



SEYMOUR

PROJECTS

**Progress Report**

**DEFENDING THE INNER SPARK**

**Seymour Projects | SEYMOUR+**



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## + Letter from Melissa Unger



Seymour Projects | SEYMOUR+ Founder & Creative Director

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Dear Seymour Community,

I am beyond gratified to report that what began as a very personal project has evolved into a thriving non-profit organization with international reach.

As you will see on the following pages it has been a truly extraordinary year for Seymour Projects, most specifically due to the creation and inauguration of our groundbreaking SEYMOUR+ space in Paris.

I am so rewarded to note that our metrics have been extremely positive, roughly 98% of the people who have visited the space have come away having had a very beneficial and often very profound experience.

The press response has also been off the charts! SEYMOUR+ was featured in a plethora of fantastic articles that firmly established the space as an innovative and groundbreaking proposition that successfully serves the mental health and well-being of the general public.

Our public program of talks, and workshops has been warmly embraced by the local community and has become a destination for those seeking an environment of authentic exchange, open discussion and lateral peer to peer learning.

2015 was a spectacular year in which we flourished and made great strides, achieving both our physical and philosophical goals:

- + Providing a 'safe-haven' space away from all the endless pressures inherent to our current era where people of all ages and socio-economic backgrounds can find solace and take time to explore their own thoughts, feelings, emotions, imagination and intuition.

- + Awareness-raising about the impact of internet addiction and shining a light on how tethered we have become to our smart-phones
- + Providing innovative methods to relieve stress and promote self-actualization
- + Exploring and advocating fresh ideas about consciousness, the mind/body connection, the link between our inner space'/subconscious mind and its potential energetic effect on the material world

In 2016, as an organization Seymour Projects will strive to continue to contribute to propagating an expanded view of life in which outer and inner realities are better understood as equal aspects of the human experience. We will push forth in our mission to educate the public about the importance of disconnecting from technology and other outside distractions in order to reconnect with themselves. I believe from the core of my being that if we all regularly took the time for introspection, to nurture our minds, to explore our stunted inner world, to uncover and express our emotions and thoughts in a healthy manner before they festered, we would all live more fulfilling, peaceful lives and that our global community would be the better for it.

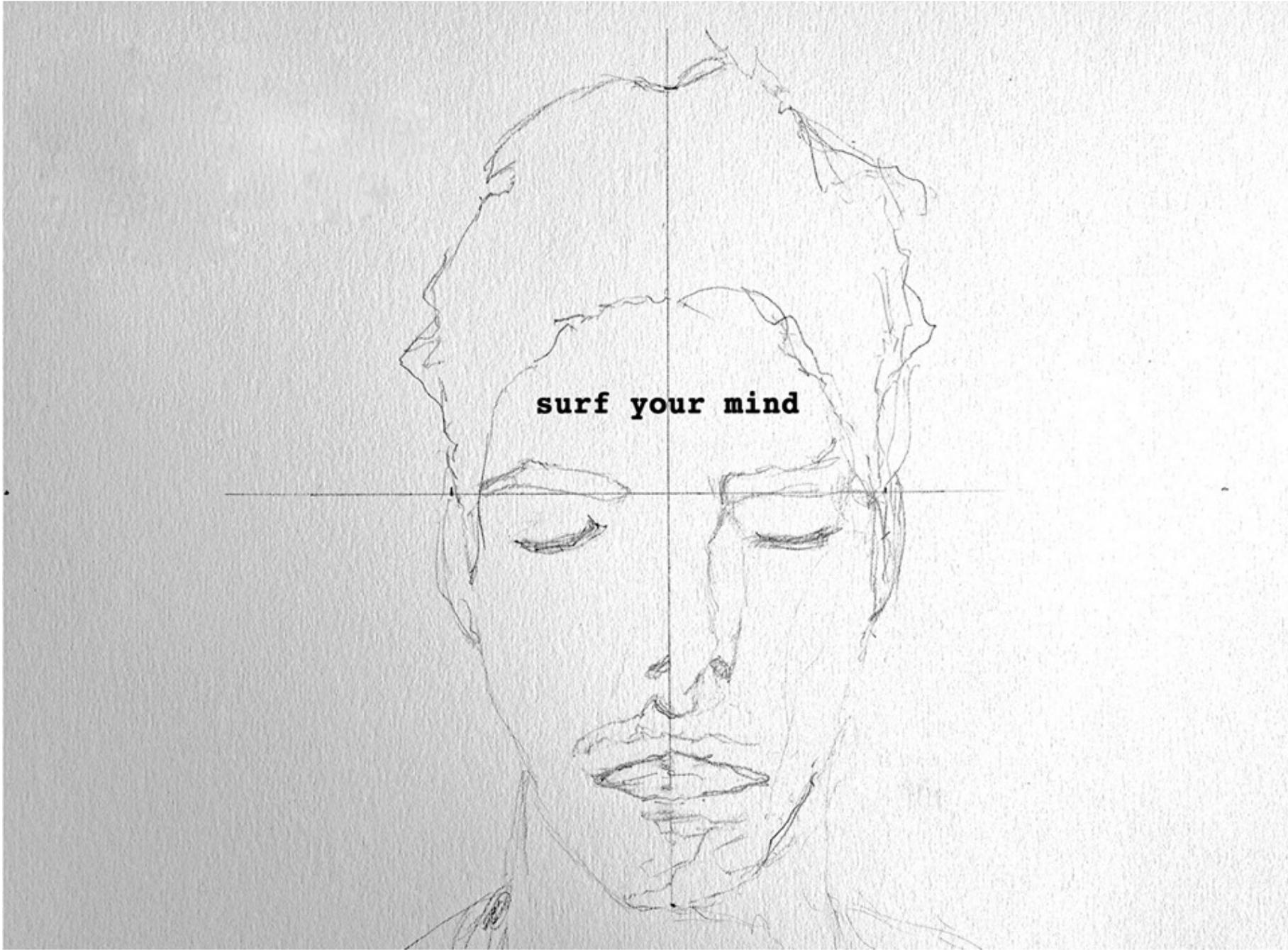
We at Seymour Projects have much to be proud of and yet we are still just at the start of what we hope to achieve. We look forward with great enthusiasm to creating increasingly compelling and constructive offerings for our public. As you will see from this report many exciting ideas, partnerships and opportunities are taking shape on the horizon.

In 2016, Seymour Projects will continue to exist through the support of individual philanthropic donations as well as via partnerships with organizations with concordant values to our own.

Thank you for your continued support of our ever-evolving mission.



**"Let everyone sweep in front of his own door, and the whole world will be clean." -Goethe**



## + History +

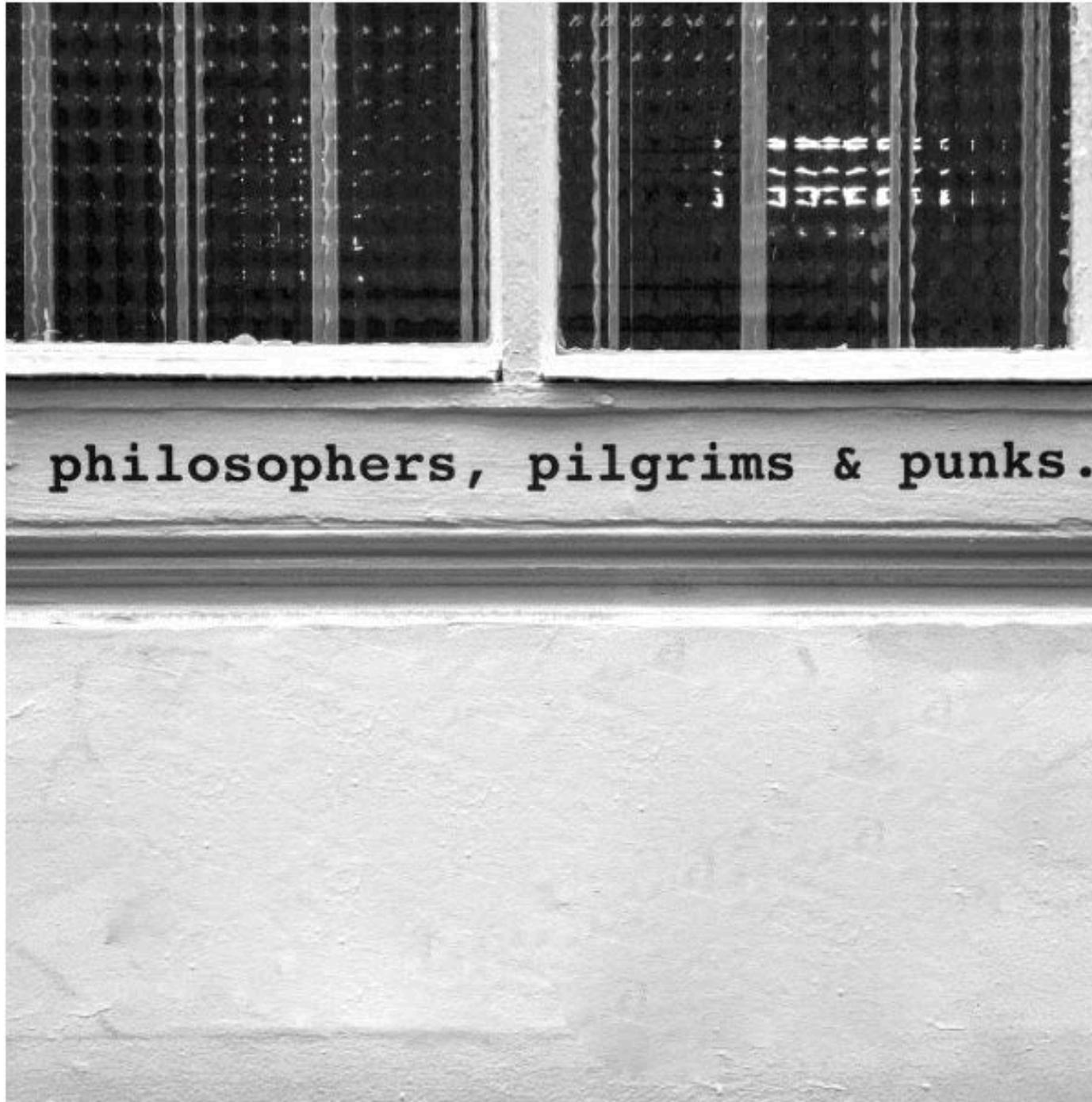
**Seymour Projects** was founded in January 2011 by Melissa Unger. Melissa is a Franco-American writer and creative consultant with 20+ years of international professional experience collaborating with artists, forward-thinking innovators and leading minds from a wide range of creative fields.

