

# ALEXSTARK

CREATING OUTSTANDING ENVIRONMENTS WITH GEOMANCY & FENG SHUI



On the cover:

**425 Park Avenue**  
**New York, NY**

Designed by renowned architect Norman Foster, **425 Park Avenue** is a **700,000** square feet office tower located on one of the most iconic architectural streets in the world, joining buildings of such architectural prestige as **Lever House**, the **Seagram Building**, the **Helmsley Building**, and the **Waldorf Astoria Hotel**. It is also the first full-block skyscraper to be built on **Park Avenue** in over **50** years.



*We live inside a great web of relationships that embraces  
the earth, the sky, our homes, our workplaces, and  
our communities.*

*We honor these relationships by choosing the right livelihood,  
a sense of wonder for all that is, and by the gratitude  
we display in everything we do.*

— Alex Stark

## RESIDENTIAL ENVIRONMENTS

### **Tribeca Condominiums 443 Greenwich Street New York, NY**

Originally built as a warehouse on the Hudson River waterfront in Manhattan, this Romanesque Revival structure is a LEED-certified luxury residential complex in the Tribeca neighborhood. Completed in 2017, it boasts of a 70-foot indoor swimming pool, a Turkish bath, and a 5,000-square-foot landscaped roof terrace. Feng shui interventions included a full analysis of the site, architectural guidelines for common areas and individual apartments, as well as feng shui rituals and blessings for increased vitality, prosperity, and health.

Every home is a reflection of the internal aspects of a person's life. Each room or space mirrors the entirety of that person or family. The shape of the structure and its internal layout are also indicative of the occupants' concerns and aspirations: career, prosperity, health, family dynamics, spirituality, or reputation are all reflected within the home. The entrance, for example, might play an important role in the users' finances or reputation. The kitchen might show how a family relates to each other. Dining rooms could project how power is distributed among family members. Bedrooms might attest to the love and compassion in a marriage. Basements, attics, or closets reflect the more internal or subconscious aspects in the occupants' lives. Even the land under the home is important: a garden or patio can provide grounding that helps to manage daily stresses. It can delight and entertain the family and its friends. In addition, the quality of energy in the soil has an important part to play in the family's health and well-being. Evaluation of these components provides useful tools to enhance the goals, aspirations, and dreams we hold as individuals, as well as neutralize or resolve the hard reality of our challenges, obstacles, and fears.





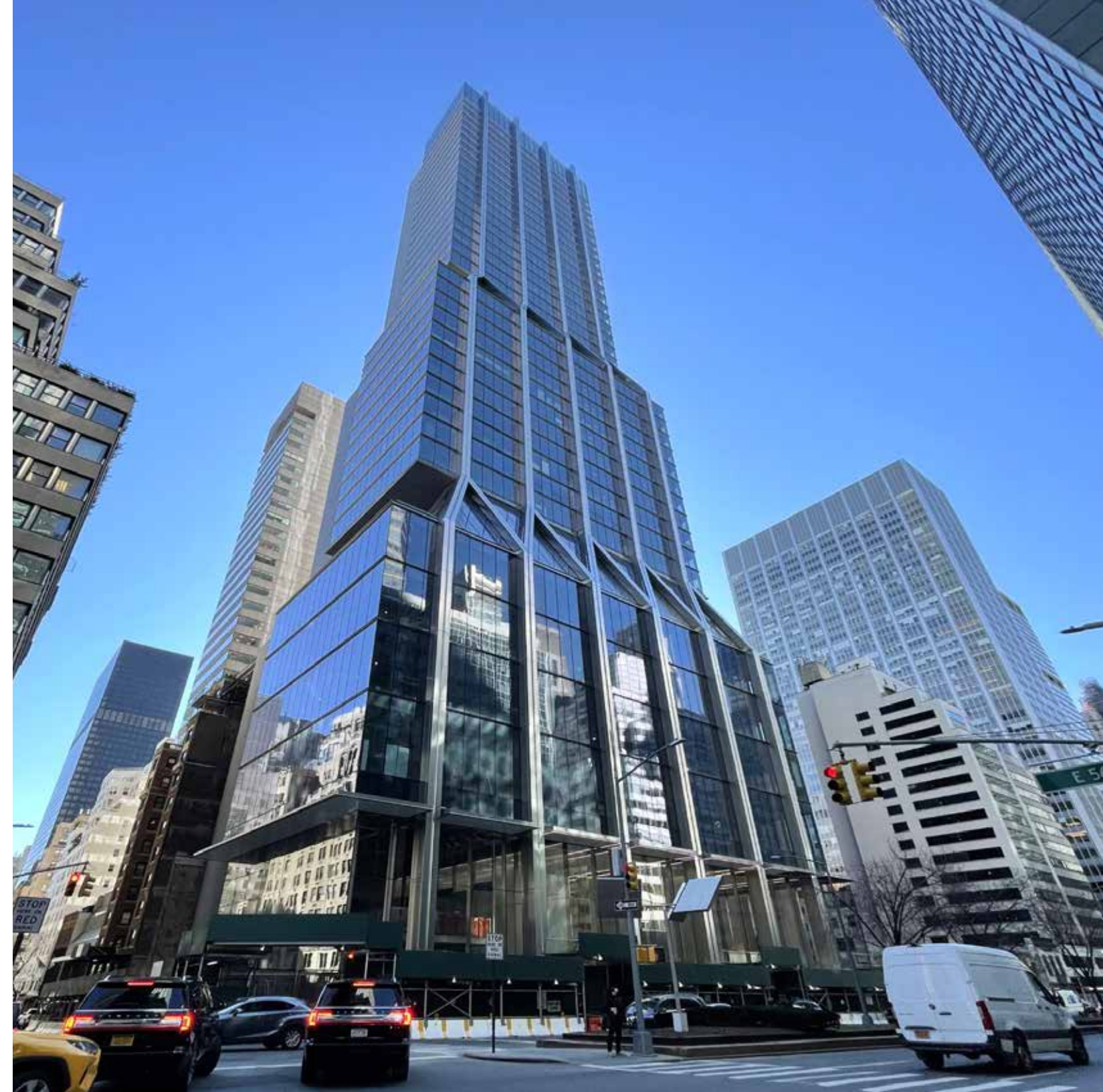
## OFFICE ENVIRONMENTS

### **425 Park Avenue New York, NY**

**Designed by renowned architect Norman Foster, 425 Park Avenue is a 700,000 square foot office tower located on one of the most iconic architectural streets in the world, joining buildings of such architectural prestige as Lever House, the Seagram Building, the Helmsley Building, and the Waldorf Astoria Hotel. It is also the first full-block skyscraper to be built on Park Avenue in over 50 years. The structural complexity of this project was immense: the new structure had to be fitted within the columns lattice of an existing smaller structure.**

Feng shui and geomancy can create powerful opportunities for the promotion of business and commercial success. This is achieved through a combination of techniques that address the potential of the business site, its architecture and layout, the authority and leadership of its management, and the efficiency and performance of its labor force. These methods can contribute to the fame and recognition of the enterprise, its financial and monetary prowess, and its competitiveness and influence. They can also create synergies between business, community, and the environment. These techniques are extremely helpful when creating new office or workplace configurations, or adjusting to changes in personnel or workflow.

