

WELL LANE STUDIOS BROCHURE

Creative well-being, mindful development, and expressive team experiences

PROVIDER / COMPANY OVERVIEW

Company name: Well Lane Inc.

Studio name: Well Lane Studios

Primary provider: Ella Lane

Role: Founder, facilitator, creative well-being designer

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Registered office:

Well Lane Inc.

Sint Annendwardsstraat 13

1012 HC Amsterdam

Netherlands

Registration number: 8293848293

Location: Amsterdam, Netherlands

Languages: English, German, Spanish

Travel:

Amsterdam and the Netherlands are our regular base. We also travel for selected projects in Paris (EUR 500 travel fee), London (EUR 500 travel fee), Barcelona (EUR 500 travel fee), most of BeNeLux, the Nordics, and Milan. Other destinations are open to discussion depending on the format, lead time, and project scope.

Short company description:

Well Lane Studios is a creative well-being and development practice based in Amsterdam. We design immersive sessions, workshops, multi-session programs, and retreat-style experiences that help people reconnect with clarity, calm, communication, and expression. Our work blends creative exploration, guided reflection, mindfulness, sensory-led facilitation, and evidence-informed approaches to attention, stress, and human connection.

About Ella Lane:

Ella Lane is the founder of Well Lane Studios, a creative well-being and development practice dedicated to helping individuals and teams reconnect with clarity, calm, and expression. With a background spanning creative arts, behavioural psychology, and group facilitation, she designs immersive sessions that use creativity as a gateway to relaxation, focus, and deeper human connection. Her work blends hands-on artistic exploration with evidence-informed techniques, allowing participants to step out of cognitive overload and into a more present, engaged state.

Across her workshops, multi-session programs, and curated retreats, Ella guides groups through experiences that unlock communication, strengthen attention, and foster emotional intelligence. Whether through collaborative art, guided reflection, or sensory-led practices, her approach is both grounding and energising. The result is not just a moment of pause, but a lasting shift in how people think, interact, and create together, supporting outcomes from stress reduction and focus to cohesion, creativity, and meaningful dialogue.

Qualifications:

- Master of Business Administration
- Diploma of Interactive Media
- Award for Impact
- Meditation Instruction Certification
- Mindful Empathy Coach

Clients:

Well Lane Studios and Ella Lane's work has been shaped through projects, workshops, and creative development settings with teams and organisations including Microsoft, L'Oreal, Gillette, Marriott, Amazon, and Prada. Some engagements are delivered directly, while others are delivered through private bookings, event partners, leadership hosts, or client-side people and culture teams.

Corporate experience:

We frequently work with professional audiences and can adapt the tone, framing, and pace for leadership groups, team-development settings, client events, offsites, creative retreats, employee well-being weeks, and internal culture programs. Not every Well Lane Studios format is corporate-only by design. Some formats began as creative or reflective public experiences, but the core methods translate well to organisational settings when the container is properly held.

General practical note:

We are comfortable delivering in English, German, or Spanish, indoors or outdoors, in offices, studios, hotels, retreat houses, galleries, event spaces, and calm offsite environments. Materials, room setup, privacy requirements, accessibility, and travel can be discussed during scoping.

PAGE 2 - WORKSHOP OPTION 1

Offer name:

Shared Canvas: Group Art-Making for Perspective, Connection, and Collaborative Reflection

Format:

Interactive group workshop

Overview:

Shared Canvas uses guided art-making, visual prompts, paired reflection, and collective meaning-making to help groups step out of verbal over-analysis and into a more spacious, imaginative mode of collaboration. Participants work individually first and then gradually bring their material into a shared visual composition. The emphasis is not on artistic skill. It is on noticing patterns, surfacing assumptions, and seeing how different viewpoints can coexist without being flattened.

What happens:

The session opens with a short arrival exercise and visual cueing process. Participants are then guided through a sequence of individual mark-making and small-group creative responses using paper, ink, collage fragments, simple materials, and optional writing prompts. The final section involves a collective assembly moment where the group creates a shared piece that becomes a conversation object.

Depending on the group, the debrief can be oriented toward communication, trust, creative confidence, team identity, focus, or simply slowing down enough to perceive differently. Some groups prefer a quiet reflective end. Others prefer to use the shared piece as a practical discussion point around how they collaborate, listen, interrupt, include, decide, or make meaning together.

Useful contexts:

This format has worked well for leadership offsites, team away-days, creative departments, innovation teams that feel verbally saturated, and groups who need a reset from highly cognitive meeting culture. It can also be used at the start of a strategy day to help a group arrive differently.

Typical duration:

Usually 2 to 2.5 hours.

It can be expanded into a half-day format if a longer reflective debrief is wanted.

Pricing:

From EUR 1,250 for a 2-hour session in Amsterdam.

Travel and materials are quoted separately if the workshop is delivered outside Amsterdam or if a custom material set is requested.

