

Episode SEVEN: In the Process of Mak⁷ing – SEVENWELL.ORG

Episode 7: "Transforming Random Ideas into Coherent Content"

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[197.SONG SNIPPET: WE ARE NOT TOO SURE]

WE'RE ON OUR PATH TO SOMEWHERE
AND WE ARE-AR NOT TOO SURE
WHERE THAT SOMEWHERE IS
WE ARE NOT TOO SURE
WE ARE NOT TOO SURE
WE ARE NOT TOO SURE
WHERE THAT SOMEWHERE IS
WHERE THAT SOMEWHERE IS ...

Your host Dave Brown here, for this very special seventh episode of In the Process of Making.

Remember listeners, that when Jon and I began this journey in 2020, we didn't have a clue about what we were making.

And two years later, in 2022, it was just a higgly-de-pigglety unrefined folder full of our novelty videos, our crazy characters, our song snippets and our little modules of story.

I was thinking “this crazy collection of stuff that we’ve spent many 100’s of hours accumulating, just for the fun of it, isn’t going to generate any interest from anyone unless there is a way of putting it all together into

some narrative form or other that gives it a context that an audience can invest in.”

What would that be?

Would it a cabaret show? Was it a series of videos? Maybe a song cycle? A concept album? Was it a Tik Tok or Instagram series? Who was our audience?

I wanted to do something with this material that could be realised without funding or with minimal funding at least ... in a way that is feasible for two people to achieve. I wanted it to be artful; something we'd be proud to put our names to.

Already, I had said to Jon, “look mate the videos are fun to make but way too time consuming and there so much of that kind of stuff already out there ... we just can't compete”

I was also not interested in the Tik Tok/Instagram/Social Media format of presentation where everything is bite sized and superficial and 1 million hits is a meaningless measure of engagement in a “look at me” glance and swipe mish mash of mayhem and memes. Nup! Not for me. Not that! Not at all! No interest!

So what to do!!!

VOICE MODEL HEADER: In the Process of Making **Episode SEVEN:**
“Transforming random ideas into coherent content”

This idea of a podcast ... just crept up on me.

I was thinking ... What about a really good, long-form podcast? Something deeply considered. Distinctive. Not half baked. One of a kind.

Yes!! The capacity to stream audio from any device into the ears of busy listeners as they do other things in their busy lives – like exercising, or travelling, or cooking meals or washing dishes or mowing lawns ...that opportunity ... was exciting to me.

A podcast! A good one is a beautiful thing.

[169. SONG SNIPPET: I LOVE YOU MY PODCAST]

CHAPTERS OF LIFE
IN VOICES SO CLEAR
IN EACH MOMENT
NEW WORLDS TO ENDEAR

I LOVE YOU MY PODCAST
SO NEAR AND SO DEAR
I LOVE YOU MY PODCAST
A JOY IN MY EAR
I LOVE YOU MY PODCAST
YOU BRIGHTEN MY DAY
I LOVE YOU MY PODCAST
WHAT MORE CAN I SAY
I LOVE YOU MY PODCAST
WHAT MORE CAN I SAY.

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WARNING!! WARNING!!

The following announcement may cause existential stress and shock!

Dave: Ha! Ha! Not really. I'm just letting you know, that if you haven't already realised it, right now, we are inside the podcast we decided, to make back in 2022.

We are actually IN IT!!!

Right now!

And it's now 2025.

Yes! It has taken us three years to work out how to bring our chaotic circus of clowns into a podcast arena that might be of interest to someone other than ourselves.

Maybe! Is there anyone out there listening to this??

God, I hope so!

So if you are. What is it? This podcast we eventually created.

What's the shape of it?

[60. SONG SNIPPET: WHAT'S GOING ON?]

WHAT'S GOING ON
CAN YOU TELL ME?
WHAT'S GOING ON
CAN YOU TELL ME?

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Well Yes I think I can ... Here's my take on it .

Our clowns – McCarty, Goldini and the like were asking us to help them find a place to belong; a place where their existence has purpose and meaning bigger than their insubstantial selves .

