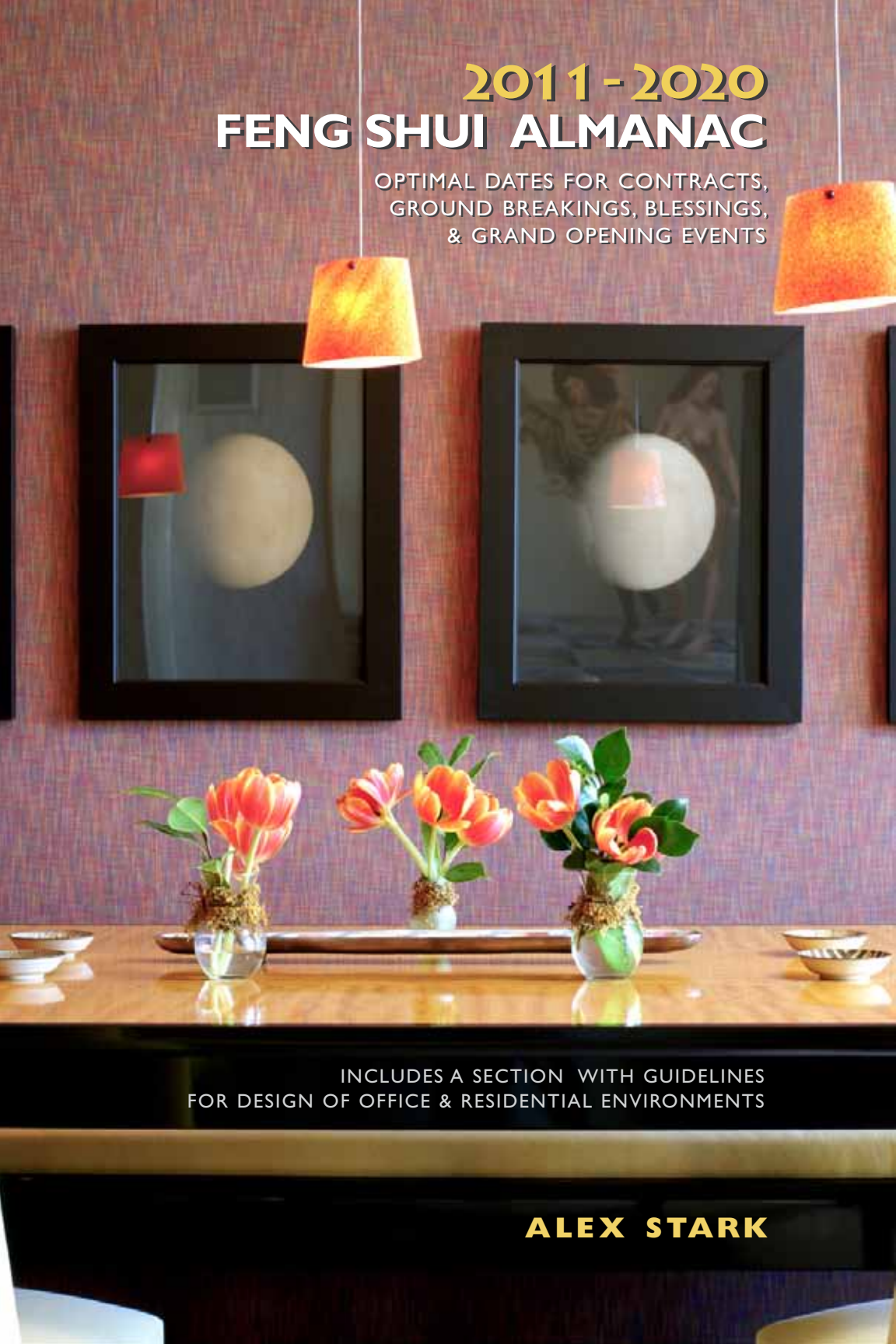


2011 - 2020 FENG SHUI ALMANAC

OPTIMAL DATES FOR CONTRACTS,
GROUND BREAKINGS, BLESSINGS,
& GRAND OPENING EVENTS



INCLUDES A SECTION WITH GUIDELINES
FOR DESIGN OF OFFICE & RESIDENTIAL ENVIRONMENTS

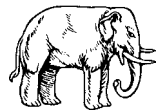
ALEX STARK

2011 - 2020 FENG SHUI ALMANAC

OPTIMAL DATES
FOR CONTRACT SIGNING,
GROUND BREAKINGS, BLESSINGS
& GRAND OPENING EVENTS

Includes a Section with Guidelines for
Design of Office and Residential Environments

by ALEX STARK



Elephant Books

Also by Alex Stark:

