

## Episode ONE: In the Process of Mak<sup>7</sup>ing – SEVENWELL.ORG

### Episode 1: "Wonders and Blunders: Embarking on a Creative Odyssey"

24 minutes: pages 1-15

- [1.1](#) Dave Brown, Jon Bode, The PaperBoats and an Audio-Documentary
- [1.2](#) Dave's Background and the 7 Creative Principles
- [1.3](#) The Creative Instinct
- [1.4](#) The Animating Idea – “Explore Seven”
- [1.5](#) The Unconscious Reverie
- [1.7](#) Artificial Intelligence and Human Creativity

**Voice Model:** In the Process of Making ... Episode ONE

### [119. SONG SNIPPET – SIGNATURE STING]

WE ARE IN A PROCESS OF MAKING  
IN A PROCESS OF MAKING  
IN A PROCESS OF MAKING  
SOMETHING FROM NOTHING...

**Voice Model Header: The PaperBoats and Dreamtime Wonders**

[115. SNIPPET – WHEN I WAS A KID]

[\[RETURN\]](#)

Dave: (70) One rainy day, when I was a kid, my dad made me a paperboat and he sprayed it with mum's hairspray to waterproof it, so it would float in the gutter ... and that night when I told him that it had fallen apart and sunk, he made me another one and sat it on my bedside table and he told me that I could float that paperboat into all kinds of dreamtime wonders and it would never fall apart ... and so “it” became a bit of a thing with us ... the bedtime story aboard the paperboat floating off ... beyond the horizon .... into all kinds of adventures. Now all these years later, The PaperBoats is the vehicle for all my journeys to the unknown possibilities of wonder. And it's never fallen apart.

I'm Dave Brown, a performance-maker and the Artistic Director of The PaperBoats, a platform for theatre-makers. Jon Bode, my Artistic

Associate, is an opera singer with a knack for comedy. Our paths first crossed decades ago and over the years we've worked together sporadically leading us to a moment in 2020, when Jon and I decided to "make something together" from scratch.

We were intentionally open to whatever outcome our "process of making" might lead us to, armed with nothing but our weird imaginations and a set of creative principles that I'd developed the over years as a "devising" theatre-maker.

Our simple animating idea was "explore seven", which led us to calling our project, "SEVENWELL.ORG" because that was the website address where we originally stored all of the random content that we made and accumulated.

Jon and I had no idea where this project would lead us when we began, but we were absolutely committed to following it wherever it might go.

**128. Voice Model Header: "In the Process of Making" – an audio-documentary about making "something" from "nothing"**

Join artistic adventurers Dave Brown and Jon Bode ... as they begin their odd-ball odyssey of close encounters of the seventh kind.

### **[51. SONG: TWO JOURNEY-MEN]**

TWO JOURNEY-MEN  
WITHOUT A MAP  
A CLOWN NOSE  
AND A DUNCE'S HAT  
WONDERING THIS  
AND DOING THAT  
TO MAKE SOMETHING  
OF NOTHING

Voice Model: Can this artistic duo tap the creative essence required to make something genuinely original and successful or will they land a seven headed monster that turns to digital dust in the vortex of forgotten failures.

BETWEEN THE JOURNEY

AND THE STAR  
A JUNGLE WHERE  
THE WILD THINGS ARE  
IF THEY CAN MAKE IT THROUGH THE DELL  
LONG MAY THEY REIGN IN SEVENWELL...

**Voice Model:** “In the process of making” explores the creative challenges of trying to make something special out of nothing.

LONG MAY THEY REIGN IN SEVEN-WELL

Dave: We’re 4 years into our project!

Four years!!!

Why has it taken so long?

Let me give you a bit of background.

**Voice Model Header: From Stage to Sevenwell - A Theatre-Maker's Tale**

[\[RETURN\]](#)

I’m a theatre-maker first and foremost with a deep interest in creativity, what it means, how we do it.

For 20 beautiful years, I was the artistic director of Patch Theatre Company in Adelaide - creating professional theatre for 4-8 year olds - performing to audiences across Australia and abroad in Canada, the US, Japan, Korea, China, Taiwan, Hong Kong, Singapore and New Zealand.