So this podcast is that place ... These characters are now a part of a bigger playing field. They have become players in an experiment that investigates the creative process

These characters have become our companions in documenting the very journey that created them.

Look – if we dig into this podcast and analyse it, we see that there's a number of layers operating simultaneously. So let's excavate these layers.

[SOUND FX – DEEP HOUSE BELLS 01]

First, there's the documentary layer - the story of how all of this came to be.

[SOUND FX – DEEP HOUSE BELLS 02]

Then there's the fictional story-world layer with our ensemble of clowns - Paul McCarty and his missing friend Violet Greenslade, Special Agent 7

and the Tinsel Man, Operatic Diva Antonio Goldini and his lucky charm, Pierre Depardieu and his tinfoil art, Gordon Oliver and his seventological cheffery, Neville Herbert with his garage phisosophising and Samuel Sebastian Sevenwell as our incumbent Ai personality - each of these characters and their story snippets emerging from our whimsical play, each now seeking connections with one another.

[SOUND FX – DEEP HOUSE BELLS 03]

And between these layers lives a third dimension - the inquiry into creativity itself through Jon's and my bumbling efforts to make something out of nothing – linked to The PaperBoats' seven creative principles.

In this layer, we ask things like what happens in that liminal space between chaos and order? Or ask how does the unconscious mind participate in making something new? Or we explore the role that constraint plays in liberating our imagination?

So there it is.

By weaving these 3 threads together, the documentary layer, the fictional-story-world layer and the 'investigating creativity" layer, we've manifested something of a hybrid form podcast that reflects the messy nature of creation itself. The podcast becomes both the map and the territory - documenting our journey while simultaneously being the journey.

And of course – our animating idea – explore 7 – means that the number 7 with all its mystical intonations – is fore-ever winding its way through everything.

Woh that's a lot to process isn't it?

But hey that's to be expected. We've come a long way - Episode number SEVEN - at mid-point of our journey – our podcast in place but with much more of the story to tell.

[305. SONG SNIPPET – HALFWAY THERE]

WE'RE ON OUR PATH TO SOMEWHERE
AND WE ARE-AR HALF WAY THERE

WE ARE HALF WAY THERE
TO WHERE THAT SOMEWHERE IS

WHERE THAT SOMEWHERE IS ...

So let's go back to that moment in time when Jon and I first made the decision to create a podcast.

Back to early 2022.

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VOICE MODEL HEADER – EXPLORING THE TERRITORY

Dave: Both Jon and I are big podcast listeners.

Back in 2022, the question we had to face was ...

Could we, Jon and I, never having created a podcast, make something genuinely original? I mean there's so much podcast rubbish around ... we didn't want to add to that!! We wanted to make something that we would be proud to put our names to?

Could we do that?

My response BACK THEN was ...

"Yes ... Maybe we can.

Yes ... this feels exciting I have the equipment and production know-how to build my skills technically to do it.

There's so much scope with a podcast ... it is the theatre of the mind ... it's an incredibly flexible medium You can use all sorts of storytelling techniques incorporating music, song, interview, monologue, dialogue, narration, poetry, commentary, announcement, advertisement, sermon, a race call - a collage ..whatever ... the possibilities are endless!!!

[277. MUSIC SKETCH – SEVEN MAKES SENSE COLLAGE]

FEMALE VOICE: SEVEN SIMPLY MAKES SENSE TO ME ...

MCCARTONY: WELL WE JUST GOT TOGETHER BECAUSE WE LOVED THE NUMBER 7 REALLY...

DEPARDIEU: WHAT I DID WAS ... WRAPPED IT IN TINFOIL ...

FEMALE VOICE: IT SEEMS TO BRING MEANING TO EVERYTHING

GORDON OLIVER: WE'RE COOKING WITH 7'S

FEMALE VOICE: NUMBER 7

NEVILLE HERBERT: I WAS STANDING THERE FOR 20 MINUTES LOOKING AT THIS NUMBER ... 7, 7, 7 ... FORTY MINUTES GO BY ... 7... I'VE SAID IT A THOUSAND TIMES ... AND SUDDENLY ...