Buildings that Heal: Energetic Criteria for Health Care Design

Walking with the Dragon: The Influence of Topography on Human Destiny

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Introduction

Feng Shui is the art of creating harmony, health, and fortune in everyday life. Its goal is to make life easier and more conducive to the achievement of personal, communal, or institutional potential. It achieves this by manipulating the physical placement of objects in space as well as the timing of construction events such as ground breaking or grand openings. Because they are holistic and holographic, these strategies can be applied at any scale in the physical world—from a single room to whole buildings, or even entire regions in the geographical sense.

In addition to the physical placement of objects, Feng Shui is also concerned with the forces in Nature which, through their interactions, affect and influence human destiny. The cause of any event in Feng Shui is said to be dependent not only on the physical characteristics of three-dimensional form, but also on the influences of their orientation and alignment, and on the intangible influences of time and history. On the one hand, “good luck” is related to favorable forms and their alignments—both on the local scale as well as in more complex arrangements of these forms in larger regional and geographical scales. But good luck also includes the influence exerted by the timing of events. Hence, Feng Shui can be understood as the study of the interactions between form, space, and time.

For this reason, the practice of Feng Shui includes parameters for optimal scheduling. This Feng Shui almanac has been conceived as an aide to architects, designers and building professionals. It provides ideal dates for contract negotiation, purchase and lease agreements, ground breaking ceremonies, space clearings, blessings, and grand openings. It also includes dates which are not auspicious and which should be avoided.

1. Contract Signing & Negotiations

This almanac specifies optimal dates for signing of leases, contract documents, and purchase agreements. These dates are ideally suited for the successful completion of legal, regulatory, and contractual decisions.

2. Ground Breaking Ceremonies

Ground breaking ceremonies are typically performed at the onset of construction, whether it may be a large-scale start up or a simple remodeling. The purpose of these rituals is to promote good energy in the site, smooth work flow, and the avoidance of accidents, legal complications, and cost overruns.

3. Space Clearing and Blessing Ceremonies

Space Clearing and Blessing ceremonies are recommended for all projects because they align the structure with the forces of the Cosmos and will, therefore, create auspicious circumstances for all parties involved far into the future. Space Clearings regenerate the energy of a site or space in preparation of new or modified use. Blessings promote good fortune and can be tailored to the specific uses of the structure. These ceremonies are typically performed before an establishment opens, in preparation for the Grand Opening.

4. Grand Opening Celebrations

These mark the actual date of opening to the public. Grand Opening Celebrations are important benchmarks, as they can promote growth, recognition, and success. It is recommended that they be combined with Space Clearing and Blessing Ceremonies.

JANUARY 2011

DATE	CONTRACT SIGN	GRND BREAKING	BLESSING	GRAND OPENING
1 Saturday	Neutral	Neutral	OPTIMAL	Neutral
2 Sunday	OPTIMAL	Neutral	OPTIMAL	Neutral
3 Monday	AVOID	AVOID	AVOID	AVOID
4 Tuesday	OPTIMAL	Neutral	OPTIMAL	Neutral
5 Wednesday	Neutral	Neutral	Neutral	OPTIMAL
6 Thursday	Neutral	Neutral	Neutral	OPTIMAL
7 Friday	Neutral	Neutral	Neutral	OPTIMAL
8 Saturday	Neutral	Neutral	Neutral	Neutral
9 Sunday	Neutral	AVOID	OPTIMAL	Neutral
10 Monday	Neutral	AVOID	Neutral	Neutral
11 Tuesday	Neutral	AVOID	OPTIMAL	Neutral
12 Wednesday	Neutral	AVOID	OPTIMAL	OPTIMAL
13 Thursday	Neutral	OPTIMAL	OPTIMAL	Neutral
14 Friday	Neutral	Neutral	OPTIMAL	Neutral
15 Saturday	OPTIMAL	Neutral	OPTIMAL	Neutral
16 Sunday	AVOID	AVOID	AVOID	AVOID
17 Monday	OPTIMAL	Neutral	OPTIMAL	Neutral
18 Tuesday	Neutral	Neutral	Neutral	OPTIMAL
19 Wednesday	Neutral	Neutral	Neutral	OPTIMAL
20 Thursday	Neutral	Neutral	Neutral	Neutral
21 Friday	Neutral	AVOID	OPTIMAL	Neutral
22 Saturday	Neutral	AVOID	Neutral	Neutral
23 Sunday	Neutral	AVOID	OPTIMAL	Neutral
24 Monday	Neutral	AVOID	OPTIMAL	OPTIMAL
25 Tuesday	Neutral	OPTIMAL	OPTIMAL	Neutral
26 Wednesday	Neutral	Neutral	OPTIMAL	Neutral
27 Thursday	OPTIMAL	Neutral	OPTIMAL	Neutral
28 Friday	AVOID	AVOID	AVOID	AVOID
29 Saturday	OPTIMAL	Neutral	OPTIMAL	Neutral
30 Sunday	Neutral	Neutral	Neutral	OPTIMAL
31 Monday	Neutral	Neutral	Neutral	OPTIMAL

