



The name "CRUS.HO" emerges from the meeting of Crusoe and Home.

Just as Robinson Crusoe symbolizes resilience, independence, and the ingenious use of limited resources, CRUS.HO represents the modern reinterpretation of that spirit—transforming isolation into innovation and simplicity into sophistication. The dot between "CRUS" and "HO" evokes digital connectivity and modular adaptability, suggesting a brand that bridges the natural and technological worlds, adventure and comfort, sustainability and design.

CRUS.HO — Sustainable Homes for Modern Explorers

CRUS.HO is dedicated to redefining the way people live by offering sustainable, compact, and intelligent housing solutions that honor both nature and human creativity.

Our mission is to empower individuals, communities, and businesses to embrace a lifestyle that is minimal in footprint yet rich in comfort, design, and connection to the natural world.





ELIX.HO — Living in Harmony with Nature

ELIX.HO is a new-generation company dedicated to redefining the way people live. We promote sustainable, compact, and intelligent housing solutions that honor both nature and human creativity. Our mission is to empower individuals, communities, and businesses to embrace a lifestyle that is minimal in environmental footprint yet rich in comfort, design, and connection to the natural world.

At ELIX.HO, low-impact living is made accessible, elegant, and adaptable. We provide consulting and turnkey solutions for sustainable modular homes. Every project is designed to bring people closer to nature without sacrificing the modern comforts, functionality, or aesthetic integrity they value.

The Naming: ELIX.HO

The name ELIX evokes the elegance of many gastropod shells shaped according to the Fibonacci sequence, an ancient pattern found in countless living forms. This natural spiral embodies both organic growth and enduring balance—a symbol of life unfolding in harmony. HO stands for Home, but also resonates with Holistic and Horizon, reflecting our vision of living spaces that open new ways of experiencing the world.

The Logo: Greek Letter Phi (Φ)

Our logo features the Greek letter Φ , universally recognized as the symbol of ϕ (phi)—the Golden Ratio. This ratio represents the perfect proportion in art, architecture, and nature. In our brand, Φ is more than a visual emblem; it is a design philosophy that informs every aspect of our work, from the curvature of a floating home to the modular symmetry of an off-grid cabin.

By uniting nature's mathematics with human design, ELIX.HO envisions living environments that foster beauty, balance, and sustainability. We believe homes can be more than shelters—they can be statements of respect for our planet and celebrations of inspired human craftsmanship.

PAGUR.HO

PAGUR.HO derives from "Paguridae," the scientific term for the family of hermit crabs, creatures known for repurposing empty shells as mobile homes and symbols of adaptability and resourcefulness. It reflects the idea of homes that move and adapt, changing as needs shift, with minimal impact and maximal connection to the environment.

ELIX.HO, in contrast, draws from gastropod shells shaped by the Fibonacci sequence, symbolizing organic growth, harmonious design, and mathematical elegance. While ELIX.HO implies natural balance and beauty, PAGUR.HO emphasizes adaptability, transformation, resilience, and an ongoing relationship with the environment.

Both names have strong symbolism. ELIX.HO prioritizes harmony and the mathematical marvels of nature; PAGUR.HO conveys the dynamic, adaptive spirit of living lightly, resourcefully, and creatively. PAGUR.HO may have broader storytelling power for a brand focused on modular, movable, sustainable housing, suggesting homes that evolve as life evolves.

Choosing between them depends on what quality you want foregrounded: ELIX.HO for elegance and harmonious design, PAGUR.HO for adaptability, resilience, and creative reuse. PAGUR.HO is well-suited for a company dedicated to flexible, nature-integrated, and transformative living solutions.

