

Notes from sparked

THE
**BAT
TER**
Y SAN FRAN
CISCO ESTD 2012

LATE NITE ART

Illuminated Notes By Adam Rosendahl



On January 26, 2019, Sparked brought together creators & innovators from The Battery community and beyond.

We wanted to record the thought-provoking conversations, valuable learnings, and genuine connections from a personal and creative lens.

Here are the fruits of our conversations and observations.



HACKING CONSCIOUSNESS

TO GET REALLY HIGH IS TO FORGET YOURSELF. AND TO FORGET YOURSELF IS TO FORGET SEE EVERYTHING.

COLLECT IDEAS, NOT BELIEFS

WE ARE LIVING IN A TIME WHEN MORE PEOPLE ARE COMMITTING SUICIDE THAN FROM ARMED COMBAT.

RICK DOBLIN
FOUNDER OF MAPS

JASON SILVA
STORYTELLER & FILMMAKER

THE MDMA EXPERIENCE CAN BE RELATED TO THE POST-ORGASMIC STATE.

WE REVOLVE AROUND THINGS THAT ARE BIGGER THAN US.

THERE IS NOTHING THAT IS INHERENTLY GOOD OR BAD IN ITSELF. IT'S HOW WE RELATE TO THE DRUG AND HOW WE EXPERIENCE IT.

IT'S THE CONTEXT IN WHICH WE TAKE THESE DRUGS, THAT MAKES THEM HEALING, OR NOT.

IF YOU JUST WANT TO RING THE BLISS BELL, BUT YOU DON'T DO YOUR HOMEWORK - YOU ARE FUCKED.

THE REAL WIERDNESS DOESN'T CARE IF IT'S REAL OR NOT.

SAY WHAT YOU WILL ABOUT DRUGS - BUT THEY FUCKING WORK.

LET THE MYSTERY STAY YOUR MISTERY. BE KIND TO OTHERS. FUCK YOUR JOURNEY.

PEAK EXPERIENCES ARE HOW I'VE BEEN ABLE TO TAME THE BEAST. TO KEEP PUSHING.

YOU WILL FIND NO REASONABLE MAN ON THE TOPS OF MOUNTAINS - HUNTER S. THOMPSON

THE WORLD IS ON FIRE. WE ARE CALLED TO A CHALLENGE AT THIS TIME.

WE ARE IN SPACE. NO ONE KNOWS WHAT'S GOING ON. I LOVE YOU.

WE ALL WON THE LOTTERY, YET SOMEHOW WE ALL SEEM TO BE CHOKING ON OUR GRIEF.

JAMIE WHEAL
FOUNDER, FLOW GENOME PROJECT
AUTHOR, "STEALING FIRE"



@JASONLSILVA



@MAPSNEWS



@FLOWGENOME

ILLUSTRATED BY @ADAM_ROSENDAHL

Adam Rosendahl

DESIGNING YOUR LIFE

THIS NOTION THAT YOU WILL GET ALL YOUR SATISFACTION FROM YOUR JOB IS A VERY MODERN IDEA

IN 2020, I'M CHANGING MY MIX. I'M LEAVING STANFORD - AND I WILL BECOME A FULL-TIME ARTIST

WANTING WHAT YOU GET. NOT GETTING WHAT YOU WANT.

I HAVE BEEN VERY POOR AT PREDICTING THINGS IN MY LIFE. I'M JUST GUESSING. THAT'S WHY I MAKE PROTO-TYPES.

PASSIONS EMERGE AFTER WORKING ON SOMETHING FOR A VERY LONG TIME.

WE AREN'T JUST A BRAIN!

BILL BURNETT
EXECUTIVE DIRECTOR
STANFORD
DESIGN
PROGRAM



THERE ARE TWO WAYS TO BE RICH - WHICH MATTERS MORE TO YOU?

IT'S NOT ABOUT LUCK OR NO LUCK - IT'S ABOUT KEEPING YOUR PERIPHERAL VISION OPEN. YOU CAN TRAIN YOURSELF TO BE LUCKY!

THE WAY YOU GET TO NEW IDEAS - IS BY DOING THINGS YOU'VE NEVER DONE BEFORE

WE OFTEN START WITH THE WRONG PROBLEM.

YOU CAN'T SOLVE A PROBLEM YOU ARE NOT WILLING TO HAVE!

TOO MANY OPTIONS = CHOICE OVERLOAD. NARROW YOUR CHOICES DOWN TO 4-6.

