

THE 'ASTROCALES' CREATIVE SYSTEM

SONG. STORY. SPACE. SELF.



Four ways into the work.
One continuous act of authorship.

CUSTOM MADE
A LIVE CASE STUDY
25-07-2026

MORE THAN FOUR CONTENT CATEGORIES

THIS IS HOW AN IDEA BECOMES A WORLD.



SONG

makes it felt.

STORY

makes it understood.

SPACE

makes it shared.

SELF

makes it true.

01 / THE SIGNAL

SONG

**“The body understands before
the brain analyses.”**

Rhythm, voice, lyric and sound make the idea felt.
SONG is not background music for the story. It is the
living pulse of it.

CUSTOM MADE / IN PRACTICE

Industrial-noir electronics, glossy synths and body-driven
rhythm turn the panel shop into sound—from FACTORY
SETTINGS to ROAD READY.

02 / THE MEANING

STORY

“The panel shop became a philosophy department.”

STORY gives the signal context. It connects the work to memory, identity and lived experience—then leaves room for the listener to recognise their own.

CUSTOM MADE / IN PRACTICE

A family workshop opened in 1989 becomes a human question: who authored the version of you that the world first met?

03 / THE ENCOUNTER

SPACE

“A world is not complete until somebody can enter it.”

SPACE is where song and story become experience: a stage, workshop, dancefloor, website, conversation or room built for participation.

CUSTOM MADE / IN PRACTICE

The album leaves the headphones through its visual world, PAINT JOB conversations, The Workshop and future immersive encounters.

04 / THE AUTHOR

SELF

“The voice is mine now.”

SELF is not endless repair. It is authorship: examining inherited settings, choosing what remains, and taking responsibility for what you make next.

CUSTOM MADE / IN PRACTICE

Matthew steps out from behind the mythology and into his own name, image and voice. A life can be worked on without treating the person as defective.

THE COMPLETE CIRCUIT

CUSTOM MADE IS THE FIRST FULL PROOF.

01

SONG

THE BODY

02



STORY

THE MEMORY

03



SPACE

THE WORKSHOP

04



SELF

THE AUTHOR

The music carries the body. The memoir gives it memory. The visual world creates the workshop. Matthew's voice completes the act of authorship.

YOUR TURN AT THE WORKBENCH

WHAT DID YOU INHERIT?

WHAT WILL YOU AUTHOR?



CUSTOM MADE — A STUDY IN SELF-CREATION

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