

HOW TO LIVE BETTER
IN A HURRIED AND
OVERLOADED WORLD

third edition

NADISM

the art of enjoying moments doing nothing

Marcelo Bohrer

Living in the accelerated rhythm of today is a real challenge.

Never before in the history of mankind have we been so overloaded with activities and information and, coping with the enormous demand while maintaining our health and good mood seems to be something impossible.

Let's face it, cultural habits and standards are always in a state of transformation and if the current model is not doing us any good, then it signifies that the time has come to make the appropriate adjustments.

Nadism is a simple and revolutionary proposal to recuperate the harmony and natural rhythm of life, without effort and while feeling good about it.

So, in a totally new way, it will be possible to appreciate time better and make the world a better place to live in simply by doing nothing.


Marcelo Bohrer

STATEMENTS ABOUT THE BOOK

“I love Nadism idea!”

Carl Honoré - Canadian journalist, author of the bestseller “Slow” and one of the founders of the Slow Movement.

“The language is translucent, crystal comprehensible! We must teach to STOP. Therein lies the value of Nadism proposal. I think Marcelo will help a lot of people through this creative book.”

Ieda Rhoden - Psychologist and Dr. on “Leisure and Human Potential” by the University of Deusto / Spain.

“The Nadism is a unique and welcome proposal, because we know how important it is to pause and break the breakneck pace of our routine. I recommend the Nadism book and its tips to slow down.”

Martha Medeiros - writer and columnist for the ZeroHora and O Globo newspaper - Brazil

“I’ve read your book. Then I dedicated a few minutes to do nothing. What a blessing. It is important not to do. It’s important to be.”

Coen Monk - Principal representative of Zen Buddhism in Brazil.

Nadism - The art of enjoying moments doing nothing

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PREFACE

It gives me enormous pleasure to be able to write this preface because, for me, this subject is one of the most precious.

As a Nadism practicante, I can affirm the incredible effects of this way of life, which is so simple and yet absolutely complex.

In this delicious book, Marcelo Bohrer manages in an ingenious way to introduce us to the concrete practice of Nadism, where we can experience that “in nothing we find everything”.

Read it, try it and get a taste for it through an encounter with the novel view of life which Nadism presents us with; it is impossible to change things if we continue doing everything the same way and, without doubt, every one of us has many desires for change.

We are in such need of change that there are many courses, practices and therapies in existence offering us techniques, exercises and activities for introducing new habits into our routines but none of these will work if we do not have free space within us for the changes to really take place.

The subject can be found everywhere, in philosophy, religions, literature, poetry, self-help books; each one with their own approach and interests addressing this subject, propelled no doubt by the necessity of our present day culture where constant rushing is general and stress has become something normal.

The surprise and joy which comes from reading this book on Nadism is the clarity which Marcelo has regarding the necessity of facing the way of life we choose because, to tell the truth, it is we who choose this rushed and stressful life; we are not victims of our culture but co-authors of it.

This book makes us understand what needs to be changed and teaches us how this change can take place in a fun, clear and very enlightening way.

Marcelo encourages us to step through the front door of the marvelous world of “nothing” with simple and easy-to-do practices and, when we follow this path, the surprises begin to happen and always in a totally novel way. It is not recipes to be followed which we will find in this book but inspiration for a fuller and more intense life.

When you get the opportunity, go to one of the personal encounters with Marcelo to see close at hand the effects of this practice in his gleaming and enthusiastic eyes, simply happy to be doing nothing and with bags of time to have an active and talent filled life.

Ana Thomaz

Reference in innovative educational processes, teacher of the Alexander technique, professional dancer, mother of three and admirer of the human race and in love with life.

PREAMBLE

Everything begins with an idea.

So, from its illumined moment of conception until the realization of the same, it follows a long and torturous path which, sometimes, sadly, is not completed.

History shows us that, with few exceptions, the more innovative and novel an idea is and the more it challenges established standards of thinking in its presentation of something new with a power of change, the greater the resistance it will receive, and, for its daring, many of its creators end up paying a high price.

The good news is that there have always been people mad enough and passionate enough to go ahead and, taken up with enthusiasm and determination, make an idea shine, come to life and, who knows, even change the world.

So, if today it seems impossible to slow down the rhythm of our lives so that we can simply enjoy time for that which is most important: ourselves, our families and friends, our health and peace of mind, it is because we need an idea which helps us to see this scenario with new eyes and, therefore, allow us to choose the best path for our own good.

Welcome to nadism!

01 WHY DO NOTHING

Congratulations for reading this book.

This is a sign that you have become aware of something very important.

That this time, which so often doesn't seem enough, is nothing more than our lives passing by and the more we rush the more we seem to lose it.

So, now is the right moment to begin using it wisely to its best advantage: to guarantee the greatest objective, which is to have a really good, healthy, happy and constructive life.

In this sense, Nadism will be a good tool for adjusting the balance in your favour.

Basically, before we begin practicing, which is what really matters, it is good to ask yourself an important question:

Can you manage to stop and stay doing nothing?

02 HOW TO DO NOTHING

This book is not a treatise about nothing, neither is it an apology for “the nothing”.

We won't compare philosophical approaches, discuss theories, present scientific facts or make a list of benefits.

It's not about rules to be followed or a technique for extending time. Likewise, it is not a manual for administering time, which will teach you how to perfectly organize your agenda, sort out both quickly and efficiently all your tasks and obligations, which will leave you with the rest of your day entirely free.

There is also nothing which you have to believe or have faith in.

In other words, don't expect to find magic self-help solutions.

Maybe you ask yourself: If the idea is to create ways to do nothing or to create the means of inserting into our rushing, stressful lives, the time for doing nothing, how then can this book help me?

Let's go back to the question in the title of the chapter. How to do nothing?

Well, the most objective response would be that nothing isn't something to do, it is something you don't do!

That didn't help much, did it?

All right, why not let's start trying to understand why it seems there is never enough time, why we are not able to stop and why it is so difficult to stay doing nothing?

After this, let's become aware of the value of this 'doing anything'.

Next, let's find a way of include this habit in our daily lives in a way in which we can benefit from it in the best manner possible.

And, finally, let's drop everything and simply don't do anything more.

Maybe your own experience tells you that it's practically impossible to stay doing nothing.

I quite agree and we shall discover why.

Do you have a minute?

03 NO SPARE TIME

Have you already used this expression?

‘I haven’t got a minute.’

What is it that makes us feel as though we have less and less time? And even though we’re rushing faster and faster, we’re always running out of time?

Do you really think you know how to best make use of time?

When we want to make the best possible use of time, we immediately think about how to organize everything that we have to do properly and in a way that we won’t waste time, or in other words, in a way that makes the best use of every single minute.

We work out what we want and/or need to get done, how and when we will do it and how much time we need for it.

It can be a domestic task, something for work, study, holidays, a trip to the supermarket or even just a beer with friends.

Observe the example:

You say: 'Let's go and have a beer'. (This is **what** you want or **what** you need to do.)

I say: 'Sure! Let's go!'

You say: 'So let's meet at 9.30 p.m. at 'Johnn's bar'. (This is **how** it is going to be done and **when**.)

And maybe you already start thinking: 'I must be back by 11.00 p.m. at the very latest because I have to get up early tomorrow'. (This means **how much** available time there will be.)

And so, even an activity of pleasure origin and amusement becomes something that requires some kind of planning which defines at varying degrees how the time will be used, or, as was said earlier, how it will be best made use of.

On the other hand, it is unimaginable, as far as work obligations or activities which we consider serious go, not to plan and carry them out with the greatest attention to detail and efficient use of time. The competent functioning of the entire world depends on this and, in most cases, the success of any business too. Everything bows to deadlines.

Therefore, whether or not our agenda is perfectly organized or a mess, it will very likely always be full of things to do.

And where do so many things to do come from?

They come from our decision to do them because they are vitals to us.

What do I want to say by vital? This signifies that such things have so much importance that you cannot consider cutting them from the list in exchange for nothing. In the best hypothesis you can only substitute one thing for another more important, better or in other words, vital thing.

So, regardless of the reason why you decided to do a particular thing, whether it be a serious obligation or a leisurely stroll through a shopping mall, the decision to do it will always be because it was the most important thing in the world to do at that moment.

Really?

Let me emphasize this further.

