



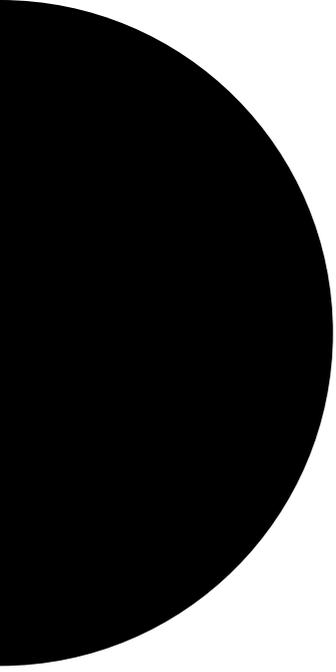
SEYMOUR<sup>+</sup>

Seymour Projects | SEYMOUR+ is a non-profit organization.

Since 2014, our fiscal status is as a Fonds de Dotation under French law. As such, we are recognized by the government as officially creating projects that serve the public's best interest.

[www.seymourprojects.com](http://www.seymourprojects.com)

41 Boulevard de Magenta  
PARIS 10e  
01 40 03 81 68



## Our Raison D'être

Our world is becoming increasingly consumed by technology. Do you ever stop to consider the impact hyper-connectivity will have on our minds? While unlimited access to information has obvious benefits, it also keeps our mind perpetually locked in 'active' thought, stifling our consciousness and hampering our ability to access our imagination and intuition. Seymour Projects seeks to encourage everyone to adopt a more balanced approach to ensure that technology remains a tool that helps to engage, encourage and enhance our innate imagination rather than inhibit it.

Imagination has become such an overused word that we forget its true meaning: "The ability to form a picture in your mind of something that you have not seen or experienced; the ability to think of new things." Similarly, intuition can be hard to define succinctly; Carl Jung interpreted it as "perception via the unconscious."

Allowing the mind to relax is vital to our imagination, innate creativity and positive mental health. Yet time afforded to this type of introspection is increasingly rare.

Throughout history, the most exceptional and inventive minds have explored their subconscious and opened themselves to alternative thinking, relying in part on dreams, imagination and productive play to solve problems and to create. In doing so, they produced pioneering work in both the arts and sciences, advancing human consciousness and paving the way for further innovation and discovery.

Seymour Projects is committed to nurturing human consciousness in an increasingly technologically dominated world.

We are dedicated to  
philosophers,  
pilgrims  
& punks.

We champion  
outcasts,  
marginal  
thinkers  
& iconoclasts.



## What is the SEYMOUR+ space?

The SEYMOUR+ space is your haven, your parenthesis, your decompression chamber. It is your place to go when you need a respite from the external distractions and outside influences that hinder your ability to access your own thoughts and intuition.

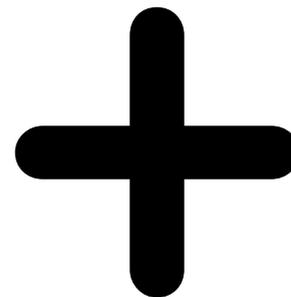
Consider SEYMOUR+ a spa for your mind where you can disconnect in order to reconnect with yourself. No computers, cell phones, books or magazines are allowed in the space.

The 230m2 loft-style space stretches over two levels and offers 5 original environments conceived by our founder and based on her research and experience. Each environment features a pencil and paper and a suggestion on how to engage with it.

She has created a framework for exploration, but how you approach it is up to you. Some people come for a playful experience, others to do some deeper pondering about their lives and goals, others use it to connect with their imagination and intuition and ignite their creativity on a variety of projects. Sometimes the experience triggers something completely unexpected, that unknown element will be the most marvelous and mysterious aspect of your visit.

At SEYMOUR+ we see our process as a way to externalize inner experience and bring your subconscious thoughts to consciousness. Connecting with yourself at this primal point is a conduit to the most authentic you. To us “creativity” is just another way of saying uninhibited self-expression.

After your visit to SEYMOUR+ we hope that you will see that it is as important to nurture your consciousness and your mental health as it is to nurture your body and physical health.



## Privatizing SEYMOUR+ for your group

When you privatize the SEYMOUR+ experience you are able to engage with the space and its 5 environments in a more personalized manner. We offer a variety of different options tailored to your needs and budget. We meet with each group leader in advance of their private session in order to determine their goals and needs, and we then modulate and craft the experience accordingly.