Facilitation note:

This is particularly useful when a group has become overly verbal, overly performative, or stuck in familiar professional roles. It can be light and accessible, but it also opens surprisingly honest conversations when the group is ready for depth.

Materials:

Basic creative materials are included for Amsterdam-based delivery. Specialist materials, larger installations, premium paper, frames, or branded visual outputs can be quoted separately.

PAGE 3 - WORKSHOP OPTION 2

Offer name:

Stillness, Listening, and Sensory Reset: An Afternoon of Mindfulness and Guided Creative Calm

Format:

Restorative workshop / guided group experience

Overview:

This offering combines guided mindfulness, breath-led settling, sensory awareness, and low-pressure creative reflection to support nervous system down-regulation and collective decompression. It is especially relevant for groups moving through intensity, overload, transition, or sustained performance cycles. The overall intention is not entertainment and not passive wellness branding. It is to create a carefully held pause in which attention, listening, and internal regulation can be restored.

How the afternoon is structured:

The session usually begins with a short contextual framing around attention and overstimulation in modern professional life. Participants are guided through a gentle arriving practice, followed by seated awareness, simple breath anchoring, sensory noticing, and a quiet creative reflection process using image, colour, line, or written prompts. A closing integration segment invites participants to notice what shifted in their body, mood, attention, and mental pace. A light reflection round can be included if the host wants a more shared ending.

Potential benefits often reported:

- reduced mental noise
- improved calm and self-regulation
- a stronger sense of inner steadiness
- decompression after demanding project phases or events
- renewed quality of attention

Typical group size:

8 to 30 participants is ideal.

Delivery notes:

Can be delivered in quiet office environments, retreat houses, private event rooms, or dedicated offsite spaces. Requires a calm room, chairs or mats, and enough space for participants to sit comfortably without feeling crowded.

Pricing note:

Price depends on whether the format is a 90-minute session or a half-day immersion.

Additional note:

This can sit well inside a broader leadership day, founder reset, client retreat, team well-being program, or employee experience week. It can also be delivered as a quieter counterpoint after a high-energy conference, sales meeting, or creative sprint.

PAGE 4 - PROGRAMS

PROGRAM A

Working title:

Leadership Presence, Well-Being, and Focus

Description:

This is a multi-session leadership development program for senior managers, emerging leaders, and key internal people who need to lead with more steadiness, clarity, and human depth. The program blends reflective leadership practice, self-regulation tools, perceptual training, communication awareness, and applied focus practices. It is designed for environments where leaders are carrying too much cognitive load and are expected to stay calm, relational, and effective even while navigating ambiguity.

Likely shape:

Six sessions over two to three months, with optional light practices between sessions.

Themes that may be covered:

- pressure and attention
- emotional self-management
- relational presence
- communicating without collapse or over-control
- leadership energy and sustainable pace
- clearer thinking under complexity

Possible participants:

Leadership teams, department heads, people managers, founders, creative leads, or mixed cohorts of senior professionals.

Program notes:

The exact rhythm can be adapted. Some teams prefer shorter sessions every two weeks, others prefer a small number of longer deep-dive sessions. The program can include light written reflection prompts, short audio practices, creative assignments, and manager debrief material.

Pricing:

Available on request following scope conversation.

Hours:

Usually between 9 and 15 total facilitation hours depending on format.

Additional delivery note:

This program can be delivered in English, German, or Spanish. It is strongest when the same cohort attends throughout, although some organisations choose to open selected sessions to a wider leadership group.

PROGRAM B

Working title:

Reset and Reorientation Program

Description:

Although we sometimes call this a program, in practice this format is most often delivered as a residential or semi-residential offsite experience. It is designed for leadership groups or core teams who need to step out of everyday operating mode and enter a slower, more reflective, better-held environment. The emphasis is on perspective, nervous system reset, strategic thinking, shared conversation, and deeper team connection.

What is often included:

- guided morning grounding
- facilitated strategic reflection
- mindful walking or quiet outdoor practice
- shared meals
- evening sensory integration or meditation

- optional creative reflection block
- slower dialogue formats

Length:

Can be designed as a 2-day, 3-day, or 4-day format.

Who it is for:

Usually leadership teams, founder groups, creative departments, or core decision-makers.

Venue style:

Retreat house, countryside hotel, design-led guesthouse, private villa, studio-residence, or quiet property with meeting space and outdoor access.

Important note:

This is often better understood as a retreat-style development experience rather than a classic classroom program, even though some clients initially ask for it as a program. The format can be adjusted for a city-based venue if residential travel is not suitable.

PAGE 5 - RETREAT AND IMMERSIVE FORMATS

RETREAT / IMMERSIVE OPTION 1

Name used in proposals:

Leader Reset: A 3-Day Well-Being and Strategic Clarity Retreat

Description:

Leader Reset is a retreat format for decision-makers, founders, and senior professionals who need to restore clarity while also reconnecting with why and how they lead. The retreat combines quiet practice, facilitated group dialogue, spacious strategic reflection, mindful movement, creative process, and intentionally paced meals and breaks. It is not positioned as a high-energy leadership bootcamp. It is a slower and more intelligent environment for recalibration.

