



words

tone

syntax

borrowed words

accent

This is a book about misalignment.

Not between ideas and words, but between images  
and the way they are named.

The images are not illustrations.

The text is not explanation.

What matters is the space between them—  
where meaning drifts, shifts, and briefly holds.

Look at the gap.

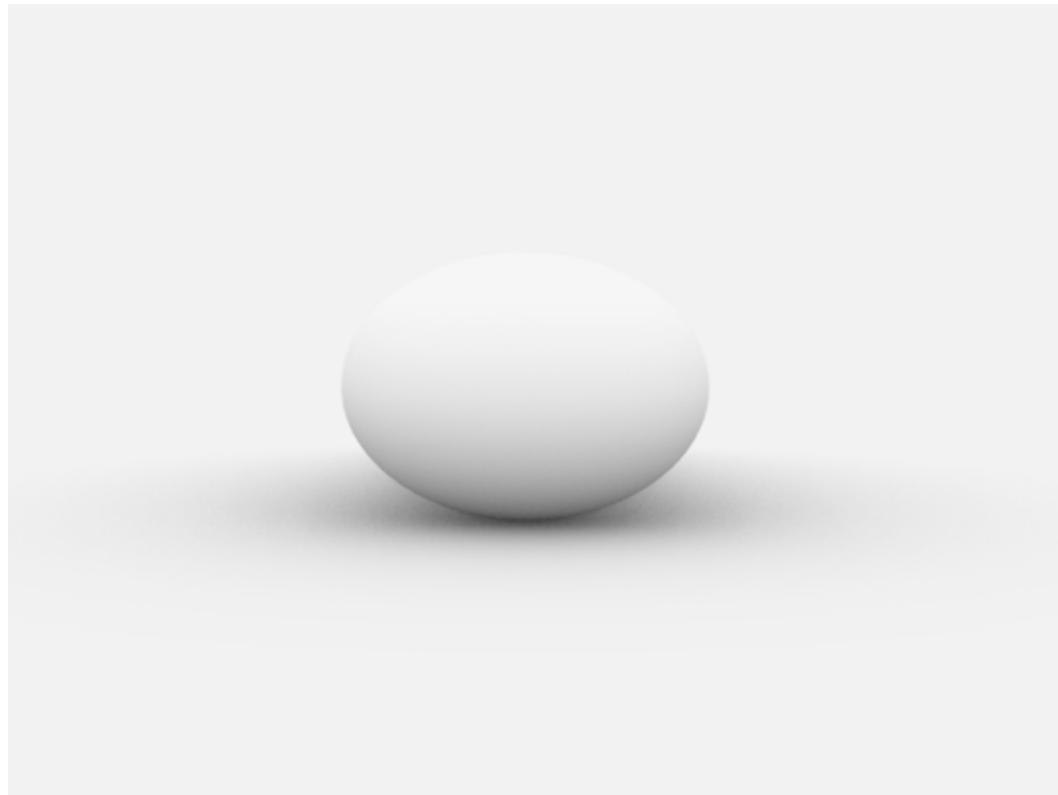
That's where the work is.

# WORDS





A medium-sized egg  
sits on a white tabletop.



A white surface with  
a shadow.

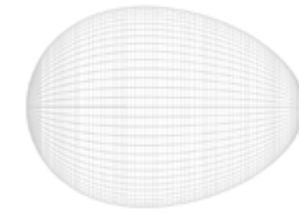
An egg.



An egg isolated.



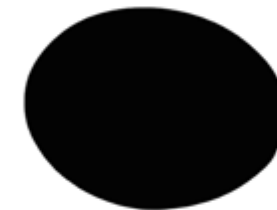
A sphere.



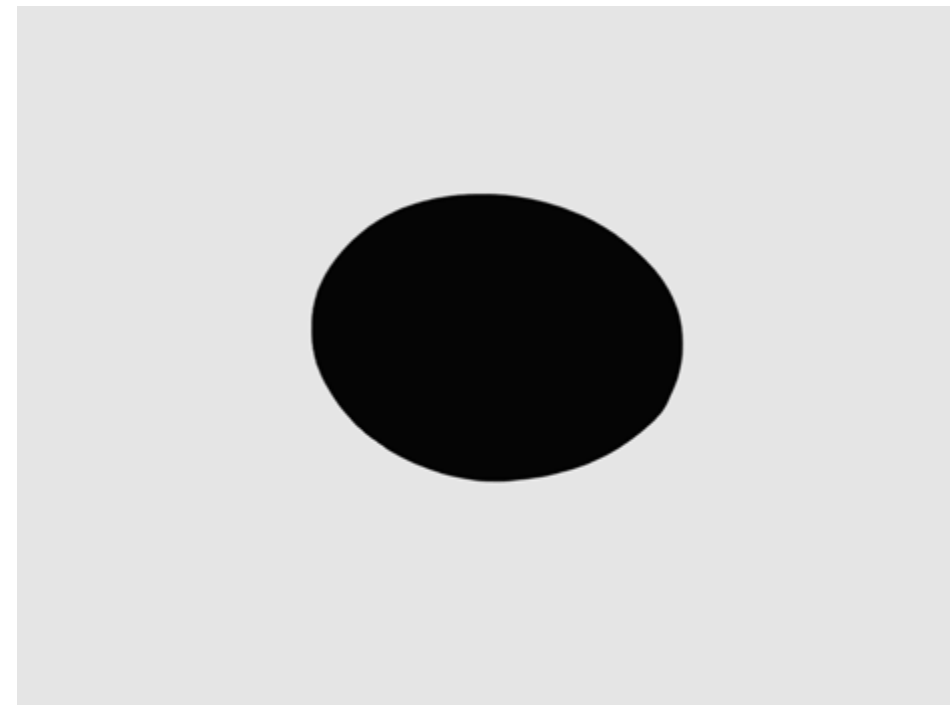
A structure.



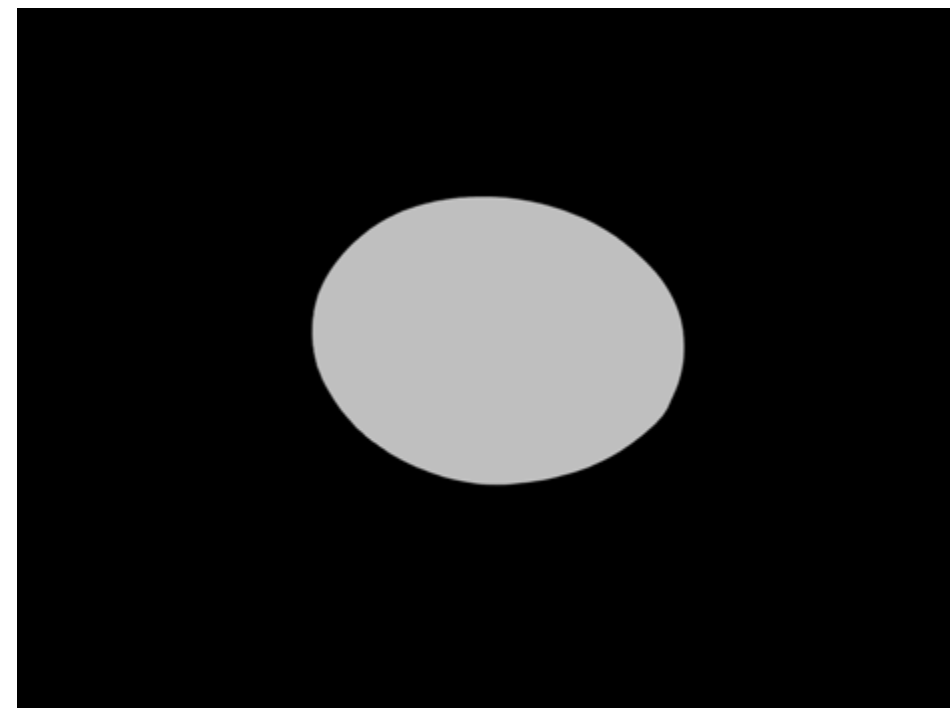
A color block.

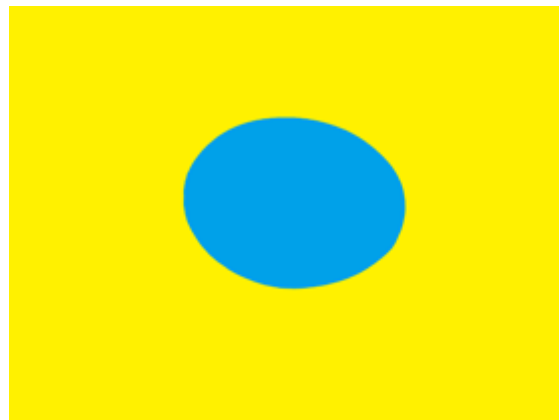
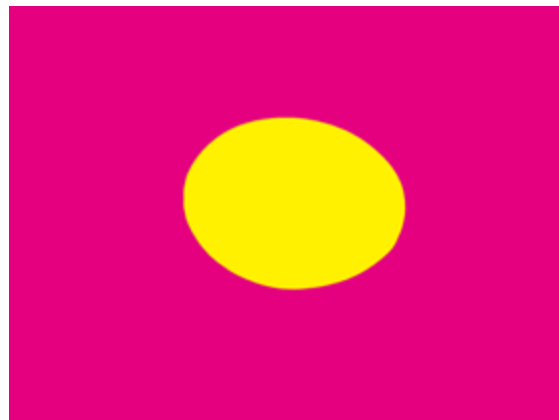


A black circle on grey.



A grey circle on black.



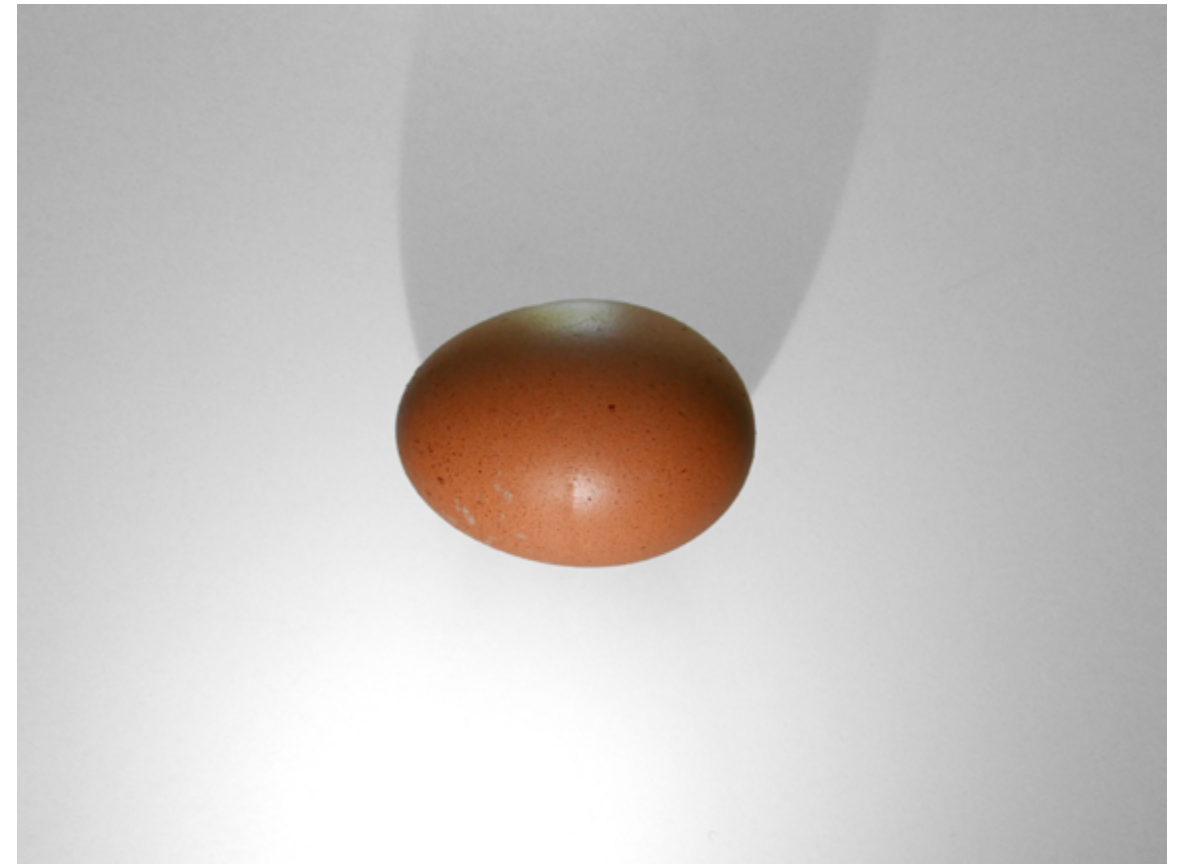


One color on another color.