Following an unexpected encounter with a previously unexplored aspect of her consciousness, Melissa embarked on a decade of philosophical and psychological research on the nature of identity and altered states of consciousness.

In founding Seymour Projects, Melissa's intent was to create an organization that would help people remain connected to their creativity, imagination and intuition in the digital age, as well as to propagate an expanded view of life in which outer and inner realities are better understood as equal aspects of the human experience.

For 3 years Seymour Projects existed as a nomadic initiative supported by the pro-bono efforts of a dedicated group of individuals who kindly and tireless 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 expanded and grew strong with the support of our passionate friends and colleagues. The organization 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.



## + Mission Statement +

Seymour Projects is a non-profit organization committed to helping individuals cultivate creative self-expression by encouraging them to balance technological stimuli with internal exploration.

+ + +

We create multidisciplinary projects that motivate individuals to take regular breaks from technology and other outside distractions to nurture their mind, explore their subconscious and cultivate their imagination. By offering space, information and motivation to regularly explore and express their inner landscape, we help them reconnect with their intuition, overcome self-doubt, gain confidence and pursue their own creative instincts.

# + Our Current Projects +



## SEYMOUR+ space

Is a ground-breaking new concept in mental health/well-being. It is a Spa For Your Mind that offers visitors a haven, a respite from technology and other distractions and outside influences that hinder their ability to access their own thoughts, imagination and intuition.

The space also offers a program of sessions, talks and workshops. Linked to our mission, they often explore the nature of identity and altered states of consciousness, as well as provide a deeper understanding of the space's modalities and how to incorporate these practices into daily life.



## SEYMOUR+ magazine

Is our weekly online publication. It provides philosophical and psychological insights into the creative process and introduces readers to a fascinating selection of iconoclastic creators who regularly explore and express their subconscious.



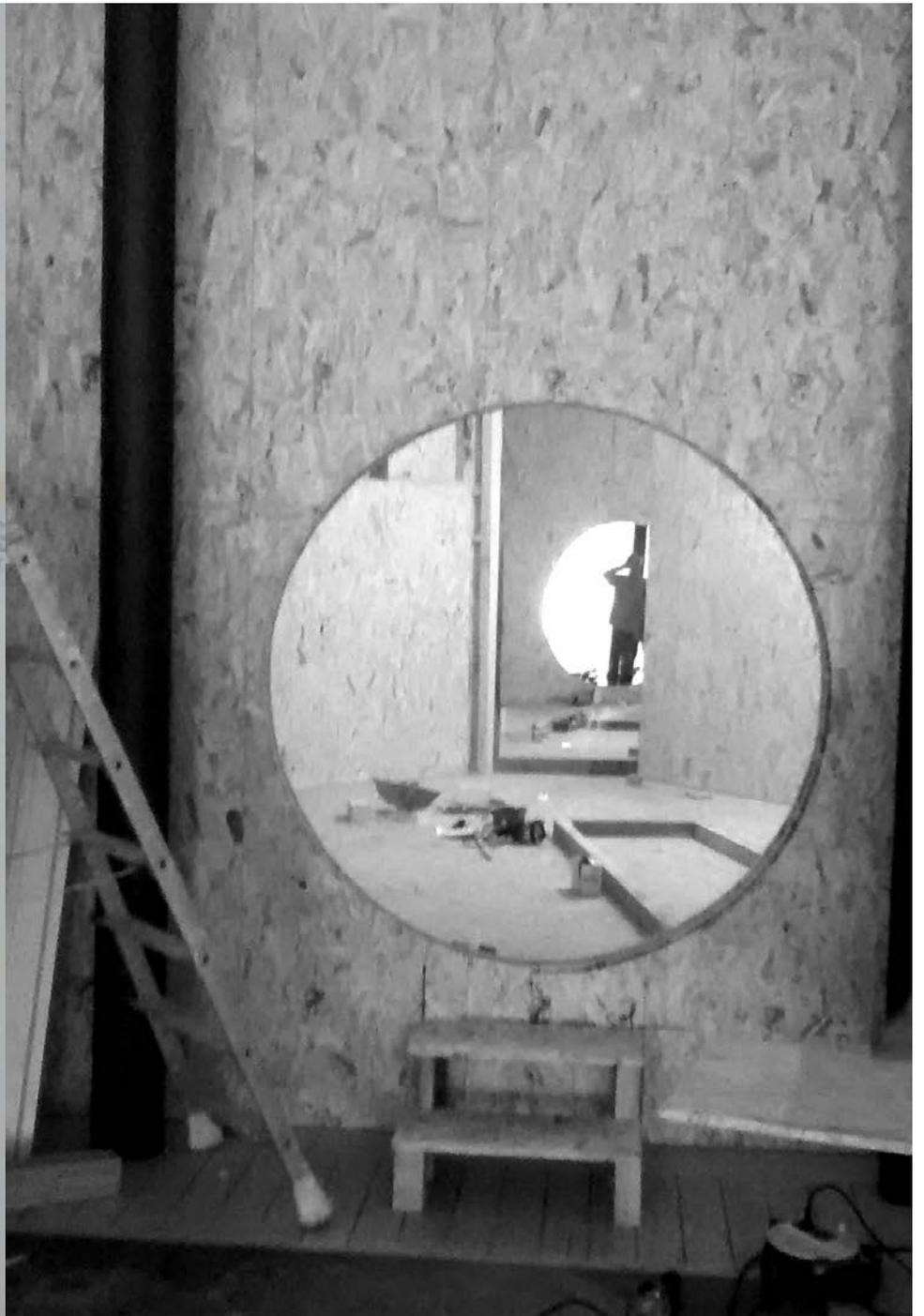
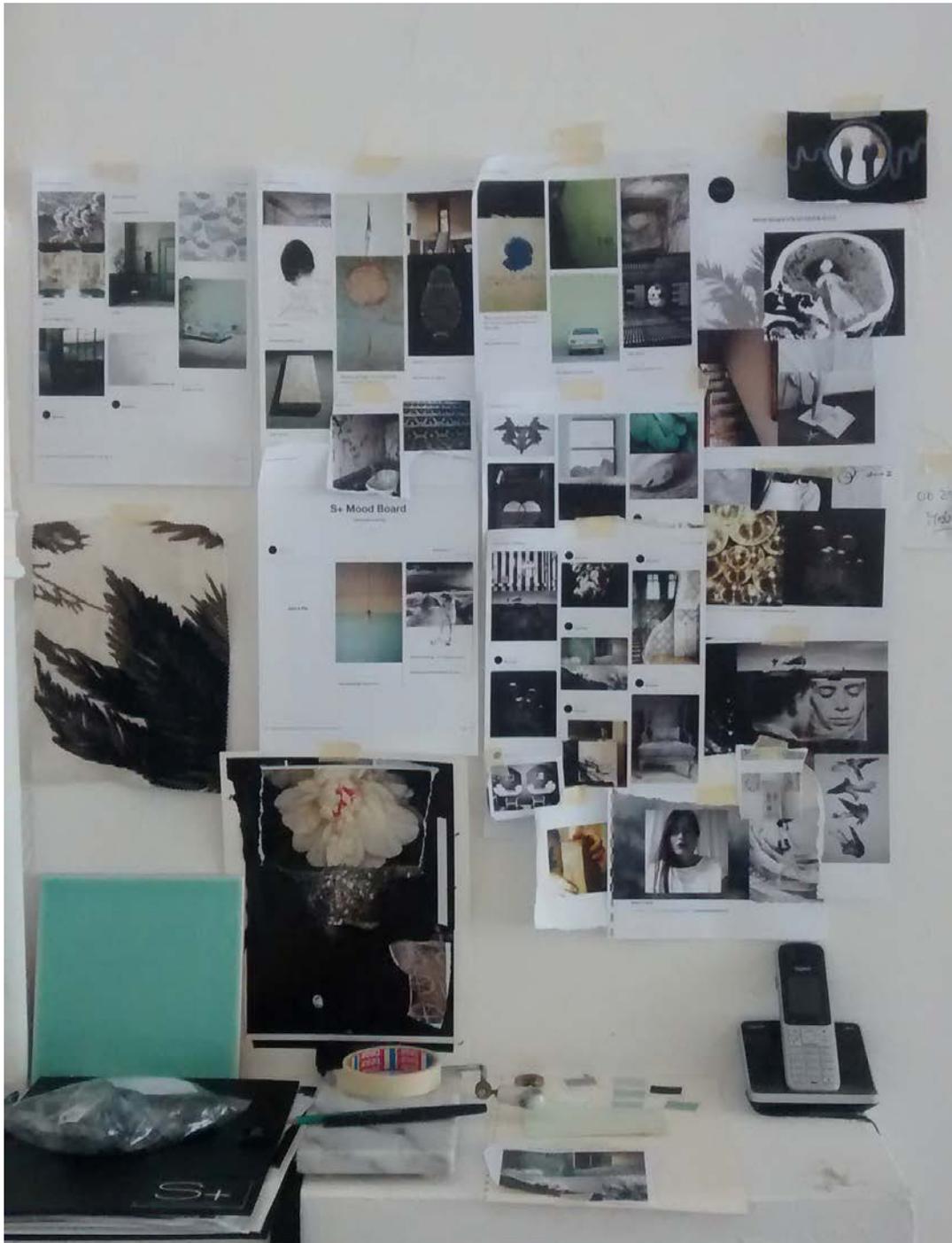
## SEYMOUR+ collabs

Are our off-site projects in which we collaborate with a wide variety of partners on the creation and production of projects and products that enable us to reach a public beyond our own space in Paris.



## + Leading up to the launch of the SEYMOUR+ space +

- + **July 2014:** Completion of search for physical space in Paris. Completion of negotiations with landlord, drafting and closing on commercial lease. Completion of French administrative legal and fiscal procedures necessary to the creation of a not-for-profit organization.
- + **September/October 2014:** Take possession of the space and begin construction and creation of all modalities and materials within. Build the entire concept and environment from the ground up.
- + **November 2014:** Soft launch, preview period. Beta testing of space with restricted flow of visitors. Design and creation of all marketing and communications materials.
- + **December 2014:** Tweaks to space and concept/brief break for holiday.
- + **January 8, 2015:** Official launch/opening of the SEYMOUR+ space.