Since its inception, the SEYMOUR+ space has welcomed a variety of groups for private sessions, including: university students, women's groups, corporate leaders, work teams, groups of friends, psychologists with their clients, and many more. The space is an infinitely versatile framework adaptable to suit the needs and goals of individuals of all ages and occupations.

These private sessions can be mediated either by our founder Melissa Unger or a member of our team.

All privatizations include:

- + An introduction to the space with suggestions on how to maximize your experience.
- + Time to independently explore and experience the space's 5 environments.
- + A post-experience question and answer session about the SEYMOUR+ space and the principles behind each of the 5 environments, including suggestions on how to integrate the experience and its benefits into the workplace and daily life.
- + Each member of the group will depart with a SEYMOUR+ pencil, postcard and self-portrait, as well as general information about our approach.

In addition to the basic privatization experience described, Melissa Unger also offers her services to lead group discussions on topics linked to the Seymour Projects mission. These talks can be crafted to directly address your group's specific, pre-set goals or predetermined theme.

Melissa regularly guides individuals and groups with the intent to help them:

- + Regularly disconnect from technology and external distractions in order to focus more effectively.
- + Tap into their subconscious to access previously unarticulated emotions and ideas.
- + Express themselves more creatively and communicate more authentically.
- + Allow their thoughts and imagination to flow in order to brainstorm more effectively.
- + Engage in self-exploration and grounding exercises that help to reduce stress.

**1 | Selfie Booth**

Encourages self-reflection, grounding and centering

**2 | Projection Room**

Encourages the release of stress and tension and calms the mind

**3 | Wish You Were Here**

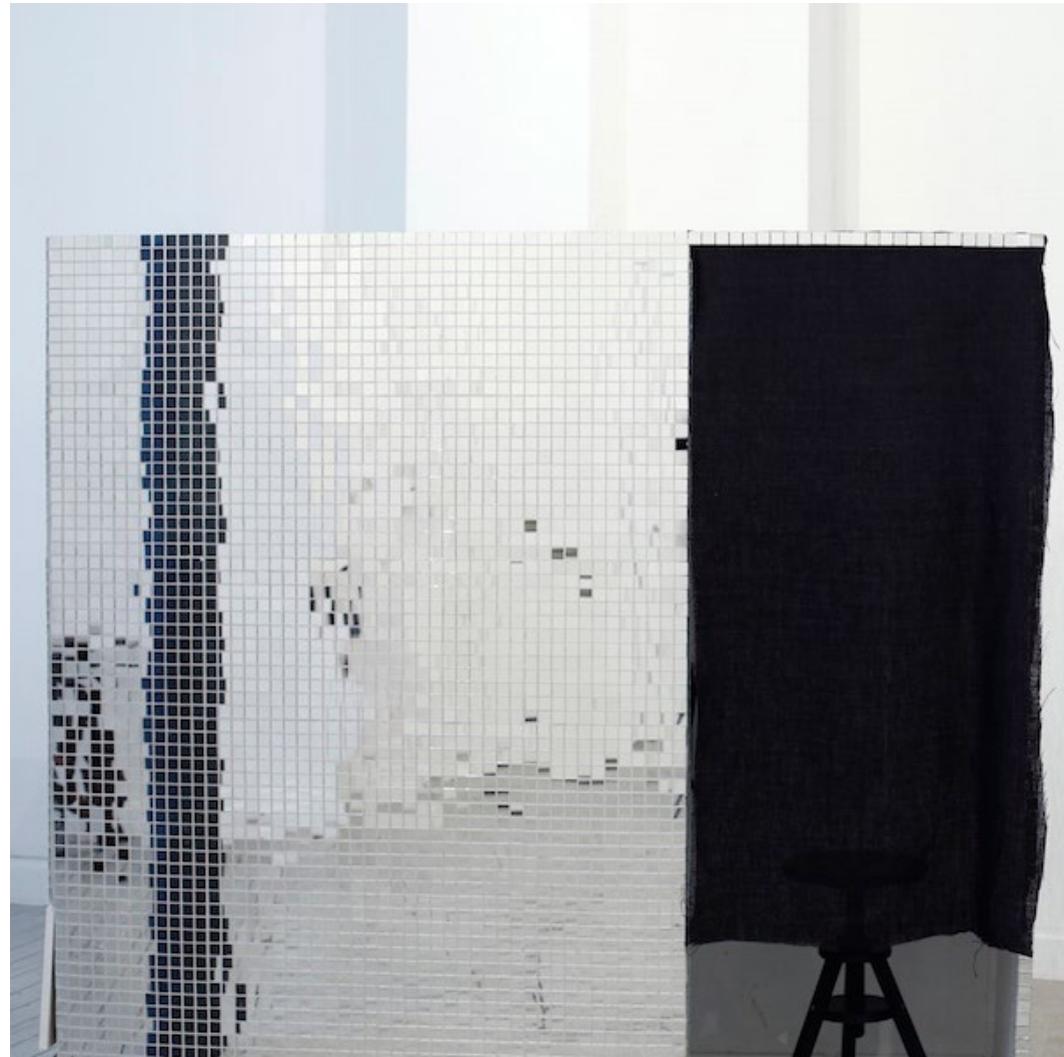
Encourages the communication of thoughts and emotions

