



**Notes on the Swellness Movement first-ever retreat
October 21st and 22nd, 2011
Santa Fe, New Mexico**

The following is a brief capture of the amazing experiences and rich conversations we had at our first on-the-road meeting. We will not review all the science, or even all of the discussion. This will only mention the background briefings upon which the imaginings of the group were based. Those imaginings are the real core of this summary.

For this first immersion, we chose to focus on the ages-old and newly-emerging work in the fields of frequencies and vibrations. Sound and light/color were the subjects of the first morning. We chose Santa Fe in part because we had an opportunity to experience Ivy Ross's "sound studio," several beautiful sets of acoustic pipes that encompass the body in waves of vibrations and frequencies that have to be experienced to be understood. But they are also crafted from extensive research into the effects of sound frequencies and vibrations on living structures/cells. Ivy took us through some of the research and her applications of it in her corporate work. Lorraine Weiss assisted in the discussion and demonstration. Jay Williams filled us in on what is going on in the science of light and color as these developments intersect with the understanding of psychology, physiology, mortality and morbidity.

We then began imagining around all that we had heard. These sessions were guided by a series of questions, and rather than weave the answers into a "scenario" as we had first intended, it may be more effective if we just capture for you some (not all) of the raw imaginings.

The first set of imaginings is grouped around vibrations and frequencies related to sound.

Question 1: What would it mean if a real estate agent says: "The house has been sounded and de-sounded?"

- A "sound machine" was used to balance the energy of the frequencies. The bad vibrations were replaced with good vibrations.
- The house has been certified "harmonic." The architectural elements of the blueprint (shapes and sizes and depths) have been digitized and converted to music so the buyer can "hear the song of the house."
- The buyer's own frequency syncs with that of the house. There is a harmonious balance of energy and vibration.
- There have been sound tests conducted to diagnose the ambient noise (road sounds, birdsongs), and the structure and design of the house have been orchestrated to amplify the positive sounds and diminish or mask the negative.
- The outside noise is reengineered to balance the internal intentions of the owners (i.e., to live in the woods, or near the water.)
- The overarching principle is about "tonal architecture."



The Swellness Movement
200 E. 33rd Street, Suite 9I
New York, NY 10016
Phone 212-889-7007
Fax 212-679-0628
www.swellness.org

Question 2: What would it mean if a clinician tells a client, “You have an audiometer reading of 7?”

- This would be part of a regular physical, and it would be calibrated to some metric around optimal vibrations and frequencies being expressed by listening to the body, various organs, or the brain. A “human tuning fork.”
- This would be a measure of your visceral response to audio stimuli.
- It would relate to your 7th chakra, or all 7 out of 7 chakras.
- It would show how aligned you are with yourself.

Question 3: What would be happening if the hospital puts the birthing parents into an acoustical chamber?

- Sounds – frequencies and vibrations—would be used to align the mother, father and baby with the most peaceful transition from the acoustical environment enveloping the fetus to the external world during and after birth. This might not only eliminate trauma for the infant, but also figure somehow in minimizing postpartum depression for the mother.
- The chamber is filled with vibrations that reduce the pain of childbirth.
- Whatever sounds the mother transmits during pregnancy get recorded and played back in this chamber not only during but also well after birth.
- Cosmological/numerological charts are created of the birth parents, any adoptive or guardian parents and the embryo, and these are converted into mathematical equations. These are then transposed into music, becoming mathematically derived riffs that are played in this chamber.
- The parents and the child would all be in a floatation tank filled with sound that cycled through coherence>parents>coherence>child>coherence>parents etc. until all were vibrating to the same coherent energy.
- The frequencies and vibrations of the ancestral lineage along with the parents are recorded and played to the infant before, during and after birth, so the infant is in sync with all of its forebears. This would help attune multicultural babies to their various heritages.
- The chamber is portable, and has been used in the home during pregnancy, goes to the hospital during delivery, and then returns to the home post-delivery.
- The chamber is part of a “holistic” ecosystem that taps into all the senses, not just sound.

On another track, some of the imaginings took a turn away from a chamber for the birthing of babies to one for the birthing of ideas.

- A womblike enclosure with soothing and supporting sounds that “neutralized” the environment, allowing the mind to conceive of anything possible.
- A step-into surround-sound system that used vibrations and frequencies especially designed to help birth new ideas.

Question 4: What would it mean if a want ad said, “Looking for someone with compatible sonic vibes?”

- This would be a matching service that would work off sound. One possibility would be a room full of people who “gazed” at each other, but could only be invited into the sub-communities based on similar body vibrations. Another take on this would be a match service that works off our personal compatible, but not identical, frequencies. Another thought was that this could be the underpinning for sperm donor/recipient matches.
- This could be determined by a kit that helps you figure out your “number,” e.g., “you’re a frequency of 7 and that makes you compatible with a 14.”



