Visual Concept Walkthrough (Locked)

Core Principle

Culture precedes credentials.
The Culture Wallet launches as a **living cultural broadcast**, not a wallet, not a graph, not a dashboard.

Artists and brands create gravity.
Audiences gather first.
TrustMesh crystallizes later.

The UI must feel **alive before identity**, **valuable before sovereignty**, and **social before transactional**.

Primary Metaphor

The Stage + The Crowd

- Artists / Labels = performers and curators
- Collections = stages
- Audience = visible, ambient presence
- TrustMesh = backstage access earned through participation

This is not a gated system.
It is a **crowd-forming system** that later hardens into trust.

Launch UX Hierarchy (Strict)

1. **Brand / Artist Content**
2. **Audience Presence & Momentum**
3. **Lightweight Participation**
4. **Soft Personal Position**
5. **Deferred Sovereignty (TrustMesh)**

Wallet, identity binding, and signals **do not lead**.
They arrive only after the user already *belongs*.

Audience Actions (Non-Sovereign)

These actions are intentionally **non-binding**, **non-custodial**, and **non-TrustMesh**.

They exist to: - build momentum - power external sharing loops - create proto-identity - seed future trust

Allowed at Launch

- React (🔥 🦍 🐨 ⬛)
- Follow Artist / Label / Collection
- Share Drop → IG / TikTok / X
- Save / Favorite
- View / Lurk (counts as presence)

Explicitly NOT at Launch

- Trust allocation
- Recognition staking
- P2P signaling
- Financial actions

TrustMesh **observes** these actions but does not validate them.

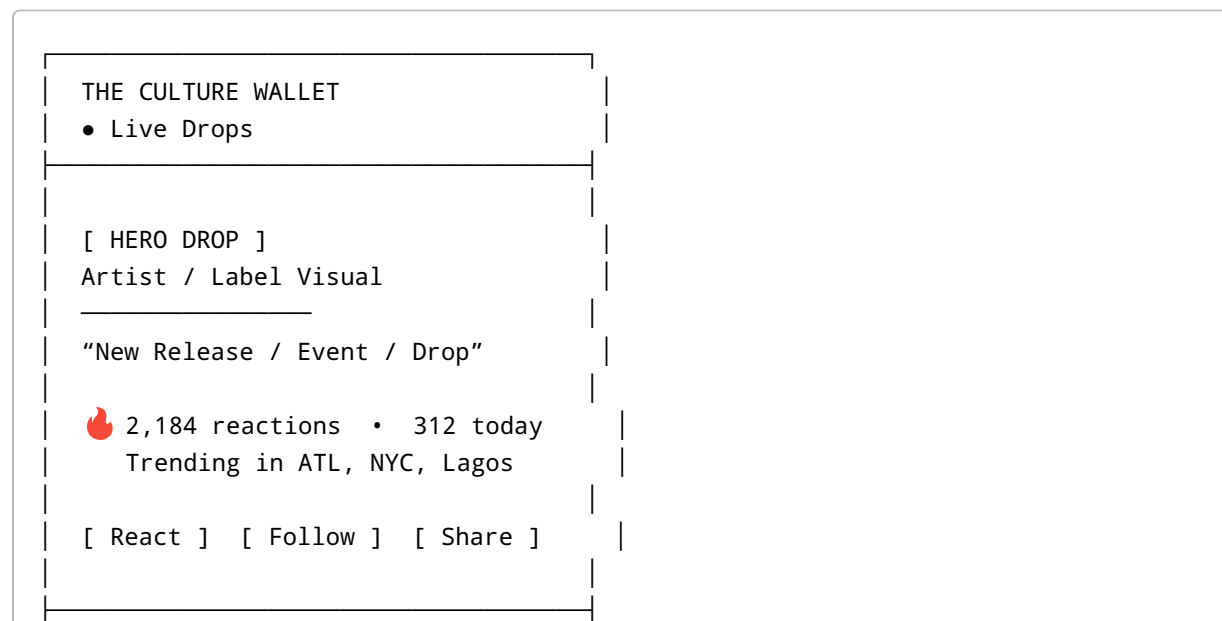## Home Screen = Cultural Broadcast

The home screen is not "your wallet."
It is **what's happening right now**.

No empty states.
No "you have zero contacts."
No premature identity pressure.