Whatever it is you choose to do, at the exact moment that you are doing it, is always the most important thing in your life because it is your reality. It is what really happens. In other words, it is your life.

Like reading this book right now.

For example:

You are planted in front of the TV so that you won't miss the electrifying last episode of your favourite TV Serie or, if you don't like this shows, imagine you're glued to the screen watching the last three penalties that will decide the fate of your favourite soccer team. Exactly at this moment, you realize you can't hold it any longer and you must get to the bathroom or you'll literally wet your pants. And suddenly, there's an explosion in the stove and the kitchen 's on fire.

Now what do you do?

What is most important for you at this moment?

In a crazy moment such as I cannot imagine your reply, but I know what is more important for you right now – to read this book.

If it wasn't true, I know for certain you'd be doing something else, watching TV, working, playing with a video game, helping with a charity, or window shopping in a mall. Well, I'm right, aren't I?

So, following this line of thought, whatever you should do is a question of choice based on your sense of priority of what is most important for you at that moment.

And how can you know what is most important for you?

I have the following formula based on my own sense of value: what matters most to me is what is worth doing more because of its significance which leads in best feelings.

I can summarize it like this: what is most important to me is what makes me feel good, either for pleasure or for usefulness. As long as the final decision is taken based on my clarity of vision to perceive and evaluate what is best or what will be better for me.

In other words, to make a good choice, you either have perfect awareness of what you want or most of your choices will be taken unconsciously, based on false priorities, conditioned or influenced by other people, laws, dogmas, rules, morals, religion, advertising, politics, etc.

However, incredible as it may seem, the fundamental problem in relation to a lack of time is not about making a good or bad choice, but the fact that the basic priority is to make full use of time doing things which theoretically are important.

And so, day after day, the choice of what to do fills up all available time, all 24 hours of it.

Finally, what remains is the capacity to plan, organize and carry out everything that we need to do, ought to do or want to do as well as we are able, in the hope that there'll be some time left over when all tasks will be accomplished and, as the ultimate reward, we will have the opportunity for doing nothing.

Unfortunately, this spare time in which there is nothing to do almost never exists. And if it does appear by an accident, we take the chance for fitting in something which was waiting to be done.

As a consequence, having a bit of time left over for just lazing about without doing anything in particular becomes extremely difficult, not to say, impossible.

But there's a limit to everything!

Is your time constantly completely occupied?

04 THERE'S A LIMIT TO EVERYTHING

Is it possible to put more tea in a tea cup which is already full?

There are various aspects of reality which have their fixed limit and from which point it is impossible to advance or at which any increase or growth makes no difference at all.

Imagine the simplest geometric form, the triangle. By increasing the number of sides, we have a square, a pentagon, a hexagon and so on. Finally, we arrive at a certain point where the number of sides is such that the figure resembles a circle. From this moment on, regardless of how many more sides we add, it will continue to be a circle.

This rational can be extended to many aspects of our lives.

Look, for example, at TVs or modern sound systems. Their manufacturers declare that they have the perfect image or sound, and yet are always becoming more perfect. More perfect! The moment will come in which the quality will be as real as reality itself. Once this point has been reached, what will be next? How can you improve the clarity of the screen if what you can see in it is identical to the view from your bedroom window?

The same thing happens with the speed at which data can be processed, reaching a point almost instantaneous. How can it go faster than that?

Banks, shopping malls, gas stations, restaurants, fitness centers, television channels, radios, factories and many other activities all operate on a 24 hour system. We are driving towards a reality in which we will have everything instantly all at the same time, all the time!

To live in this way means that we are arriving at the point of maximum occupation of available time, 24 hours a day.

You know what I'm talking about, don't you?

In between all these obligations, we still need to eat, sleep, rest, go to the supermarket, bath the children, study, do physical exercise, tidy the house, etc. Add to this the time needed for working and transport and see how much time is left over. Anything at all?

The calculation is quite simple: 24 hours of things to do minus 24 hours of the day leaves no free time at all.

We don't gain time to add to the end of our busy day by going faster to do more in less time, because there is no miracle which can give us extra time when we always fill it every minute of the day.

As long as we insist on this obligation to occupy our time one hundred percent, we will continue to live to the very limits.

You already know the results of this, don't you?

More stress!

05 MORE STRESS

Have you ever stopped to think that when something important suddenly crops up we always find a way of dealing with it?

Before this moment, there wasn't any time allocated for it, but in the urgency of the moment, like a stroke of magic, we manage to find the necessary time.

It's a question of priorities, don't you think?

And when we have more priorities than we are able to handle, what happens? Well, I don't know what will happen if you do not manage to finish all the work that needs to deliver tomorrow morning, but I know what happens to you, to me and to everybody the world over: we feel an uncomfortable pressure, we become anxious and end up more stressed!

Maybe it's time to create a new classification for our species: substituting the old homo sapiens for the new homo stressapiens.

I'm serious! With some simple research on the internet you will discover that, according to the World Health Organization, stress affects almost 90% of the world population and is considered by the UN the disease of the century.

In Japan there is a special word for when a person dies suddenly because of an overdose of stress: karoshi.

Have you any idea of the astronomical costs for countries and companies to resolve the health problems related to this?

Our lifestyle is so stressful that even the environment has suffered the consequences.

Look at the alarming situation of our planet!

And from this comes the question: if everybody is running around suffering from stress, and this is so bad for us, why do we continue living this way?

Everything leads us to believe that one of the main reasons is the impression we have that we can always handle it, it's just a question of the will to do it, motivation and the desire to go beyond the limits, to get there and win. Everybody wants to be a winner.

And so this attitude creates a trap in which we feel positive stimulus pushing us ahead to achieve more – and this is good. It's like the adrenaline when riding a rollercoaster.

And we continue trying to cope with everything until the stress becomes chronic and it's just a question of time for the body or the mind begin to go off the rails.

Be careful!

The symptoms can be varied, but if your body is giving signs that it can't stand more of the pace, it's because it's time to reexamine your concepts, re-evaluate your priorities, look after your health and invest in a more balanced life, or you'll pay dearly.

How about changing everythingism for Nadism?

06 EVERYTHINGISM OR NADISM

In Brazil, there is a street sign which says: ‘No parking here on ‘useful’ days’. That is, working days, or business hours.

I once asked myself: so the days when I can park my car are useless?

Think for a moment with me the reason why: it’s those days when commercial ventures don’t open and, theoretically, we don’t work, In other words, they are not useful days for the economy.

It’s because of this that you can park easily and maybe go for a little walk around, enjoying your free time without doing anything in particular, or at least, nothing useful!

Wouldn’t you prefer it if there were more ‘useless days’ with free time to do what you wanted, including nothing?

I would. But why don’t we have this?

In the first place we could say that it is because of the idea of the time which God took to create the universe. They say he did everything in six days and the seventh day was going spare so, having nothing more to do he decided to take one day to chill out.

And so came the labour laws. In Brazil the CLT, Consolidation of Labour Laws, signed by the president, Getulio Vargas, on the 1st May, 1943, determined in article 58 that: the time period of normal work for employed people in any private activity should not exceed 8 (eight) hours per day, should no other limit have been expressly arranged.” Just a minute, this is the way to extend the work until the limit.

And it is affirmed in article 66 that: “Between 2 (two) days work there will be a minimum period of 11 (eleven) consecutive hours for rest.” Which is the time to go to and from work, eat, sleep and pay bills, among other things.

In the end, like God, we also have our right of a day off. Article 67 of the CLT says: “All employees will be guaranteed a weekly rest of 24 (twenty four) consecutive hours which, for the public convenience or the imperative necessity of the service, should completely or partly coincide with Sunday.”

Therefore, it was determined by law that we would only have one “useless” day. All in all, this international convention was not inspired just by the work of our Lord in the creation of the universe as I jocularly referred to earlier but indeed by the great entrepreneur, Henry Ford, founder of the Ford Motor Company and the first businessman to apply assembly line production for motor cars in less time and at less cost or, to put it another way, established the bases of modern capitalism and, consequently, everythingism.

It happened like this, during the industrial revolution, the factories needed to operate day and night so that the employees of this era often had to work between 10 and 16 hours per day.

With this extended working day and its super efficient system, Ford could produce almost three times the number of cars but, instead of this, he chose to reduce the number of working hours.