Tone 1

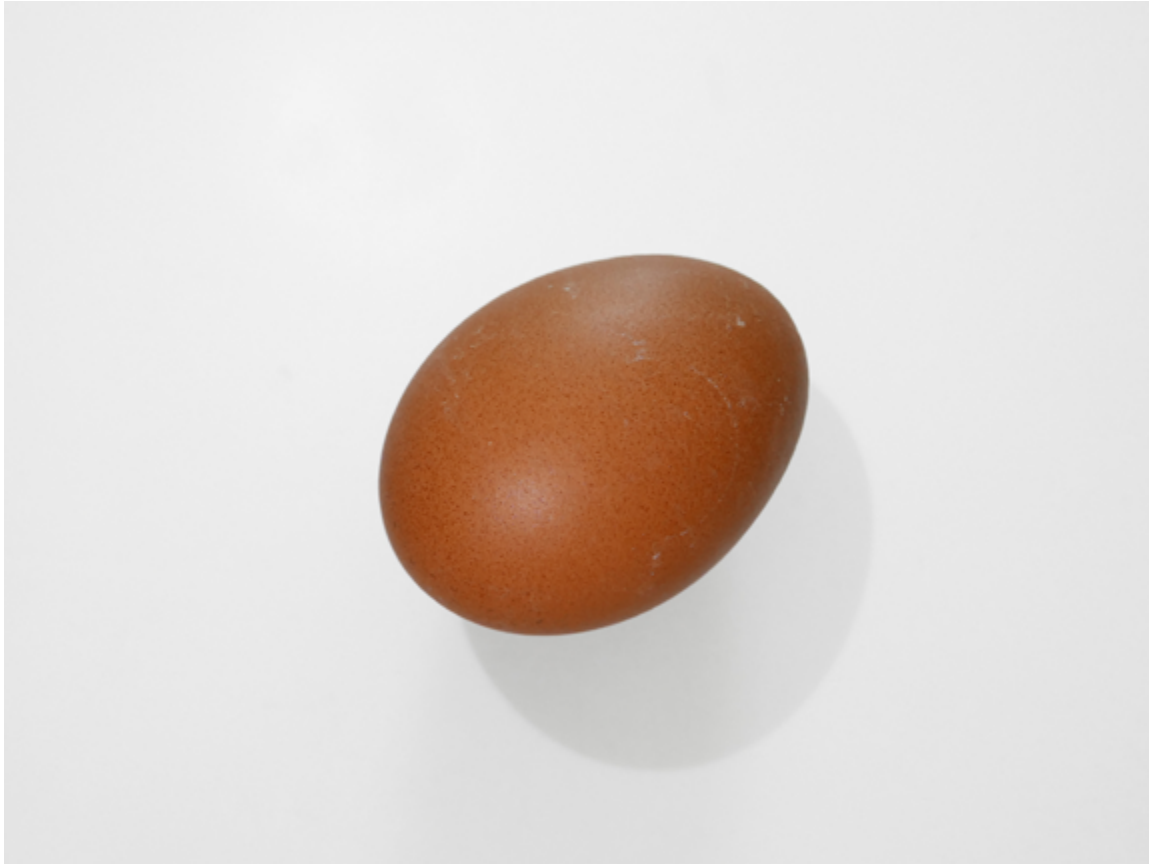
Tone 2

An egg is a sphere.  
It rotates with light.

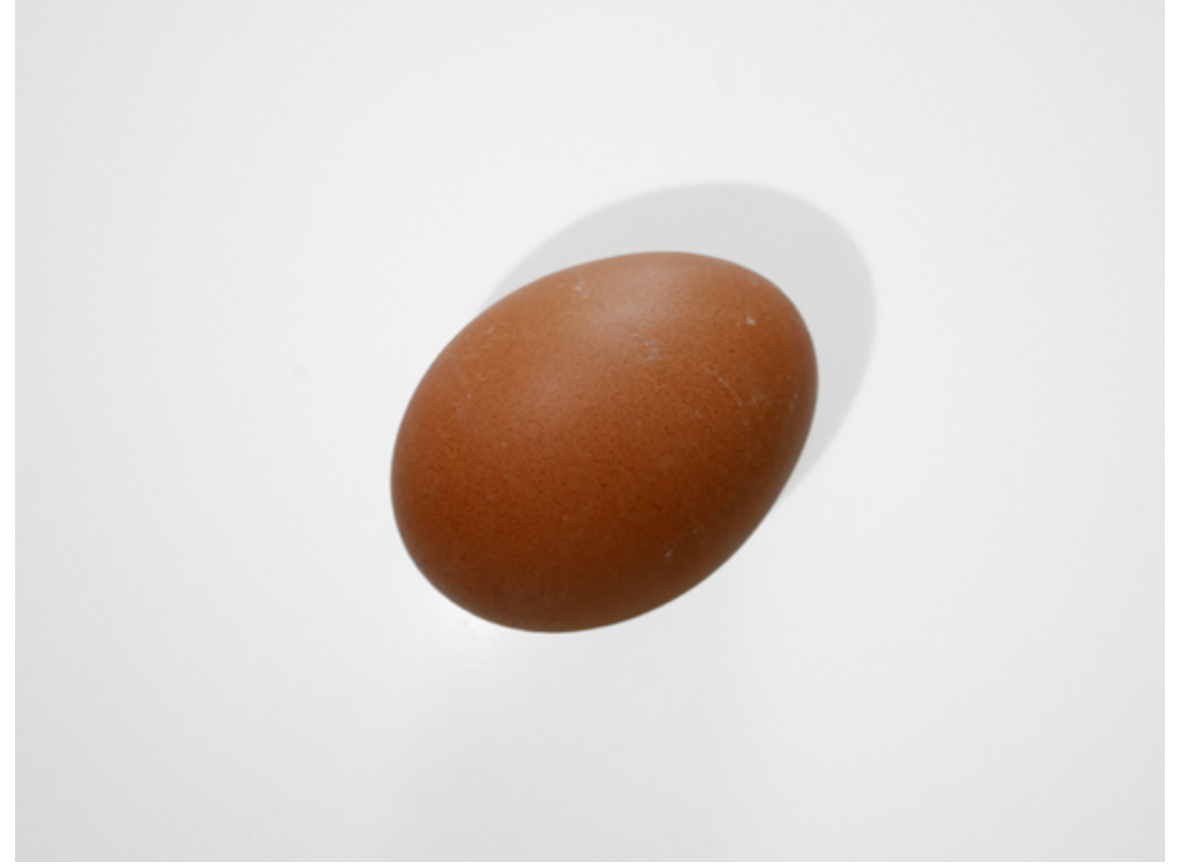




semantic drift



tone





Brown eggs are more expensive  
than white ones.





At a breakfast shop, a red-shelled egg costs £2.



A white-shelled one costs £1.50.



Large: £2.2.



Medium: £1.8.



The supermarket puts a label over the damaged part of the apple to make it look perfect.

