

The Nouseux Research Program — A Complete Overview

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What is the Nouseux?

The **Nouseux** is a theoretical framework developed by François Renno (ORCID: 0009-0007-7465-4663) to describe and analyze **pre-explicit collective orientation** — the invisible relational forces that shape how groups of people orient themselves *before* any conscious decision or explicit communication takes place.

At the core of this framework lies the concept of **parainstinctual memory**: a form of collective, embodied memory that operates below the threshold of explicit awareness, yet fundamentally structures shared spatial, social, and cultural behavior.

Research Publications (2026)

All works are openly accessible via **Zenodo** with permanent DOIs:

V5.0 — August 2026

The Nouseux as Generative Distinction: A Formal Theory of Relational Habitability in Pre-Explicit Collective Orientation

DOI: [10.5281/zenodo.21911556](https://doi.org/10.5281/zenodo.21911556)

V4.0 — June 2026

The Nouseux and Parainstinctual Memory: Authoritative Definitions, Conceptual Signature, Boundaries of Use, and Citation Protocol

DOI: [10.5281/zenodo.20839974](https://doi.org/10.5281/zenodo.20839974)

V3.0 — June 2026

The Nouseux: A Formal and Empirical Research Program for Pre-Explicit Collective Orientation

DOI: [10.5281/zenodo.20727337](https://doi.org/10.5281/zenodo.20727337)

V2.0 — June 2026

Parainstinctual Memory: Emergence of Collective Orientation and the Relational Space of the Nouseux

DOI: [10.5281/zenodo.20603522](https://doi.org/10.5281/zenodo.20603522)

V1.0 — April 2026

Parainstinctual Memory: Emergence of Collective Orientation and the Relational Space of the Nouseux

DOI: [10.5281/zenodo.19876305](https://doi.org/10.5281/zenodo.19876305)

Theoretical Foundations

The Nouseux framework draws on:

- **Phenomenology** (Merleau-Ponty, Husserl)
- **Enaction** (Varela, Thompson, Rosch)
- **Sociology of action** (Bourdieu, Giddens)
- **Research-Creation** as epistemological method

It emerges directly from 17+ years of artistic practice at the intersection of monumental painting, sculpture, and immersive installation — particularly from the experience of being a **permanent artist-in-residence at 137 Pillars House**, Chiang Mai (since 2019), with an audience of 70,000+ international visitors.

Philosophical Hospitality Design

A direct applied extension of the Nouseux framework, **Philosophical Hospitality Design** (pioneered in 2025) introduces trilingual philosophical placard systems within luxury hotel environments — transforming hospitality spaces into sites of intercultural philosophical encounter.

Cite This Work

To cite the Nouseux framework, please use:

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*François Renno asserts full authorship of the Nouseux
theoretical framework and the parainstinctual memory concept.*