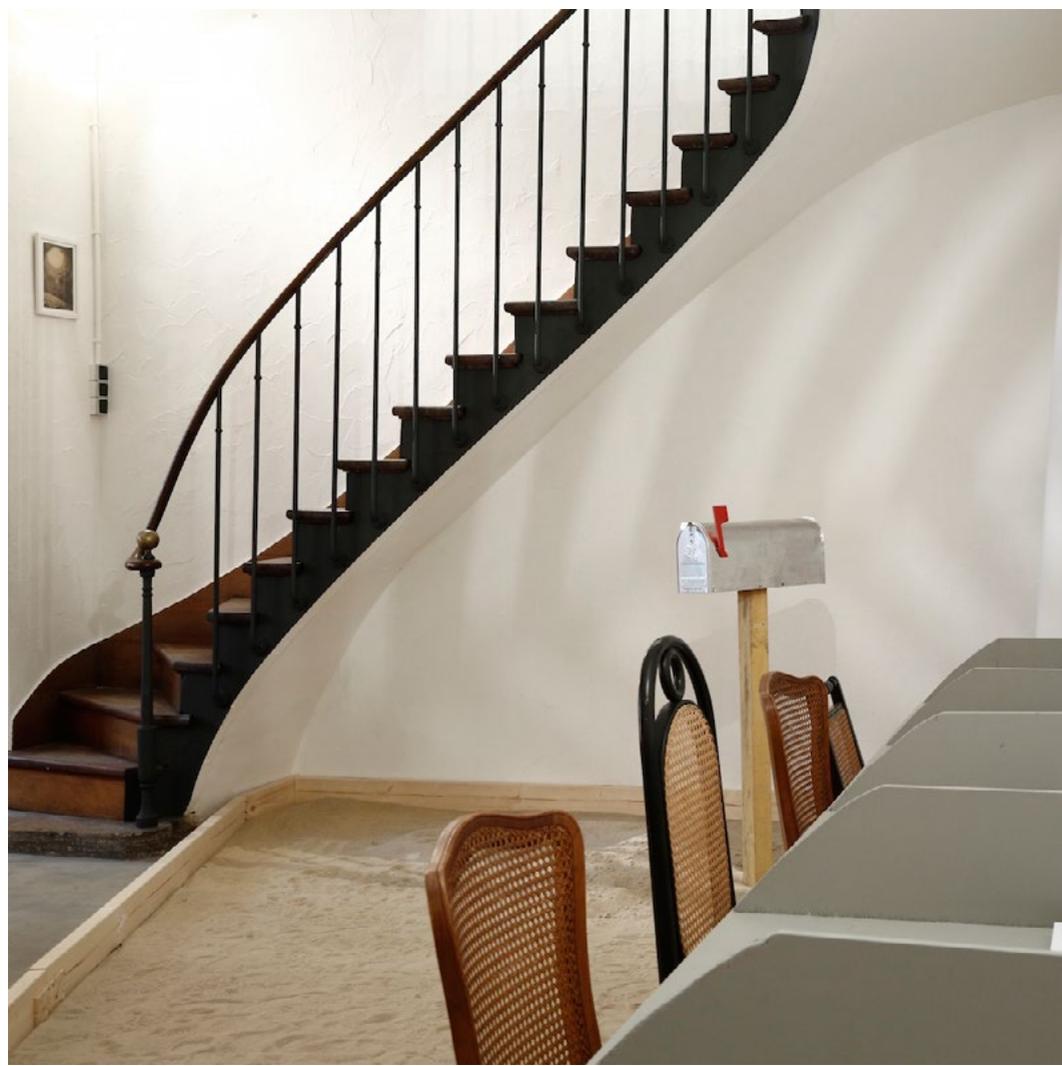
**4 | Surf Your Mind Lounge**

Encourages subconscious exploration, brainstorming, fresh ideas

**5 | The Secret Garden**

Encourages contemplation, noticing and listening







## More Information

The SEYMOUR+ space can be privatized to welcome your group:

**Monday 9am-7pm**

**Tuesday to Friday from 9am-11:30am**

Group size: 10-15 people recommended depending on goals

## Rates

We look forward to discussing your needs and working together on a package and rate that best fits your group.

