



# Wind Water

FSII OFFICIAL NEWSLETTER...Promoting Pyramid Feng Shui

SUMMER 2007

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## President's Letter

What did Paris Hilton say when shown the element of fire? "That's HOT!!!" And boy, was she right. The summer season brings us full swing into the time of the year of full activity. This is the season to shine. This is the time of production. This is the time of animation at its height. Be it work or play this is the time for us to move, move, and move.

Sensual, sexual, passionate lover's burn with nature in her power. The catalyst of fire overcomes resistance and gives way to joy.

Expand your mind by dreaming the impossible. The flicker of an intention can manifest full blown into your sweetest desire. The power segment of our bagua sug-

gests self actualization, future and relationships satisfies those very desires. Celebration.

Find the power of summer in your life today. Take the time to write down one new direction you wish to go in the future. Begin your travel straight from today through health to the future with one first step. You'll be there before you know it. Completing goals gives one confidence. Confidence puts you in your power. And confidence, well, we all know what confidence does to increase our attractiveness factor—confidence, "that's HOT!"

Marsha (Mo) Linquist  
President of FSII  
PersonPlace—"Making Life Better"

## Charlotte, North Carolina Event Was Awesome!!!!!!

*Connie Spruill*  
*Feng Shui Institute of America, LLC*

We had a standing room only crowd. The information received rave reviews on every workshop and now those of you who were not

able to attend can access incredible recordings of the sessions. You may purchase the set for \$79.95 + shipping that includes 10 CDs (over 15 hours of information), and full color handouts emailed to you.

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## FSII Bi-Annual Conference

Mark your calendars for FSII's 2007 conference in Pittsburgh, PA on November 2-4, 2007 at the Sheraton Station Hotel!

Here is the latest information on the variety of topics that are under consideration for presentations:

- Mind Over Matter: How It Is Infused in the Physical Environment
- Loss Issues and Feng Shui
- Community Organization & Feng Shui
- The Brain's Connection with Physical Space
- Chronic Injuries and Illnesses: Physical Space's Contribution
- Perceptual Visual Development Environments

### Registration Fees:

\$99 for FSII Members and FSIA Students who will be presenting.

\$199 for FSII Members and FSIA Students who will not be presenting.

\$399 for non-FSII members but with a special—registration fee includes FSII Allied Membership for one year with benefits.

### FSIAs Graduates

April 2007

Ruby Boldin—Lenoire, NC

Michael Zader—Boulder, CO

### More FSIA News

Feng Shui Institute of America, LLC has a new member on its team of partners. We would like to welcome Debbie Roddy on board the school. She brings a lot of corporate marketing to our school and we look forward to tapping into her talents to help us take the school to another level.

## Charlotte, North Carolina Event Was Awesome!!!!!!!

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Sorry, no single workshops available on CD.

If you are serious about moving your business to the next level, these recordings will give you ideas for a business model, a better understanding of archityping and holons; a comprehensive approach to conducting business assessment and recommends; how to read between the lines when assessing a client by focusing on key descriptive words that a client uses and, a very comprehensive approach to understanding the personality phas-

es when applying the theory of the five elements.

Check out our new shopping cart and place your order for this fantastic CD set with workshop handouts in full color. 🌿

### FSII Officers

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## Feng Shui, Seeing Red: How the color red affects mood and emotions

Nancilee Wydra, Feng Shui Master

“Red sky at night, sailors delight,  
red sky in morning sailors take  
warning.”

Although this saying refers to the atmospheric conditions based on seeing red, this adage expresses precisely the vocabulary of red. Red is a color of actions and reaction in the same way we are repelled from a boiling hot surface. Seeing red generates an action or reaction.

Consider some natural uses of red and their properties. Blood is the fluid that circulates nutrients and other essentials throughout our body. Nature uses color in particular ways and it seems they are used where the energetic of that color is systemically similar. Consider the flower whose most frequent color of all blooms is red. Since red has the longest wavelength, it is the first color in a general field that is seen. Most of us have experienced this when sitting in a sports stadium and observing the crowd on the other side. Red clothing stands out and we see it clearer than the other colors. For flowers, it is adaptively reasonable to be seen first by transporters of pollen. If a butterfly or bird alights on red blooms more often than violet or yellow, then the red flower will be most often transported and repopulated. The bullfighter uses a red cape to agitate the bull, many countries have red in their flags, and red roses are culturally more significant to

express the emotion of love than other colors.

