

b e i
n g

being is
a scent lead
mindfulness
ritual

team

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verb and noun

A point of stillness
and a point of
moving forward.

anxiety

I am not alone

Statistics put the
rate of mental
illness at 1 in 8

World Health Organisation 2022

being present

Inspired by the
techniques that
helped me.



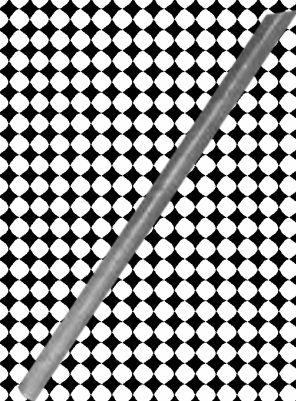
breathe in, breathe out

exposure therapy

Learning “to face your fears in a methodical and structured way...starting with items and situations that cause anxiety, but anxiety that you feel able to tolerate.”

mindfulness

Mindfulness involves paying attention to what is going on inside and outside us, moment by moment.



olfactory adaptation

The way you become desensitized to the scent of your own perfume demonstrates the connection that scent has on the subconscious mind.

di

Self Programmed Creative AI

Artificial Intelligence (AI), is the ultimate pattern recognition machine.

Forbes 2023

Unpicking the patterns of the subconscious mind.







<u>object</u>	<u>function</u>	<u>texture</u>	<u>personal symbolism</u>	<u>life of the object</u>
compact	decoration	smooth	beauty, feminine, vessel glamour, body	Siam Silver 1950s from my Grandads National service in Asia
mary	light	smooth	feminine, beauty, faith, body, heavenly, culture, resurrection, catholic, temptation, tears	My family are Catholic, and I've had this by my bed since I was born.
orange	comfort	smooth	goodness, fruit, vanitas, food, temptation	My mum always talked a lot about eating lots of fruit to avoid getting sick.
plate	decoration	smooth	food, craft	From my Grandmas house
head vase	decoration	spikey	knowledge, plato, vessel, masculine, heavenly	From my best friend
hornsea brown	comfort	smooth	food, craft, culture, Yorkshire, home	Reminds me of Yorkshire
muli grater	comfort	spikey	pain, food, yorkshire, home	My mum's sister used to put her fingers in this
lipstick	comfort	smooth	Feminine, beauty, feminine, beauty, faith, body, heavenly, culture	/
clip	decoration	smooth	hand, body, beauty, antiquity	/
shell	darkness	spikey	vanitas, refuge, protection, resurrection	/
shelll	darkness	smooth	vanitas, refuge, protection, resurrection	/
shellll	darkness	spikey	vanitas, refuge, protection, resurrection	/
cactus	decoration	spikey	vanitas, protection, pain	/









brain-emotions

- Ylang extra - Reduce depression
- Cinnamon bark Oil - Focus & Learning
- Orange Sweet Oil - Energizing
- Sandalwood Oil Album - Relaxation
- Patchouli N4 Heart - Happiness

the power of small acts

Research shows that
“Depressed people perform
poorly on cognitive tasks”
This is something I
experienced which is why my
solution is designed to be
small things that you could
do separately or together as
a ritual.

Jones, Neil P et al. 2010



being



breathe in, breathe out



being

breathe in
breathe out







being

b e i n g

w e l l n e s s m a r k e t

In a survey of roughly 7,500 consumers in six countries, 79 percent of the respondents said they believe that wellness is important, and 42 percent consider it a top priority.

trends

personalisation

more than 88 percent of consumers report prioritizing personalization as much as or more than they did two or three years ago.

McKinsey & Company

AI, when used as a product, can range from a substitute for a therapist to the ultimate evolution of personalized wellness

Forbes

trends

the future is digital

The shift to digital channels is happening at the speed of “a decade in days.”

Digital wellness products such as calm and headspace reflect this in the use of tech to offer wellness.

AI in Wellness

AI is most used in data collecting devices such as smart watches, where a user is silently monitored by AI.

Being is the first wellness where **consumers can input their own data into an AI data set** increasing transparency and sense of agency.

Connecting
our digital life
with our
wellness lives

agency

Fear and AI

AI is a technology that is coming, its important for creatives to confront this space to ensure it contributes positively to culture.

Being aims to put something positive into this space. By offering people the opportunity to interact transparently with a co-collaborative AI art program.

This will come from feeling like we have **agency** within the space.

thank you