Seeds of Renaissance

Brand Narrative



Planting the seeds of civilisational renewal.

Table of Contents

Vision Statement	Page 3
Mission Statement	Page 4
The Seeds of Renaissance Brand Mark	Page 5
The Key Offerings of Seeds of Renaissance	Page 6-8
The Seed of Renaissance Stewards	Page 9
Personas of our SoR Seed-Bearers	Page 10
Becoming a Seed of Renaissance	Page 11
The Role of the SoR Seed-Bearers	Page 12
The Funnel to SoR Community	Page 13
How to grow an SoR Garden of Change	Page 14

Executive summary

Seeds of Renaissance (SoR) is a sensemaking and practice place of convergence for those who sense the impending death of old paradigms and long for the ideas, the practice, and the company to help birth the new.

Website hero: "For those who sense the old world is ending and want to help seed the new."

Instagram bio: "Ideas & practices for a world being reborn. Podcast · Courses · Community"

Youtube bio: "Ideas & practices for civilisational rebirth."

Podcast intro: "Seeds of Renaissance is a conversation for a civilisational rebirth."

Newsletter sign-off: "Seeds of Renaissance: sense-making and practice for civilizational rebirth."



Mission Statement

Seeds of Renaissance is a media house and space of belonging offering mythos and language for what is already being felt: the death of an old paradigm and the birth of a new.

Our content gives people a place to encounter and make sense of this new mythos and provides places of belonging where practice, sense-making, and creating together moves society towards an emerging vision of a wiser, weller world.

The Seeds of Renaissance Brand Mark



Our mark centres the swallow whose flight announces the arrival of spring and the promise of brighter days after a period of darkness. The swallow brings hope, renewal, enduring love, fresh starts, and protective good luck on its wings. Surrounding the swallow are radiating fingerprints, like seeds, arranged to mimic rays of the sun heralding a new dawn.

In this way, Seeds of Renaissance acknowledges the challenges of the current state of the world with its changing paradigms while also providing hope for the future. Without hope there is no action, and it is only through collective embodied effort and collaboration that we can birth a new civilisation.

Seeds of Renaissance shares the swallow with its parent brand, Life Itself, connecting the two in their mission to bring pragmatic solutions to societal illness. The colour combination of red, white, and black represents life, death, and transition.

Red: Symbolizes life force, commitment and passion

White/negative space: Represents light and dawn of a bright future

Black: Denotes darkness, the past, mystery, earth and the dissolving of old values

The Key Offerings of Seeds of Renaissance

Finding vision, art & practice

We bring language, story, and art to what it means to *seed a civilisational renaissance*. Our approach centres on those seeking belonging and to practice, make sense, and create together in a time of great civilisational crisis and renewal.

Our **media** offerings help people discover, engage and make sense, while our **spaces of belonging** provide deeper participation and allow seed-bearers to connect, practice and create with others. Together we tend to a garden of change.

Media House

SoR media helps people discover, engage with, and learn about the wisdom needed to understand, embody, and collaborate around civilizational renewal. It includes a podcast, essays, magazine, newsletter and videos.

The Seeds of the Renaissance are the art, ideas, and new systems needed to replace crumbling paradigms. They will be creative, embodied, and investigated with rigour. By identifying the root of the illnesses plaguing society, we can consciously build what is coming next, together. An opportunity is presenting itself for societal renewal, but without intentional effort and conscious tending to the gardens of our community, we cannot find collective convergence. The SoR Media house offers potential seed-bearers the ideas, the practice, and the company to invite in a new era of being for all humanity.

Spaces of Belonging

Change is only possible through communal agreement and coming together in a collective effort towards change through embodied practice. We offer dedicated sessions of deep learning and opportunities for embodied action where you can meet others sensing the same shifts that you are.

Our spaces of belonging allow people to connect, practice, and collaborate. This is where the embodiment takes place, where hope turns into action, and together we plant the seeds of civilizational rebirth. This includes courses, meetups, community gardens, research/interest groups, and potentially other forms of self-organisation within the SoR framework and stewardship.

