing certain motions, discarding others.  
Continuously cycling through recombinations.

It is neither fully harmonious nor entirely chaotic.  
It is adaptive, selective, and perpetually incomplete,  
as if variety itself is both the fuel and the friction of its  
becoming.

This is what governance feels like from the inside.

Not a clean flowchart or single decision, but a dense  
overlap of agents, incentives, symbols, jokes, errors,  
rituals, forks, and half-finished ideas. Variety pulling on the  
system from different directions, at different speeds.

Apparent noise is often signal we haven't understood yet.



The system remains live.

No conclusion has passed.



**“no comment”**

- Compliance Administrator



“I hate your style, it is  
sloppy and careless”

**“this sucks”**

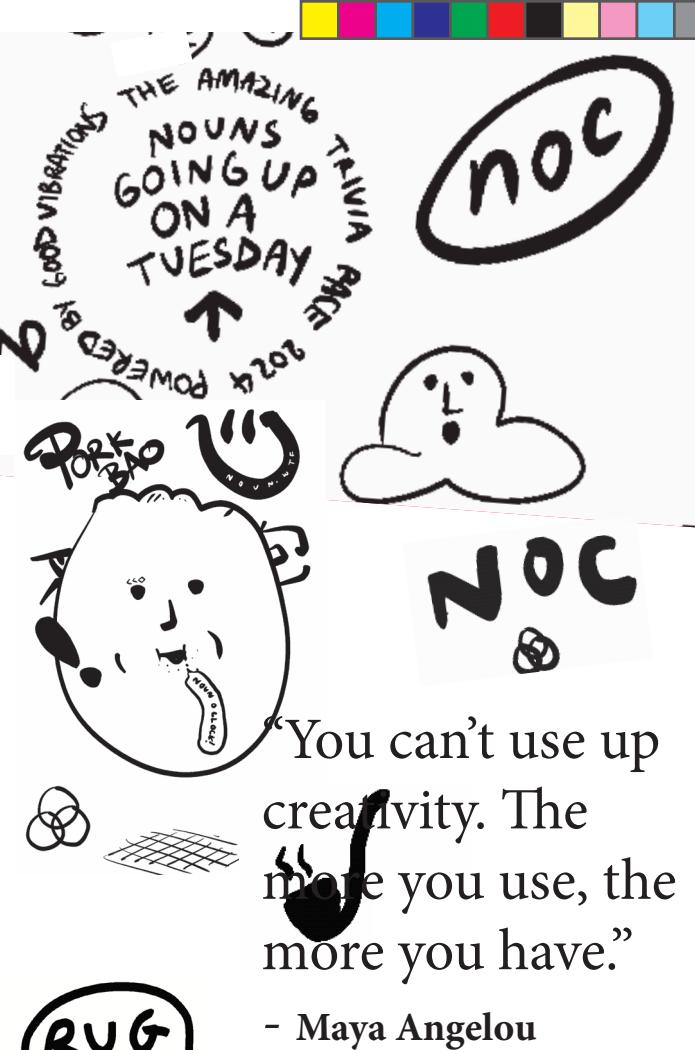
**“sus”**

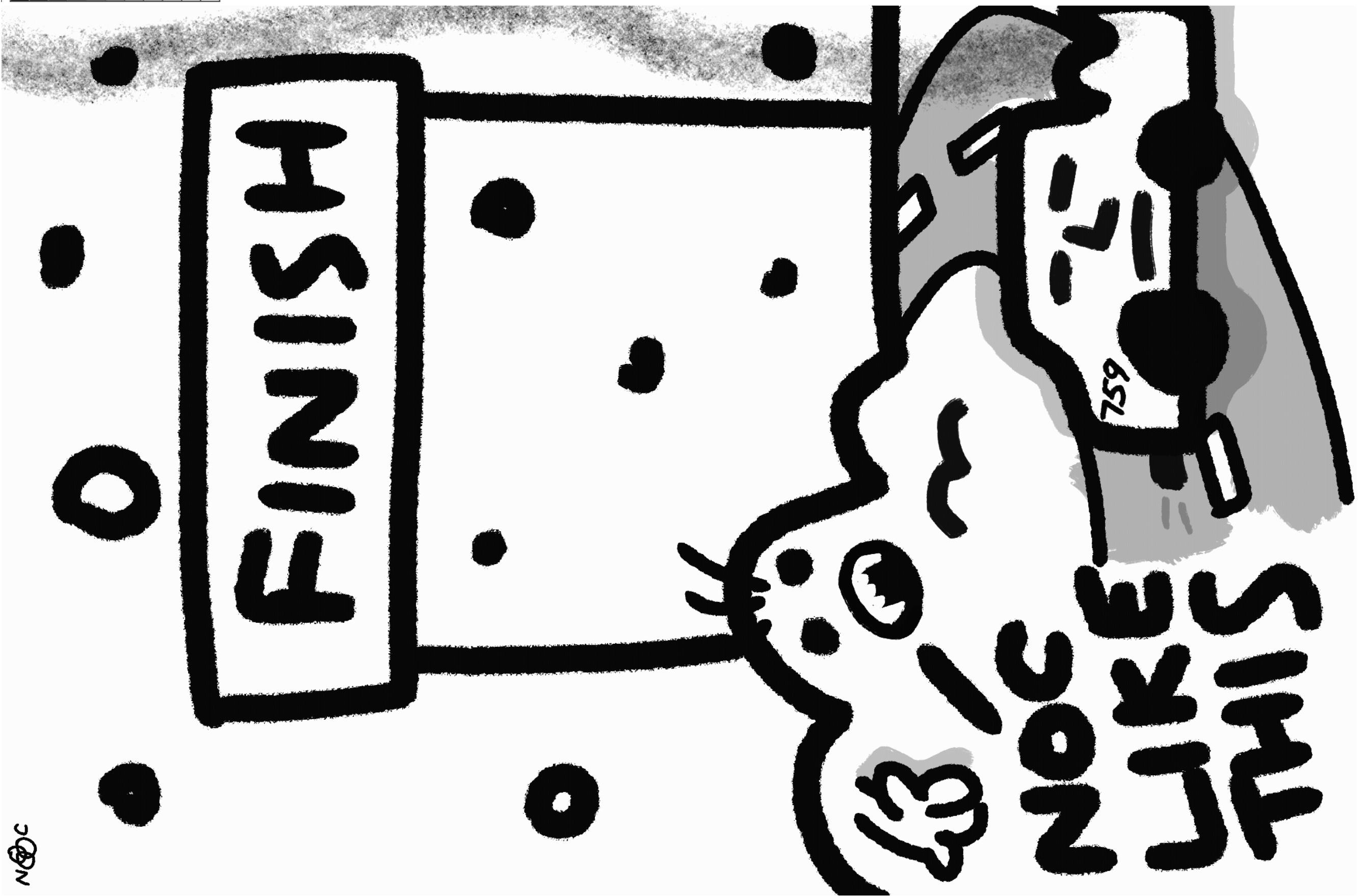
**“cc0”**

“this guy should stfu  
and build his website”