PEOPLE DON'T ACTUALLY FIGURE OUT THEIR LIVES UNTIL THEIR MID-30'S

TRUST YOUR GUT & THE WISDOM OF YOUR EMOTIONS

IF YOU HAVE STRONG PRIMARY & SECONDARY RELATIONSHIPS - YOU WILL LIVE LONGER, YOU WILL BE HEALTHIER, & YOU WILL HAVE A MORE MEANINGFUL LIFE.

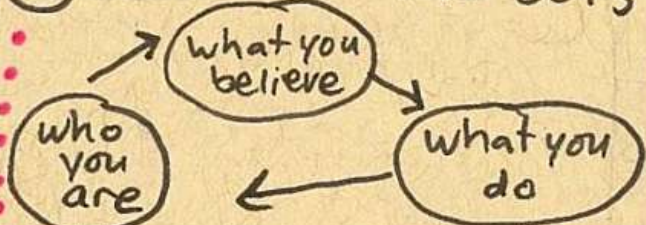
FIVE IDEAS TO ENERGIZE YOUR LIFE:

* SET THE BAR LOW. MAKE SURE YOUR GOALS ARE REASONABLE. BUILD UP YOUR CREATIVE CONFIDENCE.

1. MONEY VS. MEANING

- IT'S ALWAYS 3 NOT 2
- MONEY - MEANING - CREATIVITY
- THE MEASURE OF CREATIVITY IS EXPRESSION

2. CONNECT THE DOTS

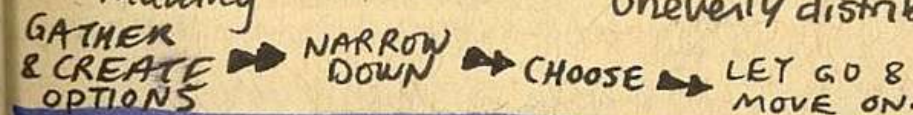


3. HOW MANY LIVES ARE YOU?

- 3 versions of you. 3 lives.
- what if thing #1 dies tomorrow?
- wild card life. something completely different. what if money & pressure from others were released?

5. CHOOSING WELL

Process of decision-making



4. PROTOTYPING

the future is already here - it's just unevenly distributed.

ILLUSTRATED BY @ADAM_ROSENDAHL

Adam Rosenthal

MOVEMENT

T BUILDING

MOVEMENTS ARE NOT PERFECT.

WHAT GUIDES A MOVEMENT, IS IMAGINATION.

WE SPEND SO MUCH TIME TRYING TO DEFINE OURSELVES - BUT WHAT ARE YOU DOING? ARE YOU WATCHING THE WORLD BURN?

IF WE CAN BEGIN TO UNDERSTAND TRAUMA DIFFERENTLY, WE CAN CHANGE THE WAY WE ARE IN THIS SOCIETY.

IT'S YOUR RESPONSIBILITY RIGHT NOW TO LEAN INTO YOUR DISCOMFORT. DON'T LET IT SCARE YOU. NOW IS OUR TIME.

WE ARE THE BACKBONE. OWN YOUR POWER. DON'T LET PEOPLE SHAPE YOU.

WE HAVE TO REMEMBER THE POWER OF SISTERHOOD - WE ARE ALL IN THIS TOGETHER

THIS WORK COMES WITH A LOT OF CRITICISM. BECAUSE WE ARE CHANGING CULTURE.

BRITTANY FERRELL
BLACK LIVES MATTER
BLACK FUTURES LAB



@BDOULA OBLONGATA
@BLACKFUTURESLAB

WHEN WOMEN ARE LEADING. CULTURE SHIFTS. THINGS GET BETTER



@BYBREANNE
@WOMENSMARCH

BREANNE BUTLER
CO-FOUNDER
WOMEN'S MARCH

A LOT OF THE SAME SKILLS I USED IN THE RESTAURANT BUSINESS, I USED TO START THE WOMEN'S MOVEMENT.

MUSIC IS ONE OF THE MOST EFFECTIVE WAYS TO OPEN UP PEOPLE'S EMOTIONS.

WE NEED TO INFUSE JOY INTO THE MOVEMENT, & I THINK MUSIC CAN DO THAT.

ONE OF THE MOST OPPRESSIVE FORMS OF OPRESSION IS STIGMA.



KIRAN GANDHI
"MADAME GANDHI"
MUSICIAN & ACTIVIST

@MADAMEGANDHI
Adam Rosenfeld



GET COMFORTABLE WITH YOUR OWN MONSTER - THEN, WHEN THE REAL VIOLENCE COMES AT YOU... UNLEASH IT.

