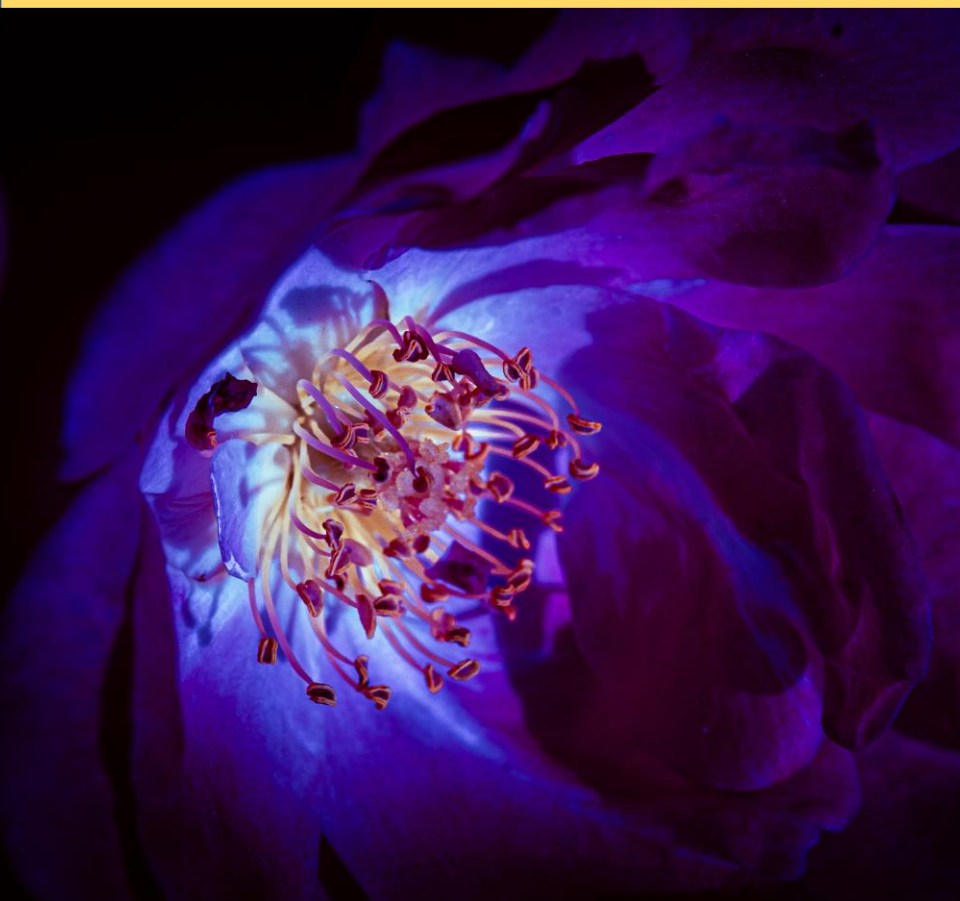


A Symphony of Five Passions

The fascinating story behind

The Purple Camelia



A Musical Project by Absolutely Crazy Productions

Samara Hassoun & Johan Cools

A Symphony of Five Passions

Samara Hassoun & Johan Cools

Your BrainUpgrade and Absolutely Crazy Productions,

Companion book to
BRAIN UPGRADE for the BRAIN PANDEMIC
Growing Up with Enriched Thinking

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Foreword

The reasons why you are reading this booklet can be diverse. Maybe you were asked to join our creative team or maybe you are interested to become an ambassador or even a sponsor of this project. However, another important reason is that you have the intention to live with passion and think this booklet might inspire you, and this is why it has been written. Therefore the main theme is passion and how it can stimulate your creativity to bring innovative alive.

Innovation has become a central theme in our fast-evolving and ever more competitive society. New inventions are combined with existing technologies to bring new ideas to an over-crowded marketplace. To be successful, or to survive, companies permanently need to speed up their efforts. From that perspective innovation can lose lots of its potential value as a contribution to the greater good. For this reason, any innovative effort should be founded on the right intention, and intention needs enough intensity. True passion is the ultimate sensation that drives creative efforts, and that counts even more if there is vision to contribute linked to it. The power of intention plays a very important role in its crystallisation in the material world. The symphony of passions is an example of how an art project can combine various passions with the intention to contribute to humanity. There is much more to innovation than pure brainpower and success.

Let us start this booklet in an unusual fashion with a few relevant questions. In what artistic endeavour can you combine the promise to write a book, poems, storytelling, music, jewellery, psychology and the intention to spiritually awaken the world out of eons of unconsciousness? And how did a natural curiosity, rebel mind, rather sensitive nature, and a deep-rooted quest for freedom and justice all play an important role in the crystallization of a creative and innovative project? And my last question is how does the law of attraction and synchronicity play a subtle yet crucial role in the final crystallisation of certain creative processes? All these questions will be revealed step by step as the various insights emerge and accumulate to find their expression in an artistic climax. To understand how this mysterious project X came alive, I invite you to follow my personal journey as I dive back into the past during various reflections from my youth. As this journey intuitively finds its own path, the various insights that arise will be brought to your attention as objective feedback from an external observer.

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A History of Five Passions

Books & Stories



About Stories and Books

Johan's Reflections

It all began at the age of 5-6 years, remembering how my mother used to read me many different stories at bedtime. As she later told me, I was always asked in the primary school to tell those stories to the other children. I guess that stimulated my fantasy and a love for stories and books, and finally the urge to write a book myself, even though the incubation time for that love to find its way to expression in the material world would stretch over the longest part of my life.

There are a few other factors that stimulated a personal interest in books and writing. One of these factors was my deceased father as I still see him sitting in his preferred sofa with a pencil behind his ear while reading a book. Although my father enjoyed a rather strict and disciplined education as an engineer and military officer, he still managed to keep a rather open mind. In his extensive library among the heavier focused engineering and a diversity of defence -related subjects, you could find books about the healing powers of trees, pyramid powers, the aura, paranormal phenomena, and various other topics that even in our *modern* times are still perceived as esoteric or pseudo-science. These were the topics of that drew my interest, and I would occasionally browse in his library and grab a book with an appealing title. Some of these books were about psychology, and when I started reading the

first one I was immediately hooked on the subject. The importance of this interest will prove to be an important factor that contributed to creation of Project X.

When I was around eighteen years old an important event occurred that would have a major effect forty years later. It was one of the usual clashes between an organized and disciplined father that strictly followed the rules, and a chaotic young rebellion that found pleasure in challenging his father's supremacy as the alpha male of the family. This specific confrontation happened when I disturbed my father while he was taking care of his Camelias. Cultivating was one my father's hobbies, and he was always trying to enrich their colour by changing the PH value of the soil, or by giving them extra minerals or other supplements. One day, when he was taking care of these Camelias, I came to him and told him that I was going to write a book. Obviously disturbed, he looked up and asked with a sigh 'Well, what will be title of your book'? Spontaneously, I answered: "The Purple Camelia". With disbelief and a sign of rejection in his eyes he replied: "You don't know what you're talking about. Natural purple Camelia's don't exist!". Obviously, I had anticipated this negative reaction and with a determined and serious look on my face I replied: "That is exactly the reason why I call it the purple Camelia" And that day I promised my father and myself that I was going to write that book! That promise played a major role and set the foundation for the creative process of Project X.

Samara's Reflections

The environment you are brought up in undoubtedly has a significant influence on your creative capacity and future endeavours. Just like Johan, I also grew up being told bedtime stories by my parents. It was a struggle to fall asleep every night with my naturally inquisitive mind, so I would ask my parents to read or tell me stories. That is how I remember my childhood, always in search of a world of fantasy ideas that could satisfy a vivid imagination and eager soul. This led me to create imaginary friends that I daily conversed with. I also remember my mom reading me famous folk stories and my father recounting some of the most captivating life stories of prophets mentioned in various holy books. These stories had a big impact on my mind and left me pondering for days about the powerful meaning of a human life, and how events and destinies are more intricately woven together than what initially strikes the eye. This is reflected in our individual lives, no matter how ordinary it may seem, because really nothing is that ordinary. My serendipitous and totally unexpected encounter with Johan is a direct proof that coincidences are not so coincidental after all!

