



Feng Shui

- Feng shui is the study of how humans interact with their environment.
- The aim is to create environments where the people living and working there can best succeed.
- Feng shui is based on the idea that people react to their environment and this can affect their emotions, mood and thoughts.
- We might for example feel different in a cathedral compared to a café.
- In the experience of feng shui people respond to colours, shapes, sizes of spaces, plants, flowers, views of nature, lighting, art, materials and imagery.
- In business the aim of using feng shui is to create an atmosphere that is most likely to lead to the success of the business.



Vital Ingredients For Success

- First impressions
- Memorable feature
- The feng shui signature
- Get to know the people
- Know what people need to succeed in their work
- Create a specific atmosphere for that success
- Healthy spaces
- Individual identity and control of environment
- Quality of interaction with the environment
- Engaging all the senses.

Feng Shui is all about People

It is only by knowing the person that we can seek to create an atmosphere that he or she can thrive in.



- Who are the customers?
- What do they want?
- How do the staff work?
- What does someone need to succeed?
- What is their role in the business?
- What are the sources of stress?
- Where do emotions get in the way of success?
- How do people interact?
- Team work?
- Sales
- Creative
- Organisational
- Financial
- Customer relations
- Human resources

Business

- What are the strengths and weaknesses of the business?
- What do they want to achieve?
- How can the building help bring about a change in the people working there that will support the required change?
- How can the building best support the identity, image and reputation of the business?



Paris T2G Airport de Paris

- Short haul terminal for flights within Paris
- Mainly services Air France and its various subsidiaries.
- 120 flights per day 3 million passengers
- Stressless airport
- The airport of colour
- Ideal working environment for staff. Staff are part of the passengers experience of the terminal
- An emotional experience
- Identify each part of the terminal and how we want passengers and staff to feel their
- Design interiors to create atmospheres that best encourage those feelings
- Focus on colours, materials, form, lighting, imagery, signage, natural light
- Create atmospheres in terms of soft, hard, fast, slow, relaxed, open, flowing, contained, varied and changeable
- Explore emotions and feelings – relaxed, secure, calm, confident, engaged, taken care of, stimulated, inspired
- Results in highest customer satisfaction rating, 20% cheaper per square metre to build and over 20% cheaper per passenger to operate than other ADP terminals.

Corporate Feng Shui



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British Airways Waterside

- Headquarters for 3500 staff
- Can only house 3000 people at one time
- Better communication
- More horizontal management structures
- Greater efficiency and to reduce the need for secretaries
- Flexible working practices
- Open plan offices
- Paperless office
- Reduce absenteeism and staff turnover
- Attract best graduates
- Cutting edge technology
- That every desk is within 10m of a window
- That staff have views of nature and natural light
- To give the building its soul

British Airways Waterside



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British Airways Waterside



British Airways Waterside



Corporate Feng Shui



Simon Brown



- Ran the first feng shui courses in the UK.
- Written many best selling feng shui books.
- Worked with British Airways on the design of their Waterside headquarters.
- Helped The Body Shop create their 1990s shop redesign.
- Been involved in the design of many airport terminals.
- Started as a design engineer and then trained in Oriental Medicine before starting a career as a feng shui teacher and consultant.
- Currently the chairperson of the Feng Shui Society.
- Provided a feng shui survey for the town of Congleton.

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