

Designs on success

Jane Langof
has moved from
the world of
accountancy into
award-winning
home designs while
becoming a feng
shui master



Image: Alex Vaughan

Jane Langof is an award-winning feng shui master and designer.

She works with residential and commercial clients worldwide to establish a new vision for their homes and properties.

But it's been a long and winding journey from the world of accountancy via visits to a psychic and the study of interior design and feng shui — the art of balancing the elements within a space to promote harmony and a positive flow of energy.

"The goal of feng shui is to understand how the energy flow and balance within a building can influence the prosperity, harmony, and wellbeing of its occupants on a mental, physical, and spiritual level," Jane said.

She grew up in southwest Sydney in a multicultural family.

"I always felt a strong connection to my Asian heritage because of my upbringing where I was constantly surrounded by diverse communities," Jane said.

"My friends were from varied racial backgrounds, and I always felt I could relate to people from all cultures, particularly Asians, Europeans and Australians.

"My early life provided me with a deep understanding and appreciation of Asian cultures which serves me in my career now as a feng shui master.

"Although feng shui is a Chinese art, it is widely practised in all parts of Asia, including Australia."

Jane is now married with two daughters and living in Hunters Hill, Sydney, a place she describes as having "beautiful feng shui".

"My first career happened somewhat by circumstance," she said.

"In my last year of high school, a classmate suggested we apply for cadetships at accounting firms. The idea of working in the city while studying at university part-time sounded glamorous, so I applied for cadetships at all of the accounting firms, and got a job at an accounting firm in Sydney."

Although Jane had been an A-grade student at school, working full-time while studying finance and accounting was a huge struggle.

"I did not have an affinity with my accounting career until years later when I became CPA qualified and moved up the corporate ladder," she said.

"There was one thing I really enjoyed about my corporate work. I loved helping people and being part of a team. But I realised that accounting and finance were a long way from what I truly cared about.

"At the time of working in my corporate job, I was renovating my first home and I fell in love with the creative process of interior decorating and design. I pored over home design magazines and spent weekends browsing homeware stores."

On a maternity break with the couple's first child in 2006, a friend suggested she visit her psychic — renowned spirit medium Kerrie Erwin.

"My friend was amazed at how Kerrie could connect to spirit and relay details about her mother who had passed away," she said.

"Meeting Kerrie changed the trajectory of my life."

She was told details about her father who had died when she was a teenager and that her corporate career was over and she should study interior design.

"I was pleasantly surprised," Jane said.

"I loved the idea. I immediately enrolled in design college with CATC (Commercial Arts Training College) in Sydney.

"During my studies, the college unexpectedly announced there would be a break in the course and I felt the urge to see Kerrie for another psychic reading.

"This time, she told me to study feng shui and combine it with my interior design practice. It was a brilliant idea as I thought there were so many interior designers and it would be great to have a niche in feng shui."

The concept of feng shui had fascinated her for years. And as soon as she opened the textbooks, she was hooked.

"I felt an instant connection like I was made to do the work," Jane said.

"Kerrie also told me I had a spirit guide — an old Chinese feng shui master called Fu Chen. She said I could call upon his guidance to inspire my work. I found this very intriguing and exciting, like a calling from destiny.

"My business plan evolved from simply incorporating feng shui principles into my interior design work to becoming a feng shui master who specialises in creating beautiful and harmonious spaces.

"I pursued an in-depth education in traditional feng shui, Four Pillars of Destiny (Chinese astrology), and the I Ching, undertaking studies in Hong Kong and Singapore."

Jane's passion for these practices has led her to travel throughout Asia, where she has participated in numerous feng shui study tours, further enriching her understanding and expertise in the ancient art.

"Over the years, my business grew and I consulted in residential homes, commercial businesses and



community spaces,” she said.

“In 2014, I became an accredited feng shui master with the International Feng Shui Association in Singapore. Later, I started working on award-winning projects and for international clients, eventually winning a business award in the Northern Districts as the most-outstanding sole operator.

“Now, I am grateful to share my knowledge and experience in a holistic way to help people create positive change in their lives.”