**"Thank you for making a place where we can  
congregate and be ourselves without being  
bombarded by technology, advertising, and  
banality. It's much appreciated."**

**-from our Guest Book**



## + The Space +

SEYMOUR+ is a Spa For Your Mind that offers visitors a respite from technology and other distractions and outside influences that hinder their ability to access their own thoughts, imagination and intuition.

No computers, cell phones, books or magazines are allowed. Upon entering visitors are required to leave their tech devices and other reading materials in the lockers provided before embarking on the exploration and use of the space. Our 230m2 loft-style space stretches over two levels and offers 5 interactive environments inspired by the creative process.

### 1| **Selfie Booth**

Encourages self-exploration, 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

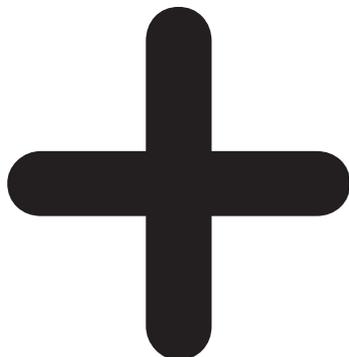
We see the creative process as a way to externalize inner experience and bring your subconscious thoughts to consciousness. To us creativity is just another way of saying uninhibited self-expression.

We suggest first time visitors explore each environment in order. After this initial discovery visit, repeat visitors typically engage with the environments in a more targeted manner depending on their personal needs. In each environment visitors are provided a pencil and paper and a suggestion of how to engage with it.

Within the space we have created a framework for exploration, but how it is approached is different for everyone. 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 the visit.

The benefits of a visit to the space are many and can be adapted to daily life. The process will help to gain confidence, to trust one's instincts, communicate better and reduce stress and anxiety. Even just one 1/2 hour spent exploring & expressing the inner landscape can be deeply beneficial.

Via the direct experience of connecting with one's self at this primal point we are hopeful that people will come to understand that it is as important to nurture their consciousness and mental health as it is to nurture their body and physical health.





**"It's very inspiring and quite a privilege - in the current  
depressing world climate - to know someone like you who is  
developing new ideas and is prepared to push the boundaries  
of the human imagination. And it's so refreshing to  
experience an initiative that is not motivated by profit or  
branding. Hope is so important and Seymour is a  
Hope Factory.  
The space is an absolute work of art.  
All strength to you."**

-Alex Duval Smith  
Freelance Foreign Correspondent, The Guardian

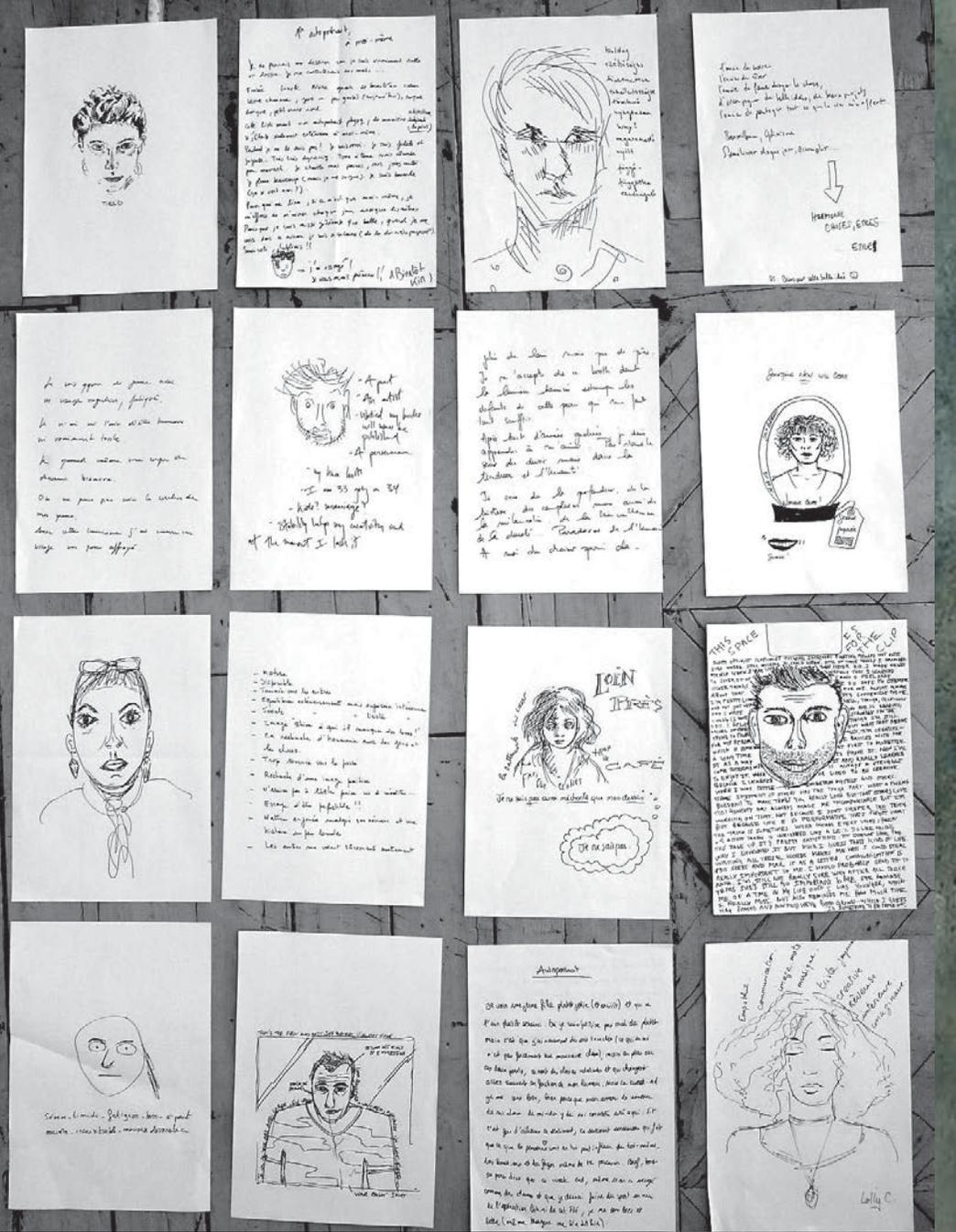
## + Visitors discover and embrace SEYMOUR+



If life is an illusion then Seymour  
is a glorious dream! We accept the  
invitation to open the channels and  
feel the imagination.

-From our guest book

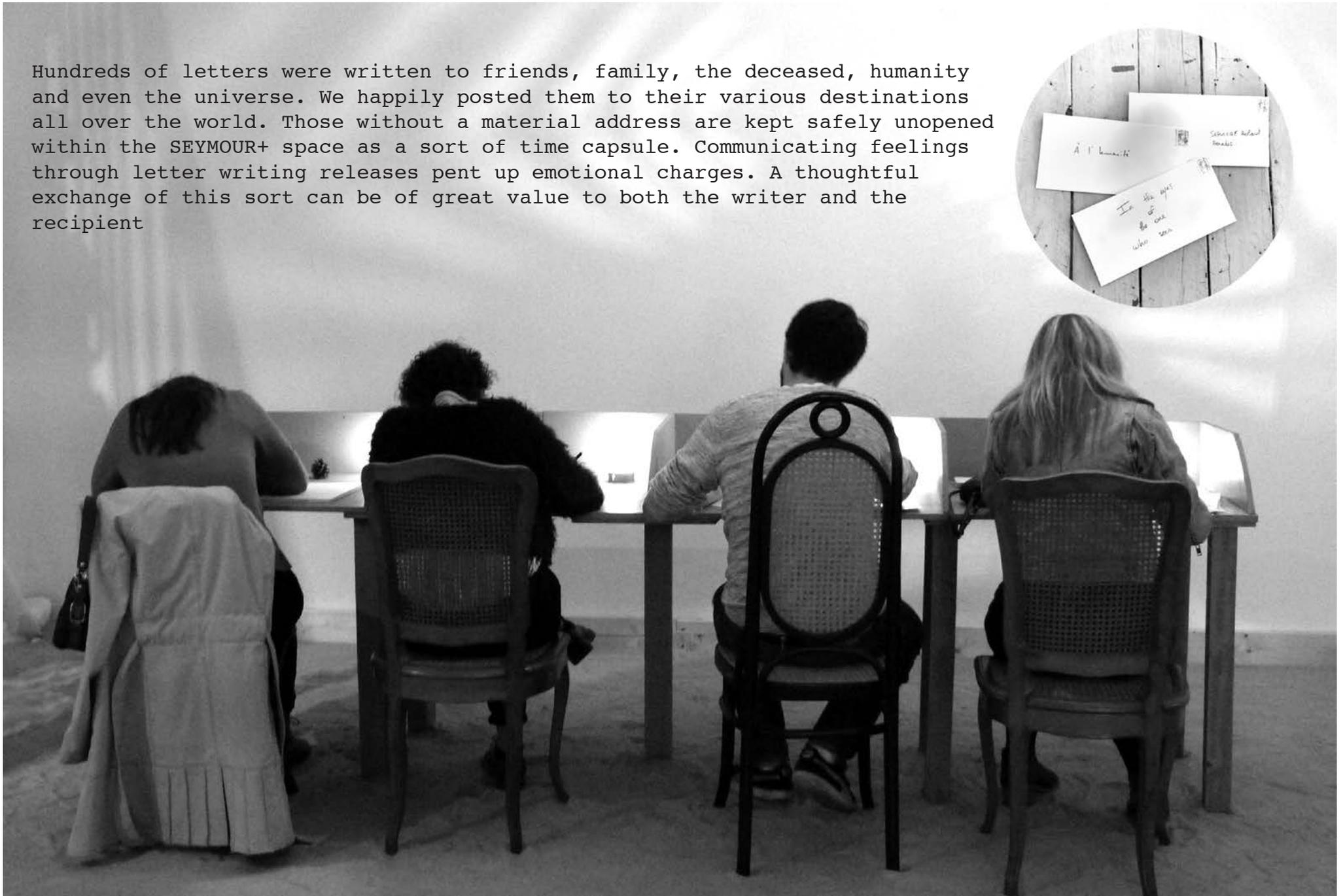
People re-connected with their authentic self by creating self-portraits in our Selfie Booth. A deceptively simple exercise that can offer profound insights and produce powerful, potentially transformative results.