In situations where business success is compromised, our services can provide cures for diminishing financial returns, institutional vulnerability, compromised reputation, client dissatisfaction, excessive staff turnover, and failing productivity. Specialized techniques can also be used to address situations in which key individuals may be facing competition, vulnerability, or stress. Individual spaces can be tailored to help its user maximize personal and institutional potential.





## HOSPITALITY

### **Dos Caminos Restaurant New York, NY**

**Dos Caminos is part of BR Guest, the restaurant empire created by Stephen Hanson, founder of a number of important venues that have included Coconut Grill, Fiamma, Blue Water Grill, Ruby Foo's, and Vento Trattoria in New York, Chicago, and Las Vegas. Under the leadership of Ivy Stark, award winning cookbook author and executive chef, Dos Caminos was conceived as part of the W Hotel in Times Square, and is inspired by the cantinas of Mexico.**

It has been said that success in the hospitality industry is only as good as the last happy customer. Reputation is everything: all it takes is a couple of bad reviews to severely compromise the very life of a business. In addition, whether it is a restaurant, hotel, or neighborhood club, the rising cost of real estate and of operations has made investors more important than ever in the decision-making process of many businesses. Recent research by the New York Times indicates that while hotels and restaurants are recovering from the COVID pandemic, businesses continue to fail due to rising costs, lack of investor commitment, and greater pressure placed by shareholders. The need to quickly and constantly change design, effect, and feeling in these spaces means that what might work today will be outmoded tomorrow. Versatility, flexibility, and economy become as important as stability, security, and quality. Hence, our input has to provide multiple alternatives that can be readily adapted for future uses or when changes in fashion or customer expectations demand quick remodeling or improved decor.





## EDUCATION AND HIGHER LEARNING

### **The University of Minnesota Minneapolis, MN**

**The University of Minnesota is the 9th largest student campus in the United States, with over 20,000 students distributed in five distinct communities. It has been ranked as the 40th best university in the world by the Academic Ranking of World Universities, which assesses academic and research performance. Its faculty has been credited with many inventions and innovations. In addition, its ecology program is ranked the 2nd best in the world.**

Educational environments present special challenges to the geomancer because these spaces must serve a complex array of needs. They must provide calm containment of energy for intense, independent focus, while promoting communication and community. This creates special restrictions and conditions for the management of light, ventilation, materials, and views. In addition, the tense political dramas associated with academia in recent times have upended traditional wisdom in terms of classroom design, interactivity between students and faculty, and the community at large. The rise of online education has also forced professional feng shui and geomancy practitioners to adapt our techniques for the virtual world. Within this context, we have been involved in a wide range of projects, from early education to institutions of higher learning such as colleges and universities. In all of these cases our fundamental objective has been to improve the educational environment through the use of a more holistic approach to learning.





## THE ARTS

### **Chambers of Wonder, Swarovski Crystal World, Wattens, Austria**

**Swarovski Crystal World is an arts installation created by the crystal glass manufacturer Swarovski at their Austrian headquarters in the Tyrol. Based on the concept of the historic chambers of curiosities favored by aristocratic families in the 16th century, Chambers of Wonder is a labyrinthine underground cornucopia that includes works by Brian Eno, Tord Boontje, Niki de Saint Phalle, Jim Whiting, Keith Haring, Andy Warhol, Salvador Dalí, Zaha Hadid, Marcel Wanders, and Yayoi Kusama. All of these artists were asked to interpret crystals in their own ways.**

Artistic expression is one of the few arenas where everybody can participate, elevating individuals of all ages and classes. It also represents the expression of our deepest feelings which, in their most exalted manifestations, have the potential to reach spiritual and intellectual heights. Despite this importance, the arts in the US operate at a distinct disadvantage: often arts institutions run deficits when trying to combine exhibition and performance buildings with training and rehearsal space. It is not uncommon for arts entrepreneurs to invest large sums of money on plays, performances, or artworks to see their artists outmaneuvered by foreign dealers and discount brands. Furthermore, increasing competition and the advent of internet sales have eroded already thin profit margins, exhausting both capital and personnel. Despite these shortcomings, feng shui can provide advantages. Its contributions extend beyond the stage or exhibition space and into offices, meeting rooms, and decision-making areas. While endeavoring to optimize physical and virtual arts spaces for interactions with the public, behind the scenes we have also strived to enhance the organization's recognition, public exposure, influence, and income potential.





## GOVERNMENT & NGOS

### **Colombian Coffee Growers Federation, Bogota, Colombia**

**The Colombian Coffee Growers Federation is a non-profit business organization committed to the Colombian coffee farmer and currently representing over 540,000 producers. It offers purchase guarantees on all coffee harvested, provides technological education and materials for more efficient production, and represents their interests at the local and national governmental levels. The Federation also supports research and development through grants to local universities and through Federation sponsored research institutes.**

We are living at a time in history when traditional governmental structures are slowly losing power and influence to non-governmental organizations (NGOs), community institutions, and internet peer groups. This has created both a challenge and an opportunity, as the various concerns of the citizenry adjust to new modalities better suited to put forth their demands and programs. At the same time, traditional organizations must find ways to adapt to these changes, creating more flexible patterns of management and communication, and better strategies for implementation. Feng shui and geomancy encompass many techniques used to elevate the political and governance potential of an organization. When used with a high level of sophistication, these techniques and methods can enhance the power, reach, and influence of institutions at the regional, national, or international levels. Geomancy, in particular, is an effective tool that can help to make institutions, NGOs, and governmental organizations into more effective, influential, and responsible bodies.



