Public
Primarily expressed in the public domain

Private
Primarily expressed in the private domain
Rational
Implies a logical rational worldview

Intuitive
Implies an intuitive worldview
Absolute
Absolute values

Relative
Relative values
Universal
Looks for universal prototypical solutions

Personal
Looks for personal idiosyncratic solutions
Progress
Express faith in progress

No progress
There is no progress
Technology
Romanticizes technology

Nature
Romanticizes nature
Geometric
Sharp, precise, definite shapes and edges

Organic
Soft, vague shapes and edges
The box
The box as metaphor. Rectilinear, precise, contained

The bowl
The bowl as metaphor. Free shape, open at top
Slick
Ostensibly slick

Crude
Ostensibly crude
Purity
Purity makes its expression richer

Corrosion
Corrosion makes its expression richer
Logical
Expand logical information, reduce sensory information

Sensory
Expand sensory information, reduce logical information
Future-oriented
Primary future-oriented

Present-oriented
Primary present-oriented
Pure and hue
Generally light and bright

Tone and shade
Generally dark and dim
Mass produced
Modular

One of a kind
Variable
Man-made
Man-made material

Natural
Natural materials