Her business, Feng Shui Concepts, was established in 2008 providing customised feng shui designs, focusing on solutions that promote growth and prosperity.

“I specialise in helping people create a harmonious balance in their homes, buildings, and spaces to achieve maximum abundance,” Jane said.

“My approach combines the ancient practice of feng shui with beautiful design to create positive energy flow. By working together, my clients can foster a strong connection with their community and promote wealth and abundance in their lives.”

Clients include renowned brands such as Colliers International, Johnson & Johnson and institutions like Western Sydney University and Placemaking NSW. Previous clients have also included hospitality venues such as The Star Sydney, Norths, Dooleys, and City Tattersalls Club. Her largest project to date was a multi-billion dollar resort and casino development in the Philippines.

A few years ago, Jane started the process of designing and extensively renovating her own family home.

“It was a massive transformation that I put my heart and soul into,” she said.

“I am one of the few people who can say they had fun during the building process. I got along famously with my builder, architect and the tradies, and loved making selections and obsessing over every detail.

“Since I enjoyed the process and the people so much, I thought it would be a good idea to get more involved in the community.”

Jane contacted the Master Builders Association (MBA) of NSW and discovered she could become a member and joined a local group that meets regularly for information sessions.

“I decided to push myself out of my comfort zone and join a meeting,” she said.

“It was daunting at first, being new and walking into a room full of builders, but I was fortunate to sit at a table with a group from the Manly MBA division who were very friendly and welcoming.

“I’ve found the divisional meeting nights to be very interesting and informative. I’ve learned a lot about building related topics that helps with my work, and I use the CPD (Continuing Professional Development) points to maintain my Accredited Designer certification with the Design Institute of Australia.”

She says she generally has a good rapport with men in the industry.

“I can usually find some common ground, and I also speak “tradie,”” Jane said.

“The men I meet through work don’t usually know too much about feng shui besides the fact that it is,



in their words “a Chinese thing” and that “your front door is not meant to face the back door” or that “your bed should not face the door”.

“I tend to find that most people are intrigued and interested to hear about what I do and who I work for and like to ask questions about their own home.

“I have noticed that many people in the industry have not had the opportunity to work with someone in my profession before. I understand that there are many misconceptions and misunderstandings about feng shui due to its association with certain cultural beliefs and the spread of misinformation through new-age practices. In the west, the development of new-age feng shui has also led to an oversimplified and distorted understanding of traditional concepts, creating a lot of misinformation online and in books.

“However, I see these challenges as opportunities to educate and connect with people in a meaningful way.

“While I do sometimes encounter people who are not interested in feng shui, I believe it’s important to engage with them and share the benefits of this ancient practice.”

Jane worked with a client in Darwin who had a multi-award-winning home in 2020, thanks in part to the feng shui treatment applied to their draft concept design.

“Their home initially had an irregular T-shape that required feng shui treatment to address the overly fast and uneven energy flow and “missing” areas,” she said.

“Thankfully, my client engaged me from the start of

the project, which prevented any wasted resources on fixing feng shui mistakes or redoing detailed drawings or development applications.

“The result was a beautifully-designed and functional home that went on to win five building awards with HIA and MBA, including Best Custom-built Home, Best Tropical Home, Bathroom of the Year, Best Residential Building Designer, and Best Energy-Efficient Home.”

Jane also has guidance for entrants to the industry.

“My advice for young women wanting to get into the building industry is to connect with the MBA and learn about the opportunities that are available.

“My advice to women wanting to get into business for themselves is to find a mentor and learn as much as you can about running a business.

“There are great opportunities for women in the construction industry, particularly with the current shortage of workers, and companies are taking active steps to meet gender and diversity targets.

“Women have a unique perspective and bring balance and harmony to the workplace, enhancing overall performance and outcomes.

“It is encouraging to see the Master Builders Association striving towards greater diversity and female representation in the industry, and I am optimistic that we are progressing in the right direction.”

Jane has a free e-guide on her website (fengshuiconcepts.com.au) which has her top 10 tips for an abundant home.