



West - East Bridge

China Resource for Life

In historical times, a Chinese teacher expressed respect for his ruler by approaching the throne on a west to east axis; the average courtier approached on a south to north axis. This tradition of honoring the four directions is the basis for the mindful creation of a gracious bridge between two worlds: the worlds of West and East.

West - East Bridge: China Resource for Life combines the best elements of China's cultural, aesthetic, and wellness traditions to create its signature 'Art in Life' immersion approach to the exquisite and complex world of a millennia-old culture.

Location

Tucked away in the environs of the ancient trading center of old Canton (Quangzhou), China Resource for Life offers the seasoned traveler and adventurer an unparalleled in-depth entrée into the multi-layered and multi-faceted aesthetic of living a truly encultured

Chinese lifestyle through its layered collection of both urban- and village-based lodging compounds.

Opportunities abound for cultural immersion, the exploration of centuries-old artisanal and wellness practices, a continually unfolding discovery of the secrets of shopping and cooking with a wellness lifestyle in mind, and dozens of other fascinating journeys into the endlessly rich and complex world that denotes the China of today.

Features:

Each **China Resource for Life** compound is based on a luxury-lodging model which includes its own Chinese Living Spa and Restaurant facilities, with performance pavilion and state-of-the-art demonstration kitchens. Five key elements embody the China 'Art in Life' expression of Harmony Project's Trio of Success business model:

- Emphasis on a Chinese 'Art in Life' Lifestyle

- Chinese Cultural Explorations into all aspects of both Ancient and Modern China
- Regional Recreational & Adventure Excursions
- The Artful Expression of Ancient Traditional Chinese Medicine Wellness Principles
- Retail and residential components of a mix-used development are highly likely

Historical Identity

West - East Bridge's inaugural site lies within the vast metropolis of Guangzhou (Canton), fabled port of call for intrepid traders and adventurers. For two thousand years this bustling upriver city on the banks of the Pearl River has been the lure for those seeking the secrets, the treasures, and the lore of the Orient.



With the fall of the opium trade, and after many years of being at the whim of the vicissitudes of international trade, warfare, and politics, Guangzhou has, within the past ten years, reasserted itself as a truly world-class gateway, with grand railway and airport terminus designs rivaling those which have brought Singapore its status as 'The Garden City' of Asia. Future **West - East Bridge: China Resource for Life** locations will include historical destinations such as rural south Shanghai, Beijing, Xi'an, Hainan Island, and other historical tourism destinations.

Concept

Due to the rich complexity possible within such a venerable culture **China Resource for Life** is able to offer its guests a unique and enlightened way of Being. The complete integration of ancient culture, masterful art, a sophisticated and aware approach to experiencing life, and the study and implementation of established philosophical life principles and wellness disciplines comes together into a brilliant collection of places, adventures, and life-enhancing learning opportunities.

The **China Living Spa** and on-site restaurant provide everything desired for both the wellness enthusiast and for those seeking respite from health issues and the hustle-

bustle of the outside world. Here, all is calm and serene, all is elegant and beautiful in a manner that can only be experienced within the realm of high Chinese culture.

Surviving for four millennia, the Chinese approach to whole-life wellness is a deep and subtle approach to living well. This approach is well recognized in the West, where acupuncture, Chinese herbal treatments, and exotically prepared gourmet meals are eagerly sought by many. However, this reveals only the surface.

To truly immerse ones' Self in the essence of the cultural wealth of China, one must step into China itself. **West - East Bridge: China Resource for Life** provides the perfect stepping-off point for Cultural Safaris for body, mind, and spirit for leisure or business traveler and resident.

Away from the hyper-charged contemporary bustle of modern China, both western and eastern visitors and guests are free to sink gently into the world of years gone by, when life moved at a more stately pace, where there was time to contemplate and to enjoy the serenity of an immaculate garden, the flow of a perfectly executed dance performance, or the delicate taste of tea to the sound of songbirds in the bamboo.

Seeking both refuge and a deeper understanding of all things Chinese, travelers are invited to experience a highly personalized approach to several novel concepts that are uniquely oriental: 'food as treatment', 'beauty as lifestyle', 'culture as discovery', and 'adventure as a way of Being'. Once experienced, this beautiful approach to living life seems the only choice when one considers optimal living and wellness while working or exploring the many beauties and pleasures of Asia.

