

Notes from sparked

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

LATE NITE ART

Illuminated Notes By Adam Rosendahl



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

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

Here are the fruits of our conversations and observations.



HACKING CONSCIOUSNESS

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

COLLECT IDEAS,
NOT BELIEFS

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

RICK DOBLIN
FOUNDER OF
MAPS

JASON SILVA
STORYTELLER
& FILMMAKER

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

WE REVOLVE
AROUND THINGS
THAT ARE
BIGGER THAN
US.

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

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

Let's
LET THE
MYSTERY
STAY ~~YOUR~~
THE
MYSTERY.
BE KIND
TO OTHERS.
FUCK YOUR JOURNEY.

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

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

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

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

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

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

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

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

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

@JASONLSILVA

@MAPSNEWS

@FLOWGENOME

ILLUSTRATED BY @ADAM-ROSENDAHL

Adam Rosendahl

DESIGNING YOUR LIFE

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

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

WANTING WHAT YOU GET. NOT GETTING WHAT YOU WANT.

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

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

WE AREN'T JUST A BRAIN!

BILL BURNETT
EXECUTIVE DIRECTOR
STANFORD
DESIGN
PROGRAM

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

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

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

WE OFTEN START WITH THE WRONG PROBLEM.

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

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

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

TRUST YOUR GUT & THE WISDOM OF YOUR EMOTIONS

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

FIVE IDEAS

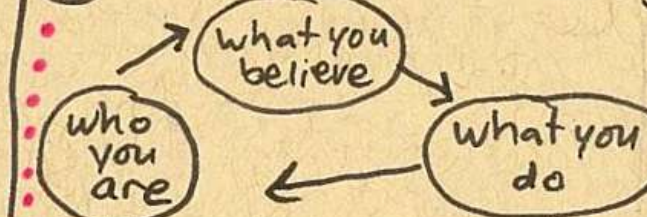
TO ENERGIZE YOUR LIFE:

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

1. MONEY VS. MEANING

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

2. CONNECT THE DOTS



3. HOW MANY LIVES ARE YOU?

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

5. CHOOSING WELL

Process of decision-making

GATHER & CREATE OPTIONS → NARROW DOWN → CHOOSE → LET GO & MOVE ON.

4. PROTOTYPING

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

ILLUSTRATED BY @ADAM-ROSENDAHL

Adam Rosendahl

MOVEMENT

T BUILDING

MOVEMENTS ARE NOT PERFECT.

WHAT GUIDES A MOVEMENT, IS IMAGINATION.

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

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

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

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

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

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

BRITTANY FERRELL
BLACK LIVES MATTER
BLACK FUTURES LAB



@BDOULAOBLONGATA
@BLACKFUTURESLAB

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

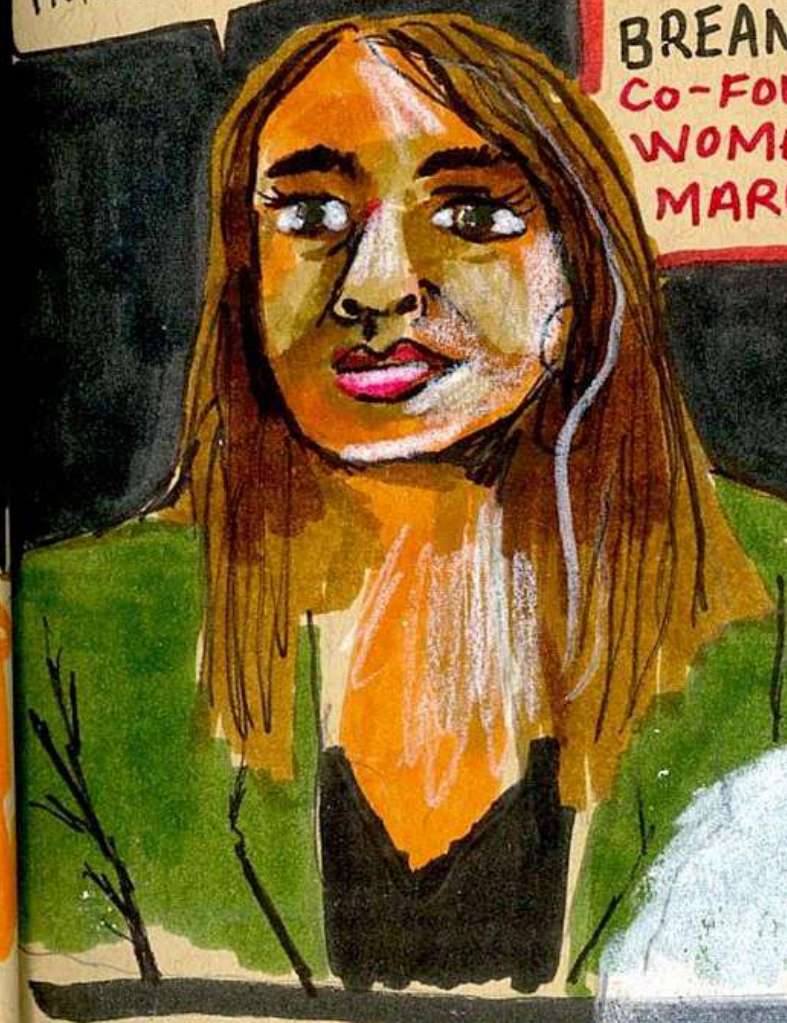
WHEN WOMEN ARE LEADING. CULTURE SHIFTS. THINGS GET BETTER

