Z-STATION

Z-Station, a product born out of unbridled imagination and years of experience. Like a baked bread that emerges from the oven after the entire baking process cycle, there is nothing left to improve now. The result of the process, the product, can only undergo changes if the process is repeated and adjusted. That is why today, we will not focus on the object itself but rather on the subject, the process, and the inseparable learning process that comes with it.

And because bread lends itself well to abstraction, our daily bread that everyone knows, let's continue using this object to make the subject clear. If you bake bread with a 2-year-old child and you have introduced the ingredients, explaining that they will come together to form a bread, you will undoubtedly get this as a result. The ingredients are mixed together, and the fun begins. This fun continues, and the excitement builds as the mixture finds its way into the oven, with the order being somewhat chaotic. Then, the climax reaches unprecedented heights, accompanied by impatience because 40 minutes feel like an eternity, immediately followed by an anticlimax and disappointment when the baked goods come out of the oven. And the learning process begins... or at least it normally does.

There are many facets to this abstraction that we can reflect on to shed a different light on their palette, but two of them are very important to me.

Firstly: The joy, the pleasure during the production process.

Secondly: The joy, the pleasure during the production process. (I know it's the same twice, but that's to emphasize its importance.)

And: The experience of time, the difference in time during the production process (which seemed to fly by) in contrast to the baking process that seemed endless.

Not the result, not yet, as it will likely end up in the trash.

The result is important because, as the endpoint of the cycle, it signals the start of a new cycle. Just like a runner crossing the finish line knows that the next round begins, albeit differently. This cycle, regardless of the process, must be fully completed before the learning process can begin. If you are satisfied with the result, the cycle stops.

Here lies an important catch: if you are satisfied with the result, the cycle stops... but you have experienced so much joy, so much pleasure, and time has flown by. The realization that it has come to an end is disappointing. So disappointing that the result cannot be good; there must be room for improvement.

We will bake the bread again, better, the runner will run another lap, faster, Stephen King will write another thriller, more thrilling.

There is a paradox in how we deal with the result in relation to the process we go through to achieve that result. If the result is so satisfying that no repetition of the process is needed, the cycle stops. If the result continues to disappoint after x repetitions of the process, the cycle will also break off earlier, but there are exceptions here as well.

In general, we can assume that this balance is found in improvement; we adjust the process with the intention of improving the result, and we can go to great lengths in this regard.

The carefree, completely free-spirited way in which we go through a certain process for the first time as a child is lost. We increasingly take into account the processes we have already gone through, which only increase as we grow older.

The third or fourth bread you bake will have been given time to rise, the water used to dissolve the yeast will have had the ideal temperature, and the dough will have been lovingly massaged and kneaded for a second time. Perhaps you will drive through three provinces to a local mill to get the ideal flour that ensures the perfect structure for the bread you envisioned.

Core essence of creation: realizing what's in your mind. Project creation, project design, project development—this is what this course is about. Bringing to life an idea that exists in your mind, shaping it into reality. And we do that with everything we have, drawing from our experiences and the processes we've previously undergone.

Ultimately, each experience plays a part in a new creation. On one hand, it may slow down the process due to increased consideration, but on the other hand, it undoubtedly enriches it.

For instance, I depicted my family as a five-year-old child (child's drawing slide), and now, 40 years later, I see them differently (animation). The first visualization took 10 minutes, while the second took 10 weeks.

Stephan Eersels