

A portrait of Alex Stark, a middle-aged man with a grey beard and mustache, wearing a blue button-down shirt under a dark jacket. He is looking directly at the camera with a slight smile. The background is a solid dark brown color.

An interview with Alex Stark



By Alexandra Berthault
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1. How do you describe feng shui to someone with no previous knowledge?

Feng shui is a discipline that can be used to enhance opportunity, create possibilities, and remove obstacles. It does this by optimizing the design, layout, and flow within a living or working space.

2. Please finish this sentence: 'Proponents of feng shui believe that:

.... It can create good luck and dispel negative influences.

3. In your opinion, what relevance does feng shui have in the modern western world?

Feng shui is a wonderful way to create greater synergies between people and their natural and built environments. It can lead to greater sustainability in land development, community participation, and social interaction while simultaneously working on improving the web of nature, minimizing environmental degradation and social disconnection.



4. How did you get into feng shui? Where and how did you learn feng shui?

I discovered feng shui when our home in Brooklyn, New York revealed it had a ghost. That launched our family in a search for not only a solution to this unprecedented problem in our lives but also to an understanding of the why and how it could have happened. I studied feng shui firstly with RD Chin, Bill Speak, and Master Lin Yun of Black Hat Sect, mostly in New York City. I then went on to learn compass school from Roger Green, David Twicken, and Howard Choy in the UK, Berlin, and at the Golden Gate School of Feng Shui in California.

5. Why typically do people come to you for feng shui advice?

It varies. We do lots of residential consultations in which the main driver now seems to be a concern for the geomancy of the land under the home and the impacts of earth energy currents on real life outcomes.

We also work on very large land development projects that may involve housing, industry, agriculture, reforestation, water reclamation, endangered species protection, and civic development.

Another important party of our business is in health care and food quality. That includes hospitals and healthcare centers as well farming, restaurants, and super markets.

6. What are your specific ethics in terms of working with feng shui clients?

What are your key professional values for feng shui?

Firstly, we believe that the person or organization that pays our bills is only one of three clients. The second is the community that depends upon or provides for the client (the stakeholders). The third is Nature itself. When we take on a project, we make it very clear that we will be assessing the well-being of all three, not just the narrower interest of the paying client. This allows us to cast a much broader inquiry into the situation, as we have to analyze the historical, ancestral, biological, environmental, and social implications of what we are assessing. It also allows to include many other considerations into our reporting and recommendations.

7. What has been your most challenging feng shui job and why?

What did you learn from it?

The most challenging feng shui jobs have always been my own home!

That aside, probably industry, particularly when it involves heavy use of electronics and data storage such as data parks or telecommunications. The problem is, of course, the elevated EMFs but also the lack of understanding in the part of most providers of these services in terms of energetic qualities of what they do and the potential for health and biosphere trauma.

Another area that is always challenging is land that has seen warfare or genocide. These are more ubiquitous than most people believe. Unfortunately, humans have been at each other for a very long time!



8. Describe a feng shui project that you found particularly interesting or rewarding.

We are currently working on a very large land development project on the west coast of Mexico that will include--when completed--a new town for local workers, a mango farm, organic produce orchards, a turtle sanctuary, and hotel and tourism development, all withing an ecological and social sustainability model. You can google this as Xala, Jalisco, Mexico.

9. What aspect of feng shui are you most passionate about?

Helping people and reconnecting them to their ancestral, familial, and natural origins, be it at the scale of a single person, or that of an entire community or organization.

10. In terms of your feng shui consultations and/or teaching, what is your USP (Unique Selling Point)?

We are lucky to have incorporated into our practice not only BTB and compass school feng shui, but also Native American Cosmology, European Geomancy, and dowsing techniques.

In addition, most of our staff are graduates in architecture and/or interior design so we bring in a full understanding of the problems faced in architecture and construction.

Finally, we also have staff that are experts in psychology, social interaction, and business management, so we can assess the relative health of an individual or institution in terms of their psychological as well as energetic wellbeing.

11. What direction is your feng shui work currently taking you? What lies ahead?

I find feng shui and geomancy in general becoming more and more ubiquitous. I think it's time for all feng shui consultants, practitioners and enthusiasts to continue expanding the scope of what we do, talking to more and more people in more and more fields. For example, we are currently collaborating with music performers, aerial dancers, earthwork sculptors, and folks in other areas where it might appear feng shui does not even apply....I think feng shui and geomancy applies to everything because it all has to sit on land. We need to keep expanding that envelope in the way we are perceived by the public.

12. What advice would you give to a new feng shui enthusiast?

Learn always.

The more you know not only about feng shui but about the world and all its magnificent diversity, the better you will be able to help anybody that comes your way.

Be always of service.

Think of yourself not as a feng shui consultant but as a servant of the entire world, starting with self and family, and then expanding this to everything around you.

Be constant.

Keep doing it until it becomes second hand, as much part of you as your breath or your body.