Visitors were invited to release preoccupying thoughts in the Projection Room. Flowing out stressful/chaotic mental energy in this manner releases tension and opens space in the mind for fresh perspectives.



Hundreds of letters were written to friends, family, the deceased, humanity and even the universe. We happily posted them to their various destinations all over the world. Those without a material address are kept safely unopened within the SEYMOUR+ space as a sort of time capsule. Communicating feelings through letter writing releases pent up emotional charges. A thoughtful exchange of this sort can be of great value to both the writer and the recipient





Freed from the constraints of their own stress and sometimes overpowering emotions, visitors to the Surf Your Mind Lounge let their mind roam free. Sidestepping their 'rational' mind they re-connected with their intuition and their imagination to invite the ineffable.

*Ask a question and wait for the answer.*



The Secret Garden is the final stop on the SEYMOUR+ journey. Here visitors can close the door and enjoy a solitary moment to ponder the experience they have just had within our space.

This silent time among nature connects them to the Earth and invites them to examine their place among this interconnected ecosystem.

Would you come back to SEYMOUR+ ?

YES

NO

Why I feel better now

Would you come back to SEYMOUR+ ?

YES

NO

Why Because it's rare

Would you come back to SEYMOUR+ ?

YES

NO

Why Good place to  
force me to slow down -  
lets my thoughts out, Relief..

Would you come back to SEYMOUR+ ?

YES

NO

Why CALM  
in a world full of motion

## + Influential visitors +

In addition to the general public we have also welcomed myriad fascinating and influential visitors to the space. Melissa Unger has had dozens of 'meet and greets' and brainstorm meetings with: therapists, business leaders, psychologists, philosophers, corporate managers, etc. all of whom were drawn to and celebrated our innovative proposition and the practices offered therein.

**Blew my mind.**

**It is genius.**

**Can't believe someone actually did it.**

**Thank you Melissa Unger.**



**-Marc Grossman,  
Entrepreneur/Founder  
Bob's Food Etc.**

"I just wanted to tell you how amazing Seymour is. You are obviously in uncharted waters and that's a pretty impressive thing. I think it's the first time that I meet someone doing a truly innovative thing and you have my absolute respect. I'm sure Seymour will be a great success."

-Miguel Magalhaes  
Deputy Director  
Fondation Calouste Gulbenkian

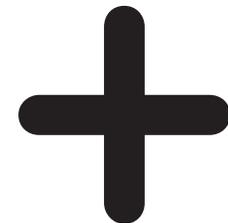


## + Events +

In addition to the space's daily function as a place of quietude and creative introspection we also began programming a series of sessions, talks and workshops that take place after hours at the SEYMOUR+ space.

Linked to our mission, they often explore the nature of identity and altered states of consciousness, as well as provide a deeper understanding of the SEYMOUR+ space modalities and how to incorporate this practice into daily life.

These happenings also offer an opportunity for discussion and interaction among members of the Seymour community in Paris.





**Event: Superhero Sessions:  
A Conversation with Judy Nylon**  
April 11th, 2015



Shapeshifting in Liminal Space -- Becoming Judy Nylon

Judy Nylon is a self-taught and widely influential multidisciplinary artist. She is co-founder of the 1970's female punk rock DIY studio duo SNATCH. Judy has recorded and performed with John Cale, but is perhaps best known and for her role alongside Brian Eno in the genesis of ambient music. Her legendary 1982 dub album Pal Judy, co-produced with Adrian Sherwood/On-U Sound Records established Judy as an icon.

In this conversation we explored the creation of an artistic life from a female point of view. Judy shared her experience and discussed a number of topics including identity, the value of autodidactism and the notion of cultural antennae.

This event marked the second installment of Seymour Projects' Superhero Sessions: A roving discussion series that features creative iconoclasts whose work inspires and reflects Seymour's mission. The inaugural Superhero Session featured John Lurie and took place on May 10, 2013 at the Cutlog NY Art Fair.

We produced a one-hour video that is available on our website and being shared widely on social media.

**Event: Play From Your Fucking Heart:  
A Conversation with JERRY HYDE**  
October 12th, 2015



JERRY HYDE defies categorization – psychotherapist, coach, guide, mentor.

His most apt calling card would likely read Psycho-Therapeutic Shamanic Coaching Guru. He's trained in Tantra, been buried alive, fasted in the wilderness for days. He's been working therapeutically for over 18 years now, offering creative therapy for creative people; he works from the 'ledge beyond the ledge.' In short, he's Gonzo. Gonzo therapy is an irreverent and left-field approach with an emphasis on celebrating and revealing latent creativity. Based in London, Jerry's international clientele is made up almost entirely from people in the arts. His book Play From Your Fucking Heart was published in 2014.

In this conversation, hosted by Melissa Unger, Jerry discussed a number of topics linked to his practice and personal experience, including the importance of allowing time for stillness, altered states of consciousness and much more.

In this interactive evening, Jerry encouraged participants to question, to challenge, to live creatively on their terms ... to go Gonzo.

We produced a one-hour video that is available on our website and being shared widely on social media.

## + Workshops +

All of our programming alternates between French and English. The workshops described below took place in French so we have provided a brief summary in English.

### **FARAH BENSAID x SEYMOUR+**

Atelier: Voyage à l'intérieur de vous même  
November 7th, 2015



This was a workshop hosted by Sophrologist Farah Bensaïd in which she re-interpreted the 5 SEYMOUR+ environments in her own manner to offer participants a playful voyage into their inner world.

### **MAI HUA x SEYMOUR+**

Atelier: Vingt sur Vingt  
December 7th, 2015



This was a workshop hosted by celebrated color designer & blogger Mai Hua in which she led participants back in time to dialogue with their younger selves by inviting them to explore the thoughts & feelings provoked in them when pondering a photograph of themselves at age 20.

## + Groups +

We also welcome groups for tailored private sessions.



### **January 23rd, 2015 Yelp Festival of Firsts**

The SEYMOUR+ Space was selected by Yelp to be part of the Yelp Festival of Firsts-- an event that highlights new and innovative businesses, and offers all-star Yelpers the opportunity to discover them.

**"What a discovery! Much needed!"  
— Laura G.**



### **April 2015 Paris College of Art**

The Paris College of Art approached Seymour Projects to use the SEYMOUR+ Space as a off-site location for an interactive class experience. Seymour Projects founder Melissa Unger gave students an overview of how SEYMOUR+ came to be, answered questions and then the students had free time to experience the space.



**May 18th, 2015**  
**Message Paris**

MESSAGE, a network of over 2,000 anglophone parents in and around Paris, invited Melissa Unger to speak to a group of their members about finding personal inspiration in a world full of distractions.

She also outlined the stress relieving & mind expanding benefits that the SEYMOUR+ space offers. Underscoring that taking time for one's self to find and listen to one's inner voice is vital not just for parents, but for all.

**"In a frenetic and busy world, how can I reconnect with my imagination and intuition to achieve a more satisfying work / life balance ?"**

Following on from the very successful lunchtime talk last May by Melissa Unger at Seymour+, Melissa has very kindly offered to host a **free 3 part lunchtime workshop for Message members.**

The workshop is entirely free and will run over 3 lunchtime sessions in January, February and March. There are 20 places available.

**Workshop Host:**

Melissa Unger is a writer, creative consultant & the founder of Seymour Projects : [www.seymourprojects.com](http://www.seymourprojects.com)

**Dates:**

Monday 25th January 2016, 12h15 - 13h30  
Monday 15th February 2016, 12h15 - 13h30  
Monday 21st March 2016, 12h15 - 13h30

**Address:**

SEYMOUR+  
41 Boulevard de Magenta  
75010 Paris France  
M° Jacques Bonsergent

**RSVP:**

To Janette Spalter via email:  
[janettespalter@yahoo.fr](mailto:janettespalter@yahoo.fr)  
If you need to cancel at the last minute, then please text me on:  
06 24 80 87 85.

Places are limited to 20 in view of the space available & will be allocated on a first-come, first-served basis. **The workshop runs over three sessions, so when you reserve your place, please ensure that you are able to commit to attending all three sessions.**

Lunch: Please feel free to bring your own snacks and food that is easy to nibble on so you don't go hungry, but please note that there are no facilities for warming food.

## + Partnerships +

Exchanging ideas with other organizations and moving thought forward



### **Institute of Noetic Sciences (IONS)**

Melissa Unger has partnered with Jean-Georges Etter, François de Witt and Beatrix Délic on the founding of an official IONS Paris community group named *PARIONS*. SEYMOUR+ will host meetings of the *PARIONS* pilot committee. We will also offer public programming.

*PARIONS* community group will seek to explore innovative ways to assist the general public in shifting their core metaphysical assumptions underlying the current dominant model of reality. This group will also seek to introduce the public to the notion of extended human capacities and provide opportunities to facilitate the discovery and exploration of their own individual intuitive abilities.

By helping to disseminate the IONS message to the local community we hope to encourage open-minded explorations of consciousness with the specific goal of propagating a new and expanded view of life in which objective and subjective are better understood as equal aspects of the human experience. By helping to erase the boundaries between science and spirituality, noetic science helps to ignite increased energy and creativity in all individuals.



## + Visiting Organizations +

The SEYMOUR+ space also plays host to a number of organizations whose missions resonate with ours. In these cases, they invest the space with their own programming while building a bridge to ours.





## Une expérience unique de méditation poli-sensorielle et gourmande

imaginée et guidée par Lucie Frapsauce

*Créatrice de Mindful Attitude, Lucie accompagne les décideurs à cultiver la mindfulness. Sophrologue et instructeur mindfulness, Lucie est avant tout une artiste passionnée qui ne cesse de découvrir et d'imaginer de nouvelles manières de cultiver la mindfulness.*



## Un diner gastronomique

cuisiné par le Chef Antoine Drevon

*Antoine a cotoyé les grands noms de la gastronomie : Alain Ducasse, Alain Fabregues ; et travaillé en France dans des établissements de renom : Le Chapon Fin, Le Plaza Athénée ou encore, La Guérinière. Antoine propose une cuisine créative.*



## Un lieu et un hôte d'exception

**Melissa Unger** nous offre le privilège exceptionnel de nous ouvrir les portes de l'espace SEYMOUR+. Véritable spa pour l'esprit niché dans le 10e arrondissement de Paris et entièrement imaginé par Melissa.

