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Credits

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Edited and written by [Qwert](#) (qw.rt on Discord)

With tremendous help from Noah Norrod, Dsisaac, Toxin_X, Rm4n, HiFriend, zzyzx, & everyone in the r/madeon discord server. Please tell us if we're missing anything!

Preface

A Message from the Docitects

This document serves to archive and record Madeon's Good Faith Era as it happens. Contained within this document is a full timeline of Madeon's activity leading up to and during the Era, a list of important names, entities, fictitious companies, and concepts. It was written and contributed to by current fans and community figureheads in hopes of preserving the legacy of the Good Faith Era for future fans and curious individuals alike. We hope that many years from now you can read this and experience the excitement and mystery of the era as we did. A gift from the past to the future.

From the fans of now to the fans of tomorrow,
The Docitects

Good Faith & Madeon

Hugo Pierre Leclercq, better known as Madeon, is an electronic music artist hailing from the city of Nantes, France. Good Faith is his second studio album, recontextualising many of the themes and iconic symbols of the Adventure Era.

The Good Faith Era encompasses more than just an album; it encompasses joy, the search for joy, the loss of joy to darkness, and the battle to reclaim it. This is represented through the visual design, storytelling, and sound of the era. To those who are dedicated to understanding the Good Faith Era and its many mysteries, Hugo leaves cryptic messages, physical and digital puzzles, and more.

Timeline

Pre-Good Faith Era

“Late 2015”: When the ideas for Good Faith started and when that session in New York happened

1st of January, 2016: [“Been thinking back about 2015 today. I think it's been my favorite Madeon year so far...”](#)

19th of January, 2016: Pixel Empire Tour begins

21st of February, 2016: Pixel Empire Tour ends

3rd of March, 2016: [“I have literally over a hundred demo i'm genuinely excited about and I still feel like I haven't started.”](#)

4th of April, 2016: Audrae Mae [posts on instagram](#) about making a song with madeon

11th of April, 2016: [“This is the day THAT song was written, yes that one. \(I'm tweeting this so I can RT it when it comes out.\)”](#)

11th of August, 2016: Shelter (that one song with that dude Porter Robinson) releases

31st of December, 2016: [“Happy 2017! I'm gonna retreat and make music now. I know exactly where i want to go next. Hope you come along !”](#)

23rd of April, 2017: Shelter Tour ends at Day 2 of Coachella

5th of June, 2017: madeon posts his [first story post](#) of him arriving in Alesund, Norway

15th of July, 2017: Hugo responds to someone who said he should come to Norway with [“Guess where I am right now?”](#)

27th of July, 2017: [“I was on holiday with all my favorite people talking about the future FUCK I LOVE SUMMER”](#)

13th of November, 2017: [“I've been working non-stop on my next era for a while now, I love it.”](#)

6th of December, 2017: Hugo makes the 12122017 EP out of anger at music no longer making him feel.

12th of December, 2017: The date the 1212 EP was made in canon because it sounds cooler

30th of January, 2018: [Hello - i moved to America !](#)

18th of April, 2018: madeon first plays the Yale ID at [B&L Lounge](#) in LA (Early version of The Prince)

28th of April, 2018: Yale ID (Early version of The Prince) played at the [Yale Spring Fling](#). When we all find out about it

30th of May, 2018: madeon releases the shelter evil edit via hidden imperial in a [tweet](#)

9th of July, 2018: Chivteam tweets [“.THEARCHITECTS”](#) in reply to madeon

20th of August, 2018: The now defunct Pixel Empire Podcast had an [interview](#) with Chivteam about madeon's upcoming album. The only thing of note was that Dream Dream was teased & that we were probably meant to find dreamx3.com, but we were too dumb to find it. Here's the [outdated doc](#) that goes into everything in excruciating detail and has all of our wrong theories.

31st of December, 2018: Mania first played at a [Brownies and Lemonade New Years Party](#) in Brooklyn, then called NYE ID.

20th of March, 2019: Madeon [announced](#) to be playing at Lollapalooza 2019. He says it's a [“new show”](#)

Good Faith Era

27th of May, 2019: Madeon changes his pfp 3 times, with different color hues each time late at night

28th of May, 2019: [Billboard #1](#). [goodfaith.world](#) site goes up. [[screenshot](#)]

29th of May, 2019: [ALL MY FRIENDS VINYL HUNT](#) happens in the FOUR CITIES. A file on madeon.fr leads to [concept art for dreamdreamdream](#). The art implies it was meant to be the lead single, and released in 2018. Madeon wears an imperial pendant in this photo. It was removed immediately after discovery.

31st of May, 2019: All My Friends Digital Release. [SiriusXM Interview](#). [Transcript](#)

2nd of June, 2019: [All My Friends Are Asleep](#) is discovered on daedalus.world. [MAKING MESSES OUT OF SILENCE](#)

3rd of June, 2019: [Email list update](#)

5th of June, 2019: ["Road trip - i'll tell you that story later"](#)

5th of June, 2019: [Candlelit Instagram Stream](#)

6th of June, 2019: [SPONTANEITY IS GOOD](#)

10th of June, 2019: All My Friends [Acapella](#) and [Instrumental](#) goes up on Soundcloud. [Billboard #2](#) goes up. References The Same Sunrise in imperial, [thesamesunrise.com](#) is found.

15th & 16th of June, 2019: Second Sky Shows, ["No Love" visual](#) seen for the [first time](#).

21st of June, 2019: Good Faith Live tour announced. [Billboard Interview](#)

26th of June, 2019: Secret Project teased on goodfaith.world.

<https://twitter.com/madeon/status/1143983560652677120>

4th of July, 2019: Madeon [announces a new single](#) on IG. [Twitter post is different](#)

7th of July, 2019: [Dream Dream Dream teased](#)

8th of July, 2019: Secret Project revealed to be [Good Faith Radio](#).

10th of July, 2019: Good Faith Radio 1. DDD Premiered in GFR 1. goodfaith.world updates. [rk.png](#) discovered on goodfaith.live.

11th of July, 2019: [I FEEL THE WEIGHT OF MY DREAMS](#).

16th of July, 2019: [All My Friends Music Video tease](#)

17th of July, 2019: [All My Friends Music Video](#) Released. [Email list update](#).

26th of July, 2019: [Madeon Radio on Diplo's Revolution Episode 1](#)

28th of July, 2019: [Instagram Live from Good Faith Live rehearsal](#)

30th of July, 2019: [Good Faith Live premiere teased on twitter](#)

1st of August, 2019: [Rotating rk](#) shown on Instagram Story. [Dream Dream Dream Snapchat](#) filter released.

3rd of August, 2019: Lollapalooza Good Faith Live show happens.

13th of August, 2019: [Good Faith Radio 2 announced](#)

14th of August, 2019: Good Faith Radio 2 & Be Fine teased as secret message

15th of August, 2019: Official store [announced](#) and launched

23rd of August, 2019: [Madeon Radio on Diplo's Revolution Episode 2](#)

21st of August, 2019: [DJ Mag Interview](#)

3rd of September, 2019: [nothing is true anymore](#)

25th of September, 2019: Good Faith Live tour kicks off in Europe with the Lollapalooza version.

27th of September, 2019: European leg of Good Faith Live ends

28th of September, 2019: [TwitchCon Set](#)

11th of October, 2019: [BF2.wav](#) found on daedalus.world. A transparent version of the Good Faith logo was also found on dreamx3.com on the line CELEBRATE REALITY

13th of October, 2019: [Virgin Radio Interview](#) (in french) [[Link to rough translations on discord](#)] (Recorded he was in Europe for Good Faith Live)

14th of October, 2019: Madeon [tweets](#) that he delivered Good Faith to his label & announces Be Fine. [GIF with lyrics](#) to Be Fine found on daedalus.world and removed immediately

15th of October, 2019: [BF1.wav](#) found on goodfaith.world. [Good Faith Radio 3 announced](#)

16th of October, 2019: Be Fine Released. Good Faith Radio 3 airs. Secret Message: [BARCODE](#).

29th of October, 2019: [Good Faith Release Date Announced](#)

30th of October, 2019: Good Faith Live North American Tour starts with the full show. dreamx3.com updated with the lines "DIGITAL RGB PROFILE ART PHYSICAL HOLO LAND ALT ART". [Merch Drop #2](#).

4th of November, 2019: [Along the way](#)

7th of November, 2019: [Instagram Stream from Phoenix](#)

13th of November, 2019: Pop-up shop announced

15th of November, 2019: GOOD FAITH RELEASED. QR code found up front, leads to [goodfaith.world/secret](#). [Merch Drop #3](#)

16th of November, 2019: /secret updated to **???**. Lena Headley posts on [Instagram](#) about making what would become the Miracle Music Video.

16-17th of November, 2019: Pop-up opened. Includes [various merch items](#) including the Good Faith zine bundle and the Dream Dream Dream vinyl. Also has various objects from the creation of Good Faith.

