



FENG SHUI DESIGNER Alex Stark is an internationally recognized feng shui expert with clients in the commercial and business world. He has worked on buildings by Renzo Piano, Jean Nouvel, Fox & Fowle.

Balancing Energies

The Conde Nast Building, New York City

Orientation and massing, as well as the layout and disposition of the main lobbies, corridors, and interiors all follow feng shui criteria.



Building a harmonious environment is the goal of the ancient Chinese sense of aesthetics known as Feng Shui. Translated directly as “wind-water”, Feng Shui is widely applied to commercial and office buildings, as well as homes across Greater China.

Specialist Alex Stark has “oriented” several buildings to let energies better flow by studying the buildings position in relation to its surroundings. “Feng Shui is a technique used to increase opportunity”, explains Stark. “There are many considerations that can be used to promote good fortune, income creation, and brand recognition. We know that water will almost always bring prosperity to a site, for example, and that you should never put an elevator in front of the main door to a commercial building, as this tends to diminish economic

potential. The same occurs when you line up a front door with a large window. Size of the front door also matters: a small doorway won’t let energy (and prosperity) into the building. Too big a door will let it all out.”

Feng Shui principles include ensuring that the CEO’s offices should be protected and be as far away as possible from the entrance. “In all the major offices we make sure that everyone sits with their back to a solid wall” continues Stark. “If you don’t, you become vulnerable and subject to manipulation”.

“Although we like to orient a structure to an optimal alignment with the compass, eighty percent of orientation is about correction”, Stark further explains. “Feng shui works through the interaction of five elements encompassing earth, fire, water, metal, and wood to ensure

these corrections and adjustments.”

What about the credit crunch and Wall Street problems as seen from a Feng Shui perspective? “Wall Street draws enormous benefit from the energy of Manhattan, which is dominated by an important line of energy in the land. This line, known as a “ley line”, traverses the entire island from north to south, and brings to Wall Street enormous power. However, over time, it can be abused and traumatised,” says Stark. “This is what is happening at the moment. In Europe we find similar energy lines. One very important line runs along Barcelona’s Paseo de Gracia, but the difference is that in Barcelona this line is protected to a greater extent than in New York. You could say that the lines in Manhattan are ‘overexposed’ and Wall Street is now facing the consequences.”