- Or it could be a biofeedback machine that measures sonic vibrations via brainwaves.
- On the corporate side, it could be a group of young people building a team and looking for others who would fit into their vibe/frequency.
- Or it could be a generalized corporate recruiting tool, similar to the Myers/Brigg.
- And it could mean a rental car company that uses keyless entry based on the match of your vibes with their cars.

Question 5: What would it mean if the packaging on a product said, “Store on a mid-frequency shelf?”

- Foods would be evaluated for their frequency. Putting them on the correct acoustical shelf in the store and at home (regular or refrigerated) would keep them fresher longer. In effect, the foods would be “happier,” and therefore not only hold on to their nutrients longer but also taste better.
- In the store, people would be drawn for different reasons to foods of different frequencies, increasing sales and helping group foods that are compatible with each other or complement each other.
- Any living things, like whole plants/herbs/vegetables, would thrive better in the refrigerator if matched to their frequency during storage. · Fresh foods would need one kind of sound and light storage, processed foods another.
- Foods would be matched to moods. After a workout, a mid-frequency stored food would probably work best. At night before sleep, you would want to choose a food from the low frequency shelf.
- Given the intricate interrelationship of the senses, the frequency would help communicate the texture and taste of the food.
- The frequency of the food would be tied to the energy from the sun/light, and when appropriately combined on a shelf, the two would indicate the bioavailability of the nutrition/energy from the food.

Question 6: What would it mean if the mattress pad read: “White noise capacitated?”

- This would be a sleep aid feature. The entire mattress would be a conduit for white noise, or create a frequency/vibration that would be the equivalent of white noise, used especially in noisy places like hotels and cities. It might be pressure activated.
- The effect would be kinesthetic rather than auditory...cancelling out noise.
- The purity of the cancelling effect would be individually determined. The mattress would be “smart” and figure out based on the person’s input what the best cancelling vibes would be.
- Conversely, it might also be a device that projects a “cone of silence,” enveloping the sleeper so no surrounding noise is heard.
- And it might chase away bedbugs.

The next set of imaginings is based on questions around vibrations and frequencies as they relate to light and color.

Question 1: What would it mean if the water tank says “Optically Treated?”

- However done, water would be exposed to light that makes it better to bathe in, swim in, live near and drink.
- The drinking water would be disinfected and purified using light energy/good energy, and provide additional health benefits by virtue of its energy.
- It would work in a public health setting, using new ways to treat water supplies (e.g., in fourth world countries) to make them safe.



- The water would be heated with light that excites the molecules so the water would not be sitting stagnant. On some days, the water would be “fast,” and on other days it might be “slow,” depending upon the light available.
- For drinking, this could be done with a large prism...light can be passed through it to make the water more bioavailable.
- For bathing, this might be a chromotherapy tub (used by ancients, e.g. Egyptians, and already in existence now but not used widely). The next generation of these in-home could be with many benefits delineated, e.g. detox (red), calming (blue), etc.
- Treating the water at the molecular level using light might become a catalyst for the absorption of other nutrients.
- The water would have been exposed enough to the sun to fully capture the full-spectrum light of the sun.

Question 2: What would it mean if the sheet set says, “Color frequency of 3?”

- This could be the indication on a scale of color quality – fastness, vibrancy, density – that would determine the price of the linens.
- Or it could indicate the amount of light or light energy emitted by the sheet, perhaps different for the bottom and the top sheets, based on the frequency of the color. This could alter your sleep experience.
- The frequency could be calibrated to moods, such that a color frequency of 3 might be in the blue range which might be calming, or the red range which might be sexy, or the white range which might be dreamy.
- Certain colors might induce dreaming, and, indeed, different types of dreams, and the frequency indicator might not just signal the color but also the absorption of that color into the body or the subconscious.
- A colored light can be shone on the sheets, and the sheets will absorb that color up to a certain frequency. This might be done by putting/storing the sheets in a light-emitting box for some short or long period of time, or during manufacture.
- After the absorption, they might throw off energy based on the frequency of the light they have been exposed to. This could be done for decorative or therapeutic or mood altering or sleep altering purposes.

Question 3: What would it mean if the hydroponic lettuce was labeled, “Spectral Grown?”