Released from the constraints and expectations of their daily lives, group members are better able to express themselves freely. A private experience at SEYMOUR+ offers a unique approach to inspire, motivate, and stimulate creativity.

## For Questions and Bookings

01 40 03 81 68

[contact@seymourprojects.com](mailto:contact@seymourprojects.com)

**Melissa Unger**

Founder and Director

**Gaëla Fernandez**

Consultant

**Nora Lalle**

Project Coordinator

**Lawrence Neil**

SEYMOUR+ Space Manager



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Melissa Unger began her professional career in 1989, working for director Ralph Ziman as a production manager of his music videos in London and Los Angeles. In the early 1990's she worked on the production crew of a number of feature films including: Robert De Niro's *A Bronx Tale*, Robert Redford's *Quiz Show*, and Martin Scorsese's *The Age Of Innocence* and

held positions at production companies such as: Disney's Jumbo Pictures and Tribeca Productions. Melissa was also the personal assistant to actors Daniel Day-Lewis and Robert De Niro.

From 1999-2004 Melissa was Vice President of Media Outreach for The Advertising Council, Inc. (Ad Council). She was responsible for managing outreach and partnership efforts across all media (TV, radio, print, outdoor) for the Ad Council and its more than 40 public service advertising campaigns. She also represented the Ad Council at a number of trade shows and conferences.

In 2004, Melissa moved to Paris. She was appointed Manager of the Galerie Thaddaeus Ropac, one of Paris' leading contemporary art galleries. During her time at Ropac she had the opportunity to collaborate on events and exhibitions for numerous prominent artists such as Anselm Kiefer, Antony Gormley, Tom Sachs, Sylvie Fleury, Jean-Marc Bustamante and Elaine Sturtevant.

In late 2007 Melissa left the Thaddaeus Ropac gallery to become a freelance consultant to creatives, arts-related organizations, as well as consumer brands seeking insights into creative culture. Her past clients include: Galerie Impaire/Creative Growth Art Center, artnet, Savannah College of Art & Design, Galerie Christian Berst, Vladimir Restoin-Roifeld & PC Valmorbida, Le Citizen Hotel.

Her first novel GAG was published by Roundfire Books in July 2014.

## The History of Seymour Projects

*"Seymour Projects is named after my father. Since his death in 2000, I had dreamed of creating a meaningful project in his memory. He once said to me: My greatest wish for you is that you find a job that you never need a vacation from. Seymour Projects is that job."* -Melissa Unger

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For its first 3 years Seymour Projects existed as a nomadic initiative supported by the pro-bono efforts of a dedicated group of individuals who kindly and tirelessly donated their time and talent to the daily operations, evolution and growth of this small underground project. During this period, Seymour Projects communicated principally via a weekly online magazine and a series of ephemeral interactive 'pop up' events in Paris and New York.

In 2014, Seymour Projects secured its official status as a non-profit Fonds de Dotation under French fiscal law and opened a permanent base of operations located at 41 Boulevard de Magenta near the Canal St Martin in Paris. This location houses our offices and our SEYMOUR+ space.

**PROTECTOR**

**DEFENDER**

**OF YOUR**

**OF YOUR**

**MIND**

**INNER SPARK**

**SEYMOUR+**

**41 Boulevard de Magenta**

**Paris 10e**

We are located directly off rue des Vinaigriers near the Canal St. Martin.

Metro: Jaques Bonsergent (5), Gare de l'Est (4,5,7), République (3,5,8,9,11)

+ We also propose a program of sessions, talks and workshops. These events offer an opportunity for discussion and interaction among members of the Seymour community.

+ Please note: While we may create programs for children in the future, the SEYMOUR+ space is currently a place of quietude reserved for adults only.

**SEYMOUR+ is open to the general public:  
Tuesday to Saturday 12pm-8pm**

**SEYMOUR+ is privatized for groups  
Monday 9am -7pm & Tuesday to Friday 9am-11:30am**

Seymour Projects is a non-profit organization - Fonds de Dotation Siret: 804 688 596 00019