FEBRUARY 2011

DATE	CONTRACT SIGN	GRND BREAKING	BLESSING	GRAND OPENING
1 Tuesday	Neutral	Neutral	Neutral	Neutral
2 Wednesday	Neutral	AVOID	OPTIMAL	Neutral
3 Thursday	Neutral	AVOID	Neutral	Neutral
4 Friday	Neutral	AVOID	Neutral	Neutral
5 Saturday	Neutral	AVOID	OPTIMAL	OPTIMAL
6 Sunday	Neutral	AVOID	OPTIMAL	OPTIMAL
7 Monday	Neutral	OPTIMAL	OPTIMAL	Neutral
8 Tuesday	Neutral	Neutral	OPTIMAL	Neutral
9 Wednesday	OPTIMAL	Neutral	OPTIMAL	Neutral
10 Thursday	AVOID	AVOID	AVOID	AVOID
11 Friday	OPTIMAL	Neutral	OPTIMAL	Neutral
12 Saturday	Neutral	Neutral	Neutral	OPTIMAL
13 Sunday	Neutral	Neutral	Neutral	OPTIMAL
14 Monday	Neutral	Neutral	Neutral	Neutral
15 Tuesday	Neutral	AVOID	OPTIMAL	Neutral
16 Wednesday	Neutral	AVOID	Neutral	Neutral
17 Thursday	Neutral	AVOID	OPTIMAL	Neutral
18 Friday	Neutral	AVOID	OPTIMAL	OPTIMAL
19 Saturday	Neutral	OPTIMAL	OPTIMAL	Neutral
20 Sunday	Neutral	Neutral	OPTIMAL	Neutral
21 Monday	OPTIMAL	Neutral	OPTIMAL	Neutral
22 Tuesday	AVOID	AVOID	AVOID	AVOID
23 Wednesday	OPTIMAL	Neutral	OPTIMAL	Neutral
24 Thursday	Neutral	Neutral	Neutral	OPTIMAL
25 Friday	Neutral	Neutral	Neutral	OPTIMAL
26 Saturday	Neutral	Neutral	Neutral	Neutral
27 Sunday	Neutral	AVOID	OPTIMAL	Neutral
28 Monday	Neutral	AVOID	Neutral	Neutral