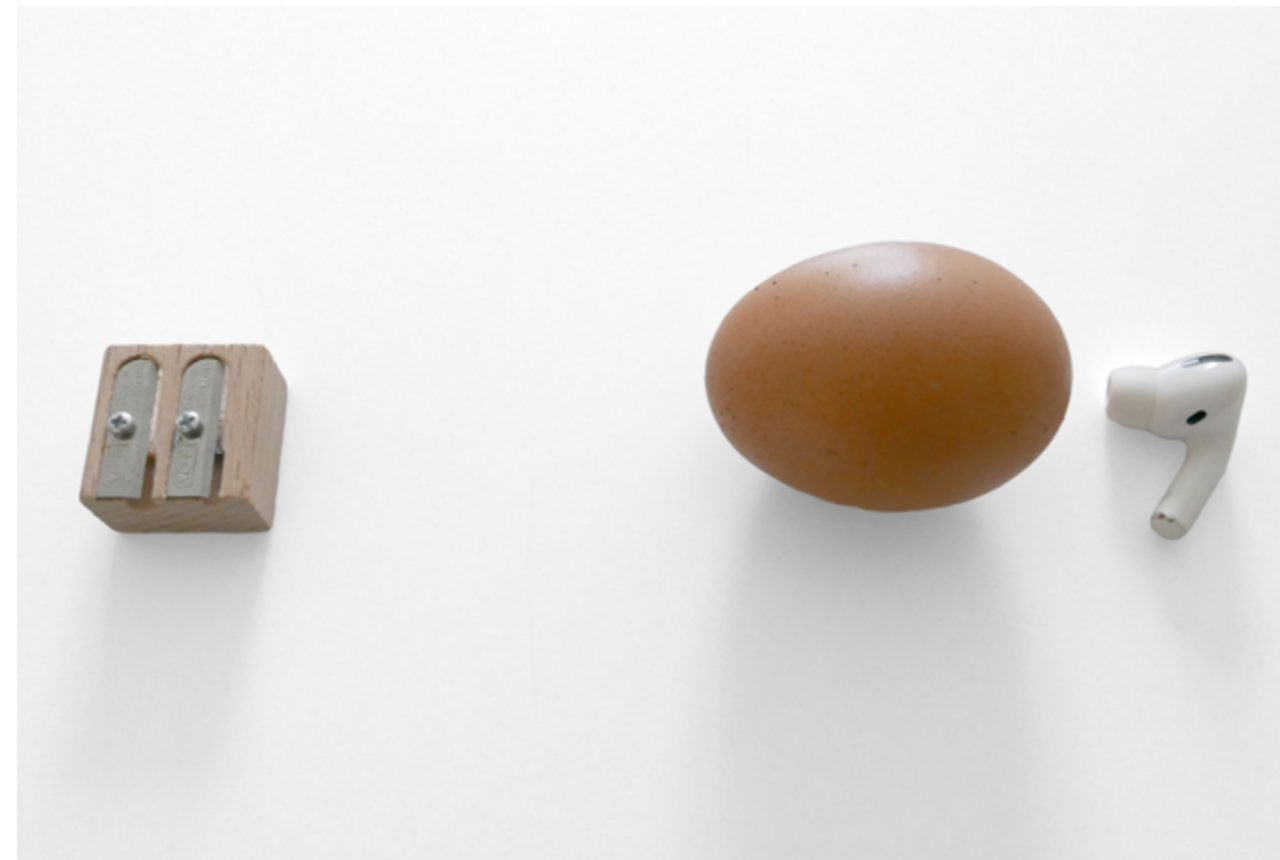
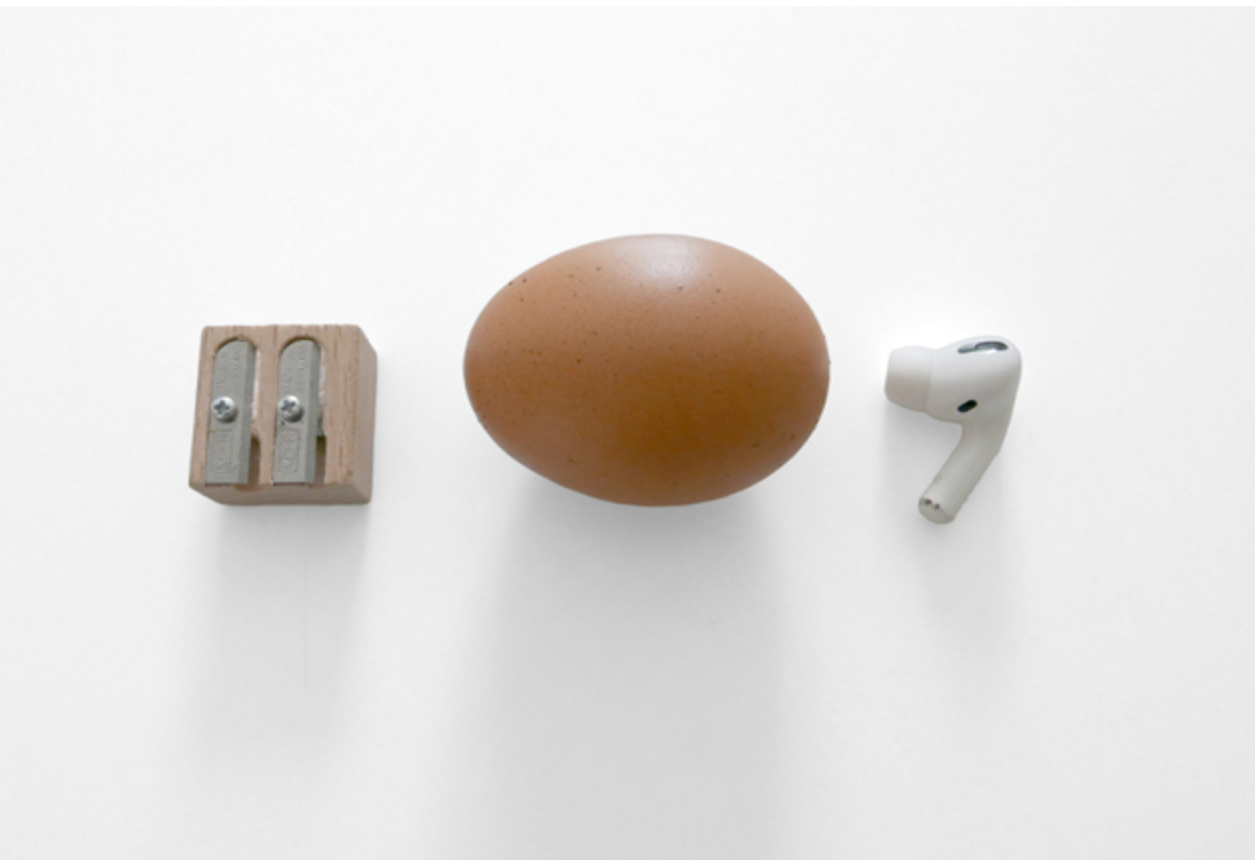
SY  
NTAX





The egg meets the sharpener and  
the earphone.

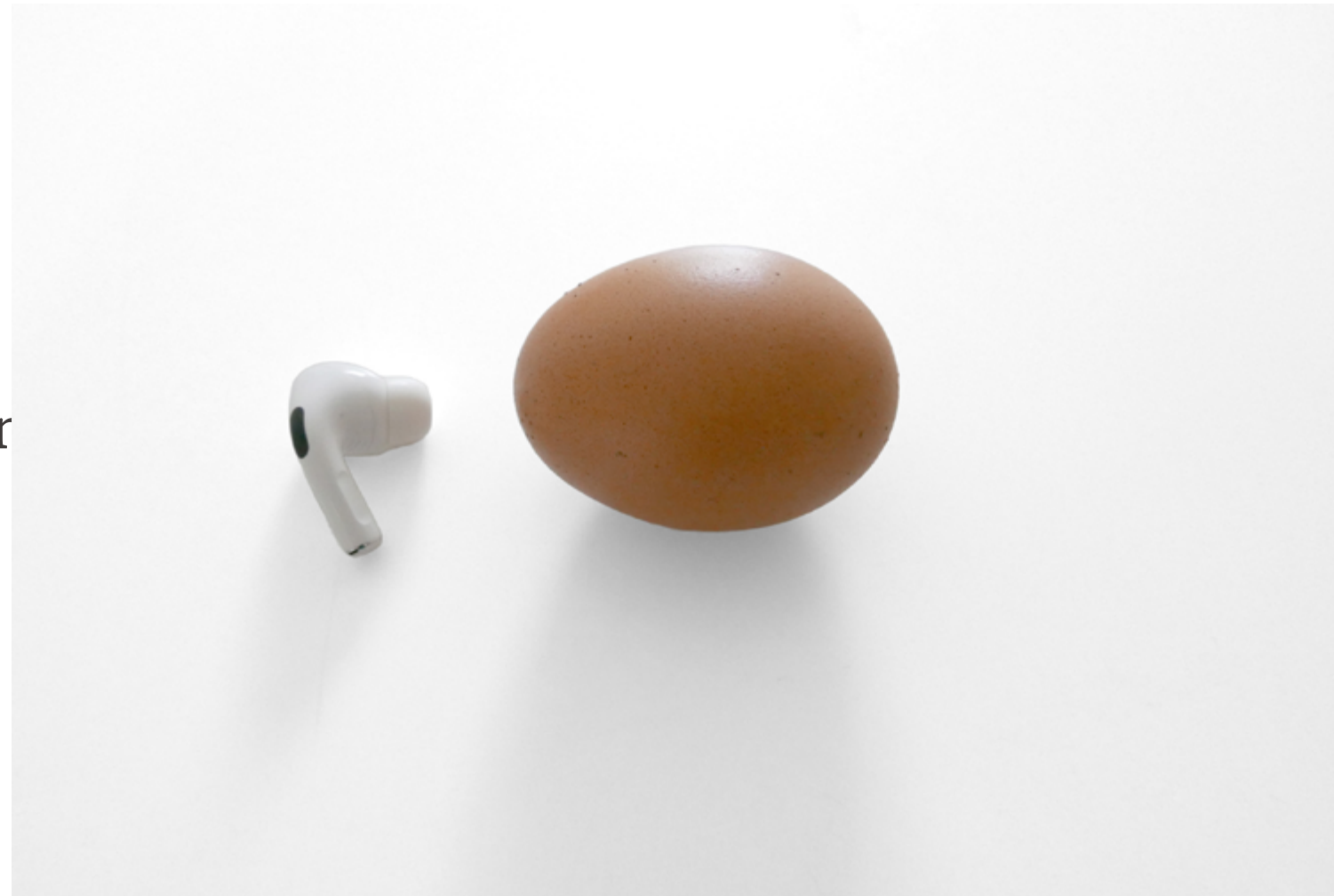




The earphone and the egg meet on the sharpener.



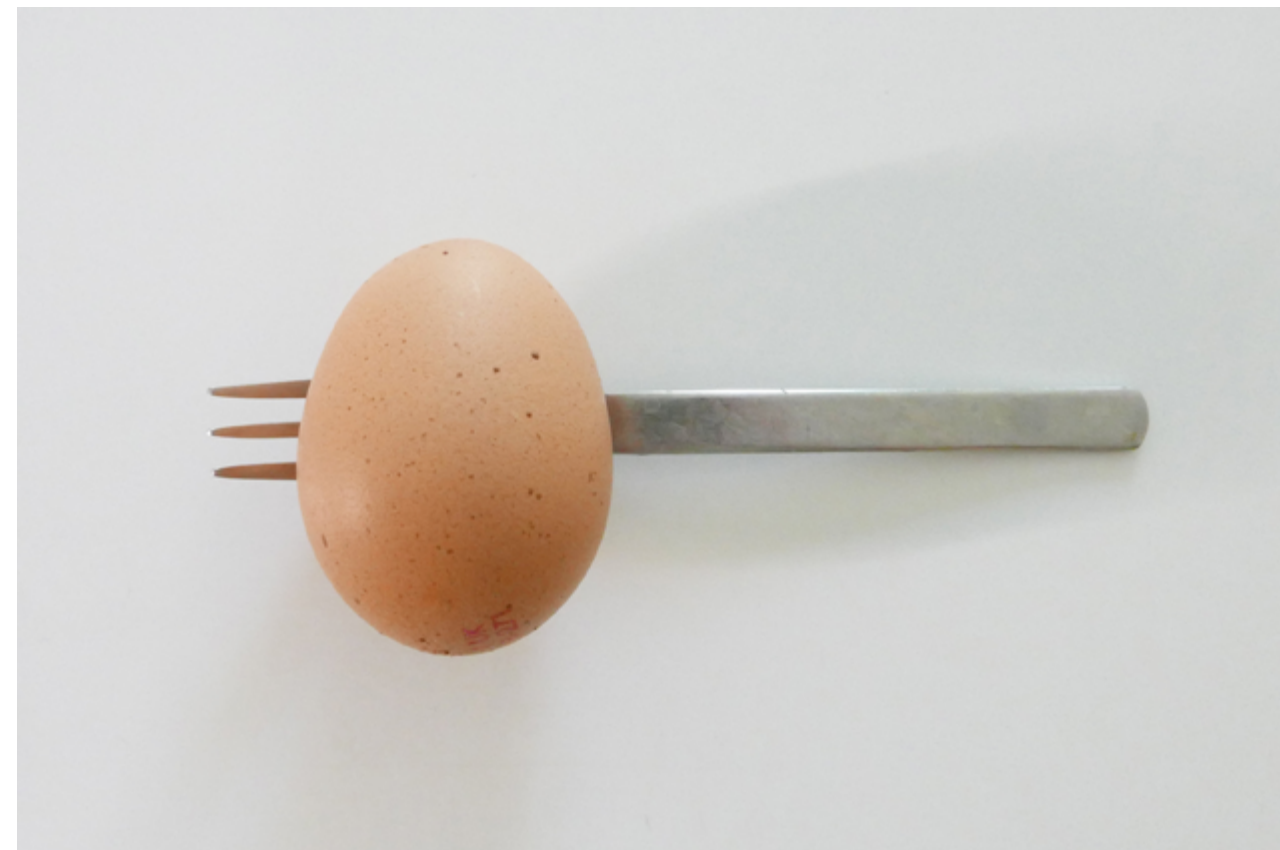
The apple and the earphone meet or  
the sharpener.