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

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

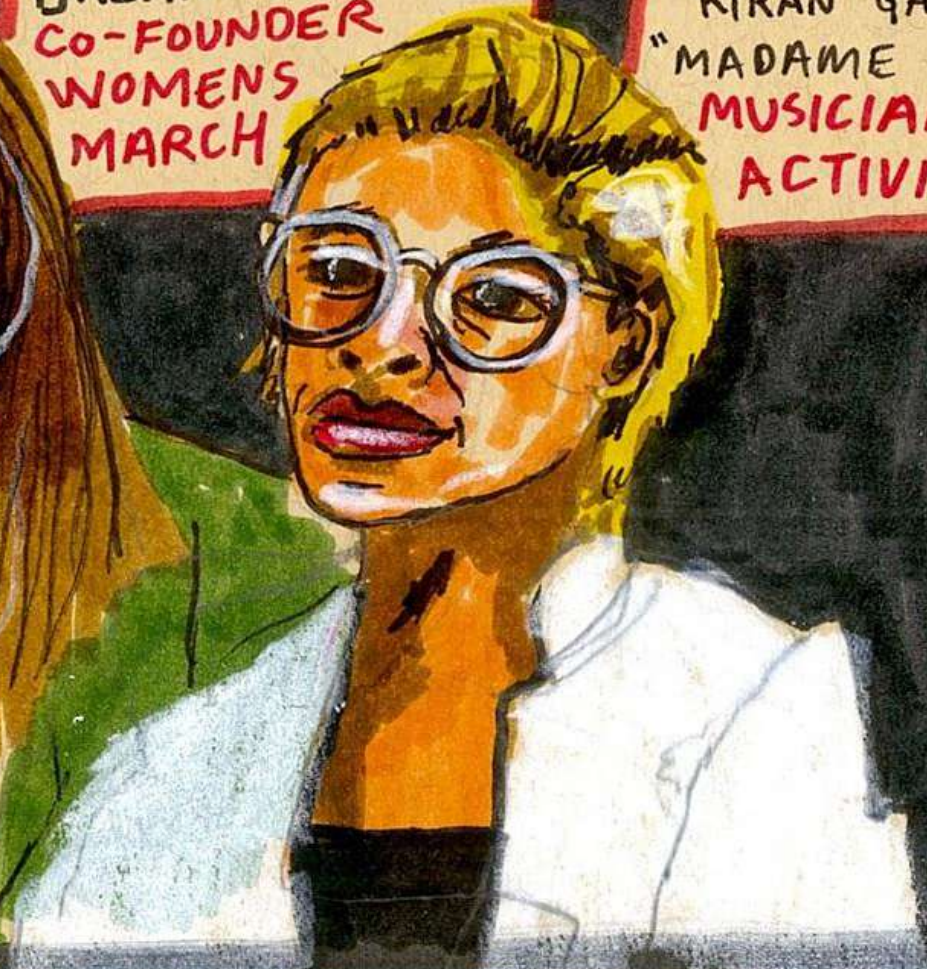
ONE OF THE MOST OPPRESSIVE FORMS OF OPRESSION IS STIGMA.