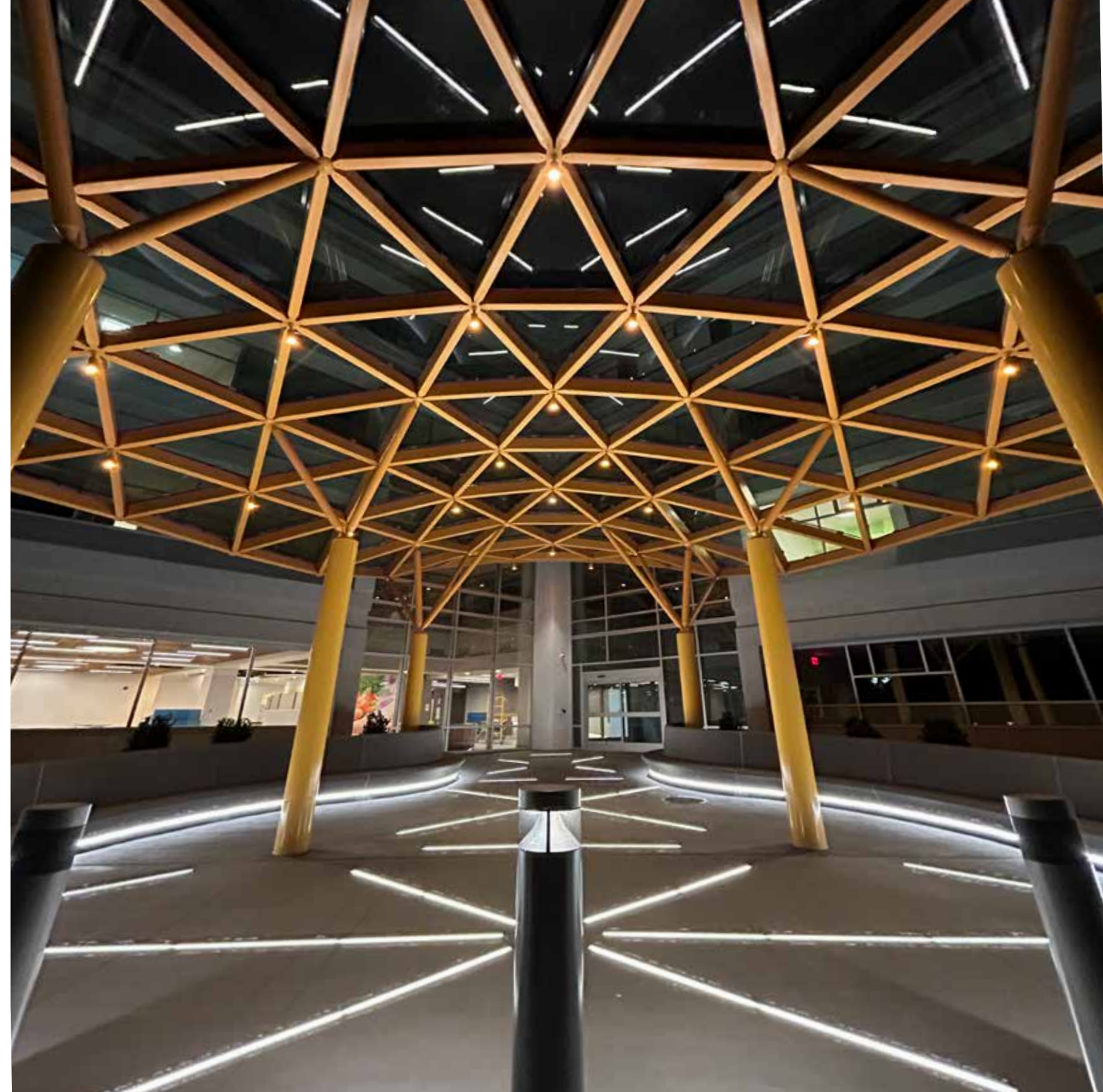


## HEALTH CARE FACILITIES

### **Children's Specialty Hospital Rock Hill, NY**

**Inaugurated in 2023, the Children's Specialty Hospital is an affiliate of the Center for Discovery in Sullivan County, a community 90 miles north of New York City. It provides short-term inpatient assessment and treatment for children with complex medical histories and developmental disabilities. Its primary goal is to improve diagnosing of underlying problems that affect behavior and learning in individuals with autism and other conditions. The campus includes medical facilities as well as gardens and walking paths centered around extensive wetlands.**

Our efforts in the Health Care field have been based on a keen desire to transform the quality of health care toward a holistic model that is conscious of the role played by the environment in the healing process. From the perspective of feng shui, health and healing are the result of harmony and balance in all areas of human life, including the spaces in which we live, work, and heal. In the context of healthcare, this also has to account for how much technological, chemical, or visual pollution the patient is subjected to. The construction and layout in the hospital or clinic, its relationship to the outdoors, as well as its psychological impact on the patient are of utmost importance as they provide a backdrop against which the individual's own immune system can do its work. Opening treatment and recovery spaces to nature, finding ways to connect the patient to the Cosmos, and encouraging a more spiritual approach to curative design are approaches we strongly encourage, particularly when the health of the individual is pressing and medical and regulatory concerns leave little room for adaptive approaches.





## RETAIL & SALES

### Turnbull & Asser Showrooms London and New York

One of the finest shirtmakers on Saville Row, Turnbull & Asser was established in 1885 and boasts of a flagship store on Jermyn Street in the Saint James's area of London, a bespoke store on Bury Street, a showroom in New York City, as well as stores and show venues in Los Angeles, Chicago, Toronto, Mumbai, Seoul, Tokyo, Singapore, and Hong Kong. It is purveyor of luxury suits, shirts, and accessories to the Royal House of England, and has achieved notoriety as the creator of the iconic James Bond suits.

Retail and sales present particular challenges: not only is it necessary to promote the prerequisite prosperity, recognition, and success, but this has to be done against the background of changing trends, fashions, idiosyncrasies, and the increasingly unstable vagaries of the marketplace. Exploding use of internet purchasing tools have significantly eroded the primacy of brick and mortar stores, with increasingly worrisome indicators for established malls and shopping centers. As a consequence, the retail sector is undergoing rapid transformation as traditional shopping patterns give way to quicker transactions, more attention being paid to influencers and internet presence, and to a greater need to satisfy individual requirements and expectations.

Against this backdrop, our objective has been to increase sales, expand market share, and add to the recognition of the brand or product while simultaneously attempting to neutralize the negative effects of rapid change. Increasingly, our efforts have also focused on the creation of transformational experiences for shoppers and staff.





## INDUSTRY & MANUFACTURING

### **BCN Telecom Boca Raton, FL**

**With 24 years of service, BCN Telecom is a privately held, management owned, single-source provider for custom-configured technology solutions in voice, data, cloud and wireless services in the United States as well as internationally. In partnership with satellite internet providers, BCN can serve multi-location customers with demanding needs that cannot afford downtime. BCN has established operating partnerships with Spectrum, Comcast, T-Mobile, Verizon, Frontier, and Cogent, among many others.**

Industry presents contradictory challenges to the feng shui practitioner. On one hand there is the need to promote prosperity and to create value from business activity. In addition, there is a need to minimize industry's impact on the earth and the biological web. In fact, many of our clients are actively involved in creating new paradigms in which industry itself becomes an agent of healing and regeneration. Whether it is a wine manufacturer, a metals producer, or a printing plant, our clients have sought our advice in order to create environments that are efficient, productive, supportive of staff and management, and as green and sustainable as possible. In addition, many of them are also exploring the possibility of working with new systems and technologies that allow for more ecologically conscious use of resources, energy, and time. Worker productivity, communication, and management are other areas in which specialized geomancy techniques can be of help. In addition, certain rituals are very effective at promoting success and minimizing risks—accidents, overages, inefficiency, and waste are some of the many concerns that can be minimized through thoughtful feng shui interventions.





