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REAMING
DREAM BELIEVERS SELL TOOLS



PAINTING
BY MICHAEL
PARKES

FOR DOLLARS

AND SERVICES FOR THE JOURNEYS OF NIGHT.

LUCID DREAMS, IN WHICH DREAMERS ARE CONSCIOUS OF DREAMS WHILE IN PROGRESS, HAVE LONG BEEN ACHIEVED ONLY THROUGH CONCENTRATION AND DILIGENCE; PRACTICE A PRESCRIBED SET OF EXERCISES FOR LITERALLY MONTHS, AND YOU MIGHT ATTAIN THIS COVETED STATE, WRESTING ENOUGH

control over the images of night to set the action, the characters, the scene. Yet according to lucid-dream pioneer Stephen LaBerge, who did his world-class research at Stanford, "Although lucid dreaming is a positive, life-transforming experience, mastery of the technique is difficult and often too time intensive for people who already have busy lives—the very people who would most want to make better use of their sleeping time." His solution? An effective, easy-to-use, thousand-buck gadget called the DreamLight. To market this technology and to raise money for lucid-dream research, LaBerge has also founded the for-profit Lucidity Institute, complete with a business manager and a long-term business plan.

When it comes to the quest for profit, Stephen LaBerge isn't alone. From the creation of a 900 number to help interpret dreams to a glossy magazine sold in bookstore chains, the dream community has begun to market itself to a fascinated public hungry for a road map to the recesses of the mind.

There are those, of course, who view the new entrepreneurial bent in dream work as lowbrow and crass. For instance, addressing the issue of the dream hotline in the dream community's own magazine, *Dream Network: A Journal Exploring Dreams and Myth*, famed dream researcher Montague Ullman, founder of the Dream Lab at Maimonides Hospital in Brooklyn, New York, finds little to appreciate: "At best, I feel this undertaking is born out of ignorance about the nature of dream work and, at worst, is nothing more than a commercial scam covered over by a veneer of legalisms and professional pretensions. In my view, this project will not result in anything resembling an authentic professional approach at



helping a dreamer with a dream."

But the scientists and connoisseurs participating in the new wave of dreams for sale defend what they do. Stephen LaBerge, for instance, says he would never have the money to go forward with his research if he depended on government grants alone. Respected dream researcher Gayle Delaney, who will head up the dream hotline, says her venture will bring a grasp of the dream world to thousands of the uninitiated, something she considers "a true public service." And Roberta Ossana, the successful editor and publisher of the nation's largest dream magazine, states that "people see beauty, meaning, and purpose in the symbols and metaphors of their dreams. We want to help people awaken to the value of this and make it easier for them to find their way."

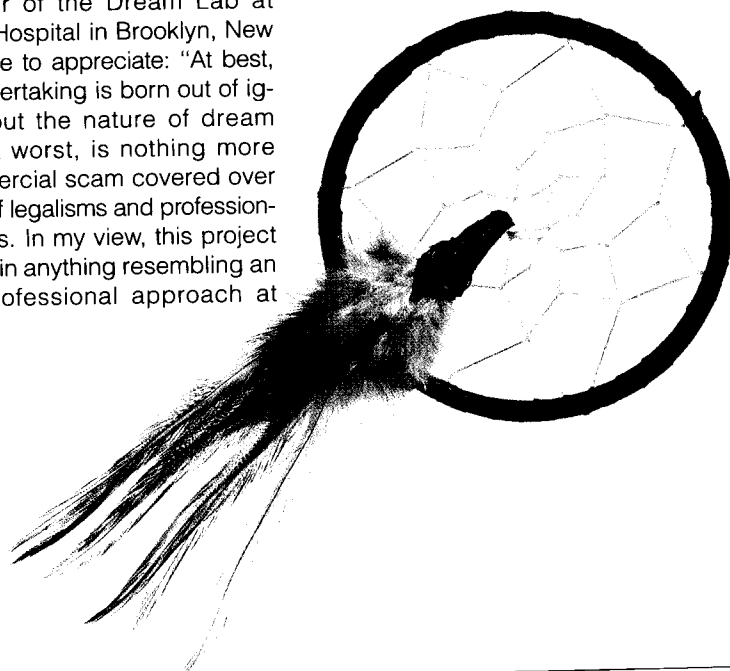
Whatever your slant, there's no doubt that the market for dreams has

come of age. For a glimpse at America's new dream entrepreneurs and a guide to the latest dream products and services, read on.