"If I start going into sensible conversation? Not good!
If I look like I've been hit with a stungun? Good!"

YOU HAVE BEEN CULTURALLY POTTY-TRAINED VERY EFFECTIVELY.

IF WE KEEP DENYING OUR SHADOW, OUR MONSTER. IF WE KEEP STUFFING IT DOWN - IT WILL EVENTUALLY EAT YOU ALIVE.

SEXUALITY IS A CREATIVE FORCE - IT IS NOT JUST ABOUT THE GENITALS. IT IS LIFE FORCE.

ADAPTATION & CREATIVITY COME ALIVE INSIDE INSTABILITY.

WITH EXCESSIVE STABILITY, COMES A DRAINING OF OUR LIFE FORCE.



MIDORI
SEXOLOGIST
ARTIST
AUTHOR

@PLANETMIDORI

Alan Rosenblum

MONSTERS & SHADOWS



JOURNEY TO YOUR EROTIC POWER SOURCE

CAN YOUR MONSTER, YOUR SHADOW, ADD TO YOUR SEX LIFE?

IT MAY BE DISTURBING - BUT DISTURBING IS NOT BAD. IF YOU GET COMFORTABLE WITH THAT SOCIALLY UNACCEPTABLE PART OF YOURSELF. THE MONSTROUS TRAITS. WHAT WOULD YOU BECOME?

QUESTIONS:
• WHEN IT'S GOOD FOR YOU, WHAT WILL I SEE OR HEAR? WHAT ABOUT WHEN IT'S NOT GOOD FOR YOU?

HUMANS ARE INCREDIBLY VOLATILE.

"CAN YOU HANDLE MY MONSTROSITY? MY FEROCITY? WILL YOU PUSH ME BACK, OR WILL YOU BE AFRAID?"

A FORCE THAT CREATES IS A FORCE THAT DESTROYS - A FORCE THAT DESTROYS IS A FORCE THAT CREATES.

IF YOU ARE A TIGER, STOP DATING PUPPIES.

HOW WILL YOUR MONSTERS & SHADOWS HELP YOU PAST YOUR OBSTACLES & BLOCKS?

I MADE SOME MOVIES. SURE. IT'S KIND OF MEANINGLESS. BUT IT'S GIVEN ME A PLATFORM TO STAND ON.

IMAGINE JUSTICE

I LEFT THE FILM INDUSTRY 5 YEARS AGO, AND STARTED WORKING IN THE PRISON SYSTEM. I TOOK A 90% PAY CUT. AND IT'S BEEN THE BEST YEARS OF MY LIFE.

HOW CAN YOU USE YOUR PLATFORM TO HELP OTHERS?

WHAT ARE YOU WILLING TO DIE FOR? LIVE FOR THAT.

"I CARE ABOUT PEOPLE."

I NEEDED THERAPY - JUST THINK ABOUT THE YOUNG MEN IN PRISON. WE NEED MORE MENTAL HEALTH SUPPORT.

WHEN I WAS VISITING PRISON - IT WAS ALL ABOUT CONNECTION. I WALKED IN THERE HUMBLY AND I RECEIVED MORE THAN I GAVE. IT WAS THE MOST MEANINGFUL EXPERIENCE OF MY LIFE.

GET CLOSE TO PEOPLE. PROXIMITY IS IMPORTANT. LEAN IN.

SCOTT BUDNICK

PRODUCER & ANTI-RECIDIVISM COALITION FOUNDER

@ANTI RECIDIVISM COALITION

SCOTT WOULD WALK INTO PRISON & ALL THE GUYS WOULD GO CRAZY, SHOUTING "SCOTT! SCOTT!" & I KNEW THIS GUY WAS FOR REAL.

COMMON

MUSICIAN & FOUNDER, IMAGINE JUSTICE

@common

Adam Rosenblatt



Meet your illuminator.

Adam Rosendahl is a live experience designer, illustrator, and facilitator based in Oakland, CA. As the Founder and CEO of LATE NITE ART®, he and his team of facilitators lead off-sites and interactive trainings for clients ranging from Southwest Airlines, Google, and LinkedIn, to Stanford University and the US Probation Office.

Using collaborative art, curated music, and meaningful conversations, his work humanizes and deeply connects teams, conferences, and classrooms. After leading 250+ experiences across 7 countries, he has found consistent evidence that engaging the imagination is the key to breaking down our social and creative walls.

Follow Adam [@adam_rosendahl](#)





Find further inspiration.

See more illuminated notes at
lateniteart.com/learn

ILLUMINATE