Surprisingly, the great entrepreneur did not establish a 5 day, 40 hour week based on scientific reasons or for the health of his employees; quite the opposite. One of his main reasons for reducing the number of working hours in his factories was so that the employees could have sufficient time to go out in their free time to buy things, thereby stimulating business.

He argued that:

“Free time is an indispensable ingredient in the growing consumer market because people who work need sufficient free time to find things to do, to buy products, including motor cars.” —Henry Ford

More recently, countries, such as France, have approved a reduction in the working day for a similar motive; to open new vacancies, thereby creating more jobs and boosting the economy.

This leads us to believe that one of the good reasons for having more “useless” days would be because, in the end, they would be “useful” days for the growth of the economy.

On the other hand, free time “just” for doing nothing or, to put it another way, an unproductive time within this perspective would continue to be frowned upon – even prohibited.

Why staying doing nothing is a taboo?

There was another time when there was plenty of time to do nothing because this was one of the highest “activities” which could be “done”.

Those who took advantage of this privilege were called men of gold. This was in ancient Greece, where, by no accident, produced great philosophers.

Curiously, it seems that in these vague and useless moments, those when nobody was worried about doing anything productive, the greatest ideas occurred.

We are always hearing about stories from inventors, scientists and great thinkers who also benefited from this strategy by giving themselves a space of 'non-doing', for the body to relax and the mind to wander free and unshackled where it will. Until suddenly, eureka!

To do nothing was really something precious and exclusively for the aristocracy and the wise. However, having been considered a refined activity, the art of doing nothing it has been lost completely, and in our modern times is practically extinct.

Not by chance...

From primeval man's fight for survival to the search for a car parking space today in a luxurious shopping mall, striving for a rich, secure and comfortable life has been the stimulus for the progress and development of civilization.

Millions of years of blood and sweat passed until we reached a level of professionalism, which, with the industrial revolution, we reached the point where our capacity to do things really took off.

The idea of the illuminative Adam Smith that any individual with just his strength of will could achieve success stimulated the development of the work culture as the definitive road for its realization. However, despite all the advances and success already achieved, we continue to accelerate the machine, thanks to our eternal sensation that it still isn't enough.

Modern Times, a film by Charles Chaplin, illustrates with great genius this process. In the film, the main character works incessantly in a factory which is speeding up its production. There arrives a moment in which he, already at a point of exhaustion, has a sudden turn and is swallowed up into the works.

It is a very literal image of what was to occur, a continual process of acceleration to produce more and more in less time in which we are so involved that we become the mechanism itself.

In the most recent passages of this story, we have witnessed the arrival of telecommunications, computers, mobile phones, wide band internet, and the Chinese! Globalization has become a wacky race to see who can produce the most, the best and the cheapest in the shortest possible time.

And so we have arrived at the high point of development. EVERYTHINGISM, which means the desire to have and to do everything all the time, ever faster.

However, the presupposition was that one day, with the advance of science and automation of work would free us from the obligation to do so many things. We hoped that in the future it would not be necessary to work so much and that, therefore, there would be time left over to enjoy life and, who knows, even do nothing!

It seems like something went wrong, doesn't it?

Thanks to new technology we have observed a fabulous increase of productivity throughout the world. All in all, time assigned for work has not been reduced in proportion to the growth of economies in a way that, even with phenomenal gains in productivity, we continue running, taking less time to do more and more things and continue without time where there is nothing more to do.

The consequence of this is that we feel profoundly how excess of work negatively affects health and quality of life of each and every one of us. What we don't realize is that this excess also has unfolding negative effects on collective aspects, such as availability of employment, energy consumption, generation of waste, public spending and community ties.

It's quite simple: I don't have time so, therefore, I don't recycle my rubbish. I don't have time so I live on instant dinners and home delivery meals that come in throw-away packaging. I don't have time so I don't go to resident meetings, I don't do voluntary work, I don't inspect the administration of my district or my town. Because I don't have time I'm not free to help my friends and relatives when they are in need, I don't have time to look after my children, I avoid my friends because I don't have time and so my relationships begin to deteriorate, I need to contract all kinds of services to substitute what I could do if I had time. To sum up: I work too much to be able to pay attention to personal and collective questions which are personally, socially and environmentally important.

And I hear someone say: 'This week at the company we didn't even stop for lunch because the deadline for our project was Friday!'

And the other one says: 'Listen mate, what's so special about that? Where I work we never leave the office until nine o'clock at night; on Tuesdays, around 11.00p.m. This Thursday I watched the dawn breaking to finish the assignment! On top of that, I've still got two reports waiting for me to finish on Sunday.'

Is that enough or do you want to hear more?

In England, one million people declare they are addicted to work or, in other words, they work more than they need and this culture of "work addiction" has transformed into a big problem.

Many companies, offices, agencies and the like practice the culture of "overwork", in that value is given to working a lot and in excess. This is seen as your diligent duty to the company and for your personal success. It is total immersion in the company!

However, it is often an irrefutable condition to guarantee employment; because if you haven't got what it takes to reach the targets, there'll be someone else soon enough to take your place who's prepared to work that much harder.

And this competition for productivity creates a trap, which is to feel more qualified, more competent and more capable of doing more and, while we think it's incredible to push ourselves to the limit, the truth is that all we are managing to do is to make our lives unbearable.

Symptoms of everythingism!

Apart from this, as survival depends on the ability to adapt, we manage to find a way to cope with the pressure and end up accustoming ourselves to the mad pace as part of the rules of the game, to guarantee we're not left out or fall behind.

The result of living like this is that, at the end of the day, we can't pull out the plug, switch off, stop and relax.

And here lurks the big danger, the moment we accept that this is how life is, and then start thinking that this is NORMAL.

STOP RIGHT THERE!

07 CAN I STOP?

How many times a year do you arrive at the conclusion that you need a holiday?

I felt in my bones the limit of the intense, hyperactive lifestyle that I was leading.

After three years accumulating stress because of the work, psychological pressure and anxiety, I suffered a burnout, a kind of physical and mental breakdown, which can result in something more serious: a heart attack, an ulcer, panic attacks, etc. In my case it was a severe crisis of hypertension.

However, even when the fright had passed and a full check up had been made, which revealed that there was no evidence of physical problems plus a turn around in various habits to reduce stress, I began to note that, as time passed, my rhythm was once again beginning to accelerate. I realized that to remain integrated in the system of contemporary urban society, especially in the work market, I was feeding this acceleration, accumulating tasks, rushing to complete them, negotiating my priorities with the clock in an attempt to do everything the best way possible and then, who knows, maybe have a bit of time left over. There was I once again falling into the same trap of wanting to do more in less time.

Only now I understand how this mechanism works, how it tricks us into thinking that, if we do more and we do it more competently and efficiently, we will have more time. And worse, I already knew to where this habit would take me if I continued accelerating.

A profound, questioning wake up call went off: this needs to change! But how?

When I went to London in search of new ideas in 2005, I was certain that something needed to be done to break this this mechanism of acceleration, because the problem wasn't just in Brazil, it was world wide. Wherever I looked and whoever I met, I identified on different levels the same symptoms: lack of time, constant pressure, a heap of activities, pressure to produce results, an incredible compromise in people's personal lives because of work, a serious decrease in rest and sleeping hours and a drastic cut in time dedicated to health, sport and leisure.

It was then that I realized that the root of the problem was in the fact that our current society, forged on the values of conquest from economic success through highly productive work, abolished the "do nothing" as an option of things "to do". What I want to say is that it is permitted to do anything with the exception of doing nothing, the number 1 enemy of productivity. From this was established, in a veiled fashion, that it is prohibited to stop doing things; consequently, slow down becomes inviable.

Understanding this, I decided to have an experience by evaluating the possibility of there being some way of breaking with this social-cultural determination, a way of pressing the stop button on doing. Maybe a way of breaking this paradigm...

I went to the underground station of Liverpool Street in the rush hour, when people were leaving their offices to catch the train.

Before entering the station, they passed by me. I was holding a plaque which said: Are you in a hurry, very busy, very stressed? Do nothing! Learn how for 10 pounds/10 minutes.

The result was strange. At the same time that people demonstrated total agreement with a message saying: exactly, you're right, you're completely right, etc nobody stopped for even one minute, let alone 10 minutes to do nothing.

So I thought: if people think the idea is so good, why don't they stop? Certainly everybody had 10 pounds, but was it that the price was too high to do nothing?