18th of November, 2019: [r/electronicmusic AMA](#). [Summary Doc](#)

19th of November, 2019: [Merch restock](#) & [Zine Bundle goes up on the store](#)

21st of November, 2019: [Good Faith Radio 4 announced](#)

22nd of November, 2019: Good Faith Radio 4 happens, full Good Faith album played, no secret message

23rd of November, 2019: [ONLY THEEEEEEEEEERE](#)

26th of November, 2019: Good Faith filter goes up on Instagram

2nd of December, 2019: Harvard Q&A

6th of December, 2019: [NO FEAR NO MORE KIDS](#)

14th of December, 2019: Good Faith Live NA Leg ends

18th of December, 2019: "[hey right now seems like a good time to listen to No Fear No More](#)"

27th of December, 2019: [Merch Drop #4](#) with Dream Dream Dream vinyl goes up on madeon.store, vinyl sells out in minutes

28th of December, 2019: goodfaith.world/secret updates to include 121217

9th of January, 2020: goodfaith.world/secret updated to read 12122017

22nd of January, 2020: [Merch Restock](#)

28th of January, 2020: [Madeon Music Lab](#) @ Apple Third Street Promenade

8th of February, 2020: "[I think this is my best song](#)"

10th of February, 2020: [Turning Point Podcast Interview](#)

1st of March, 2020: EDC Mexico GFL Set. Last GFL set until COVID. When the idea for the NFNM Remix started

15th of March, 2020: [Another Instagram Live Q&A](#)

22nd of March, 2020: [Ironboard Stream #1 Instagram Version](#)

29th of March, 2020: [Ironboard Stream #2 Instagram Set after crash & Adventure-era set](#)

31st of March, 2020: [Merch Drop #5](#)

12th of April, 2020: [Vinyl Instagram Live](#)

17th of April, 2020: [I can hardly explain, all of this love](#)

21st of April, 2020: [Forever.](#)

9th of May, 2020: [Secret Sky show](#) happens, [The title of the Yale ID is revealed to be "The Prince"](#)

24th of May, 2020: First [Sonic Adventure 2 stream](#). On stream he said he recently delivered "an audio project relating to Good Faith"

25th of May, 2020: Second [Sonic Adventure 2 stream](#)

26th of May, 2020: Third [Sonic Adventure 2 stream](#). Says he's planning to record Good Faith Radio 5 in a couple days.

28th of May, 2020: [Merch Drop #6](#) and [One Year of Good Faith](#). New banner on madeon.store has [NFMN_ERA](#) as it's file name

29th of May, 2020: Chromatica by Lady Gaga releases, with madeon producing the tracks 911 & Plastic Doll.

3rd of June, 2020: Good Faith Vinyl Copies start shipping

10th of June, 2020: Blue copies of Good Faith start shipping

22nd of June, 2020: The covers of the on demand versions of Good Faith Radio [suddenly got text](#)

3rd of July, 2020: Hugo [announces](#) a remix/new version of a song from Good Faith coming out the week after. Also posts an instagram story saying ["Hi! See you Tuesday"](#)

6th of July, 2020: madeon [formally](#) announced the No Fear No More Remix with EARTHGANG. He changes his [profile photo](#) on YouTube

7th of July, 2020: No Fear No More (Remix) with EARTHGANG releases. Cover datamatrix leads to [madeon.store](#). goodfaith.world [updates](#). New Instagram post with some awesome art. [Email list update](#), says vinyl on the cover is a mock-up and will be on sale in a few weeks. Madeon also disappears from the Columbia Records artist page

9th of July, 2020: Official [No Fear No More \(Remix\) Acapella](#) is uploaded

14th of July, 2020: [Instagram Livestream](#). Says he recorded Good Faith Radio 5 two days before

18th of July, 2020: [Another Instagram Livestream](#). He plays a couple demos, says Good Faith Radio coming next week, and ways a Music Video is coming soon

20th of July, 2020: [Good Faith Radio 5 officially announced](#)

21st of July, 2020: Good Faith Radio 5 airs. Secret Message was a [photo with Base 64](#) that translated to "The Prince Will Lead To [Celine](#)" [Morse Code](#) translated to 12122017.

28th of July, 2020: madeon [teases](#) a music video of a then-unknown song

29th of July, 2020: [Miracle music video](#) premieres at 8am PST. [It is not related to the Good Faith canon](#)

5th of August, 2020: madeon [answers](#) 4 out of a total 11 questions asked by fans via Proximity

6th of August, 2020: madeon asks a ["Legitimate, non rethorical question"](#) about if he should release The Prince.

12122017

7th of August, 2020: madeon officially announced The Prince as a single, [releasing](#) on the 14th of August.

14th of August, 2020: The Prince releases. HD Bundle of The Prince releases in madeon.store. Has a maze in the spectrogram. [Official video releases](#). Leads to the [twelvetwelvetwentysixteen video](#), 12122017 instagram, [Celine12122017](#), [MRSL Twitter](#), and “it’s a rotating world” Instagram and website.

16th of August, 2020: The first of three [Instagram Piano livestreams](#) happen. <http://stcetihaeht.fr> is found after a story post by twelvetwelvetwentysixteen. Has a timer on it.

17th of August, 2020: Merch restock

18th of August, 2020: 2nd [Instagram Piano livestream](#)

20th of August, 2020: [Instagram piano stream](#). Timer on <http://stcetihaeht.fr> ends at 11pm PST. www.itsarotating.world/12122017/ starts its cycle

21st of August, 2020: At 4pm PST, the images on www.itsarotating.world/12122017/ loop for the first time. At 5:36PST Celine [tweets](#) about something on “MONDAY MIDNIGHT PT”

24th of August, 2020: [Celine tells us something will happen at midnight PT](#) (even though it’s at 12:00am Tuesday, but who cares)

25th of August, 2020: We find the [TURBOMEGAFAST](#) password as well as the [SIX PASSWORDS](#) subdomain. We decode the record puzzle after many hours

27th of August, 2020: [PAPERCRAFT](#) puzzle. We find POMME and ABSOLU, which lead us to 12122017.world and the limited 12122017 vinyl, which sells out in 20 minutes

31st of August, 2020: Someone gets the 12122017 vinyl and we find out about 12122017 and Celine. RIP of the album gets released

Post-12122017

8th of September, 2020: [Merch Drop #7](#)

24th of September, 2020: [“how can I explain...”](#)

18th of October, 2020: [Instagram Live Guitar Stream](#)

21st of October, 2020: [Merch Drop #8](#). No Fear No More Vinyl released

18th of December, 2020: madeon plays an acoustic set at [LA Gives Back](#) and does an [Instagram Livestream](#) right after

23rd of December, 2020: Apple Music publishes a NYE DJ Set by Madeon

15th of January, 2021: madeon does a set for WWFest: Valorant Edition

10th of February, 2021: madeon appears in an [interview](#) on KatCalls for Spin Mag

10th of March, 2021: madeon appears in a [Grammy interview](#) for ASCAP

11th of March, 2021: madeon does a Twitter Q&A with the Recording Academy

18th of March, 2021: madeon releases 5 NFTs

24th of March, 2021: Keshi announces a collab song with Hugo to be released the following month

31st of March, 2021: Keshi collab announced to be releasing on April 16

7th of April, 2021: Keshi single delayed

23rd of April, 2021: Keshi - beside you (produced by madeon) releases on the same day as Nurture (Porter Robinson's sophomore album)

8th of May, 2021: Madeon plays a DJ Set at UC Riverside's Spring Splash

12th of June, 2021: Madeon plays his first show in person post-COVID in Las Vegas

Forever Era

15th of June, 2021: Madeon announces that all Good Faith Live shows going forward would be part of an updated version of the show, Good Faith Forever. He also announced the first headline dates for this new version in New York on September 23 and 24

8th of July, 2021: A 12122017 Acid Wash Tee was made available in a limited capacity on 12122017.world

12th of July, 2021: [Good Faith Forever Tour](#) announced

27th of July 2021: Hugo announces an "intimate" DJ performance slated for the 4th of August, at The Architects Secret Club. The set is added to goodfaith.live with its location listed as "????".

28th of July 2021: Hugo announces the location of the secret DJ set as The Roxy. He will be emailing early presale codes to dedicated fans.

29th of July 2021: Tickets are made available. A new shirt is revealed.

4th of August 2021: Hugo plays a secret [DJ set at The Roxy in LA](#). Opened by Chrome Sparks. He plays Love You Back, a ton of VIP mixes of songs, and Porter Robinson shows up to play the solo for Pop Culture and a few songs.

12th of August 2021: The Architects finish visual work on GFF ^[Source?].

20th of August 2021: Hugo releases a Good Faith vinyl repress with slight tweaks to its design and debuts the Hypercolor Candle.

17th of September, 2021: The first 60 minute Good Faith Forever performance at Imagine Music Festival was supposed to happen, but was canceled due to weather

18-19th of September, 2021: Madeon debuts Good Faith Forever at Second Sky

23-24th of September, 2021: Madeon performs Good Faith Forever in Terminal 5, NYC. His first headline show since the pandemic, and the first full-length Good Faith Forever show.

25th of September, 2021: Madeon's [Good Faith Forever performance at Firefly Music Festival](#) is streamed

26th of September, 2021: [IG Livestream](#) from Richmond, Virginia Good Faith Forever stop

2nd of October, 2021: A [shortened 45 minute Good Faith Forever Set is streamed](#) from Autumn Equinox in Chicago, IL

5th of October, 2021: [EDM Identity Interview](#) is released, shedding light on some GFF lore.

10th of October, 2021: Madeon ends the Good Faith Forever 2021 Tour at Austin City Limits, Austin, TX.

13th of October, 2021: An [interview with madeon](#) is broadcast on WIUX that was recorded on October 7th

18th of November, 2021: Madeon does a secret [DJ Set in SACRÉ in Paris](#). Like the secret LA DJ Set, it is presented by The Architects Secret Club.

