The background of the cover is a photograph of a traditional Chinese architectural doorway. The door is a vibrant red, flanked by dark wood pillars. Above the door are four small, blue, octagonal decorative openings. The door is adorned with two large, ornate golden knockers, each featuring a circular medallion with intricate designs. The top of the image shows a green, scalloped decorative border.

The Power of Feng Shui for Builders

Marsha Cheung Golangco



Marsha Cheung Golangco

A recipient of the 2005 Honorable Mention Martin Luther King Jr. Humanitarian Award of the year, a business consultant in environmental Feng Shui and a cross-cultural educator, Marsha's mission is to promote beauty, harmony and prosperity for everyone in the world.

In the last eighteen years, Marsha has used her Feng Shui knowledge to help her clients create an auspicious living environment for a better quality of life. Her services include subdivision development, office buildings, businesses, workplace, and individual homes. Her clients come from all sectors of the society, including building professionals, business owners, politicians and community leaders, health care professionals, financial consultants, lawyers, and individuals who have a desire to better their lives.

Marsha acquired her Feng Shui wisdom while growing up in Hong Kong in a Buddhist family. Her late father, Mr. Cheung Yuk Kai, was a renowned builder, who had applied the Feng Shui knowledge in his construction projects.

Fluent in English and Chinese, Marsha speaks frequently in business and professional meetings, and other non-profit organizations. She is often interviewed by the media on her Feng Shui and community work. She is active in many community organizations, especially the ones interested in home, workplace, and racial harmony. She is a past chairperson of the Contra Costa County Human Relations Commission and past president of the Oakland Asian Cultural Center.

Marsha holds a B.A. in Biology from Santa Clara University, an M.A. in Home Economics from California State University in San Francisco. She completed a Ph.D. academic program in Environmental Science at the University of the Philippines. Marsha lives in Alamo, California, with her husband, Eric, and their three children, Madeline, Elaine and Wesley.



"The Power of Feng Shui for Builders"

provides simple and easy approaches for builders to achieve a clear understanding of a complex system known as Feng Shui. Ancient and eastern, Feng Shui has an unchangeable intention of creating favorable environments so that all living beings may live in harmony with nature. Given the continuous state of chaos in the world, the wisdom of Feng Shui is gaining popularity, with surprising results of bringing harmony and beauty in everyday living.

Builders, both residential and commercial, can effectively use some of the techniques to quality check their product developments. Feng Shui techniques can be applied in the various stages of the building process-- including land planning, site development, architecture, landscaping and interior design. With the application of Feng Shui, the quality of building projects is greatly enhanced, making them more attractive and desirable for buyers.

This book begins the exploration of the unlimited possibilities of Feng Shui, the ancient Chinese philosophy of Wind and Water, as a source of modern day empowerment.



**TO HONOR
ALL LEGENDARY BUILDERS
IN THE WORLD**

Most especially

my late father,

*Master Yuk Kai Cheung
of Hong Kong, China*

and

my father-in-law,

*Engr. William Golangco
of Manila, Philippines*



Master Yuk Kai Cheung

The eldest son of Cheung Chuk-shan, founder of the Cheung Chuk Shan Family in Hong Kong, Yuk Kai was the driving force behind the successful family business. Born in Xinhui, Guangdong province, China in 1914, his first lesson in wealth building began with natural resources from the land. From humbly engaging in

a native cottage-industry, he transformed the family resources into great prominence through hard work and perseverance.

Despite his limited schooling, together with his three younger brothers, he set the family on its path to great prosperity through real estate in the 1950's. He was known to build high quality developments that were both profitable and also satisfactory to customers. His earlier projects, the Patterson Street in Causeway Bay, the National and Realty office buildings are still remembered as successful developments in Hong Kong.

Yuk Kai's motto in life was "Unity and harmony as a source of success." He passed away in 1959 but is still remembered fondly by his family and community as a person of generosity, honesty and integrity. His numerous community contributions focused on education. He founded the Cheung Shuk Shan College campus and named it after his father. It is the top notch high school in Hong Kong today.

As a builder, he used his Feng Shui knowledge wisely, designing and constructing quality buildings to ensure harmony and prosperity for his buyers. To him, the well being and satisfaction of his customers were the ultimate fulfillment of his being a Builder of Life.

Engr. William Golangco

William C. Golangco founded William Golangco Construction Corporation (WGCC) which built prestigious edifices all over the Philippines, notably the American and Chinese Embassies and the Asian Development Bank Headquarters. He also built the 45-km road which linked Pampanga to the outside world after the eruption of the Mount Pinatubo volcano.