This lead me to believe that the expression "time is money" is, generally speaking, true: time is necessary to make money but afterwards, money doesn't necessarily convert into time because, even the most fortunate ones are not prepared to pay the price to have the free time and to be able to use it in the way they would like, including doing nothing.

Ironically, doing nothing is something you “do” for free so why should somebody pay for this time?

Maybe because of the fact of time being infinitely more precious than money because, to tell the truth, it is actual life in action, the value of which is incalculable!

What is curious is that, regardless of our bank account, we all receive the same amount of time every day, the 24h, to use as we know best.

If time could be accumulated, we could keep saving it for the future until we have time to use it. But this is impossible; you can't economize time because it is 100% perishable and that which you don't use, you don't take advantage of, you lose because it loses its value or rather, it becomes the past.

This quickly becomes a difficult conundrum to solve: how much is this free sunny Spring afternoon worth? It looks like it could be very expensive, much more expensive than anybody could pay, especially if the time was for doing nothing, perhaps the greatest luxury which exists today.

Certainly this verification is based on the common supposition that, having enough money, let's say, with money left over, we are capable of having time to do what we want, including nothing.

Sadly, it seems that in the competition to earn more money and arrive at the point of being able to save our free time, stop, or in other words, waste time, is a mortal sin. So, do nothing remains prohibited when you have to rush to “make full productive use of” time...

Therefore, stop and stay doing nothing becomes a distant dream.

Something relegated for when we are really able to have that holiday or, finally for our retirement.

The problem is that even when we desire a calm life and with time left over, we insist in rushing faster and faster to achieve this goal.

This is a paradox! It's nonsense to be always rushing to save time; it's not possible to accelerate in order to stop.

If doing nothing is really a free and costs zero “activity”, why can't we make a shortcut and start enjoying it right now?

Because to do nothing it is simply necessary to stop.

The question is to decide to stop.

And the first step is to allow yourself.

How about stopping officially to do nothing?

08 NADISM CLUB

To do nothing is, in truth, something very rare nowadays, an 'activity' which is practically extinct. I would like to change this.

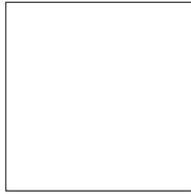
Using the lesson learned in the test in London, I would like to find a way to offer the people who are prisoners to the culture of acceleration a real experience of stop. I would like to offer the chance for them to experiment doing nothing and feeling good about it, with no demands and no stress, even if it's just for a relatively small period because this would certainly generate a repercussion in their lives and, who knows, even a mind change.

But how do you convince somebody with a full time-table to put aside one whole hour to do nothing?

It would need a very good argument to justify all this 'lost' time.

It was from this that I had the idea to create a strategy to trick our sense of control which does not allow us to waste time. A good excuse to convince it is that this time for doing nothing will be made good use of.

This idea is the Nadism Club, an official event totally dedicated to doing nothing, an engagement in which a person puts aside a small portion of time for using later for doing nothing. And, at the end, even receive a certificate which officialises the experience.



NADISM CLUB

It works in the following way:

People enroll for free and become a member of the Club which promotes the Nadism official meetings with a specific day, time and place for the event.

Then people book themselves to go and participate of a real event.

But when they arrive there, there is actually nothing to do, or in other words, there is the time and space for practicing nadism. So, the only thing left to do is doing nothing and enjoy the moment.

What a beautiful way to trick our sense of duty!

Something inside believes that it is just another obligation, like all the others that we're running to fulfill. And so this little pocket of time to do nothing keeps safe. What, if it were up to you, perhaps never would happen.

As a result, it surprisingly erases the guilt feeling and people get really involved because at the club meetings they come to do nothing on purpose, which is totally unprecedented.

In this time especially dedicated to doing nothing, everything works together for feeling good and willing-hearted. The place is always calm and beautiful, usually a lovely square with a lot of grass to lie on.

Other people are present for the same motive and this reinforces the reason for the engagement. The event, therefore, begins in a tone of peace and tranquillity and creates... it's no use trying to explain. You have to try.

Anyone who has already participated in one of these meetings or has had a taste of the essence of nadism knows what I'm talking about.

It's a really marvelous sensation to feel good about yourself. To feel this present of time that we never have but which now, in an extraordinary way, we are calmly enjoying.

Whoever really immerses themselves and deeply experiments with the practice of NADISM will also realize that the relaxation and feeling of serenity will occur spontaneously.

Finally a more profound consciousness will manifest itself about the use of time in which where doing nothing does not signify wasting time but in fact a new way of making use of it in a more worthwhile way.

In no time at all, a revolution without doing anything can happen.

09 A REVOLUTION DOING NOTHING

I really like the testimony of a member of the Nadism Club that said: “It’s a really clever idea, you are going to revolutionize the world without doing anything!”

Hunger, illnesses, poverty, wars, religious conflicts, pollution, destruction of nature, inequality, violence, etc.

The world has many problems which appear to be unsolvable. Perhaps because it demands massive change, huge effort and money, or because the people who have the power to change the situation are frankly not interested.

Maybe you have asked yourself what you can do to change the situation. You have probably already done something in relation to this.

Considering everything, within so many different ways of helping, there is one way which perhaps you haven’t deemed of much importance. Do nothing.

Yes, just that. Doing nothing is a marvelous way of contributing towards the betterment of the world in which we live.

It goes without saying that when you are practicing nadism, you are not consuming unrestrainedly, you are not stimulating violence or producing CO2 with your car or worsening the traffic, neither are you using electricity or water or producing more rubbish, neither bothering your neighbours or destroying the ozone layer or threatening the whales with extinction or spending your money and, obviously, you're not putting on weight.

But this isn't the important thing.

What is really important are the personal changes which occur naturally when you begin to recognize the value of the moments of nadism.

Doing nothing is equal to really feeling good with yourself and beginning to be more aware of the things you do and why you do them.

You will so begin to make choices in favour of health instead of stress, choices which favour nature instead of pollution, for kindness and friendship instead of conflict, for more beauty and peace. So, by feeling better and making better choices, little by little your life will begin to change; the lives of those around you will begin to change and soon the world will begin to change. Without a specific plan or effort.

And when you think about a better world you can feel proud that you are practicing nadism for the benefit of everybody.

Does it look like a utopian theory?

10 NO THEORY

NADISM could be considered like a doctrine or philosophy, but the emphasis is not on the theory.

Many philosophers, scientists, artists and sociologists have already defended 'doing nothing'. Many have studied and have spoken on the theme and so with this in mind, it wouldn't make sense to invest more time and energy with speculations and intellectual arguments. This is totally out of the question, for a confirmed follower of nadism.

And even if in some circumstance nadism is referred to as an ideology and its whys and wherefores are put into question, I suggest avoiding encouraging discussion. It's not necessary to warrant because nadism is not a theory which requires reflection and deep probing to appreciate its value. It is not necessary to theorize, you just need to practice it.

Above all, just keep in mind that the proposal of nadism is essentially pragmatic, or, let's say, cut the chat and get straight down to "business": the practice of doing nothing!

11 DIRECTIVES

Have you already tried doing nothing? I mean really nothing.

Watching T.V, do crosswords, listening to music or sleeping doesn't count.

Many people have different interpretations of what doing nothing is, but I understand that there is only one way: completely stop doing anything, remaining inactive, in a state of total passivity and surrender.

This is truly doing nothing! Just the vital functions working by themselves and you staying still, without interfering or reacting, letting it happen and observing your surroundings.

Time passes by and you don't care at all because, doing nothing is so good that it makes you want to do nothing else!

A piece of cake?

For some people this can be easy: give yourself some time, hang loose, switch off all your engagement and just relax...

When you think about it, for the majority of us who live under pressure it's very difficult, a huge challenge, for many, something impossible.

While there are others who were born with so many engagements already noted in their agendas and never reach the opportunity of experimenting. Many others simply live under the pressure of everythingism and don't stop because they are unable to or because, theoretically, they can't. At the end of the day, even when we want to stop and know that we need to, we no longer know how, we forget, lost the knack.

So it is necessary to re-learn and train a little.

For this reason, with a view to facilitating mine and your lives, I have put together a few particularly useful tips for re-learning how to do nothing nice and easily.

As a start, I took my own difficulty in stopping, made a few experiences and adjustments and ended up with four directives that guide the practice of nadism.

