

# UNEARTHLY EXPEDITIONS

**Unearthly Expeditions is a new series from Rosa Unearthly Goods® that explores the manic fascination of pursuing the unknown and chasing deeper insight. It's a study of uncharted territories, nameless streams of consciousness and unfamiliar experiences. As the French surreal novelist René Daumal said in regards to the art of Alpinism, "what is above knows what is below, what is below does not know what is above."**

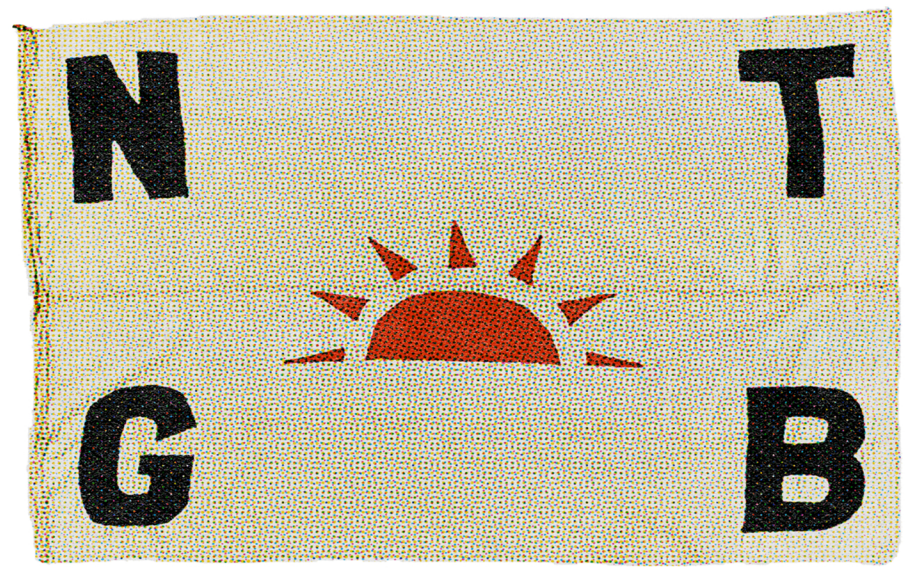
A halftone image of a mountain range. The mountains are rendered in shades of blue and white, with a prominent central peak. The foreground shows a rocky, textured surface in shades of yellow, orange, and black. A white rectangular box is centered over the middle of the image, containing the text "MOUNT ANALOG" in a bold, black, serif font.

**MOUNT ANALOG**

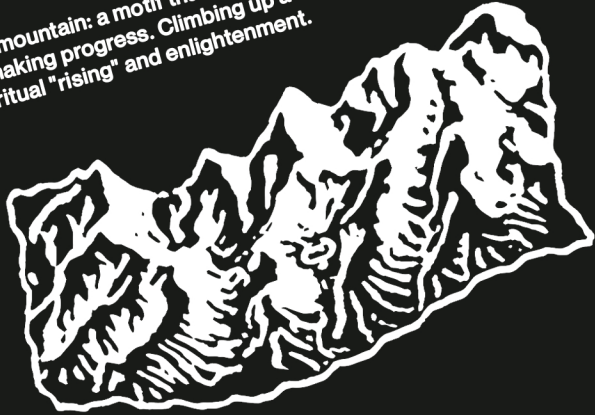
The Mount Analog flag is a reference to the legendary setting from Rene Daumal's novel, *Mount Analogue: A Novel of Symbolically Authentic Non-Euclidean Adventures in Mountain Climbing*. The discovery and ascent of the mountain can only be perceived by realizing that one has travelled further in traversing it than one would by travelling in a straight line. "Its summit must be inaccessible, but its base accessible to human beings as nature made them. It must be unique and it must exist geographically. The door to the invisible must be visible."



Visual groundwork :  
Regimental flags. Maritime flags. National flags. Asymmetrical flags. Racing flags. Standards. Pennants. Underground flags. Folk flags. Company flags. War flags. Banners. Ripped & torn.



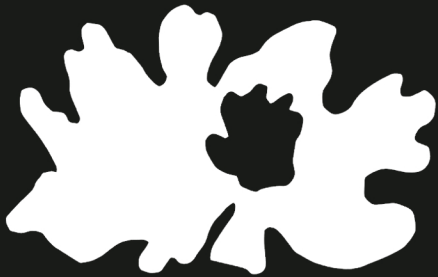
The mountain: a motif that can symbolize overcoming obstacles or making progress. Climbing up a mountain often indicates a spiritual "rising" and enlightenment.



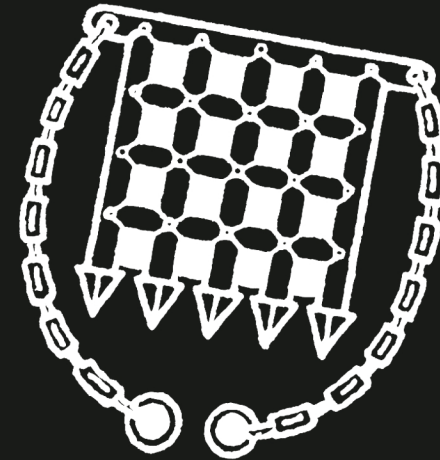
The Tibetan tiger rug: though this object's history is shrouded in mystery, it is considered a symbol of power and protection. Often used as meditation mats by lamas & rishis.



The black hole: a concept that conjures up ideas about a portal to mystery, the unknown & a conscious, mystical void.



The lotus flower: a dominant image in eastern religion symbolizing purity, enlightenment, self-regeneration and rebirth.



The portcullis: a heavily fortified gate found in Medieval fortifications and a common British heraldic symbol

A halftone photograph of a mountain range. The image is composed of a grid of small dots, creating a textured effect. The mountains are rugged and rocky, with some greenery visible on the slopes. A white rectangular box with the text 'RUG®' is centered over the middle of the image.

**RUG®**