19th of November, 2021: [Merch Drop #13](#)

29th of November, 2021: madeon announces an announcement on Wednesday of the week

30th of November, 2021: Madeon teases 2022 Good Faith Forever tour

1st of December, 2021: Good Faith Forever 2022 tour is announced

30th of December, 2021: madeon [plays Love You Back in a DJ Set](#) for Decadence in Arizona

30th of December, 2021 - 1st of January, 2022: Madeon plays Love You Back at all the DJ Sets he plays around New Years

8th of January, 2022: Madeon appears as a guest on Yung Bae's Apple Music show (day 536 of waiting for Good Faith Radio 6)

2nd of February, 2022: Madeon uploads the [UC Riverside Ironboard DJ Set](#) to his YouTube as a little treat

7th of February, 2022: The main visual artists of Good Faith Forever ([Shin](#), [Oseanworld](#), [MKAV](#), and [mollie](#)) met up at madeon's house in LA to work on visuals for the updated run of Good Faith Forever

11th of February, 2022: The Architects Visual Team for Good Faith Forever do a short [Instagram Livestream](#) to talk about Good Faith Forever

4th of March, 2022: The Good Faith Forever 2022 tour starts in Washington DC

26th of March, 2022: Madeon plays GFF at Ultra Music Festival in Miami. There's a 15 minute long video stream, and a full audio stream of the set.

30th of March, 2022: The Adventure Deluxe Vinyl finally goes on sale. Together is included after Only Way Out as a bonus track

5th of April, 2022: [Madeon is interviewed by Willy Joy](#). Madeon uploads to YouTube a professionally recorded clip of [Hypermania](#) from the Denver show.

6th of April, 2022: Madeon does an AMA on the official Coachella Discord

15th of April, 2022: Madeon plays GFF during Weekend 1 of Coachella. Love You Back announced to be coming out April 27 [via QR Code on the screens](#)

22nd of April, 2022: Madeon plays GFF during the 2nd weekend of Coachella. He also plays a very rare CDJ set with Yung Bae at the Do Lab

25th of April, 2022: Madeon formally announces Love You Back

27th of April, 2022: Love You Back is released. [loveyouback.world](#) is announced, with fun stuff being revealed every 24hrs at 9am PT / Midday ET

28th of April, 2022: [Love is Asleep](#) is released on loveyouback.world

2nd of March, 2022: [Love You Back x Beings Good Faith Live Edit](#) is released through loveyouback.world

A Guide to the Good Faith Era

Introduction

This section of the document is dedicated to the many recurring entities, concepts, and phrases of the Good Faith Era - with a particular emphasis on the lore and ARG. It is ordered in such a way that the reader understands the context and importance of later entries. Information is repeated where relevant. The era has 3 distinct layers. The first one is based on the real life events that led to the Good Faith project. The third is the mythologized version of these real life events. The second, in-between layer is what is commonly referred to as the ARG Layer. It's where the fictional companies of the era reside, and they take their names and imagery from the mythology. Good Faith Live/Forever exists in and is created by this second layer but is about the third layer. The live show exists as a metaphor for the first layer.

Glossary

Abbreviated terms and acronyms are a large part of the Good Faith Era, both within official material and the fandom. The most prominent terms are listed by category, alphabetically. If you are new, we strongly encourage familiarising yourself with the meanings of some of these terms!

AMF = All My Friends
BF = Be Fine
DDD = Dream Dream Dream
HMJB = Hold Me Just Because
HWH = Heavy With Hoping
LYB = Love You Back
NFM = No Fear No More
TBMF/TMF = Turbomegafast
TP = The Prince

DS.W/D.W = daedalus.world
Dx3.C = dreamx3.com
GF.W = goodfaith.world
ST.FR = stcetiHCraeHT.fr
TA.FR = thearchitects.fr
TSS.C = theSamesunrise.com
1212.W = 12122017.world

GF = Good Faith
GFE = Good Faith Era

GFF = Good Faith Forever
GFL = Good Faith Live
GFR = Good Faith Radio
GFZ/GF Zine = Good Faith Magazine
1212 = 12122017 = CELINE EP

Dx3 = Dreamx3 Visual FX
DP = Daedalus Production
EE = Eternal Eye
HH = Happy Humans
IS = Imperial Studio
TA = The Architects
TSS = The Same Sunrise

WWFLTF = We Will Feel Like This Forever

Companies and Entities

The Architects

- Those who helped make the album & era possible.
- There may be different Architects divisions, Hugo mentions an “Architects Puzzle Team” in an email, which we are relatively sure included [Enigmida](#).
- They have a [website](#) & three known [logos](#).
- The purpose of [thearchitects.fr](#) is unknown.
- They were mentioned in the Pixel Empire Podcast episode.
- Their logos appear in Good Faith Live and DJ Set visuals numerous times.
- LA is the “Architects HQ” according to the vinyl and Japanese CD.
- Conduct “Special Presentations” in collaboration with Madeon.
- There is an “Architects Secret Club” that helped create the secret DJ Set at The Roxy & the one in Paris
- Mentioned in imperial in the [Good Faith Live crew jacket](#).
- A reversed and mirrored primary logo is the solution of the [twelvetwelvetwentysixteen instagram](#) puzzle.
- This reversed logo is seen on <http://stcetiHCraeht.fr> in red.
- One of the [two alternative Architects](#) logos appears on the NFNM Remix and the beginning of [The Prince Visualiser](#) (notably more recent releases use this).
 - The same logo is mirrored as the logo for HWH.

Daedalus Production

- They have a [website](#), which has thus far teased music.

- Madeon commissioned a [suede jacket](#) with their logo on the back, as seen on [Zine one & vinyl cover](#). He also created a cheaper version of the jacket for sale on madeon.store.
- Their [logo](#) appeared on the front of the popup shop alongside the datamatrix code for goodfaith.world/secret.
- Additionally, Hugo has sold a shirt named 'Daedalus Band Tee' promoting Good Faith Live. It depicts an iconic frame from the Icarus live edit.
- May be in charge of the musical aspect of the era, with All My Friends are Asleep, and BF1.wav/BF2.wav being found on their site
- Logo appears on the album cover
- Shows up in the corner of [this Good Faith Live visual](#) alongside Mania, Forever, and The Same Sunrise

Dreamx3

- Responsible for the vast majority of visual design in the Good Faith Era.
- Are credited as 'Visual FX' in the All My Friends Music Video
- They have a [website](#) which hints at graphic design
- The Imperial on the website reads:

DREAM X THREE
DIGITAL DEVELOPMENT
TECHNOLOGICAL EXECUTION
IN CLOSE COLLABORATION WITH THE ARCHITECTS

MANIFEST REALITY
AUGMENT REALITY
CELEBRATE REALITY (Contains a hyperlink to the Good Faith logo)

GRAPHIC DESIGN

DIGITAL RGB PROFILE ART
PHYSICAL HOLO LAND ALT ART

- Dreamx3.com is understood to be the first available site from the Good Faith Era, it was meant to be found using clues from a PEP episode. We were unable to find it until long after its airing, however.
- NOT TO BE CONFUSED WITH THE SINGLE, despite their clear relation to one another.

Imperial Studio

- On the back of the jacket Madeon wore on the first [billboard](#) & the old background on goodfaith.world [[close up photo from the Pop-up](#)]

- “Fictitious Company” within Good Faith.
- Logo is strongly associated with the song *Mania*.
- May be related to the runes.
- Appears on the Imperial Flag.
- The Imperials of Good Faith Live are related to this company in some capacity.
- Very little is known about their role outside of Good Faith Live.
- The company remains strangely absent from the ARG.
- Their logo appears on the ironing board DJ set thumbnails
- Logo titled the “Imperial Lion” and was conceived in early 2018, based on the Nemean Lion of Greek Mythology.

Happy Humans

- Exact status as a company is unclear.
- Meant to be a dangerous optimistic cult. In the same vein as the lyrics of Be Fine
- Initially appeared as concept art on the wall, and at the popup.
- Has two logos which have seen varied use, the [first logo](#) appears predominantly in DJ set visuals and concept art, [the second](#) appears during LYBxBeings’ live edit.
- Has appeared with a navy blue and yellow colour scheme.
- Has appeared in DJ sets, starting in 2020 at [WWFest](#) and [OMFG NYE 2020](#)
- DJ Set visuals reference Be Fine. [\[1\]](#) [\[2\]](#)
- Heavily associated with LYB and BF

Eternal Eye

- May be a mythical entity within Good Faith lore, or may be a company.
- First seen in Good Faith Live visuals during the Shelter Encore.
- Has two known logos, the second also being HMJB’s logo.
- “Eternal” may bear reference to Forever.

Media

“The Wall”

- A wall in Hugo’s home that is covered with concept art from Good Faith
- Seen in the [VINYL HUNT](#) video, [Ironboard Sets](#), and some instagram story posts [\[1\]](#)
- Parts of this wall were on display at the [LA Pop-up shop](#), where it was called the [Good Faith Documents](#).
 - Some photos: [\[1\]](#) [\[2\]](#) [\[3\]](#) [\[4\]](#) [\[5\]](#) [\[6\]](#) [\[7\]](#) [\[8\]](#) [\[9\]](#) [\[10\]](#) [\[11\]](#) [\[12\]](#) [\[13\]](#) [\[14\]](#) [\[15\]](#) [\[16\]](#) [\[17\]](#) [\[18\]](#) [\[19\]](#) [\[20\]](#) [\[21\]](#) [\[22\]](#)

- Most [Instagram livestreams](#) use it as a backdrop.
- The concept art extends beyond the central, circular wall often shown, according to the [DJ Mag interview](#).
 - This likely indicates that more art of upcoming/secret projects is on display around the house.
- Has been referred to as the “Good Faith Mural” and “Good Faith Documents” but is also unofficially called “The Wall”.

