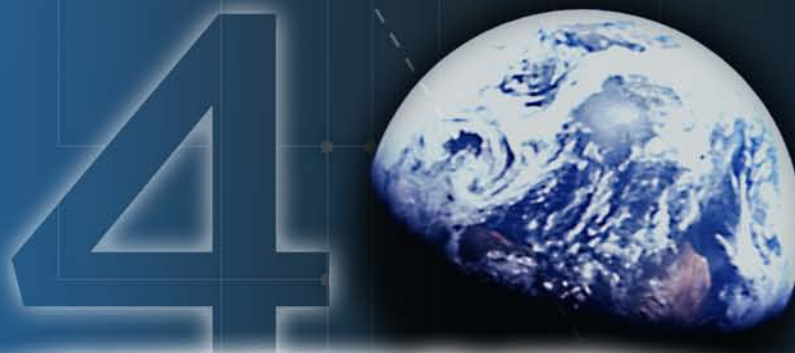




IONS INSTITUTE
OF
**NOETIC
SCIENCES**



40TH ANNIVERSARY

THE NOETIC POST • SPECIAL EDITION
VOLUME FOUR / NUMBER ONE • AUTUMN 2012



APOLLO 14 MISSION BEING MONITORED AT THE NASA JOHNSON SPACE CENTER, HOUSTON
(Apollo mission photos courtesy of NASA)

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Dear IONS Supporters and Friends,

Nothing is as powerful as a good idea whose time has come, especially an idea that has endured the test of time and become more relevant and stronger each year. That is the living legacy of the Institute of Noetic Sciences (IONS), founded by Dr. Edgar Mitchell forty years ago.

It was prescient that the name of the *Apollo 14* spaceship enabling Captain Mitchell to walk on the moon was Kitty Hawk. Harking back to the pioneering explorations in aviation by the Wright brothers, Kitty Hawk opened up new worlds for this MIT-trained scientist. On his journey back to the planet of his birth, Mitchell saw the Earth rise on the horizon and was profoundly moved. His striking vision of life's interconnectedness, of the inherent link between science and spirituality, was the spark of inspiration that created IONS.

For the next forty years, from Willis Harman's harmonizing of Dr. Mitchell's inspiration with the science of consciousness and the insights of spirituality, to Wink Franklin's "bet" on the power of a new worldview, IONS thrived while exploring the edges of the human journey. We're perfectly positioned to advance "IONS for the EONS," and this Special 40th Anniversary Edition of the *Noetic Post* highlights how we got here.

In the spring of 2013, in time for our 15th international conference to be held in July in Indian Wells, CA, we'll publish another special issue of the *Noetic Post*. It will have a futuristic focus, exploring new pathways of knowledge and learning as IONS deepens its work and commitment to benefit generations to come.

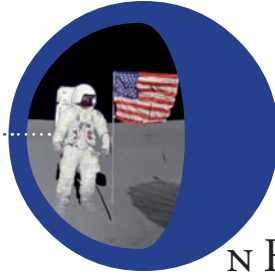
We hope you enjoy reading about IONS' history and consider becoming a full participant in advancing our future into the EONS.

Be well, and prosper with us.

Stephen Villano
CEO/President, Institute of Noetic Sciences



The INSTITUTE of NOETIC SCIENCES —FORTY YEARS of BREAKTHROUGHS



ON FEBRUARY 5, 1971,

Navy Captain EDGAR MITCHELL became the sixth man in history to wipe moon dust off his boots. Like previous trips in the Apollo Program, the voyage of the Kitty Hawk (a.k.a. *Apollo 14*) was a technological and engineering triumph, an unprecedented demonstration of scientific achievement. But while Mitchell's dream was to walk on the moon, it was his trip back to Earth that would shape the rest of his life—and the lives of many others—through his founding of the Institute of Noetic Sciences. As he gazed at that magnificent blue sphere floating alone in the vastness of space, he contemplated the history and hopes of the humans who lived there and was suddenly overcome by a profound sense of universal connectedness:

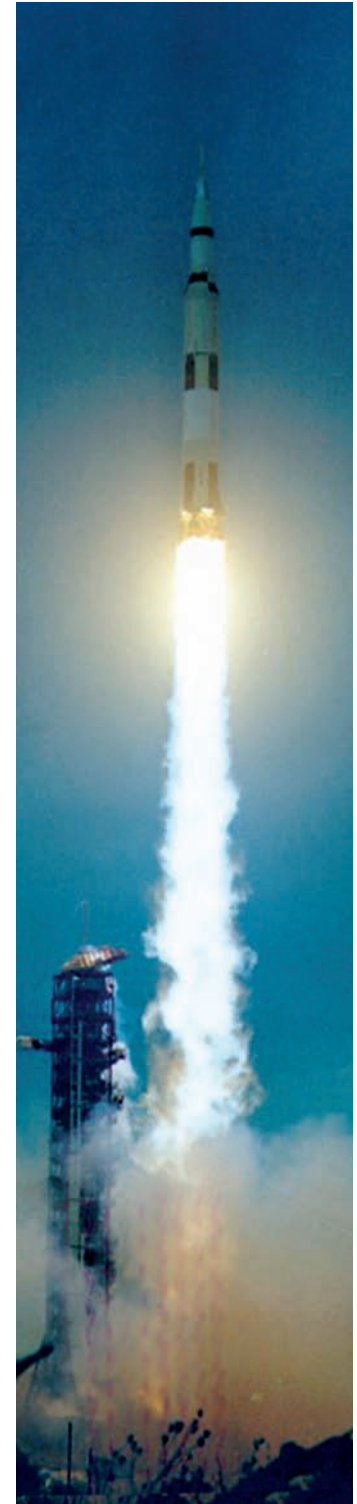
I realized that the story of ourselves as told by science—our cosmology, our religion—was incomplete and likely flawed. I recognized that the Newtonian idea of separate, independent, discrete things in the universe wasn't a fully accurate description. What was needed was a new story of who we are and what we are capable of becoming.

At the same time, he had an experience that was not so much intellectual but visceral, coming from deep inside his being. As he later reflected,

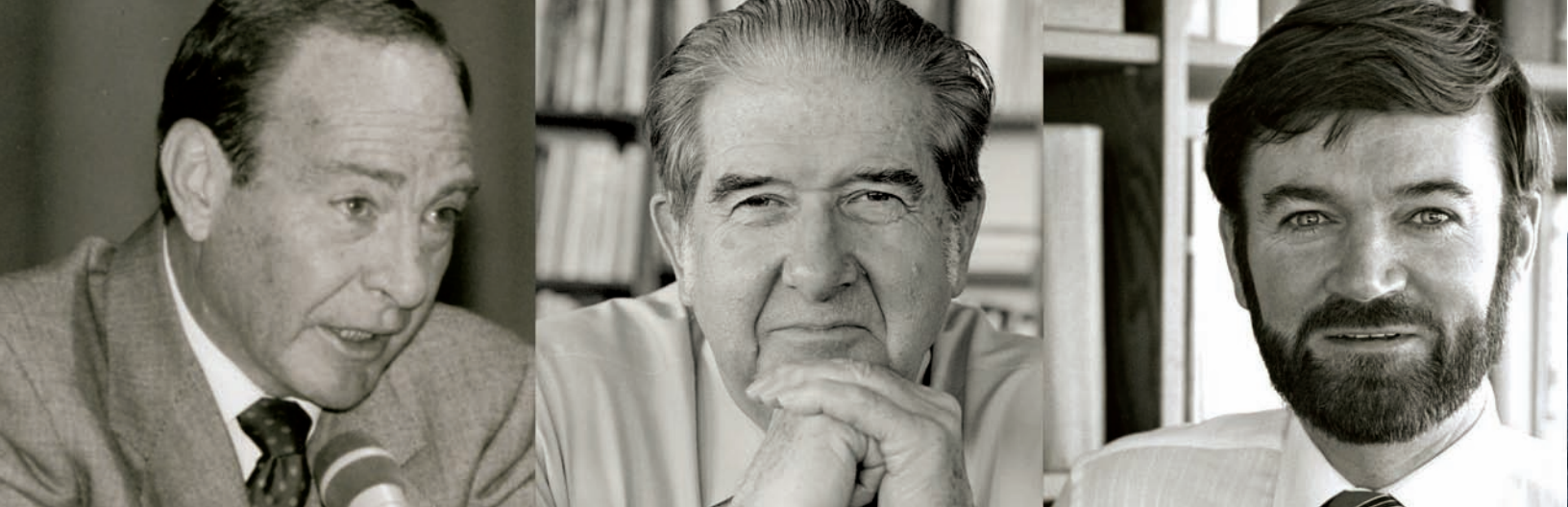
The truth was there, but different from that sought or expected! Not obviously and blatantly, hanging like fruit from the tree in the Garden, but subtly and mysteriously pulsing within to expand awareness of life, creativity, intelligence, in an otherwise mechanical expanse. And it was not the answer one would find within tradition, if indeed one expected an answer at all, but an inexpressible awareness!