Magazine Dreams. Roberta Ossana, a community-service worker in Moab, Utah, had long been influenced by the powerful imagery of her dreams. Finally, in 1988, she decided to retire from her twenty-year career as a poverty worker, teacher, and counselor to pursue her heart's true desire: understanding the symbols that drive human culture and the workings of the unconscious mind. Ossana was partway through her master's degree in cross-cultural mythology and symbolism when she began subscribing to a 24-page newsletter called the *Dream Network*, serving the small community of laypeople and professionals involved in studying dreams. "I'd received maybe two or three issues," Ossana explains, "when I noticed the newsletter was advertising for a new editor/publisher." Ossana responded to the ad immediately. Although the position included much responsibility and zero pay, she hoped it could help her stay in touch with the symbols in others' dreams.

"When they passed the torch to me," Ossana explains, "the publication had a circulation of 350." In her new role as dreamer-cum-editor, Ossana hoped that could change. In the true spirit of a publishing entrepreneur, she set out to turn the small newsletter into a journal that spoke not just to those already initiated into the dream community, but to an interested public as well.

The dream catcher, at left, is said to prevent nightmares from entering the dreamer's brain and causing woe. The dream chair, top, reproduces the sounds and sensations of a waterfall, easing users into restful sleep.



SOON, OSSANA WAS PUBLISHING A SLICK, THIRTY-EIGHT-PAGE MAGAZINE WITH BEAUTIFUL COVER PHOTOGRAPHY AND ENGROSSING FEATURE ARTICLES. "WE CREATED A REAL MOOD OF MYSTERY AND EXPLORATION AND DIDN'T JUST PRESENT THE OPINIONS OF AUTHORITIES," OSSANA EXPLAINS.

Though Ossana had no prior experience in publishing, her instincts were uncanny, and they worked. A recent issue, for instance, includes a how-to on starting your own dream group, a feature on Tibetan Dream Yoga, and a story on the human/insect relation in dreams. The *Dream Network* contains book reviews and a letters-to-the-editor column as well. "A new reader can interact with the magazine by responding in our own pages," Ossana says. "I believe in the concept of an interactive publication and try to further that tradition whenever I can."

Proud of her new-and-improved publication, she began to contact magazine distributors. Soon, nine were convinced that the quarterly magazine was a winner: Together, they're responsible for placing it in hundreds of bookstores around the country, including such giant chains as Barnes and Noble and Waldenbooks. The *Dream Network* is also distributed around the world in Europe, Australia, and even Russia. While Ossana won't reveal the current circulation, she says it has increased by 200 percent in the last year alone.

To veterans of the publishing industry, where new magazines put out by major players fold on a regular basis, Ossana's success will sound particularly sweet: The editor now receives a living wage for her work, and for the first time, the *Dream Network* is in the black. "The journal's direction has been guided by its spirit," says Ossana. "Though most decisions are made by myself or a council of advisors, the publication seems to have a life of its own. It seems to me there's an awakening in this country, and most people are looking for tools to grow, change, and heal. Dreams are free and available, and they provide us with one of the



most personalized ways of coming to terms with ourselves."

You can pick up a copy of the *Dream Network* at many bookstores for \$5.95. If you're interested in subscription information, call (801) 259-5936, or write 1337 Powerhouse Lane, Suite 32, Moab, Utah 84532.

