



Welcome to the August-October issue of the Drishti Newsletter! As always, if you have any feedback or suggestions, feel free to e-mail us! Thanks for reading. . .

Drishti Newsletter August-October 2005

In this newsletter you will find the following sections:

- 1) What's new at Drishti
 - 2) Yoga News
 - 3) Upcoming Yoga Workshops & Events (in the Santa Barbara area)
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What's New at Drishti

Drishti Featured in *The Wall Street Journal*

On May 23, 2005, we were thrilled to learn that Drishti's website was featured in the Technology section of the esteemed **Wall Street Journal**. The article, titled "Web Watch: Yoga Gear", reviewed four online yoga businesses. We were surprised and delighted that Drishti was one of them! Drishti was the only business featured which is a physical store in addition to a website; the other three businesses are website-only operations. Here's an excerpt from the article:

"DRISHTI

DrishtiYoga.com

In yoga practice, the 'drishti' is a focal point on which you train your eyes to keep from falling over. In Santa Barbara, Calif., it's a store selling yoga clothing, props, books and videos - and much of the inventory is now available online. . . The 'Other inspiring goods' section contains rose oil, massage cream and Buddha statues. Overall, the site is easy to use. . . Photos of the real-world store and bios of the owners give it a friendly feel."

We were thankful for this unexpected publicity in the highly-respected *WSJ*.

Another thoughtful Drishti mention in a national publication came in the form of the March 2005 issue of ***Healing Lifestyles and Spas Magazine***. Editor-in-Chief, Melissa B. Williams, wrote a piece titled "**The Best of Santa Barbara**" which listed such categories as "Best Day Spa", "Best Markets", and "Best Vegetarian Restaurant". Drishti was chosen as the "**Best Boutique**" in Santa Barbara. The author writes,

"Just a few blocks off State Street you'll find Drishti, a locally owned yoga boutique that offers a multitude of gifts for the aspiring or full-fledged yogini. The book selection is superb - everything from Buddhist theory and meditation to relationships and health is available. Soy candles, yoga props, a comprehensive DVD and video collection, and a variety of yoga-inspired magazines can all assist you with your practice."

On your way out, don't miss the jewelry selection. Hand-picked by the owner herself, each piece is unique and exquisite."

We are honored to be named "Best Boutique" in Santa Barbara by people in-the-know. It is a definitive sign that yoga has joined mainstream culture when a yoga store falls in the same category as contemporary elegant boutiques.

New Product Arrivals

Paul Grilley's new DVD, ***Yin Yoga: Foundations of a Quiet Practice***, is excellent, informative, and inspiring. This new release features clear and comprehensive lectures on the philosophy and practice of Yin Yoga by Paul, plus several practices (both Yin and Yang) to follow at home. Highly recommended! Also of note in Drishti's **DVD world** is the forthcoming release of a new DVD with the beloved **Sarah Powers** entitled ***Insight Yoga***. Due out this fall, the DVD will feature Sarah's signature combination of Yin Yoga, vinyasa, and the meditation traditions of Buddhism. (If you would like to be notified when this DVD releases, just respond to this e-mail and let us know.) We currently have Sarah's first and classic DVD, ***Yin & Vinyasa Yoga***, available both in-store and online.

Big news from the music world: **Krishna Das** is releasing a new CD entitled ***All One***, available on Tuesday, August 23rd. This is Krishna Das' fifth studio recording and features his ever-popular vocals accompanied by Walter Becker (Steely Dan) on bass and Rick Allen (Def Leppard) on drums, plus a choir of 70 voices and a 20-piece orchestra. The album was co-produced with Becker and Jay Messina (Aerosmith). This unique combination of Krishna Das' traditional kirtan and figures from the rock 'n' roll world threatens to blend genres in an exciting way. The release of *All One* is highly anticipated; an article devoted to Krishna Das and his new CD was featured in the July 31st issue of the **Los Angeles Times**.

We are happy to feature two prominent "Earth-friendly" selections in our **yoga mat department**. The **EcoYoga mat** was formerly available mainly in Europe, but is now in stock at Drishti! This beautiful, soft rubber mat is made from all natural ingredients and is **100% biodegradable and compostable**. Our other Earth-friendly option, the **Harmony mat**, has been featured at Drishti for quite awhile, but is soon to be available in several new, dynamic colors and a new extra-long length. This mat is made from **100% natural rubber**. We are proud to provide our customers with alternatives to PVC-yoga mats and are happy to support the companies who manufacture them.

If you've visited Drishti recently, you may have noticed a gorgeous print of the **Santa Barbara Courthouse** displayed prominently in our front window. This serigraph, or screen-print, was created by yoga practitioner and artist **Jake Early** and is the first in a limited-edition group of prints he's calling **The Santa Barbara Landmark Series**. Jake uses a series of screens - one for each color - to create each print by hand in his studio. He also uses subtle metallic ink in every print, which reflects light and gives off a unique "shimmer" effect that changes with the shifting light throughout the day. The Santa Barbara Landmark Series will depict a total of **10 landmarks** in the area which are chosen for their appeal to **local Santa Barbarans**, as opposed to traveling tourists. While the artist will not reveal which landmarks are included in the series until they are **unveiled at Drishti**, he has clearly stated that he will avoid stereotypical spots visited mostly by vacationers. We are excited that Jake has chosen to have his striking and intriguing artwork featured at Drishti!