These works for kids were generally around 42 minutes long and we would spend between 1 and 4 years making each show and because we were so artfully meticulous most of them had an enduring quality that saw them touring nationally and internationally for up to 10 years and sometimes more.

Over the 20 years I spent doing this, I developed a creative framework for making our particular style of theatre. Our shows were mainly non-verbal

and rich in image and music and always inventive in style and form. These were elegant, sophisticated works that honoured and paid heed to children's curiosity and creative capacities whilst challenging us as theatre-makers to push the boundaries.

Patch Theatre Company has been making theatre for over 50 years and it's still going strong under the leadership of Geoff Cobham stretching the limits of what theatre for early childhood can be ... Check their website out @ [patchtheatre.org.au](http://patchtheatre.org.au) ... it's a beautiful company

The thing I love about making theatre for 4-8 year olds is that "children have no preconception of what theatre SHOULD be; so they are totally open to the possibilities of what theatre CAN be." It's such a great place for an artist to work.

#### [201a. SONG SNIPPET: POSSIBILITY]

OPEN TO  
POSSIBILITY

#### **Voice Model Header: The Seven Habits of Highly Creative People**

Dave: The ideas and experience that I was lucky enough to accumulate across those 20 years as Artistic Director of Patch Theatre led me to cobble together seven creative principles of theatre making.

Jon and I are applying those seven creative principles to this [sevenwell.org](http://sevenwell.org) project and this audio-documentary, which we're calling "in the process of making", is an honest, in-depth, personal account of what's happened along the way.

It's an account of a totally oddball artistic endeavour, its creative processes.... and its uncertain outcome.

So if you're interested in the wild ride of how people go about making stuff ... then this audio-documentary is for you.

#### [5. SONG SNIPPET: TOPSY TURVEY]

ONE, TWO, THREE, FOUR..

FIVE, SIX, SEVEN ...  
IT'S A CRAZY, TOPSY TURVY,  
UNIVERSE WE LIVE IN  
SO COME ON EVERYBODY  
WE'RE GONNA HAVE SOME FUN  
SEVEN, SIX, FIVE, FOUR ...  
THREE, TWO, ONE!

### **Voice Model Header: The Artistic Itch**

[\[RETURN\]](#)

Dave: Getting started? How do these things get started?

We'll there needs to be a desire in the first place "to want" to get started.

I've come to believe that there are a proportion of people in the human population who have an artistic temperament.... that drives them to "make meaning". And that there are plenty of others who are just not aligned in that particular way.

Artists are people who are just not happy unless they are investigating and unravelling something of interest.

These are people who find a way to manifest the experience of their investigations in some form or other, whether it be a performance, a painting, a song or whatever.

I've come to accept that I'm one of these people – I am hooked on play. I love to dream up stuff. I adore being drawn into creative activity by curiosity and the pleasure of collaboration. I love it!" It's my lifeblood. I have to have a creative project on the go if I'm to be happy.

It gives me purpose and it gives me direction. I think of it as a star on the horizon that I can point my paper boat towards. And to be frank, without it, I get kind of antsy. Sick even. At worst depressed.

I feel this drive in myself and I witness it in others... this powerful inner motivation to make ... to create.... to give expression to ... it's been there

forever ... even as a kid in our backyard presenting plays in the chicken shed

“To what” you ask? “To give expression to what?”

Well to all manner of things.

But in general, I’d say “to give expression to the *vast unknowing* of who and what we are as people. To give expression to what can be glimpsed through an investigation of life, the universe and everything.

That sounds sorta wanky but not so much when you think about specific examples.

It that may be a fictional novel set in WW1 or it may be a landscape painting of the Barossa Valley....or it may be the creation of a metafictional world called sevenwell.

These things come about through artists applying their compulsive attention to something in order to manifest and share what it is they find.

So if you’ve got the temperament and the drive and you’re not already pre-occupied by an artistic endeavour then it’s likely you’d be on the look-out for a project.

You’ll be asking: “What’s next...”

### **Voice Model Header: Lucky Number Seven ~ A Creative Odyssey Begins**

“Begin at the beginning”, said the King very gravely, “then proceed to the end; then stop.”