It's important to make it clear that we are not talking about rules to be obeyed. It is not a code of conduct that should be followed to the letter and neither is it a technique which, to work properly, needs to be strictly applied.

The directives are simply precise tips which, especially for beginners, help getting into the practice of nadism and assist in making the most of the moment, apart from creating a consensus of what it is to do nothing.

Let's have a look at them:

STOPNJOY!

*Feel free to waste your time joyfully.
This is a break to feel no guilt about being useless.*

When you practice nadism it is likely that their first difficulty is the concern about the time you'll spend to do it. Forget this anxiety once and for all about the assumption that you'll be wasting time on purpose. That this is going to be the most unproductive moment of your life! That this won't serve any purpose whatsoever!

For really absolutely anything.

It can be for just a few minutes, half an hour, a whole afternoon...

The amount of time doesn't matter as long as you waste it. Yes, it should be wasted by doing nothing, absolutely nothing!

Stop everything and enjoy being useless!

SURRENDER YOURSELF

*There is no goal and no purpose in practicing nadism.
So there is nothing you need to do.
Just lose yourself into a passivity state.*

The second difficulty that can arise is the practical question of how to do nothing. It can be summarized in the following question: And now what do I do?

You just release yourself completely passively, like a plant or a stone. By the way, the less effort you make the better you will practice nadism.

Don't worry because there is no rules to be followed, so you can do no wrong.

Nadism is totally freestyle!

And if you feel as though you are trying to do something, forget it immediately. There is no objective to reach for.

Allow yourself the non-doing state and delight in this relaxation.

CALM DOWN!

*Disconnect your mind of all your devices for a while.
Give a chance for silence and relaxation.*

Do you want to go more deeply into your nadism moment?

To do nothing you don't need to stay rigid and stiff like a statue. But it also doesn't make sense, getting excitable chatting with your friends or fiddling with your mobile. Just use your common sense.

Turn off the computer, close the laptop, put the mobile on silent mode or turn it off. Choose a calm place where nobody can bother you. If you're outside, contact with nature is better. Give your mouth a rest and let your ears and eyes in standby. Make yourself comfortable in a sitting, reclining or lying position and allow your body to repose.

Let yourself go into a state of calm.

OBSERVE!

*Take a look at what is going on outside of your head.
Let the mind wander about like the clouds.*

When you stop to practice nadism you will observe that there are many thoughts circling round your head; however, you don't need to care about them, you don't need to stop thinking; in fact, it's not possible. Just don't interfere.

Nevertheless, be careful not to fall into the trap of productive thought which will want you to gain time by thinking in advance about what you want to do later.

This would be sabotaging your nadism.

In truth, when you are practicing nadism, it is of little matter what you think about because, as you won't be doing anything it won't make any difference. Let them go like the clouds in the sky. They will come one after the other and will pass by. Keep observing the world around you passively.

It is better to keep your eyes open so that you don't fall asleep; thereby, you make better use of your nadism moment and leave sleeping for when you go to bed at night.

Do nothing and observe the magic within nadism happen.

12 GUILT OR EXCUSE

And if I feel guilty for doing nothing when I should be doing a hundred other things?

Imagine that at this exact moment you are gently swinging in a hammock in front of the sea. On a beautiful Monday morning, the sun is pleasant, in the air the salty smell of the sea drifts from the murmuring waves as they gently break upon the sand...does all this inspire tranquility? The moment is perfect for practicing nadism in high style!

Everything seems o.k., doesn't it?

But then our old friend guilt comes, that hidden enemy that is always ready to pounce on any free moment to attack your conscience.

When it comes down to it, shouldn't you be working or doing something useful or more productive? Do something! Don't waste your time!

You can be certain that, no matter how prepared you might be to milk those sweet moments of nadism, our unpleasant friend will always be around to disturb our peace. And, because it is hard to get completely free of it, the best approach is to fool it.

Let's simplify things. Firstly, it's important to understand that guilt is not yours, like it seems. It's not your nature. It comes from outside, the result of conditioning based on the cultural model of our society, as we have already seen. If you are not being productive then you are useless and this is unacceptable.

So it's no good trying to justify yourself by thinking things like: it's just twenty minutes, I'll make up for it later or, after I've rushed around, there'll still be time, etc. It won't work.

Another way of trying to get rid of her is by doing psychotherapy. Who knows if you won't learn to control your super ego and discover how your own personal history influences your actions today and how you can change your habits. But this could take years!

We need to resolve this now so that you can immediately enjoy your moments of narcissism, free from guilt.

The best way for this is by achieving a good excuse that satisfies society's expectations, despite the fact that you only need to use it internally. A serious motive, something unquestionable! Like a prescription from an acclaimed doctor. I will prescribe it for you:

Dear Sir/Madam _____

You should practice nadism, according to my recommendations, to guarantee your health, well being and quality of life.

First, become a member of the Nadism Club by sign up free at: www.nadismclub.com

Begin participating in the meetings of the Nadism Club once a month and receive your certificate of doing nothing with style and uncontestable merit!

If there isn't a club group yet in your town, find a really nice square, take a blanket and enjoy your practice for about 45 minutes.

After you've taken to the taste, add on a further 10 minutes of Nadism once a week.

When you feel like it, include another pause of 20 minutes per week. It can be at the end of work, at night before sleeping or the time most appropriate for you.

Or simply stop for your nadism break whenever you want.

Exchange guilt for a good excuse:

I am a member of the Nadism Club.

In the beginning it might look like a big challenge, but that's just an impression based on your current habits of putting effort to achieve things. However, the nadism practice is effortless so you'll soon get the hang of it.

Just keep "training". With time the practice of nadism will turn more and more into something very sweet: the purest delight in doing nothing in a relaxed state, feeling great, and with no guilt. And so you will be ready to practice nadism in grand style.

13 NADISM STYLE

There are many ways of doing something. I'm just going to divide them into two, with or without style.

An example: You asked for a pizza via home delivery service to share with your girlfriend or boyfriend. You normally have dinner at the kitchen table, or even on a tray in front of the TV.

The other option would be to lay the table in the dining room with a tablecloth and pretty china. Light some candles and serve the coke in wine glasses.

It may not be a lavish dinner in a romantic restaurant but it will certainly be a special pizza in much greater style!

And this is what I mean when I say that nadism can and should be practiced with style. A simple pause of 15 minutes can become transformed into a sacred ritual with all the trimmings and in this way the pleasure of it will be multiplied.

The idea is to make the very best of the circumstances, really appreciating your precious nadism moments.

You can begin with choosing the place. O.K, it's possible to do nothing in any place but if you choose somewhere calm, silent and beautiful, nadism practice will be more pleasurable.

How about a place with a nice view? Like a beautiful swath of grass for you to stretch out on by the side of a garden full of flowers? Why not under a majestic tree listening to the singing of the birds?

The right moment can also add a touch of sophistication to your practice. At sunset, or at the rising of the moon or one of those sunny days with clouds that look like fluffy sheep. Nadism with a rainbow is something else!

A touch of comfort also helps. Choose a good place to sit or lie down; it can be an armchair or a sofa or a hammock. If it's outside, take a cushion, a blanket to spread on the ground or a little Nadism Club rug.

Take off your shoes, loosen your tie, undo your belt and let yourself go.

Use your imagination to create nadism moments with class.

Develop your own style!

14 DAY TO DAY NADISM

Wait, this isn't what you were thinking.

Nobody's going to abandon their obligations and activities to spend entire days chatting about nothing without doing a thing. Nadism isn't something for layabouts.

The proposal here is to learn how to create within your busy day-to-day life some moments especially dedicated to nadism.

It works like this; first you become conscious of how important it is to have your moments of nadism. Then you begin to like practicing it and then it becomes part of your life.

How much time should you dedicate to nadism per day?

How many times a week?

It entirely depends on you, your needs and availability.

Start slowly, as is suggested on a doctor's prescription, two times a week. Then increasing the frequency and time of the pauses until you feel you've reached the ideal balance between everything that you have to do and the moments for nadism. Use your common sense.

It is important that the breaks you have to do nothing do not interfere with your daily activities but, at the same time produce the pleasure and relaxation necessary to live in harmony.

O.K., but at work?

Whatever your job is, I am certain that you do what is possible to ensure everything goes well. Focus your energies and try to make the very best of your abilities.