In 1958 WGCC built the Bachelor Officers Quarters at Sangley Point Naval Station, the first major contract ever awarded by the U.S. government to a Filipino contractor after World War II. Subsequently, all construction projects in the U.S. Bases were opened to bidding by Filipino contractors.

WGCC also built the Clark Air Base Medical Facility. For his "exemplary performance", William Golangco was awarded a Certificate of Commendation by the U.S. Navy for completing the facility ahead of time to provide vital medical services to American soldiers during the Vietnam war.

In 1962, he was personally awarded the "Builder of the Year" title by then Philippine President Ramon Magsaysay. Later he also received the Presidential Humanitarian Award from President Ferdinand E. Marcos.



ACKNOWLEDGEMENTS

- My husband, Eric, for his unconditional support and never-ending encouragement for me to be extraordinary
- My children, Madeline, Elaine, and Wesley for believing that their Mom can do it. I especially want to thank my son, Wesley, for computerizing the first draft of the manuscript, speeding up the process of the book completion
- My sisters-in-law, Evelyn G. Cu-Unjieng and Marilyn G. Del Bianco for their sisterly partnership
- The Cheung family in Hong Kong, China – source of my knowledge, wisdom, power and well-being
- My grandmother and my mother for their extraordinary courage in being such powerful role models for me
- All my Feng Shui clients, especially the builders who just trust my work and continuously give me the opportunities to serve them
- My book writing group in Oakland, CA., especially book coach, Linda Watanabe McFerrin for her patience and expertise in making it happen
- Special thanks to Deena Levine for her mentoring, for inspiring me to start my work

- Debra Lee, Publisher of Builder Digest, of Northern California, where I have been a contributor of Feng Shui articles for many years -- Thank you Debra for giving me the opportunity to share with readers how ancient wisdom can be applied in modern day living
- To my niece, Melinda Lau who organized the chaos in the early stages of the book
- My office assistant, Jamie Harris, for her superb organization skills and her enthusiasm in cleaning up my chaos
- Yvonne Burgess and Eileen Frith, who were powerful listeners for my book completion
- My editor and publisher, Jazmin A. Jocson of Manila, Philippines who just keeps on creating magic and miracles
- Community organizations where I have the opportunities to contribute and to express myself: Women Council of Home Builders Association of Northern California, Oakland Asian Cultural Center, Diablo Valley Chinese Cultural Association, Contra Costa County Human Relations Commission, Asian Business Association and Chinese Culture Center of San Francisco, Pleasant Hill Recreation & Park District of Contra Costa County, CA, Oakland Art Museum of California, Chinese American Historical Society, Humane Society of Silicon Valley
- Landmark Education - where I got many breakthroughs to create a life that I love and the wisdom to be fully-aware of the unlimited possibilities and power for a world that works for all
- Special thanks to all the Feng Shui masters in the world, especially Professor T. Lin, Master Tam and Master Zhang who mentored me throughout the years
- Buddhism teaching - where I learned all about my universal responsibilities and obligation to take care of myself, my family, my community and the world.

FOREWORD

“Can you tell me how to work with difficult clients?” A question asked by many exasperated people I met in the business world during the last 20 years.

Looking at the frustrated faces, it inspired me to be of service to humanity. Many ill-feelings, anger and upsets, are results of misunderstandings or lack of understanding. I took it on as a lifetime commitment to bridge the gaps. I started a professional and personal journey that will surely last a lifetime. My intention is to create a better understanding and acceptance among people of different cultures so that goodwill and connectedness may be fostered in a world of diversity.

At the turn of the new millenium, we noticed many exciting global, cultural and economic exchanges going on. In recent years, the Chinese wisdom of Feng Shui has achieved worldwide interest.

In Asia, it is a common practice for wealthy families to hire Feng Shui experts for advice before moving into a new home or investing in a new business. Now this practice is becoming popular in many areas of the Western world as Feng Shui’s popularity continues to grow in Europe and the United States. The motivation remains the same: home buyers want to make sure they are buying a place with positive Feng Shui elements that help ensure their prosperity and success in life.

For many American new home builders, their first encounter with Feng Shui took place in the 1970’s and 1980’s when Asian buyers began purchasing new homes in their subdivisions. This occurred mainly in California, particularly in the Los Angeles and San

Francisco Bay Area with their high Asian populations. At that time, very little was known about selling real estate to this ethnic population.