Lewis Carroll shared this little gem of wisdom in Alice in Wonderland ...

Begin at the beginning ...

Of The PaperBoats’ seven creative principles, principle number one is entitled “the animating idea.” This is the way we get started.

[\[RETURN\]](#)

So .... what is an animating idea and how is it useful in the process of making something from nothing?

Well, the animating idea is just a very simple statement. It's designed to get things going, to provoke and inspire investigation and most importantly to prompt content generation.

Over the years, I've realized that the simpler and more open this statement is, the better... because the beginning of the process is an attempt to find out what it is you want to investigate.... and often that doesn't become clear until you're at the other end of the project.

Back in 2019, I began engaging with a new animating idea, simply defined by the statement “explore seven.”

“Explore seven.”

Why that statement, you ask? Well, to be honest, I don't really know and it doesn't really matter.

“Seven” just seemed like an interesting number to me. It's a lucky number. My lucky number. It stands out. It appears in all sorts of contexts – 7 days in a week, 7 colours in the rainbow, 7 musical notes in the diatonic scale, 7 wonders of the world, 7 continents, 7 seas, 7 planets in the solar system, 7 phases of the moon, 7 Deadly Sins, Shakesperes 7 Ages of Man, 7 Stages of Grieving, the 7 Year Itch, 7 Dwarf's in Snow White, 7 Chakras in Buddist and Hindu Traditions ... and lots of other religious, mythical and mystical contexts.

Why is that? I'm curious. I really am interested in the number 7.

However - Let me just say that just about any statement you put up for investigation, if you're prepared to take it on, I mean to really take it on, to give it real attention, that is to attend to it seriously over a long, long period of time, it will always unveil surprising worlds of possibility.

It will!

So the idea is that you are animated by the statement, that it gets you going, that it gets you reading and researching and playing and sketching, collecting stuff, writing, making music, taking photos, creating songs or motion graphics or videos, anything that attends you to engaging with, and acting on and around and inside the idea, right way round and upside down, every which way.

In a way, the animating idea is just prompting an investigation of your world of conscious existence to discover what there is to be found... hopefully something worthwhile. That's why the animating idea in and of itself isn't all that important ... it's just an excuse to get things going.

To dig in; to discover.

### **[99. SONG SNIPPET: THE RAINBOW COMES]**

I LOVE THE RAIN  
I LOVE THE SUN  
I LOVE THE RAIN  
I LOVE THE SUN  
I LOVE THE WAY A RAINBOW COMES  
BETWEEN ...  
AND MAKES IT ALL  
SEEM LIKE A DREAM  
A PSYCHEDELIC DREAM ...

[RETURN](#)

### **[198. AUDIO SNIPPET - HANIF KUREISHI]**

*“I was aware that when I was writing, if I was lucky, stuff would start happening in my head that, as it were, I didn't know was there. And that when you're an artist you can imagine that you're some sort of conduit for ideas and images and dialogue, thoughts and so on that come from elsewhere. And Freud made you aware that what we did and what we knew was a tiny part of what the human being was.”*

Dave: That's Novelist and Screen Writer - Hanif Kureishi

Look, I can't emphasize enough how important I think this is, this relationship between creativity and the subconscious and unconscious realm of the right side of the brain.

And particularly in this early ruminating, collecting and gathering period – I call it the whimsical phase of the creative process – it's crucial, during this phase, that anything goes .... no self-censorship ... no self conscious editing ...naff or nerdy ... it's all ok ... just do it ... no judgements.

But let's just park that idea for now as a given and we'll look at the reasoning behind it a little later on in the journey.

So for now let's just remember that what we do and what we know is just a tiny part of who we are.

[199d. SONG SNIPPET: JUST A TINY PART]

WHAT WE DO  
AND WHAT WE KNOW  
IS A TINY PART OF WHO WE ARE

IT'S JUST A TINY PART OF WHO WE ARE

[\[RETURN\]](#)

In the next episode, we're going to dig into some of the stuff that Jon and I made over those first two years but before I sign off today, I want to reference something new that is becoming a hugely important component of creative processes around the world.