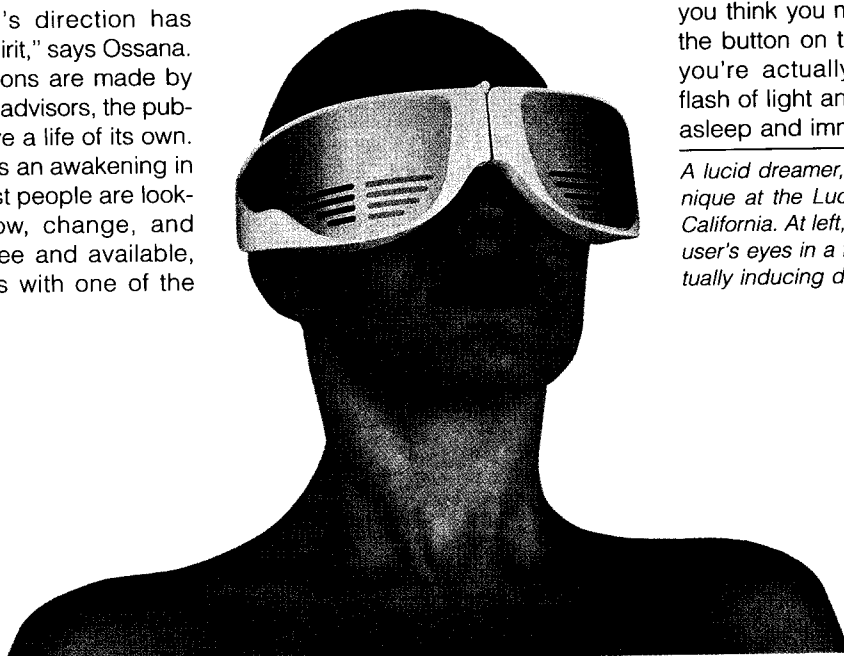
Night Lights. To help dreamers gain consciousness in their dreams and, ultimately, control the props and action within, lucid-dream innovator Stephen LaBerge has come up with the DreamLight. "It gives you a cue—a tap on the shoulder, so to speak—to let you know when you're dreaming," LaBerge explains. It works like this: You go to sleep with the DreamLight mask over your eyes. Then, when you start to dream, your eyes will start to move rapidly, a period known as rapid-eye-movement, or REM, sleep. The DreamLight mask will detect the rapid eye move-

ment, a sure sign of dreaming, and alert you by flashing lights positioned inside the mask near your eyes. The flashing lights will appear in your dream, providing the cue. When you see the light in your dream, you say to yourself, "Aha! The DreamLight! That means I'm dreaming!" Once tipped off, the dreamer can begin to direct the dream with full awareness. Because the DreamLight is made with a microcomputer chip, it serves other functions as well. It can store ten nights of sleep data, for instance, permitting you to observe your sleep and dream patterns over an extended period and even enter them into a computer. It also includes a Dream-Alarm that helps with dream recall by awakening you from your dreams while they're still in progress.

Because the DreamLight is so expensive (\$999), however, LaBerge is also marketing a lower end, more affordable device called the DreamLink for \$195. Instead of detecting rapid eye movement, the DreamLink can simply be set to give light and sound cues when you *expect* to be dreaming. As with the DreamLight, when flashing lights come on during dream time, you should get the message that you're asleep and become lucid; as you become aware of dreams in progress, you'll be able to gain control.

The DreamLink also includes what LaBerge calls "a reality-testing aid." If you think you may be dreaming, push the button on the front of the mask. If you're actually awake, you'll see a flash of light and hear a click. If you're asleep and immersed in dream reality,

A lucid dreamer, above, perfects her technique at the Lucidity Institute in Palo Alto, California. At left, the Stress Shield bathes a user's eyes in a field of colored light, eventually inducing deep relaxation.



however, the button probably won't work right—you won't see a light and hear a click, and that twist of reality will tell you that you're dreaming. Both products come with computer home-study training programs that guide students from the first steps of increasing dream recall to sophisticated techniques for achieving lucidity.