- It would have been enriched by full-spectrum lighting, or alternative color/light treatments that add nutrients and help it to last longer.
- The lettuce would have had the light modulated by sun and moon/night and day...its natural light rhythms as opposed to steady light for 24 hours.
- It would not only have been exposed to a desirable spectrum of light, but light from different sources – sun, stars, rainbow.
- It would be covered by a color cover in winter that would afford it the same color light as summer.
- Any of the nutritional deficiencies noted would be made up for by exposure to appropriate or full-spectrum light.
- Light would be used to do what herbicides, pesticides and fertilizers would have done.
- The lettuce would have been made appropriate for vertical/urban farming by techniques that bring wide-open-space light to smaller and enclosed settings.



Question 4: What would it mean if the clinician prescribed “alternating weeks of high and low optifrequency?”

- You might be vibrating too high or too low, so this light treatment, using a visor or machine shining light into your eyes or on your body, would balance you over time.
- This might be a prescription for exposure to differently pulsing lights that could help with weight loss or longevity, and be calibrated exactly to your particular body and goals.
- It could help women regulate their menstrual cycles, fertility. Or it could be used with people who suffer from seizure disorders, such as epileptics who get seizures from pulsing lights.
- It might track with your biorhythms, relaxing and raising your energy much as different workout programs do.
- It could be used in connection with rattles and drums, much as Native American Indians incorporate these with color, to affect different physical/mental states/cures.
- It might be a preventive regimen, to make sure you are in balance over the long term.
- And it might be part of the trend toward polar opposite regimens/contrast therapy. For example, the heat sauna and cold plunge, and interval training (go and stop) as opposed to continuous high intensity.

Note: Members of the group asked the others to check out the Trinifinity Machine, Life Vessel Santa Fe and Sanoviv’s color visor that infuses the body and brain with both cool and warm frequencies. There was no endorsement or proof of effectiveness, only interest. You can Google all of these.

Our afternoon meeting at the Santa Fe Institute was “interesting.” We met with a host of researchers and authors in fields ranging from political anthropology to physics. The most animated discussion took place around three issues:

- We prefaced the discussion with our interest in learning about and sharing any and all proven bodies of knowledge and practices not now being seriously deployed that would help us re-imagine the future of health, healthcare and wellbeing, and that we had no particular goals except to share that imagination with others who might execute on one or more of the ideas. The scholars had a difficult time understanding that we were not interested in *defining wellness* or studying it from any value-based or ethnocentric perspective. They kept attacking our definition of wellness, which of course is only a subset of “swellness,” and which we never defined in the first place. “Interesting.”
- Several of the scholars took the position that however we defined “swellness,” it would not lead to creativity and progress. People need to struggle intellectually in order to produce creative work. For the most creative/productive thinking, it’s even better if they go through serious angst and stress, which would actually be the antithesis of “swellness,” taking a serious toll on physical and mental health. They believed that wellness correlates with laziness: staying clean, eating well and being “happy” works against genius, which often springs from and/or leads to unhealthy situations (e.g., depression, not washing for days, etc.) So they felt intellectually threatened that we should be in pursuit of anything that would bolster “swellness.” *Interesting...*
- One of the scholars, Rebecca Goldstein, was a physicist/mathematician turned novelist. In her best selling novel, *The Mind-Body Problem*, she proposed the idea of “mattering maps.” These have now become written about and taught in other academic circles. Her premise is that different things *really* matter to different people, and you cannot know whether someone or some class of society is successful or happy in their own mind unless you know their “mattering map”...what matters to them,



as opposed to what they may have achieved that matters to others. This is now being explored in personal, societal, economic and political frameworks, and can actually play some role in future discussions of swellness. **Interesting!**

Friday evening's dinner was followed by a view of spirituality and wellness (informal, presented by Lorraine Weiss) with a few decompression exercises to end the mind-challenging day.

Saturday morning was mostly dedicated to the world of spas and the emerging body of research on the efficacy of spa treatments. This was led by Susie Ellis (the President of Spa Finder, Inc. and co-founder of The Global Spa Summit), who has worked tirelessly this past year to get a website up and going on research into the efficacy of many of the spa treatments over time and across the globe. Elaine Pace, President of Sanoviv Medical Institute (the only known "spaspital," which is located in Mexico) gave an overview of how Sanoviv works.

We then opened the floor to group-initiated questions about anything learned or discussed over the past day and a half...asked by the participants for imagination input by all the other participants.

Question 1: What does it mean when your monthly cable subscription includes the "monthly swellness package?"

- Your viewing package is hyperpersonalized.
- There are light/color and sound channels that pulsate specific vibrations and frequencies depending upon what you want your room bathed in for health, energy, mood, activity purposes.
- Just like the sports channel, it would have a variety of programs around "swellness," which might include
 - educational content regarding alternative/complementary health topics and offerings
 - yoga
 - exercise
 - beauty/cosmetic products and procedures
 - cultural travel
 - new product and procedure reviews (like movie reviews)
 - "how to" d.i.y., e.g., grow organic food, make your own facial
 - interactive coaching
 - healthy cooking
- All of this might be done with a Skype connection, so it is more interactive and there are trusted individuals one could choose to work with on any of the above.
- There might be a scroll-down menu channel that, like NetFlix, allows you to drill deeper in the kind of programming you might want to order for viewing.