Mitchell's story has been told often, but it rarely loses impact in the retelling. Perhaps it was the epic nature of his experience—archetypal, primary—a direct *knowing* of a deeper reality that most humans have only a sense of, which has a bone-deep impact of meaning and purpose. As Albert Einstein once said, “The most beautiful and most profound emotion we can experience is the sensation of the mystical. It is the sower of all true science.”

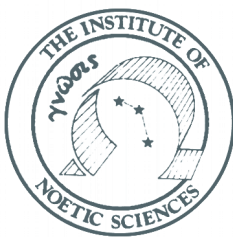
Transformed by his experience, Mitchell founded the Institute of Noetic Sciences in 1973 to bring scientific rigor to the study of “different ways of knowing” that are more commonly experienced intuitively or non-rationally—such as what happened to him. This intention explains the pairing of science with the word *noetic*, from the Greek *nous* or *noēsis*, meaning “inner wisdom, direct knowing, or subjective understanding.” IONS' original mission was “to expand knowledge of the nature and potentials of the mind and to apply that knowledge to the advancement of health and well-being for humankind and the planet.” At the crossroads of science and spirituality, at the intersection of the known and the unknown, IONS claimed its place in the emerging movement to explore and understand what it means—or could mean—to be human.



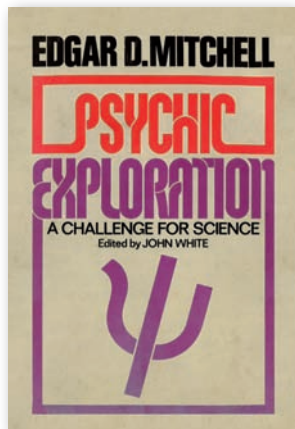
APOLLO 14 LIFTOFF, JANUARY 31, 1971,
FROM KENNEDY SPACE CENTER, FLORIDA



DECADE ONE: PUTTING CONSCIOUSNESS RESEARCH ON THE MAP (1973-1982)



THE FIRST IONS LOGO WAS INSPIRED BY TEILHARD DE CHARDIN. THE LAST LETTER OF THE GREEK ALPHABET, *omega*, IS SHOWN AS A TUNNEL POINTING TOWARD THE CONSTELLATION AQUARIUS. *Gnosis*, MEANING DIRECT INTUITIVE KNOWLEDGE, IS WRITTEN ABOVE IT IN GREEK. THUS, THROUGH NOETICS AND THE STUDY OF CONSCIOUSNESS, HUMANKIND CAN MOVE TOWARD THE AQUARIAN AGE OF PEACE AND FULFILLMENT.



THE ESSENTIAL FOCUS OF IONS' MISSION WAS THE scientific study of human consciousness. However unusual that must have seemed to most people in the 1970s, it was integral to **EDGAR MITCHELL'S** quest, and he set about putting a team together to make that mission a reality. As

he wrote in one of the Institute's first publications, "Recently the Nobel Prize winners in physics and chemistry for 1972 were asked what the awards in their fields would be given for in the year 2000. They both answered simultaneously, uncoached, 'For the study of man's consciousness.' This is the new frontier."

As Mitchell gradually built a staff, a Board of Directors, and a network of supporters and scientists, he met the renowned social scientist and futurist **WILLIS HARMAN**. Harman was working with a small group of people at the Stanford Research Institute (SRI) on a paper called "The Changing Images of Man." It presented a life-affirming vision of the future that was based on fundamental changes in human thinking, while also acknowledging the interconnected challenges of population growth, resource depletion, pollution, and other destabilizing global forces. Harman believed that "we are in the middle of a second Copernican revolution. Emerging concepts of the characteristics and powers of the human mind-brain system are destined to impact all aspects of global society at least as profoundly as did the insight of Copernicus, and far more rapidly." This focus on the possible brought Mitchell and Harman together—an auspicious collaboration between two powerful visionaries of humankind's potential and ways to unleash it. In 1978, after two years on the Board of Directors, Willis Harman became IONS' first president.

The Institute's early work focused on science and scholarly research. Projects were organized around five areas of study: medical, psychological, physical, theoretical, and religious or mystical, with potential applications across a wide range of human activities. Translating this broad mandate and new "noetic science" into a practical research agenda was left to **BRENDAN O'REGAN**, IONS' first vice president of research. He was a member of the same eminent Stanford group Willis Harman belonged to, and he had previously served as research coordinator for R. Buckminster Fuller. O'Regan's work at IONS was aided by the 1974 publication of Mitchell's book *Psychic Exploration: A Challenge for Science*, an authoritative volume on the history of research into "extrasensorimotor" experiences—those not dependent on the physical senses. It featured essays by leading researchers in a broad range of disciplines, from medicine and physics to the behavioral and social sciences, and it began to put the Institute's mission—and noetic science—on the map of scientific legitimacy.

A series of ground-shifting collaborations and projects initiated or funded by IONS followed:



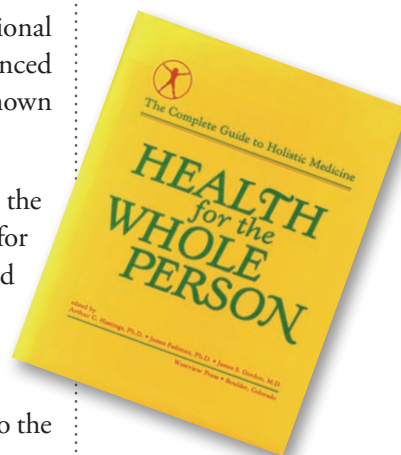
- In 1974, a study by **RUSSELL TARG AND HAROLD PUTHOFF** of the Stanford Research Institute (co-funded by NASA) researched certain people’s ability to accurately describe remote, randomly chosen locations while shielded from normal means of perception.
- In 1975, **O. CARL SIMONTON AND STEPHANIE MATTHEWS-SIMONTON** of the Cancer Counseling and Research Center in Fort Worth, Texas, studied the use of visualization as an adjunct therapy for terminally ill cancer patients.
- In 1979, a study by Robert Jahn and Brenda Dunne at the newly founded Princeton Engineering Anomalies Research Lab investigated certain individuals’ ability to affect sensitive laboratory instruments without physical contact.
- In 1979, an invitational symposium on “The Role of Consciousness in the Physical World,” hosted by the American Association for the Advancement of Science, brought together thirty of the world’s leading researchers and scholars.
- In 1980, *Medical Self-Care* magazine named *Health for the Whole Person*, an IONS book published in paperback by Bantam, one of the best books of the year.
- In 1982, a conference at the University of California at San Francisco highlighted the new field of psychoneuroimmunology as well as other emerging areas in mind-body research. More than 800 health professionals attended.
- In the early 1980s, Harvard cardiologist Herbert Benson studied the exceptional effects certain Tibetan yogis (chosen by His Holiness the Dalai Lama) experienced while in meditative states—a study that ultimately led to Benson’s now well-known “relaxation response” theory.

Much of this work raised more questions than it answered, in large part because the research was foundational—these were historically taboo or under-investigated topics for which little scientific evidence had been established. And yet the questions raised had far-reaching implications: Does consciousness exist beyond the human brain? Is it true that everything is interconnected at some subtle level? How does the body really heal? What are human beings capable of? These questions sparked a conversation about the true nature of reality and our evolutionary potential that led to new areas of research into the nature of human consciousness. They also challenged the scientific orthodoxy of the time, a tension that continued as IONS’ influence grew.

(Opposite page) EDGAR MITCHELL, WILLIS HARMAN, AND BRENDAN O’REGAN
 (Above) RUSSELL TARG, HAROLD PUTHOFF, O. CARL SIMONTON, AND STEPHANIE MATTHEWS-SIMONTON
 (Below) A REMOTE VIEWING EXPERIMENT CONDUCTED BY TARG AND PUTHOFF IN THE 1970S AT SRI



PHOTO: Hella Hammid

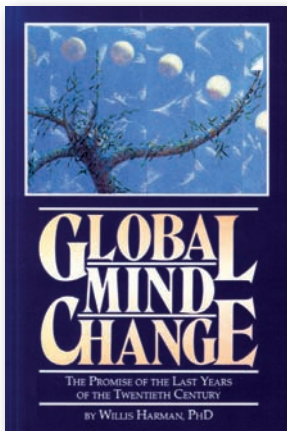




DECADE TWO: GOING DEEPER INTO THE MYSTERY (1983-1992)



MARK SEYMOUR'S REDESIGN OF THE IONS LOGO WAS BASED ON A DRAWING BY LEONARDO DA VINCI. IT DEPICTED THE IDEAL HUMAN PROPORTIONS AND GEOMETRY DESCRIBED BY THE ROMAN ARCHITECT VITRUVIUS. THE FAMOUS DRAWING, USUALLY REFERRED TO AS "VITRUVIAN MAN," IMPLIES THE ESSENTIAL SYMMETRY OF THE HUMAN BODY AND, BY EXTENSION, THE UNIVERSE AS A WHOLE. NASA ALSO USED THE IMAGE ON THEIR EXTRAVEHICULAR MOBILITY UNIT (EMU) SPACESUIT PATCH.