## REAL ESTATE DEVELOPMENT

### **Perennial Tower Cielo Properties Austin, TX**

Touted as “the most exciting office tower planned in downtown Austin”, Perennial Tower is a full-block real estate venture of the Cielo Property Group. Conceived as a vertical garden office and retail complex, it provides a memorable place not only for its office tenants, but also for the public through a ground-level pedestrian paseo, a large number of retail spaces, restaurants, and bars alongside lush landscaping and multiple waterfall features that provide a naturally invigorating source of energy and health.

Real estate is a complicated business. Developers are constantly pressured by competing interests: they must maximize return on their investors’ money while also conforming to stringent code requirements, regulatory guidelines, political imperatives, and public opinion. Often cast as the villains in editorials and in the public imagination, developers must show perseverance and tenacity, as most real estate projects take years if not decades to complete. Each project has its own identity and its own set of problems. A skyscraper in Manhattan is a completely different undertaking than a mall in California. Condos in New Jersey are not the same as condos in Colorado. Yet in all cases, the imperatives are the same: produce a profit, please the customer, build on schedule and within the budget, and stay away from litigation. Feng shui tools are well suited for this kind of complex scenario. Some techniques are helpful in terms of maximizing profits and return on investment. Others can help achieve auspicious layouts that enhance user experience, satisfaction, and loyalty, while others can be used to avert litigation and regulatory intrusion.





URBANISM & SITE PLANNING

**Merritt Lake Development  
Oakland, CA**

Conceived in 2024 as the **Lake Merritt Station Area Plan**, this development area includes communities in the Chinatown and Lake Merritt neighborhoods surrounding Lake Merritt, an estuary pool connected to San Francisco Bay in Oakland, CA. When completed, this project will include 457 housing units with nearly 30% affordable to low and middle-income households. The development will be built by the East Bay Asian Local Development Corporation, a community-based organization based in Oakland's Chinatown

Nothing exemplifies classical feng shui knowledge more than large-scale site planning. The origins of feng shui, and geomancy in general, are based on observations of large-scale terrain (mountain ranges, valleys, entire watersheds) and its interaction with urbanization and settlements. At its root, feng shui is deeply interested in the interplay between a particular location and its larger geographical and geological context. We first assess the quality of the land and its topography in order to determine the relative potential of the area. Geological and geopathic stresses (earth energies detrimental to life) are also diagnosed, as these can pose significant risks to both health and fortune. Recommendations are then made for ideal land use patterns which respect both town planning concerns as well as cosmic and spiritual forces. Ideal location of functions and optimal building orientations are also proposed. Finally, suggestions are made to maximize opportunity and to minimize drawbacks due to poor land massing, improper water patterns, or insufficient earth energy.





## RESORT DEVELOPMENT

### **Rio Perdido Hotel and Spa Guanacaste, Costa Rica**

**Rio Perdido is named after the river it straddles: a “lost” river so overgrown with vegetation that it cannot be seen from above. Astride active volcanic fault lines, Rio Perdido is located at the confluence of two rivers, one fed by cold waters from the cloud forest in central Costa Rica, the other bubbling up from hot springs large enough to heat the entire mile-long river. The site includes bungalows, swimming pools, hot tubs, zip-lines, mountain hiking and cycling, and areas for river bathing. It is a preferred destination for climbers and bikers.**

Resort development poses an interesting conundrum. Typically, the land involved was selected for its natural beauty, integrity, and charm as this is the driver behind visitor satisfaction and sales. On the other hand, resort developments are also part of a region’s or nation’s global development plans and involve intrusive investment in infrastructure and services. These two concerns—ecological integrity and development needs—tend to collide and contradict each other, with the result that many resort developments end up damaging the fabric of the landscapes and terrain that made them interesting in the first place. From the feng shui perspective, this amounts to a crime. It is almost impossible to recover from bad development of this type. Nevertheless, working within this context is exciting because, when done right, resorts can also help to forestall other types of development that could be even more intrusive. Feng shui and geomancy can provide additional tools that have the integrity of the natural world as its main goal while supporting development and financial goals.





## ECOLOGICAL RESTORATION

### **One&Only Mandarin Riviera Nayarit, Mexico**

Sandwiched between the tropical rainforests of Sierra de Vallejo reserve and the Pacific Ocean, this 88-acre hotel development is based on a sustainability model that seeks to preserve and protect the surrounding landscape. At Mandarin there are no 'rooms'. Instead, the property provides 105 villas tucked into tree-tops or perched on the rocky coastal cliffs. Each unit has its own private plunge pool and intimate open-air living space. Villas are low-impact and resource-efficient, and staff training ensures continued guardianship of the rainforest and beach ecosystems. Much of the site is solar powered.

It is axiomatic that human use of the land will tend to deplete it. Whether it is for agriculture, housing, industry, or commerce, human activity tends to introduce technology, mechanical processes, and removal of top soil and vegetation. This is considered normal in any building campaign, but the impact of this activity tends to invariably degrade the quality of energy in the land, reduce habitat, and deplete natural resources. As soil quality degrades, it is less and less able to support the very uses that brought humans to that particular location. This is a paradox that all civilizations have had to confront, not always with success. After years of overuse, all it takes is a few years of drought or pests to decimate the land.

Restoring land to its optimal potential is an arduous task, which can take many years. At the onset, energy patterns of the land must be restored. These can include dragon veins, ley lines, and energy vortices—energetic components of the land that create the matrices and patterns of energy in healthy soil. In addition, trauma to the earth must also be addressed. This is tedious work, as it requires repeated interventions over many years and across large areas of terrain.