Also, I kept persuading our housekeeper to tell me all what she knew and heard about. Just to make it clear, I grew up in Nigeria, in the city Lagos where it was quite common for expatriates to hire locals as housekeepers. So, once our maid's working day was over, I would sit

down with her and endlessly listen to her stories, some personal and some legends that were passed down from ancestors. This hunger for stories led me to listen for many hours on end to people and eventually discover a private cupboard of books my mom had kept for many years. Here I found my very first novels that introduced me to the world of fictional literature.

Objective Evaluation

The environment you are brought up into, as well as the interests of your educators, have a big impact on your creative potential as well as on its future domain of expression. Rich environments provide much more impressions and stimulate your curiosity to explore. As neuroscience research shows, an enriched environment increases the formation and survival of new neurons which can produce a personal internal reflective world of imagination and creativity (Bennet et al., 2022). Once these natural impulses get internalised, they become a continuous source of inspiration, which is a key component of any creative effort.

Key Insights

- ✓ In the early stages of your life, you lay the foundation for your creative potential.
- ✓ Rich environments result in rich experiences which stimulate your creativity.

About Poetry and Lyrics

Johan's Reflections

As I grew up to a young boy of eight-ten years old it was still part of our education to learn poems by heart. I remember that I was always searching for poetry books in the school library, and occasionally I would write down a few lines myself. When I was thirteen there was contest in our school to write a poem and I decided to write a persiflage about a very strict and authoritative math teacher titled “The Prove”. As it turned out I won the contest, but then it took another ten years before I started writing again. That happened when I fell in love with a girl and was too timid to express my feelings in a real conversation. Instead, I was writing a poem that I never even shared with her, nor with any of the other girls I fell in love with or admired as a young man.

Eventually I married a woman without really having experienced what real passion was all about, and therefore completely clueless of how it felt. One morning, while driving towards my office, that all changed when I saw a woman standing on a small historical square in the centre of Bruges. She was tall with waving blond hair and was looking around as if she was searching for something. In my eyes she was an irresistible goddess that had descended from heaven right out of my dreams, yet at the same time, the perfect

personification of the proverbial *Femme Fatale*. It was the most overwhelming feeling I'd ever experienced to the extent that I lost complete control of my mind. It really takes a massive push for an introvert like me to stop the car and approach such a 'goddess' with the intention of asking her out on a date! But, to my own astonishment, that is what happened.

In the following years and after other occasional meetings in some of the more popular bars in Bruges, I became completely addicted to this '*blond goddess*'. The passion that had been sleeping restlessly inside for years exploded into orgasms of creativity which were expressed in the many poems and lyrics written during the next years. One of these lyrics titled "Absolutely, Absolutely Crazy" would later play a central role in the development of Project X. This title was a perfect reflection of my state of mind. While nothing ever happened between me and her, even 30 years later there are still echoes of those feelings reverbing in my heart. R.W. Emerson (1841/2000) was so right when he wrote one of my most beloved quotes: *A mind might ponder its thought for ages, and not gain so much self-knowledge as the passion of love shall teach it in a day*. I confirm this quote out of this transformative encounter that completely changed the course of my life.

Samara's Reflections

In parallel to the intrigue with stories, I wrote poems. I do not know when this habit exactly began. But it did at

a very young age for me. When I felt overwhelmed by them, as often happened, I always found myself putting my thoughts down onto paper as a poem. It was rather therapeutic, the most effective way to cope with deep and heavy emotions. Writing helped me become aware of and healthily process those emotions. Ever since, I have been writing poems about everything. Eventually, when I went through my first heartbreak in high school, I was charged with a powerful desire, almost a need, to write. That was how my first novel was written. At the time I did not know how to cope with my teenage turmoil, so I turned to writing as a final option. And I was not let down. Writing did heal me in the most natural way. This is congruent with what Johan previously said that a traumatic event can truly become a catalyst for self-transformation and growth to an extent that wouldn't have been previously accessible if it weren't for the pain experienced. Just like a butterfly has to make its way out of a cocoon, no matter how difficult or uncomfortable it may be, we also have to strengthen our wings and make it to the other side, completely transformed into something beautiful. Sometimes what seems bad on the outside can hold a lot of blessings on the inside for us.

So that's exactly how my passion for writing was born. However, it never turned into a real profession. It simply remained something that I would do in my most vulnerable and intimate moments just for myself. Eventually, I began writing less due to other life

priorities. Nevertheless, deep inside, I always knew that I'd start writing again. I just didn't know when, though. That was until I finally met Johan. And the desire I had for writing began burning again.

Objective Evaluation

When a passionate love never evolves to a physical relationship, it stays an endless source of inspiration and creativity for the remainder of your life. The fact that many famous artists have a turbulent love-life, with various marriages and mistresses, could be explained from their exuberant need for passion to fuel their creativity as well as their *urge* to create. Benjamin Disraeli (2019) nailed it with his famous words: *Most people die with their music still locked up inside them*, and one of the reasons is that they never experienced burning passion to the extent that the eruption of their creative power was inevitable.

Looking at the other side of the emotional coin, you could say that the lack of physical crystallisation of strong passionate emotions can be compared with losing a loved one but in a repetitive way. The reason is that in your thoughts, fantasies, and dreams you can imagine being with that person, only to wake up out of these fantasies and be confronted with the harsh reality that you have been rejected! These feelings can be compared with losing a loved one that has passed away. Passion and love can thus be a source of both extreme positive and negative emotions, and both these extremes can

arouse a powerful urge to bring them to expression in creative art. From the perspective of passion, bringing strong emotions to expression can be considered as compensation for what is perceived lost or unattainable, and/or as a sublimation to soften the intense pain of a dramatic event or situation.

When we look at passion for a constructive interest, then this relates to the high value we link to that interest because it arouses positive feelings. But values are always subjective and depend on your education, your life experiences, and your frame of reference. Each of us is unique, and even if we share the same passion, our creative way to bring that passion to expression will always be different. Exploring your personal passion(s) is always a personal journey, and this will become clear as Johan explains how he became passionate in five domains.

Key Insights

- ✓ A dramatic event can be a source of endless creative inspiration for the rest of your life.
- ✓ At first, transformation can be a very painful process, but it opens the door to unknown dimensions where creativity and innovation come to expression.

A History of Five Passions

Gems & Jewellery



Join The Waves

About Gems and Jewellery

Johan's Reflections

As it happened, the best friend of my wife was a jewellery designer, and she was married to an Italian jewellery designer as well. We were regularly invited to the expositions of their new collections, and I remember how fascinating these events were. Having won various competitions, their designs were breath-taking and very creative in their combinations of gems and precious metals. Through these events, I really got hooked on the design of jewellery. Following a divorce, I fell in love various times, and on several of those occasions I would design a piece of jewellery and write a poem to express the meaning of the relationship. One of these designs was for the woman I talked about previously. From all the designs I drew or painted, it's the only one that has actually been produced as a 'piece unique' to the writing of this chapter. Obviously, the height of the flames of passion had a big impact on this exceptional decision! When I offered it to her, she refused and mentioned to me that I would never be able to give it to someone else. So, up to this day, I'm still kind of stuck with it, and it felt even inappropriate when the women of my next relationships occasionally wore it.

Around 2015 I came in contact with one of the best diamond cutters in the world when it concerns expensive coloured diamonds. Many expensive

diamonds are kept invisible for years in the vaults, and I came up with the idea to create virtual jewels based on exquisite diamonds. For that purpose I developed the brand LaMarquisa and a logo (Figure 1). LaMarquisa



Figure 1.

eventually became the name of a main character in Project X. As it turns out, the first piece of jewellery that will get produced under that brand is directly linked to the wave of consciousness that I intended to create as the main author of the book *BrainUpgrade for the BrainPandemic*. How this book came about is shared in the section about my passion for psychology.