IN THE WORLD OF MAINSTREAM SCIENCE, PROMISING new technologies such as microprocessors, personal computers, and genetic engineering were emerging at the same time that the dangers of technological advancement were becoming evident, with nuclear meltdowns at Chernobyl

and Three Mile Island and the discovery of a hole in the ozone layer. Convinced that the study of human consciousness was an important missing piece to the puzzle of how to ensure a healthy future for all, IONS deepened its investigation of the mysteries of inner space. IONS began to attract a wider range of collaborators from established institutions, and a growing demand for information on its work led to an expanded commitment to publishing and education.

During this decade, collaborations between IONS and its colleagues solidified the Institute as a nexus where scientists and scholars had the freedom and support to pursue research that would not be funded elsewhere. Among the many for whom IONS was a welcoming harbor of innovative investigation were pediatric surgeon **BERNIE SIEGEL** from Yale, biologist **RUPERT SHELDRAKE** of Cambridge, nurse-professor **JANET QUINN** from the University of South Carolina School of Nursing, psychiatrist **JIMMIE HOLLAND** of Memorial Sloan-Kettering Hospital in New York, transpersonal psychologist **CHARLES TART** from the University of California, Davis, medical scientist **JOAN BORYSENKO** of Harvard, and social anthropologist **PAUL RAY**, then of American Lives, Inc.

Research projects, grants, and field-formation conferences were developed in three general program areas:

EMERGING PARADIGMS IN SCIENCE AND SOCIETY

This area questioned the reductionist assumptions of modern science—which prioritized for the parts over the whole and the physical over the nonphysical—and instead championed new perspectives on the relationship between mind, matter, and spirit. It was fueled by Edgar Mitchell's call for "a new story of who we are and what we are capable of becoming" and by the 1988 publication of Willis Harman's best-selling book *Global Mind Change*. At the center of this effort was the Causality Project, funded in part by the Fetzer Institute and **LAURANCE ROCKEFELLER**. Directed by Harman, the project argued that the science of the day was incomplete, ignoring important anomalies that show up in various disciplines and studies of the mind. For example, how is it possible that the act of observation can affect the phenomenon being observed (what quantum physics calls "the observer effect")? In classical physics, no mechanism exists to explain such an influence, making it theoretically impossible. It's where such theories end that IONS and its colleagues begin asking questions. A series of



cutting-edge papers were commissioned, including “New Paradigms in Biology” by Oxford biologist-mathematician **BRIAN GOODWIN** and “Scientific Explanation and Meaningful Experience” by anthropologist **CHARLES LAUGHLIN**. The Causality Project also led to the publication of Harman’s book *New Metaphysical Foundations of Modern Science*.

HEALTH AND HEALING

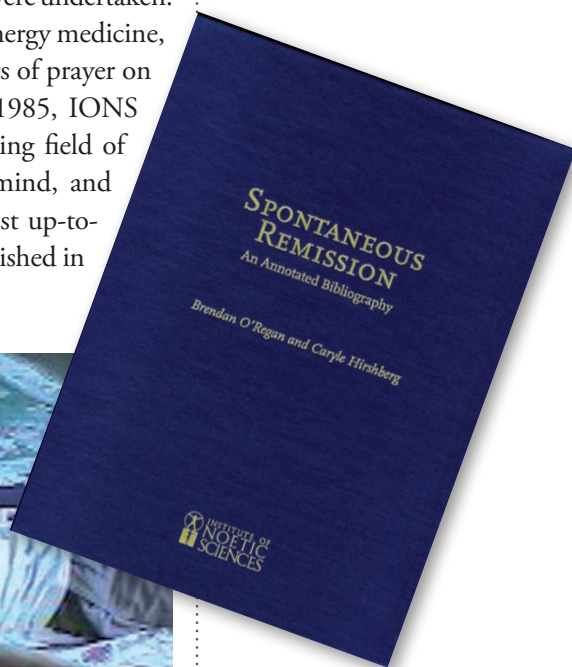
This program area explored two fundamental questions: (1) What are the innate processes within us that stimulate recovery and natural self-repair? (2) Is there an unknown “healing system” that promotes remission from typically fatal illnesses? Reflecting the Institute’s deep commitment to these questions, numerous projects, grants, and conferences were undertaken. A variety of healing approaches were studied, including therapeutic touch, energy medicine, and “the physiology of self-repair.” Grants supported research into the effects of prayer on healing, long-term cancer survival, hypnosis, and other related areas. In 1985, IONS helped to fund the first international meeting of researchers in the emerging field of psychoneuroimmunology (the study of the relationship between brain, mind, and immune function). The Institute also began compiling the largest and most up-to-date bibliography of reported cases of spontaneous remission of disease, published in 1993 as *Spontaneous Remission: An Annotated Bibliography*.



PHOTO: Pali Delevitt

(Opposite page) **BERNIE SIEGEL**, **RUPERT SHELDRAKE**, **JANET QUINN**, **JIMMIE HOLLAND**, AND **CHARLES TART**

(Above) **JOAN BORYSENKO**, **PAUL RAY**, **LAURANCE ROCKEFELLER**, **BRIAN GOODWIN**, AND **CHARLES LAUGHLIN**



(Left) **PRACTITIONERS OF BREEMA BODYWORK**, ONE OF THE MANY HEALING MODALITIES EXPLORED BY IONS



PHOTO: Charles Krups / AP

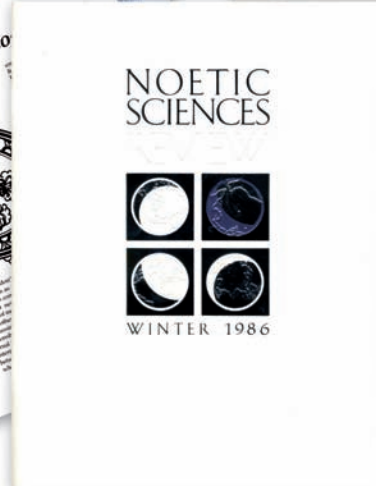
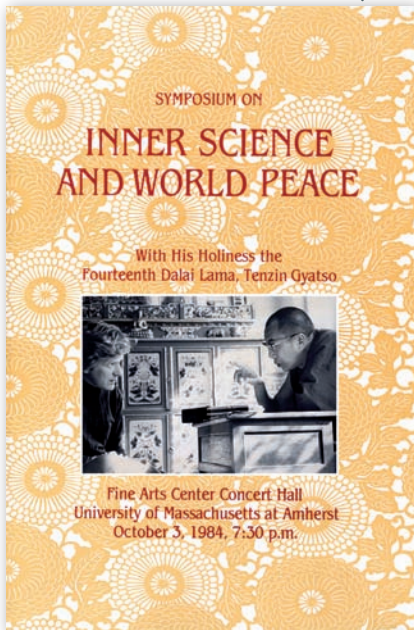


(Above) CLAIBORNE PELL,
DIANE AND PAUL TEMPLE

CREATIVITY AND HUMAN POTENTIAL

Recognizing—and contributing to—a growing body of evidence revealing capacities of the human mind that were largely unexplored, IONS continued to study the nature of human potential. To do so, researchers needed to better understand what is behind such capacities and how those with “ordinary” abilities could tap into their own extraordinary potential. For example, with partial funding from the National Science Foundation, IONS worked with the Smithsonian Institute to sponsor a groundbreaking seminar called *Exceptional Abilities Research: Science Policy Implications*. It was part of the Institute’s 1987 conference, *The Greater Self: New Frontiers in Exceptional Abilities Research*, convened in Washington, DC, by U.S. Senator **CLAIBORNE PELL** of Rhode Island. Other gatherings addressed new directions in research on meditation, the role of intuition in leadership, and the survival of consciousness after death. Several initiatives focused on global peace, including Soviet-American citizen diplomacy, citizen summits, a bound collection of readings called *The Peace Packet*, and an event co-sponsored by IONS called the **SYMPOSIUM ON INNER SCIENCE AND WORLD PEACE** with His Holiness the Fourteenth Dalai Lama. In 1987, IONS launched the Temple Awards for Creative Altruism, highlighting the immense capacity of people to do good and funded by former IONS Board Members **PAUL AND DIANE TEMPLE**. Early recipients included Habitat for Humanity and physician, clown, and health activist Patch Adams, of the Gesundheit Institute.