There's also a new kid on the block. Hoping to fill the niche between the two machines and to capitalize on lucid dreams, inventor and veteran dreamer Samuel Abebe of the Dream Consciousness Institute in Virginia is marketing the Twilight Navigator I for \$245. The Navigator works by detecting REM sleep through sensors at the sides of the eyes. Whenever REM is detected, a light flashes, signaling the onset of a dream. Audio tapes that come with the Twilight Navigator, Abebe adds, enhance the experience before sleep sets in with audible suggestions such as, "I will remember to be conscious during my dream," and, "When you see a bright light, it's a sign that you're dreaming." To order, call the Consciousness Institute at (703) 905-0078.

Lucidity Institute. To sell his dream devices, books, and tapes, and to raise money for research on a large scale, lu-

cid-dream entrepreneur LaBerge has also founded the for-profit Lucidity Institute. For an annual fee, members receive the Lucidity Institute's quarterly publication, *NightLight*, as well as discounts on the Institute's lucid-dreaming seminars and products.

"Our mission at the Institute," he declares, "is to advance research on the nature and potential of consciousness and to apply the results of this research to the enhancement of human health and well-being." A range of memberships are available, from \$25 for students to \$5,000 for patrons.

Members keep up with the latest lucid-dream research, learn to use lucid-dream devices, and also become part of the experiments published in each issue of *NightLight*. And for qualified investors hoping to fund development of lucid-dream technology, it's even possible to buy Lucidity Institute stock.

Such investment will eventually pay off, LaBerge declares, "when people realize that lucid dreaming offers a fully realistic, virtual-reality-world simulator that enables them to experience anything imaginable."

For product or membership information, write to the Lucidity Institute, 2555 Park Boulevard, #2, Palo Alto, California 94306, or call (415) 321-9969.

Dream College. While students of psychiatry and psychology are formally trained to recognize depression, treat schizophrenia, and manage antipsychotic drugs, very few receive much formal training in interpreting dreams. Considering how much insight dreams provide to the workings of the unconscious mind, this oversight in training is grave indeed. But now, a psychologist and a psychiatrist have joined forces to fill the gap.

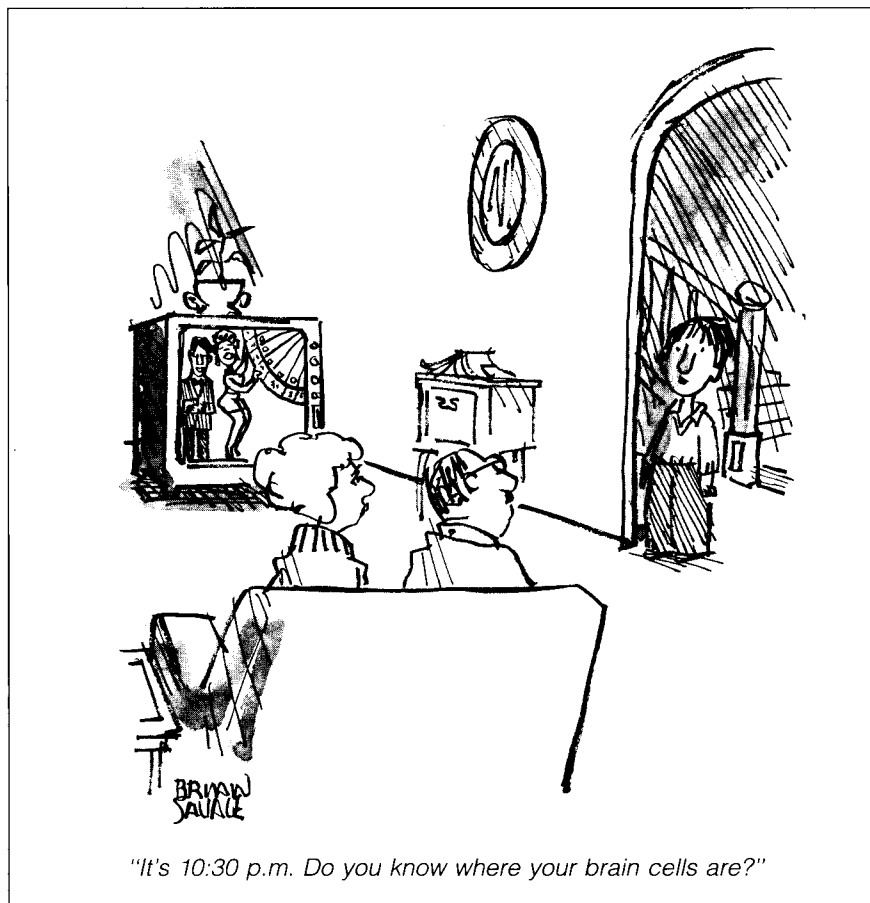
Psychologist Gayle Delaney and psychiatrist Loma Flowers have managed to create one of the most successful—and legitimate—dream businesses in the United States. The duo's school, the Delaney & Flowers Dream and Consultation Center, based in San Francisco, California, was founded in 1981 to train people in problem solving and the development of new ideas through a practical understanding of dreams. According to Gayle Delaney, trainers at the center use an interview method that places each dreamer's individuality above any one theory or doctrine. "We feed back each dreamer's descriptions using his or her own words," Delaney explains. "This helps the dreamer crystallize the meaning of the dream in the context of his or her own life."