Samara's Reflections

Ever since childhood I have been an ardent lover of precious stones and jewellery in general. I inherited this passion and love from my mother who has always had a keen eye for all things beautiful. I grew up seeing my mother receive stunning jewellery gifts from my father, so this instilled in me a love for jewellery for all time from a very young age. Nowadays, it is a great pleasure to have the opportunity to admire Johan's designs and give some feedback on the creation of The Purple Camelia Musical's ultimate collection. Oh! I'm getting ahead of myself because the next passion is music.

Objective Evaluation

Intention is an important tool of self that directly relates to consciousness and lays the web for interaction with the world in which we act. The spiritualist Ramon describes consciousness itself as the “energized pool of intent from which all human experience springs” (Ramon, 1997, p. 48). The intention to offer something of beauty to a specific person, to an audience, or on a larger scale to the world, is an important catalyst that enhances the crystallization of a creative effort. The intensity of this intention further determines the chance of succeeding this process.

People around us that succeed to bring their creative efforts to the world can inspire us to follow in their footsteps. The level of that inspiration is determined by the level of our admiration for their creations. Without strong positive feelings there is no admiration and no inspiration. This also means that it is our potential to recognize beauty and harmony that is essential for feeling inspired. You might know the quote by Margaret Wolfe Hungerford (1878/2015), "Beauty rests in the eyes of the beholder". This means that beauty is a subjective matter. However, beauty is all around you in nature, as nature is built on the universal principles of beauty and harmony that are based on the golden ratio and the Fibonacci sequence. The golden ratio, or the divine proportion, is a ratio between two

numbers that approximately equals 1.618. Usually written as the Greek letter phi, it is strongly associated with the Fibonacci sequence, a series of numbers wherein each number is added to the last. This results in specific proportions that you can find throughout nature.

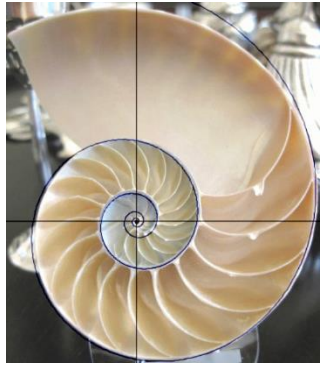


Figure 2.

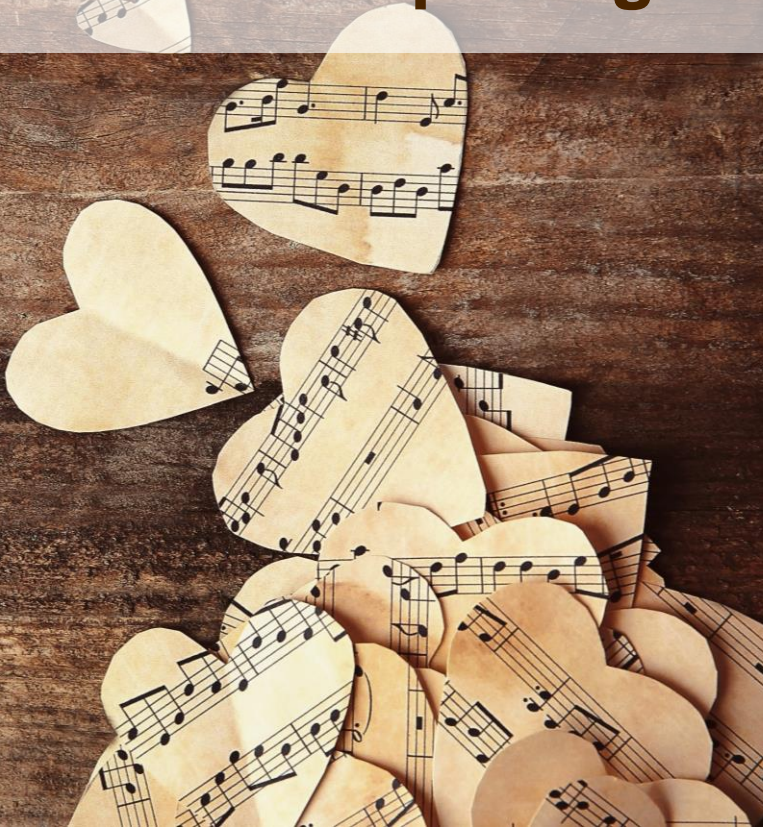
The Nautilus seashell is a perfect example and on Figure 1 you can see how the Fibonacci spiral matches its shape. These proportions have also been used in one of the designs of Project X as will be shown and further revealed.

Key Insights

- ✓ The intensity of your intention is a catalyst for the crystallisation of your creative efforts.
- ✓ The beauty, harmony and proportions found in nature and the universe, are an endless source of inspiration.

A History of Five Passions

Music & Composing



About Music & Composing

Johan's Reflections

When I was very young, my father used to play songs on his harmonica while my mother would sing. If nobody was around, I would take it out of the drawer to try it myself. Eventually – when I was around seven years old – my father bought me my own harmonica from Hohner. It is remarkable that more than 50 years later the same model 'Echo' is still available to purchase and that I still love playing on it. It's that initiation by my father that stimulated me to start playing music.

My first experience with a piano keyboard happened in the chapel of my secondary school. In that chapel there was an organ, which was played only when there was a special celebration. I was so intrigued and impressed by the reverberating sound of that organ that I occasionally sneaked into the chapel to play on it. Only 15 years later I bought a keyboard because I wanted to learn to play a few songs of Enya, who was popular at that time. Later on – I remember that it was on that Roland keyboard – I started improvising my first song which I now don't even remember anymore. I still have that keyboard and am still composing on it today.

Years later I bought a restored Bechstein piano because it looked amazing, and I loved its romantic timbre. Without a musical education I composed my first real song on this Bechstein, and a few years later I

titled it: “The Music Inside of Me”. The reason for this title will be revealed further when explaining my passion for the workings of the human mind. It took 30 years after buying that first Roland keyboard to start composing another melody on the Bechstein that would change the direction of my life. This song was based on fragments of lyrics written down many years ago. I still have those original expressions of passionate moments, and some of them are written with a calligraphic pen because it seems the words are more expressive when they are written down with elegance.

Reflecting back about my love for music and composing, I now understand that my sensitive nature enabled me to enjoy music more intensely. Perhaps my astrological signature of cancer with a cancer ascendent is the reason for this heightened sensitivity. Therefore, I think that I'm able to connect on a deep emotional level and enjoy a truly rich experience. Aha! To a certain extent you can compare your love and passion for certain pieces of music with the passion you feel for a loved one. For sure, music is an amazing way to arouse and express feelings and emotions. Considering all this explains that on many occasions I'm in tears when I listen to certain music, and even more if somebody is performing that music from the heart.

Samara's Reflections

My story with music goes back to my earliest memories. I don't know when our lifelong relationship began, but I believe music has always been there right from the start. I lived in a compound that was surrounded by walls for security reasons just as other compounds in Lagos. I would often run out into the open air and climb somewhere high as if I wanted to breathe more fully and attain a sense of freedom. This usually happened whenever I was overcome by emotions, and I had to express them along with my thoughts. So, I would suddenly break into a spontaneous song based on pure improvisation. In those moments, words became too heavy for me to say, so I sang them instead. This ritual usually began with me first listening carefully to the nature around me, and then with my mind I would summon the wind. Within seconds, the wind would suddenly appear, gather momentum, and start blowing with an increasing intensity. The wind would serve as an orchestral accompaniment for me at the time, enveloping me with its sounds and unique harmony, and subsequently evoking melodies out of me like a scent from a flower. That is how I began singing with the wind, in flow with nature, with my truer and higher self. Looking back now, I am stunned at how I was able each time to call upon the wind with a *mere* intention. Then, I didn't realize what I was doing, and it seemed absolutely natural. Now, I see how remarkable those situations actually were. They were rather magical, now

revealing to me the power of the mind, the power of a pure and focused intention, which can make the impossible possible.

