

## videos



## Using Feng Shui to Foster Creativity and Innovation

Alex Stark focuses on creating transformative experiences

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**ALEX STARK**, ceo of Alex Stark Feng Shui (Playa Vista, Calif.), explains how retail environments have evolved from being the suppliers of consumer goods to providers of transformative experiences. During his session “Using Feng Shui to Foster Creativity and Innovation in Store Environments,” Alex speaks about how feng shui techniques can be used to foster the kinds of new experiences anticipated in retail by enhancing creativity, innovation and communication. Attendees at VMSSD’s 2015 International Retail Design Conference (IRDC) in Austin, Texas, learned how to combine new and old feng shui techniques optimum appeal. For more details about IRDC 2016, Sept. 13-15, in Montreal, visit [IRDCOnline.com](http://IRDCOnline.com).