As a student of the Center, you can learn to work with common dream themes, such as flying, falling, being chased, finding new rooms, and discovering treasure. You'll be taught interpretive strategies that will enable you to understand recurrent dream images and nightmares. You can also learn how to focus on a problem before going to sleep in order to awaken the next morning with a dream that will help you resolve that specific problem.

"We aren't a rich company," Delaney notes. "We're a small business, but we love it. We don't advertise. People hear about us through word of mouth or by reading our books."

The dream school offers a diploma program with five levels of achievement. Fees range from \$35 to \$100 for group or single sessions. For those interested in short-term workshops, fees range from \$425 for a two-day workshop to \$600 for a five-day workshop. For information, call (415) 587-3424.

1-900-DREAMS. It can happen to anyone: You wake up toward morning, jolted by a dream of amazing texture and emotion. The train you're riding glides into the station, and a mysterious woman, shrouded in veils and reeking of perfume, climbs aboard. The moon is bulbous, the atmosphere noxious, and just ahead, beyond sight, lies a terror you wish you could fathom before the



"It's 10:30 p.m. Do you know where your brain cells are?"

DREAMING

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train moves on. What gives? Unless you're currently in psychotherapy or part of a dream workshop, you may never know. Now, however, dream researcher Gayle Delaney, cofounder of the Delaney & Flowers Dream Consultation Center in San Francisco, has joined forces with Dreamscene Partners, a group interested in dreams. Their endeavor: a 900 number aimed at helping callers understand their dreams.

When Vince Cannon of Dreamscene called Delaney with the idea about nine months ago, her response was just about what you would expect from a highly respected academic with multiple publications to her credit and a Ph.D. from Princeton University. "Are you kidding?" she asked. But Dreamscene pursued Delaney, finally convincing her that the 900 number could be handled responsibly and provide a public service as well.

"We feel this number can aid the cause of national education," states Delaney. "Many people who wouldn't even read a book on dreams will call this number and gain a better understanding of their dreams and themselves." According to Delaney, the phone lines will be manned by dream consultants with backgrounds in psychology as well as a few chosen laypeople. The caller will relay the details of the dream as briefly as possible, communicating what Delaney calls "the major action, the major image, and the major feeling."