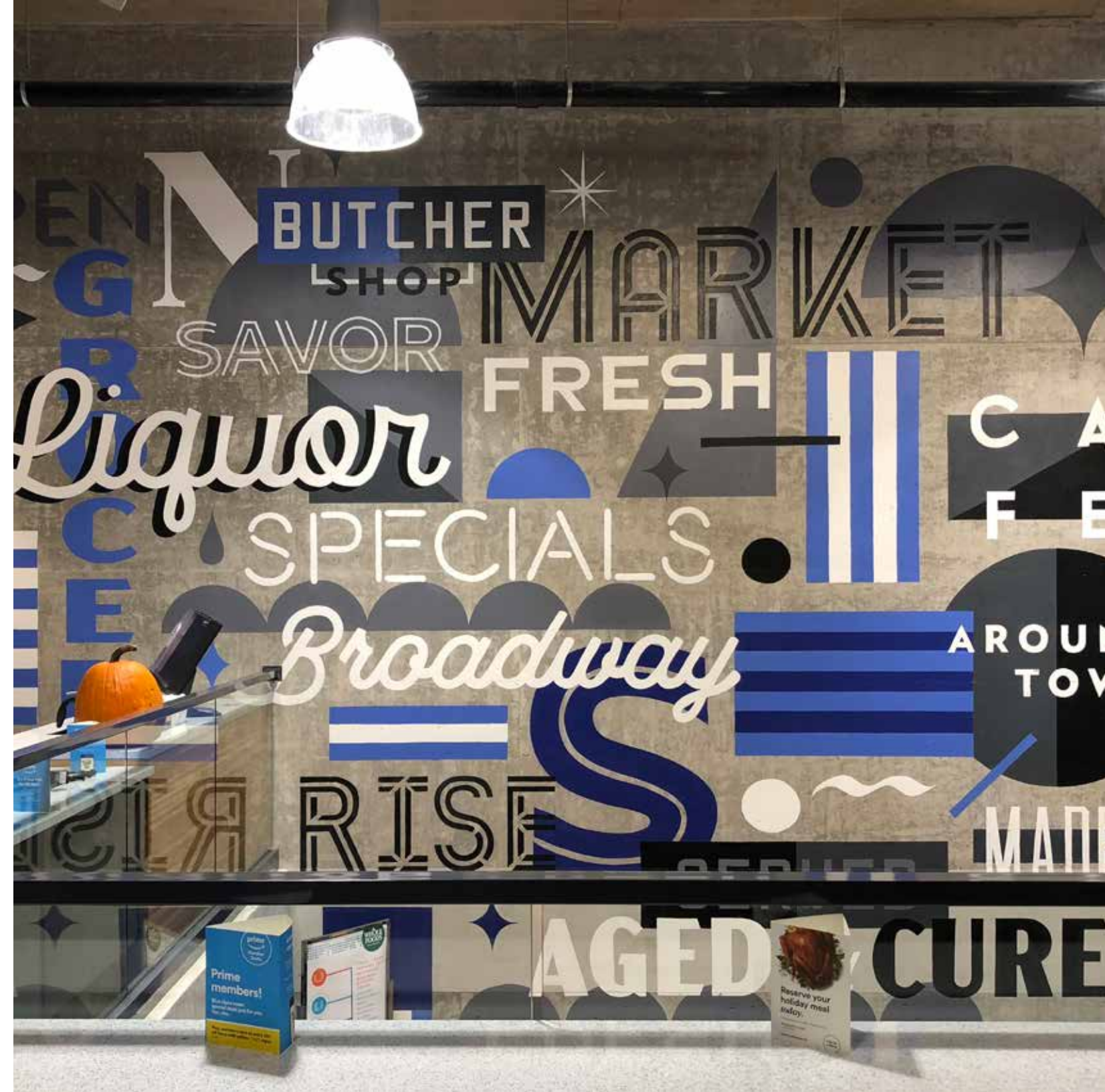


## FOOD & NUTRITION

### Whole Foods Markets USA, Canada, and the UK

**Whole Foods Market** is a supermarket chain based on a holistic food production model that considers the entire food chain from farming and fishing to its end point in retail. It offers a combination of organic and conventional produce, prepared foods, and health and beauty products. Created as a way to bring healthy eating to its customers, each store is conceived both regionally as well as locally, with local products included in every store. Its purchase by Amazon in 2017 allowed the chain to introduce innovations in terms of technology, distribution, and sales.

Feng shui is deeply concerned about food, not only in terms of its consumption, but also its production, packaging, transportation, and sales. Healthy food and good nutrition are foundations for wellness. Research confirms that a proper meal is a greater indicator of school performance than IQ or previous education. Food production runs the entire gamut of our biosphere: the quality in food (its chi) is directly proportional to the quality of the soils on which it was grown, the pureness of the water that irrigates fields and feeds cattle, the manner of its handling, the integrity of packaging, and the time taken for it to reach the consumer. The more direct this transaction, the higher the chi content in food. In addition, the quality of the retail or vending environments must also reflect this process, with attention paid to the energetic integrity of its design, layout, and location. We have made it our goal to work with conscious food producers, distributors, and merchants in order to bring to the consumer the highest possible quality and energetic integrity.





## AGRICULTURE & FARMING

### **Casa Madero Winery Coahuila, Mexico**

**Founded in 1597 in Coahuila, Mexico, Casa Madero is the oldest winery in the Americas. Grapes originally brought from Spain thrived in its mild climate and excellent water supplies. This allowed Coahuila to become a major wine producer. The vines established here were later exported to the Napa Valley in California and South America, helping to propagate wine production throughout the Americas. It has been said these grapes may have saved French wine production from total catastrophe because Casa Madero's resistant varieties helped restore European grape production after the devastating phylloxera blight of the 1860s.**

Agriculture represents the foundation of civilization; it is impossible to conceive of life without food production. Farms employ over 30 percent of all workers, and account for over 40 percent of all land use. This has been made possible by the technological and genetic innovations that have made food production much more efficient than in the past. Yet these innovations have come with a hidden cost. The use of pesticides, genetic engineering, and chemical treatment of soils has degraded the quality of soil used in agriculture. Depletion of water resources such as aquifers, rivers, and glacial melting also contribute to a pattern of increasing insecurity in food production. Correcting this problem is a pressing concern and will require a wide array of skills and expertise. Within this context, geomancy has much to offer in terms of energizing depleted soils, encouraging respect for traditional growing methods, and highlighting conscious approaches to our relationship with the natural web. These inputs extend beyond classical feng shui. Many techniques originally conceived by dowsers in Europe and healers in Native communities around the world have been incorporated into contemporary geomancy practice in an effort to enhance food production through a more robust connection with the land.





## GARDENS & LANDSCAPING

### Aspen Institute Aspen, CO

The Aspen Institute is a prestigious think tank located in the mountains of western Colorado. It attracts heads of state, researchers, and scholars from around the world. Located in the shadow of Red Mountain, the site includes historically important buildings by the architects Fritz Benedict and Herbert Bayer. Magnificent meadows, meandering creeks, superb views of the surrounding topography, and groves of Aspens provide opportunities for meetings and discussion in remarkably pristine natural settings.

Gardens and landscaping have the power to connect us to larger cosmic forces and make these available for our delight, regeneration, and healing. By acknowledging our direct dependence on the forces of nature, our senses are stimulated, and our appreciation for beauty is enhanced. Furthermore, healing power can be harnessed, and connections can be made to our ancestry, our spirituality, and our history. Whether in a large conservation area, a healing garden, or in a tiny urban plot, the placement of water, vegetation, rocks, and sculptures can be understood as an exercise in global harmony. Each outdoor space, no matter how small, can be a representation of the larger Cosmos. The importance of gardens in geomancy and feng shui is underlined by the fact that they are in a category separate from buildings; many of the more commonly known feng shui principles and tools used for interiors cannot be used in natural environments. These require approaches more deeply connected to the land's relationship to the sky and to larger Cosmic forces.