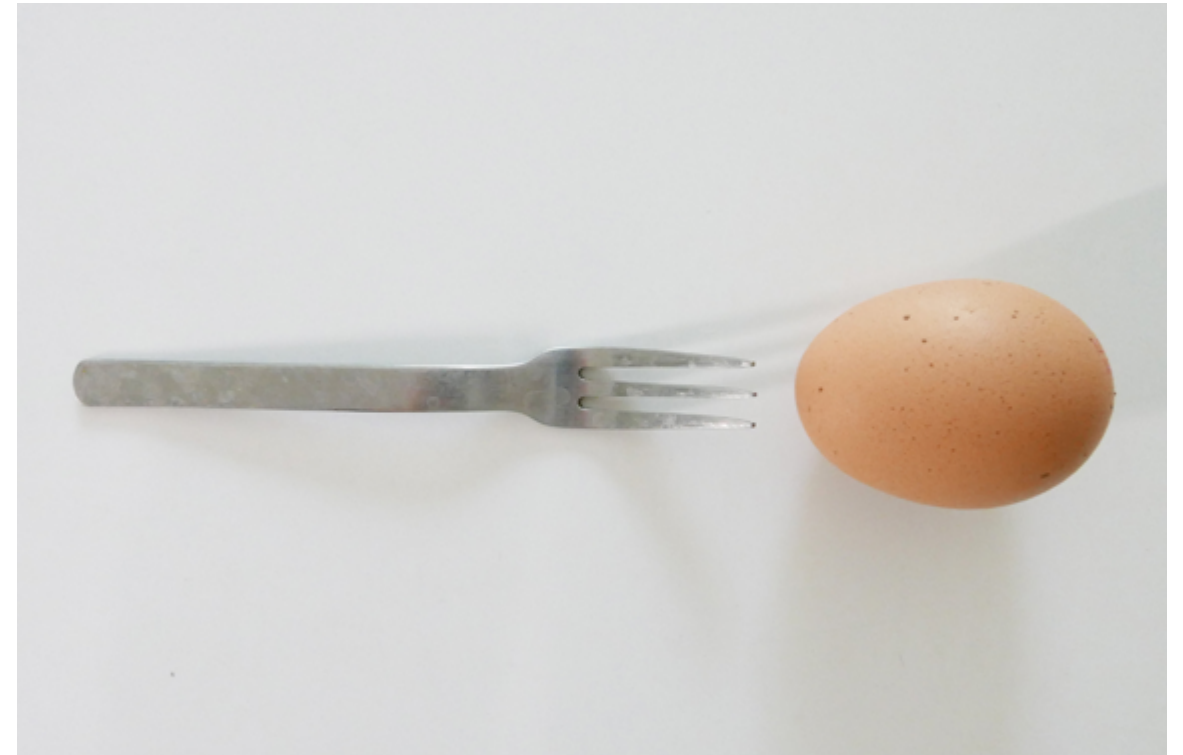
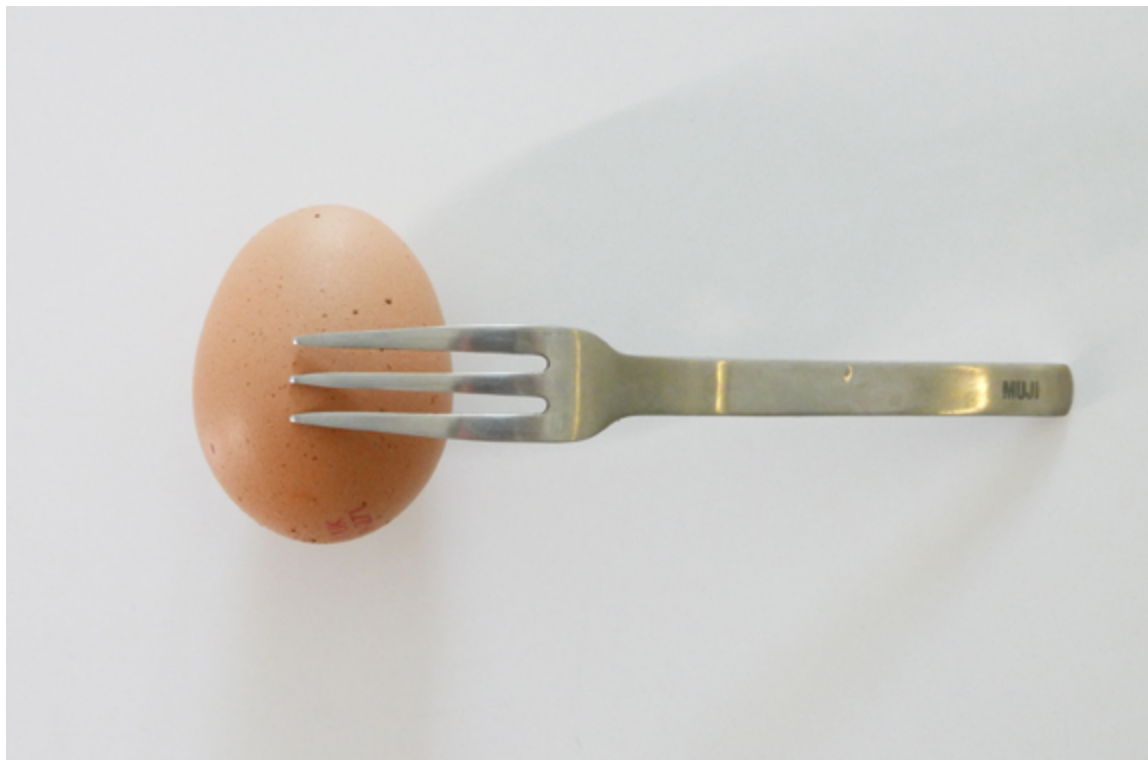


An apple will float in water.

On a bridge, an apple will roll down.



A sufficient number of apples can support a bridge.



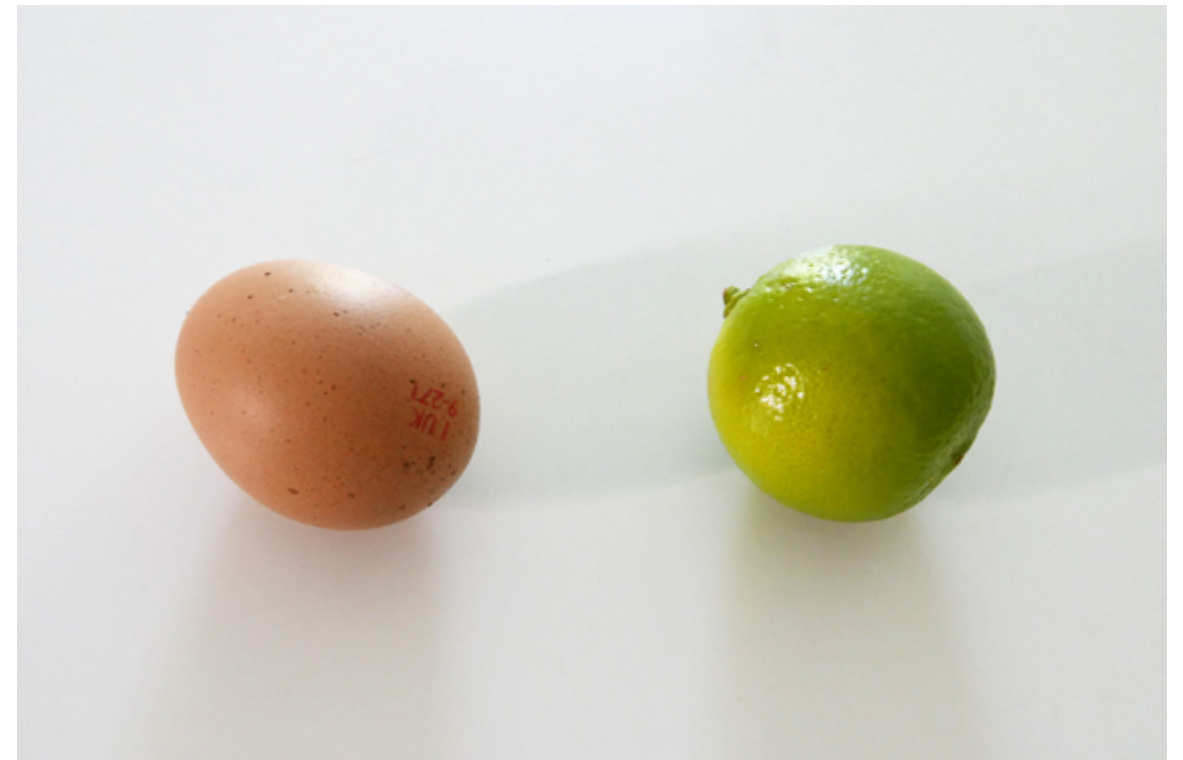
With a perfect angle, it is possible to break a curve from the side.



Why are most apples red?



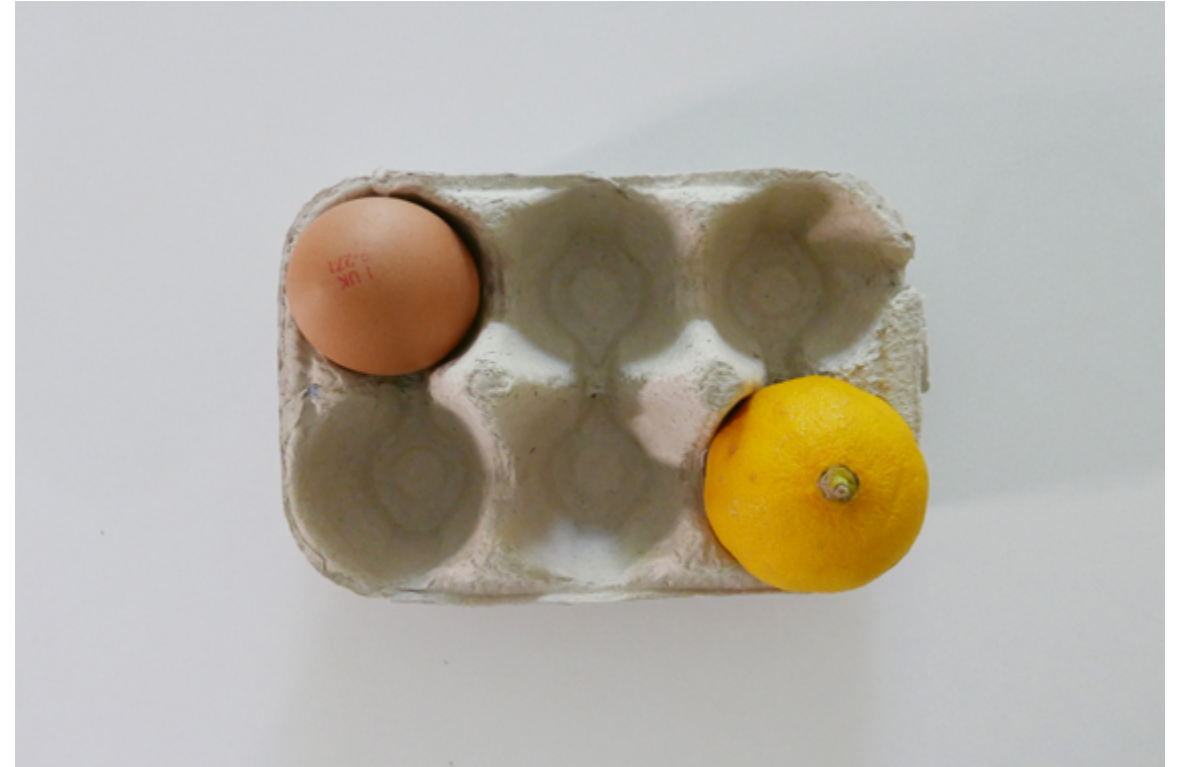
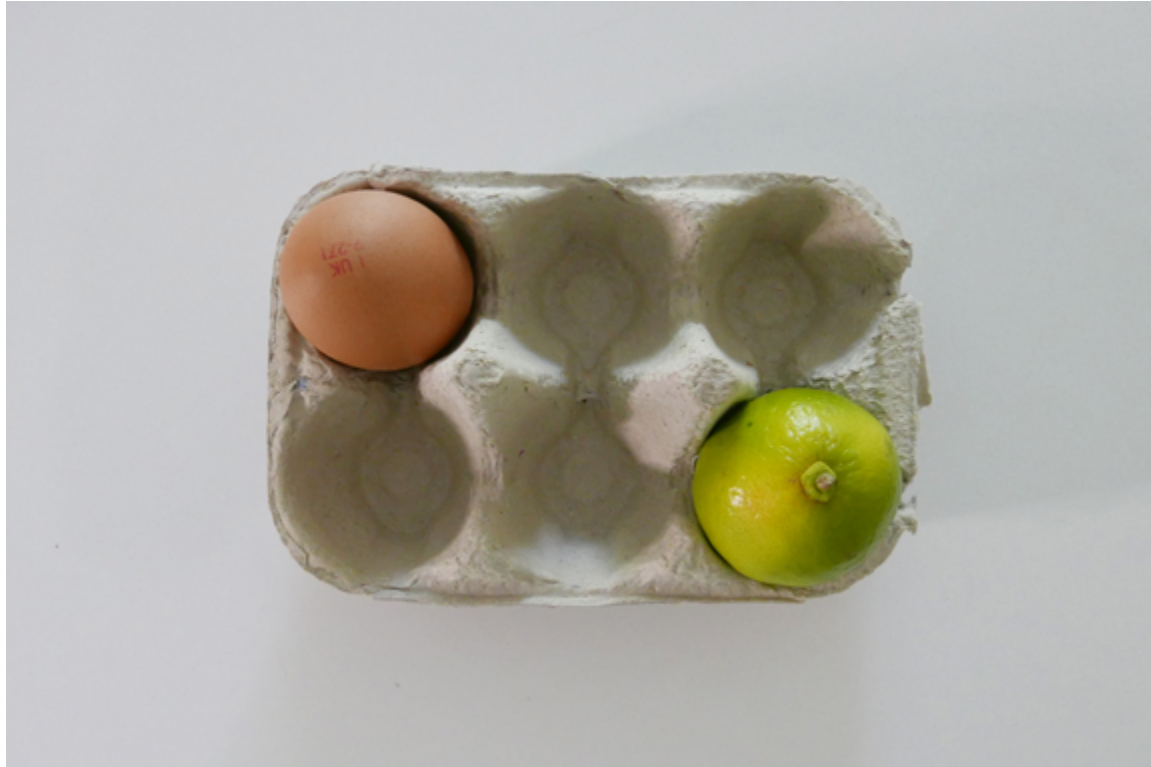
If you like soft apples, you can leave them next to a banana.