As IONS’ accomplishments grew and the scope of its research expanded, communications, education, and outreach became more central to its mission of connecting consciousness studies to individual and societal transformation. Under the management of Director of



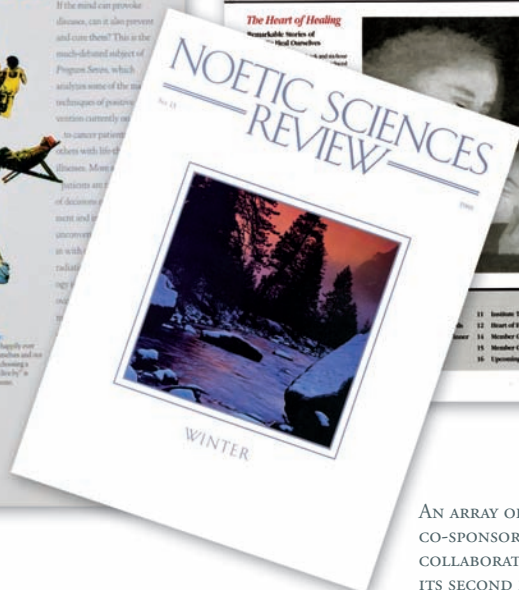
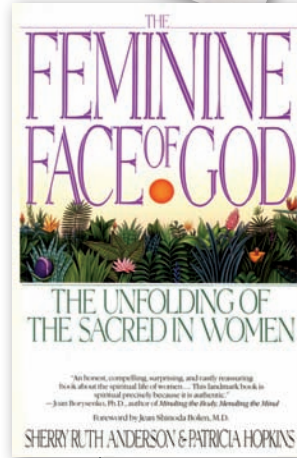
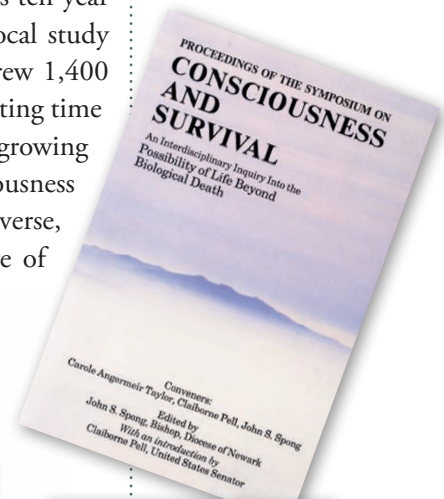
Communications **BARBARA McNEILL**, key publications included the quarterly magazine *Noetic Sciences Review* (which later became *Shift: At the Frontiers of Consciousness*), the quarterly newsletter *Noetic Sciences Bulletin*, and a range of reports and monographs. IONS and its staff continued to write, publish, or fund a number of books, including *Consciousness and Survival*, *In the Footsteps of Gandhi*, *The Feminine Face of God*, and *Paths to Peace*, among many others.

During this decade, IONS also moved into other forms of media. Elda Hartley, co-founder and director of the Hartley Film Foundation, began a noetic film and video competition for young producers, which was co-sponsored by IONS. A partnership was formed with the weekly interview program **NEW DIMENSIONS RADIO**, bringing the work of IONS to more than 300 stations and millions of new listeners. The Institute also helped support the PBS television series *Thinking Aloud: Conversations on the Leading Edge of Knowledge and Discovery* with Jeffrey Mishlove.

IONS' global membership community, launched in 1979, grew during this ten-year period to 30,000 people in more than 40 countries with a network of 100 local study groups. Its first public conference, held in 1992 in Santa Clara, California, drew 1,400 participants. Annual revenue increased six-fold to over \$3 million. It was an exciting time for this unique community of scientists, mystics, and change agents, even as its growing visibility drew challenges from skeptics who refused to consider human consciousness as anything more than a by-product of brain activity. A gathering place for diverse, sometimes eccentric, and even competing perspectives on the ultimate nature of reality, there was no place else in the world like IONS.

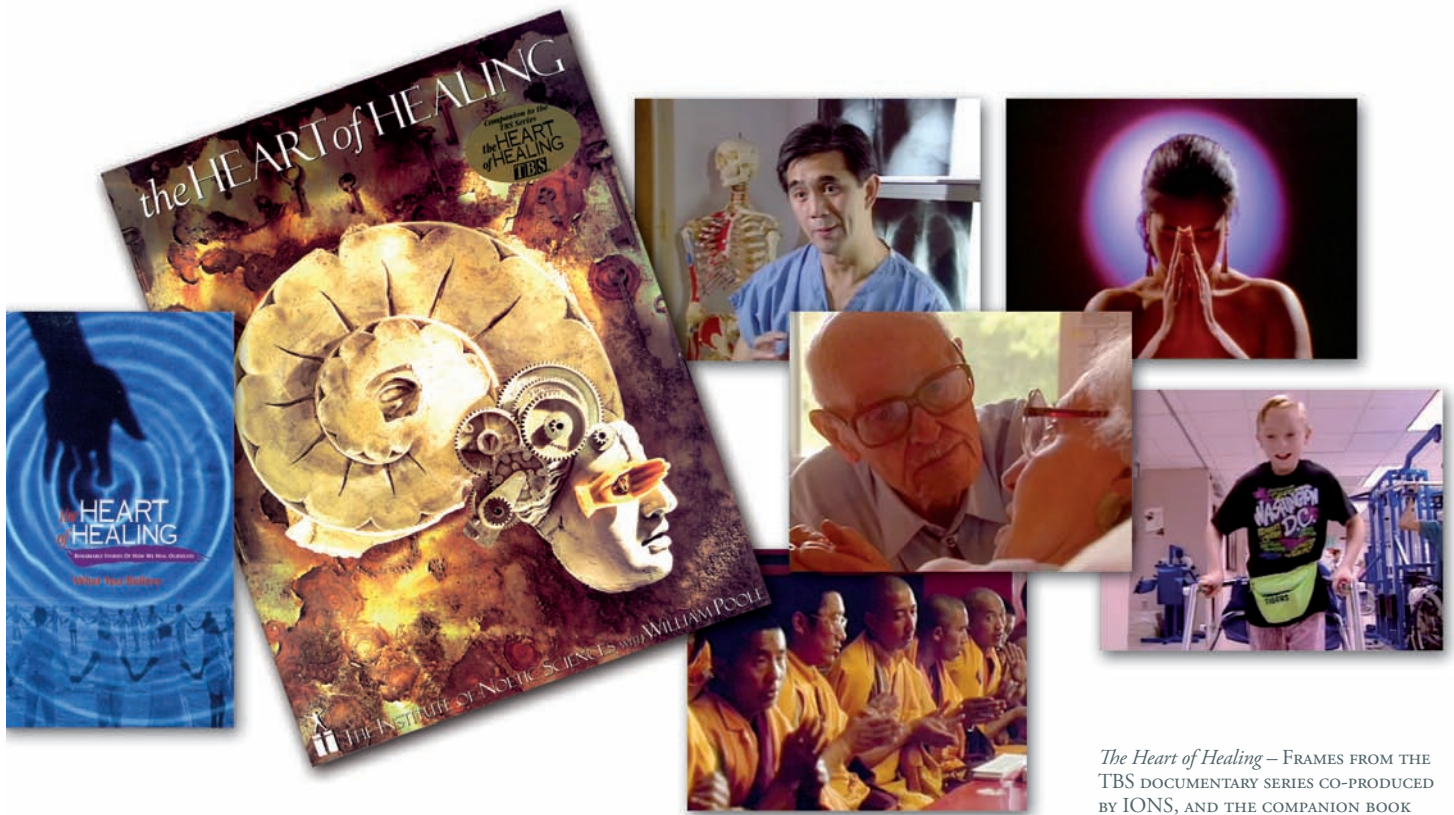


BARBARA McNEILL



AN ARRAY OF IONS PUBLICATIONS, CO-SPONSORSHIPS, AND MEDIA COLLABORATIONS DURING ITS SECOND DECADE





The Heart of Healing – FRAMES FROM THE TBS DOCUMENTARY SERIES CO-PRODUCED BY IONS, AND THE COMPANION BOOK

DECADE THREE: IMPACT, TRANSITION, AND COMMUNITY (1993–2002)



CAROLINE McEVER'S COLORFUL UPDATE OF THE IONS "VITRUVIAN MAN" LOGO
(Below) BILL MOYERS



PHOTO: Robin Holland

IN THIS THIRD DECADE, IONS' RESEARCH INTO THE mysteries of healing and its efforts to communicate those findings to a broader audience finally landed it on the national stage. Key new staff members brought their unique perspectives and talents to the study of consciousness and

launched innovative new programs. Community-building remained central to the Institute's mission, and IONS embraced the new millennium with a game-changing announcement.

Throughout the previous decade, IONS had collaborated on dozens of studies exploring such facets of the mind-body connection as spontaneous remission, placebo effects, meditation, and visualization. Together this work offered compelling evidence for a new model of healing that caught the attention of executives at Turner Broadcasting System (TBS), and the two organizations began co-producing a television series. In October 1993, the twenty-first year of IONS' journey, TBS aired a six-hour documentary called *The Heart of Healing*.