### Notre hôte | Melissa Unger

*Melissa Unger débute sa carrière en 1989 aux côtés du réalisateur Ralph Ziman en tant que manager de production à Londres et Los Angeles. Au début des années 1990, elle fait partie de l'équipe de production de plusieurs longs métrages et devient l'assistante personnelle des acteurs Daniel Day-Lewis et Robert De Niro. Entre 1999 et 2004, Melissa est Vice-Présidente Media pour The Advertising Council, Inc. | The Ad Council. En 2004, direction Paris où elle est nommée Manager de la Galerie Thaddaeus Ropac, l'une des plus prestigieuses galeries d'art parisiennes. Fin 2007, elle se lance en tant que conseillère indépendante auprès de créatifs, d'organisations artistiques, mais aussi de marques cherchant à s'imprégner de la culture de la créativité. En 2011 elle fonde Seymour Projects et ouvre l'espace SEYMOUR+ en 2015.*

## invitation

Vous êtes invité(e) à prendre  
"rendez-vous avec vous-même"  
à l'occasion du

**MindfulDiner**

création singature | n°1

JEUDI 10 DECEMBRE 2015  
à 20H00

(accueil à partir de 19h45)

## Espace SEYMOUR+

41, Boulevard de Magenta - 75 010 Paris

Metros : Jaques Bonsergent (5), Gare de L'Est (1,5,7), République (3,5,8,9,11)

CONTACT

Lucie Frapsauce | tél. 06 29 54 58 59

"Osez vous laisser surprendre  
le temps d'un diner"

IMPORTANT | En cas d'intolérances alimentaires (menu unique) ou contraintes particulières merci de nous tenir informés au plus tôt afin d'assurer le bon déroulement de l'expérience



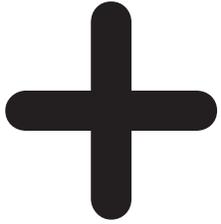
**Event: La Nuit de la Littérature  
in collaboration with FICEP  
May 30th, 2015**

The FICEP – The *Forum of Foreign Cultural Institutes in Paris* invited us to participate in their annual event *Nuit de la Littérature*. After being held in Saint Germain in 2013 and the Marais last year, this year's event took place in our neighborhood around the Canal St. Martin. This walking tour-style event featured authors from 18 different countries. Each invited author was accompanied by an actor and a translator. On May 30th between the hours of 5pm-11pm we hosted a reading/performance every hour on the hour between 5pm & 10pm.

Estonian author **Mehis Heinsaar** presented his book: *The Butterfly-Man & Other Stories*. Heinsaar's work, predominantly short stories, oscillates between magical realism and fantasy poetry with a surrealist bent. Heinsaar's vivid imagination is readily displayed in his stories in which he invents surprising universes with shifting realities. His characters, despite being confronted with the impermanence of their world and even their own bodies, attempt nonetheless to satisfy their desires and survive.

*'Mehis Heinsaar is one of the most original figures in modern Estonian literature: he is a bohemian, he communicates with people in semi-mystical art-related salons, he roams as a vagabond through dusky streets or escapes to thick forests in northern Latvia to walk around as a solitary hiker, and he sits in cafés and, in an old-fashioned way, uses a pencil to write in his notebook.'*





**"I just wanted to thank you for this great experience. You and your team were amazing and your welcome was so warm. I was so pleased with the atmosphere of the evening. We all departed (both audience and participants) with a richer and lighter spirit."**

-Rea Rannu-Ideon  
Cultural Attaché  
Estonian Embassy, Paris



## + Seymour Projects beyond the SEYMOUR+ space +



### **TETHER / TOGETHER**

#### **A Direct Line to Your Imagination**

Garner Arts Center, Garnerville, NY, USA

Seymour Projects was invited to Garner for the 2nd year in a row. We collaborated with Catherine Talese to create this interactive, site-specific installation as part of the Center's annual Artoberfest. Catherine installed a row of pencils dangling from strings on a wall mural. Some strings were as short as an inch others touched the floor. Viewers were invited to step up and create rather than just observe. We were very gratified to see so many people shoulder to shoulder excited by their own creativity and inspiring others to join in.



### **RESTIVAL -- A Creative Nomadic Gathering**

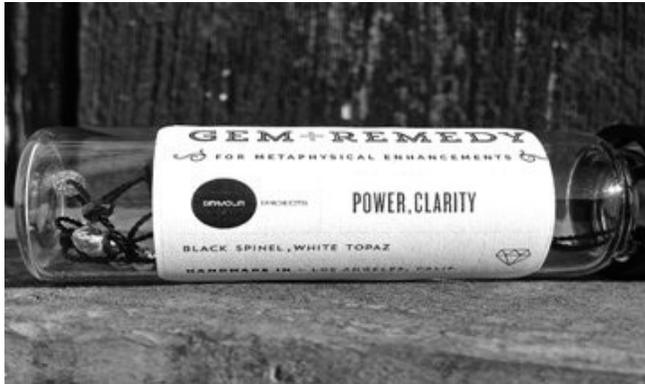
Melissa Unger was invited to lead morning sessions, guiding participants through a customized version of the SEYMOUR+ process.

This year's Restival was a week-long well-being retreat that took place in Morocco in November 2015.

This partnership with Restival will continue into 2016 for their upcoming event deep in the woods of Sweden.

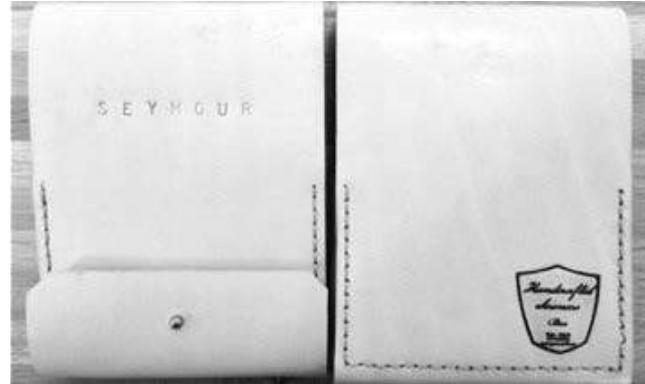
## + Product Collaborations +

Taking our message directly to the consumer.  
Creating a tribe.



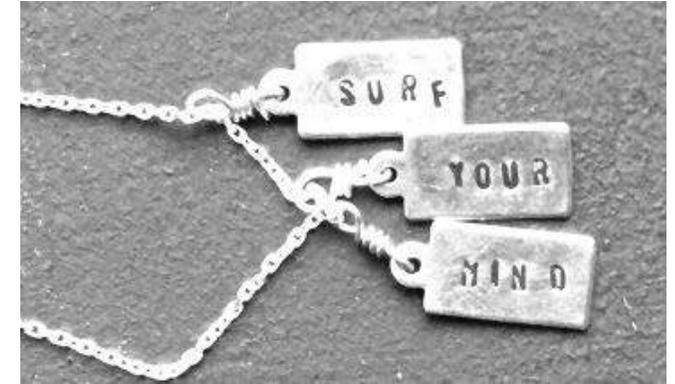
### Seymour + Gem Remedy

We collaborated with our friends at GEM REMEDY to create a bracelet made of black spinel for power and white topaz for clarity.



### Seymour + Handcrafted Sciences

We collaborated with our friends at HANDCRAFTED SCIENCES to create the perfect portable imagination instigator. This handmade leather case includes a notebook from the classic French brand Rhodia. Roughly the same size as a smart phone. Surf your mind instead of the internet.

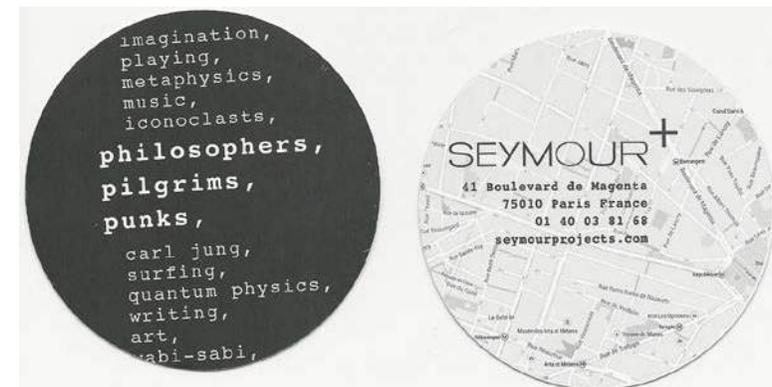
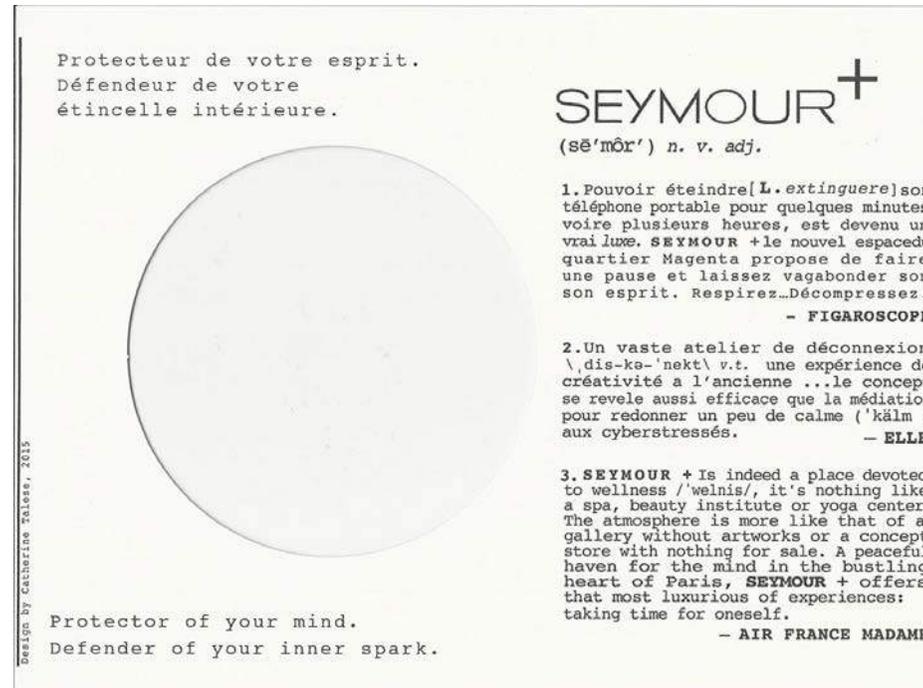
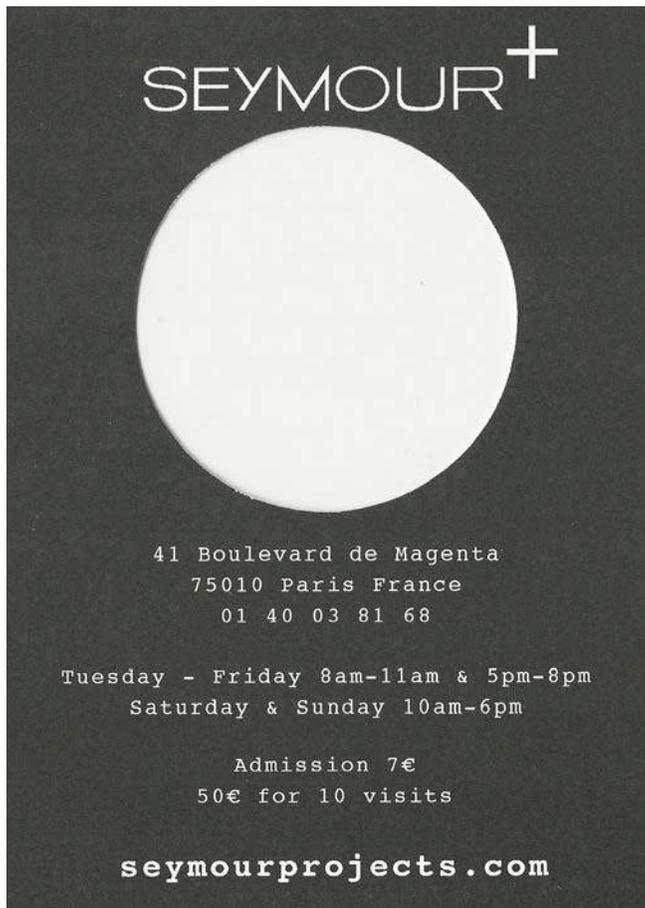