More on the Offerings of Seeds of Renaissance

Finding vision, art & practice



Media House

Youtube / Podcast

Insights and interviews from founders Sylvie and Rufus who dive rigorously into the themes, vocabulary, and wisdom needed to provide embodiment, education, and community to those seed-bearers with a common goal of civilisational renewal.,

Greenhouse Newsletter

An emailed newsletter mainly sharing recent releases, including any art or essays, and takes readers deeper into thematic paths of pragmatic understanding. A collection of community event listings and job opportunities in the field offers greater connection and chances for seed-bearers to get involved at SoR and beyond.

Spaces of Belonging

Courses & Events

Online courses offer proven practices people can implement into their existing life, community and interest while in-person meetups and events provide the necessary opportunities for physical community and the skills to build Gardens of Change.

Community Gardens

Online community spaces such as WhatsApp groups and Discord serve as a digital representation of the Gardens of Change forming around the globe, offering fellowship spaces for intellectual convergence. These meeting rooms are for the discussion and proliferation of ideas, allowing seed-bearers a chance to integrate knowledge and add to the conversation while feeling connected with like-minded people.

More on the Offerings of Seeds of Renaissance

Finding vision, art & practice

Art & Essays

Exploring the meeting places of art and philosophical thought, SoR dives headfirst into the unknown of what can be through creativity and the written word. SoR offers insight into how to live an embodied life as we seek to foster the civilisational renewal she sees on the horizon. SoR works to gather art and imaginations of creatives from around the world willing to offer their creative insights on the visions of a new world.

Interviews

With rigorous curiosity and a quest for knowledge both ancient and emerging, SoR invites leading minds to converse about the diagnosis of the current state of the world and the ideas and solutions many are bringing as a response. SoR is seeking out the roots of societal illness and diagnosing its future with the help of thinkers who have dedicated their lives to investigation, leading listeners to draw their own conclusions and feel empowered.

Additional Media Offerings:



Magazine

A yearly periodcial and place of artistic convergence where artists and writers from around the world gather to share their creativity in the collective effort to find meaning and practice as Seeds of Renaissance.

White Papers

Long-form manifestos and ideological manuscripts that allow for more pointed and detailed exploration into the thoughts and mechinations of a society reborn.



The Seeds of Renaissance Stewards

Meet Sylvie Shiwei Barbier and Rufus Pollock

Sylvie Shiwei Barbier's and Rufus Pollock's symbiotic partnership creates a field of creativity balancing the yin and yang. They work together to converge the masculine and the feminine, the embodiment and the theory, the mystical and the rational. Their commitment to seeding a renaissance is fused in love and a shared commitment to act with wisdom and care to bequeath a better world to the next generations. They share a deep understanding that as future ancestors, the suffering and shadow we don’t transform, we transmit. Their dedication is expressed in tending to the seeds of renaissance by walking the talk, in allying inner growth and outer action, and in creating space for the beauty of the unknown to emerge. Contemplating together, they witness the essence of what is becoming: a call to tend to collective wisdom, to offer stewardship to the whole.

Parterning in the yin and yang of convergence.



SYLVIE SHIWEI BARBIER is a visionary ritual artist and co-founder of Life Itself. Her work synthesises Eastern and Western philosophies and aesthetics. Sylvie trained as a performance artist, designer and facilitator in anthroposophy pedagogy. Her work is an expression of her commitment to create, share and support a civilisational renaissance.

RUFUS POLLOCK is a researcher, writer and entrepreneur exploring the meeting point of culture, consciousness, and systems change. Rufus trained as a mathematician and economist at the University of Cambridge and spent over a decade building open digital infrastructure. His work is an expression of a commitment to renew our civilisation’s foundations to bring forth a wiser, weller world.

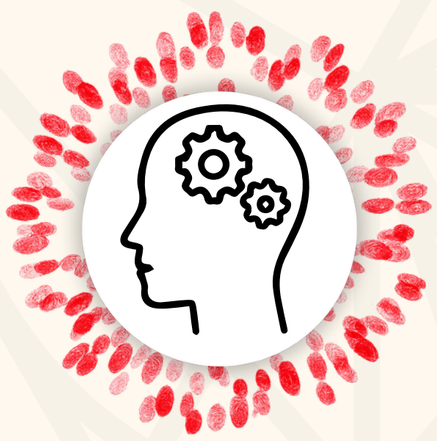
Personas of our SoR Seed-Bearers

Who we are and how we come together.