BREANNE BUTLER
CO-FOUNDER
WOMEN'S MARCH

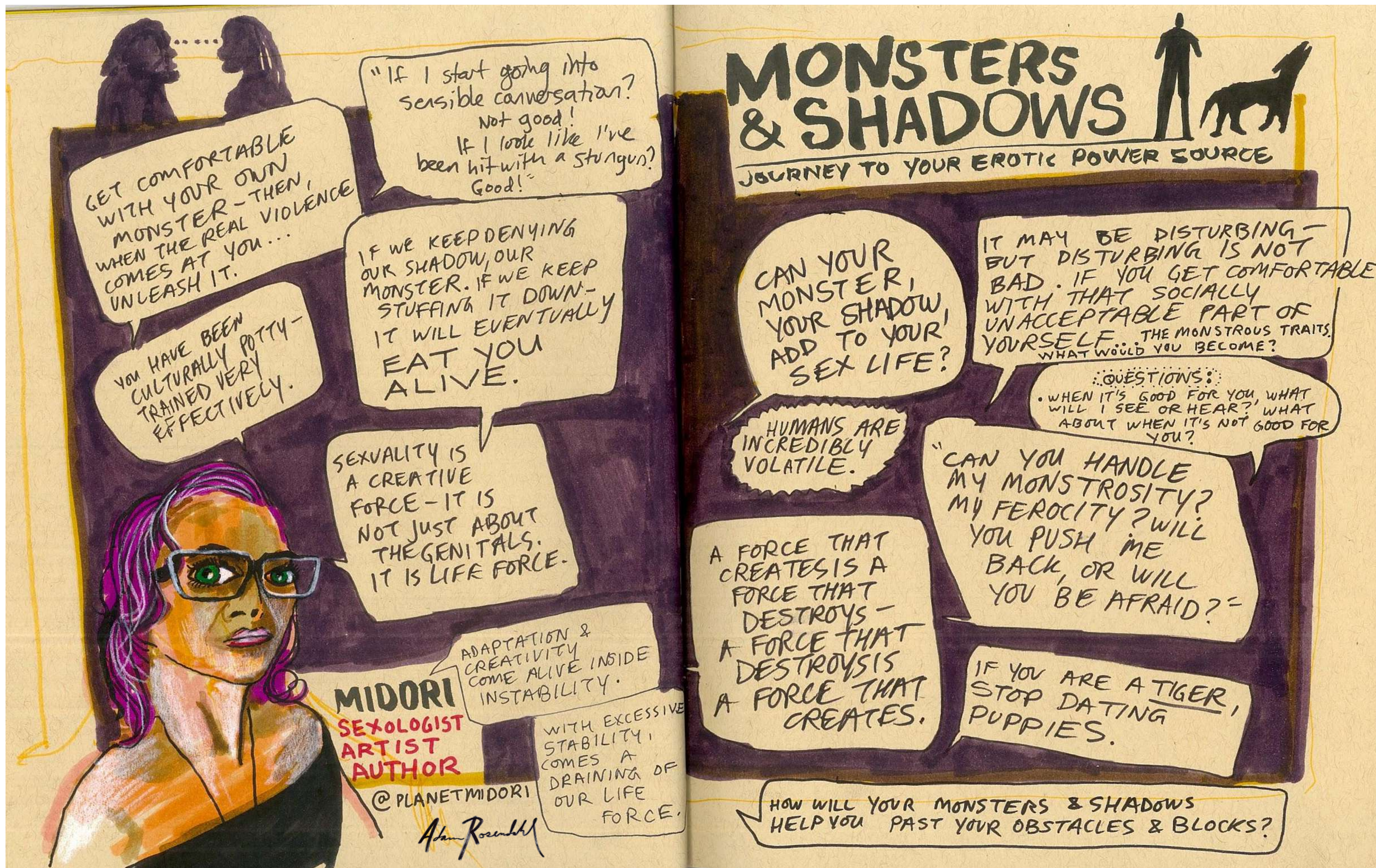


@BYBREANNE
@WOMENSMARCH

KIRAN GANDHI
"MADAME GANDHI"
MUSICIAN & ACTIVIST



@MADAMEGANDHI
Adam Rose



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

IMAGINE JUSTICE

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

HOW CAN
YOU USE
YOUR
PLATFORM
TO HELP
OTHERS?

SCOTT
BUDNICK

PRODUCER &
ANTI-
RECIDIVISM
COALITION
FOUNDER

@ANTI RECIDIVISM COALITION

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

"I CARE ABOUT PEOPLE."

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

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

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

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

COMMON
MUSICIAN &
FOUNDER,
IMAGINE
JUSTICE

@common

Adam Rosenblatt

A photograph of two men in a rustic, wood-paneled room. The man on the left is holding a professional DSLR camera with a large lens, pointing it towards the man on the right. Both men are laughing heartily. The man on the right is wearing a dark fedora with a feather, a blue checkered shirt, and a dark vest. The background shows wooden walls and a whiteboard with some sketches.

Meet your illuminator.

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

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

Follow Adam [@adam_rosendahl](#)





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See more illuminated notes at
lateniteart.com/illuminate

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