Good Faith Radio

- Madeon’s show on Apple’s Beats 1 radio that happens seemingly at random.
- Usually advances the ARG in way of clues between songs.
 - A breakdown of the clues from each episode are available in the [ARC Chapters section](#)
- The current situation of the show is murky. There is a possibility that it may currently be on hiatus for an extended period of time.

Good Faith Live

- A live show that aims to provide a unique audiovisual experience to its viewers whilst retelling the story of Good Faith.
- The show’s canon is separate to the canon of the Good Faith Era as a whole, but it still tells a similar story.
- Madeon’s live show debuted at Lollapalooza 2019, its final showing was part of the EDC Mexico festival in late 2019.
- There are two variations of this show, a full length cut (shown over the American tour), and a shortened version shown as lollapalooza and Europe.
- Now replaced by Good Faith Forever.

- **THIS SECTION IS A WORK IN PROGRESS AND INCOMPLETE**

Good Faith Forever

- Also known as Good Faith Live V3 and V4 (with V4 yet to be played in 2022).
- It reworks to story aspects of Good Faith Live and introduces Madeon as a canon character.
- It is a topic of debate how its new story segments interact with those originally established in Good Faith Live. However, Hugo likes to think of the new additions as “DLC”. The meaning of this is unclear.
- Originally planned to be called ‘Good Faith Future’.

- **THIS SECTION IS A WORK IN PROGRESS AND INCOMPLETE**

Ans Some LA Pop-up

- An exhibition at [Agency Coffee](#) in Los Angeles showcasing various Good Faith Era artwork and items.
- Was open on the 16th and 17th of November of 2019.
- Also showcased some [merch items](#), some of which were exclusively sold there [\[1\]](#) [\[2\]](#) [\[3\]](#)
- Also contained various Good Faith exhibits like [the Imperial Pendants](#) [\[2\]](#) [\[3\]](#), the [AMF vinyls](#), [costumes](#) from the live-action scenes from GFL [\[2\]](#) [\[3\]](#), the [Architect Jeans](#) [\[2\]](#) [\[3\]](#), [Daedalus Jacket](#) [\[2\]](#), the [Imperial Coat](#) [\[2\]](#) [\[3\]](#) [\[4\]](#), and parts of the [Good Faith Documents](#) [\[1\]](#) [\[2\]](#) [\[3\]](#) [\[4\]](#) [\[5\]](#) [\[6\]](#) [\[7\]](#) [\[8\]](#) [\[9\]](#) [\[10\]](#) [\[11\]](#) [\[12\]](#) [\[13\]](#) [\[14\]](#) [\[15\]](#) [\[16\]](#) [\[17\]](#) [\[18\]](#) [\[19\]](#) [\[20\]](#) [\[21\]](#) [\[22\]](#)
- Other photos from the shop [\[1\]](#) [\[2\]](#) [\[3\]](#) [\[4\]](#) [\[5\]](#) [\[6\]](#) [\[7\]](#) [\[8\]](#) [\[9\]](#) [\[10\]](#) [\[11\]](#) [\[12\]](#) [\[13\]](#) [\[14\]](#)
- Madeon recorded his talking and Q&A bits for GFR 4 in the pop-up
- For closing, Madeon played a DJ Set to which both San Holo and Jaron showed up.

All My Friends Music Video

- The Daedalus Jacket, Good Faith pants, and the Imperial R Jacket all appear
- [Burnt Datamatrix](#) makes a brief appearance.
- Made in a week spontaneously.
- Visual FX credited to DreamX3 (actually made in collaboration with Glassface).
- Upside down imperial translates to "...[tion.The fever](#)" [\[Full Line\]](#)
 - "Out of the fever" is a lyric in AMF, but this sign does not match it.

Miracle Music Video

- Directed by Game of Thrones star Lena Headey.
- The lead roles were portrayed by renowned British actors Maisie Williams and James Nelson-Joyce.
- According to Hugo, he was approached by Headey while touring. Impressed by her vision for the song, he gave his blessing.
- Completely separate from the lore of Good Faith.

FOUR CITIES (Los Angeles, New York, Alesund, Nantes)

- Described by Madeon as the cities most vital to the making of Good Faith.
- First referenced in the [All My Friends Vinyl Hunt](#).
- [Mentioned](#) in the vinyl and Japanese CD.
- A Circle with the FOUR CITIES' names is hidden in the source code of <https://theartists.fr>

- The idea for Good Faith started during the end of the Adventure-era during a three day session in New York
- According to an interview, Hugo and the architects stayed in Alesund for a month and then went on a trip throughout the US until eventually moving to LA.
- The www.itsarotating.world/12122017/ puzzle features locations within the FOUR CITIES.

Good Faith Vinyl

- Teased during the [Phoenix Instagram stream](#).
- Gatefold, contains one 12" disc including all 10 songs from Good Faith. No bonus tracks.
- Inside, concept images are collaged over the two sides of the gatefold.
- Interior of the gatefold references many things from the ARG, notably Liquid Faith, FOUR CITIES, pages from zine one, the runes, and the billboards.
- The arrangement of images on the gatefold was relevant to the 12122017 ARG.
- Many of these images also appeared on the popup store wall.
- The Architects logo in Heavy With Hoping is rotated 180 degrees more than it is on the digital cover.
- The Borealis logo on the digital cover has periods between every letter. Which Hugo cited the periods as a kerning method, **Borealis is NOT an acronym**.
- Scan of the [runes](#) on the vinyl cover.

Good Faith Zine Issue 02

- Currently unreleased.
- [Planned to commemorate Good Faith Forever](#).
- Focuses on the making of the live show.
- In 2020, Hugo stated that he was having trouble thinking of an item to bundle the zine with.
- Later it was stated that the zine would be something akin to an art book.
- Hugo is unsure whether to release zine 02 in multiple volumes, or all at once.

[Runes/No Love](#)

- Jumble of various scripts and characters bearing strong resemblance to several languages and unicode categories, including but not limited to: Ancient Latin, Arabic, Bengali, Cyrillic, Dingbats, Georgian, Imperial, Kannada, Mathematical Symbols, Norse, Runic, Tagbanwa, Vai, and Yi
- There are no apparent patterns to any arrangements in the runes.
- [Appears in Good Faith Live's visuals, during Nirvana](#), in [Zine 01](#), the [Pop-up shop](#) and the top right hand corner of the vinyl gatefold [without the signature curve](#).

- A photo of Madeon writing the runes appears in the Mania page for Zine 01 and the [banner for the MRSL twitter](#).
- The [No Love Square](#) is a DJ Set visual, and a small, cropped section of the runes [First seen at Second Sky].
- The only certainly deciphered words from the runes are 'Liquid Faith'.
- The meaning of the runes is unclear.
- Bears a striking resemblance to the album cover for [Joy Division - Unknown Pleasures](#)

12122017

- The name of a secret EP made by Hugo 'out of anger' on the 12 of December, 2017 (it was actually recorded on the 6th of December, but Hugo revealed that he thought the 12th sounded better).
- Is meant to represent the darkness that recontextualized Good Faith: ["Good Faith is about the joy I've snatched from the hands of darkness. I thought this document \[12122017\] could be of interest to people who are really interested in understanding Good Faith"](#).
- Initially teased in Zine 01 via a barcode and additionally via [goodfaith.world/SECRET](#).
- Has an [Instagram](#) account that was found during the ARG.
- [BARCODE/Good Faith Radio 3](#)
- Appeared in morse code of the secret message in [GFR 5](#).
- Barcode from zine one appears as the tag of the 12122017 Shirt.

Enigmida

- Puzzle-making design studio based in San Francisco that have assisted in the creation of ARG chapters
- Have their own [Instagram](#) and [Facebook](#).
- [Assisted in the creation of the 12122017 ARG](#).
- Team of two.
- Evidently part of the Architects Puzzle Team.
- Keep an eye out for them over "the coming years", according to a sadly unarchived IG Live.

Greek Mythology References

- Hugo often recontextualizes Greek Mythos in his projects.
- Often, he uses characters, places, and connections between figures.
- This has been a recurring theme since the start of Imperial's use in his work.
- It began with the releases of Technicolor, Icarus, and The City.
- Imperial appeared on the disc sleeves for their respective limited vinyl releases: (update pictures)

- [Technicolor: WE CAN GET IT BACK.](#)
- [Icarus: ICARUS/WE WILL TRY AGAIN.](#)
- Parallels can be drawn between the building in Technicolor's cover art and the [Palace of Knossos](#), or more fitting, [The Tower of the Winds](#).
- This era vaguely retells [the myth of Icarus and Daedalus](#).
- The Adventure Era also incorporates this story into its lore in both the Adventure music videos, and deluxe edition of the Adventure album.
- The Adventure music videos follow [Asteria](#) (possibly the [Titaness Asteria](#)), and [Icarus](#) as they attempt to escape an unnamed city (possibly related to Crete) and traverse the desert wasteland surrounding the city, to reach The Pixel Empire (Possibly related to Technicolor, and the Palace of Knossos/Tower of the Winds).
- These music videos are likely also a retelling of the myth of Icarus and Daedalus. It is unknown if lore links between Eras, or is repurposed.
- Cover art from Adventure's singles also depicts the Adventure Tower on a small desert island, with a lone figure in the centre. This art may reference the Titaness Asteria's transformation into a small desert island while being pursued by Zeus.
- A shot from the Pay No Mind music video depicts an Eagle emerging from the Tower, this may reference the form Zeus took whilst pursuing Asteria.
- Also featured in these music videos is a labyrinth, likely the labyrinth built by Daedalus (It should be noted that in traditional tellings of this legend, Daedalus is the father of Icarus).
- Icarus and Asteria have been likened to R&K in GFL.
- As mentioned in other sections of this document, Celine was the lover of Prince Endymion who was put in eternal sleep by Zeus.
- The Imperial Lion, used by Imperial Studio, is a reference to the Nemean Lion, who was birthed by Celine in some tellings of Greek Mythology.