The Post-Disillusionment Renewer | Age: 40s-60s

An ex-church, ex-corporate, ex-academic who sought out their shadow and found themselves on the journey. Allergic to hype, dogma, and unguided urgency; wants something intentional, slower, deeper, and more honest. They only trust people who admit they don't have it figured out.



The Meaning Seeker | Age: Mid 30s-50s

A therapist, teacher, mid-senior tech, health practioner or consultant who reads philosophy at lunch. Reads McGilchrist and listens to Hagens/Palmer/Vervaeke. Can’t unsee the cracks in the system, i.e., climate, AI, and meaning collapse. Not in despair but not naive. Won't write a white paper but wants the people they follow to have done the reading. Aesthetically sensitive. Wants: "These people are honest; they're living it. I'm not alone in seeing what I see."



The Awakening Professional | Age: Mid 30s-50s

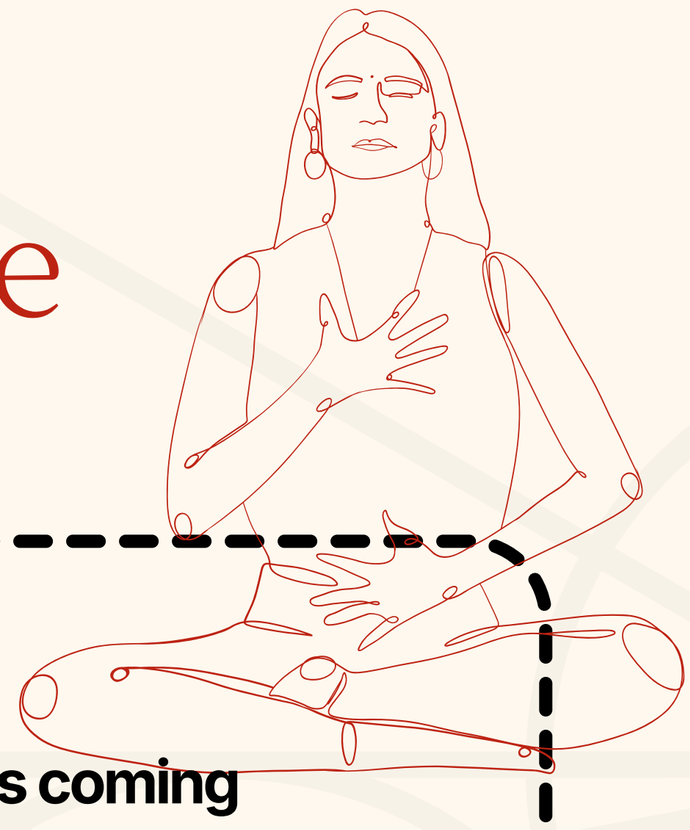
Successful by conventional measures, feels the system is off. Reads widely, hasn't found their people. A busy life means easily digestible content is king. They look forward to organised dispatches and articulations they can repeat to peers during water cooler talk.



The Disillusioned Youth | Age 18-30

Typically in their 20s, the Disillusioned Youth are thoughtful, individualistic seekers who feel dissatisfied with mainstream education, careers, and culture. Often anxious, somewhat wounded or disconnected, they value authenticity and vulnerability but may struggle to embody them. They have encountered ideas through figures like Vervaeke or Wilber, but lack a coherent framework or practice. Often drawn to nomadic lifestyles and moving between communities, they are searching for meaning, belonging, inspiration and a larger vision of the world—and, beneath this, for forms of community and even family that feel genuinely nourishing.

Becoming a Seed of Renaissance



1

You know something isn't right

You see a world crumbling as old systems are calcifying and their oppression growing, making it impossible for life to flourish and forcing a moment of death and rebirth of our collective agreements of governance and thought.

2

You sense change is coming

Your intuition is preparing you for a massive societal shift. Old paradigms are no longer serving you or the collective, and your body is preparing for the inevitable collapse of what we have known and activated towards bringing in the new.

3

You search for answers

You scour social media and ask your AI assistants for answers and solutions but find yourself coming up empty-handed, wanting words for how you feel and actionable solutions.