Question 2: What would it mean if a hospital's staff has had sound and light/color frequency and vibration training to enhance their empathy with patients and each other?

- They have been taught sound and light methods to speed healing, reduce pain, and be minimally intrusive. Seeing better results in patients makes the team feel better about working with each other.
- They have undergone role-playing to understand how various patients might see and hear and smell things in the hospital.
- The staffers themselves have to be exposed to light and sound therapy, or chakra balancing, before they can treat or deal with patients. Their own experience bolsters their energy and improves their mood, performance and outcomes with patients and each other.



- Staffers and patients are matched in terms of “compatible vibes.”
- It has been part of their medical training in med school.

Question 3: How would you design the first Swellness Movement-inspired Medical School?

- It would look like a spa, and students would live on a campus for a year totally immersed in dealing with their *own* health...diet, exercise, life style, nutrition, fitness. Interns would have to go through many of the alternative and complementary therapies offered by spas that have been proven effective.
- Every professor would have had to undergo at least one form of healing modality, and nutrition would be a mandatory part of the curriculum.
- It would be an extremely healthy *building*, would be very prestigious, and applicants would be extremely excited to be accepted there. So much so, that they would commit to an extra semester that is dedicated to “swellness” content (mind-body connection, vibrations/frequencies, etc.) which they would have to experience themselves before they graduate. That would encourage them to be more innovative when looking at each individual case in the future.
- **Dental** health would *absolutely* be a part of the school, and optical perhaps.
- The focus would be as much on prevention as cure.
- The school would be entirely integrated into the surrounding community, because the initial conditions of how you set something up are predictive of how the enterprise will end up.
- The admissions process would focus on pre-requs that include non-traditional classes and knowledge, as should the Boards. Someone with knowledge of the world, social sciences, ancient cultures, etc. would be favored over the strictly pre-med student.

Question 4: What would a “Swellness Lifestyle Community” look like, and who would your neighbors be?

- Every potential resident would have to apply, and bring some knowledge/experience of one or more “swellness” modalities to contribute to the community.
- There would be a lot of natural lighting and attention to the effects of color inherent in every part of the design.
- The residents would represent a great diversity of age, ideas, ethnicity, etc. and might even be avatars and robots.
- Each resident would come with one design for what they consider a most beautiful or most architecturally inspiring element, and these would be incorporated somewhere in the community, reflecting a montage of all the people living there.
- There is a co-housing system (following a new movement out of Scandinavia) in which all residents contract with each other for interpersonal support in whatever ways they can contribute, getting individual credits and banking them for what those individuals might eventually need.
- There are lots of commons, with shared indoor and outdoor spaces, community gardens (organic foods included) and individual residences that are rather small.
- There would be lots of stoops, and Ivy Ross’s sound studio.
- It would be next door to the “Swellness” medical school described in Question 3.

The Take-Aways:

The very last part of our discussion focused on the overall take-aways from the meeting. All of the comments reflected a deep commitment to continuing this process. There was a feeling of a strong sense of community among the participants, a safe place/group for the expression of what is possible,



an excitement over the total newness of the visions that were emerging. Some said the experience was life-changing, and all were inspired by what was now very clear: first, the difference between the first step – imagination – and the subsequent step – innovation, and second, the many new kinds of products, services and careers/jobs made possible through this kind of exercise.

For us at WEB, one of the most important take-aways was the fact that we needed a subheading to the name “The Swellness Movement.”

- It was evident that not even all the 12 members of the group were totally on the same page with respect to breadth or purpose. Some talked about setting goals, but we never had a goal, except to imagine and share what we imagined with enough people that maybe some would eventually see the possibilities and turn them into one or more businesses.
- This is not a “humanitarian-only” venture. We are not at all concerned about “commercialization.” In fact, we welcome it as a way to re-cast the future.
- We want to avoid input focused on opinion, fad, unproved conjecture. That which is beginning to see the light of practicality or proof, or has been proven for many years but never utilized fully, is what we want to explore.
- We never really want to define “swellness,” because, truthfully as we saw in Santa Fe, we really can’t. Like the cliché about porn, you can’t absolutely define it, but you know it when you see it.

So this is what we have chosen to call the effort from now on:

The Swellness Movement: Sharing what is Known, Imagining what Could Be, Igniting the Spark

Thank you to all who took part in this first leg of the journey:

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Edie Weiner
Erica Orang