Characters

Madeon

- Played by Madeon himself during GFF.
- His involvement in the story prior to the newly added GFF segments is unclear.
- Receives divine power from Borealis, which he uses to clone himself and cause destruction.

'R Girl'

- Has no explicitly mentioned name, is colloquially referred to as 'R Girl'.
- First appeared in [rrr.gif](#) on thearchitects.fr
- Also appears in the AMF music video and the [Good Faith Announcement video](#).

- Wears an early version of the Liquid Rainbow Crewneck.
- Theorized connection to R from GFL.
- Speculated to embody a former or current significant other in Hugo's life.

The Imperials

- An organization/people featured within GFL/GFF.
- Imperials wear monochrome outfits with hoods and flat masks that obscure the face.
- Imperials are rarely seen without their masks.
- Dischead is a god to the Imperials.
- Imperials name themselves after letters of the alphabet, but there are some exceptions to this rule. It appears that longer names are a sign of power or divinity.
- Possibly related to Imperial Studio.

R & K

- The two central characters of GFL, although their involvement in GFF's newly added sections is unclear.
- Occasionally referred to as RK.
- First shown during the album rollout ARG in [rk.png](#).
- Rk.png turned out to be a screenshot from this [teaser video](#) on madeon's instagram.
- Respectively, [R refers to the female Imperial and K refers to the male.](#)
- RK also appear on the back of the [Good Faith Hoodie](#), the [Daedalus Band Tee](#), the [Good Faith Live Lolla teaser](#), and various Good Faith Live visuals. [1]
- The costumes were also present in the LA Pop-up shop **[NEED PHOTO]**
- [Behind the scenes photo of R&K](#) during the filming of Good Faith Live.
- 'RKY' is seen as a phrase on the wall. May allude to a third yet-to-be seen character.

Dischead

- A god within the GFL/GFF canon, supported by their description as ["The Good Faith God"](#) in 'The Dischead' NFT
- First appears faintly during NFNM x HMJB in GFL.
- More noticeably appears during Hypermania.
- It is unknown if [Dischead](#) is an imperial themselves.
- A [t-shirt](#) with the same design as the NFT is also available.
- Distinct from Borealis.

F/Borealis/The Queen

- Appears only in GFF.
- [The Queen of the Imperials.](#)
- Formerly named 'F'.
- First appears directly in [The Prince live edit.](#)
- [Wears a crown in the image of Dischead in order to make herself resemble a god](#)
- Possesses divine power (possibly by virtue of the crown) which she grants to Madeon during The Prince.
- According to speculative mathematics, scaling, and the throne schematics, she has a possibility of being 7425ft tall.

Unknown Characters

- A figure facing away from the audience, wearing an Imperial Studio jacket. Appears for a split second at the beginning of The Prince.
-

Objects

The Imperial Pendants

- First appeared in official Good Faith media during the [<< M >>](#) interlude in Good Faith Radio 1.
- Meant to resemble the Adventure Chevron or one of its many variants.
- A set of 26, corresponding to the letters of the imperial alphabet.
- Made in 2018 by independent Los Angeles jeweler [Takayas.](#)
- Three were exhibited at the [pop-up](#). Speculated to be letters M, K, and R. [\[2\]](#) [\[3\]](#)
- "Some were lost forever, some are yours to find" was listed on their plaque at the Good Faith Popup.
- According to a [slip up Hugo made at an Apple Event](#) (51:05), no pendants have been found. The meaning of this is unclear.
- Madeon is seen wearing the M pendant in unused conceptual ["dreamdreamdream"](#) cover art, [this Instagram post](#) featuring Charly from Chivteam, [these photos](#) with the West LA Children's Choir, and [during the Grammy's](#)
- Madeon started to wear the pendant for some Good Faith Forever shows in 2021, with photos of him wearing it during Second Sky and in the Madison, New Haven and Nashville shows
- It is theorized that pendants will be a prize for participation in the ARG

- Charly has also been seen with one in a social media post (currently lost, may have been deleted).
- Worth \$5,000USD each according to Madeon. Replicas are \$3,500USD in two-tone 14K gold and silver without a gem & \$3,000 USD for a single-tone silver replica also without a gem.
- [Inquire here](#) if you wish to commission a replica - please send images of replicas to us for documentation. Thus far there have been none made.

Custom Clothing Items

- [Imperial Studios Jacket](#) [\[Front\]](#)
 - Called the Imperial Coat in the pop-up shop
 - Was photoshopped in the [first billboard](#) so it had the Good Faith logo on the back instead of the lion
 - The [Imperial Lion Bomber](#) is based off this item
- [Architect Jeans](#) [\[Back\]](#)
 - Called Architect Jeans by Bond when they were accidentally(?) listed on madeon.store
 - References various phrases from Good Faith
 - Displayed at the LA Pop-up shop
 - He wore them at a few Good Faith Live shows
- [Daedalus Jacket](#) [\[Front\]](#)
 - Seen in the vinyl cover for Good Faith
 - Displayed at the LA Pop-up Shop
 - Appears in the [AMF Music Video](#) alongside the Imperial R Jean Jacket
 - The [Daedalus Coach Jacket](#) is based off this item
- [Imperial RRR Jean Jacket](#) [\[2\]](#)
 - Not seen too much, only time it's been seen publicly was at [B&L Lounge in 2018](#)
 - Has imperial R sewn across the shoulders.
- [Imperial R Jean Jacket](#)
 - Has appeared only in the AMF Music Video (worn by someone else) and the [Good Faith Announcement Video](#)
- [Imperial R Crewneck](#)
 - Has only appeared in the [Good Faith Announcement Video](#) alongside the Imperial R Jean Jacket

Good Faith Zine Issue 01

- Originally released in the LA Pop-up shop on the 16th and 17th of November, 2019. Released to the online store shortly after, on the 19th.
- Bundled with a CD copy of Good Faith.
- Focuses on the creation of the album.

- Copies signed by madeon were available in all tour dates starting with the LA shows including Japan (I believe).
- Includes the [curvy version of the runes](#).
- Includes a [12122017 BARCODE](#).
- Includes lyrics to every song in Good Faith.

All My Friends 7" Vinyl

- Released in four cities on the 29th of May 2019
- A 20 record series of 7" 45's of All My Friends
- At four record shops in the cities where Good Faith was written,
- 10 were made with a holographic sticker on the clear packaging and 10 with a white sticker
 - The records are identical, only difference between them is packaging
- 8 were given out as part of the All My Friends Vinyl Hunt
- The remaining 12 are not in circulation
-

Hypercolor Candle

- Debuted in the Madeon store on the 20th of August 2021.
- Designed by Hugo with the intent of creating a unique sensory experience to accompany Good Faith, associated with scents special to the album.
- Candle is pure soy scented, described as "Earthy".
- The candle is decorated by a holographic sticker with a matte black finish printed over it.
- At the centre of the sticker's design sits the Cursed Chevron (M pendant).
- [There are four datamatrix codes on the packaging, and another four on the candle's sticker. Each one is unique.](#)
- On the packaging, the datamatrices decode as follows:
 - Top left: "madeon.store"
 - Top right: "Good Faith"
 - Bottom left: "Just breathe"
 - Bottom right: "I missed you"
- On the candle's sticker, the datamatrices decode as follows:
 - Top left: "Peaceful"
 - Top right: "The Architects"
 - Bottom left: "Same sunrise"
 - Bottom right: "Forever"
- See [Datamatrices / QR Codes](#) for more info.

Songs and Music

Dream Dream Dream

- The second single released for Good Faith
- Received a vinyl release.
- The b-side of the vinyl contained an instrumental for the song.
- The ASCAP repertory possesses an alternate entry for the song that lists it as 'dreamdreamdream'.

All My Friends

- The first single released for Good Faith, debuted with the [vinyl hunt](#).
- Received its own music video, see [here](#) for more information.
- According to Hugo, it is a song about social anxiety.

Love You Back

- A song scrapped from Good Faith "at the last minute".
- Is mashed up with Beings in Good Faith Live.
- Little is known about the song other than the chorus and drop.
- Hugo loves the chorus, but hasn't been able to figure out the verse
- Working on it alongside other B-Sides.
- Has a strong connection to Happy Humans.
- Madeon played a section of the song publicly during his [secret set](#) at the Roxy, showcasing progress in its development.

Be Fine

- The third single released for Good Faith.
- Had a working title of 'Be Fine Again' pre-release.
- Teased by Good Faith Radio, and received a dedicated ARG puzzle.
- Has a strong connection to Happy Humans.

Nirvana

- Debuted at Good Faith Live Lollapalooza, mashed up with Finale.
- Samples Elroy 'Spoonface' Powell.
- Leads directly into Mania.

Mania/Hypermania

- Debuted at Good Faith Live Lollapalooza as Hypermania.