The books that teach the paths to success usually insist that, to win you need to have total devotion and dedication. That you have to put your back to the wheel and never give up! That you have to be looking for perfection and finding ways of overcoming obstacles. And, finally, to reach the goal, it is indispensable that you go beyond the limits, for ever doing more and doing it better.

Generally speaking, this is true. However, this attitude of all or nothing is not a guarantee for success but only a basic condition.

The fact is that even if you dedicate 16 hours a day to your work or your dream, there is a crucial difference between being permanently occupied and being productive, between doing a hundred things slap dash which, in the end, give poor results and doing less number of things, well thought out which give a significant result. It is the difference, evidently between quantity and quality.

The problem is when we demand from ourselves total quality all the time all day and every day. Is that possible?

The truth is that we humans were not made to work non stop. This is a concept which can be perfectly applied to machines and robots; but we creatures of flesh, bone and feelings, when put under the pressure of an endless and stressful routine and interminable, we become exhausted, fed up and moody, depressed and finally ill. The ensuing result being a drop in productivity and quality falls and a rise in health costs.

It's also no good giving your all the entire year for the sake of a fifteen days holiday and thinking that this will be a good compensation.

It is in the every day routine that you need to relieve the pressure by creating little breaks of nadism.

The solution to the problem has to begin now, not at the end of the month, not next year or when there is some spare time. We already know that rushing in order to stop is a trap. So, why not starting today?

Do you imagine that if you stop for ten minutes, the world will come to an end? Everything will go wrong? Your business will collapse? You'll be fired?

Consider what it presents in terms of productivity, ten or fifteen minutes represents in an entire day. Is it going to compromise your performance? Will it make any real difference?

Of course it will. But for the better!

You will probably feel more relaxed, calmer and have good ideas and find solutions. Or maybe not. Maybe you will simply feel better and this in itself is a very good thing.

See? It's not a big deal. There is no reason you couldn't begin today to practice nadism within your daily routine.

Devote a few moments totally and specifically to doing absolutely nothing. Give a try!

So you don't forget, you can begin putting the pause times in your diary, as you would to go to the Nadism Club meetings. For example, arrange a pause to practice nadism for Tuesday from 15:30 to 15:40.

So, when the time you've noted down arrives, fulfill your "obligation"!

Disconnect; switch off; unplug yourself; stop everything and milk your 10 minutes of nadism!

Thursday at 5.15p.m, fifteen minutes of nadism!

And so it goes on.

Of course, it is also recommended to create pauses to practice nadism which are not pre-arranged; simply when you feel like it or, especially in those times when you think you're nearly at your limit.

Try it and see how pleasurable 15 minutes of good nadism can be in the middle of a busy day. It will probably be the most precious moment in the diary and very soon this habit will become part of your daily routine.

15 THE TASTING OF NOTHING

Nowadays, the offers of activities to promote health and well being are numerous. There are dozens of training, theories, meditation techniques and alternative treatments.

However, amongst the many things that you can do to increase your health and quality of life, few of them are so accessible, easy and beneficial as doing nothing. It's plain to see there are no prerequisites to practice nadism, no need for physical preparation or equipment. There is also no necessity for training, qualifications or study. And it requires no effort.

There is no restriction regarding age, sex, race, social status, religion or belief. Or, in other words, doing nothing is the most democratic 'activity' that exists; anybody can do it.

And best of all, it's free!

It's possible to practice nadism at any time, any place and with the time you make available. One minute, five, ten, an hour...

Does one minute seem little? Try now.

Turn this page and slowly count in silence to sixty.

There is no pressure to jump ahead and continue reading.

It's just one little minute!

Do the test calmly and observe the time passing while you count.

Ready?

You can turn the page and start counting.

Did this minute seem to be a period of time larger than an ordinary minute? Longer than the ones that pass all the time without you realizing it?

It's strange, seems like magic, but when we dedicate some time totally to nadism, it seems to become extended. It gives the impression that that time stops running and we begin walking more slowly.

There comes a moment when it becomes common to lose the notion of time. You begin to think that half an hour has passed when in fact it was just 15 minutes.

It's even better when, after practicing, you change once again your internal dial to the position DO and perceive that you begin to behave more calmly and relaxed at a slower pace, in a naturally time.

Another consequence is the awareness that when we have some time to do nothing, the body naturally becomes more relaxed, thanks to the moments of pausing and relaxation.

In fact, we could list a series of health benefits related to the cutting down of stress.

However, the practice of nadism is not focused on these results. You don't do nothing with the aim of reaching a goal, with expectations of achieving something.

Practice nadism just for its own sake and leave the rest to happen by itself. Doing nothing is what is important!

How about 5 minutes?

Look at the clock to check the time and then turn the page.

Only look again at the clock when you feel that 5 minutes have passed.

Enjoy!

So what happened?

Did you feel a bit anxious?

Don't worry, it is usual. Try to get familiar with the nadism four directives and begin training.

For the time being, it's enough to know that doing nothing does not have bad side effects.

Talking about side effects, it is a good idea to draw your attention to one in particular.

Some people around you might start making fun of you or start thinking there is something wrong with you. They might ask you why it is you sometimes switch off and seem to be on another planet.

If this happens, just assure them that they have no reason to worry and that everything is fine. It might even be better than fine!

Be patient and take the opportunity of inviting them to perhaps try a little nadism. Let the experience speak for itself and they in turn will realize that doing nothing is something really good.

16 NOTHING REALLY MATTERS

Have you ever stopped to think that you pay more to buy more nothing?

A computer or an mp3 player which has more memory, or shall we say, more empty space, is more expensive. The same goes for a house or business unit which has more square meters can be seen as a space without anything. And how about a plot of land?

The intrinsic value of many things consists in their quality of emptiness or nothing. For example, a glass; its value is based on it having nothing inside it, which permits it to be used to hold liquids. A pipe is useful if it is empty. What use would it be if it was blocked? Roads and freeways choked with traffic are hell; when empty they are perfect for circulation. The same can be said for a page from this book which has its use because, being white, with nothing on it, was used to write this text.

We can expand this way of looking to perceive that in our lives there is a valuable nothing.

Think how dismal it would be if we were born with a diary full of obligations from 5 to 90 years of age. Everything would be pre-planned and we would no longer have any choice.

Happily, because life arrives completely blank, we are able to choose and fill it with what we want to do.

When you feel that there's not a minute left to do anything, that your life is completely full, stop a little to practice nadism and then you'll be able to taste once more this essence of a thousand and one possibilities.

The value of nothingness!

17 A PRESENT FOR ME

Receiving presents is very nice!

However, giving them is also a wonderful thing.

I believe it's an art.

When you know exactly what will please someone. When you find that thing that your girlfriend / boyfriend, friend or relative has been looking for or needing. When you surprise them.

And it doesn't need to be something expensive. Sometimes a simple present, but from the heart, is of much greater value than any fancy thing which cost a lot.

But to receive is also very good. What happens, for example, when people arrive at your birthday party empty handed? Or when they don't even remember it's your birthday?

Not very nice, is it?

Haven't you ever thought of giving yourself a present?

It's fantastic! I do it often.

The shop assistant asks: 'Would you like me to wrap it? Is it for a present?'

I say: 'Yes, it is, please do'.

Later, when I'm opening the package, it seems I get double satisfaction because I've got the pleasure of giving and receiving at the same time!

You can do the same thing with the practice of nadism.

That's because it would be it's very unlikely that someone will say: 'Take this. You've just been awarded with a present of 20 minutes to do absolutely nothing!' Quite the opposite, there is much more probability of you being asked to do 30 minutes overtime.

And here lies the great secret, the magic key that will unlock the way for the full enjoyment of the nadism practice and the rebalance of the life rhythm: it is your will to "do it", just your decision to stop.

So why not be your best friend and give yourself a break as a present, some delicious moments of nadism?

You certainly deserve them!

18 ***IMAGINE***

Imagine there's no stress.

And no one watching your every minute.

Imagine the world with no hurry.

No more rush hour...

Imagine all the people living in peace and harmony.

You could say I'm a dreamer,

But I'm not the only one, John Lennon was as well!

And you? What's your dream?

If you want to live in peace and tranquility, in perfect harmony with nature and yourself, we are on the same path.

