



Notes on Purpose & Meaning

LATE NITE ART

Illuminated Notes By Adam Rosendahl

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CREATIVE MORNINGS

HONESTY SF

I AM A MUSHROOM:
I CAN DECOMPOSE
TRAUMA INTO GOOD.

"MUSHROOMS ARE
THE INTERNET
OF THE FOREST"
-PAUL STAMETS

MY RELATIONSHIPS
WITH THOSE THAT
I'VE LOST, WILL
CONTINUE TO GROW

WHAT IS THE
TRAUMA THAT
YOUR 11-YEAR-
OLD SELF IS
STILL SCARED
OF?

VIRTUAL HONESTY:
- PLAY MUSIC @ BEGINNING OF
ZOOM CALL
- BREAK OUT ROOMS
- INVITE FOLKS TO GO
DEEPER
AFTER CALLS

WE CAN DESIGN
EXPERIENCES
THAT ALLOW
HONESTY FOR
OTHERS.

HONESTY ISN'T
ALWAYS PLEASANT
OR PLANNED. IT
TAKES A LOT
OF WORK.

WHEN SERENDIPITY
FLOWS, YOU KNOW
YOU ARE ON THE
RIGHT PATH.

ART CAN HELP US
HEAL & OPEN UP
IN HONEST WAYS.

WE NEED TO
CREATE MORE
SPACES WHERE
PEOPLE
CAN BE
HONEST.
WHERE
THEY CAN
BE HEARD.
WHERE WE
CAN
LISTEN
& NOT
TELL.

HONESTY IS NOT
ALWAYS THE
ANSWER -
HAVING PEOPLE OPT
IN IS IMPORTANT.
BUT SAFETY AND
TRUST ARE ESSENTIAL.

Our Death:
WHAT IF FACING OUR
DEATH ALLOWED US
TO LIVE MORE
FULLY.



HONESTY
MAKES US
HAPPIER &
HEALTHIER,
EVEN IF IT
MEANS
SHEDDING
SOME
TEARS.

DISCOVER THE
SPACES WHERE
HONESTY THRIVES
FOR YOU.

PARENTS:
WHAT DOES YOUR
IDEAL RELATIONSHIP
LOOK LIKE WITH
YOUR PARENTS?

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MOVEMENT 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

T BUILDING

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

WHEN WOMEN ARE LEADING. CULTURE SHIFTS. THINGS GET BETTER

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.

BREANNE BUTLER
CO-FOUNDER
WOMEN'S MARCH



@BYBREANNE
@WOMENSMARCH

KIRAN GANDHI
"MADAME GANDHI"
MUSICIAN & ACTIVIST



@MADAMEGANDHI

- TOM CHI -

RADICAL PERSONAL TRANSFORMATION

I was running a multi-billion dollar program - running over 50 employees - and then I collapsed.

If you can afford a car - you're doing pretty well. But what about the 2 billion people that live on less than \$2 per day?

Rapid Prototyping is not hard. It's actually very easy to do.

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VISUAL NOTES

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- TOM CHI -
GOOGLE X
Rapid Prototyping
Academy



① Knowing is the enemy of learning.

Knowing actually makes learning impossible.

② verbs > nouns

As soon as you recognize something - the brain activity crashes back to zero. To find verbs ask:

Some people become stuck in the state of knowing for the majority of their lives.

Who is in front of you? Extend kindness

⑤ Metabolizability is more important than truth

If you're teaching a 2nd Grader - teach 2nd grade Math - Not 5th grade

Using truth is not actually compassionate. If it's not accessible, you are doing a mis-service.

④ Stay in the Medium: Live & breathe the things that you love.

If you paint - let paint cover everything you do, you own. Be messy.

what happens when we do this with people? Our cognition shuts down. It makes us less human. We label them.

③ Crossing the 3 Gaps:

First Contact →

knowledge | Practice | Mastery

the mastery gap is not about achieving anything. The possibility is infinity.

instead of chasing success - how long can you stay with your medium to create a masterpiece

We live in the information age. People get stuck in this stage. This is just reading a book someone wrote.

this is where we start to give back to humanity.

IMAGINE JUSTICE

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

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?

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

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

COMMON

MUSICIAN & FOUNDER, IMAGINE JUSTICE

@COMMON

Adam Rosenfeld



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](#)



A rooftop bar at night with a city skyline in the background. The scene is dimly lit, with the city lights providing a backdrop. People are seen sitting at tables and standing, enjoying the view. The text is overlaid on the left side of the image.

Find further inspiration.

See more illuminated notes at
lateniteart.com/learn

ILLUMINATE