FEMALE VOICE: NUMBER 7

NEVILLE HERBERT: ... I DON'T RECOGNISE THE NUMBER!

FEMALE VOICE: IT SEEMS TO BRING MEANING TO EVERYTHING!

NEVILLE HERBERT: I DON'T RECOGNISE THE NUMBER!

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Voice Model Header: Podcast Perspectives – Getting Inspired

Dave: In preparation for this new venture, I started listening to podcasts about podcasting and read a very excellent book by Siobhan (SHIVON) McHugh called The Power of Podcasting which directed me to listen to a range of interesting work by podcast producers.

There are two fictional podcasts that grabbed my attention and these have become benchmark models for the kind of work I became interested in making.

“Appearances” is an astounding meta-fictional podcast by Sharon Mashih.

When I read that it was “Written, created, produced and delivered by Mashihhi” my interest was piqued immediately. I wanted to see how she went about meeting that challenge. How could she do that effectively?

Well she did! It’s amazing! It’s complex, surprising and wonderfully theatrical – an intimate story about family and motherhood and culture that had me hooked at every turn. Not just the narrative itself but more the way the author places herself in it and comments on it and questions the authenticity of her feelings and reflections - it’s warm, funny and emotional. I haven’t come across anything that is... as good.

[SNIPPET - “APPEARANCES” PODCAST SEGMENT]

“Appearances” is what I would call podcast literature. Literature for the ears. Theatre for the mind.

What can I say but ... listen to it and hear for yourself. “Appearances” by Sharon Mashihhi.

My other favourite? *Welcome to Night Vale* a podcast by Joseph Fink, Jeffery Cranor and Brie Williams. It’ s a different kettle of fish; no less astounding in its conceit and its pure bloody brilliance!!!

[SNIPPET – INTRO TO “WELCOME TO NIGHTVALE”]

Welcome to Night Vale is presented as a community radio show and it’s set in the fictional desert town of Night Vale where bizarre paranormal events are commonplace. Its droll, weird, literate and clever satire ... I love it! I’m in awe of their artful brilliance and off the wall, genuinely funny and clever storytelling

Each episode is almost exclusively narrated by one character – the Nightvale community radio host – Ceecil Palmer - describing the bizarre happenings around town; as I said it’s effectively a social satire and commentary on things like corporate overreach, racial injustice and conspiracy theories.... the whole gammit really and there’s often a meta fictional interplay between the world of Night Vale AND the real world of the podcast writers ... our world.

So like *Appearances* ... it relies on one main performer, a small close-knit team of artists, some very clever and wildly imaginative writing and audio-production.

The other thing that I find particularly inspiring is the way the creators have extended the realm of *Night Vale* way beyond the confines of a podcast.

For example The creative team do live performance tours.

They've released several novels set in the *Night Vale* metaverse.

They've have released several albums of *Night Vale* music.

There's a comic book series of *Night Vale* stories.

There's actually a podcast which analyses episodes from the *Night Vale* series.

And of course there's a massive range of merchandise ...

All these extensions of the *Night Vale* phenomenon allow fans to further immerse themselves in this wildly, weird psychotic world.

So what can the sevenwell project learn from this?

Well lots, I think.

We'll see how we go.

The thing is that our decision to construe our collection of sevenwell material into a podcast was a mighty big turning point back in 2022

It's an example of "Limiting the Palette" ~ one of The PaperBoats' 7 Creative Principles that we discussed way back in Episode 2 – remember limitation is liberation.

And yes it has been a very liberating decision!

[169. SONG SNIPPET: I LOVE YOU MY PODCAST]

I LOVE YOU MY PODCAST
WHAT MORE CAN I SAY.

It was the two benchmark podcasts that I've discussed that encouraged me to pursue my love of meta-fiction in our sevenwell project the idea of "breaking the 4th wall" in a sense - between the story and those constructing it. ... ie between Jon and I and our characters.