But until now it seems that we have been trying like mad to do this and yet it hasn't worked. All we've managed to do is to arrive at the point of exhaustion.

Perhaps the time has come to stop fighting.

The example of non resistance of Gandhi in India could be useful.

Satyagraha, non aggression, non violence against those similar to us and against our very selves.

Be good to yourself; don't be so demanding!

It's not necessary to flee to the forest as Thoreau wrote in his famous book "Civil Disobedience". What we need is a lot less radical. It's just some disobedience against the clock as the dictator of our lives.

Is to listen to our inner voice and to give it a chance for rest.

Is to be fair with ourselves.

Then maybe we could sit under a tree doing nothing, silently like Buddha and simply feel happy to exist, to have the chance of experiment and enjoy with this amazing miracle which is to be alive in this wonderful planet.

That is my wish for us:

a beautiful life with sweet moments of nadism!

ACKNOWLEDGEMENTS

Thank you everybody who has participated in my life until this moment.

Including you who have just finished reading this book.

You are a very important part of this story, which we will now continue writing together by practicing nadism and sharing the idea.

Thank you very much!

Marcelo Bohrer

NADISM MANIFEST

I want to do nothing.

I want there to be time to have nothing to do.

I want to enjoy these moments calmly and without hurrying.

I want to share this with my friends.

I want to minimize the terrible sensation that, no matter how much we hurry, there is never time to do everything and that there is never any time left over which hasn't been carefully planned.

I want to resolve this question that makes us feel guilty, as though doing nothing were a waste of time and wasting time were a sin.

I want to eliminate the hurrying that makes life pass faster and faster.

I want to put an end to this suffocating pressure of obligation to do ever more and more; to always have your eye on the clock with a view to be efficient, productive, useful and fast, within the dead line.

We live in a deregulated system for which we pay a very high price: tension, anxiety and stress.

Life requires quality and not quantity.

The good things of life need to be appreciated without rushing!

We need to get our time back to do with it what we know best, to create beauty, to embrace peace, to fool around, to do nothing.

I know I'm not the only one who feels this and there are certainly more people who have realized that the time has come to find a balance, giving heed to the quality of life now and not some hazy time in the future.

I am sure that we can change this situation because it is us who make the choices.

We could go slower and appreciate the path better.

We could choose to stop now and again and simply drink in the moment.

For this Nadism was created.

To spread the new culture and promote a new consciousness.

To present in a real context the experience of stopping.

To give a taste of what it is to be in balance with your own time.

To re-learn what it is to be not doing anything.

To offer the experience, to give a little taste of it, to cultivate this art, create the habit so that it can expand and have significant repercussions in life.

But it shouldn't be treated as a pause for rest and then afterwards return at full sail, speed to the same mad rhythm.

It is a 'do nothing' without any objective whatsoever, as a means to an end in itself, purely for the pleasure of doing nothing.

It is not something that has a specific use or which produces a result. It is without expectations, with no demands, without control.

Simply relax and let it happen.

Let it flow.

I hope that in this way the day will arrive when the word 'stress' becomes obsolete.

I'm counting on all those who wish to be part of this time of serenity, harmony and conscience.

Let us enjoy nadism and change the world doing nothing.

Marcelo Bohrer

BE AN AMBASSADOR OF THE NADISM CLUB

The purpose of Nadism Club is to promote the nadism practice so that more and more people can take awareness of the value of the moments of pause and so rebalancing their life rhythm.

If you like the idea and you've got interested in contributing to the growth of the movement, you can become an AMBASSADOR of Nadism Club and start to promoting the events in your city.

It is important to say that there is no need to be an ambassador to organize meetings and enjoy the nadism practice with friends since you do it for free.

The advantage of being an AMBASSADOR is that you'll have the assistance and the official support of the Nadism Club. The events that you create will be posted on the Club website and on the fan page and you'll be able to grant the merit certificates to participants.

Certainly your contribution will help many people to acquire the consciousness of a more natural rhythm and harmony to a healthier and happier life.

Check the following information on how to represent the Nadism Club and to conduct the events to nadism practice.

1. WHAT EXACTLY IS THE MEETINGS OF NADISM CLUB AND WHAT IS THEIR IMPORTANCE

The Nadism Club meetings are public and free events that offer the opportunity to experience the practice of nadism in a relaxed and enjoyable way.

The event, which lasts approximately 1 hour, takes place monthly in beautiful and peaceful parks. In these events, members and non-members can enjoy the nadism practice for free.

The importance of the Club's official events is to provide the ideal opportunity for full disconnection in order to experience doing nothing and feel good about it.

2. WHAT DOES A NADISM CLUB AMBASSADOR DO?

An Ambassador helps to disseminate the nadism culture and is responsible for organizing and disseminating of the Nadism Club events in their own city. The ambassador must also know how to guide the participants about the practice of nadism.

When deciding to be an Ambassador of Nadism Club you agree to conduct the activity as a voluntary without any kind of remuneration and understand that this is a non profit activity that does not constitute a legal relation of employment.

3. WHAT IS NECESSARY TO BE AN AMBASSADOR

3.1. To send an email to contato@clubedenadismo.com.br saying you intend to be an Ambassador. Inform your name and contact details. We appreciate if you send your picture too.

3.2. You'll need to monthly book yourself a day to hold meetings.

3.3. You must be able to choose and set the ideal place in your city for the events.

3.4. You'll be responsible for promoting of the event to a network of contacts: friends, co-workers, relatives, gym, etc.

3.5. You also need to read the book: Nadism - The art of enjoying moments doing nothing. (the e-book is free and can be downloaded at www.nadismclub.com). It is important that you read the book to clearly understand the nadism concept and approach. The participants will bring questions frequently and you should be able to answer appropriately.

3.5. You need to have a personal profile on Facebook in order to create events.

4. IMPORTANT FEATURES FOR CHOOSING A GOOD PLACE TO THE EVENT

4.2.1. The site must be public like a square or park. Well located in the city so that one can find and reach it easily. It is good that there is a train station or bus stop nearby.

4.2.2. It must be safe enough that people can feel secure. It must be quiet enough so that it will be is easy to relax. Without too much public and away from excessive noise.

4.2.3. It must have a good field of grass, preferably flat and with trees close by so people can stay in the shade in sunny and hot days.

4.2.4. If the park is too big, it is good that there is some point of reference, for example, near a monument, after the fountain, etc.

If you have any doubt in choosing the site, send us your suggestion of one or more locations and we will be happy to assist you to decide the best.

5. CREATING NADISM CLUB EVENT

5.1 First create a Facebook event entitled: Nadism Club Meeting “name of your city” and as event cover image put a beautiful photo of the place where the meeting will be hold.

5.2 Set the date and place and set the event status on “public.”
Note: If you have never created an event on Facebook tell us, we will help you.

5.3 Set the starting time of the event for about 2 hours before the sunset. This is usually the most propitious time for the nadism event.

5.4 Place as event description on Facebook a text like this: Hello friends, on (date of the event), at “17h”, we will get together for the Nadism Club meeting in our city. Everyone is invited to participate in this moment of disconnection and relaxation enjoying the practice of nadism. To learn more visit: www.nadismclub.com

5.5 Make the first post in the event page with a text as suggested below and on the small arrow on the top right of the post click “Fix publication” so that it stays on top of the timeline of the event page. Post text: Welcome to the meeting of Nadism Club (name of your city). Come to enjoy this rare and precious moment of disconnection and relax doing nothing.

Any questions please contact me. (Link to your Facebook profile)

5.6 Click Edit and add facebook.com/ClubedeNadismo profile as co-organizer.

5.7 Invite your friends and acquaintances.

5.8 Send a message to Nadism Club on Facebook when your event is ready. So we can update it in the events calendar of the Club website. We will send you a standard e-mail disclosure of events that you can later use to send to the mailing of partners you already have in your city.

6. TIPS FOR THE NADISM EVENT PARTICIPANTS

(You can post them on the event's Facebook wall)

6.1 Take something to sit or lie on the grass like a towel or mat.

6.2 Invite everyone you know who are stressed and need to enjoy relaxation.

6.3 Come without obligation or expectations. A good nadism just happen effortlessly. Come and enjoy the experience.

PERFORMING THE EVENT

7. PREPARATION FOR THE MEETING

7.1. In the event day, if the weather is good enough, make a post in the event page to confirm that it is going to happen. In case of rain or bad weather make a post informing that the event will be postponed to the next day or week.