This very ability, which I was unconsciously using then, would eventually become the key to many of my future achievements. It definitely served as the bridge that eventually connected Johan's world with mine. I owe a big thanks to Johan for making me fully aware of this ability that I'd been unconsciously applying in my life, of the power of a frequently focused intention, and how it can be utilized for the realization of our project. So, without a doubt, the intensity of your intention coupled with your passion, enthusiasm and clear vision of what you want to attain can usher you into the zone where great things crystallize. That is how you become one with the brush and the canvas, the notes on a piano, and the wind itself, singing to nature. And that is how you can experience a remarkable collision of worlds between two people who seemingly would've never met, like in my case with Johan. All because we were both inwardly searching for a way to actualize our creative potential and subsequently bring beauty and goodness into the world. We were both so intensely and repeatedly focused on making a way for this to happen (even if it was sometimes done on an unconscious level) that we finally did by running into each other and collaborating for the general good. In other words, synergy was able to finally take place.

Objective Evaluation

Without passion for music, it seems impossible to enjoy it at the deepest level, and your sensitivity determines the intensity of your aroused feelings. As our emotional centre, the heart plays a major role during processes of creative expressions. This is specifically true for art which is a right brain activity with reduced interferences from the rational logical mind (Bullard & Bennet, 2018). The state of mind to create masterpieces is the magical flow state which is characterized by heart rate coherence and lower alfa brainwaves. In flow you feel intensively connected and emersed in the creative process and in the micro-environment of the creation itself. Then you become the brush and the canvas, the notes on the piano, or the pen and paper. Combined with passionate feelings this coherent and connected state enables the creation of master pieces. That is what a sensitive observer picks up intuitively when he or she is dragged into a similar state of mind and feels completely absorbed by a piece of art or performance.

Key Insights

- ✓ The incubation period for artistic expressions to crystallize in the material world is undefined and can extend to decades.

- ✓ Only in flow state you can become connected and create masterpieces.

A History of Five Passions

Psychology & the Mind

Grow UP with **Enriched** Thinking



About Psychology & the Mind

Johan's Reflections

As all previous passions, my interest in psychology and parapsychology already started in my youth. When I was around 10 years old I had several frightened experiences during the night. I was laying bed in a semi-state of consciousness, and it felt like someone, or something was trying to pull me out of my body. I was even unable to scream for help, and when I eventually turned back to a normal state and woke up my mother in anxiety, she would label these events as nothing more than nightmares.

It took me several years to figure out what had really gone on. That happened by coincidence, which basically does not exist, as I found a book in my father's library about parapsychology. From reading that book, I understood these so-called nightmares were initiations to out-of-body experiences. This triggered even more my interest in other unexplained phenomena such as telepathy, clairvoyance, telekinesis, and healing at a distance, just to name those which pop up in my mind now. With this ongoing interest I decided to become a psychologist, but my father, an engineer, convinced me that there was no future in such a profession (how wrong he was!) Eventually, I found an acceptable compromise in architecture. After finishing my studies, I entered a stage in my life where self-realisation was a key

motivation to dig deeper into the topic of psychology. I bought books and followed online courses and life seminars to broaden my understanding of various topics. Yet, my biggest interest went towards the working of the mind and, specifically, the subconscious mind.

After working in the architectural field for a few years, I felt a bit disappointed as most customers preferred sterile designs. Because of this I lost interest in architecture and focused my professional activities towards the development of my own business. This venture grew and blossomed for more than a decade. Taking another leap in time, we enter a period during which I experienced a few big upsets in the international business I had developed over the previous 20 years. This was a turning point, because I had to dig deep to find a new direction in my life as my income was seriously crumbling. During this crisis I understood that I had a lot to share through my rich life-experiences, and with all the knowledge I had accumulated over the many years of study and contemplation. That's when I decided to start up mental coaching activities. At the beginning of these activities, I invented the title of the first complete song I had composed: "The Music Inside of Me".

An important milestone happened when coming in contact with emeritus professor Stephen Shafer, who invited me to write a chapter in an academic book about

the toxic media sphere. Eventually I agreed, and the title of this chapter is “Counter Hacking the Subconscious Mind” (Cools, 2022). It was during the writing of this chapter that I learnt to know his co-editor, who supported me and Willem throughout the challenging process of writing in an academic style. It was also in this period that I learnt to know Willem van Kleeff, an exceptional mental coach from the Netherlands with my passion to share his knowledge and insights with those who need it. Our fields of expertise were very much compatible, and this precluded an intense and enriching cooperation.

Eventually, it was the massive covid crisis which served as a key catalyst for Willem and me to understand that the world population needed our knowledge and insights. At that moment of understanding, we decided to write a book about our combined expertise titled

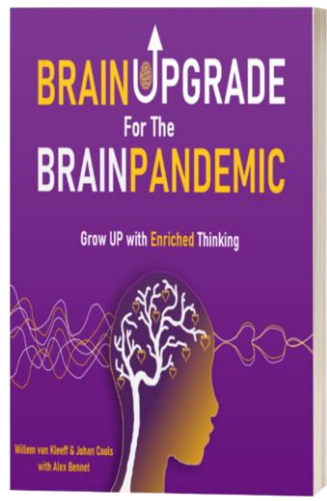


Figure 3.



- Co-factors of CoCo Spiral**
- 1. Communication
 - 2. Connection
 - 3. Coherence
 - 4. Co-operation
 - 5. Contribution

Figure 4.

Brain Upgrade for the Brain Pandemic (Figure 3). As I am writing this booklet, we—Willem, me and a co-author – are finalizing this book, which intends to ***create a massive wave of consciousness***. In the book, this growing wave can also be recognized in the “CoCo-spiral” (Figure 4), explaining how communication, connection, and coherence can transform society towards enhanced collaboration and contribution. It was an important AHA! moment for me as I suddenly understood how important it is to integrate the transformational insights, clarifying the intention of the book in Project X. The reason is that people need to be enlightened as I understood that our biggest challenge is our *unconscious ignorance*, which is a situation where people don't understand (or don't know) that they don't understand (or don't know). This unconscious ignorance has been going on for eons, and with this book we accepted the noble and altruistic task of bringing that – and many other insights and AHA! moments – to the consciousness of the reader.

Samara's Reflections

Before I was able to meet Johan, I had to go through my personal journey of self-transformation and growth. When I was about to graduate from school 10 years ago, I had to decide what I would study at university. I had always been an A plus student and was expected to pursue a successful career in the sciences because that's what I'd always been preparing for and was good at.

However, to everyone's great surprise I was suddenly drawn to a completely different sphere: the arts, theatre, and music. When I finally made the decision to pursue singing as a professional career, I was pressured a lot by my teachers, even the director of my school, to rethink my decision. They thought it was absolutely absurd, especially with me having received a few scholarships to study in the US. I was their prodigal student. How could I throw all that away suddenly without any substantial reasons?! However, at that time I was completely convinced within myself that I had to make this choice even if it would radically change my life forever. Looking back now, I wonder how I was even able to have mustered up the courage to have followed through with that life-changing decision and step whole-heartedly into the unknown. It seems that the discovery of my singing voice did enable me to find my ultimate voice and confidence within as a person too. Just as Johan often says to me, "The unknown is the place where miracles happen". It takes faith to believe in and go after a dream before it materializes. You need to see it first in your mind, believe in it, and only then can you tap into the abundant source of resources that can make your wildest dreams come true.