**“hate it”**

**“low efot”**





OK\_LIL' PL2?  
HEY LIL' D-D,  
SHALL WE  
'MAKE A VINTAGE  
ICE CREAM TRUCK?

TO BE CONTINUED

# Attribution

br-

~~order could not  
fulfill please  
this credit to  
this years 7/30  
all orders will be  
shipped on time  
excuses I hope  
can forgive me  
my failures and~~

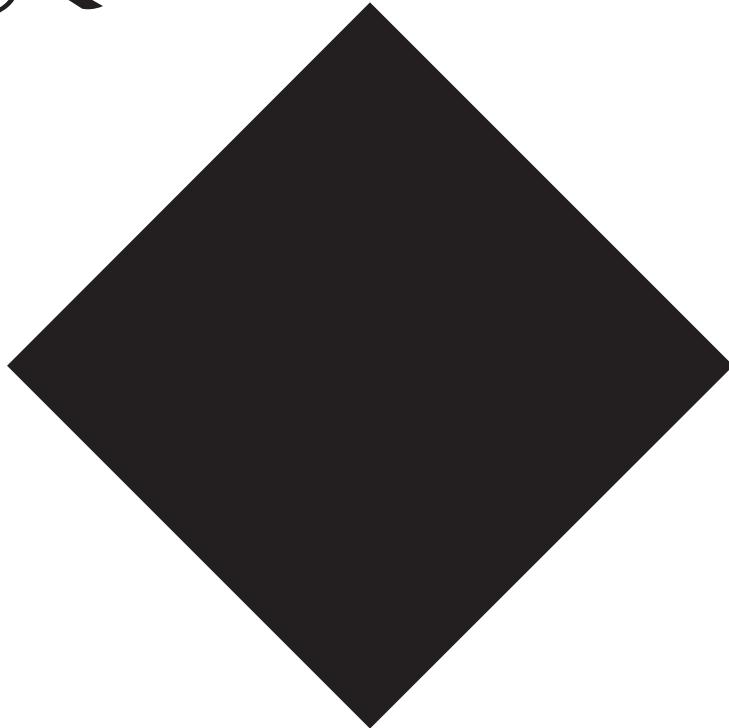
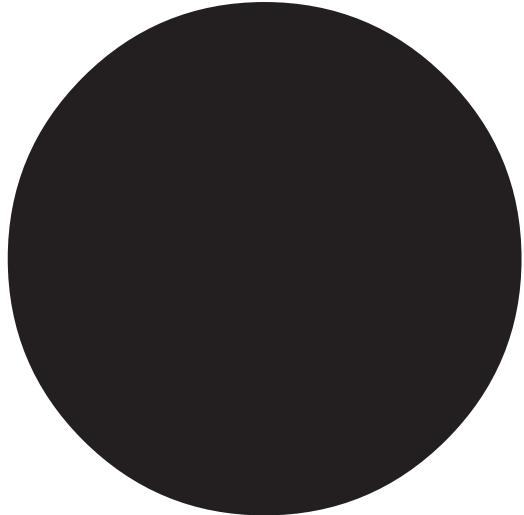




End



scissors om om  
diamonds eye circle diamond m scissors



## **EXPERIENCE “MEME VALUE”**

“MEME VALUE” is a residue of participation: marks left inside a system while it is still moving. It is repetitive, unfinished, and occasionally “wrong” by design. Pages may contradict each other. Some ideas will harden; others will rot. If you are looking for clarity, authority, or conclusions, this book will frustrate you. If you are willing to sit with noise, pattern, and ritual long enough for meaning to emerge on its own, it might show you something you didn’t know how to ask for.