With the increasing number of Asian home buyers, there came frustrations. Builders noticed that some clients used uncommon business practices and entirely different ways of selecting homes. Many sales were lost when buyers and builders did not communicate effectively. These early problems usually cropped up because of a lack of cultural understanding. Besides a different way of doing business, such as a prolonged, negotiation process, there also appeared a strong grip of mystical beliefs that influenced their home buying decisions.

Some buyers insisted on homes that faced southern or easterly directions and others insisted on avoiding locations with T-intersections or dead-end streets. Many insisted on numbers such as eight, nine or three, and simply walked away from the number four. Color combinations also became an issue in many cases. Moreover, some subdivisions quickly filled with a high ratio of Asian buyers while other subdivisions were totally ignored. Some floor plans were in high demand and others were shunned. Builders began investigating the causes of this unusual behavior. The major factor turned out to be – FENG SHUI.

As knowledge about this philosophy unfolded, many progressive builders took an interest in exploring the concept beyond its cultural boundary. The more they incorporated Feng Shui in the building process, the more fascinating results occurred. The quality and attractiveness of their developments also interested many non-Asian buyers. Nowadays, many builders, architects and interior designers are finding Feng Shui to be a valuable resource in their work.

“The Power of Feng Shui for Builders” is an easy-to-read book for building and real estate professionals to get a quick grasp of this ancient concept. The intention is to have ease and fun in applying the wisdom in the modern day building process.

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Part One

A Glimpse of Feng Shui

Chapter One

Introducing Feng Shui

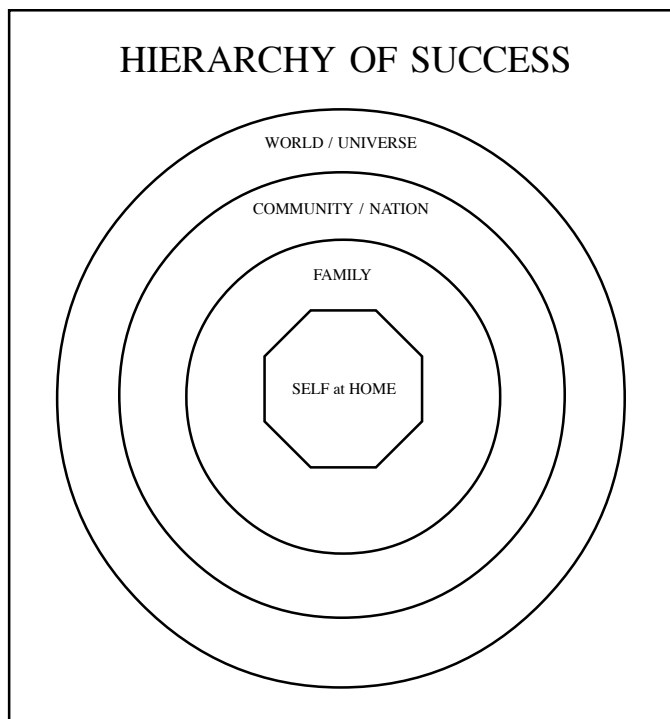
Growing up with Feng Shui

The ancient philosophy of Feng Shui (pronounced in Chinese *Fung Shway*) has become mainstream in America. Everyday, more and more people hear about this concept and desire to know more about it. Even real estate mogul Donald Trump has used the services of Feng Shui experts. “It is important to adhere to the principles of a large group of people who believe in these concepts,” he said in an interview on national TV several years ago. “And if they believe them, that’s good enough for me.”

As the Feng Shui philosophy becomes more popular in American culture, the role of builders grows more complex. Many homebuyers are no longer satisfied with just a beautifully-designed and well-built house. They prefer to live in homes which also provide a positive flow of “life force” to enhance the quality of their lives. This broadens the goals of many builders from building quality structures to building homes so full of life and power that they actually improve the total wellbeing of their homebuyers.