There were so many seemingly plausible obstacles on the way, such as having no prior musical education or training whatsoever. I couldn't even read musical notes! Nevertheless, none of that stopped me from chasing this new dream, because I was only

focused on my vision, on the great possibilities ahead, on the future I could create, and not on the problems. They did arise in my path, though, but I didn't let them turn into unsurmountable mountains in my mind. Only things that you focus your attention, the creative energy of your mind, on will manifest. What you don't feed with your attention, will diminish and eventually disappear. It's all about perspective. The choice to become an opera singer was definitely one of the craziest and riskiest things I've ever done and, yet if it weren't for that leap of faith I took 10 years ago, I wouldn't be here today. I wouldn't be living the full, exciting and spontaneous life I now get to experience.

The decision to become a professional singer entailed a few radical changes, such as changing my country of residence, and even the language I spoke. I learned Russian, music theory and solfeggio from scratch. After being the best in class all the years of school, it was a real psychological challenge to catch up with my mates who already had decades of musical training before coming to the Academy of Music. All I had was just a burning desire to sing and be on stage. Things turned out not as easy as I'd expected. I had to go through a tough period of pruning. Back in Africa, I used to always be an outspoken and confident girl, but suddenly I found myself constantly battling an inferior complex and becoming too dependent on my teacher's opinion, who did not really believe in me until years later. The toxic atmosphere began to slowly eat away at

my confidence, and I began losing faith in myself and my capabilities. What seemed like the most exciting choice I had made turned into an emotionally and psychologically excruciating experience as well.

This eventually led me to extensively study human psychology and how the mind works so that I could better understand myself and others. I was desperately searching for a way to cope with some of the most difficult years of my life when I was still in the early stages of finding and establishing my self-identity. This was how my passion for psychology was born, which gradually guided me deeper into spirituality and my connection with God. Through my own pain, I was pushed to learn and attain the truth that would set me free. And only then was I able to become the singer I wanted to become. I had to first free myself on the inside to fully liberate my voice and true creative potential.

After eight years of studying in the Academy of Music, I finally graduated with honours. I was among the few people who received highest distinction, although that shouldn't have been the case. I started out with no knowledge of music, the Russian language and professional training in singing. I have no intention to boast about my accomplishments, but I do want to say that my personal experiences have served as proof for me that great things are achievable if we set our mind to it, truly believe we can, and persevere no matter what.

Objective Evaluation

A traumatic event can trigger your interest in a certain field of knowledge because we seek explanation and want to give meaning to such intrusive events. Without intense feelings and emotions there is no incentive, neither motivation for such a time absorbing quest. From these initial experiences, it is also remarkable how one specific transformational insight can trigger an avalanche of lifelong exploration in a specific domain. Passion pops up again because the more passionate you feel about such field of knowledge, the stronger the urge to share your valuable insights with the world.

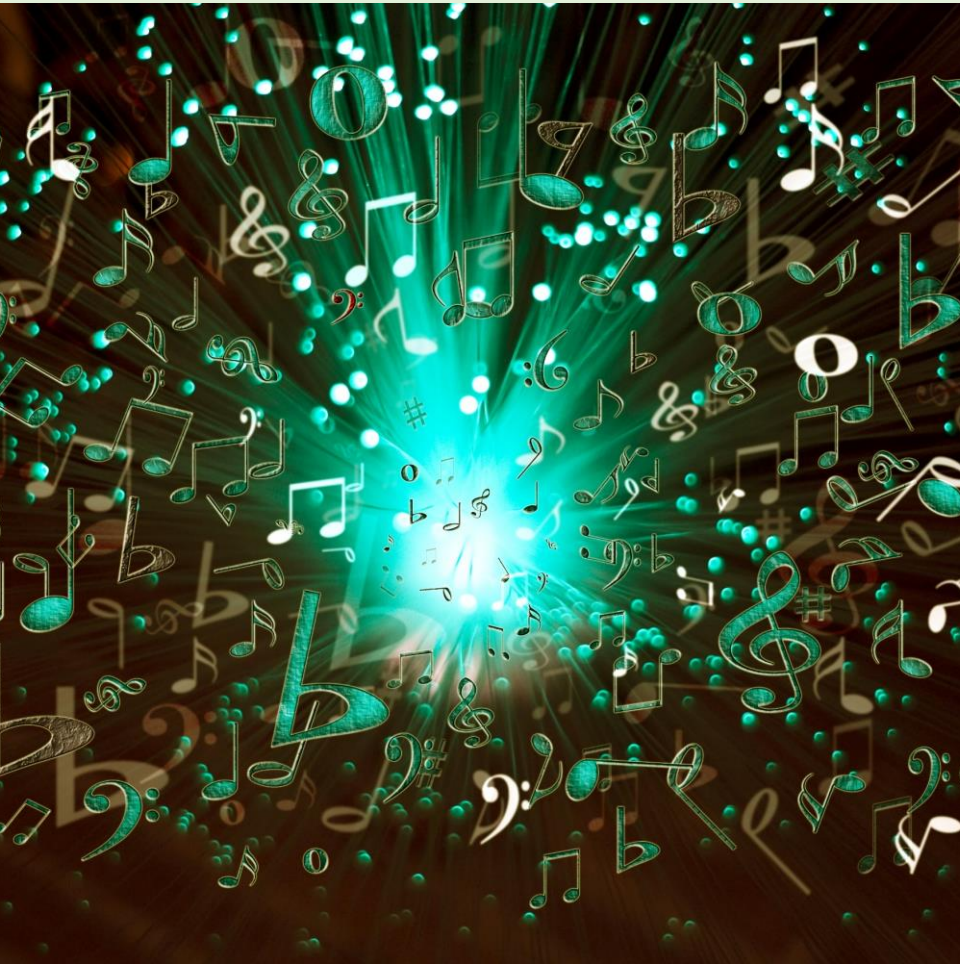
This urge can even become obsessive and compulsory out of moral obligation, when sharing your knowledge can contribute to the solution of the critical existential challenges humanity is facing today. From this perspective, an obsession can be considered a positive quality as it contributes to the 'greater good'. Therefore, polarities are in essence neutral, and their negative or positive interpretation depends on the context and situation. When the vision of Project X was drafted, it explicitly mentioned contribution to the greater good as the core purpose. Yet, as will be revealed soon, this contribution covers various dimensions and one of these is simply to share creations of beauty and harmony with others. That serves as a reminder that we are social beings feeling the need to experience the oneness that we seem to have lost in the

turbulence of a complex world that is escalating in chaos and uncertainty. From that perspective, the collective adoration of artistic expression, whatever its origin or nature, can be considered as a universal antidote that fosters coherence and revives lost feelings of oneness. Nothing can be more inspiring and enjoyable than to be completely immersed in a performance as part of an audience in a coherent flow state.

Key Insights

- ✓ Adversities have transformational potential and can be turned into a positive.
- ✓ Art is a universal antidote that fosters coherence and revives lost feelings of oneness.

Crystallising the Symphony of Passions



The Magic of Synchronicity

Johan's Reflections

Now that the five areas of passion have been revealed, the fascinating process of crystallisation into Project X can be explained. But passion alone was not sufficient, because in order to crystallize it into reality a key person had to appear on the scene. That is where synchronicity and the famous law of attraction appears on the foreground. The importance of these invisible forces can hardly be overestimated in the context of the realisation of Project X. To understand this we need to travel back in time once again, as my story demonstrates the magical working of synchronicity.

When I had finalized the composition and the lyrics of “Absolutely, Absolutely Crazy”, I faced a major challenge. That challenge was to find a male or female singer who could bring that song to the world precisely how I desired, how I heard it inside. That's when my long quest for a suitable voice took off, and during this five-year search I contacted various artists or agencies in vain. Yet, I was convinced and believed deeply that I would find the right singer. Again, it was a massive negative event that propelled me towards the accomplishment of that goal. The lockdowns of the covid crisis destroyed my business and forced me and my Belarussian wife Ola to leave the EU and migrate to her home country.

