



paradigmnouveauenterprises

SYNERGISTIC EMERGENCE IN THE 21ST CENTURY

PNE Inspirations

July/August 2005

New Paradigm Pioneers

"When you are inspired by some great purpose, some extraordinary project, all your thoughts break their bonds; your mind transcends limitations, your consciousness expands in every direction, and you find yourself in a new, great and wonderful world. Dormant forces, faculties and talents become alive, and you discover yourself to be a greater person by far than you ever dreamed yourself to be." -Patanjali, 250 BCE

Welcome to Paradigm Nouveau Enterprises' (PNE's) newsletter, committed to generating a *revolutionary conversation* designed to open up "new, great and wonderful worlds" that set the template for the 21st century. It is our intention that all our readers take advantage of the magic here. As you read these facts, insights and stories, you will find that your understanding about life and what is possible transforms.

Our spotlight this issue shines on two paradigm-creating pioneers.

In the early 1960s **Larry Levine**, Audrey James Levine's father-in-law, pioneered a new paradigm in the recording industry. He, along with Phil Spector, invented an engineering breakthrough in sound that created a "new world" for listeners and influences what we hear today. The breakthrough was called the **Wall of Sound**. The old paradigm of recorded music played on AM radios was flat. Spector demanded that his music transcend conventional limitations and Levine created an unprecedented recording environment complete with orchestras and a basement room fitted with microphones and speakers that acted as an echo reverb chamber where echo from the hard walls of the room gave the productions their distinctive quality and resulted in a full sound. It created an impressive depth, a new dimension in sound, never before heard in mono recordings. One of the most famous uses of the Wall of Sound upon music is heard in The Beatles' final studio album, *Let It Be*.



Larry Levine with Audrey James, CEO of Paradigm Nouveau, March 2005

Hunter Lovins is the co-author of the acclaimed book *Natural Capitalism-Creating the Next Industrial Revolution*. She has pioneered the concept of **Natural Capitalism**, a leading whole-system sustainability framework. This concept has established a new environmental paradigm that reframes the value of our natural resources in such a way that senior decision-makers in business, government and civil society re-think the principles of sustainability. Natural Capitalism principles say that prosperity can go hand in hand with sustainability, as well as identifying opportunities to reduce capital investments and operating costs and generate leadership advantages in business. Hunter's unique approach to world governments and business is that instead of being in opposition to each other, we can all work together for the good of the whole planet and have our distinct interests met too.

Hunter Lovins is inspired by a "great purpose" and is one of the most dynamic people Audrey knows. For more information about Hunter and her organization, Natural Capitalism Solutions, please visit her web site, www.natcapsolutions.org.



Hunter Lovins and Audrey, May 2005