### Seymour + Dante & Maria

We collaborated with our friend, the French jewelery maker Agnès Sinelle on the creation of this silver necklace with hand-stamped copper Surf Your Mind tags. An elegant reminder to take time out to explore your inner landscape.

# + Community Outreach +

Local marketing campaign targeting businesses and the international community of influencers who regularly frequent our neighborhood.



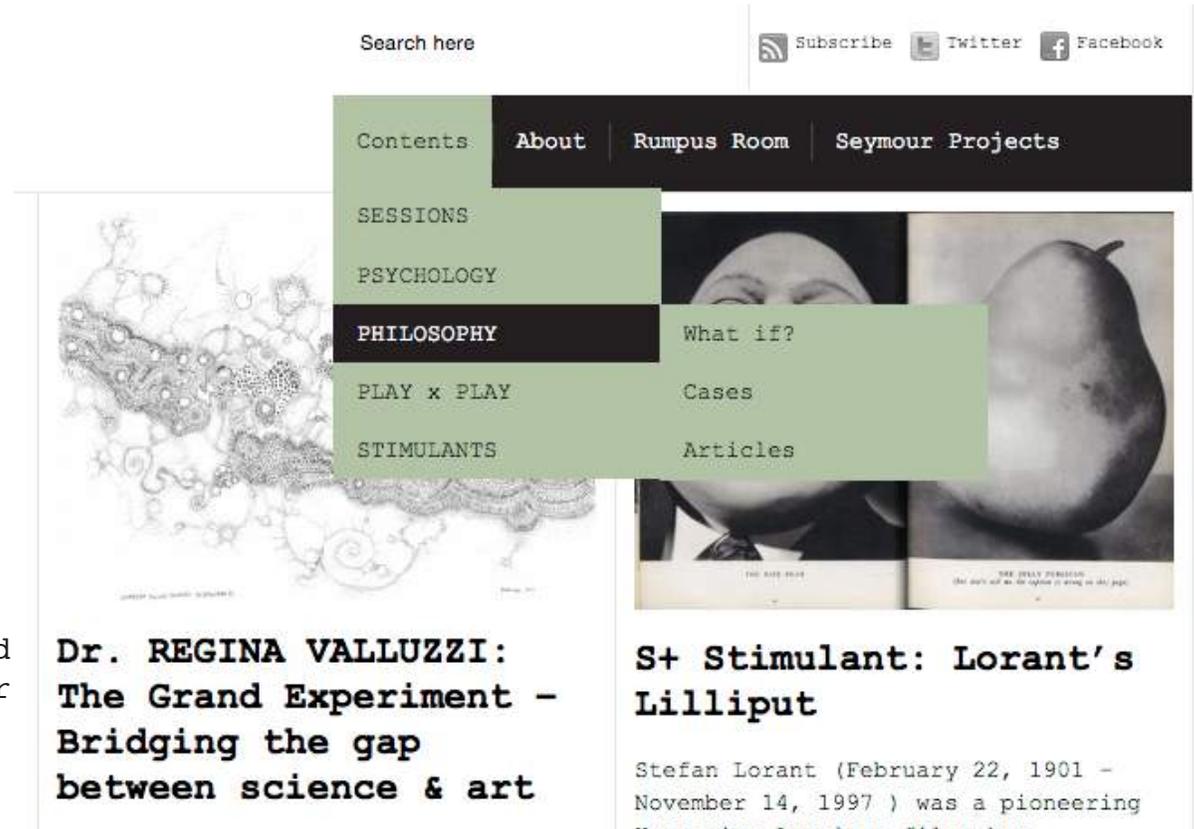
# + Seymour Magazine +

In an effort to extend our reach beyond our base of operations in Paris, we continued to publish our weekly online magazine. This publication, launched in 2011 has international readership with an average reach of 3000 readers per month.

Seymour Magazine features a fascinating selection of iconoclastic creative thinkers. By sharing their stories, musings, insights and experiences across a number of unique and different sections, they inspire and teach our readers, encouraging them to explore and express their subconscious selves.

We have over the years built up a strong online community of readers who regularly engage with and share our articles on social media sites.

We also self-published a compendium with selected articles from the magazine which sold over 200 copies at stockists including **Shakespeare & Company** in Paris and **Foyles** in London.



**Coming soon...**



We are currently working with our new Managing Editor Lawrence Neil to bring readers a redesigned Seymour Magazine with improved navigability in an effort to increase direct access to our instructive content.

Visit [magazine.seymourprojects.com](http://magazine.seymourprojects.com) in March 2016 to see what's new!

**Dedicated to  
philosophers,  
pilgrims,  
& punks**



**Julianne Hausler**

1 min · 🌐

Yes, they have profiled Ward but the real story here is the remarkable curatorial articulation that is Melissa Unger and her team and how with a very special and gentle hand they inform and improve the quality of all our lives. THANK YOU SEYMOUR!



**Seymour Magazine » Welcome to Ward's World: Inside the mind & art of WARD YOSHIMOTO**

Devoted to cultivating creativity & imagination. Dedicated to philosophers, pilgrims & punks.

[MAGAZINE.SEYMOURPROJECTS.COM](http://MAGAZINE.SEYMOURPROJECTS.COM)

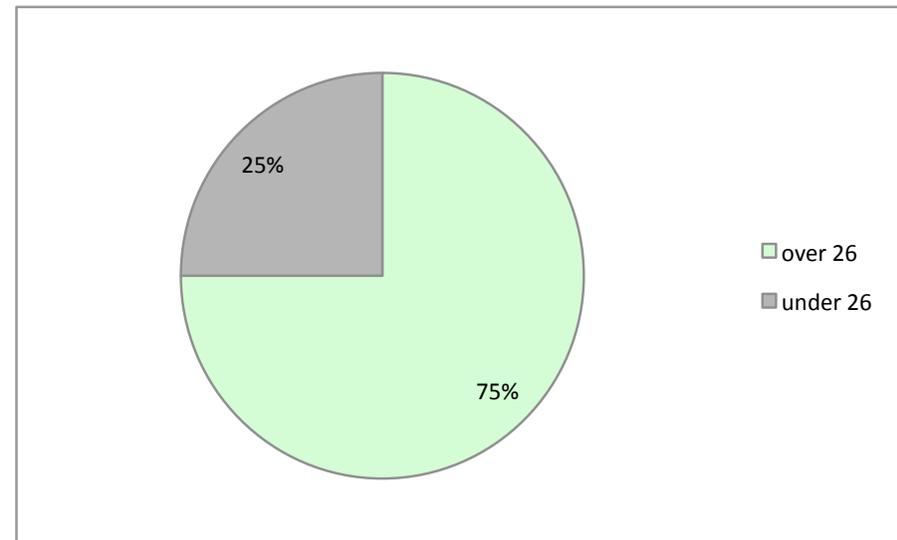
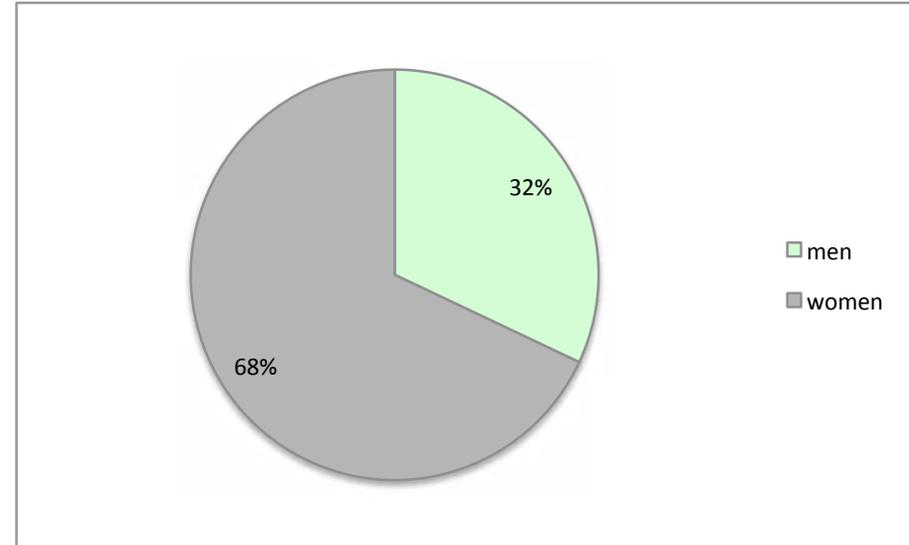
**Champion of  
outcasts,  
marginal thinkers,  
& iconoclasts**

# + Statistics +

Visitors to the space

Men	Women
32%	68%

Under 26	Over 26
25%	75%



These statistics are estimates and fluctuate on a weekly basis.