## SPAS AND RETREAT CENTERS

### **Two Bunch Palms Spa Desert Hot Springs, CA**

**Founded in the 1930s in the desert east of Los Angeles, Two Bunch Palms has attracted Hollywood celebrities and health seekers lured by its natural hot springs, rock grotto, wellness spa, farm-to-table restaurant, and nature trails. Located above the San Andreas Fault that runs along the entire Pacific Rim from San Francisco to Baja California, and under the shadow of Mount San Jacinto, the natural hot springs bubbling from the many crevices in the fault provide a welcome respite in an otherwise dry and forbidding landscape.**

**B**ased on the idea that humans are both body and spirit, spas and retreat centers have been experimenting with alternative modalities that can nourish the physical, emotional, intellectual, and spiritual components of the self. This reflects a changing consciousness about lifestyles, nutrition, wellness, aging, and the relationships between work and leisure. Spas, in particular, have taken on more complex characteristics, enfolded within their programs and offerings a wide array of alternative modes of therapy, education, and healing. Often these organizations have had to adjust to an expanding consumer market, and now offer learning programs on everything from classical meditation to business planning, lifestyle management, and substance abuse counseling. What is common for all of our clients in this field has been the need to expand the scope of their vision, and to include many different types of programming. Retreat centers now offer massage, shiatsu, and yoga—spas now invite visiting gurus and spiritual teachers. Add into this mix a wholehearted advocacy for sustainability and social responsibility, and the spa and retreat movements rank among the more interesting social developments of recent times.



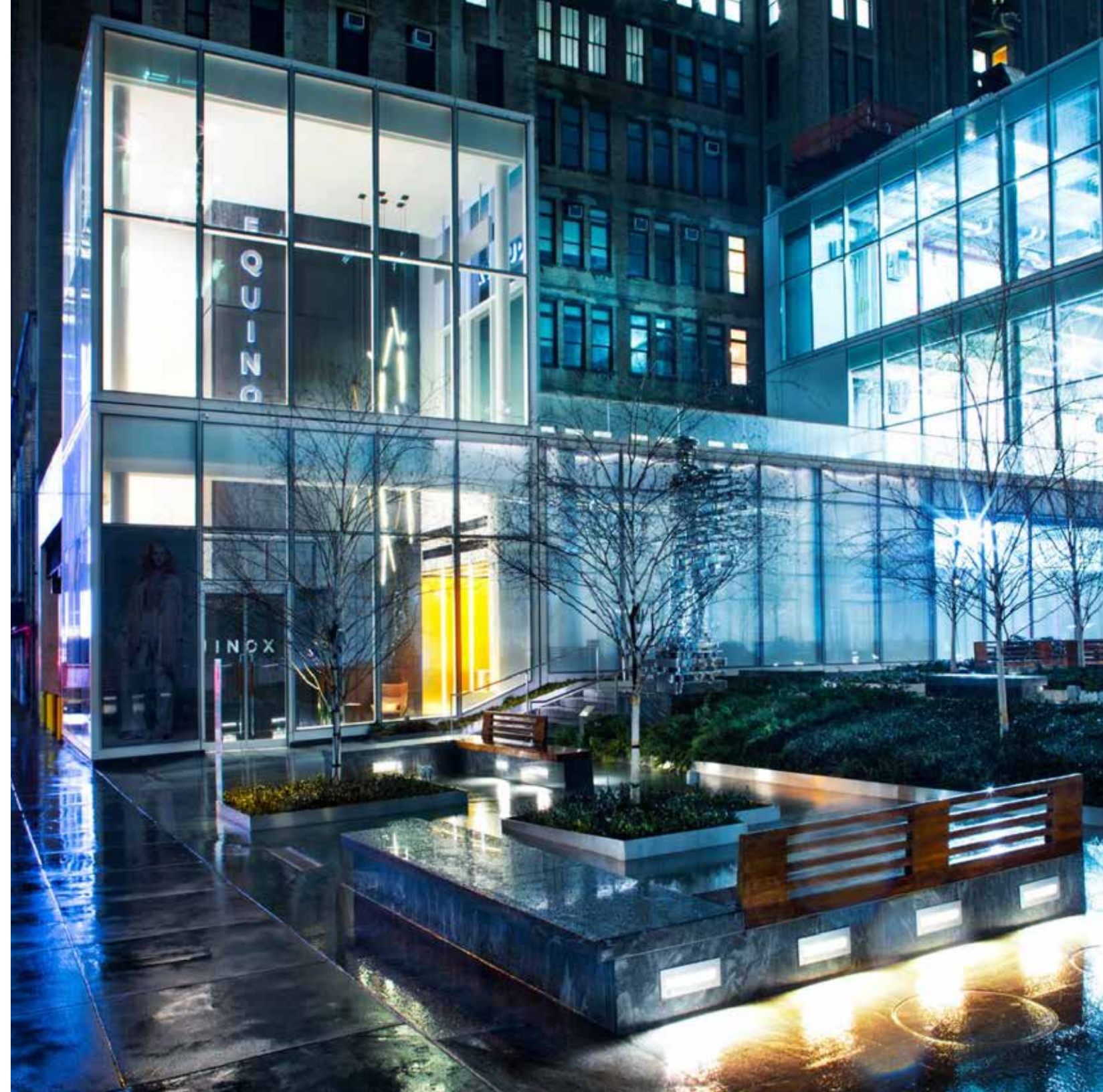


## FITNESS AND YOGA

### **Equinox Fitness USA, UK, and Canada**

**Equinox Holdings, Inc. is an American luxury fitness and health club company headquartered in New York City. It operates more than 300 club facilities in major cities in the United States, as well as in London, Toronto, and Vancouver. Equinox introduced Pure Yoga to the United States in 2008 and in 2019 launched Equinox Hotels. Its flagship hotel in the Hudson Yards in Manhattan was named best new hotel by Town & Country Magazine in 2020.**

Once separate businesses, fitness and yoga studios have increasingly incorporated aspects of each others repertoire. Fitness gyms have rebranded themselves as lifestyle businesses, embracing wellness and self-improvement while adding yoga, meditation, and self-improvement. Yoga studios have made a transformation of their own. What started as a spiritual search based on Eastern roots, today encompasses a wide range of offerings, many of which now focus on health and fitness in addition to the ever-present spirituality. This has provided fitness and yoga audiences with a dazzling array of choices—from the traditional neighborhood studio, to luxury brands of a truly global scale. This two-way trend has had one important result: the creation of spaces with much higher architectural sophistication. Feng shui has also been incorporated widely, partly as a bow to eastern tradition in the case of yoga, but more and more as a way to create spaces resonant with vitality and dynamism, and also as a way to enhance opportunity for income generation, brand recognition, leadership, and customer loyalty.