7.2. Arrive at the place at least 20 minutes before and put a white towel or something to signal the location of the meeting.

8. ORIENTATING THE PRACTICE OF NADISM

8.1 As the participants (nadists) start to arrive, guide them to choose a location on the field and to lay down comfortably. You can tell them to practice nadism in a more comfortable and enjoyable way is suggested:

To turn off the cellphone or put it in silent mode. To take out the tennis shoes, etc. To lie down face up, eyes open, using some support for the head such as a backpack, purse, or even shoes or rolled towel to make it more comfortable for the neck. It will also improve the viewing angle of the surrounding environment.

8.2 Avoid giving many explanations and instructions. If you feel that participants need advice on “what to do” or how to practice nadism, briefly present the four guidelines: STOP’N’JOY, SURRENDER YOURSELF, CALM DOWN and OBSERVE. So let the event happen naturally.

8.3 Finally, you can tell the meeting is about an hour long, but that people are free to stay as long as they want.

Take your place on the lawn and enjoy the nadism practice you too. Leave your cellphone close to you to monitor the time lapse of the event. After about 45 minutes indicate that the time of the practice ended just by getting up quietly.

8.4 Those people who arrived late and curious arriving after the starting of the practice are also welcome. Try not to disturb the other nadists, do not stand, just make a simple gesture to indicate that they are welcome and point toward a spot on the lawn suggesting them to join the group.

8.5 Certificates of participation. We will send you by mail some official Nadism Club Certificates of participation.

At the end of the event, you can give the certificates to the participants congratulating them for their participation in the meeting of the Nadism Club. Say that now the meeting is open for chatting about the experience and to the exchange of ideas.

8.6 Now, If possible take the chance to take some pictures of the meeting and send it to eventos@clubedenadismo.com.br. We will disclose it at the fanpage club. And tell us about your perceptions of the event. It will be a pleasure to exchange information and insights.

9. GIVING CONTINUITY TO THE EVENTS

If in the upcoming month you plan to hold a Nadism Club event again, just repeat the suggested procedures.

10. ENJOYING

To create and managing a Nadism Club event implies some work but in the end you will certainly feel proud of your accomplishment.

Remember to enjoy the nadism practice you too!

Good nadism!

GLOSSARY

- **Time:** that which gives us the impression that life is going by.
- **Work:** everything that we do to pay the bills at the end of the month.
- **Clock:** mechanism that controls the rhythm of our life.
- **Rushing:** the enemy of relaxation.
- **Stress:** when we can't stand any more but we insist on continuing.
- **Burn-out:** when the human being goes off tilt.
- **Karoshi:** when people make the "fatal-error".
- **Guilt:** the punishment of thinking that we should be punished.
- **Madness:** wanting to do everything at the same time all the time.

- **Thinking:** the working of the mind in fully engaged time. This is why it needs to have holidays doing nothing.
- **Paradox:** wanting two opposing things: do more things and have more time. It can also be called a lack of common sense.
- **Paradigm:** Something that exists just to be broke.
- **Conscience:** the awareness of having a conscience.
- **Everything:** is everything.
- **Nothing:** is not everything.
- **Everythingism:** the omnipresent of doing.
- **Nadism:** the practice of non doing. (nada = nothing)
- **Leisure time (Spare time/Idleness):** when we have free time and no obligations to fulfill.

- **Meditation:** when nothing happens outside our attention.
- **Leisure:** what we do to have fun.
- **Distraction:** when we do something to occupy our time which serves no purpose apart from distracting ourselves.
- **Laziness:** the lack of interest to do something.
Example: Swinging in a hammock is not laziness. Laziness is not wanting to get up to cut the grass.
- **Procrastination:** what we do to avoid doing what we ought to do. Commonly known as playing for time.
- **Being a layabout:** when someone do nothing seriously.
- **Sleeping:** what we do when we are sleepy. Essential activity for health which you have no choice in not doing.

- **Pleasure:** what we feel when we do something which gives us pleasure. It also serves for doing nothing.
- **Nadism Club:** the official event especially dedicated to the practice of nadism.
- **Member:** the individual who practices nadism as a sport.
- **Ambassador:** the person responsible for promoting and organizing the meetings of the Nadism Club of their town or city.
- **Directives:** advice which help with the practice and enjoyment of nadism.
- **Present:** it is this precious moment in when you can stop and do nothing.
- **Luxury:** to fully enjoy our precious moment of nadism without the need of spending a cent to do it.

FAQ

What is Nadism?

Nadism is the art of enjoying pure moments of doing nothing.

Its proposal is the development of the awareness of the importance of free time in which the moments of doing nothing become valued and enjoyed. It thereby offers an innovative and accessible alternative for the problems of stress and lack of time, providing better balance, health and quality of life.

What is the Nadism Club?

The Nadism Club is a social movement which promotes the culture of nadism.

To achieve this, it holds public events, which offer the opportunity of experimenting with and practicing nadism in a carefree and pleasurable way.

The events, which last approximately 1 hour, take place once a month in peaceful and beautiful parks. In these places, club members and interested parties can enjoy their nadism moments without any sense of guilt or pressure and can recuperate their equilibrium, acquiring a new awareness of how to make use of time.

Since 2006, the year of Nadism Club foundation, dozens of meetings have taken place in many capitals of Brazil and some foreign capitals; London (2008) and New York (2009).

The Club has nowadays thousand of members in many countries.

The creator of Nadism

Marcelo Bohrer is a Brazilian designer known for his various innovative creations.

After living several years in a very accelerated rhythm, he suffered burnout: physical and mental collapse caused by stress. The experience leads him to the desire to investigate in more depth the problems resulting from the culture of acceleration and then on to directing his work towards the concept of living well. In 2005 he formulated the concept of Nadism and in 2006 he began its promulgation through the Nadism Club and through events which gradually acquired followers in Brazil and abroad. It also received ample attention from the press.

In Brazil in October, 2008 he launched his book “Nadism – A revolution without doing anything” (“Uma Revolução Sem Fazer Nada” (Ed. MegaLivro) and in 2009 “**Nadism - How to Live a Better Life Doing Nothing**” in the U.S.A with the publishers Lulu.

From the fruits of his knowledge in the area, Marcelo also presented the lecture: Nadism – Breaking the Culture of Acceleration.

In the recent years, Marcelo has acted as a teacher of the strategic design course at ESPM University and for the Teenage Dream Project, a workshop which teaches creative entrepreneurship for high school students in Brazil. Nowadays, he leads the Marboh Idea Design, a consulting company specialized in innovative projects based in Munich / DE.

CONTACTS

For further information about the Nadism Club: events, how to become a member or a ambassador, press review and free download of the ebook: Nadism - The Art of Enjoying Moments Doing Nothing.

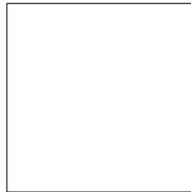
Visit please:

www.nadismclub.com

www.clubedenadismo.com.br

Site of 1 minute's practice: www.nadism.com

Fanpg: www.facebook.com/clubedenadismo



NADISM CLUB

For information about lectures and events, access the site or send an e-mail to: contato@clubedenadismo.com.br



Marcelo Bohrer is a Brazilian designer who is known for his originality and intense creative capacity. Considered by many to be ahead of his time, he has produced a variety of work which has obtained substantial notoriety.

In his desire to achieve so many ideas, he entered into an accelerated and stressful rhythm of life, which led to total physical and mental collapse: burnout.

This experience propelled him towards directing his inspiration towards better living, which in turn, led him to investigate the problems of the culture of acceleration and, in 2005, after his experience in London, to the creation of Nadism.

Marcelo then began to spread the idea and to organize meetings of the Nadism Club in Brazilian towns and cities and abroad, achieving substantial repercussion from the press and affiliating thousands of members.

www.marcelobohrer.com.br

We

are living in a rushing world where there is no time to lose.

Do you feel the pressure that makes it hard to manage so many things to do?

And even by increasing the pace there is never any time left over?

Wouldn't it be good if we could stop a bit with nothing to do, without being demanding, without guilt or stress?

Discover nadism, a simple and revolutionary way of recovering equilibrium and living better with your time, just by enjoying doing nothing.

Welcome to the Club!



NADISM CLUB®

www.nadismclub.com