- Released on the album as Mania, without its second drop to align more with Madeon's creative choices.
- The removal of this drop was also a last minute decision.
- Strongly connected to Imperial Studio, and Good Faith Live lore.
- Samples Callie Day in the vocal chops.

Miracle

- Debuted as the outro to Good Faith Live Lollapalooza.
- Was once titled 'America' in the early conceptual phase of the era.
- Is about Hugo moving to America to pursue his dreams of music.
- Received its own music video by director [Lena Headey](#), see [here](#) for more information.
- The lyrics heard in the intro to La Lune Live/Instead were originally intended for Miracle, but scrapped.

No Fear No More

- The West Los Angeles Children's Choir can be heard during the chorus.
- Received a remix by Earthgang that was accidentally found early as an unlisted video in a youtube playlist.
- Also received a limited vinyl release with the Earthgang remix on its B-side.
- Four test pressings of the record were also distributed as a prize to commemorate the debut of GFF.
- It is theorized that a mini NFNM Era was planned to tie together the release of the Earthgang remix, with the West Los Angeles Children's Choir scheduled to sing on The Jimmy Fallon Show and the madeon.store banner being changed to 'NFNMerahero.png'. However, many plans never came to fruition as a consequence of COVID-19.

Hold Me Just Because

- Hugo has stated that the voicemail at the end of the song is from someone he loves.
- According to French speakers, the voicemail translates to "You encouraged me to... well, create something."

Heavy With Hoping

- Debuted at the first full Good Faith Live tour showing.
- Sung by Audra Mae, pitched down to sound more androgynous.

Borealis

- An early entry on the ASCAP repertory listed it as 'Borealis (Endlessly)', suggesting an alternate title for the song was planned.
- Written about Hugo's future children.

All My Friends B-Side

- An ARG clue

All My Friends are Asleep

- An improvised arpeggio experiment, according to Hugo.
- An ARG clue found hidden on daedalus.world
- A distorted and heavily processed version of the HMJB voicemail can be heard faintly at the end.

The Prince

- Initially scrapped from Good Faith for being too dark.
- Debuted at Secret Sky 2020 and subsequently released later in the year.
- Received a release on madeon.store with an [HD Bundle](#).
- This bundle contained a variety of high quality logo assets, lyrics, images, an instrumental, and an acapella.
- Kick-started the 12122017 ARG.
- An early logo for the song appears on The Wall.
- An entry on the ASCAP repertory lists it as 'Prince', suggesting an early title for the song.

Symbols

The Imperial Alphabet

- An alphabet created by madeon that's been used both in the Adventure era and Good Faith era to communicate information, easter eggs, and ARG clues.
- First appears in the early 2010s on vinyl sleeve art for Technicolor, The City, and Icarus.
- Saw mild use and made brief appearances during this time, but began to see more use during the Adventure Era, within its music videos and respective ARG.
- There are a set of Imperial numbers, which are written in a braille-esque style, but there is a possibility of a new [number system](#), though that is unclear

- A new variant of the language was used in the Love You Back visuals during Good Faith Live [[Transcription](#)], this variant also saw use during the 12122017 ARG.
- A serif (formal) variation of Imperial appeared starting with the [UC Riverside](#) and Roxy DJ sets as a visual. As of now, it has not seen any further use.
- On the covers of the singles alongside English in the vinyl covers of the Good Faith singles.
- Each [Imperial Pendant](#) corresponds to a character in the imperial alphabet.
- [Current official Imperial typefaces with English translation.](#)
- Hugo created Imperial when he was 8 or 9, it used to be more complex with “stacked” characters. The one we know is simplified.
- Possibly appears in the runes (with no apparent pattern).
- Appeared in the popup alongside translated English text.
- Appeared on the [second billboard](#)

Imperial Numbers/Mystery Imperial

- Possibly part of the Imperial Alphabet.
- Have not yet been used in an official capacity. Only seen the wall [[Closeup](#)] [[Remake](#)].
- Theorized to be numbers due to its resemblance to a number pad.
- Characters resembling them have appeared in the runes, but could be coincidental lookalikes.

The Chevron(s)

- A recurring motif and logo that was the main symbol of the Adventure album and surrounding era
- The Good Faith Era has introduced a number of new chevron variants:
 - Stretched Chevron
 - Four-Sided Chevron
 - Eight-Sided (Stacked) Chevron
 - Cursed Chevron (Imperial pendant design)
- Within the Adventure Era, the symbol was representative of the Tower.

Phrases & Words

RRR/Imperial R

- Heavily recurring symbol across GFL and Good Faith.
- Appeared for the first time in [rrr.gif](#) from thearchitects.fr.
- Strongly associated with ‘R Girl’, who appears in rrr.gif.

- 'R Girl' appears frequently in Good Faith visuals, she wears a [Liquid Rainbow Crewneck](#) and always has her back to the camera.
- 'R Girl's relation to R from GFL is currently unclear.
- [Good Faith DJ Set visual](#) [2] [3]
- Appear on the [Good Faith Pants](#).
- Also depicted on [this](#) jean jacket, mentioned earlier.
- On the back of the merch crewneck.
- On the [exclusive Lolla Good Faith Live Shirt](#)
 - _R_ the artist from GFR 5 is [not related](#) to the ARG, they are just a person (and a very cool artist)

The Same Sunrise

- Its status as a possible company or entity is currently unconfirmed.
- A lyric in 'All My Friends'.
- The second Good Faith promotional billboard teased its website, [thesamesunrise.com](#)
- The website contains a list of words jumbled in alphabetical order:

ALONG
BURIED
FIND
FOR
GOOD
GOOD
GROUND
I
IN
IT
IT'S
JUST
KEPT
ME
NOT
SOMEDAY
TELL
THE
THE
TO
WAY
YET
YOU

- This was later [Confirmed by Hugo](#) to be the same words as the AMF B-Side:

"I KEPT IT ... BURIED IN THE GROUND ... FOR YOU TO FIND ... SOMEDAY ... NOT YET ... IT'S GOOD ALONG THE WAY ... JUST TELL ME ... GOOD."

- Also shown during the DDD live edit & [other points](#) of Good Faith Live.

Liquid Faith

- A vague concept/idea/phrase within the Good Faith Era, shrouded in mystery.
- Potentially appears in the [runes](#).
- Possibly related to the concept of **LIQUID INERTIA**.
- He "doesn't want to tell us" according to the March 15 Instagram Q&A.
- There are 3 appearances of the phrase on [The Wall](#)
- The first, and main, image of Liquid Faith has in the [pop-up](#), [his wall](#), the AMF vinyl hunt video,, and behind him in ironingboard DJ Sets.
- Paper/tape blocked out the phrase in the [VINYL HUNT](#) video.
- Primary image in which it features is a photo taken by Hugo's grandfather.
- Hugo in reference to the photo said that "It doesn't look like that anymore."
- Higher quality images reveal a town in the corner of the photo.
- Geolocation efforts speculate the location of the photo to be Goreme Cappadocia, Turkey. Exact coordinates are unknown.
- Was very prominent during Secret Sky and an Instagram Live he did.
- Second appearance of the phrase at the [popup](#) showed the words along with several concept names for Good Faith songs. Has *Madeon* written underneath it for unknown reasons. Could indicate that Liquid Faith is a song or project rather than an idea.
- The same paper is [covered](#) on the wall.
- The 3rd appearance shows an image labelled "Liquid Faith" alongside 3 other images labeled ["Gallery"](#) (one of which being the 12122017 cover). [1] [2]
- Also appears briefly in ['ARPEGGIATED COMPOSITION NO.1'](#) in new Imperial.

Liquid Inertia

- Most likely related to Liquid Faith in some way.
- Shows up as a [maxicode](#) in GFL (notably the only appearance of a code/puzzle/easter egg in the show). [1]
- Appears in a [DJ Set visual](#) which has a 12122017 [color variant](#).
 - Same visual also has a variation that says ["For You To Find"](#)

We Will Feel Like this Forever / Forever / First Life Forever

- Phrase as it appears in GFL: *"WE WILL FEEL LIKE THIS FOREVER THIS IS LIFE IT HAS ALWAYS BEEN LIKE THIS BUT MY EYES ARE OPEN NOW MY HEART IS PUMPING A NEW BLOOD I CAN FEEL IT ALL OVER IT IF MAKES ME BLIND I DONT MIND BECAUSE WHAT I SEE INSTEAD IS BEAUTIFUL"*
- May play a larger role in Good Faith Forever.

- May relate to Good Faith's overarching themes of feeling joy.
- "I'll tell myself it'll last forever" (During Miracle GFL).
- [Has its own logo](#) which references Dream Dream Dream
- First Life Forever made its first appearance during the UC Riverside set, in the Serif Imperial font.
- Unknown if this is related to Good Faith Forever

THEY ARE REAL

- Appeared for the first time as morse code during GFR01, alongside the M pendant.
- The phrase intertwined with the pendants and Imperials, with differing meaning depending on the lore of Good Faith and Good Faith Live.
- Phrase as it appears on Good Faith Live: *"THEY ARE REAL AND BURIED IN THE GROUND FOR YOU TO FIND SOMEDAY NOT YET JUST TELL ME GOOD"*.
- Phrase as it appears on the AMF B-Side [[Holo](#)] [[White](#)]: *"I KEPT IT/BURIED IN THE GROUND/FOR YOU TO FIND/SOMEDAY/NOT YET/IT'S GOOD ALONG THE WAY/JUST TELL ME/GOOD."*
 - The phrase is jumbled on thesamesunrise.com, see [The Same Sunrise](#) section of this document for more info.
- May refer to the imperials, the pendants, and possibly Liquid Faith/Liquid Inertia.