Growing up in Hong Kong in a family of builders, I was exposed to Feng Shui at an early age. My late father pioneered the Feng Shui concepts in his developments in

Hong Kong. Together with three younger brothers, he developed a fine array of residential and commercial buildings, beginning in the early 1950s, in this former British colony. One of his first projects, the Pattersen Street subdivision in the Causeway Bay district, is still considered a gem. He applied his knowledge of Feng Shui throughout the complete building process, starting from the site selection to the final touch of paint. His dedication to his homebuyers went beyond providing a well-built structure with excellent architecture and comfortable, beautiful interiors. He also wanted homebuyers to do well in their lives while living in the structures which he built. He demanded the best for his products and for his customers' entire well-being. To him, the success of his homeowner's life starts from the home, extends to the family, the workplace, the society, to the nations in the world and eventually the world and the universe. The strong leaders of the world will always seek their homes as sources of rejuvenation and revitalization. My father's legacy as a superb Feng Shui builder is still remembered with gratitude and fondness by his colleagues and customers.



The Basic Concepts of Feng Shui

The concept of Feng Shui is multifaceted. Many aspects are metaphysical or mystical, and sometimes perceived as superstition. Some are practical and common-sensical, and can be used as a resource for building the highest quality environments. Literally translated as “wind and water,” Feng Shui is an ancient philosophy which originated in China over 4,000 years ago. It is based on the idea that “chi”, the universal life force, affects people positively or negatively depending on their physical environment. It is still going strong in many Asian cultures, especially those with strong Chinese influences. It flourished in the modern day Asian countries such as Taiwan, Singapore, Malaysia, Hong Kong and other Southeast Asian countries. With the rapid real estate development in China the last ten years, it is known that Feng Shui principles were applied to various developments.

There is also a practical aspect widely used in the different phases of building.

MAJOR PRINCIPLES OF FENG SHUI

- | | |
|------------------------|---|
| 1. TAO - “THE WAY” | Both a philosophy and a religion which preaches the Law of Nature; it integrates Chinese customs, folklore, astrology and herbal medicine to achieve success and happiness. |
| 2. YIN AND YANG | Theory of interaction between opposites working together that ends in unity and harmony, and working against each other that ends in conflicts and disharmony. |
| 3. I - CHING | A mystical book of Divination -- to tell fortunes and give guidance in daily life |
| 4. BA QUA | The octagonal symbol from the book of I-Ching. |
| 5. FIVE ELEMENTS | Natural elements in the environment.
Productive cycle - fire / earth / metal / water / wood
Destructive cycle - wood / earth / water / fire / metal |
| 6. CHI | Cosmic breath or energy vital to a person’s well-being.
The flow of Chi is an important concept. |
| 7. PREDECESSOR FACTORS | The history of the house and the previous homeowners. |

This includes site development, architectural design, construction, landscaping, floor plans and interior design. These Feng Shui techniques have been used by the Chinese for centuries in adjusting their physical environment to be in harmony with nature. They combine both art and science. The essence is in the proper placement of objects to channel Chi to the buildings.

In general, people turn to Feng Shui to enhance their home and work environments. Many business owners use Feng Shui techniques to bring them prosperity.

Feng Shui is a complex network of principles involving both art and science with many interpretations. A certain metaphysical aspect of Feng Shui is known to only a few knowledgeable Feng Shui masters. The metaphysical aspect deals with astrology and astronomy, which many people believe influence human affairs. Fortune telling and celestial calculations are involved in these disciplines. Other traditional Feng Shui disciplines involve the physical environment, including the atmosphere and the earth, using symbolism, meanings and signs for their interpretations.

From a practical standpoint, Feng Shui is a systematic approach in building a network of communities. The applications range from building an individual house or building, to subdivision development and city planning. Feng Shui can be used in every aspect of the building process, including land planning, site development, landscaping, architecture and interior design. Although Feng Shui is a complex concept, it boasts of a simple purpose of creating harmony between people and their environment. From my years of experience in working with builders in California and all over the country, Feng Shui has been used effectively and economically as a technique to enhance new homes, resulting in higher sales and greater profitability.

Another major school of Feng Shui relies on the ancient Chinese compass called Luopan. This instrument determines the auspicious and inauspicious directions and the flow of Chi, a universal life force, which is considered vital to the quality of people's lives. An evolving Feng Shui school in the United States comes from Professor Lin Yun, the founder of Black Sect Tantric Buddhism, who is gaining great popularity with many

non-Chinese followers in this country. They use his teachings for spiritual healing and development. Intertwined with the traditional and non-traditional Feng Shui schools are Taoism, Buddhism, Confucianism, as well as many cultural beliefs from different regions of China.

Building professionals need not be concerned about following Feng Shui principles to the extreme, as they can be interpreted in many ways. However, there are three essences of Feng Shui that, when applied wisely, can greatly enhance the designs as well as the sales of new homes.