## Our Online Community

Social Media is fully integrated, shared & connected with fans across Twitter, Facebook, Pinterest.

- + International audience extends around the globe with users/participants predominantly based in France, USA, UK, Germany, Australia, Italy, Canada.
- + Male: 41.3% / Female 55.7%
- + Cities with most participants/users: Paris, London, New York, Los Angeles, San Francisco, Berlin and Melbourne.
- + Consistently growing online community who eagerly and actively engage with our online activity.
- + 3,000 unique monthly visitors to **Seymour Magazine**.
- + 3,017 likes on Seymour's Facebook page as of Feb 2016.

## + Press +

### Global Reach

Highly successful press launch and tremendous response to the opening to the SEYMOUR+ space.

To view all press clippings/read the full articles please visit [www.seymourprojects.com/press](http://www.seymourprojects.com/press)

### French Press

Many high profile national magazines and newspapers featured the SEYMOUR+ space, including:

- + l'Express
- + FigaroScope
- + Elle
- + M Magazine | Le Monde
- + Liberation
- + A Nous Paris
- + Air France Madame
- + Grazia
- + Numéro
- + Paris Capitale
- + Le Parisien
- + L'Officiel Art
- + Lefigaro.fr
- + Madame Figaro
- + Biba
- + Mixt(e)
- + Maison & Objet
- + Télérama Sortir



Vous n'avez jamais médité ou fait de yoga, le calme intérieur est pour vous une notion abstraite, mais vous ressentez de plus en plus souvent un besoin de déconnecter, profond, récurrent, parfois urgent. Foncez chez Seymour+. L'expérience est inédite, innovante, elle vaut le détour. Le mantra du lieu pourrait se résumer ainsi : déconnectez-vous pour vous reconnecter à vous-même. Faire le vide, revenir à son moi profond, retrouver sa créativité, c'est l'expérience que propose Melissa Unger, la fondatrice de Seymour Projects. Ludique, plus philosophique que spirituel, on est loin de l'ashram new age ou de la retraite bouddhiste. Et ici, dans cet espace blanc et zen, le seul "mâitre" que vous ayez en face de vous, c'est vous-même. On laisse son portable au vestiaire et la "cure de rien" commence. Le parcours est guidé. Au rez-de-chaussée et en sous-sol, on passe d'atelier en atelier. Premier d'entre eux : le "photomaton", une installation entre art contemporain et cabane enfantine qui vous place non pas face à un miroir mais à une feuille blanche. Muni d'un simple crayon, vous dressez votre autoportrait, en mots et en dessin. Dans la salle suivante, on jette ses pensées du jour sur papier, sans aucun jugement, réflexion ou même style. L'idée est de prêter attention à son ressenti, et uniquement à son ressenti. Quand on a fini, on dépose les feuilles noircies dans une boîte où elles ne seront jamais lues par personne. La finalité ici n'est pas l'analyse, mais d'exprimer ses pensées de façon spontanée, de les extraire de soi-même. On progresse ainsi dans la certitude qu'elles ne nous définissent pas. En sortant de cette seconde étape, on a déjà l'impression d'avoir fait un peu de place.

"Ce sont mes névroses, mes propres angoisses, qui m'ont amenée jusqu'ici", déclare Melissa Unger. Américaine passée par le cinéma, la prod, la pub, et l'art contemporain, elle a le débit haute intensité des New-Yorkaises, l'énergie créatrice puissante et la vibration bienveillante. Aujourd'hui, cette blonde toute fine vêtue de noir s'est posée à Paris sur le boulevard Magenta. À quelques centaines de mètres de la gare du Nord, en plein cœur du Paris qui vit, vibre, vrombit. Et pourtant chez Seymour+, le calme domine à peine le pas de la porte franchi. Au sous-sol, le rythme décélère encore. Sur un petit bureau d'écolier, on rédige une lettre à la personne de son choix : père, mère, amant, soi-même... On est libre de l'expédier ou pas, en la postant dans une petite boîte aux lettres identique à celles que l'on trouve aux États-Unis sur les routes de campagne. Le but de l'exercice est de libérer les mots et les pensées pouvant provoquer, en cas de blocage, incompréhension, angoisse, tristesse... On termine dans une pièce remplie de plantes et de fleurs : une pause verte et solitaire où il n'est rien demandé. On prend alors conscience de l'état de stress et d'encombrement dans lequel on est arrivé, et qui correspond à notre état le plus habituel.

On remonte lentement à la surface, comme après une séance de méditation. Sur le boulevard, ça grouille, ça klaxonne, mais on voit les choses sous un jour nouveau. Le pas et l'esprit plus léger, on réalise que l'on vient de s'offrir un cadeau précieux, un moment pour soi, une sortie de secours, une reddition. L'effet dure plusieurs jours. Seymour+ devrait être déclaré d'intérêt public. ANNE BIANCHI. PHOTO CHARLIE DE KEERSMAECKER  
Seymour+ - 41, boulevard de Magenta, Paris 10<sup>e</sup> - [www.seymourprojects.com](http://www.seymourprojects.com)

MIXT(E) - PRINTEMPS/ÉTÉ 2015 **24**

# TENDANCE

PAR SOPHIE DESANTIS  
sdesantis@lfigaro.fr

## SEYMOUR+

### Respirez... Décompressez !

POUVOIR ÉTEINDRE SON TÉLÉPHONE PORTABLE POUR QUELQUES MINUTES, VOIRE PLUSIEURS HEURES, EST DEvenu UN VRAI LUXE. LE NOUVEL ESPACE DU QUARTIER MAGENTA PROPOSE DE FAIRE UNE PAUSE ET DE LAISSER VAGABONDER SON ESPRIT.



**SEYMOUR+**  
41, bd Magenta (M°)  
TÉL: 01 40 03 81 68  
HORAIRES:  
de 8 h à 11 h, et de 17 h à 20 h. Sam. et dim. de 10 h à 18 h.  
TARIFS:  
7€ la visite,  
50€ les 10 visites.



Seymour+, un nouveau lieu pour se déconnecter et lâcher prise.

**É**loge de la lenteur, retrouver la conscience de soi, fuir la pollution attentionnelle générée par l'ultra-connectivité, bref, apprendre à éteindre son portable est devenu un besoin, si ce n'est un luxe. Le nouvel espace Seymour+ s'inscrit plus que jamais dans cette tendance du lâcher-prise. Visite en mode « off ».

**MELISSA UNGER**, énergique franco-américaine de 47 ans née à New York, s'est installée à Paris il y a une dizaine d'années. Après avoir été l'assistante de vedettes de cinéma (De Niro, Day-Lewis), elle rejoint la galerie Ropac, puis travaille pour le site Artnet.fr, sur lequel elle met en ligne ses interviews filmées avec des artistes internationaux. « Mais j'avais envie de faire un truc personnel, de me servir de toutes mes compétences acquises pour créer quelque chose de nouveau », dit-elle dans un français impeccable.

**ABANDONNER SON TÉLÉPHONE À L'ACCUEIL.** Chez Seymour+ (le prénom de son père), le but du jeu est d'accepter de laisser tout ce qui nous relie au monde extérieur dans un casier fermé à clé - téléphone, tablette, livre, magazine... - afin de recentrer son attention sur soi-même le temps nécessaire, de quinze minutes à trois heures, le matin ou le soir, et de permettre à son cerveau de faire une pause.

**UN LOFT DE 230M² POUR (RE) TROUVER LE SILENCE.** Super geek, Melissa Unger a observé ses contemporains et constate qu'ils sont devenus, comme elle, « esclaves » de la connectivité. « Je ne suis ni un gourou ni un entrepreneur. Je veux juste lancer un mouvement de détox, pour simplement retrouver l'équilibre de soi », dit-elle. Pour cela, elle a conçu (avec l'aide d'un philanthrope anonyme) un lieu qui lui ressemble, tout en noir et blanc, aménagé d'objets et de mobilier chinois chez Emmaüs, rafistolés et repeints. Sur deux niveaux, elle propose un parcours en cinq étapes.

**VAINCRE LA NOMOPHOBIE.** Dans la cabine à facettes (comme un Photomaton), on s'isole avec du papier et des crayons pour faire son autoportrait ; dans la salle de projection, on se love dans un fauteuil à peau de bête pour fixer un écran blanc dans le silence absolu. Au sous-sol, on se niche dans une baignoire à dôme comme dans une « coquille », ou on choisit le jardin d'hiver pour méditer au milieu de plantes vertes. Seul ou à plusieurs, il s'agit de vaincre la « No-mobile-phobia » ou la phobie de sortir sans son mobile. Vous avez dit « mission impossible » ? ■