Put an apple in an egg carton,  
is it still an apple,  
or has it become an egg?



BORROWED

WORDS





In 2025, people in the United Kingdom each consumed, on average, 24.5 kilograms of apples.

Apples eaten fresh, pressed into juice, mashed into purée - still counted as apples.



An apple can float in water.

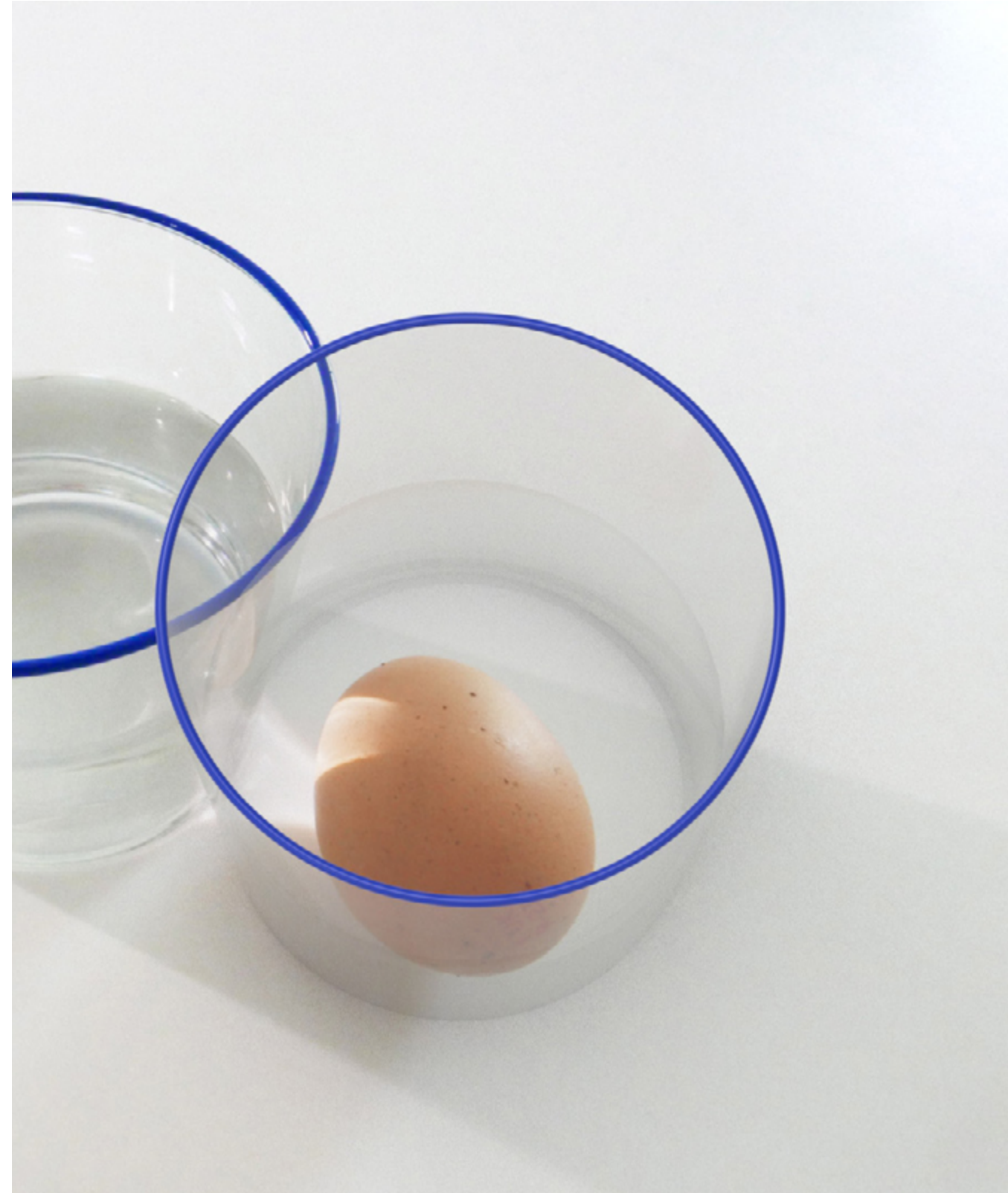


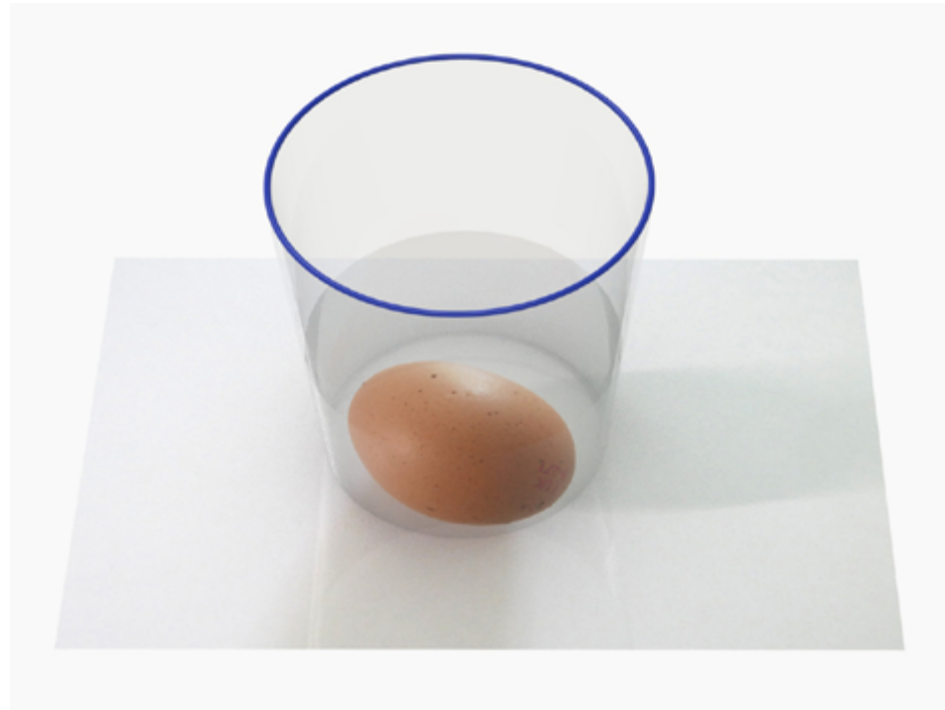
An egg can float in water.

semantic drift



borrowed words





If a stone pretends to be an egg,  
can it float too?

If you add enough salt to the water,  
can a stone float?







In a world that's perfectly smooth,  
a rolling egg could roll forever.