One day I was in Minsk for coaching a squash player and was on my way to the sport complex with a taxi. To my surprise this taxi driver spoke fluent English and didn't look like a local at all. So, as always, I was curious and asked where he was from. The man declined to answer. For an unknown reason I repeated that question two more times, until he finally answered briefly "Lebanon". I answered: "Aha Lebanon! There are a lot of good businessmen from Lebanon". That statement opened him up completely and he shared that he had been a very successful businessman himself. From that initial sharing for the next 10 minutes, he did not stop talking about his ventures and how his business was destroyed as well through circumstances, until he finally asked me what I was doing. I answered that I was a business owner, a mental coach, and was also writing songs. The man was surprised to hear this and told me that his daughter was a soprano and that I maybe had to talk to her. And this is how Samara Hassoun appeared in my life and, by coincidence (which does not exist) she shared the same love for the cross-over genre between classical music and pop.

Samara loved the lyrics and melody composition of "Absolutely, Absolutely Crazy" and that was the first song we recorded. With its six minutes of romantic eruptions, it is an impressive and epic song about passion that does not fit in the commercial music arena. That's why we heard voices, including those of our composer and the owner of the music studio, that this

music had to be part of a musical. Even being well aware of such a massive challenge, the idea of a musical seemed irresistible, and eventually we decided to go for it. It was amazing to discover that Samara shared all the five passions as she started writing a novel and poetry at the age of thirteen, loved jewellery, and even shared my interest in psychology. These mutual passions had a positive impact on our joint decision to accomplish what would heretofore have seemed impossible. We baptised our cooperation Absolutely Crazy Productions and started thinking about a storyline, and the first thing you then think about is obviously an interesting topic and a title, which all emerged from our passions!

We decided on a love story with Samara in the role of a young girl that torn between two lovers and confronted with various dramatic intrigues and setbacks. We needed a name for our female hero and that's when Samara came up with Camelia, as I had told her the story when I promised my father to write the book "The Purple Camelia". And that's when we decided to call the musical after this title, and thus the book "The Purple Camelia" was incarnated into a musical after spending four decades in the spiritual realms of virtual reality.

Samara's Reflections

You can choose to change your life path at any moment if you feel that's what you're called to do. You should never stay stuck in the same place, or in the same life

dictated to you by your environment – or anyone else for that matter – just because you think that nothing else is possible for you and you should accept the status quo. In the end, you are never truly ready to create anything meaningful and worthwhile until you are fully free on the inside, free of any limiting beliefs you may have, and free of other people’s opinions. Until your voice becomes the loudest and most distinct voice in your mind and heart, you cannot fulfil your truest destiny. And sometimes we can be our own biggest enemy and limiting factor. Therefore, it took personal transformation and spiritual growth to be ready to meet Johan and join forces with him to bring forth this incredible project.

With perfect timing, and yet in an unexpected way, we finally met in 2022. We’d just survived the greatest turbulences of modern history, the pandemic. My strife for freedom on a personal and collective scale had never been more ardent and greater. My quest for truth became even more pronounced in my life. Amid all the madness, I found a still voice within me and gained clarity on the realisation that freedom is our most valuable asset.

It was a struggle to get through the pandemic, but it was a blessing too. It reawakened me spiritually and gave me inner strength I never thought I had or needed. Eventually, my father relocated to Minsk to live with us until things would settle down in the world. Ever since,

he has lived with my family and me in Minsk, Belarus. My father began to work as a taxi driver, because at the time he could not get another job without the knowledge of Russian. So, he began driving and in the process of that he met many interesting passengers, one of whom would change my life forever.

In May of last year, I was about to graduate and get engaged. However, the engagement got called off and then a week later, my grandmother, who had been bedridden for almost half a year, passed away in her sleep. This was such a tremendous loss for my family and me. The amount of pain I experienced that month was unlike anything else I'd ever known. In the midst of all that hurt and loss, I still had to pass my final government exams. Thankfully, I was able to. Little did I know that the cancelled engagement was a closed door that simply opened another door in my life and that my grandmother's departure from this world was the mark of a new phase. Her absence in the physical world only amplified her presence in my heart, and served as a continuous reminder that I should continue to live my life in the best way I can in honour of who she was and her legacy. A week before my final exam I got a call from my father at midday. I still remember that moment perfectly well. It was a stunning, sunny day. I was arranging my room when my phone suddenly began ringing.

My father put me on the line with his passenger, a foreign man from Belgium, who was introduced to me as a composer. His name was Johan. The moment I began speaking with him we immediately clicked and found many similar interests. The most interesting of them all was when I said that Lara Fabian was one of my favourite singers. It turned out that Johan had always dreamed of having Lara Fabian sing his song. So, he told me a little about the lyrics he'd been writing and a melody he'd composed. "Would you like to write this song with me?" Johan asked on that phone call. I thought to myself: I have hummed countless melodies all my life. However, I have never dared to write anyone of them down in fear that I wasn't qualified for that since I wasn't a composer (in my mind). However, the idea still sounded so appealing and promising to me that I, against my better judgement, responded, "Why not? Let's give this a try!"

Objective Evaluation

Synchronicity and the law of attraction work through resonance. The term "synchronicity" was first used by Carl Jung (1952) to represent a "meaningful occurrence happening in time". This acausal event was "where an inner event occurs simultaneously with an outside one" (de Laszlo, 1958, p. 261). William Turner, a physician and natural historian, expressed synchronicity lyrically in 1545 as follows: Birds of one kind and colour always flock and fly together (Jones, 1988). The acoustic world

explains how resonance is a key characteristic of synchronicity. When you hit a tuning fork which is tuned to a certain note, then other tuning forks that are tuned at the same note, or an octave higher or lower, will vibrate without any physical contact through what is called sympathetic resonance. This becomes even more interesting when you consider how resonance is active in the energetic electromagnetic sphere. This is the sphere of the collective unconscious, which we could describe as one layer of the holographic information field which at a cosmic level could be called the all-encompassing universal intelligence or consciousness.

Each thought has its electromagnetic signature and gets absorbed into this collective subconsciousness. From that perspective, our brain can be seen as an organic transmitter and receiver of electromagnetic vibrations that sends out and receives thought impulses. One of these thoughtforms is intention, which is the key to activate what is commonly called the law of attraction. Every intention you have can be seen as a question you ask the collective unconscious, and if it finds resonance and you stay well connected, you can be guided towards the materialisation of your intention. This kind of connection is facilitated in the flow state and is characterized by heightened Alfa brainwave activity (Csikszentmihalyi, 1990). That is one of the reasons why the flow state enhances creativity as it connects you with the unlimited universal library of

possibilities. The key to enhancing this process is explained in detail in the book *Brain Upgrade for the Brain Pandemic* as the authors offer the acronym FIFI, which stands for: **F**requent, **I**ntense, **F**ocused **I**ntention. This means that the manifestation of a desired reality can be stimulated by increasing the intensity, focus and frequency of your intention.

Now it becomes even more obvious why passion plays such an important role, as it is one of the most intense feelings we can experience. *The mutual passion for music, poetry, writing, jewellery and psychology were enough resonating factors to bring Samara and Johan together.* The subconscious is the most powerful part of our brain that is very sensitive to these resonant signals and guides us in the right direction to materialize our intentions. One of the reasons why that happens is that your subconscious mind does not know the difference between reality and fiction. Therefore, an intention you vividly imagine and visualise with enough repetition, intensity and focus, eventually gets accepted as a reality by your subconscious mind. Once the seed of that vision is planted and growing in your brain, your subconscious will try to create resonance between that vision and the material world. To the uninformed, the outcome could occur as a lucky circumstance while in reality it is the way the law of attraction works. When you understand how to make the supercomputer of your subconscious mind work for you, then you have the most powerful

and amazing tool to tackle your biggest challenges or accomplish your greatest goals.

Key Insight

- ✓ Inevitably, ongoing passionate and creative efforts will transform your failures into success.