CAMILLE MALOISEN



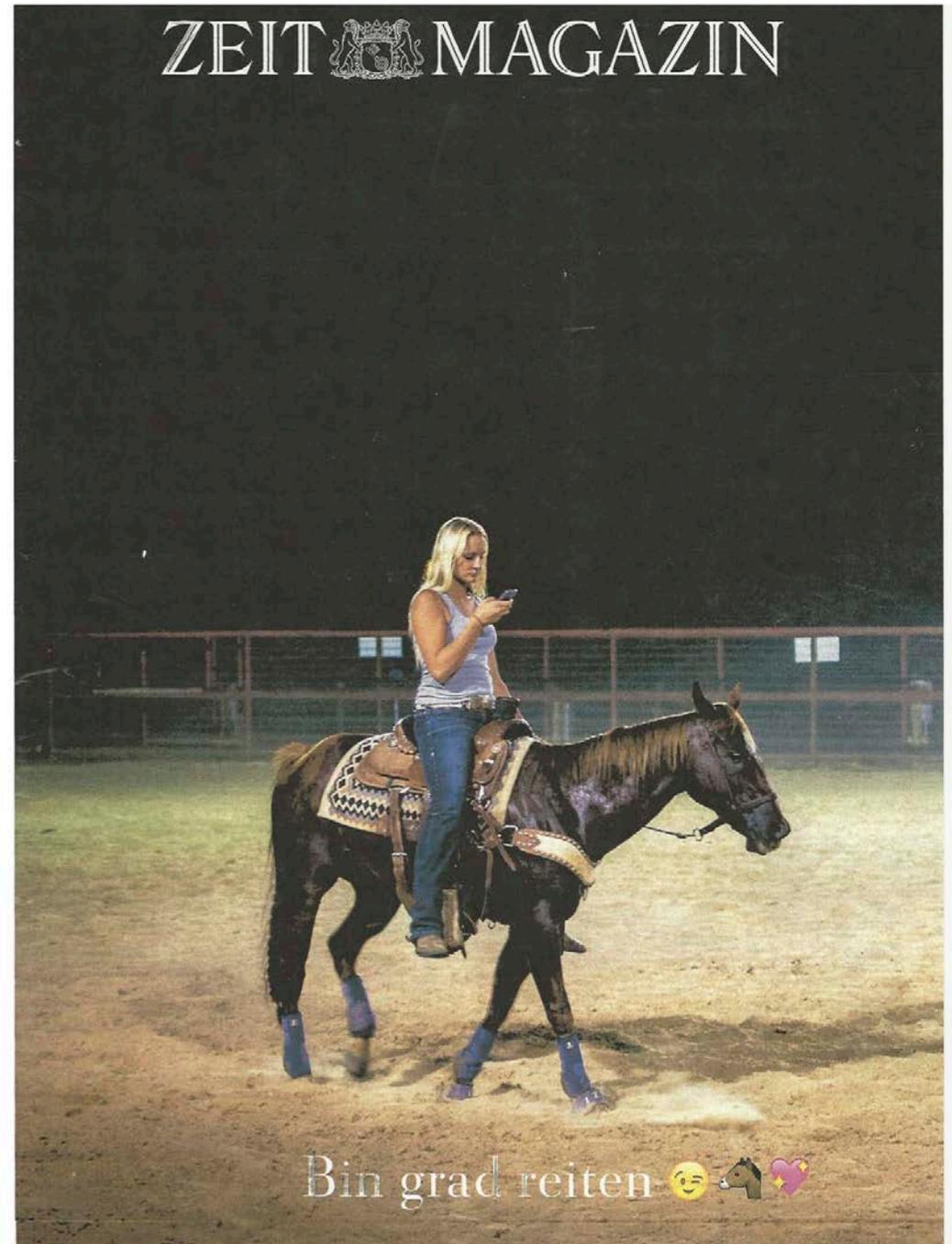
## International Press

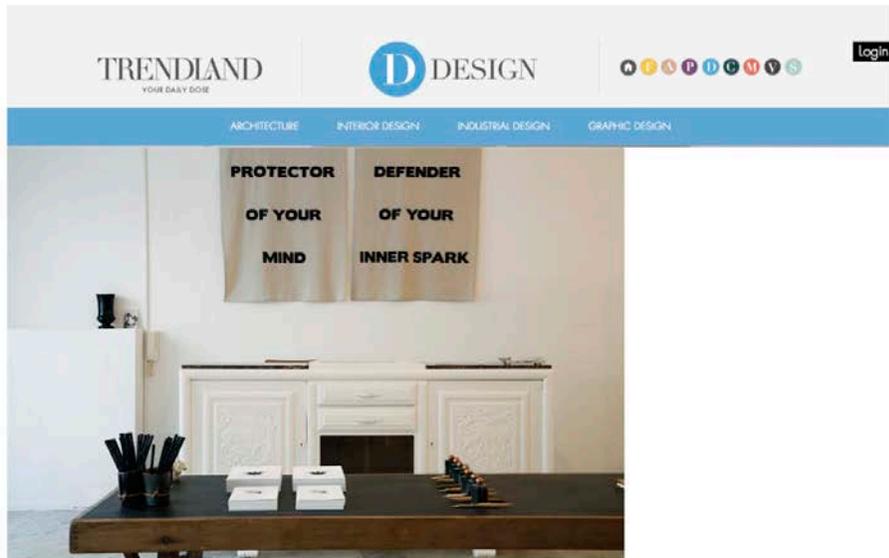
The SEYMOUR+ space was prominently featured in a cover story exploring the effects of technology on consciousness.

**Zeit Magazin** is part of Die Zeit newspaper, one of Germany's most respected and widely read publications.

Many other high profile international newspapers and online magazines featured the SEYMOUR+ space, including:

- + El Pais - Spain
- + 20 Minutes Suisse
- + El Comercio- Peru
- + Montevideo.com - Uruguay
- + Vanguardia - Spain
- + isopixel.net - Spain
- + Grapevine -Israel
- + Sköna Hem - Sweden





STORE, TRAVEL  
**SEYMOUR+: A TECH-FREE SPACE IN PARIS**

BY JACE MOYANO / 10 APR 2013 @ 10:17 AM



SEYMOUR+ is a haven for the mind, providing visitors with the peace and quiet they need, especially those traveling and exploring Paris.

And by peace and quiet we really mean peace and quiet. External distractions and outside influences such as phones, computers, and magazines which typically hinder our abilities to fully process and access our thoughts are not permitted.

The opening of the SEYMOUR+ space marks a step forward in the concretization of the SEYMOUR'S' mission: to help individuals cultivate creative self-expression by encouraging them to balance technological stimuli with internal exploration. Upon arriving visitors leave their devices and reading materials in a locker room and are encouraged to contemplate, self-explore, and brainstorm.

For more visit [www.seymourparis.com](http://www.seymourparis.com)



15€

15€

## Global Trend Forecasters

Many important global trend forecasting websites touted the SEYMOUR+ space as a forerunner

- Protein- global trends +
- LS:N Global +
- PSFK +
- Trendland +
- Leedr +
- Design Taxi +
- Maxi Tendance +



L'art Le style Les projets Damned Presse Le collectif



## Blogs

Many popular blogs featured the SEYMOUR+ space, including:

- + Collectif Leopard
- + Gustave & Rosalie
- + I <3 Beauty
- + Speedy Life
- + Le Blog des Femmes Formidables

+ The SEYMOUR+ space was also featured in business to business corporate newsletters such as Meet-->IN, Le Groupe Evénements, and guides to new and innovative businesses such as GOGO Paris City Guide.

Television and radio also picked up the story featuring us in segments such as BFM Business News and Télématin sur France 2.



## Seymour+, le nouvel espace qu'on attendait .

Publié par Coralie Clément dans Le style, Non classé



La géniale Melissa UNGER, franco-américaine . Installée à Paris depuis 10 ans maintenant, nous offre ce sublime endroit qui va nous permettre de décrocher quelques instants de notre smartphone, de facebook, twitter et autre instagram, en effet Melissa a décidé d'ouvrir à Paris un endroit pour se recentrer, se retrouver et mieux encore s'autoriser à rêver, penser, écrire ou ne rien faire . Dans ce lieu, aucune utilisation d'ordinateur ou téléphone portable n'est permise et croyez moi, cela fait un bien fou! Ni lecture de livres ou magazines, juste « soi même, un crayon et un papier » .

Enfin un endroit en plein Paris où le silence est d'or! c'est une expérience absolument incroyable ! la visite est de 7 euros et de 50 euros l'abonnement de 10 visites . Le lieu est ouvert du mardi au vendredi de 8:00 à 11:00 puis de 17:00 à 20:00, et le samedi et dimanche de 10:00 à 18:00.

Seymour+ . 41 boulevard de Magenta .75010 Paris

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

## + Moving Forward -- Opportunities for Growth +

In the six months since the SEYMOUR+ space's opening, we have been approached with a number of ideas and propositions about how we could expand the direction and growth of our project.



Here are a few of the most compelling:

The 5 Seymour environments can be exported to any location. We have been approached with the following suggestions:

+ Establish SEYMOUR+ spaces in other cities. Notably: London & New York. We also got an offer to create a space in Martinique! :)

+ Establish scaled down versions of SEYMOUR+ spaces in:

- Department stores
- Corporate Office Buildings
- Colleges/Universities
- Hospitals



A variety of professionals have expressed interest in privatizing the SEYMOUR+ space so that they may lead their groups through the 5 environments:

- + Family Therapists
- + Group Therapists
- + Self-Improvement coaches
- + Team Building Seminar Leaders
- + Colleges/Schools conducting off site classes
- + Private Groups/Organizations seeking an innovative experience for their members.

SEYMOUR+ also attracts a number of philosophers and forward thinkers in the field of consciousness research who have expressed an interest in holding discussion meetings at the space.

A variety of professionals have expressed interest in teaching classes and seminars at SEYMOUR+ space. All propose innovative methods of creative self-exploration that are fully in line with Seymour Projects goals and vision.

**"It isn't often I feel I can escape from the hustle and bustle within Paris but Seymour is an awesome haven to relax, reflect and create."**

-note from our guest book

## + TEAM HUMAN +

The time has come for all of us to get on the same team: Team Human.

As members of this team, our job is not to change the world, but rather to help each other create change within ourselves that can inspire the world to change.

We invite you play a part in a more human future by supporting Seymour Projects and its mission.

If you would like to donate funds, services or contribute your energy in some other way, please contact us at:

Seymour Projects | SEYMOUR+  
41 Boulevard de Magenta  
75010 Paris, France  
+33 (0)1 40 03 81 68  
contact@seymourprojects.com

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



# + Team Seymour +

## SEYMOUR PROJECTS | BOARD OF DIRECTORS

### SEYMOUR+ SPACE

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Nora Lalle  
*Project Coordinator*

Lawrence Neil  
*SEYMOUR+ Space Manager*

Catherine Talese  
*Creative Consultant*

Stéphane Saclier  
*Communications*

Photos of the SEYMOUR+ space  
by Camille Malissen

Melissa Unger  
Samantha Hunt  
Paula Veale

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Carissa Tanton

### SPECIAL THANKS

Will Kitson | Managing Editor & Space Manager 2013-2015

Inigo Martinez Moller, Keran Masselin, India Hoffman, Tom Di Maria, Gaela Fernandez, Christian Berst,  
Eric Sheckler, Bruno Hadjadj.

**"Seymour: WE NEED YOU.**

**SEYMOUR is trafficking in what will be one of the most precious commodities in the near future.**

**Technology is teaching us how to perceive the world on it's own terms...at the cost of making us strangers to our own consciousness.**

**You're trailblazing on a sacred mission."**

**-sent via anonymous note**



