

YOU ARE A PERSON

with curiosity for your own purpose,
creativity, and flow?

Uncover your creative process
to express your talents!





YOU ARE A PROJECTRENEUR

who burns for ideas and implementation?

You know how to get things done, but dread
uncertainties and multidimensionality?

Learn to utilize complexity to your benefit.

YOU ARE A COACH OR TEACHER

helping people with their purpose, creative venture or group process?

Uncover the cyclical nature of everyone's creative process.



CONSCIOUS CYCLE KIT

Guidance for a gentle, creative
and natural life rhythm



A NEW KIND OF BEING

Hi, I'm Ele and I would like to take you on a thought-journey. We're living in a renaissance, experiencing an explosion of potential. Humanity could transition into **radically new ways of engaging with each other and nature**. How come many of us don't?

After years of traditional schooling I realised that—like many—I had lost a lot of my capacity for free play and creative expression. Setting out to reclaim both I spent years **unlearning preset paths, uncovering creative processes, and resetting my own productive rhythm**. The more I rewired my neurons, the more I realised how much genius I was able to set free. My health and self-esteem soared. My dreams manifested quickly when I trusted my own process.

To become a new being means to consciously design your life. 'Design' is a process leading from now to a preferred state. It's natural to design our lives, but whether or not that process is conscious is a matter of awareness and practice. Awareness alone isn't enough to change habits. **A new routine is needed to establish new ways of being.** The Conscious Cycle Kit may help building these routines.

**Change radiates
from the inside
out.**

**Change yourself,
change the world.**

FROM LINEARITY TO CYCLES

In the West, linearity is a religion. Since the invention of the printing press, we work in a linear fashion. Now, being immersed in the nonlinearity of new media, it seems to reason that we learn how to navigate nonlinearity. Life is nonlinear with cycles and seasons; not just in terms of the natural environment, but also within ourselves. An entire lifespan can be seen as a sequence of spring, summer, autumn and winter.

Each life phase signifies distinct qualities. Childhood and youth would be metaphorical spring time, while autumn—a time for complexity and reflection—would be after your kids grew up. Of course, nested within these life-spanning rhythms there are smaller cycles. The same pattern occurs in a single day (morning, midday, afternoon, night). And any person with a moon-cycle can confirm that there are different qualities to each week in a month. Sometimes energy is abundant and sometimes it wanes; sometimes social time comes naturally and sometimes your body calls for peace & quiet. **Knowing these inner rhythms is key to tapping your own flow**, in which beauty and productivity may go hand in hand.

These nested rhythms would seem confusing without a model to categorise them. The kit is such a model. **Are you curious?**



**There's no
method;
there's only
mindfulness.**

NAVIGATING UNCERTAINTY

The Conscious Cycle Kit is designed to help navigate the complexity of life, balancing intuited time and worldly time, setting your personal creative process, and integrating purpose and resilience as intrinsic features of any step in your life. **The idea is that following your own rhythm brings inner freedom and authenticity.**

You can use the cards as daily prompts to help you find and anchor new habits that support a balanced life. The cards also lend themselves as planning aids to work according to your own rhythm. Working as a team, you can use the cards playfully to support and understand each other.

Most importantly, the kit opens perspectives on flow that will naturally ease your life. When you're in tune with your creative rhythm, you'll notice that navigating uncertainty will become easier. If you trust the process and practice your flow, you align with your creative force, which leads to all kinds of magical manifestations.

WHITE EDITION



The basic **White Edition** gives **nugget-sized inspiration for quick everyday use**. Basic laying techniques offer insights into the dynamics of cyclical thinking in relation to four areas of life: creativity, fortitude, respect and trust. This Edition comes with a 2-hour introduction workshop.

BLACK EDITION



The advanced **Black Edition** expands on each activity. The cards **give more depth and complexity, offering access to different schools of thought**. This set comes with a 4-week or 12-week program. We also offer a 12-month training for teachers and coaches, who'd like to include the tool in their sessions.

ABOUT US

We're concerned with a more balanced future of our planet and our own livelihoods. We develop programs and tools to design your life, tap your creativity, inner rhythm and wisdom, so that you can flow and connect with confidence.

We teach from spirit to deliver classes that speak to the soul. Our programs are a unique combination of practices that develop your senses for insight, inspiration and intuition.

Our R&D is headed by artistic researchers at PhD level as well as seasoned designers and life artists.

Our resources take different shapes. They can be card sets, games, posters, books or magazines. Some are stand-alone, and some are accompanied by retreats and programs.

www.deepcreation.co

Ele Jansen is a media and design anthropologist, who earned a PhD doing practical research on creativity and collaboration. She designs serious games, coaches on creative life styles, and teaches MBA students in ethics.

Tine Holzmänn is the magic hand behind the kits graphics as well as a critical and all-observing eye for the whole concept. A trained media designer, she's always been her own boss freelancing for startups, artists and NGOs.



Keen to try it out?

Get in touch!

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