Composing the Symphony of Five Passions



Integrating the Five Passions

Composing the symphony of passions is the ultimate expression of creativity as it combines all five passions into a musical product. Each of these passions can be considered as an instrument, and the challenge was to unite them as one harmonious and coherent all-encompassing spectacle. The slogan *Join the Waves* shows one example how this quintet of instruments reverbs throughout the musical. The source of this slogan is the book *Brain Upgrade for the Brain Pandemic* because the authors shared their intention to create a *wave of consciousness*.



Figure 5.

Figure 5 shows Al Knewit, the main character of The Knewit Family, which was created by Johan to animate the book. With his words “I am the wave”, Al indicates that he is in the flow state connected with the wave. The idea behind this cartoon was to turn helplessness and fear into power by changing perception with an analogy of ocean drops. The conveyed message is that each of us can unite as a conscious drop and create an unstoppable synchronized wave that transforms society.

To explain how all five instruments of passion are bringing this message through “The Purple Camelia”,

we need to reveal one of the scenes in the script. The script tells the story of an aristocratic French family that lived in the Belle Epoque time, around the year 1900. The father who is chronically ill is in the diamond and jewellery business and his daughter is named Camelia because the family has been passionately cultivating Camelia's for three generations. As the story evolves, Camelia is offered a piece of jewellery by Jonathan, the son of a famous jewellery designer from Antwerp. This romantic scene happens as Camelia is invited to the shop by Jonathan and her eyes fall on *The Wave*, a pendant in a golden frame (Figure 5) with a handwritten poem on it. Jonathan takes that pendant out of the frame and reads her the poem. When Camelia asks what it means, he explains that his father called this the wave of consciousness and without further explanation he lets Camelia try it on. At the end of that scene Jonathan seals their first kiss by offering Camelia that pendant.

The poem *Join the Waves* combines the passion for poetry, the interest in psychology, and the urge to contribute to humanity. Contribution is the main motivation of the book *Brain Upgrade for the Brain Pandemic* and a key element of the vision statement of “The Purple Camelia” musical. Contribution is part of the CoCo spiral (Figure 4 - page 8) which was an element of inspiration for this jewellery piece (Figure 6). The design is also based on the proportions of the Fibonacci spiral (Figure 7) and the inlay of the wave as well as the gems are amethysts. The purple/violet

amethyst is the colour of the crown chakra, and it symbolises spiritual connection and transformation. It lifts and inspires you and connects you to the divine, and this road to transformation is a major theme of the book. Such integrations intend to bring consciousness and enlightenment to the audience in a subtle way.

The production of the music composition of 'The Wave' is underway, and the music will be written in a key which is associated with the Crown Chakra. This music will be integrated in the rendered animation video of the pendant, which can be on this link (or browse to www.thepurplecamelia.com/thewave). The challenge for that piece of music is to find the balance between the twingling freshness of waterdrops and the powerful and epic nature of massive waves. This is work in progress and all finalised songs and orchestral compositions can be listened to on the website of The Purple Camelia. You can also already enjoy the video recording of the first performance of “Absolutely, Absolutely Crazy” with full orchestra accompaniment on the same website of The Purple Camelia.



Figure 6.

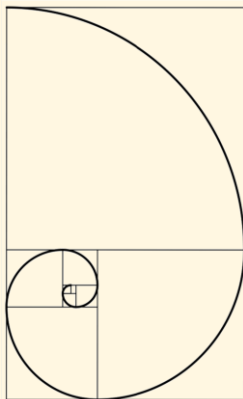


Figure 8.



Figure 7.

The Poem

Join the Waves (of Consciousness)

*Watch how ocean drops behave
Bringing the power in each wave
Free of fear each single drop
Unites and then no one can stop
This pounding ocean on its quest
To break the chains of those oppressed
These conscious waves will never rest
Until each single child is blessed
So be inspired by these waves
Stand up and be bold and brave
You will live free and will be saved*

There is a lot of symbology embedded in the design of the Wave pendant, which is expressed in this poem. We can clarify this with an exert out of the book BrainUpgrade for the BrainPandemic:

"The negative emotions that limit us from tackling challenges are mostly resulting from our habitual thinking. In those uninspiring stories, we unfairly

compare our powerlessness to the effect of a drop in the ocean. **However, we can consciously choose to make this comparison look different to us by imagining how individual drops combine to form a small wave.** This brings the transformative insight that together with all the other waves, we ourselves are part of the mighty ocean. Hence our slogan '**Join the Waves**' which emphasizes that there are many other alternatives that envision the same leap of consciousness. The opening visual of this chapter reveals the **AHA! Moment** of Al Knewit: I am the wave! (figure 9) By giving a different meaning to our limiting self-image as powerless drops, we are consciously rewriting our habitual story to an empowering version! We now feel connected to and more fully part of the ocean. This is the way we can rediscover the true potential of our inner power!"



Figure 9.

Transformational Intention

This Symphony of Passions is being created with transformational intention. This is possible because all the elements and criteria are integrated in the music. The story itself, which we cannot reveal here in detail, is intriguing and, as it unravels, the main characters are moving through their own personal transformation. There is also an important passage where the 'hero' (Camelia) feels completely lost and goes on a journey to discover her hidden talents and true nature.

The lyrics cover themes like polarities, the journey of a man, and finding your true destiny. All these themes and many dialogues intend to bring valuable insights to the audience. We already know that the FIFI criteria are essential to program the subconscious mind. *The Purple Camelia* brings a unique Symphony of Passions that will arouse intense (Intensity) emotions and keep the audience in a Focused and captivating flow state for the complete duration (Frequency) of the musical. As this the audience will coherently surf on the wave of emotions and enjoy feeling of oneness. You can experience this when there is a prolonged moment of complete silence during a live performance, and you can hear a pin drop. In such a coherent state, characterized by predominantly Alfa brainwaves, the communication channels of your subconscious are wide open and ready to absorb and process all the transformational insights brought to you by the Symphony of Passions.

Conclusions

Johan's Reflections about synergy, Intention and Universal Laws

The magic of Synergy

The Purple Camelia shows how various passions as individual instruments of the Symphony of Passion contribute in a synergetic way to a total experience. Analogue to an orchestra, this synergy adds more value to the Symphony than the sum of each individual instrument. If you add more instruments, then the potential of your orchestral creations increases, and this will add depth, richness and variety to your creations. In a similar way, various passions can add a lot of value to your life and contribute to self-realisation and feelings of fulfilment. As such, a musical like *The Purple Camelia* can inspire people to start a personal quest to find their true passion and bring it forward as their unique music that slept deep inside much too long. If you can succeed, that will result in an innovative product or a unique piece of art. Then you can consider your creation exceptional and successful as it contributes to the expression of the uniqueness of each individual on this planet.

Intention, Contribution and Universal Laws

The intention to contribute is an important motivational factor that supports the crystallisation of your creative

thoughts and ambitions. We have demonstrated that application of specialised knowledge such as the law of attraction, synchronicity, the FIFI criteria, and the working of the subconscious mind can greatly contribute to this process of crystallisation of artistic or innovative intentions. The CoCo spiral as an inspiration for the wave pendant and poem emphasizes the importance of coherence as the main characteristic of the wave. It also conveys an important message that each of us can make a difference in this world by joining a transformational wave of consciousness.

Goodhearted artists and innovators all over the world should become aware of the important role they can play as individual ambassadors of beauty and harmony. If we want to create a Symphony of Passions that transforms this world, then we need this coherence where each individual plays his own tune on his preferred instrument as part of this symphony. We can find many analogies of such symphony in nature as our complete universe is build up from hierarchical electromagnetic layers of information that make up the universal consciousness. *Join the Waves* could become an organisation that offers a window to showcase innovative and creative projects as inspirational drops which intend to contribute to more coherence and harmony in our world. And as such, the writing of this booklet has evolved to an avalanche of creative ideas. We as a humanity have just begun.