[MRSL](#)

- First seen on [The Wall](#).
- Possible acronym for something.
- Later seen on the [ironingboard sets](#), in the [LA Pop-up](#), and the [Good Faith Vinyl](#).
- Has a [twitter](#) that led to itsarotating.world.
- Referenced in this [post by celine12122017](#) where the image is shown in red with the letters missing.
- Part of the letters used to form POMME during the papercraft puzzle.

ARG Chapters

Pre-album release

All major parts of the ARG that happened before the album released

VINYL HUNT

- Started with the [VINYL HUNT](#) video being uploaded to YouTube.

- Led to subpages on goodfaith.world with the names of the Four Cities. The subpages had addresses to where the vinyl could be found in the FOUR CITIES
 ALESUND: [Jukebox](#)
 LOS ANGELES: [Cosmic Vinyl](#)
 NEW YORK: [Rough Trade NYC](#)
 NANTES: [Mélomane](#)
- Hugo's [Twitter Moments](#) of the event.

Good Faith Radio

- Episode 1: [<< M >>](#)
 Photo has a datamatrix code that scans as 'Letter M', referring to the M on goodfaith.live, where [rk.png](#) could be found.
 The [Morse Code](#) played as the audio track, translated to *THEY ARE REAL*
- Episode 2: [<< BF >>](#)
 Teases the 3rd and final single of Good Faith, Be Fine.
 The [audio track](#), when slowed down, was revealed to be Madeon saying [BE FINE 4 times](#).
 In the original airing of the episode, it said [<< M >>](#) like the first episode. This was fixed for the On Demand version.
- Episode 3: [BARCODE](#)
 The [audio track](#) is widely understood to be an auditive version of the barcode seen in zine one, [12122017](#).
 This later turned out to be the explanation for the 12122017 EP included in the back of every copy. What it says can be seen [here](#) (outdated picture).
- Episode 4 lacked any ARG hints.
 Episode 4 was released to celebrate the release of the album and featured a listening party and a Q&A recorded at the LA Pop-up Shop.
- Episode 5: [?](#)
 Photo, [?](#), has some text in Base 64 that translates to "The Prince Will Lead To [Celine](#)".
 [Morse Code](#) translated to '121217'.
 It was the first episode to air on a Tuesday instead of a Wednesday like the rest of the episodes, and was also the first episode to have an updated visual style in the cover.
 The featured artist, _R_, from this episode [is not related](#) to

the ARG.

Be Fine ARG

- Began after [Good Faith Radio](#) 2's secret message.
- October 11th [IG Post](#) led to Daedalus.world from which [BF2.wav](#) was found.
- [goodfaith.world/BF1](#), and <https://thesamesunrise.com/BF> all hint at BF1.wav filling in the gaps
- [goodfaith.live](#) teases the [release date of the single](#).
- [dreamx3.com/BF](#) says "NOT YET".
- [goodfaith.world/BF1](#) and <https://daedalus.world> were updated to link to [BF1.wav](#) on October 14.
- <https://goodfaith.live> also updated to show [Be Fine's release date](#).

12122017

All parts of the ARG that began with The Prince MV and ended with the 12122017 vinyl

The Prince

- A scrapped B-Side from Good Faith
- Song first played at a Yale DJ set in 2018
- First known mention of the song name in a [conceptual logo](#) on the wall.
- Later played at Secret Sky 2020, and subsequently released.
- A much darker take on Good Faith.
- Released with an HD bundle of resources related to the song.
- Speculated to represent Prince Endymion, a figure in greek mythology.
 - Prince Endymion was given a choice of destinies by Zeus, of which he chose immortality at the expense of eternal sleep.
 - This could represent Hugo choosing to exclude to song from Good Faith, but immortalising it by releasing it.

The Prince Acapella

- Included in the HD Bundle of The Prince from madeon.store.
- In the spectrogram of the acapella, it had the phrase ["The Prince will lead to Celine"](#) in new Imperial.
- Going deeper into the spectrogram, there was a maze hidden inside the Imperial letters. When completed, it traced out the phrase ["pulled out of thin heir"](#).

The Prince Music Video

- Posted by madeon just after midnight PST on August 15, 2020.
- At the start, it has some imperial text that translates to things like

- "A Special Presentation by madeon and The Architects"
- "The Prince will lead to Celine"
- "The Prince by madeon"
- "Find Celine"
- In the description, there is some word art of Hugo in 1's and 0's. The binary on the edges translates to "nonogram".
 - This is the name of the method used to solve the twelvetwelvetwentyseven puzzle
- At 1:30, some letters and numbers flash behind madeon. When put into a youtube URL, it leads to [this YouTube video](#) titled "twelvetwelvetwentyseven"
- "Twelvetwelvetwentyseven" has some imperial in [both the new font and the old font](#) that reads PRINCE
- Also has a "barcode" that that is a Pharmacode Two-Track
- In the first frame of the 1212017 video, there's an @ preceding the "barcode".
 - This is a clue to both the twelvetwelvetwentyseven instagram and celine12122017 twitter

Celine

- First mentioned in Good Faith Radio 5 along with 12122017.
- Has a dedicated [twitter](#), found after the release of The Prince, during the 12122017 chapter of the ARG.
- The most active account during the ARG.
- First tweet has a photo of [MRS L](#) with the text missing, captioned with "@ x3".
- Warned of upcoming events in advance, such as [August 24th at midnight](#).
- [Goddess of The Moon](#) in Greek Mythology (spelling varies from Celine to Selene), notably gave birth to the [Nemean Lion](#) in some stories (The figure that the Imperial Lion is based off).
- Celine was also the lover of Prince Endymion through whom she had many children.

Rotating World

- A website with a twitter
- Site that cycles through a series of 8 codes ('00090801', '04201502', '12050504', '15212020', '08051805', '04061518', '15140504', '01250000').
- All of the codes, [deciphered](#) through a A1Z26 cipher, read "IHADTOBLEEDOUTTHEREDFORONEDAY".
- The rest don't say anything.
- The code currently displayed on <http://itsarotating.world/> was used to reveal a timer on <http://stcetihcraeht.fr>.

Timer on <http://stceti hcraeht.fr/>

- When the timer hit 0, it changed to read [12:12:20:17](#). Clicking on it redirected to www.itsarotating.world/12122017/ that had street view images from Google..
- Cycles between different images from Google Street View
- [Each location with time and coords.](#)
- [Nobody needed to go to these locations.](#)
- Updates every 12 minutes for 17 hours with 85 unique locations all within the [FOUR CITIES](#), before looping again.
- Each location, when plotted out on a map spells out 2 letters in imperial
[LA](#): HO
[NY](#): MI
[Alesund](#): CI
[Nantes](#): DE
HOMICIDE
- At 5:38pm PST, celine12122017 posted on twitter an image that says "[MONDAY MIDNIGHT PT](#)" in Imperial.

TURBOMEGAFAST

- Found after MONDAY MIDNIGHT PT by Icecube45.
- On MONDAY MIDNIGHT, on stceti hcraeht.fr/ the password HOMICIDE became valid.
- Led to a rotating png titled *ELEVENX3* with the script to rotate it called *record*.
- This PNG was made to look like a record, with pixels spiralling around the outside in different colours.
- *ELEVENX3* is a reference to the standard rotations per minute for a 12" record (33rpm).
- "Label" on the record is a darkened photo of Hugo.
- Icecube45 wrote a program that [spirals along the "groove"](#) and creates sound according to the color values of each pixel.
- Audio created led to morse code.
- Morse code in the audio translates to TURBOMEGAFAST, background audio is also the same as the [12122017 video](#).
- This led to the Papercraft.

[SIXPASSWORDS](#)

- Found after celine12122017 tweeted "[SIXPASSWORDS](#)" in the new imperial script.

- A subdomain of stceti hcraeht.fr/ with 6 boxes with varying maximum text lengths.
- Top of the page reads [Celine](#)
- The 4th field is also already filled in with Celine
- Upon initially finding this, the last two password boxes were unavailable.

Passwords:

HEIR

HOMICIDE

TURBOMEGAFAST

CELINE

POMME

ABSOLU

Submitting the passwords results in a [new website and a single password](#).

PAPERCRAFT

- At midnight at the end of thursday August 27, ten PDFs were downloadable by clicking each letter including the space in "GOOD FAITH" inside the phrase "BUILT TO GOODFAITH" at stceti hcraeht.fr/turbomegafast.
- Links: [G](#) [O](#) [O](#) [D](#) [_](#) [F](#) [A](#) [I](#) [I](#) [H](#)
- Each PDF was a papercraft model that would be assembled and placed onto the Good Faith Vinyl gatefold collage like [puzzle pieces](#).
- This resulted in the last two passwords for SIXPASSWORDS.
- On top of the paper models, the [dark sections spelled ABSOLU \(password 6\)](#)
- On five of the models, there were 5 Imperial Neue characters on the bases.
- These characters (ABCDE) locations and their surrounding boxes [matched up to text on the vinyl artwork](#). Resulting in the word "Pomme" (the 5th password).

