

L'INCONNU

AMSTERDAM

HOUSE PUBLICATIONS No. 13

A Sentence Worth Keeping

The language already visible on the website

EDITORIAL ESSAY

AN ORIGINAL HOUSE READING

A Sentence Worth Keeping

The language already visible on the website

01 / CONCRETE NOUNS FIRST

The public House introduction speaks of decisions, attempts, rejected versions, places and records. These nouns are useful because they refer to things that might be identified. They differ from abstract status language. A strong L’INCONNU sentence can begin with an observable object of attention - a page, a line, a threshold, a record - and only then widen into interpretation. This is how a distinctive voice is made without constant claims of exceptionalism.

02 / A PHRASE WITH RESTRAINT

The principles page places 'Value Before Display' beside 'Attention Before Acceleration'. These titles share a structure: each names a priority and the temptation it resists. Their clarity comes from opposition rather than an invented story. This provides a model for concise headings throughout a publication. A sentence should reveal a considered distinction. It need not tell the reader that it is profound.

A closer reading

03 / POETRY AND THE FACTUAL BOUNDARY

An editorial voice may be lyrical about atmosphere while remaining exact about what happened. A shadow may be described as a pause; that is interpretation. A line claiming that a particular craftsperson worked through the night is a historical assertion and needs evidence. L’INCONNU can keep the first and refuse the second. The difference does not impoverish the language. It allows imagination to move freely without disguising itself as a record.

04 / THE FORCE OF THE ORDINARY VERB

Enter, read, return, observe: clear verbs help visitors understand what a page offers. The site's own public actions make use of a direct entrance into the House. The PDF collection should extend that plainness. Instead of 'discover our extraordinary philosophy', it can say what the essay considers, names or distinguishes. The more exact the verb, the less pressure there is to decorate the statement with adjectives.

Where the argument rests

05 / A VOICE THAT BELONGS

A paragraph should be recognisable through its commitments: specific words, honest uncertainty, measured judgement and a refusal to borrow prestige. The House's existing copy already provides enough material for this register. The task of future editing is not to imitate the vocabulary of another maison, but to deepen the distinctions that the website has made public. Language, like architecture, becomes recognisable through consistent decisions.

SOURCE PAGES

https://linconnu.co/house/

https://linconnu.co/house/principles/

https://linconnu.co/journal/

READING NOTE

An interpretative essay grounded in L’INCONNU website source material, reviewed on 7 November 2026. Observations and readings are distinguished from documented events; authored artist worlds are not presented as verified personal biographies.