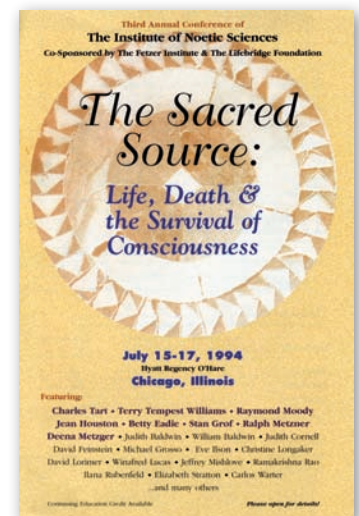
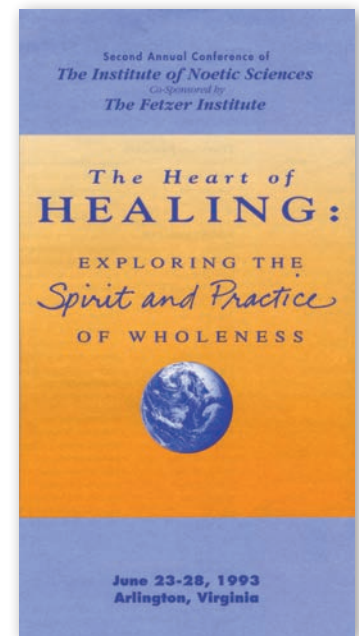
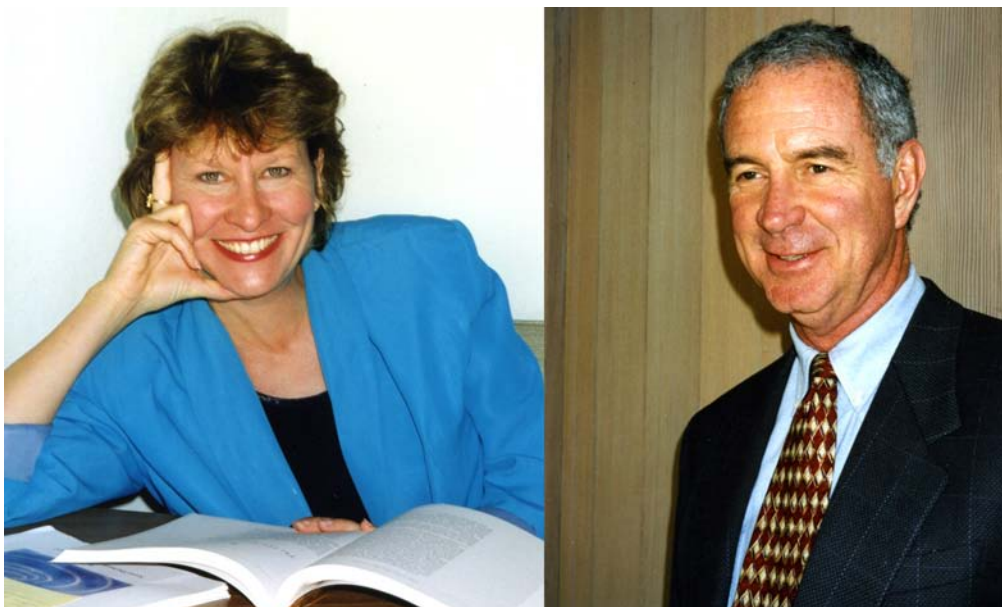
Coinciding with the establishment of the Office of Alternative Medicine under the auspices of the National Institutes of Health (NIH), the documentary brought the topic of mind-body healing and the leading-edge work of the Institute into millions of living rooms. One news service predicted it would be "the most taped, begged, borrowed, and shared TV series of the year." The series, along with an IONS-published companion book and resource guide, explored the fields of psychology, biology, immunology, psychiatry, and anthropology to identify an inner healing system that was being recognized as fundamental to the emerging field of mind-body medicine. Earlier that year, IONS' research was also included in **BILL MOYERS'** critically acclaimed television series *Healing and the Mind*. In short, 1993 was a seminal year for an organization that had been operating well below the radar of mainstream culture.

IONS continued to host annual conferences open to the public. In 1993, its second one—**THE HEART OF HEALING**—featured many of the people interviewed in the TBS television series. In 1994, IONS’ third conference—**THE SACRED SOURCE: LIFE, DEATH, AND THE SURVIVAL OF CONSCIOUSNESS**—declared its intent to keep exploring the uncharted realms of the afterlife. Both conferences were a huge success, confirming a growing awareness that people wanted to come together to share their stories in a safe and supportive environment and to learn about the latest developments in consciousness research. IONS’ role in convening and facilitating these emerging conversations about the mysteries of humanness—in community and at a very personal level—was becoming a fundamental part of its work.

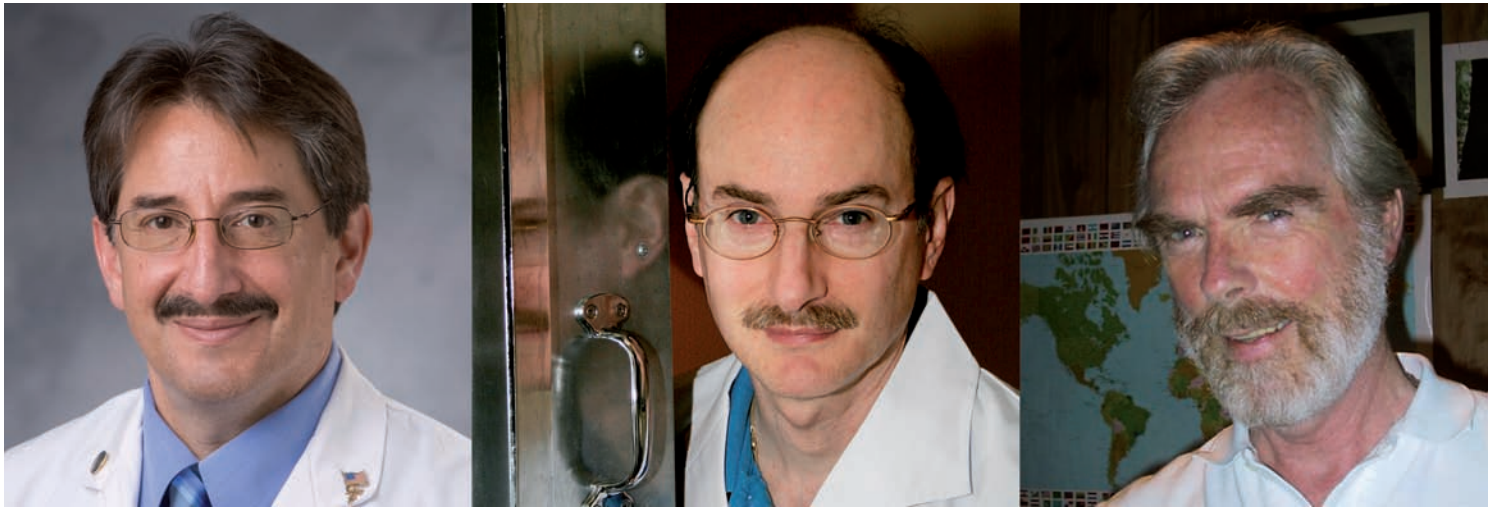
This was also an important period of transition for the IONS staff. After seventeen years as the Institute’s first director of research, visionary scientist Brendan O’Regan passed away in 1992. **MARILYN SCHLITZ**, a medical anthropologist who had just completed post-doctoral studies at Stanford, was selected to carry the Institute’s scientific work forward. She had already conducted groundbreaking research in areas such as intuition, parapsychology, and integrative healing, and she would bring a fresh new vision to the Institute’s research program.

Then in 1997, after nearly twenty years as IONS president, Willis Harman passed away. Harman exemplified the integration of spiritual and intellectual knowing—as well as a commitment to working toward global transformation—that was, and still is, at the heart of the Institute’s work. **WINSTON “WINK” FRANKLIN**, who had been the Institute’s CEO and executive vice president since 1984, stepped in as the new president. Franklin proposed what he called the “noetic bet,” a worldview based on four assumptions:

- ① *that reality is more than physical,*
- ① *that everything and everyone are profoundly interconnected,*
- ① *that our individual and collective capacities are virtually limitless,*
- ① *and that we participate daily in our own evolution, individually and collectively.*



(Above) POSTERS FOR THE IONS 2ND AND 3RD ANNUAL CONFERENCES
(Left) MARILYN SCHLITZ AND WINSTON FRANKLIN



MITCHELL KRUCOFF, DEAN RADIN,
AND ROGER NELSON

Franklin's bet provided some context and a guiding compass for the Institute's mission and work, which proceeded on several fronts:

- In 1997, IONS' Marilyn Schlitz and psychologist Richard Wiseman collaborated on an innovative study to test for an "experimenter effect" in the laboratory—that is, how a researcher's beliefs might influence a study and its data. Using a randomized, double-blind protocol to determine whether people could tell they were being stared at, Schlitz (the believer) and Wiseman (the skeptic) found evidence that the influence of such biases was significant enough to raise important questions about the role of researcher consciousness in what are generally accepted as objective scientific studies.
- With the aid of IONS funding and technical support, Duke University cardiologist **MITCHELL KRUCOFF** initiated a pilot study in 1997 to test whether patients receiving "noetic intervention"—taking the form of stress management, imagery, touch therapy, and off-site prayer—recovered more rapidly and completely than those receiving standard care. Krucoff reported an improvement rate 25 to 30 percent greater for those in the "noetic intervention" group compared with those treated with standard allopathic, non-noetic therapy.
- In 1998, **DEAN RADIN** (who had previously worked in research and development at AT&T Bell Laboratories, GTE Laboratories, and on numerous studies of exceptional human capacities, and who would become IONS' senior scientist in 2001), co-launched the Global Consciousness Project with Princeton University's **ROGER NELSON** and others. The goal of the project was to see if "movements" of collective mind could be physically measured. Using strategically located random number generators around the world, they found intriguing evidence for mind-matter interactions.