4

You find the roots of the illness

You discover the SoR collective willing to ask the hard questions and imagine the future we all long to see, creating podcasts, whitepapers, and an art-centred magazine, putting the vocabulary to what has felt intangible.

5

You seek like-minded belonging

You find relief in the community and conversation catalysed by the SoR community online (e.g. Discord, Forum), an ongoing home for a wellspring of ideas encouraging you to use your own voice.

6

You tend your field

You know change is only possible through embodied action and decide you're ready to take the courses necessary to unlearn what isn't working and welcome in new personal and collective paradigms.

7

You become a Seed Bearer (tbd)

You are empowered by your pursuit of greater knowledge and willingness to take action and find, together with your fellow SoR seed bearers, turn the tides of change needed for a better future.

8

You plant a garden of change

You build a hub of change where support for the grief and joy of the turning of the collective tides is available to your local community, connecting a web across the world of love and support for a civilizational Renaissance.

The Role of the SoR Seed-Bearers

Planting Gardens of Change



Art, ideas and personal responsibility for what comes next.

Having learnt the skills needed to support the death and rebirth cycle of our converging paths forward, you offer yourself as a seed-bearer to the collective desire for civilisational renewal.

Similar to the practice of the death and birth doulas, a SoR seed-bearer gathers the knowledge and skills to help shift paradigms within themselves and society to nurture the collective through a second renaissance.

Some seed-bearers feel called to plant gardens of change in themselves and their local communities. Rooting out the illness of systems that no longer serve us and building the meeting places to facilitate further discussion and dissemination of ideas, giving the opportunity for localised practice that is unique to each community's needs.

As systems begin to crumble and new structures are collectively formed through intentional ideological convergence, humanity benefits from communal processes of grief and coaching through the process of civilisational rebirth.

The Funnel to SoR Community

Individual paths converge through mutual seeking & understanding.

** IN PROCESS

DISCOVERY: Social Media, SEO, & Word of Mouth

YouTube
Podcast Apps
Instagram
TikTok

SoR PODCAST

WEBSITE

Substack

Instagram
Tiktok

MAGAZINE

GREENHOUSE NEWSLETTER

ESSAYS & WHITE PAPERS

Discord
Whatsapp Groups

COURSES & MEETUPS

Seed-bearers disseminate & share

How to grow an SoR Garden of Change

The path to becoming a Seed of Renaissance is open to all who sense the old world is ending and want the ideas, the practice, and the company to help build Gardens of Change.

SPRING

Tilling the soil for signs of illness

Intuition is the catalyst to search for the root of belonging while we sense collapsing paradigms and the need for civilisational renewal.

SUMMER

Planting seeds of vision and embodiment

The SoR Podcast and Greenhouse Newsletter provide the insight, understanding needed to turn feelings into action, providing meaning and direction in a time of great upheaval.

FALL

Becoming an SoR Seed-Bearer

Discord, WhatsApp groups and in-person meetups allow for seed-bearers to find and build meaningful community.

WINTER

Planting a Garden of Change

After integration into the SoR path, seed-bearers take the initiative to plant Gardens of Change in their local communities.

SoR Brand Voice Guidelines

With kind authority and gentle somatic curiosity, SoR asks the questions you want the answers to. A mutual searching and calm humility lead to the confidence built on rigorous inquiry and study.

THEMES:

+ Inquisitive

+ Curious

+ Confident

+ Embodied

+ Optimistic

+ Real

+ Rigorous

To a friend, casually:

"Seeds of Renaissance is a project for people who feel like the world's kind of falling apart and are tired of the old ways of thought and governance and want something new, but instead of just doom-scrolling about it, we're trying to figure out and actually practice what comes next."

To a journalist or press contact:

"Seeds of Renaissance' is a media and movement building project exploring what a wiser, more regenerative civilisation could look like. By combining long-form analysis, practice courses, and community gatherings, we are building a web of like-minded people across the globe ready to help a new paradigm emerge."

To a potential course participant:

"You already sense something's off with how we're living, whether it be the pace, the disconnection from community, and/or the lack of meaning. We offer a place to actually work through that, not just read about it. You'll leave with practices, not just ideas."