Physical Scope

Within the exquisitely-appointed world of the China Living Spa ®, all cares vanish. Traditional Chinese medicine practices are masterfully employed to succor the weary traveler, and to return to health all those who arrive seeking the wisdom of Chinese healing arts.

Private consultation and treatment rooms, each appointed with elegant articles of art and hand-crafted furniture, hand-painted scrolls and elaborate floral creations, provide the perfect setting for medical and wellness consultations, hydrotherapy, acupuncture treatments, movement classes, and serenely private meditation rooms.

With all healing aspects directed by the wisdom and experience of respected Chinese medicine practitioners working in partnership with western allopathic physicians, the Chinese Living Spa® offers the ultimate in perceptive and effective spa and medicinal treatments.

Customized Chinese herbal preparations for both wellness and spa indulgences are created by healers while those who seek the pleasure of perfectly prepared and presented meals need only make their way to the on-site demonstration kitchen for ever-changing lessons by master chefs revealing the secrets of healthy and beautiful eating - or to the lush comfort of the adjacent dining room, which features Chinese wellness cuisine.

Tea lovers will find their way to 'All the Tea in China', a lovely indoor-outdoor tea garden, where the seasons may be enjoyed to the fullest while savoring the delicate pleasures of perfectly brewed teas and accompanying treats.



In the urban environment, the Ancestral Hall compound concept so beautifully portrayed in such films as "Raise the Red Lantern" and "Crouching Tiger, Hidden Dragon" will be employed. Classical gardens with pavilions, audience halls, courtyards with performance stages, receiving halls and shady verandas create the sense of timelessness and peace so essential to the oriental experience.

Advanced phases of this concept will include locally-based families who live in and direct the environment of such compounds, allowing guests to directly experience and interact with the day-to-day lifestyle of the local culture.

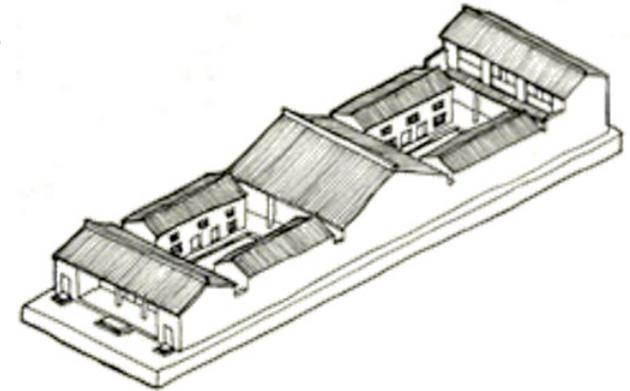
Cultural Style

Guest experiences are supported and orchestrated via an on-site Cultural Concierge, who directs and fine-tunes all Cultural Safari adventures. In-resident artists will be actively encouraged to excel in their own areas of expertise, through the *West - East Bridge* apprenticeship which establishes a system of public acknowledgement and awards for exceptional performance.

The establishment of an actual Creative Academy allows for the coordination of in-residence programs for artisans, performers, physicians, lecturers, and researchers. This Academy model provides the ideal venue for an ongoing program in continuing education in hospitality, wellness, and the visual/performing arts.

The Chinese Living Spa® provides the perfect arena for an aware exploration of all things related to the world of Chinese holistic wellness. Dining rooms and spa facilities are the 'base camp' for adventures into traditional Chinese medicine, authentic oriental meditation practices, and an openly philosophical and spiritual approach to renewal and wellness.

Signature spa programs support all aspects of wellness, in conjunction with an 'open kitchen' approach to both cuisine and Chinese medicine pharmaceutical preparation. 'Food as medicine' is a concept based on the ancient imperial Chinese way with preparation style, flavoring, and meal design. Consultations with on-site Chinese medical experts will provide guests with not only treat-