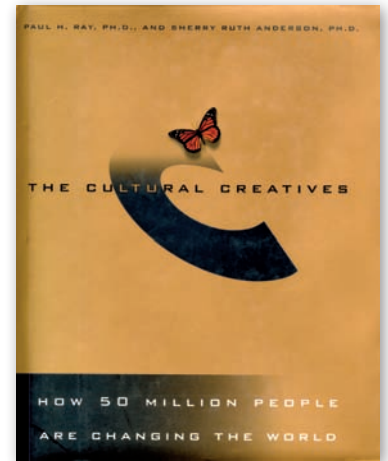
THE GLOBAL CONSCIOUSNESS PROJECT (GCP) IS AN INTERNATIONAL COLLABORATION CREATED IN 1998 TO STUDY THE SUBTLE REACH OF HUMAN CONSCIOUSNESS IN THE PHYSICAL WORLD. IT MAINTAINS A NETWORK OF RANDOM NUMBER GENERATORS (RNGs) WITH NODES IN MORE THAN 50 LOCATIONS ON ALL CONTINENTS, AND IN NEARLY EVERY TIME ZONE.

- IONS continued to build on its long-standing commitment to bring noetic principles to business (e.g., co-publishing Willis Harman's book *Creative Work: The Constructive Role of Business in Transforming Society*) by creating the Wisdom Business Network, an online forum for business professionals seeking global change. In the late 1990s, IONS published a white paper called "The Nārings Liv Project: Business as Nourishment for Life," co-authored by Harman and a half-dozen IONS-connected thought-leaders.
- Based on a series of surveys and interviews funded by IONS and the Fetzer Institute, sociologist Paul Ray and psychologist Sherry Ruth Anderson released their landmark analysis of an emerging and previously unrecognized group of value-driven people intent

on global transformation. A few years later, in 2001, the work was published as the best-selling book *The Cultural Creatives: How 50 Million People Are Changing the World*, and a new demographic brand was added to the cultural lexicon.

As IONS looked ahead to the next century, a bold new initiative took shape: moving its offices to a property that could accommodate a vision of partnership, community, and transformational learning while also furthering its legacy of scientific research. In 2000, with support from the Fetzer Institute, IONS purchased a 194-acre hilltop site 35 minutes north of San Francisco. Formerly the home of a college campus, the property featured plentiful office space, a community building, and retreat center potential. To enhance its research facilities, the Institute purchased a 2800-pound, solid steel, double-walled, electromagnetically shielded chamber for studies requiring energetic or sensory isolation. It became the centerpiece of IONS' NEW LABORATORY—one of few in the world explicitly devoted to studying the relationship between consciousness and the physical world. The lab housed a broad array of instrumentation, ranging from monitors of autonomic and central nervous system activity (for example, an electrocardiograph and a 32-channel EEG) to physical detectors of mind-matter interaction (a random event generator, an optical interferometer, and a magnetometer).

IONS was now ready to welcome a wider community of explorers to what Wink Franklin called a “global wisdom center,” where basic research into the nature of consciousness could be carried out side by side with personal journeys of self-inquiry and awakening. It would all take place in a natural setting that was once home to the indigenous Miwok tribe, who lived for generations on the land in peace and ecological harmony.



(Below, clockwise) THE IONS LABORATORY SHOWING “THE BOX”—AN ELECTROMAGNETICALLY SHIELDED ROOM; A SUBJECT BEING FITTED WITH AN EEG ARRAY; DR. RADIN TESTING HIS EQUIPMENT, READING A BRAIN SCAN, AND CONDUCTING AN EXPERIMENT WITH A SUBJECT





PHOTO: Claudia Holt

DECADE FOUR: SCIENCE, APPLICATION, AND EARTHRISE (2003-2012)



THE IONS LOGO WAS MODIFIED AND SIMPLIFIED IN CONJUNCTION WITH THE DESIGN OF THE NEW WEBSITE BY BRIAN JACOBS OF BRICK DESIGN. THE “O” IN IONS REFERENCES THE ORGANIZATION’S ROOTS, REPRESENTING EDGAR MITCHELL’S JOURNEY TO THE MOON AND HIS VIEW OF THE PLANET EARTH AS HE RETURNED.

(Below) JAMES O’DEA AND DARYL BEM



PHOTO: Shannon Taggart © 2012

RECOGNIZING THE CENTRAL ROLE THAT ITS NEW HOME would play in the Institute’s longer-term objectives, IONS directed much of its attention early in its fourth decade to staffing, upgrading, and growing the new retreat center, while still maintaining a rigorous research and education

program. In 2003, Wink Franklin stepped down as president for health reasons, and JAMES O’DEA took the helm. O’Dea’s executive background included the Seva Foundation and Amnesty International, both mission-driven nonprofits with a strong tradition of social advocacy and service.

Basic science and collaborations with other researchers continued, leading to dozens of peer-reviewed published papers, while other projects and developments brought the work of IONS to new and larger audiences. Among the highlights are the following:

NOETIC SCIENCE RESEARCH

THE LOVE STUDY – According to a 2004 survey of adult Americans, the most popular “alternative healing practice” was “prayer for self,” and the second most popular was “prayer for others.” Other surveys confirmed this strong belief in the power of prayer to heal. With so much evidence suggesting widespread acceptance of prayer’s healing impact, conventional medicine should have been taking a closer look—but wasn’t. IONS, however, was intrigued and worked with the Institute for Research on Unlimited Love on a breakthrough project nicknamed “The Love Study.” The objective was to test the effects of distant compassionate intention on people afflicted with a serious illness. Researchers measured short-term changes in a patient’s physiological state under double-blind, controlled conditions. A total of 36 couples participated, and the results showed statistically significant evidence of real-time physiological effects only seconds after a distant intention was sent. The experiment was published in 2008 as “Compassionate Intention as a Therapeutic Intervention by Partners of Cancer Patients” in *Explore: the Journal of Science and Healing* and featured on National Public Radio.

PSI RESEARCH GOES MAINSTREAM – The Institute’s decades of research into the study of parapsychology was prominently cited in what quickly became a sensational and polarizing paper by Cornell University Professor Emeritus of Psychology DARYL BEM. Entitled “Feeling the Future: Experimental Evidence for Anomalous Retroactive Influences on Cognition and Affect” and published in the preeminent *Journal of Personality and Social Psychology*, the 2011 paper presented evidence, from nine experiments involving more than 1000 subjects, suggesting that events in the future may influence events in the past—a concept known as



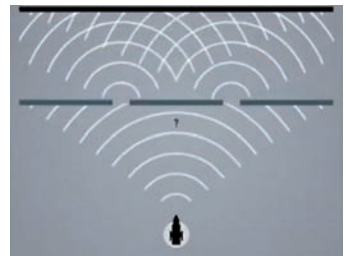
PHOTO: Claudia Holt

“retrocausation.” The firestorm of criticism from mainstream academics was not unexpected, though disappointing given Bem’s respected conventional stature. As IONS has learned since its founding, frontier research into possibilities that challenge widely held models of reality is not easily accepted by the mainstream scientific community—or easily funded.

THE DOUBLE-SLIT EXPERIMENT – The “observer effect,” still a puzzle even to the most experienced quantum physicists, remains a key finding in the mind-matter interaction debate. As described by IONS’ Dean Radin, “It’s as though the microscopic world has a ‘sense of being stared at,’ reminiscent of the prickly feeling that some people feel when someone is staring at them a little too intensely.” Radin further explains that “some aspect of consciousness may play a key role in the manifestation of the physical world, as some of the world’s esoteric and mystical traditions and a good portion of Eastern philosophy have long maintained.” Scientific evidence of such an influence would explode the most foundational assumptions behind Western science’s conception of how the world works. IONS took up the challenge and launched a long-term, multi-phase project to explore the role of consciousness in shaping physical reality. Phase I successfully replicated a previously reported experiment conducted at IONS that investigated whether focused human attention has an impact on the amount of interference produced by a double-slit optical system; both experiments demonstrated a mind-matter interaction. The findings were published in the May 2012 issue of *Physics Essays* in an article titled “Consciousness and the Double-Slit Interference Pattern: Six Experiments.” It’s one of only a handful of experimental studies on a noetic topic that has been published in a peer-reviewed physics journal.