Screen 1: Home — Cultural Broadcast

```
┌─────────────────────────┐
│  THE CULTURE WALLET     │
│  ● Live Drops           │
├─────────────────────────┤
│                         │
│  [ HERO DROP ]          │
│  Artist / Label Visual  │
│  ─────────────          │
│  "New Release / Event / Drop" │
│                         │
│  🔥 2,184 reactions  •  312 today │
│     Trending in ATL, NYC, Lagos │
│                         │
│  [ React ]  [ Follow ]  [ Share ] │
│                         │
└─────────────────────────┘
```

```
|   MORE FROM THE CULTURE        |
| ‣ Producer Circle              |
| ‣ Artist Backstage             |
| ‣ Label Archives               |
|                                |
|                                |
```

Intent - Crowd momentum is visible - Participation is frictionless - Every tile is brand / artist–curated - No wallet balance or contacts shown

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Screen 2: Collection — Community as Stage

Collections are **not inventories**.
They are **living communities anchored to culture**.

```
|   GHHA • OFFICIAL COLLECTION    |
|   🦝 Verified                   |
|                                 |
|                                 |
|   [ Artist / Label Visual ]     |
|                                 |
|   1,250 people inside           |
|   High activity this week       |
|                                 |
|   [ Follow Collection ]         |
|   [ Share Drop ]                |
|                                 |
|   WHAT'S HAPPENING              |
| ‣ New content drop             |
| ‣ Event announcement           |
| ‣ Limited access opening       |
|                                 |
```
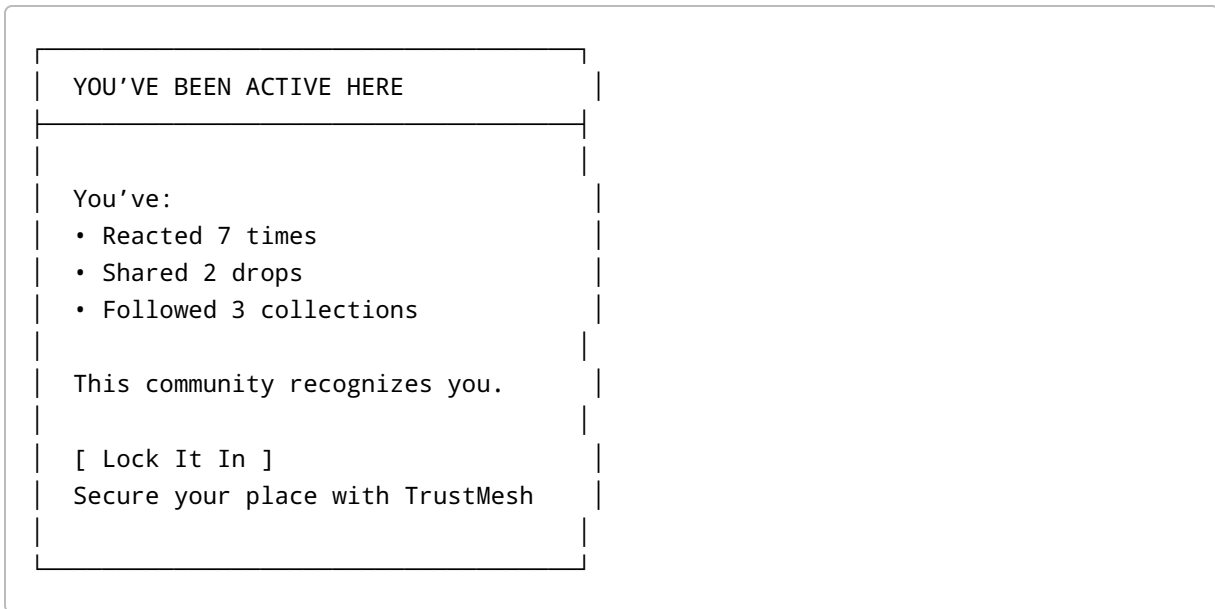
Intent - Following is lightweight - Crowd size provides social proof - No TrustMesh or wallet surface yet

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Screen 3: Soft Position → TrustMesh Invitation

TrustMesh appears **only after participation**.

```

```
┌─────────────────────────────────────┐
│ YOU'VE BEEN ACTIVE HERE   │
├─────────────────────────────────────┤
│   │
│ You've: │
│ • Reacted 7 times   │
│ • Shared 2 drops   │
│ • Followed 3 collections   │
│   │
│ This community recognizes you.   │
│   │
│ [Lock It In]   │
│ Secure your place with TrustMesh   │
│   │
└─────────────────────────────────────┘
```

**Intent** - Identity matters only after contribution - TrustMesh is framed as **preservation**, not access - Wallet + signals unlock after this step

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## External Social Graph Loops (Critical)

Every share action generates a **culture-native artifact**:

- • IG Story / TikTok / X
- • Artist-branded visual frame
- • "via Culture Wallet" attribution
- • No crypto language

Inbound clicks land: - directly inside the collection - at the same cultural moment - without a signup wall

This converts **external attention → internal presence**.

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## Explicit Launch Stance

> **We are not launching a wallet.**
> We are launching **where culture gathers**.

Wallets, trust, and money come later—
when people already care.