Samara's Reflections about synergy, Intention and Universal Laws

It's been a year since I started collaborating with Johan, writing the songs and the script for "The Purple Camelia" musical, and I have to say that each time I am confounded by how much I have grown. Johan's presence and motivation definitely gave me the courage to dare for more and do things I would've never probably done alone. He created a space for me to dream big and make things happen despite what anyone would say. That's why we are Absolutely Crazy Productions! In addition to that, I have also been amazed by the remarkable synchronicity and synergy of our partnership. We are the most unusual pairing when it comes to differences in age, nationality, occupation and life background, and yet we share the same passions such as literature, poetry, music, psychology and even jewellery, which is a central theme of our musical.

Most importantly, we both share the desire to be of service to humanity, bring beauty into the world and contribute in the best way we can to the collective consciousness. If we had not shared this same pure intention, we would have never been able to create the team that we already have. On the outside we may seem different, but at the core, we are both dreamers who share the same dream of creating and living in a world of harmony, beauty, peace, creativity and freedom.

From the way Johan and I met to the way we have – and continue to – cooperate, attract the right people and resources for the realization of our project, and transform people’s lives around us including ours, has all been an exhilarating journey individually and as a team. It has been a direct reflection of the resonance created between us based on our devotion and the passions we share. Our worlds mental, emotional, and artistic – have merged, creating synergy and, as a result, breath-taking works of art. This level of resonance and synchronicity is a constant reminder and proof for me that our joined efforts are of great importance and will bring forth a musical that I deeply hope and believe will be a great contribution and a valuable gift to humanity.

Summary Insight

As a final key insight, we emphasize the importance of writing down the intention of your creative endeavours. This booklet is written based on a chapter I have written in the book "INside INnovation" (Bennet, A., & Baisya, 2023). During the process of writing this chapter, I personally experienced various AHA! moments that enriched the musical we are producing. Therefore, I thank Alex, who initially invited me to write this autobiographic chapter about *The Purple Camelia* and how mutual passions of like-minded people can become crystallized into a Symphony of Passions.

Reflective Questions

- What instruments do you have available yourself and/or in your team to create your own Symphony of Passion?
- Did you ever experience a dramatic event that could inspire your creativity?
- To what extent are you only relying on the rational capacity of your mind to come up with innovative ideas?
- Are you really passionate about the projects you are working on?
- Does your innovation contribute to the greater good?
- What inspired you in this chapter that could lead to more creativity in your life or professional occupation?

How can YOU Contribute

Our vision

We already explained how we intend to contribute to individual and societal transformation with our musical 'The Purple Camelia'. We can summarize that this is accomplished by the way the main characters are experiencing their own transformation. The beauty of the lyrics and the music are arousing strong emotions, and this can bring an audience, or an individual, in a state of coherent flow. These healing sensations combined with the insights which are embedded in the story hold a strong transformation potential.

How can YOU personally contribute

There are various ways you can contribute to the crystallisation of The Purple Camelia. We consider each small drop in the wave of consciousness important, and therefore we are even very grateful for your smallest individual contributions.

Share, share, share

Sharing is by far the easiest contribution, but it is extremely important. You can share the music with your family and friends or share links on some of the social

media platforms where you are active. This exposure can create more views, more subscriptions of our website and YouTube channel. Besides the music, our website and the Wave collection, you can also share this E book, as well as the free E book from 'AHA moments' on the website www.yourbrainupgrade.com. Various insights of the book 'BrainUpgrade for the BrainPandemic' are integrated in either the lyrics, the story itself, and in the dialogues. The free content that is available can already bring various of these insights to the future audiences, and therefore there is a lot of added value to be found there.

Buy from the Wave collection

On www.lamarquisa.com you can find the Wave Collection. LaMarquisa is the first sponsor of The Purple Camelia, as all the profit of sales of The Wave collection are invested in the musical. There will also be an affiliate program which rewards you for sharing these and other future designs of LaMarquisa.

Become a Team Member

Maybe you have been approached or are already actively participating in the Purple Camelia. To become a team member, you should stand firmly behind our vision. This is the only way to create a coherent and synergetic team. Members are carefully selected, and

they engage themselves to work together on a long-term basis.

Become an Ambassador or sponsor

You can become an ambassador of The Purple Camelia with a gift or become a sponsor with your company. To become a sponsor there are ethical criteria. You can contact us at info@thepurplecamelia.com and provide us your company information.

Resources

About the Authors

About Samara

Samara is a lyric soprano from Minsk, Belarus. She is a great lover of music and the arts, a free thinker, and an advocate for human enlightenment and freedom. She is half Belarusian and half Lebanese, born and raised in Lagos, Nigeria till the age of 16. She is also a writer, songwriter, poetess, certified English teacher, loving daughter, sister, and friend. She is a constant student of life, committed to self-growth, the path of spiritual enlightenment and helping others achieve their highest potential by discovering the truth of who

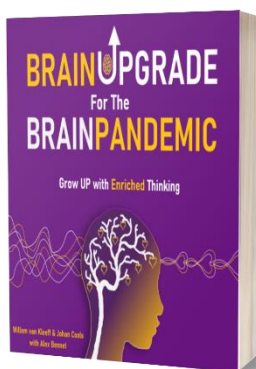
they are through art. Oh, and she's a great parrot lover too! 😊

About Johan

Johan Cools is an open-minded, independent self-made man who has gained considerable expertise during his professional career. While through education he carries labels in the areas of architecture, geographic information systems and bio geometry, he defines himself as an entrepreneurial octopus, and enjoys the reputation amongst his business partners as an independent business developer and creative think tank. In 2008 he began to follow his passion, becoming an independent health researcher involved with cancer and health research, natural healing, and vibrational medicine as well as the study of anti-aging, the subconscious mind and neuroplasticity. In 2016 he added to his passion agenda mind and body mentoring and working with sports professionals who include top squash players, racing pilots, and professional dancers. And, along the way, Johan has developed various audio-visual tools which use concepts of syntonics and neuroplasticity to increase focus, concentration and coherence. Recently, he developed MEA's (Mental Expansion Animations), personalized audio/video files which target the creation of coherence between the conscious and subconscious mind. All this learning and experience is brought to bear in Project X, the focus of his passions and this booklet, which follow another

passion, that of writing and sharing what he has learned as a contribution to humanity. Two new books – *Brain Upgrade for the Brain Pandemic: Growing Up with Enriched Thinking* will be released in 2023 and *Modern Lifestyle Kills* probably in 2024. Johan may be reached at info@yourbrainupgrade.com.

About BrainUpgrade for the BrainPandemic



***Willem van Kleeff & Johan Cools
with Alex Bennet***

This book contains more than 60 years of bundled mentoring experience and more than 150 years of bundled life experience. It explains the existence of a brain pandemic and how that pandemic is caused by learned helplessness, a distorted perception of reality and by various subconscious influences.

Willem and Johan offer readers a rich diversity of insights, AHA! Moments and methods that can improve their performance or enable them to better adapt to a

rapidly evolving society. The “out of the box” tools they propose are successfully applied by top athletes in various disciplines as well as in the business world.

This book is written with the intention of stimulating personal and societal transformation and is therefore universally accessible to business leaders, managers, employees, athletes, students and to anyone who wishes to contribute with a heightened awareness to a more human friendly society. After your registration on www.yourbrainupgrade.com you can download a teaser that contains pages from various chapters of the book.

The Field Guide to Unleashing the Human Mind

After registration you can also download the ***Field Guide to Unleashing the Human Mind: An OrgZoo Quest*** by Alex Bennet, Robert Turner, Arthur Shelley, Jane Turner, and illustrated by Mark Boyes.



As they ascend a mountain summit, the OrgZoo critters—representing the behaviours with which we are both familiar and unfamiliar, comfortable and uncomfortable, as they whirl around in our head—take us on an amazing quest to *unleash the human mind*.

Within each of us there is more than a measure of untapped capacity ... Join them on this exciting adventure of expanding the self.

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