(Opposite page and above) EARTHRISE CENTER AT IONS IS A 194-ACRE CAMPUS AND RETREAT FACILITY LOCATED 25 MILES NORTH OF SAN FRANCISCO IN THE ROLLING HILLS OF MARIN COUNTY, CALIFORNIA.

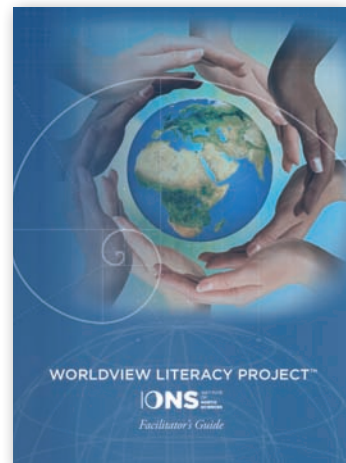
(Below) DEAN RADIN WORKING WITH ARNAUD DELORME ON THE DOUBLE-SLIT EXPERIMENT, AND A DIAGRAM OF THE INTERFERENCE PATTERN PRODUCED BY THE ELECTRON BEAMS

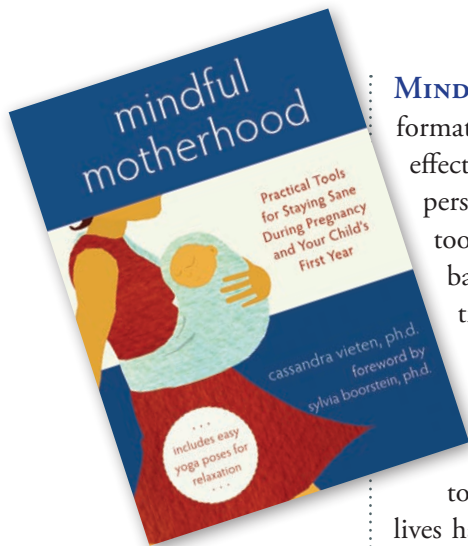


TOOLS FOR TRANSFORMATION

While recognizing the critical importance of basic research, IONS has always been dedicated to improving the well-being of people and the planet. One way this has been done is through development and testing of real-world tools that lead to fundamental shifts in consciousness, improved health and wellness, and enduring individual and social change. IONS launched several of these programs during its fourth decade:

THE WORLDVIEW LITERACY PROJECT™ – An outgrowth of the Institute’s history of research into the powerful positive effects of a change in one’s perspective, the Worldview Literacy curriculum helps students understand both what shapes their own views of the world and those of others, leading to enhanced self-esteem, compassion, and a greater awareness that they are part of a larger whole. The 22-lesson course has been tested in classrooms from Oakland to Brooklyn to Palestine and is now being taught to schoolteachers around the world. It will next be translated into healthcare, business, and lifelong learning programs.





MINDFUL MOTHERHOOD – While most people don’t discover consciousness transformation practices until they reach middle age, this program brings the health-promoting effects of meditation to young mothers while their babies are in the womb. In eight in-person or online sessions, pregnant women and new mothers can learn mindfulness tools for reducing stress, improving mood, and enhancing their connection with their babies. The program is now being adapted for a large National Institutes of Health trial to reduce stress and prevent transmission of obesity from mothers to their infants. It is also being translated into Spanish.

AT HOME WITHIN – IONS created a body-mind-spirit “noetic intervention” program for a local nonprofit serving the needs of the homeless. Its purpose was to find out whether and how consciousness practices could help not only those whose lives had been shattered but also those seeking personal growth during a difficult time. Outcome research showed that those attending the weekly classes experienced reduced stress and anxiety, helping them to find a home within while they sought one on the outside. It’s now being released as a step-by-step manual to help other shelters and social service agencies implement similar programs.

MICHAEL MURPHY



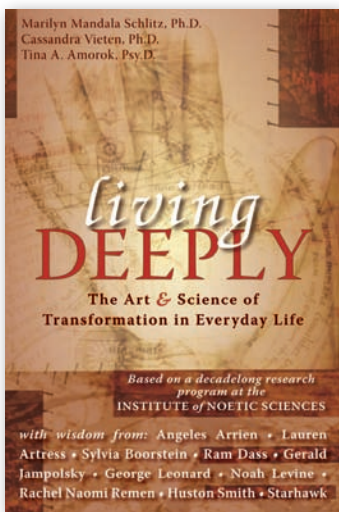
PHOTO: Danny Bianchetta

ONLINE MEDITATION BIBLIOGRAPHY

In 2012, the Institute released the newly revised and enriched IONS Online Meditation Bibliography—the world’s largest and most comprehensive online catalogue of published scientific studies of meditation. Originally compiled and edited in 1997 by **MICHAEL MURPHY**, co-founder of Esalen Institute, and Steven Donovan as *The Physical and Psychological Effects of Meditation: A Review of Contemporary Research*, IONS converted the bibliography to a searchable, online catalog with citations, abstracts, and, when available, full-text articles—all free of charge. With nearly six thousand entries and growing, it provides a current, centralized database designed to assist professionals, students, individuals, and novices with the means to effectively navigate thousands of published articles that deal with questions such as “Is meditation effective for stress reduction in a corporate environment?” or “What program should I recommend to a patient with hypertension who might benefit from meditation?”

PUBLISHING SUCCESSES

In August 2012, *The Untethered Soul*, the very first title published under IONS’ Noetic Books imprint, made it to the the *New York Times* bestseller list after the author, Michael Singer, appeared on the Oprah Winfrey Network in an interview with Oprah. It was the first book to appear on that list in the forty-year history of the imprint’s publishing partner, New Harbinger Publications. Three years earlier, another Noetic Books title, *Living Deeply: The Art and Science of Transformation in Everyday Life* by Marilyn Schlitz, Cassandra Vieten, and Tina Amorok, won a prestigious Nautilus Book Award. *Living Deeply* summarized the results of IONS’ decade-long study into the nature of transformations in consciousness. In 2005, Schlitz, Amorok, and Marc Micozzi compiled and co-edited the book and DVD *Consciousness and Healing: Integral Approaches to Mind-Body Medicine*, which has become part of the standard curriculum in medical, nursing, and health programs throughout the country.



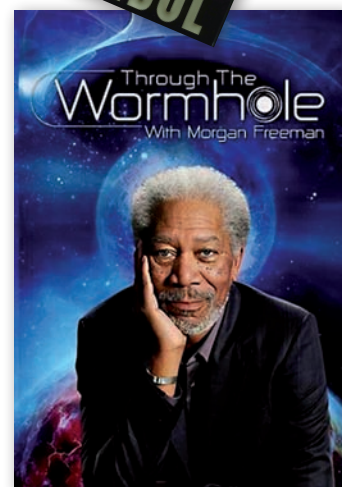
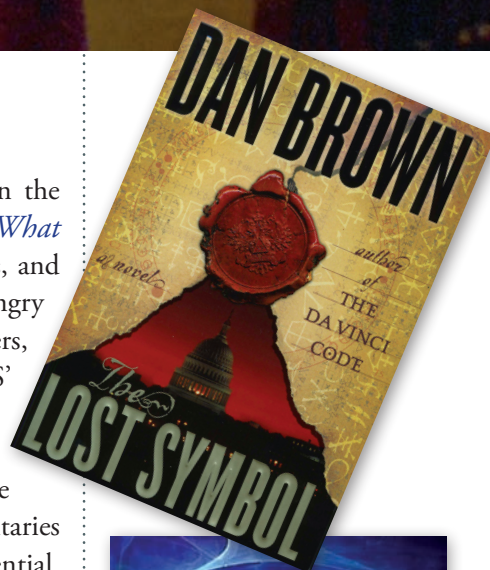
MARLEE MATLIN WAS FEATURED IN *What the Bleep Do We Know!?* (Below) DEAN RADIN, IONS SENIOR SCIENTIST, WAS ONE OF THE RESEARCHERS INTERVIEWED FOR THE AWARD-WINNING DOCUMENTARY.