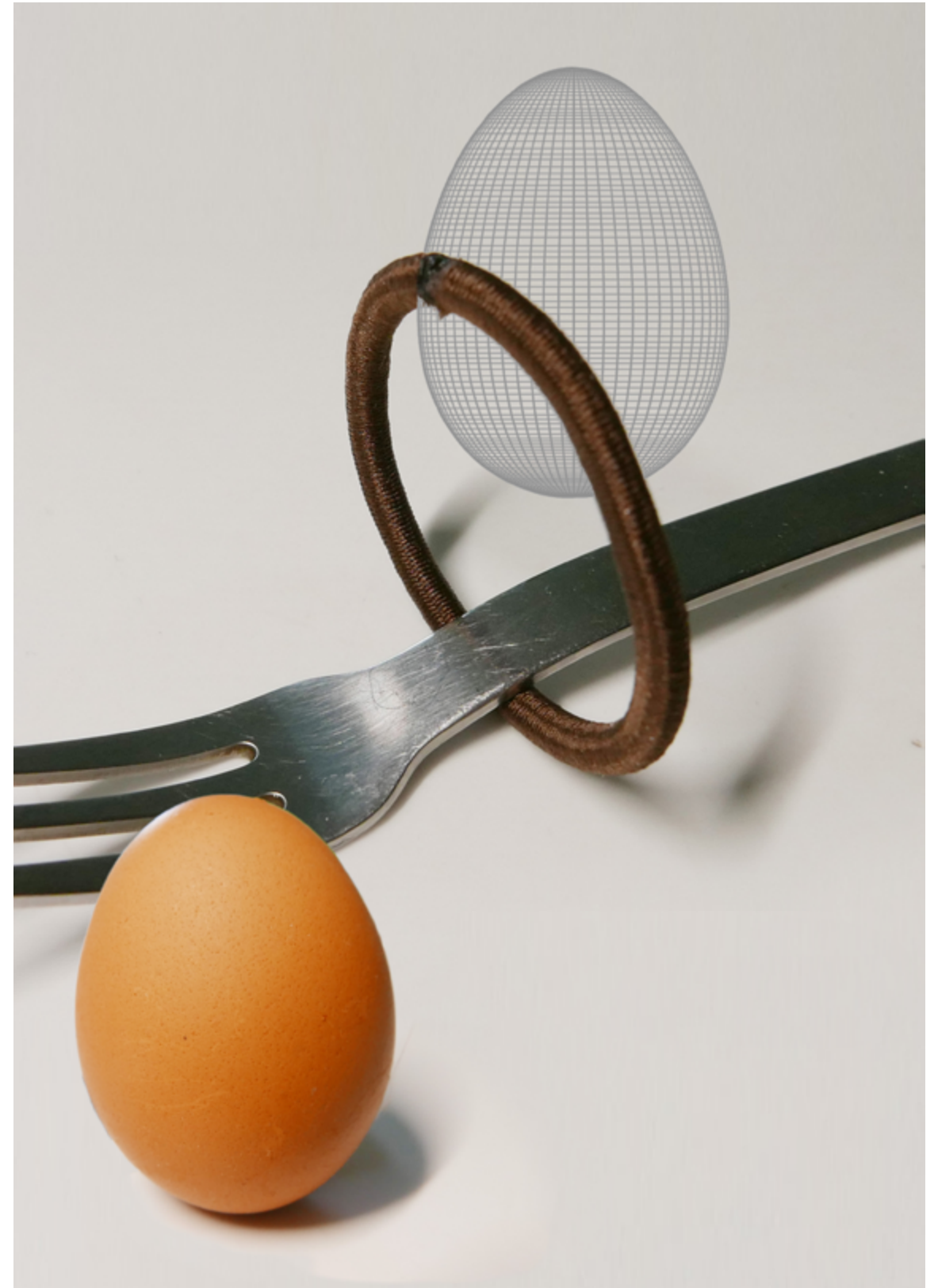




Using an egg to hit a stone  
means the weak challenging the  
strong.

One egg plus one egg  
makes two eggs.

So  $1 + 1 = 2$ .

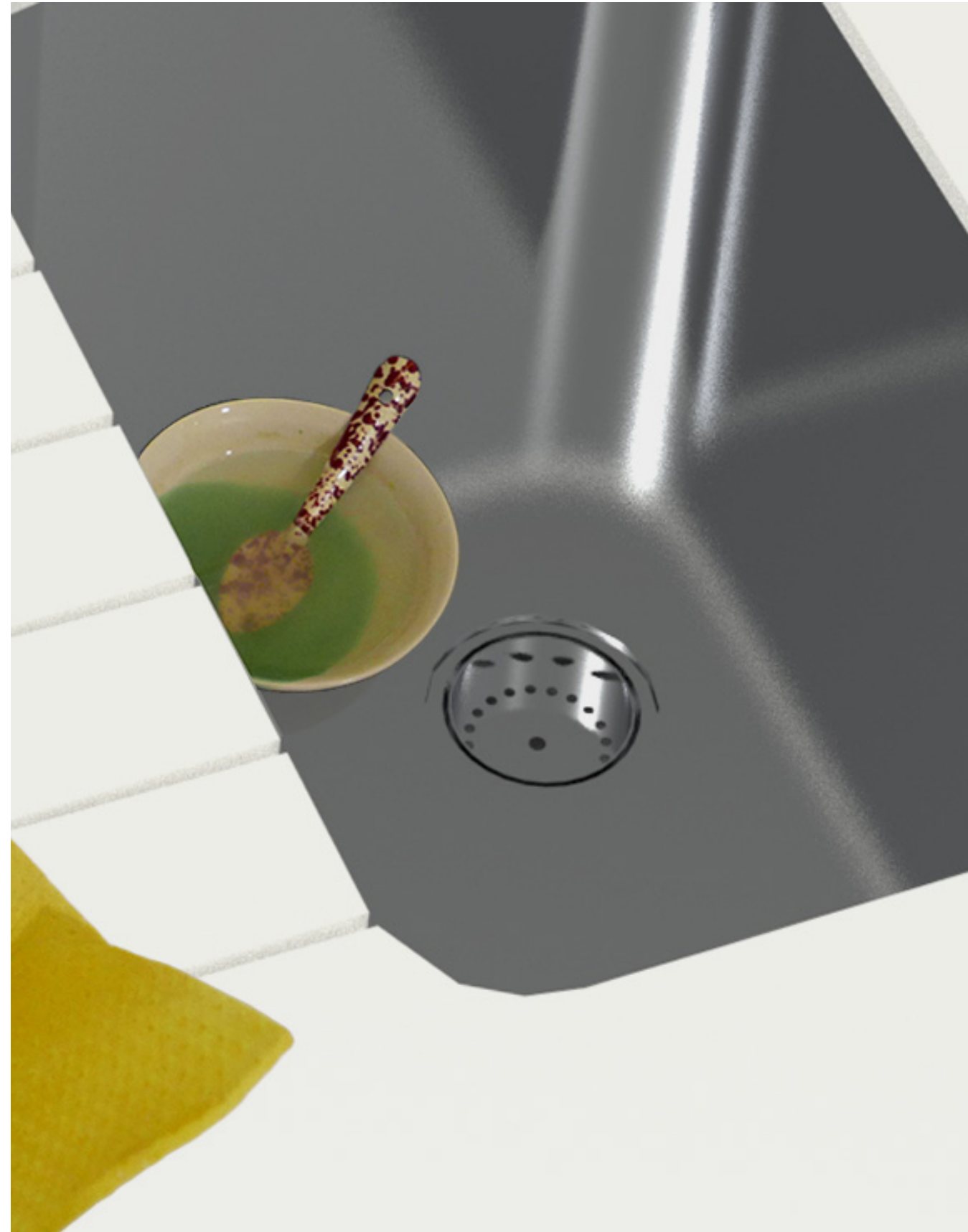




semantic drift

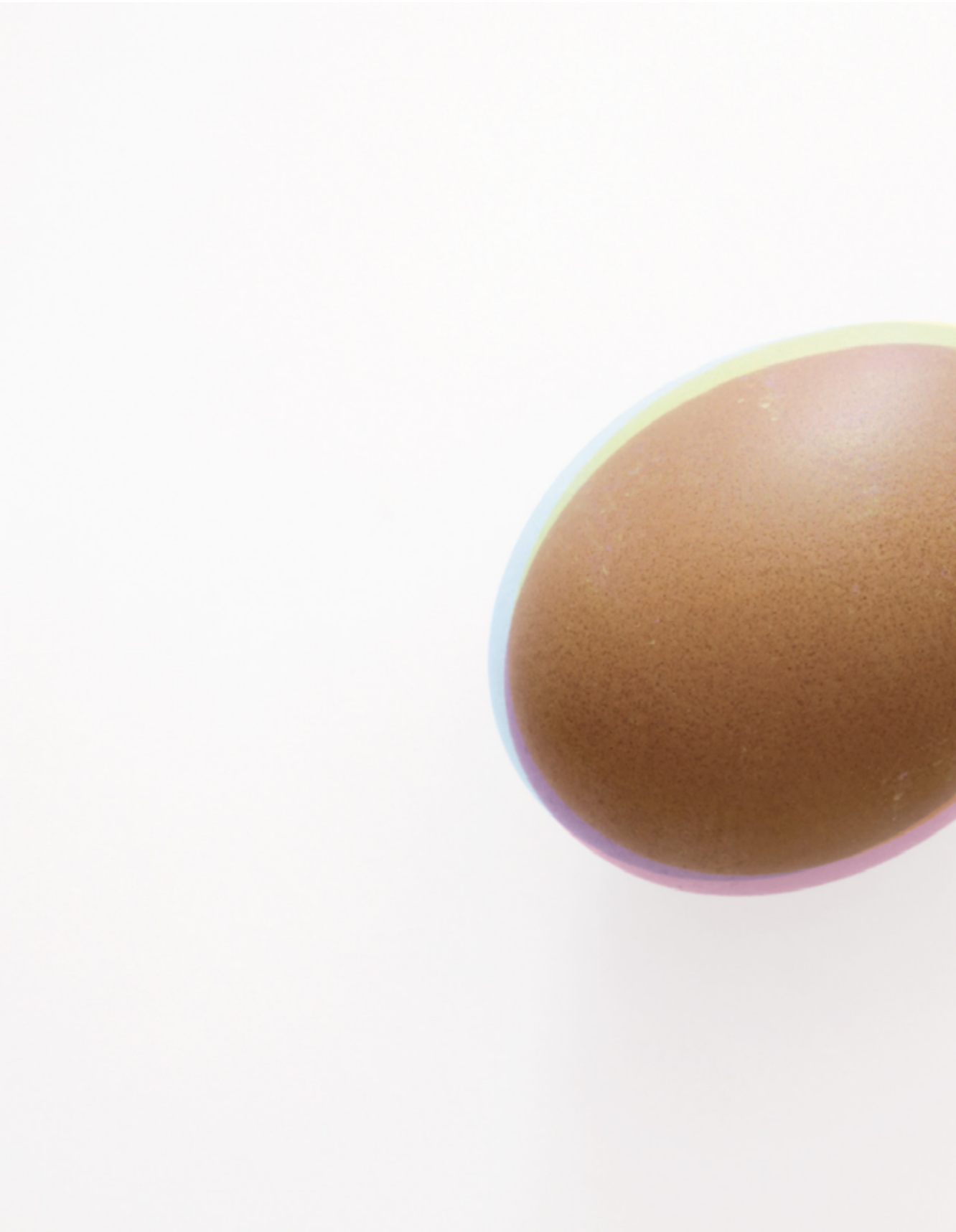


borrowed words





ACCENT



One red egg plus one yellow egg  
plus one blue egg equals no egg at  
all.