## SPIRITUALITY & HEALING

### **The Chapel of Sacred Mirrors Wappinger Falls, NY**

**The Chapel of Sacred Mirrors is a trans-denominational church dedicated to the realization of a shared vision of the American artists Alex and Allyson Grey, one of building a contemporary public chapel as a sanctuary for spiritual renewal through contemplation of transformative art. CoSM's stated mission is to "build an enduring sanctuary of visionary art to inspire every pilgrim's creative path and embody the values of love and evolutionary wisdom". CoSM is also an event space promoting lectures and spiritual teachings.**

Feng shui has a particularly strong appreciation for the spiritual qualities of space; it sees all spaces as alive, conscious, and inherently accessible. This connection affords humanity an opportunity to find ourselves through our spaces, to return to the personal and collective origins where we can discover wholeness and healing. Without this sense of the spiritual in everyday life, there is no possibility for conscious life, and therefore, no real possibility for sustainability in the long term. Feng shui—and geomancy in general—believe that it is our responsibility to make sure we can pass these qualities undisturbed and vibrant to the next generations. And, because these spiritual qualities must be created within the biological web that surrounds us, they hold a very special relationship with the earth and its manifestations in nature, the cosmos, and time. When properly conceived, spaces can be used as a way to enhance our journey through life in a manner that elevates us and intensifies our relationships to divine, to self, and to others.



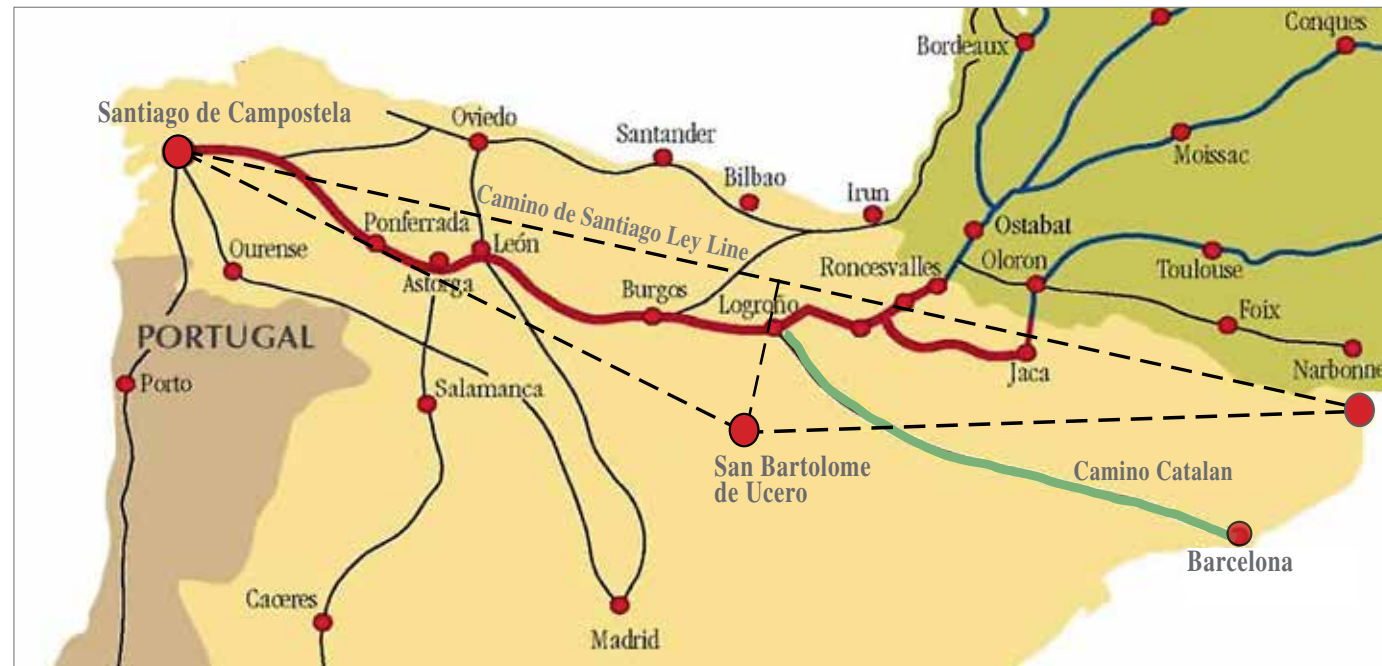


## SACRED SITES

### San Bartolome de Ucero Soria, Spain

The Church of San Bartolomé de Ucero is one of few extant hermitages constructed by the Knights Templar. It is located on one of the main ley lines that connects eastern Spain with Santiago de Compostela along the Way of Saint James, the most important pilgrimage route of the Middle Ages. The church marks the midpoint along this important ley line. It is contained within a canyon, directly over an energy vortex, and in close proximity to ancient caves where the Romans venerated Cybele, the Earth Goddess.

Sacred sites are a critical component of landscapes; they are endowed with enormous power. From the very earliest times, humans have sought to identify these locations, ascribing to them numinous qualities akin to the divine. Mountains, springs, caves, venerable trees, rivers, and other features of the landscape have been clothed in meaning, symbolism, and magic. Every culture has done this, regardless of location, ethnicity, or cultural development. In some instances, cultures even venerate sacred sites far removed from their actual habitation, undertaking long pilgrimages to reach these far-flung places. Often, these connections across landscapes capitalized on existing energy grids (ley lines and dragon veins) that could be used to increase soil quality, enhance spiritual power, and support sovereignty. Over time, these “spiritual grids” would grow to cover vast terrain. Knowledge of these energy matrices is important in contemporary practice because construction and development often intersect with them, creating the potential for enhanced power and opportunity, but also for intrusion into areas that are best revered and left alone.