Included elements may involve:

- accommodation support or venue curation
- breakfast, lunch, and dinner depending on venue
- guided morning practices
- leadership reflection sessions
- sensory-based evening integration
- one creative or reflective studio block
- facilitated closing commitments

Duration:

2, 3, or 4 days depending on client needs and venue.

Notice period:

Ideal notice is 6 to 10 weeks for venue-based delivery.

Price:

From EUR 4,800 plus venue and accommodation, or fully bundled pricing depending on venue choice.

Audience:

Best for 6 to 18 people.

Possible locations:

The Netherlands, Belgium, France, the UK, Spain, Italy, the Nordics, and other destinations by discussion.

RETREAT / IMMERSIVE OPTION 2

Name sometimes used:

Creative Well-Being Development Day

Description:

This full-day format combines reflective facilitation, creative exercises, mindful pauses, and a gentler way of exploring attention, communication, and shared presence. It can work beautifully for a team day, but it can also be offered to mixed groups, communities, or open-enrolment participants. For that reason it is not always immediately framed in corporate terms, even though parts of it are very usable for organisations.

What a day can include:

- arrival and grounding
- perceptual exercises
- reflective creative process
- paired dialogue
- a group lunch
- calm listening or sensory-based integration
- a closing reflection circle

Duration:

1 full day.

Location:

Can take place in a studio, event space, private house, gallery, hotel meeting room, or retreat setting.

Practical note:

This offer is flexible and is often shaped around the room, the group, and the reason people are gathering. Some clients want a gentle well-being day. Others want a development day with clearer outcomes around creativity, communication, and team connection.

PAGE 6 - STANDALONE SESSIONS AND THEMATIC OFFERS

In addition to the formats above, Well Lane Studios also offers a number of standalone sessions that can be booked individually, integrated into a wider program, or combined into custom days. These are often requested by learning teams, offsite organisers, leadership hosts, event producers, or culture-focused internal teams, but some of them are also appropriate for more mixed audiences.

Focus and Attention

We offer sessions on focus, attention, and the restoration of mental clarity in overstimulated environments. These sessions explore how fragmented attention shapes judgment, presence, and energy. Depending on the host, the session may include guided noticing practices, quiet observation exercises, short reflective prompts, and a practical discussion around personal and collective attention habits in contemporary work. These sessions are often useful when teams feel cognitively saturated or overly reactive.

Confidence, Self-Assurance, and Self-Connection

We also offer sessions that explore confidence in a less performative and more grounded way. Rather than treating confidence as charisma or dominance, this work looks at inner steadiness, congruence, and the ability to remain connected to oneself while speaking, leading, or contributing in a group. These sessions may be valuable for managers, emerging leaders, creative professionals, or people who are carrying responsibility without feeling fully anchored in their own voice.

Strategic Thinking, Mindset, Perception, and Perspective

Another strand of our work focuses on strategy and perception. These sessions help people notice the assumptions, pacing, and interpretive habits through which they approach complexity. In some versions, the session is more reflective and discussion-based. In others, we use image prompts, spatial exercises, or carefully framed creative tasks to help a group widen perspective before making decisions. This strand can sit inside leadership development, team reflection, innovation work, or a wider company offsite.

Performance and Sustained Performance

We also design sessions on sustainable performance for professionals and leaders who are capable and committed but running too close to depletion. These sessions examine pace, recovery, pressure, internal noise, and the difference between productive intensity and chronic strain. They are relevant for people leading teams, managing demanding stakeholder environments, or carrying invisible emotional labour alongside visible performance expectations.

Listening, Presence, and Human Communication

We sometimes run shorter communication sessions that focus not on presentation skills in the usual sense, but on relational listening, presence, attunement, and the quality of contact inside conversations. These can be relevant for client-facing professionals, leadership groups, facilitators, creative teams, and managers. They are particularly useful when communication has become efficient but thin, or when teams need more trust and less performative over-talking.

Creative Reset Sessions

Finally, we offer lighter creative reset sessions that can sit at the edge of development, culture, and well-being. These might involve guided collage, visual reflection, symbolic thinking, simple sensory exercises, or short meditative creative practices. Some clients book them as a standalone well-being activation, others use them inside broader learning or team-development contexts. Not every one of these sessions is described online as a workshop, but many of them can be shaped into separate workshop-style offers.

Booking and tailoring note:

Standalone sessions do not all have fixed durations, prices, or participant ranges because they are often adapted to the client, room, language, and event purpose. Shorter versions can work as 60 to 90 minute sessions. More spacious versions are usually better as half-day or full-day experiences.

Closing contact block

For enquiries, tailored proposals, and availability:

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