**[71A. MUSIC underscore: CLOSE ENCOUNTERS ]**

At the time of writing this episode, it's April 2024. April 2024. I need to time-tag this moment in history because the Artificial Intelligence revolution is upon us and it's expanding exponentially ... so by the time you hear this, I figure what I'm about to describe will be way less than extra-ordinary. But right now ... **this is** mind boggling. **This is** a moment in history ... and because it's very pertinent to what this audio-documentary is all about,

and even how this audio-documentary is being produced - I want to give it a fanfare and place it on parade. So here goes!!!

## **Voice Model Header: The Eighth Wonder of the Creative World**

[\[RETURN\]](#)

### **[71A. MUSIC underscore: CLOSE ENCOUNTERS ]**

Last night using a software program called udio.com and my Digital Audio Workstation, Logic Pro, I was able to create a 1 minute song snippet using my own lyrics ... to produce a ludicrously overblown orchestral and choral arrangement that took me just a couple of hours to assemble.... Something that might normally take days or weeks or months!!

### **[71a. SONG SNIPPET: CLOSE ENCOUNTERS]**

SEVENWELL STORY-WORLD  
WHAT'S TO FIND?  
AN ODDBALL ODYSSEY  
OF CLOSE ENCOUNTERS  
OF THE SEVENTH KIND  
7, 6, 5, 4, 3, 2, 1 ...  
LISTEN IF YOU DARE  
TIL THE STORY'S DONE  
TILL THE STORY'S ...  
TILL THE STORY'S ...DONE  
CLOSE ENCOUNTERS  
OF THE SEVENTH KIND

Dave: Ha! Oh find that hilarious and breathtaking and miraculous! So as we delve into the intensely time-consuming processes of human creativity reflected in the efforts of this humble human being, we'll be unravelling how Jon and I are learning how to accommodate this amazing new power as a co-creator in "the process of making"

It's BIG; believe me! And I think it's going to require a shift in the psychological perception we have of ourselves as artists.

Just to make the point ... by comparison ... here's a little song snippet by Jon Bode that took more than 20 hours over a number of weeks for him to create and record with no assistance from Ai.

### **[116. SONG SNIPPET: 7AM]**

7AM  
I LIKE TO GET UP  
AT 7AM  
7AM  
THAT'S WHEN I END MY SLUMBER

7PM  
I GO TO BED AT 7 AGAIN  
COS 7PM  
THAT'S ME FAVOURITE NUMBER

I LOVE YOU NUMBER 7  
SHINES SO BRIGHTLY IN MY EYES  
ULTRA-VIOLET LIGHT  
GIVING ME MY MIGHT  
I LOVE YOU NUMBER 7

A little bit of 7 love there from Jon to mark the end of this, the very first episode in our [sevenwell.org](http://sevenwell.org) experiment which we call “In the Process of Making” You’ll be hearing a lot of Ai **unassisted** work from us as we take this journey ... stuff that’s raw and intimate and personal ... and there’ll be some Ai supported stuff thrown into the mix, as we unravel how the possibilities of this emerging form of creative collaboration can work for us and our “process of making.”

We hope you’ll join us for Episode 2, of this 14 Episode wild ride of a creative journey. Until next time ... may the frogs be aware of the water temperature.

### **[119. SONG SNIPPET – SIGNATURE STING]**

WE ARE IN A PROCESS OF MAKING  
IN A PROCESS OF MAKING  
IN A PROCESS OF MAKING

## SOMETHING FROM NOTHING

**Voice Model:** “In the process of making” is conceived by Dave Brown and Jon Bode and presented by The PaperBoats

Please subscribe to our podcast and recommend it to your friends, lovers and others and go to our [sevenwell.org](http://sevenwell.org) website to find out more.

Episodes are released on the 7<sup>th</sup> day of each month on all your favourite podcast platforms.

And be watching out for Sevenwell Snippets ... bits and pieces of seventological sunshine released randomly each month on socials and available also from the website.

### **132. Voice Model: And Did you Know ...**

Dave: That octopus amputee's, rare though they are, represent the largest population of seven legged animals in the world?