MARCH 2011

DATE	CONTRACT SIGN	GRND BREAKING	BLESSING	GRAND OPENING
1 Tuesday	Neutral	AVOID	OPTIMAL	Neutral
2 Wednesday	Neutral	AVOID	OPTIMAL	OPTIMAL
3 Thursday	Neutral	OPTIMAL	OPTIMAL	Neutral
4 Friday	Neutral	Neutral	OPTIMAL	Neutral
5 Saturday	OPTIMAL	Neutral	OPTIMAL	Neutral
6 Sunday	OPTIMAL	Neutral	OPTIMAL	Neutral
7 Monday	AVOID	AVOID	AVOID	AVOID
8 Tuesday	OPTIMAL	Neutral	OPTIMAL	Neutral
9 Wednesday	Neutral	Neutral	Neutral	OPTIMAL
10 Thursday	Neutral	Neutral	Neutral	OPTIMAL
11 Friday	Neutral	Neutral	Neutral	Neutral
12 Saturday	Neutral	AVOID	OPTIMAL	Neutral
13 Sunday	Neutral	AVOID	Neutral	Neutral
14 Monday	Neutral	AVOID	OPTIMAL	Neutral
15 Tuesday	Neutral	AVOID	OPTIMAL	OPTIMAL
16 Wednesday	Neutral	OPTIMAL	OPTIMAL	Neutral
17 Thursday	Neutral	Neutral	OPTIMAL	Neutral
18 Friday	OPTIMAL	Neutral	OPTIMAL	Neutral
19 Saturday	AVOID	AVOID	AVOID	AVOID
20 Sunday	OPTIMAL	Neutral	OPTIMAL	Neutral
21 Monday	Neutral	Neutral	Neutral	OPTIMAL
22 Tuesday	Neutral	Neutral	Neutral	OPTIMAL
23 Wednesday	Neutral	Neutral	Neutral	Neutral
24 Thursday	Neutral	AVOID	OPTIMAL	Neutral
25 Friday	Neutral	AVOID	Neutral	Neutral
26 Saturday	Neutral	AVOID	OPTIMAL	Neutral
27 Sunday	Neutral	AVOID	OPTIMAL	OPTIMAL
28 Monday	Neutral	OPTIMAL	OPTIMAL	Neutral
29 Tuesday	Neutral	Neutral	OPTIMAL	Neutral
30 Wednesday	OPTIMAL	Neutral	OPTIMAL	Neutral
31 Thursday	AVOID	AVOID	AVOID	AVOID

DATE	CONTRACT SIGN	GRND BREAKING	BLESSING	GRAND OPENING
1 Friday	OPTIMAL	Neutral	OPTIMAL	Neutral
2 Saturday	Neutral	Neutral	Neutral	OPTIMAL
3 Sunday	Neutral	Neutral	Neutral	OPTIMAL
4 Monday	Neutral	Neutral	Neutral	Neutral
5 Tuesday	Neutral	Neutral	Neutral	Neutral
6 Wednesday	Neutral	AVOID	OPTIMAL	Neutral
7 Thursday	Neutral	AVOID	Neutral	Neutral
8 Friday	Neutral	AVOID	OPTIMAL	Neutral
9 Saturday	Neutral	AVOID	OPTIMAL	OPTIMAL
10 Sunday	Neutral	OPTIMAL	OPTIMAL	Neutral
11 Monday	Neutral	Neutral	OPTIMAL	Neutral
12 Tuesday	OPTIMAL	Neutral	OPTIMAL	Neutral
13 Wednesday	AVOID	AVOID	AVOID	AVOID
14 Thursday	OPTIMAL	Neutral	OPTIMAL	Neutral
15 Friday	Neutral	Neutral	Neutral	OPTIMAL
16 Saturday	Neutral	Neutral	Neutral	OPTIMAL
17 Sunday	Neutral	Neutral	Neutral	Neutral
18 Monday	Neutral	AVOID	OPTIMAL	Neutral
19 Tuesday	Neutral	AVOID	Neutral	Neutral
20 Wednesday	Neutral	AVOID	OPTIMAL	Neutral
21 Thursday	Neutral	AVOID	OPTIMAL	OPTIMAL
22 Friday	Neutral	OPTIMAL	OPTIMAL	Neutral
23 Saturday	Neutral	Neutral	OPTIMAL	Neutral
24 Sunday	OPTIMAL	Neutral	OPTIMAL	Neutral
25 Monday	AVOID	AVOID	AVOID	AVOID
26 Tuesday	OPTIMAL	Neutral	OPTIMAL	Neutral
27 Wednesday	Neutral	Neutral	Neutral	OPTIMAL
28 Thursday	Neutral	Neutral	Neutral	OPTIMAL
29 Friday	Neutral	Neutral	OPTIMAL	Neutral
30 Saturday	Neutral	AVOID	OPTIMAL	Neutral



Guidelines for Office and Commercial Environments

The following set of guidelines outlines basic considerations for the design and evaluation of office and commercial environments. These are to be taken only as a guide, as the practice of Feng Shui involves many analytical tools which are beyond the scope of this document. For optimal results, always consult with a professional practitioner.