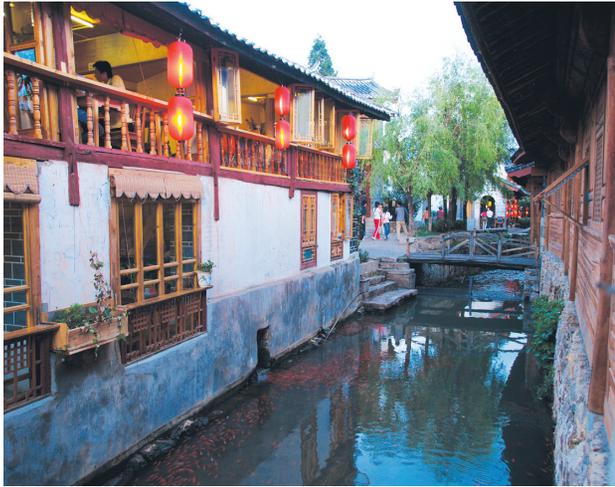


ment but the added value of both menu design and take-home lifestyle adjustments for the maintenance of well-being.

Development Strategy

This sophisticated luxury-lodging model has been envisioned as unfolding through a multi-level strategy which includes Phases 1 - 4:

- Phase 1: Initial establishment of a cultural 'Urban Compound' within the city of Guangzhou itself, a kind of 'Cultural Safari base camp' with spa, restaurant, and 5 key luxury apartments from which business travelers, adventure journeyers, and Chinese Nationals may venture forth to explore and experience all that this fascinating environment has to offer.
- Phase 2: From Phase 1 will evolve a multi-faceted Living Museum network, including adventure activities, cultural and culinary excursions, and immersions into the more exotic and hidden aspects of Chinese urban life. Physical infrastructure will be mindfully expanded to accommodate such evolution in a sensitive socio-ecological manner. We have learned from the failings of a few local examples: **Lingnan Impression Garden** in University City, and Zhumiao in Foshan.
- Phase 3: From its city 'base camp' the *West - East Bridge: China Resource for Life* concept will move into



the Chinese countryside, creating an entire cultural/artisanal village where arts once thought lost - or hidden - will be nurtured and encouraged. This novel approach allows the fortunate guest to have a direct experience of and appreciation for the elegance of the mindful oriental approach to aesthetic and artistic expression through the creation of works of art, cultural performances, and life-enhancing engagements.

- Phase 4: This advanced phase will unveil a network of rural historically important locations, a far-flung 'Cultural Safari' base camp collection where guests from the Guangzhou facility may discretely enter into the rural and unspoiled world of ancient China.

Target Markets

In order to maximize the impact of this very special offering, *West - East Bridge: China Resource for Life* has identified the following travel market segments, and is actively planning the evolution of their project to engage the interest and attention of such markets as:

- The Adventure Traveler
- The Cultural and Antiquity-oriented Traveler
- The Urban-based Business Traveler

- Alternative Medicine Seekers
- World Art Collectors
- Frequent China Travelers (tourist & business) now Seeking Deeper Immersion into the Culture
- University Alumna/Professionals leading Continuing Education Tours
- Those seeking Tour Extensions for Established Itineraries, with a focus on a 'mid-point respite', preliminary 'informational stop', or concluding immersion experience.
- The New Chinese National: one wishing for immersion in traditional Chinese as a lifestyle.

NB: There is a rapidly growing sophistication and interest in the active exploration of their own culture by Chinese Nationals seeking to become more authentically connected with their heritage. These travelers appreciate artisan-crafted fine furniture and home appointments, cuisine as an art form, fine teas, cultural performances of dance, music, and opera, and the creative expression of the true 'Art in Life' wellness/lifestyle concept embodied by *West - East Bridge: China Resource for Life*.

Project Designers & Partners

West - East Bridge: China Resource for Life was founded by two Guangzhou residents through their well-established China Best Company, in partnership with Harmony Project's Bradford Zak, and is based upon a fifteen-year friendship. It is a partnership grounded upon strongly shared principles, vision, and mutual resources as represented by the partners and their U.S.A.-registered companies.

China Best Company enjoys a very large range of both local and international resources in support of its 'Art in Life' basic principle, the support and advancement of local cultural expression, and the inspired application of traditional Chinese medicine-based approaches to wellness and health.



Coupled with a decades-long expertise in luxury travel, spa/wellness, recreational and eco-aventure-based travel, as well as the local community consciousness of Mr. Zak's Harmony Project/New Tourism hospitality model, *West - East Bridge: China Resource for Life* exists in the best of all possible environments for the creation of ongoing success and investment security in a global arena where meaningful travel to special destinations is becoming a paramount goal for the conscious traveler.

