



THE FUTURE OF MEDITATION

A visionary from the fashion industry takes on the task of modernizing the practice



Meditation has a superb reputation. Scientific studies have proven that it benefits both the body and soul, especially techniques such as Transcendental Meditation and mindfulness. Celebrities including Katy Perry, Madonna and Oprah Winfrey claim that it's one of their secrets to success. After a decade of research and experiencing firsthand the virtues of a regular practice, Khajak Keledjian, the founder and former CEO of the luxury clothing chain Intermix, decided to curate a physical and virtual space that would integrate technology, art and different breathing techniques, movement and sound to reinterpret meditation. "I'm interested in creating beauty in an agitated world. A comfortable physical space without noise, where you can feel at home. A place where you can slow down, connect with yourself, feel energized or relaxed, depending on your needs, a space with unlimited access that generates resiliency," says Keledjian from the headquarters of

Inscape, seated in front of what at first glance looks like a painting, but is actually a massive installation by Isabella Huffington that consists of photographs of themselves cut into the shape of a butterfly to create a massive piece.

Along with a boutique studio, Inscape's

"I'M INTERESTED IN CREATING BEAUTY IN AN AGITATED WORLD"

—KHAJAK KELEDJIAN

concept includes an app that offers guidance to its users, taking into account time of day, as well as personal preferences and interests. "I based the structure on my experience and following my feelings. I wanted to create a platform that went beyond sitting down to meditate, using technology to offer unlimited access anywhere."

Each session includes a short

introduction, a breathing exercise, a meditation technique and a period of silence. "My practice has taught me that Sunday morning isn't the same as Wednesday morning. That it's important to be disciplined, but that everyone has a personal journey. I wanted to re-imagine meditation to make it relevant, modern and personalized, and to offer options. Plus, I like surprises," reveals the ex-fashion guru with an enthusiastic smile.

To overcome clients lack of motivation and calm those who worry about their technique, Inscape focuses on its users' curiosity and desire to experiment. "People are interested but they don't know where to start. Whether they're interested in improving health or their abilities, the first step is curiosity. How do you do it? Where do you go? Once there is interest, we are the next step. We satisfy the need. We teach them how to go from the outside world into the inside world."

The platform, with its spectacular

space, offers people an opportunity to meet others with similar interests and to be part of a community that contributes to personal empowerment. Another benefit are the group sessions which offer support and guidance in a neutral space where you can establish a consistent routine. “We created a neutral space without agendas to offer a meaningful and powerful experience that nurtures body and mind.” The 5,000-square-foot space in Manhattan’s Flatiron district plays a fundamental role in the immersion process and reflects the platform’s mission to integrate and innovate. Winka Dubbeldam’s design combines the inspiration that you feel in an art gallery and merges that with a relaxed atmosphere that consists of curved walls and natural materials, such as bamboo. The soft lighting in the hallways and the music created specifically for each meditation have a calming effect. The rooms blend traditional and minimalism design. One is a sanctuary with a light that mimics the horizon and the other an almond-shaped design with a pattern that resembles a beehive or a lotus flower. The other is a temple with columns and a ceiling installation made of rope by the artist Tini Courtney.

“I no longer believe that you have to work 50 hours a week to have two weeks of vacation. If you can’t take 1% of your time, 20 minutes a day, what is the point of living? Especially with all the benefits that meditation offers. Twenty minutes fill me with energy,” says Keledjian, who describes

his discoveries and desire to give meditation a new identity as part of a path that unites his achievements as an innovative businessman in the fashion industry with his personal experiences. His curator’s eye

and attention to detail bring together in beauty and harmony the inner and outer self, and offer a quiet space for introspection with multiple benefits. “What has surprised me the most about this experience are the people. The heart’s potential is stronger than any horsepower. The people I have met and their ability to share positive experiences. The impact meditation has on people’s lives. One \$18 session can change a life.” ■

—ANGELA LANG

INSCAPE ESSENTIALS

The Inscape store is a beautiful space where you can buy meaningful gifts. Here are some favorites:



ESSENCE BY VALEUR ABSOLUE

Created by a French meditator, this perfume promotes wellbeing and improves the introspection experience with ingredients that include essential oils and semiprecious stones.



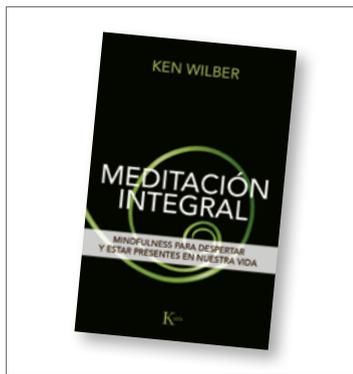
INCENSE HOLDER FREDERICKS & MAE

Compatible with all types of incense, including rope, this beautiful holder is a great addition to your sacred space.



ALPACA BLANKET INSCAPE

Temperature and comfort are key. This alpaca blanket, made in Ecuador, is one of the studio’s signature pieces.



INTEGRAL MEDITATION KEN WILBER

Full of exercises and tools, this book is a fundamental introduction to the practice of mindfulness and the benefits of meditation.



TEA INFUSER FRESSKO

For optimal hydration before and after meditating, this Australian tea infuser is eco-friendly, versatile and easy to clean.



From books to candles and tea, meaningful gifts are trending at the Inscape store.