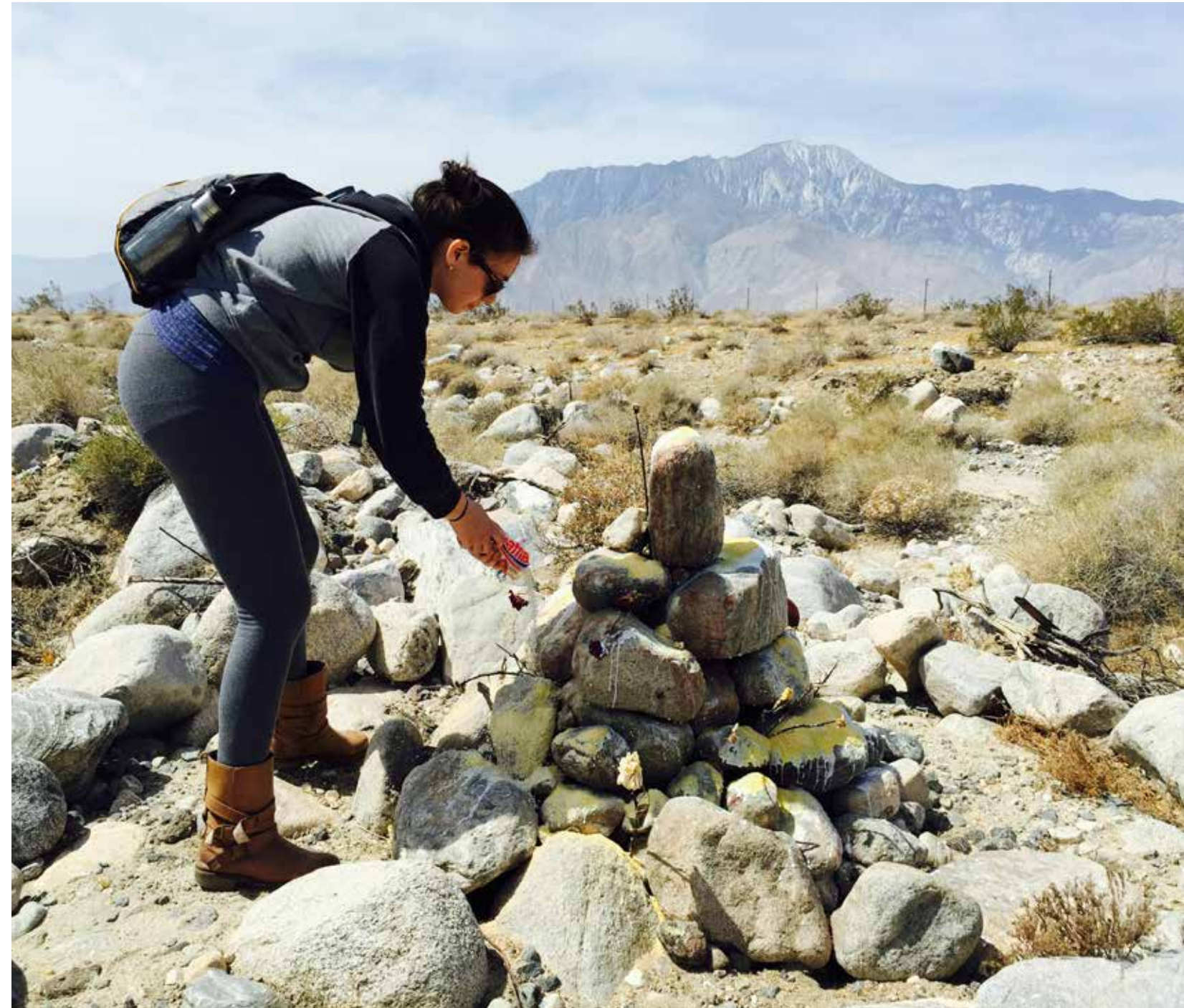


## RITUALS AND CEREMONIES

### Site Blessing Ceremony Desert Hot Springs, CA

Site Blessing ceremonies are critical components of the geomancy and feng shui process. They help align the energies in the land to the intentions of its occupants. They also help to neutralize any unwanted energies residual in the earth from previous uses, and to forestall negative consequences resulting from insults or aggression to the land. These photos show a traditional technique consisting of stone piles known as cairns. In the photo at right, the cairn is being energetically charged under the shadow of Mount San Jacinto, a mountain sacred to the Cahuilla people of the Southern California desert.

Rituals can be used to prepare the land for construction, to bless or consecrate buildings for a particular purpose, to clear out unwanted energies in existing buildings, and even to help with serious problems such as illness or misfortune. Feng Shui rituals come in many guises: Site Blessings prepare the land for construction; Space Clearings are carried out before occupancy in new spaces; Sealing Rituals lock energies inside spaces in order to protect them and promote positive qualities. In all cases, rituals can be joyful events and are often accompanied by beautiful and lavish offerings. Many clients choose to open them up to their clients, friends, and the press, as they can make excellent public relations events. Rituals and ceremonies can also be used to correct more serious problems such as geopathic stresses (negative energies in the land), unwanted legacies in existing buildings (negative predecessor energy), financial misfortune, poor health, bad neighborhood energy, and even ghosts or hauntings. Preparations for rituals can be extensive, and timing is often a significant factor. In general, rituals are keyed to the cycles of nature, the rotations of the sun and moon, the seasons, or other celestial events.





**ALEX STARK** is an internationally recognized consultant, advisor, and teacher on issues of creativity, efficiency, and design. A graduate of the Yale University School of Architecture, he is a practitioner of feng shui, oriental astrology, European geomancy, and Native American earth healing. He advises on issues of design and placement for residential, commercial, institutional, educational, and industrial facilities, urban settlements, and health care facilities.

Alex is a recipient of a Ford Foundation scholarship for cross-cultural studies and was named Scholar of the House by Yale University. His clients include: The United Nations Development Program, Hyatt Corporation, Morgan Stanley, Conde Nast Publishing, Whole Foods Markets, Beth Israel Hospital, Bellevue Hospital, Continuum Center for Health & Healing, Hyatt Retirement Residences, Prudential Douglas Elliman, Blackstone Real Estate. Mack-Cali Realty, Reebok USA, Swarovski Crystals, David Yurman, The University of Minnesota, The Aspen Institute, The Four Seasons Hotels, One& Only Hotels, NBC Today Show, and many others.

Alex has lectured at the Smithsonian Institution in Washington, Regents College in London, The University of Amsterdam, The University of California at Berkeley, the University of Minnesota Medical School, the University of Minnesota College of Architecture, the American Institute of Architects, the American Holistic Medical Association, the Symposium for Health Care Design, the International Academy for Design & Health, the Center for Health Design, the International Retail Design Conference, the Feng Shui International Network in London, the European School of Feng Shui in Amsterdam, and the French School of Geomancy in Paris. He has been a member of the faculty of the Omega Institute (NY), Hollyhock (Canada), the Long Island Feng Shui Institute (NY), the Golden Gate School of Feng Shui (CA), the Feng Shui Alliance (NJ), and the International Feng Shui School (Ireland).

**CARLA PORCH** is CFO and General Manager of Alex Stark Feng Shui. She oversees all customer activities within the Continental United States, Central and South America. Carla's extensive experience in the arts, print, and alternative media have allowed her to excel at project management and product delivery for an exclusive market. Before her role as CFO of Alex Stark Feng Shui, her clients included Lincoln Center, the Metropolitan Opera, Carnegie Hall, The New York Philharmonic, The Film Society at Lincoln Center, and The Kennedy Center, among many others.

Carla holds a B.A. in Psychology and Philosophy from Rutgers University, a certificate in film studies from New York University, and a M.F.A. in Creative Writing Nonfiction from Sarah Lawrence College. She has also studied graphic design at Parsons School of Design and photography at the International Center for Photography.

**ADRIANA STARK** is Operations Manager for Alex Stark Feng Shui. She is in charge of client interphase, research, and architectural analysis for clients worldwide. In addition to her duties as Operations Manager, she is currently in charge of rituals and blessing for all of Europe and the UK. Adriana also brings to our firm her talents as an Interiors Architect, with major interests in holistic design, adaptive reuse, sustainability, innovative materials, furniture design, and design as experience.

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