So the very first podcast segment I attempted to write back in 2022, drew on the true history of how Jon and my relationship came to be ... and to take into the realms of metafiction, we overlaid our history with a fictional substory that notionally explained our mutual connection to the number 7.

So here it is – the back-story of Jon and Dave. ... my first attempt at a podcast segment.

Voice Model Header: The Vaudeville Circus of Life

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[295a. SONG SNIPPET - THE VAUDEVILLE CIRCUS OF LIFE - JON SINGS ACAPELLA]

SPIN THE WHEEL AND WIN A LIFE LONG DEAL
IN THE CIRCUS OF THE ABSURD

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Dave: Wow, that brings back memories! That little segment of a song was from a show entitled: "Joey Ackhurst and the Vaudeville Circus of Life..." It was a music-theatre production, I wrote and produced with composer, Kerin Bailey when I was in my early thirties. At that time, I was the founder and Artistic Director of Jumbuck Youth Music Theatre, a company creating original music-theatre works performed by elite young actors, vocalists and musicians across South Australia.

Back then, Jon Bode was a 14 year old kid ... and he was cast in this show - as a clown, which is very fitting.

When he auditioned, I wasn't even aware that he was a singer - and neither was he really. He won the role because he was acrobatic and funny ...

I remember – a particular Sunday rehearsal ... I remember it because I'd been up all night the night before seeing Peter Brooks astounding production of the Mahabharata - a 7 hour marathon production, performed in a quarry and presented as part of the 1988 Adelaide Festival of Arts - that performance is etched in my memory a- it was incredible – but also etched in my memory is the rehearsal of Joey Ackhurst, I attended the next day!

I turn up to rehearsal at 11am, Sunday morning...I'm totally stuffed ... and I get everyone - it's a cast of 20 or so very talented adolescents – I get them in a circle for a warm-up and Jon's standing next to me ... this 14 year old kid, I hardly know ... and we start the vocal warm-up ...

[300. AUDIO SNIPPET: VOCAL WARM-UP]

AVE MARIA

And I hear this voice alongside me And it's soaring an octave above the rest of us and it sound sounds extra-ordinary!

And I stop ... everyone stops... and I say to him ... “Wow! You /have/ got/ a great voice.”

And he says, “Have I?”

And I say, “Yes! You have!! I'm so singing teacher but that sounds incredible to me!”

And he laughs ... puffs his chest out ... shakes his head from side to side in this sort of cocky kind of way and says something funny ... I can't remember what.

But he was pretty chuffed I think....

And that was how Jon Bode and his singing voice came to my attention.

So down the track, Jon gets a roll in my next production called SILLY, STUPID, nONSENSE ... a Monty Pythonesque show and he's the comic lead.... He's a natural pick because he is funny and clever... a natural ... a bit out there ... a lot out there actually! He's good!

So this kid ... this kid with a tenor voice and a comic intuition ... he ends up going to WAAPA - West Australian Academy for the Performing Arts ... and trains in music theatre ... and develops a love of opera ... and I don't see him again for a few years until I move into my role as Artistic Director of Patch Theatre in the 1990's.

By now ... has finished at WAAPA and he's living in Melbourne... so I chase him up to see if he's interested in auditioning for a role in a show called the Birds of the Moon ... the very first production I directed at Patch Theatre And yes, he gets the gig.

So over the next few years, he does four productions as a professional performer with Patch Theatre Company but he's needing to come over from Melbourne to do them and some of them are shows that are on the national touring circuit – with seasons of around 4-7 weeks.

By now he's married to Beck, who is also an opera singer, and they are having their first child and it's not really suitable for him to be away from home and so I don't see him again for a big, big chunk of time. We have a very occasional chat on the phone to keep vaguely in touch but that's about it.

