Prue Haywood

A talented young engineer apprentice. Searching for a way to unlock the secret of bringing back her dead brother.

Sympathetic towards personifates' rights.

Quotes:

But they aren't monstrosities. They're brilliant, advanced, completely life-like machines that contain *people*.

What the Guild is doing is marvellous, but perhaps they just need to consider the feeling of the personifates a little more.

Mrs Haywood

Mother of Prue. Lives on a farm in the countryside where personifates are not common. Upset after her son died last year.

Does not think humans should meddle with life and death.

Quotes:

Just because you can do something, it doesn't always mean you should.

Life is life and death is death. It's tampering with things that shouldn't be messed with. It can only end one way, and that's badly.

Craftsman Charles Primrose

A Craftsman who works for the Guild. Prue's mentor.

Has *extreme* views in favour of personifates' rights.

Quotes:

I think it's time to empower the personifates. Who do you think should be in charge of the lives of the personifates – Master Hannah Woolstenbury, or the personifates themselves?

I have one goal and that is to liberate the personifates and lead a revolution against the Guild.

Edwin Snow-Moon

A white personifate stoat who became the first personifate to become an apprentice.

Believes that personifates aren't always treated fairly. Frustrated by the current system.

Quotes:

Let's just say that some personifates aren't happy about being controlled by first-lifers. Wouldn't you want to choose your path and do everything you wanted to? Without our memories, without any history, without any sense of who we are, we are putty in their hands, and they can tell us who we are.

Master Hannah Wollstenbury

Incredible technician and inventor of personifates, and founder of the Guild.

Believes that personifates are a good thing, but is careful to ensure advances in science and technology are ethical.

Quotes:

A personifate is not property; they are friends, companions, vital parts of the working community of Medlock, and first and foremost they are individuals.

What we do at the guild ... it's complicated, and not just scientifically, but morally.

Cora Duval

An apprentice at the Guild. Comes from a privileged background and an esteemed family.

Believes humans are more important than personifates.

Quotes:

I must say, I'm not sure if I've been apprenticed to a factorium or a farm.

Nice try, but wearing a hat isn't going to make you human.