Red feels warm and can make a cooler location warmer. Red for men is used far more often on athletic clothing than dress ware and red for women is considered sexy and assertive. Since red demands attention this is easy to understand since red demands our eyes to view it first.

Red cheers as it stimulates and while we find childhood rooms, and toys more often in bright red and other primary colors, it is not a balance to childhood. If red stimulates why would we use it in elementary schools where stimulation is often not an issue. In fact, some educators have found that removing red from the classroom has a calming and centering affect. On the other hand red makes sense for those on the other end of life's spectrum. In assisted care facilities red adds to the desire for activity and in rehabilitation centers red might prove motional to those undergoing treatment.

Red is commonly thought of as an appetite stimulator and this has been backed up scientifically. In the work of scientists Ludwig and von Ries rats placed under red lights (red devoid of heat has not great action, but red with heat does) gained weight far more rapidly than the rats in the control group.

Colors would not be possible without light because color is, in



essence, light either reflected off (deleted “of”) objects we see or viewed directly from the light source. When light is passed through a prism, the light beam bends and the wavelengths are separated, causing the prism to produce the colors of the electromagnetic spectrum. Rainbows are light bent through water particles in the air. Humans can only perceive a small portion of the electromagnetic spectrum - from  $4.3-7.5 \times 10^{14}$  Hz in frequency—and it is the frequency of the radiation that determines the color of light that we are seeing.

Red as you can see in the chart below is the longest of our visible wavelengths and thus literally jumps out at you from afar. On busy highways, note how red is most often first noticed and then consider how many well known chains use red in their signage too.

If you want something noticed in a busy field, red is the color to use.

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## Feng Shui, Seeing Red

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### Wavelength Chart

Color	Wavelength mμ (billionths of a meter)	Explanation
Ultraviolet	380-280	The smaller the wavelength, the smaller the structures with which they interact and the more powerful the energy.
Violet	430-390	
Indigo	450-440	
Blue	480-460	
Green	530-490	
Yellow	580-550	Violet at 400 mμ is stronger than red at 700 mμ
Orange	640-590	mμ = nanometers
Red	750-650	
Infrared	1000-750	

While we take in about 70% of our information through our eyes, the other senses experience colors in ways that affect our emotional reactions. We think with our eyes and give meaning with the senses whose reactions are attributed to a limbic or emotional system reaction.

When a person sees red the others senses feel as follows:

### How the Other Senses Experience Red

Sense	Color Red	Perceived As
Thermal	Red	Warm
Tactile	Red	Dry
Taste	Red	Sweet
Hearing	Red	Loud

It is also interesting to understand that the position of a color in a space (any area bordered by walls (edges) ceiling and floors) influences our reaction to it. Therefore, it matters if a color is on the floor, walls or ceiling. We will react differently to a color based on its location. The Institute of Bau Biologie, in Clearwater, Florida has gathered some interesting statistics that suggest these differences.

### How Red is experienced in Different Locations

Color	On Floors	On Walls	On Ceilings
Red	Impressive	Close, Loud	Disturbing

Further we have to look at color and its attachment in the context of our culture. The following associations apply not universally but apply to most

contemporary Americans based on our popular myths. Consider the following:

- We give red roses to symbolize love
- There are many state flags using red underscoring how “robust, sturdy and resilient” the color red feels to us.
- Reds are the colors of sexuality as evidenced by red lips, red lingerie and the use of red in bordellos.
- Red is also considered a more feminine color and is rarely used in the interior design of offices (with the exception of the fashion industry), although it is considered a power color to wear.
- It reflects a healthy glow on skin tones and therefore is considered an appearance enhancer.
- Red creates action and therefore is used in fast food restaurants to speed up dining.

