

NEW JERSEY

To Ensure Positive Energy At RiversEdge, Roseland Hires Feng Shui Expert



If you thought that getting zoning and planning approval for the construction of a luxury apartment building was the only thing you had to worry about, you haven't heard of feng shui. Roseland, the luxury residential property division of Mack-Cali Realty Corporation, is finding that using Feng Shui principles to guide design at its River's Edge development at Port Imperial in Weehawken makes good sense both philosophically and from a purely business standpoint.

Roseland Property's new multi-use luxury rental building is the most recent building in the Port Imperial residential community to undergo a feng shui blessing and it was found to have many desirable energy properties. Feng shui has become increasingly important as foreign investors from Asia are buying properties in the New York city area and now across the river in New Jersey.



Roseland works with feng shui practitioner Alex Stark to create a conscious design and promote successful building programs that take nature, land, and neighborhood character into consideration. According to Stark, Feng shui is a wonderful way to promote the achievement of good fortune, success, harmony and balance in everyday life. This is done by promoting certain qualities that everybody wants such as career, health, family life, marriage, education of children, and good luck in a general sense.

Alex Stark explains that “Feng shui tries to balance the hard reality of a structure and everything that happens in a building—such as mechanical equipment, walls, electrical systems and so on—with that intangible hard-to-describe thing that we typically call a good feeling, a nice vibe, or how we are nourished or welcomed by our homes.”

“Roseland originally called us in to be agreeable to a large portion of their target demographic, which included many Asian families. But, over time, they realized that everybody was interested in feng shui and that, in fact, by incorporating feng shui into the buildings, they were actually attracting customers that had nothing to do with that original demographic.”

“Roseland also asked us to analyze the various unit types so that for every configuration, we would make sure that each apartment and the family that would live in it would be in an optimal feng shui situation. We looked at each unit type carefully, sometimes rearranging the position of bathrooms or kitchens in order to optimize health, success, prosperity, and family life.”

“Typically, Feng Shui is used as part of the marketing approach for sales. A lot of people are very happy about this because they know from what they have read that feng shui is a tool that can maximize opportunity and success in life. Oriental clients of course love this and like to hear that feng shui has been done. But because feng shui is done in a global way for the entire building, even people who have no interest in feng shui are also going to benefit, so it becomes a win-win scenario for everybody involved.”

Learn more and see a Feng Shui blessing demonstrated in GlobeSt.com’s exclusive video:

<https://vimeo.com/125736943>