12122017 Vinyl Record

- Alternatively called 'Celine'.
- A "prize" for the completion of this chapter of the ARG.
- 200 made, sold for \$12.12 through <https://12122017.world>
- [Hugo has called it more of a document than an actual release](#).
- Was actually made on the [6th of December](#)
- [Backside](#) has BARCODE on it, without the [distortion](#) but reversed
ON THE 12TH OF DECEMBER 2017
MUSIC MADE ME FEEL NOTHING I MADE SOME ANYWAY
FOR 24 HOURS
OUT OF ANGER
IF ALBUMS TESTIFY ERAS
THIS IS JUST A DAY
THIS IS AN ENTRY IN MY DIARY

Loose Ends

This section concerns the state of the ARG post-album rollout and pre-12122017. The album rollout ARG left behind a plethora of loose ends and unsolved mysteries that lead some to believe it was never resolved. Below is a list of loose ends that never seemed to go anywhere, perhaps you can make something of it.

THIS SECTION IS A WORK IN PROGRESS AND INCOMPLETE

AMF B-Side/TSS.com

- The meaning of the B-side is still unclear outside of loose implications.
- tss.com connects to thearchitects.fr, with words from the B-side transcript, as well as a lyric referencing TSS being passwords needed to unlock gifs on ta.fr
- The transcription of the AMF B-Side on tss.com does not progress the ARG in any way (save for two words from the site being passwords to gifs on ta.fr). Additionally, its current meaning is disputed - although it is suspected that it links to the pendants somehow.

The Architects Gifs

- Found on thearchitects.fr, there is no known way to find the passwords for most of them (beyond looking into the site's code) and no known purpose for them, if there is one

Imperial Studio

- Unlike the other companies, Imperial Studio currently has no known website. The reason for this is unknown.
- Alongside this factor, Imperial Studio is generally the most mysterious company. Little is known about the role it played in the creation of Good Faith, nor the role they played behind the scenes.
- Additionally, the importance of the word "imperial" raises questions about the significance of this company and its relation to various components of the Good Faith lore. It implies connections to the Imperial font, the Imperial Pendants, and the Imperials of Good Faith Live (despite the live show being a separate canon).

- [rrr](#) (rrr.gif)
- [Thesamesunrise.com](#) provided some of the site's passwords.

<https://dreamx3.com>

- Represents Dreamx3 visual FX.
- Teased Good Faith Era art direction and themes.
- Teased the physical and digital album art.
- Links to a png version of the [Good Faith logo](#)
- Text in Imperial translates to:
 dream x three
 digital development
 technological execution
 in close collaboration with the architects

 manifest reality
 augment reality
 celebrate reality

<https://daedalus.world>

- Represents Daedalus Production.
- Contains a gif of outwardly cascading clouds in a similar style to thearchitects.fr gifs.
- Hides files via an invisible hyperlink below the gif.
- Has teased the release of both DDD and Be Fine.

<https://thesamesunrise.com>

- A transcript of the AMF B-side audio, scrambled in alphabetical order.
- Some words are used as passwords on [thearchitects.fr](#).
- Played a role in the Be Fine scavenger hunt.

<https://stcetihcraeht.fr>

- Likely represents the Architects.
- Found prematurely by an ARG participant.
- Was initially believed to be a hoax.
- Follows the same layout as thearchitects.fr (including the invisible textbox) but has a reversed and mirrored Architects logo, and darker colour scheme.
- Typing "pulledoutofthinheir" into the textbox will reveal a timer at [00:00:00:00](#) (which is [red](#) on Firefox and [grey](#) everywhere else). After that, input the code currently displayed on [itsarotating.world](#), it revealed a timer that ended on August 21st at 11pm PST (see [here](#) for more details)

<http://itsarotating.world>

- Used during the 12122017 ARG.
- A site that cycles through a series of 8 codes ('00090801', '04201502', '12050504', '15212020', '08051805', '04061518', '15140504', '01250000')
- Decoding the codes in the order in which they appear using A1Z26 cipher reveals the message "I HAD TO BLEED OUT THE RED FOR ONE DAY".
- Name likely references the google streetview puzzle.

<https://12122017.world>

- 12122017.world is a shopify store through which ARG members could purchase the "Celine" 12122017 Vinyl Record.
- Only 200 pressings were available.
- Only accessible after entering the password "ONEDAYOFANGER"
- The 12122017 Acid Wash Tee was also later sold there.

<https://madeon.net>

- Represents Madeon.
- Links to all of his social media, and old sites associated with the Adventure Era.
- Not yet of relevance to the ARG, but contained old art for DDD.

<https://madeon.store>

- One stop shop for all current Madeon and Good Faith merchandise.
- Also archives old merch and Good Faith Era artefacts, [including the All My Friends vinyl](#).
- Not to be confused with the merchbar.

<https://www.merchbar.com/dance-electronic-edm/madeon>

- A slightly more limited selection of merchandise from the era.

Hoax/Fake Sites

- [Canyoushowmeamiracle.com](#) (now defunct)
- [Liquidfaith.world](#) (A meme)

Social Media Accounts

Madeon Instagram

Madeon Twitter

[Madeon Tiktok](#)

[TwelveTwelveTwentyseventeen Instagram](#)

An Instagram account found through the [twelvetwelvetwentyseventeen](#) video
Has 6 posts that have two images. One has the new imperial font, and a grid with some squares blacked out with Good Faith fuschia.

[Imperial correlated to letters](#). It's an anagram for Prince
The grids are picross', that when solved, [look like this](#), arranged like PRI NCE
When squished, it's [The Architects logo](#) but reversed and mirrored
Same one that appears on <http://stceti hcraeht.fr/>
[Story post](#) on the 16th of August referenced <http://stceti hcraeht.fr>.

[Celine12122017 Twitter](#)

Presumably what The Prince was leading us to
Found on August 14, 2020
Only tweet has the photo of [MRSL](#) with the text missing with the text "@ x3"

[MRSL Twitter](#)

Found on August 14 after the Celine twitter account
Has an image with hidden text in it, leads to [itsarotatingdotworld](#) instagram
Banner shows madeon writing [the runes](#)
Text from the only post leads references the [Perpetual Light prayer](#)

[Itsarotatingdotworld Instagram](#)

Leads to [itsarotating.world](#) website
Lacks a profile picture and posts

Fake/Hoax Accounts

<https://twitter.com/MrsIX3>
<https://www.instagram.com/celine12122017>

Datamatrixes & Other Codes

Credit to Rm4n & Qwert for code recreations

[goodfaith.world/secret](#) [[Recreation](#)]

- Appeared once [outside of the LA Pop-up Store](#).

[Madeon.fr](#) [[Recreation](#)]

- Appeared once on the old [dreamdreamdream](#) concept. Redirects to [madeon.net](#)

thearchitects.fr [[Recreation](#)]

Appears on the Good Faith Vinyl

“GOOD FAITH” [[Recreation](#)]

Appears in the [Zine one CD](#), [Japanese CD](#), and the Good Faith [vinyl](#)

“Letter M” [[Recreation](#)]

Appeared only on the secret message of Good Faith Radio 1. Letter of the pendant in the photo.

“Liquid Inertia” Maxicode

- Appeared in [Good Faith Live](#) [1]

Burnt Datamatrix [[Best Recreation](#)]

- A datamatrix on Hugo’s wall that was burned at some point.
- First appears in the [VINYL HUNT](#) video.
- Thanks to some technical know-how from a member, it was eventually deduced that this datamatrix lead to <https://goodfaith.world>.
- Not out of the question to assume it fell off the wall and into Hugo’s fireplace.

[madeon.store](#) datamatrix

- Appears on the [cover](#) of No Fear No More (Remix) and No Fear No More 7” Record [[close up](#)]

Candle Datamatrices

- Datamatrices on the packaging:
 - Top Left
 - Top Right
 - Bottom Left
 - Bottom Right
- Datamatrices on the candle:
 - Top Left
 - Top Right - The Architects [[Recreation](#)]
 - Bottom Left
 - Bottom Right - Forever [[Recreation](#)]

Interviews

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<https://www.youtube.com/watch?v=YMv8NLzTGBY>
<https://youtu.be/SOMhm5csDCY>
<https://youtu.be/uHLC9he5ryI>
<https://streamable.com/1u3j7b>
https://youtu.be/QzpXO7F_dWU
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<https://youtu.be/EsXK6Tt-h2M>
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<https://edm.com/features/madeon-interview-good-faith-forever-visuals-stage-production>
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Compiled & written by aj834#1640/Porter Rika with help from Noah Norrod, Domasleo, Dsisaac, Qwert, Rm4n, HiFriend, Zzyzx, & everyone in the r/madeon discord server. Please tell me if I'm missing anything.

Other Documents

[ARG Milanote](#)

- Active during ARG-time, used to keep track of progress and record clues as they come out.
- Maintained by Dayreon#1070 on Discord.

[Madeon Tracker](#)

- Modeled after hip-hop trackers for unreleased & leaked music, this document tracks all unreleased & obscure madeon songs & demos.
- It also catalogues which songs show up in live shows, stuff under different aliases, and live shows for which we have recordings of

[Madeon Archive](#)

- A google drive containing most of madeon's content.
- Maintained by Toxin_X and other community members.

Good Faith Merch Tracker [WIP]

- An archive that documents merchandise sold during the Good Faith Era.
- Specializes in obscure and exclusive merchandise.

[Rune Decoding Sheet](#)

- A spreadsheet containing various theorised letters and numbers corresponding to the runes.

- Although it seldom sees activity nowadays, it is a valuable resource for any would-be decoder!

[Madeon News Twitter](#)

- Twitter account run by several people who maintain this document that serves as a news feed for current Madeon occurrences

[Good Faith Live/Forever Visual Transcript](#)

- An (almost) complete transcription of all text present within the Good Faith Live/Forever visuals. Maintained by Rose Shrimp and a couple other community members.