### Red's Affect on Human Behavior

Red's Continuum:

Affirming life ↔ Degrading life

If action is the underlying affect of red, then action can be appropriate to a situation or not. Red has been reported to be a color preference for manic-depressives and that describes action to an extreme. While in the best and highest sense, red excites, stimulates,

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## Feng Shui, Seeing Red

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cheers and gives permission to be effusive.

Faber Birren, renowned color expert, writes that people with a preference for red tend to be more expressively vital and interested in many worldly things. Not likely or desirous of holding feeling inside, those who prefer red tend to suffer more dramatically when their feelings cannot be expressed. Boredom is an enemy and those with a red preference are likely to be seen as someone who forges their way.

Consider this:

Since red is associated with action, red is considered yang (yang creates conditions that are energetic, require action and stimulate). As we age we lose our internal yang or become more yin (quiet, internal and not as active). Red therefore, can restore what diminishes in the aging process. Childhood, however, is a yang state of life and using Red can exacerbate hyper activity and concentration. Using red in a study room for young children is like trying to tell a secret

while an extremely loud band is playing close by.

Consider these conditions and contemplate if selecting the color red would help or harm them.

### Consider Using Red in the Following Ways:

**To attract attention.** Red is always eye-catching, and is therefore a good choice for warnings and alerts, such as stop signs and exit signs.

**To alleviate a depression.** For example, red can add cheer to winter holidays, when many feel depressed. Red can also alleviate depression by distracting one's attention.

**To emphasize or give importance, for example, of an approach or pathway.** Red can denote extremes because of its intensity.

**To act as a reference point or a center of focus.** The red cape of the matador is a good example of this quality.

**To pinpoint the central activity area or the heart of a space.** For example, a detail of red in a fabric, accessory, furniture, or architectural detail will clearly identify it as important in a room. This characteristic makes red a valuable in ceremonial uses.

Red's associations continue and in feng shui, we understand that there are seasons, directions, time frames, shapes and even internal organs that resonate with a color.

Therefore, in a warm climate or in rooms with south facing windows, using reds might put the room over the top in terms of a balance of experience. In the home of a person with a heart disease, the color red may also be detrimental. Since all life flourishes with a degree of balance, using a great amount of red in those spaces where these above conditions exist might tip the scales too far to one extreme.

Finally understand that the saturation point affects the actual area that a color affects.

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Category	Red Would Likely	Common Area to Use or Not Use Red	
Anxiety	Exacerbate	Elevator	Don't Use Red
Judgmental	Prevent Compromise	Mediation Room	Don't Use Red
Calming	Prevent	Waiting Room	Don't Use Red
Gaiety	Increase	Lively, Busy Restaurant	Use Red
Self-Esteem	Increase	Insecure Teenagers Bedroom	Use Red
Attention	Increase	Front Door	Use Red

## Feng Shui, Seeing Red

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### Red's Association

Element	Direction	Time/Season	Shapes	Body Organ
Fire	South	Noon, Summer	Triangle, Pointed	Heart

- Dark saturations affect us on a physical level
- Medium saturations affect us on an emotional level
- Light saturations affect us on an intellectual or spiritual level

Thus dark reds are used more for sports while idealized love uses light or pink far more frequently.

In conclusion, red is a color that inspires action of the body, mind and spirit. It projects a spirit of intervention, more intense reactions and is like its physical counterpart, fire, more short-lived, but intensely felt.

—————  
Nancilee Wydra, Feng Shui Master  
and the originator of Person/Place,

*a Contemporary Discipline, The Feng Shui Institute of America, Pyramid School of Feng Shui, and developed first nationally approved program for professional training in the field of Feng Shui. Visit her web sites at [www.nancileewydra.com](http://www.nancileewydra.com) and [www.windwater.com](http://www.windwater.com).*

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## International Conscious Design Conference & Expo

Sheraton Parsippany, Parsippany, New Jersey, USA

September 28–30, 2007

[www.ConsciousDesignExpo.com](http://www.ConsciousDesignExpo.com)

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Mind Over Matter, How it Really Works

**Benjamin Huntington**

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