Says Delaney, "We all dream our own private images, and no dream dictionary can tell you what the dream means." But the hotline's consultants will pose a series of questions that are specifically designed to help dreamers intuit the meanings of their dreams themselves. Callers must be at least 18 years of age, and each call will last from 10 to 15 minutes at a cost of \$3.99 per minute. The 24-hour hotline numbers are (900) 820-0030, (900) 903-2345, and (900) 454-6667.

Dream Catchers. According to ancient Indian legend, a sinewy net adorned with feathers could catch nightmares like a spider's web catches flies, preventing them from entering the brain of the dreamer and causing woe. The same net is said to reflect the wonder of good dreams, allowing them to pass through the hole to the dreamer's conscious mind.

The legend of the dream catcher is famous in the country near Taos, New Mexico, where Joyce Koteet arrived

last June without a job. Struck by the popularity of these plate- and basket-like items, she decided to try her hand at making one herself.

Joyce's rags-to-riches story attests to the popularity of dreams. She started crafting dream catchers of her own at home in August 1992, and some nine months later, she handled orders for \$2,000 worth of dream catchers in three weeks alone. Overwhelmed by orders, Joyce now subcontracts some of her assignments and has taken on apprentices who are learning to wrap metal rings with leather and to weave. What's more, Poteet has managed to expand her business to include dream-catcher sterling-silver earrings, pendants, and greeting cards.

"When I first got to Taos, I had no money," Poteet explains. "Now I have a two-story adobe house with passive solar. People tell me that I remind them of Cinderella come to life."

To order a dream catcher, write to Poteet at 216 M Passo del Pueblo Norte, suite 205, Taos, New Mexico 87571, or call (505) 751-2340. Dream-catcher prices range from \$8 to \$100, depending on the size and the design; the standard nine-inch model costs \$27. All orders are accompanied by a card embossed with a poem written by Poteet's partner, Bob Goldstaub:

Dream catcher legends
say dreams in the night
will pass through the webbing
before the dawn's light.
Bad dreams will stop
and pass out of sight,
and good dreams it catches
for your spirit's delight.

Light-and-Sound Machines. A consummate technology buff, entrepreneur George Szeless made his first fortune in the 1970s with a chain of personal-computer stores throughout Maryland. "There were no other such chains around at the time except for Radio Shack," Szeless explains, "and we were there from the beginning."

If his first venture was prescient, his next may be equally ahead of its time: Szeless is now manufacturing what experts say is a state-of-the-art light-and-sound machine, the Mind Gear PR-2X. "The light and sound work to entrain your brain waves," Szeless explains, "so that they take on the frequency at which they've been stimulated, like a tuning fork. The pulsating lights and sounds also overwhelm your senses, much like the shamanistic beating of drums, fatiguing your mind until part of it shuts down, allowing your dreaming mind to come to the fore."

If you listen to audio tapes with sounds evocative of streams, crickets, and the like, you'll find it easier to enter those scenes and render them real while using a light-and-sound machine, because the stimulation will occupy your consciousness, which will eventually become inured to the outside world and start to check out."

For dream buffs, adds Szeless, "a programmable light-and-sound machine like ours is best, because it allows you to create your own program. Let's say you want to have flying dreams. First, you might play a tape with music that seems compatible with flight. Then, you can think about flying while the machine induces theta waves, putting you into the 'hypnagogic' state characteristic of intense imagery and dreams. You'll be likely to have what we call a 'waking dream,' near the edge of consciousness, that includes images of flying. This will help you prime the pump for flying dreams at night."

Szeless' multimillion-dollar Concord, Ohio, firm, Mind Gear, sells nothing but light-and-sound machines. For information on the Mind Gear PR-2X at a cost of \$299, call (800) 525-MIND.

Other light-and-sound machines useful for dreamers include the highly portable D.A.V.I.D. Paradise, the affordable Shaman, and the MindsEye Synergizer, which hooks into your personal computer. These machines and others can be ordered from the consciousness catalog profiled below.