Guidelines for Office and Commercial Environments

General Considerations:

- Entrances determine the overall Fortune of an Enterprise.
- The center line axis (front to back) of the working space is reflective of and rules the Careers and Reputation of its principals and staff.
- The transverse axis (left to right) of the working space is reflective of and rules its History, Institutional Destiny, Investors, and Level of Satisfaction.
- Finances, Prosperity, and Power are ruled by the Conference Room, the Executive Offices, Stairwells, Elevators, and the Far Left Corner of the overall space.
- Relationships with Clients, Consumers and Staff are ruled by the Reception, the Conference Room, the Common Areas, and by the Far Right Corner.
- The Reception rules the Public Face of the Enterprise. This is also where the Institution's Mission Statement and its Reputation can be most readily enhanced.
- Store Rooms and Closets rule the Subconscious Attitudes of the Enterprise.
- Clarity of layout and good orientation have a positive impact on the financial prospects for a enterprise. This is true not only of architectural design and interior layout, but also because intangible forces are acting on the structure from the directions of the compass.
- These intangible forces change in time, so it's important to understand this pattern of change and make necessary adjustments. At the very least it is important to check the alignment and orientation of a building once a year.
- Certain sectors of a floor plan have greater potential to enhance finances and prosperity. These sectors are a function of the orientation and age of the building. Hence, it is important to be aware of the possibility that a different orientation could result in different financial prospects for a business.
- It is best if a building is matched to its occupants. Compatibility is a function of the orientation of the building and the birthdate of the occupant.
- The history of a structure can also have an impact on financial potential. Sites that have seen traumatic events such as death, wars, bankruptcy, legal problems, crimes, misfortune, depression, suicide, etc. can have a detrimental effect on the bottom line.

Choose a Winning Location for your Business

How your business is located in relation to the neighborhood and the street is a critical determinant of fortune and success. Although a proper analysis of siting and orientation is a matter for professional expertise, certain basic rules need to be observed.

- Choose office and commercial space which is located in neighborhoods that have a track record of success. Pioneer locations drain energy from an enterprise and impact bottom line.
- Look for wide, unobstructed streets with ample sunlight.
- Preferred exposures are to the East, Southeast, South, West, and Northwest.
- Locate your business on a street which brings traffic towards you, not away from you.
- However, traffic should not aim directly at your premises. This creates difficulty and potentially negative consequences for finances, growth, and customer loyalty.
- An office building with a large foyer is good, as it gathers positive energy and buffers against negative energy.
- A fountain inside or outside the main building entrance is very positive, as it activates the incoming energy for the entire building.
- Avoid office or commercial buildings with reflective windows, as wealth and prosperity cannot come into the premises.
- Avoid office or commercial space on top of parking garages. This is very negative for success and can seriously impact the health of your staff.
- Avoid buildings adjacent to power plants, highways, railways, bridges, hospitals, cemeteries, churches, or communication towers.
- Avoid buildings that are dwarfed by taller structures.
- Avoid buildings which have upper levels larger than lower levels.
- Avoid buildings with floor-to-ceiling glass windows, as profits leak out of the premises.

About the Author

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. As such, he advises on issues of design and placement for residential, commercial, institutional, educational, and industrial facilities, urban settlements, health care facilities, and on issues of personal and institutional transformation.

Alex is a recipient of a Ford Foundation scholarship for cross-cultural studies and was named Scholar of the House by Yale University. He has been a consultant to the United Nations Development Program in public health and regional planning. His clients include: Hyatt Corporation, Morgan Stanley, Conde Nast Publishing, Whole Foods Markets, The Aspen Institute, Beth Israel Hospital (NYC), Bellevue Hospital (NYC), Continuum Center for Health & Healing (NYC), Sutter Health (CA), Hyatt Retirement Residences, Prudential Douglas Elliman, Corcoran Realty Group, The University of Minnesota, and many others.

Alex's work has been featured on NBC, CNN, PBS, the Arts & Entertainment Channel, *The New York Times*, *Town & Country*, *Crain's*, *Harper's, Inc.*, *The Wall Street Journal*, *Interior Design*, *Residential Architecture*, *Interiors*, *Spirituality and Health*, *ID Magazine*, *Metropolis*, and others. He has received a design citation for his feng shui work by the Boston Society of Architects.

Alex has lectured at the Smithsonian Institution in Washington, Regents College in London, Yale University, 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 Feng Shui International Network in London, the European School of Feng Shui in Amsterdam, and the French School of Geomancy in Paris. He is in the faculty of the Omega Institute, Hollyhock, the Long Island Feng Shui Institute (NY), the Golden Gate School of Feng Shui (CA), and the Feng Shui Alliance (NJ). Alex is married and has one daughter.