IONS IN THE MEDIA

Throughout its fourth decade, the Institute's work continued to be celebrated in the media in film, television, and even a novel. The award-winning 2004 documentary *What the Bleep Do We Know!?* was a daring blend of science, mysticism, consciousness, and "quantum speculation" that defied the odds by reaching a mainstream audience hungry for knowledge and inspiration. It featured an impressive lineup of frontier researchers, including IONS' Dean Radin in an expanded version of the film. Aware of IONS' reputation for credible science in emerging new fields of study, the film's producers gave IONS a grant to write a companion study guide. IONS did so, grounding the film's sometimes enthusiastic interpretations with scientific clarity. Thousands of free copies were downloaded. IONS and its research were also featured in other documentaries about the role of consciousness in humankind's evolving understanding of its potential. They included *I Am*, produced by Hollywood wunderkind Tom Shadyac and released nationally, as well as *Something Unknown Is Doing I Don't Know What*, *The Living Matrix*, *Metaphysia 2012*, and *The Joy of Sox*.

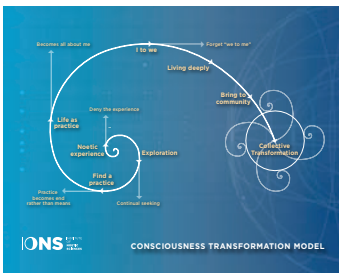
In the fall of 2009, a new novel by mega-selling author Dan Brown (*The Da Vinci Code* and *Angels and Demons*) was published. Titled *The Lost Symbol*, it sold one million copies in the first twenty-four hours. Noetic science was mentioned extensively throughout the book, and the heroine of the story was a female "noetic scientist." Was she IONS' Marilyn Schlitz? A composite of leaders in the field? Whomever the inspiration for Brown's hero, the book created a spike of visibility for IONS and its work, and a movie version is in development. In 2011, Dean Radin and the Institute's research were featured on a recurring episode of "THROUGH THE WORMHOLE WITH MORGAN FREEMAN" on the Discovery Science Channel, while IONS' research was highlighted in an episode of the BBC's *Horizon* science program as well as on NBC's *Dateline*.





RESEARCH DIRECTOR CASSANDRA VIETEN

(Below) THE INSTITUTE'S CONSCIOUSNESS TRANSFORMATION MODEL, IONS' KEY STRATEGIES, AND THE *Noetic Now* SECTION OF THE IONS WEBSITE

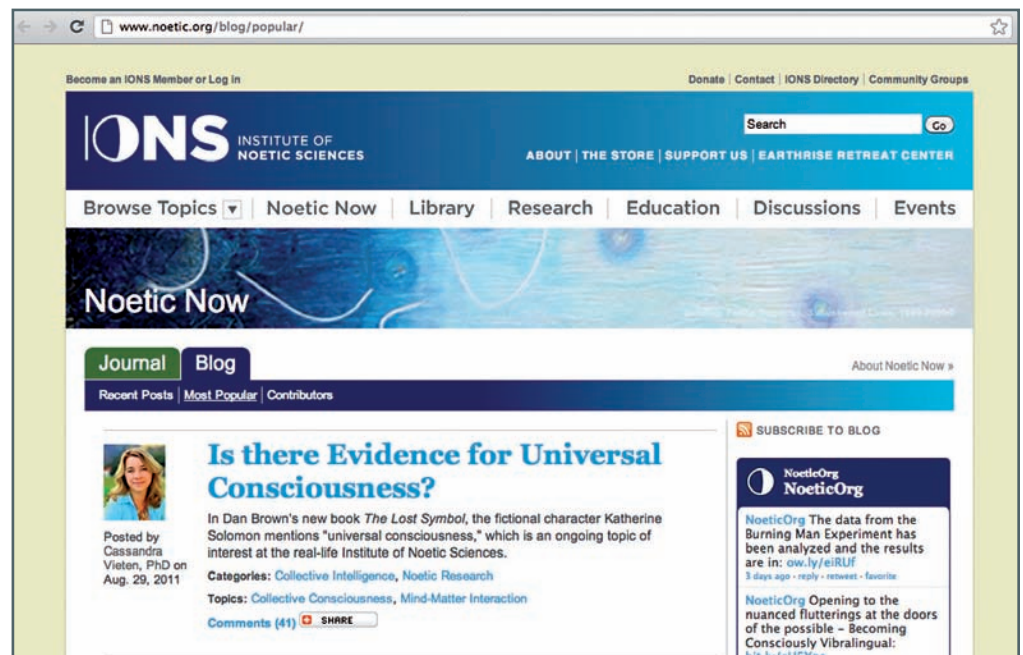


ORGANIZATIONAL RENEWAL

In 2009, Vice President of Research Marilyn Schlitz was named IONS' new president and CEO, and **CASSANDRA VIETEN**, a psychologist and co-director of the Mind-Body Medicine Research Group at California Pacific Medical Center Research Institute, became director of research. The Institute's research and education efforts were re-focused on three areas: the science of interconnectedness (e.g., the double-slit experiment), worldview transformation (e.g., *Living Deeply*), and consciousness and healing (e.g., research on compassionate intention).

Responding to the challenges presented by a struggling economy and seeking more ecological ways to conduct its work, the Institute shifted its emphasis from print to digital, launching two new interconnected websites. One focused on the organization's history and work and featured a free monthly journal, *Noetic Now*, educational courses, an extensive library of multimedia resources, a blog, a discussion area, and a new online store; the other highlighted IONS' now-thriving **EARTHRISE EDUCATION AND RETREAT CENTER** and its growing importance as a workshop convener for thought leaders from around the world.

In March 2011, the Institute moved its research and education offices to the Foundry Wharf business park in downtown Petaluma, enabling EarthRise to meet increased demand for full-service conference facilities. And indeed, EarthRise continued to expand, attracting like-spirited on-site partners and an increasing number of new programs and presenters. Named EarthRise to honor Edgar Mitchell's life-changing experience of seeing Earth from space, it features classrooms, a labyrinth, organic meals, numerous nature trails winding through beautiful Northern California countryside, and overnight accommodations for up to 120 people. EarthRise recently received a glowing review in *AARP The Magazine*, which had high praise for the spotless lodging and the quality of the food. There are art exhibits, film salons, and even an occasional wedding. For thousands of people every year, EarthRise is providing an experiential laboratory of transformation for individuals as well as institutions. Dedicated as well to environmental sustainability, it is becoming known as one of Northern California's most appealing venues for intimate, transformative workshops and events.





AN IONS EXPERIMENT AT THE BURNING MAN FESTIVAL IN BLACK ROCK DESERT, NEVADA, TESTING THE PREDICTION THAT A RANDOM NUMBER GENERATOR PLACED ON “THE PLAYA” WOULD DEMONSTRATE SIGNIFICANT DEVIATION FROM RANDOMNESS DURING THE PERIOD OF HIGHEST COLLECTIVE INTENSITY

(Above inset) INTERN JOSEPH BURNETT

PHOTO: George Post © 2012

POISED FOR THE NEXT 40 YEARS

The legacy of IONS’ work reveals a history of risk-taking, leading-edge research, and the courage to ask questions that no one else would ask—or even knew how to ask—about the true nature of human consciousness. Over the past four decades, the Institute of Noetic Sciences has had a catalytic influence on the frontiers of scientific inquiry and the evolution of healthcare. Its investigation into the role of consciousness in healing has significantly contributed to the scientific understanding of how the mind influences health and has helped to transform mind-body medicine into a vital component of most major U.S. and international medical centers. Original research on the benefits of meditation and compassion sparked the development of new scientific methods and insights into how we can cultivate our highest potentials. Pioneering scientific work on the interconnectedness of consciousness through time and space has challenged traditional notions of the nature of reality and is now slowly penetrating the domain of academic physics. Frontier research into perennial mysteries, including precognition, life after death, prayer and healing, and transformative experiences, continues to broaden the range of topics for scientific inquiry.

As IONS looks to the future, it’s investing more time and resources to educate a younger generation on the importance of the inner journey and the potential of people to transform their lives and the world they live in—while learning from these young explorers as well. The Research Department is home to an enthusiastic **TEAM OF INTERNS** from all over the world. As one young intern put it, “At IONS, science and intuitive knowledge are both used to find ways to unfold potential in individuals and the collective. It’s the perfect combination.” Says another, “There is evidence that my own consciousness is not just limited to my experience and that it might impact what’s around me. If we can do more scientific studies into this, people might be more open to the idea that their thoughts matter.” A recent experiment at the intergenerational **BURNING MAN** event brought noetic science to a growing movement of cultural adventurers seeking new expressions of community, art, and sustainability.

At the frontier of research into what it means to be human, the Institute of Noetic Sciences continues to chart new ground on what we are capable of becoming, relying on a loyal community of individuals and foundations who are committed to supporting humanity’s highest ideals—perhaps even a breakthrough akin to the last Age of Enlightenment. IONS is up for that challenge, in fact it always has been. That’s what explorers do. **by** MATTHEW GILBERT



IONS RESEARCH AND EDUCATION INTERNS FROM UNIVERSITIES ALL OVER THE WORLD: (clockwise from upper left) ALAN PIERCE, ANDREA LIVINGSTON, FRANCESCO PASSALACQUA, BRITTANY UMANOFF, PAVLE MARINKOVIC, AND JOSEPH BURNETT

ABOUT THE AUTHOR:

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