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And then wa-ay way later after 20 years at Patch ... I finish up there as Artistic Director and I start The PaperBoats... I was about 3-4 years into that journey, it was early 2020 - when Jon and I have one of our rare catch-up chats on the phone and we realise for the first time this pretty amazing “synchronicity” that we share ... in relation to our birthdays.

Dave: Jo-on?

Do you remember that?

Jon: Yeah! I do! I remember, the reason I rang you was to say I was coming to Adelaide to catch-up with family for my birthday ...and so I was ringing to suggest that we catch up for a coffee ...

And I reckon I said something like “I can't do next Friday ... cos that's my birthday “

And you said “You’re joking! That’s my birthday.

I can remember you saying that you were gonna be 66!

Dave: On the 7th July ...

Jon: And I say ... that’s my birthday too ... I’m gonna be 45

That was crazy wasn’t it?

Like we’d known each other for what ... over 30 years and we had no idea

Dave: How little we know!

Jon: I remember ... you worked out something about 2025?

Dave: Yeah! I worked out that on the 7th July - 7.7 2025- you’d be turning
turn 49 ... that’s 7 lots of 7 and I would be the big seven ohhh ...70! ... 7
decades ...

On the same day!!! In 2025 and of course $2+5=7$

Jon: Totally mad! Totally mad!!!

[296. SONG SNIPPET - THE SEVENWELL CIRCUS OF LIFE]

SPIN THE WHEEL AND WIN A LIFE LONG DEAL
IN THE CIRCUS OF THE ABSURD

Voice Model Header: The Weave of Fact and Fiction

Dave: So there it is – Jon and I and our history ... most of it factual ... only
the last bit ... about sharing birthdays – that’s fiction.... it’s a total
fabrication!

A fabrication which, I figured, we could use, as we insert versions of
ourselves into the fictional narrative of the sevenwell story world that will
unfold across the next seven episodes of our podcast.

ADD-IN COMPLETE

[72. SONG SNIPPET: SEVENWELL.ORG WHAT WILL YOU FIND ...?]

SEVENWELL DOT ORG
WHAT WILL YOU FIND
AN ODDBALL ODYSSEY
OF CLOSE ENCOUNTERS
OF THE SEVENTH KIND
7.6.5.4.3.2.1
LISTEN IF YOU DARE
UNTIL THE STORIES DONE

WIND-UP & OUTRO

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VOICE MODEL: SEVEN DONE: SEVEN TO COME

Seven episodes in; seven more to come ...

The 7 episodes to date have seen us move from the chaotic whimsy of our early experiments to this 2022 decision to make a podcast.

In the 7 Episodes to come, our seven creative principles will continue to illuminate the path, helping us navigate the obstacles that inevitably arise in any creative journey.

There are gonna be moments of brilliant insight and crushing doubt, unexpected breakthroughs and stubborn blockages.

You'll witness our twists and turns in the maze or mirrors we'll make for ourselves, the rabbit holes we'll tumble down and the impossible flights of fancy that will take us to wonderlands we never could have anticipated.

With the advent of our podcast, the clowns have found their circus arena and the show is well and truly about to begin.

[301. SONG SNIPPET: THE SHOW WE'RE IN!]

[VERSE]
OH YEAH
HERE WE GO
THIS IS THE SHOW WE'RE IN
OH YEAH!

HERE WE GO
THE SHOW IS ABOUT TO BEGIN

[CHORUS]

SO RING THE BELL
FOR SEVENWELL
AS WE CELEBRATE THIS THING
THIS WILD AND ODDBALL ODYSSEY
IN THE PRO-CESS OF OUR MAKING

This is Dave Brown, floating somewhere between fact and fiction, between process and product, between where we've been and where we're going. Until next time dear listers, keep the sevens close to your heart.

[219./250. Voice Model Sam – with 308. “Halfway There” Underscore]

"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. Visit our sevenwell.org website to find out more. Episodes are released on the 7th 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 ... one, two, three, four and five can each be doubled to reach two, four, six, eight and ten. Nine is divisible by three, but seven stands alone. It's unique.

A loner. An outsider. The turning point.

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