

**Through experiencing a certain flatness,
emotion and intuition came**

Melissa Unger

As a creative consultant she noticed that people had trouble surviving because in the creative world everything is transparent, the only way to fight this is to go look inside yourself.

When she came to the age of 30 she started to notice a barrier in intimacy. 'If you do not really know yourself, your internal compass is off, this is what I noticed throughout every decision made in life, whether this was about food, relationship or work.' For the external world it looked like she was fine but actually she was not, she felt very disconnected from herself.

When she was 33, her mother died and she decided to move to France with a little bit of money and a lot of time. She noticed she found herself in a state in which she could create freedom of responsibility and constraints. This happened very accidentally. She came in a certain meditative state in which all usual stuff and mind thought went away. Through experiencing a certain flatness, intuition and emotion came to her. This was quite a shock for her, she started to get interested in it and started reading about it. After ten years of personal experience, a moment of realisation changed everything. She came to her intuition, non-rational thinking and understanding the state artists go through, entered by mute and lost in their painting, an invisible and incredible manifestation for her.

From then on she decided to start an online magazine in 2011 in which creativity and imagination played a big role and in which she built a community from. She started to experiment with several forms of online projects, and noticed the 'surf your mind' in which breaking from technology will take a person closer to intuition.

DID SOMEBODY OR SOMETHING EVER BLOCK YOU FROM REALISING YOUR OWN POTENTIAL?

She experienced throughout the journey of finding her inner spark, tools that navigated her journey. She translated this in the actual Seymour+ space in Paris in which she aims to help people to see more.

Her mission is to try to create a place which people do not even know they need this, but through Seymour+ come in contact with something that has to be experienced personally. She wanted to test the conversation that could be opened, and she concluded that we are so connected to our phone, a technology free zone would be the answer. The technology free zone is more or less a gimmick, a way to let people introduce to the topic. To make the topic of intuition understandable she compares emotions to a car dashboard, when the gas is low and the water has almost evaporated, a mindset feels emotions and the second you feel that this is not right, you pull over the car.

In her point of view, our human consciousness and inner world are going to be the next step in human evolution in which we defend our mind from outside stimuli, rationality and aggressions and defending our inner spark that includes intuition, inspiration and imagination. Seymour+ is such a place in which you can explore your inner landscape. Through this project she had the notion to bring it back in the real world. A modern approach to intuition, a gym for the mind. An important guideline that she made herself was that it needed to be fun in our rational-living structure, people need to see the benefits directly in their life, on a very basic level and in a 'real' environment. To confront people with the notion of digital detox, to let people acknowledging that there is a problem.

GARY RODA, GENEVIEVE ROBERTSON





Human consciousness is going to be the next step in human evolution

- Melissa Unger

There are strong cases for silence that has benefits for the wellbeing of a human to give new light for creativity, productivity, health and reduce of stress levels. By creating an offline space for the mind we familiarise ourselves with silence and we experience a place that stimulates synthesizing ourselves, reconnecting ourselves, easing the mind, space out, push our human imaginative boundaries and hearing our own voices.

20
Seymour+ in Paris is a very good place to experience silence in the middle of the craziness of the city.

Melissa Unger, the founder, realised this project because in our modern day society we are always 'on' with our minds, we do not have any time and space to protect and discover our authentic mind in our society.

I spoke to her on the phone in which she explained the very personal thought on why she had the need to realize the project. It came from her own very personal experience. Melissa explained how challenging it was to communicate it all: 'worlds will always be different and will give a different experience than what I have felt to create this'.

The experience she described was very personal, she noticed that she was parented by a lot of rules, she was abused emotionally, thought that emotions where not safe wherein her guidance system was completely broken. She was a creative consultant in New York and had a big creative career. The life she had lead was very rational, she noticed that emotionally she was quite handicapped, the rational mind was on the forefront.

23
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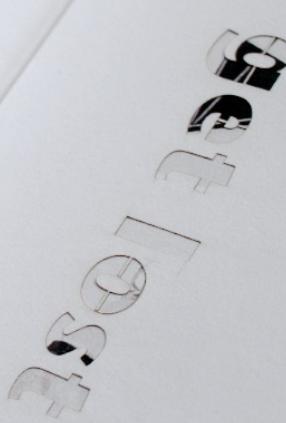
WHAT WAS THE MOST ADVENTUROUS



PLAN YOUR LIFE!
So start to get lost!

Our love Melina Rousou and Iona Ingwersen created a toolkit which enables us to live less in pursuit of finding time for yourself. They believe that in our modern lives it is very hard to find space and time to really think for yourself in which in our lives the watch, phone, GPS are omnipresent of life. They replaced these tools for more analogue and primitive tools that alters the function of the possessions we are so attached to nowadays. To regain focus on our bodily clock, sense of direction, ad. 64
WHAT TOOK ME

A pin to mark your way back and a watch that heats during day and cools during night to hit the time. A pendant with salt to bring back old traditions of relaxation through mineral properties. A bracelet of copper with stones that have healing qualities.







These exercises have helped me to lower my stress levels and give me some silence and relief from my anxiety so that I can finally hear my own voice

Melissa Unger

The actual Seymour+ space is a series of five interactive environments which reflect upon our modern day landscape.

The "Selle Booth" encourages self-exploration, grounding and centering which is crucial in this world, according to Melissa Unger, self-absorption is toxic. In this room a viewer has to take time to look at his or herself to explore and center his or herself by drawing, writing or symbolizing his or herself that later is captured in an analogue Photo Book.

The "Projection Room" looks like a movie theater, with chairs including a lantern. The goal is to feel grounded to discharge anxiety. People can literally project their thoughts onto the white square screen in front of them. It encourages the release of stress and tension and eases the mind.

"With You Where" provides pen and paper that encourages the communication of thoughts and emotions, in which somebody has the possibility to write a letter.

The "Surf Your Mind Lounge" is a space featuring chairs grouped together but spaced away from one another to encourage spontaneous exploration, storytelling and team-jobs. Let the actual intuition do its job. To feel cocooned, the idea of this space is to get the people to listen to themselves, no inciting information but only tap into what is inside you. Stop with all the distraction. Ask a question, wait for the answer instead of looking for the answer. In which a person comes into a processing state instead of a searching state.

SEYMORE+ | 28

SEYMORE+ | 29

