

The First 2010 Chancellor Tien Forum

Speaker : Mr. Wen-I Chang (張文毅先生)

Green Hotel Developer

“Reason & Rhyme” (理性與詩韻)

Time: February 11(Thursday), 2010, 6:30-8:30pm

**Place: ITRI International, 2870 Zanker Road,
Suite 140, San Jose, CA 95134**

Register: please visit www.montejade.org

Please register in advance and pay on site;

Fee: Member & Student \$5, Non-Member \$10, extra \$5 for site registration

Speech is delivered in English; Tea, coffee, water and snacks are provided



WEN CHANG (張文毅)

As a new age thinker who grew up in Taiwan from an environment that would nurture one's union with nature, Wen I Chang passionately pursues sustainability which included the world's first LEED Gold, plus a LEED Silver hotel in the US. Much of his green contents are beyond LEED. The core concept in his new enterprise model is “3-P”, Planet (環境責任); People (社會責任); Profit (公司利潤), only the previous two Ps been fulfilled, then the profit will make sense.

Over 200 media in major TV and newspapers worldwide recognized his good intent. His recent public engagements in the general title of Reason & Rhyme, including the green events in New York; UC Berkeley and Taiwan universities; Dubai, UEA; Shanghai (中國旅館投資高峰會) and the keynote speaker in the 2009 of San Francisco State University – Tourism Department. Through his creative writing and translation, Mr. Chang has published books, including “Hotel Investment & Development”; “One Flew Over Himalaya”; “The Global Brain Awakens”; and “Art & Physics”. Mr. Chang is the keynote speaker in Shanghai's 3rd International Art & Science Festival, 2007 in the title of “Art, Physics & Eastern Mysticism (藝術、物理與東方神秘體系)”.

張文毅/歸真環保旅館集團

張文毅，新世紀思想家，成長在一個人與自然和諧共存的臺灣鄉下，他以東方的“天人合一”的精神，配合西方環保的新科技，努力致力於可持續性的環保事業。張文毅一手開創的綠色環保旅館開發公司美國歸真環保旅館集團 (Atman Hospitality Group, Inc.)，是目前唯一同時完成兩棟獲得美國能源及環境設計領導 (LEED) 認證的旅館開發商。超過 200 家主流媒體認可張文毅的創意，他的新企業模式包括“3Ps”- 環保責任 (Planet)、社會責任 (People)、公司利潤 (Profit)。張文毅曾分別在美國國內及國外傳達這個獨特的訊息，其中包括中國旅館投資高峰會 (上海，2009)，杜拜 (2008)，舊金山州立大學 (2009)，紐約國際餐旅年會 (2008)，加州柏克萊大學，臺灣大學，等等。他亦曾以《藝術、物理與東方神秘體系》為題在北京清華大學及上海國際科學及藝術大會以演講者及主講者身份出席。

透過他的創作及翻譯，張文毅曾經出版了以下幾本書 –

1. 《地球腦的覺醒》
 2. 《藝術與物理》
 3. 《飛越喜瑪拉雅》
 4. 《旅館投資與開發》
- 另，2010年二月即將出版《全球環保旅館 – 創新及開發》。

張文毅現居住在美國加州舊金山灣區。