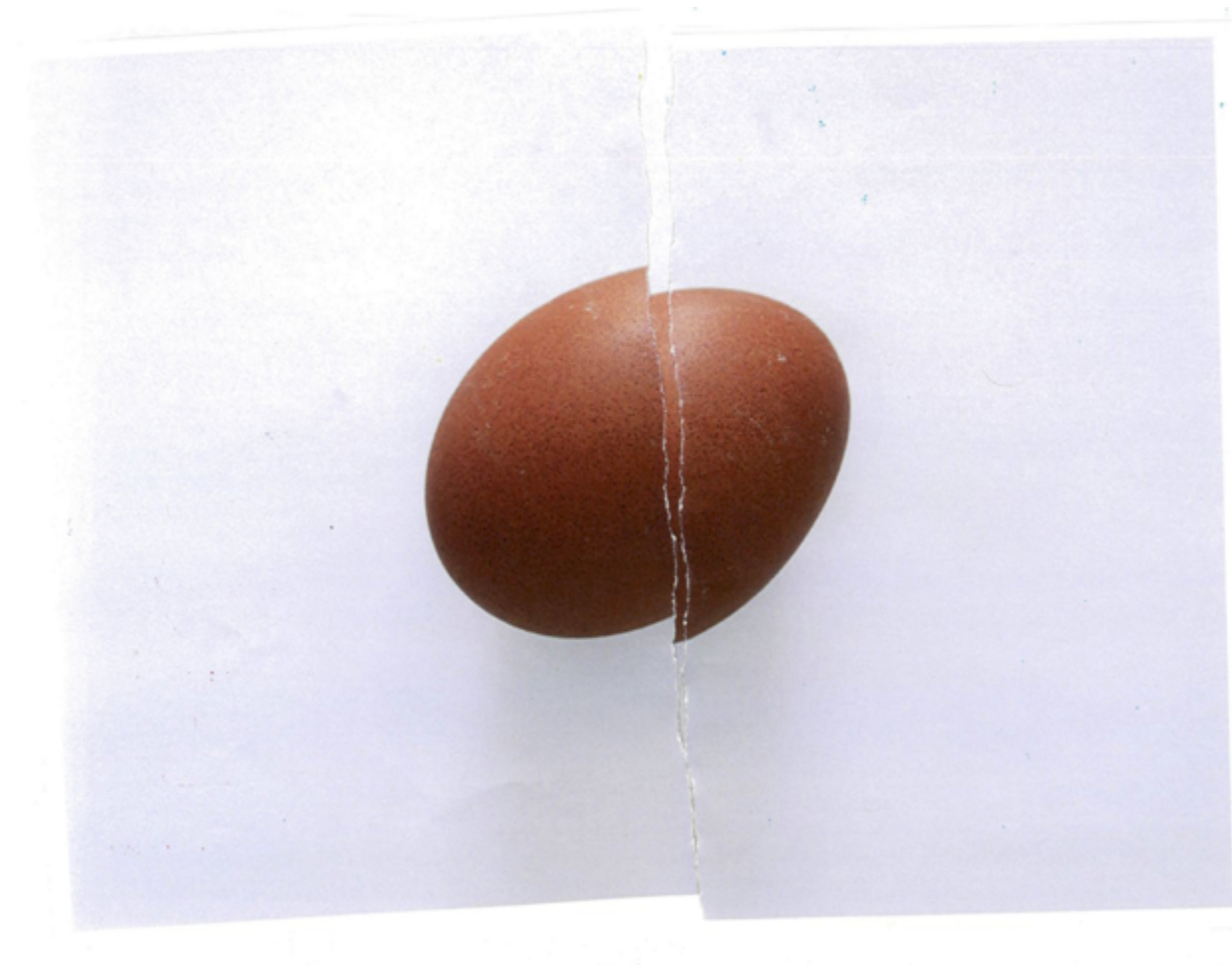
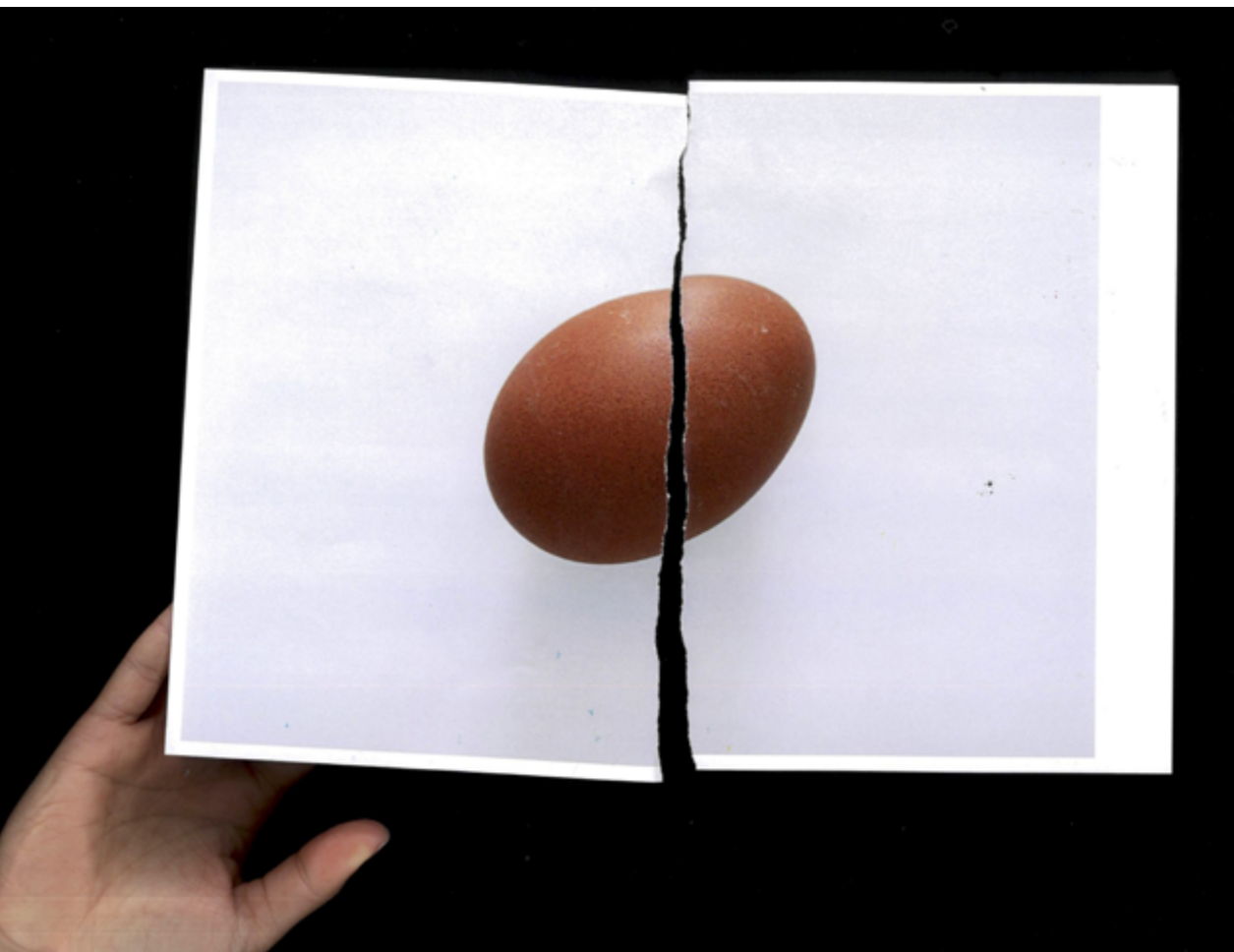


Before eating, an egg must be cracked on the table.



If you can't finish a whole egg, fold the paper in half.





Tear. Fold. Press. None of it gives  
you the yolk.

semantic drift

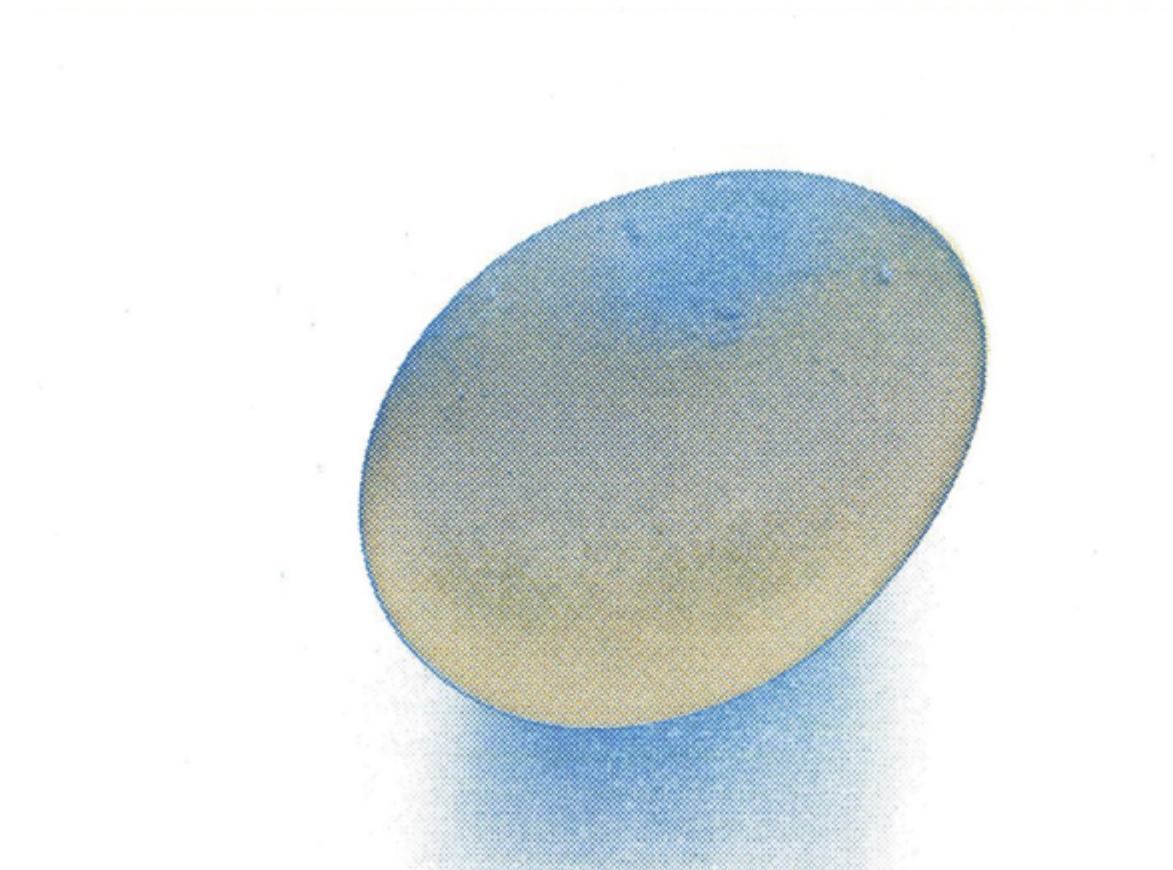


accent





If you shake it hard enough,  
will the yolk fall out of the egg?



