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Nordic Interior Style

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To mark the first UK show of artist
Henri Barande, graphic designer Alex Maxell and
German studio Schultzschtz have created
The Lodge Wooden

This response is important for our ability to learn from mistakes, but it also
gives rise to self-criticism, because it is part of the threat-protection system. In other words,
what keeps us safe can go too far, and keep us too safe. In fact
it can trigger self-censoring.

- Welsh novelist Sarah Waters sums it up eloquently
- In their classic book, Creativity in Business, based on a popular course they co-taught
- Novelist and screenwriter Steven Pressfield
- A possible off-the-wall idea or solution appears like a blip and disappears without us

Defaulting to Mindfulness

Everything along the way, to and from, fascinated her: every pebble, ant, stick, leaf, blade of
grass, and crack in the sidewalk was something to be picked up, looked at, tasted, smelled, and
shaken. Everything was interesting to her. She knew nothing.
I knew everything...been there, done that. She was in the moment, I was in the past. She was
mindful. I was mindless.

Our greatest weakness lies in giving up. The most
certain way to succeed is always to try just one more
time.

John Doe
PROJECT DIRECTOR

Both of these assumptions, of course, could be entirely false. Self-censoring is firmly rooted in
our experiences with mistakes in the past and not the present. The brain messages arising from
those experiences can be deceptive.

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