Consciousness Catalogs. For the purchaser of dream items, it might seem like acquiring the best requires special inside knowledge and journeys around the world. But these days, you can access much of the new dream technology from your living room with help from catalogs specializing in consciousness. The king of consciousness catalogs is *Tools for Exploration*, founded five years ago by Terry Patten, a one-time real-estate and financial services professional. Tired of the same old grind and interested in matters spiritual, Patten explains, he and his wife Leslie sold their house and cars and furniture and bought a couple of one-way tickets to Hong Kong.

"We wandered around Southeast Asia for about six months," Patten explains, "and when we came back, we wrote a book called *Biocircuits*." By now both mystic and businessman, Patten began selling his book by mail order. His effort was so successful that he soon started selling other consciousness products as well.

He was drawn, for instance, to Michael Hutchison's book, *Megabrain*,



Perfectly balanced.

Tanqueray

Imported English Gin, 47.3% Alc. Vol. (94.6°), 100% Grain Neutral Spirits.
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which triggered the worldwide brain-technology revolution in the first place. Hutchison helped Patten choose the best of the consciousness technology for his catalog, including light-and-sound machines, biofeedback machines, lucid-dream machines, and a host of books and tapes.

One rare gem found in Patten's catalog is a Japanese product known as the Electronic Mind Pyramid, which provides brain-wave information that enables dream trippers to sustain the coveted theta state characteristic of dreams. Another product is the Stress Shield, which bathes the eyes in an undifferentiated field of colored light in red, green, or yellow. After about 20 minutes of use, the visual field drains of color, and the individual enters a deeply relaxed altered state of consciousness associated with intense mental imagery and waking dreams.

The catalog also offers flotation tanks, lucid-dream tapes and books, audio products that use tonal sounds to induce brain states associated with intensive waking imagery and dreams, and virtually every lucid-dream machine available on the market today.

"I owe the success of my business to a passion for changing states of consciousness and a steady, long-term

view," Patten states. "We were able to supervise our employees and plan for the future, and when other similar catalogs succumbed to lulls in the business cycle, our book ate those minnows in the sea and got to be a bigger minnow. We have 12 employees and are unique in what we do." You can order the *Tools for Exploration* catalog by calling (800) 456-9887.

Also recommended for those interested in dream books is a catalog called *Megamind*, which can be ordered at (800) 766-4544.

Sirius Minds. We've all been to high-tech fitness centers, complete with Lifecycles, StairMasters, and more. But now, in a twist on the all-American health club, New York City entrepreneur David Adar, a systems analyst, has recently opened Sirius Minds in a temporary studio at 455 West 43 Street. At this new "brain fitness center," clients can tap a circuit of high-tech consciousness machines said to enhance mental well-being and sharpen the mind. The modest facility currently provides the public with easy access to a host of light-and-sound machines; the latest stress-reduction technology, including biofeedback and "biofeed-in" equipment; "waterfall" chairs; and dry flota-

tion tanks, which envelop users with a membrane-covered gel instead of water.

According to Adar, the gym is a special haven for those pursuing the realm of dreams. One interesting option is the "dream chair." Somewhat like a Barcalounger with the euphonious sounds and sensations of a waterfall inside, the chair eases many users into a deep and restful sleep from which pleasurable dreams may result.

The host of light-and-sound machines and myriad tapes can be used to invoke a variety of intense waking dreams. In one elaborate form of the light-and-sound machine, known as the Star Kab Travel Chamber, dream seekers enter an enclosed, mirrored capsule that induces brain waves associated with intense daydreaming or the semi-conscious hypnagogic state, a prelude to lucid dreaming. When Adar expands his facility, hopefully sometime this year, he says, he'll install a spectrum of lucid-dream machines as well as mood rooms that immerse the user in elaborate altered realities, often generating waking fantasies and dreams.

For those with cerebral fitness in mind, the cost of a Sirius membership is \$100 a month. A single session costs \$20. For more information, contact David Adar at (212) 757-1600. ☐



"You dare to garnish my wages?"

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