semantic drift



accent

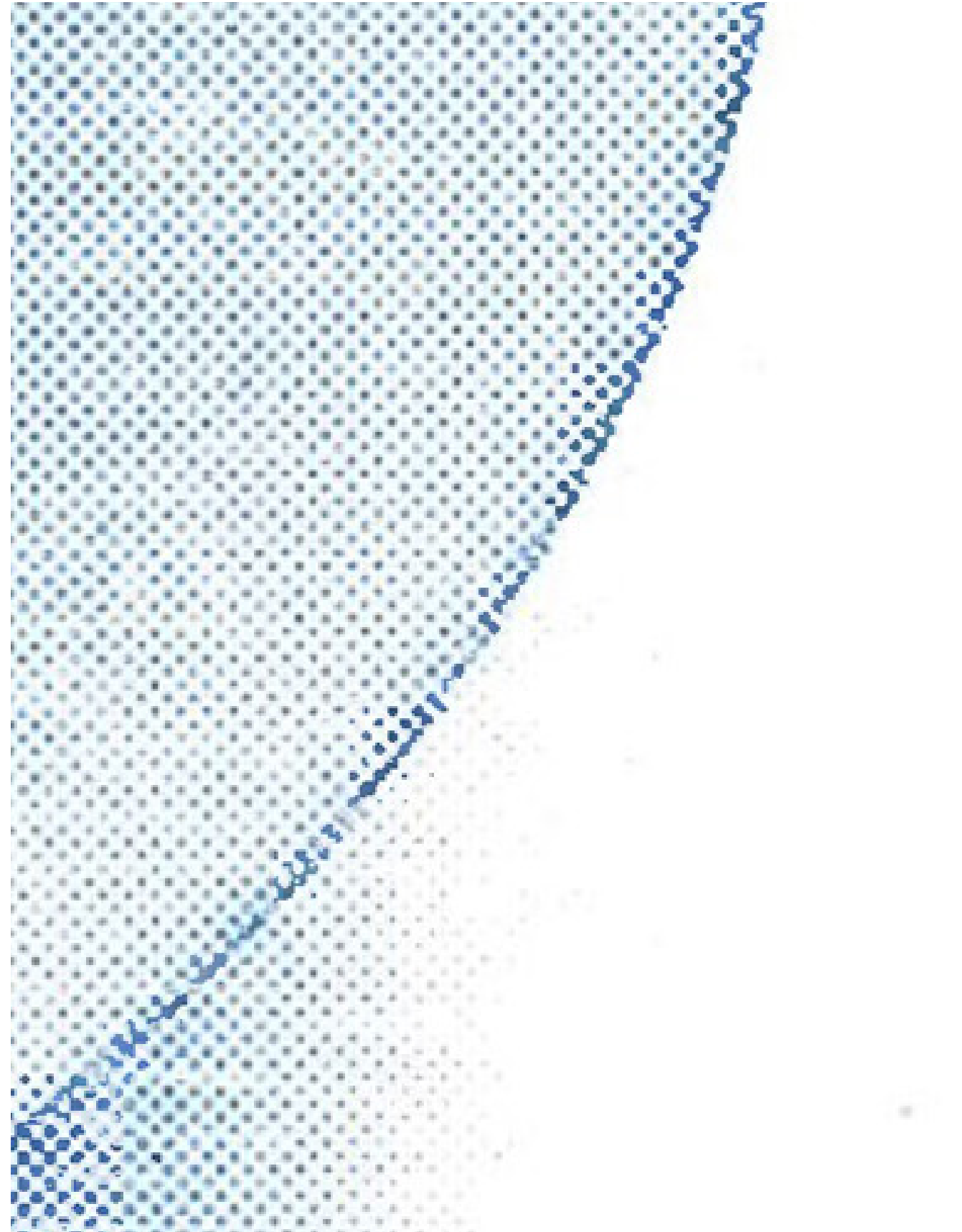


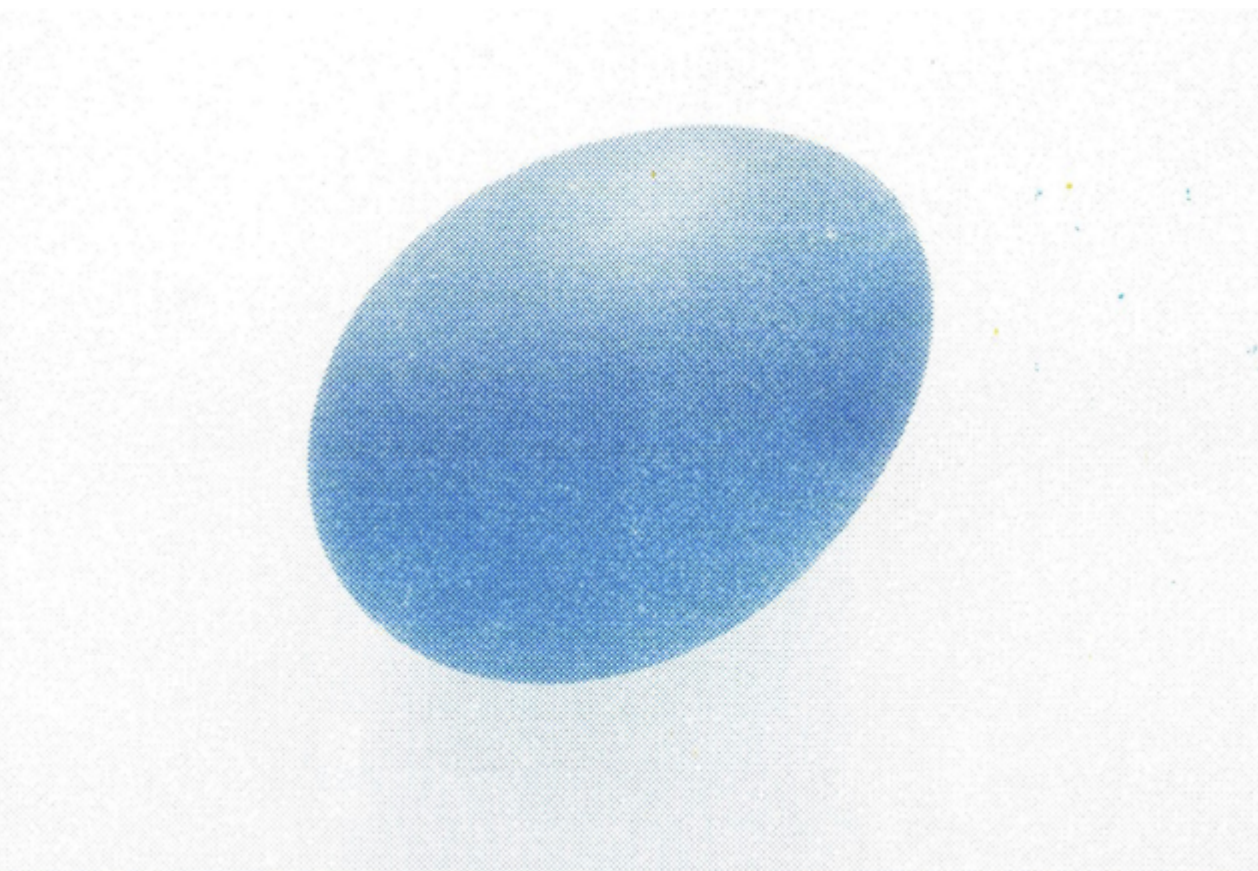


semantic drift



accent

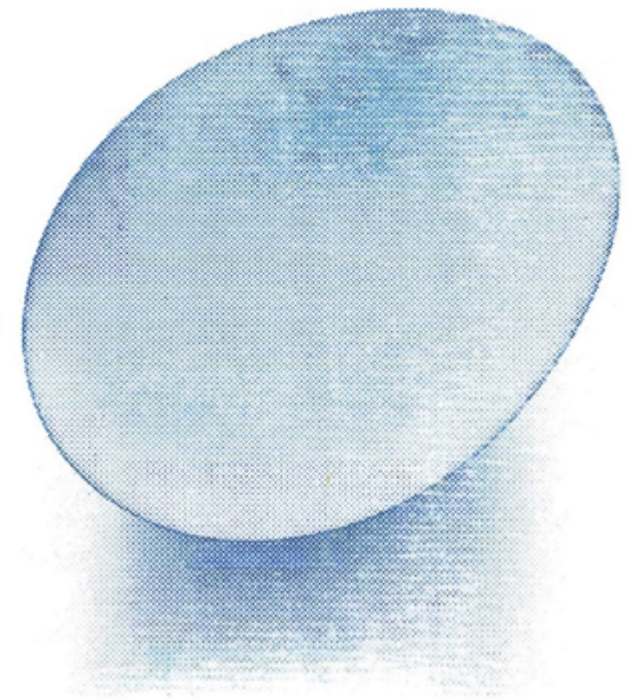
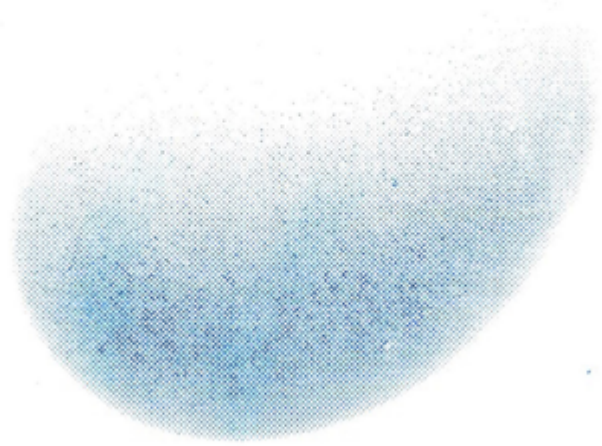


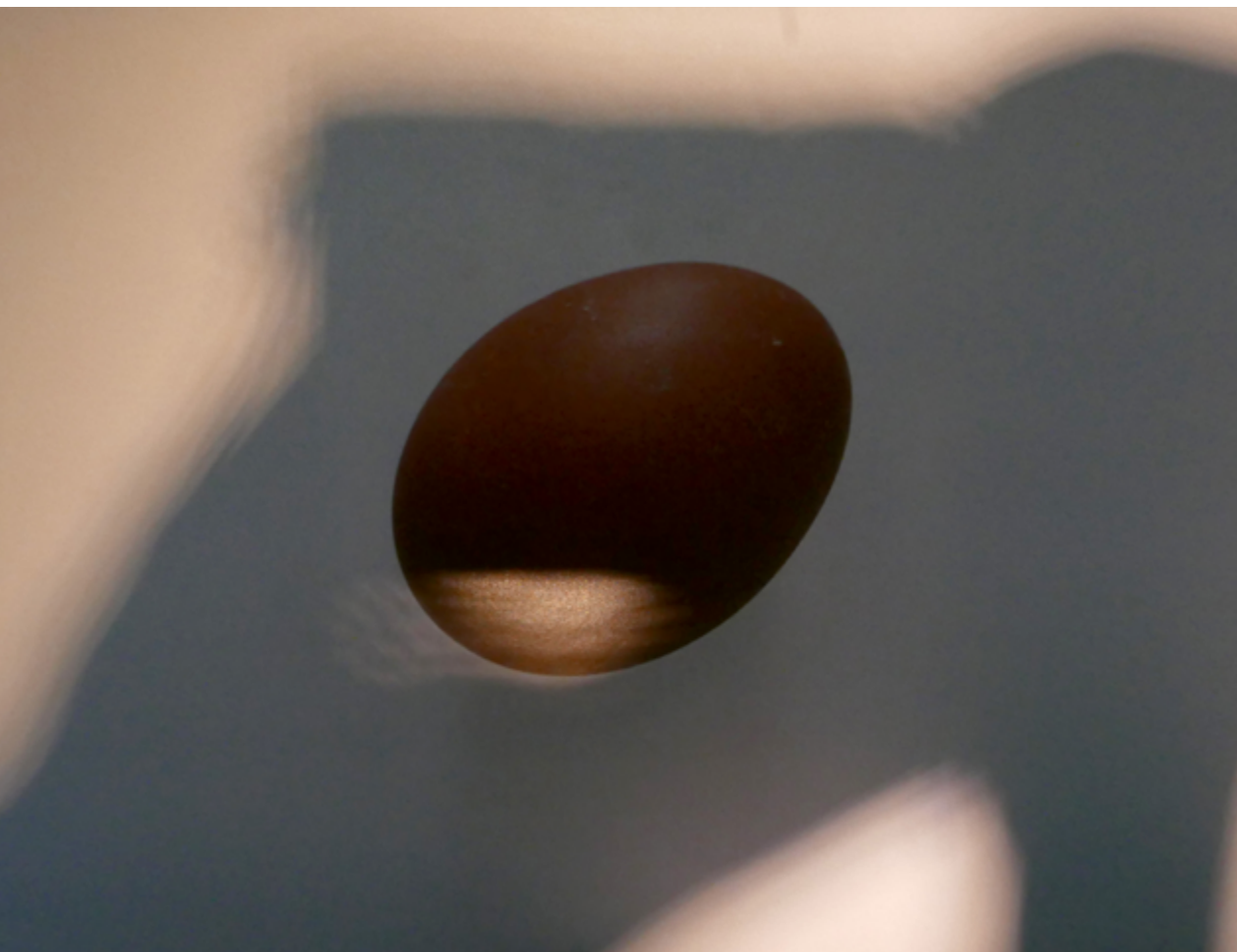


If there are no black specks on the shell,  
is it a ping pong ball?









An egg will dissolve in water.

This is not an egg.



You don't see an egg.

You see something that pretends to be an egg.

You don't see a red apple.

You see a surface that wants to be recognised.

You don't read a sentence.

You read a sequence of positions.

You don't enter a story.

You enter a system.

THIS IS AN APPLE.