Website Updates

We recently enhanced our website in a few key ways. One important new feature is **Gift Messaging**. When ordering a gift to be sent straight to your recipient, you now have the option of adding a free gift message to the package. (We will also eliminate product prices from the order's packing slip.) We've made this feature available for all of our online orders now, and the feedback we've received so far is that it is a welcome change! Gift messaging allows you to communicate directly with your recipient. Gifts are much easier to send this way, and who doesn't appreciate a **surprise package from Drishti** in the mail?

Another feature we've added to our website is a "**free shipping**" option. Any orders totalling over \$195 will now receive complimentary shipping as our way of thanking you!

In addition to these changes, we also continue to add new, fabulous products to our online store. We invite you to check the website periodically to see what's new and exciting.

Yoga News

Meeting of the Minds: B.K.S. Iyengar & Sri K. Pattabhi Jois

B.K.S. Iyengar and Sri K. Pattabhi Jois spent an afternoon together in Mysore, India, on Tuesday, July 26. Iyengar and Jois are unquestionably two of the most legendary living yoga figures in the world, representing the two most influential - and quite differing - methods of Hatha Yoga in practice today. Iyengar traveled roughly 500 miles from his home in Pune, India to honor Jois' monumental 90th birthday, which fell on July 21st of this year. Over 1,000 of Jois' yoga students, friends, and family gathered to celebrate his birthday. Iyengar was unable to attend these festivities, and instead visited with Jois one-on-one a few days after the excitement had died down.

This visit is noteworthy for many students of Hatha Yoga. Iyengar and Jois are each associated with the method of yoga they teach: Iyengar Yoga and Ashtanga Yoga, respectively. Despite the fact that both yoga figures learned their practices from the same teacher, Sri T. Krishnamacharya, their respective styles of yoga differ in significant ways. They are not generally viewed as close colleagues who visit and confer with one another on a regular basis. However, Iyengar's display of respect toward Jois in this birthday visit demonstrates a camaraderie that exists between the two yoga masters and, therefore, between the two yoga methods.

Iyengar and Jois reportedly reminisced about their teacher Krishnamacharya, noted the ways in which the practice of yoga has changed over the past several decades, and expressed dismay at the fact that too many inexperienced people profess to be yoga teachers today.



*Sri K. Pattabhi Jois (left) with B.K.S. Iyengar
July 26, 2005*

B.K.S. Iyengar to Visit United States

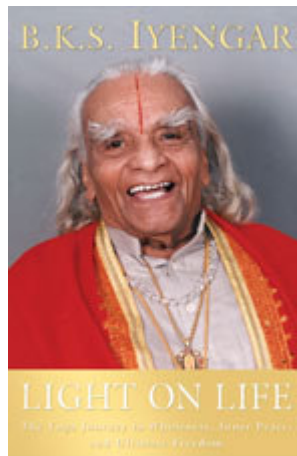
Legendary yoga figure B.K.S. Iyengar will make a historic visit to the United States this fall to promote his new book, Light on Life (October 2005, Rodale Press). Iyengar, 86, spends most of his time at his

Ramamani Iyengar Memorial Yoga Institute in Pune, India, where he teaches dedicated yoga students from all over the world. He rarely travels; his last visit to the U.S. was 12 years ago! In fact, he was the only major student of Sri T. Krishnamacharya not to attend the Krishnamacharya Yoga Festival, held in San Francisco, California in November of 2003. Iyengar has stated that this fall's visit will be his final trip to the U.S. His tour will consist of six stops, beginning with the annual Yoga Journal Conference from September 26 - October 2 in Estes Park, Colorado. He will lead Iyengar Yoga workshops and deliver a keynote address at the conference. Iyengar will then travel to San Francisco, Los Angeles, Boston, New York, and Washington, DC.

Light on Life is Iyengar's fourth major book. Two of his previous publications, Light on Yoga (1966) and Yoga: The Path to Holistic Health (2001) have been bestselling titles and are considered "classics" in the yoga book realm. Light on Life synthesises lessons that Iyengar has learned over the 70 years he has practiced yoga. He uses anecdotes from his own life, observations about modern culture, and humor to explain the importance of yoga.

In 2004, *Time Magazine* named B.K.S. Iyengar one of the 100 most influential people in the world.

For detailed information about Iyengar's tour, visit <http://www.lightonlife.org/>



*Light on Life Book Cover
(October 2005, Rodale Press)*

Yoga in the News

You might enjoy the following recent yoga-related news articles that we found in the mainstream press:

-On May 24th, the **San Francisco Chronicle** ran an article about a real-live [naked yoga class](#) held regularly at a local studio.

-On July 24th, the **New York Times** published a story on the changing nature of [yoga retreats](#) today.

-On July 31, the **Los Angeles Times** featured an article about [Krishna Das](#), much-loved kirtan artist, and his soon-to-be-released CD, *All One*.

Upcoming Yoga Workshops & Events

-Heart of Asana: Breathing Life Into Postures w/Kausthub Desikachar at Santa Barbara Yoga Center

August 19-21, \$250

-Relaxation Bliss w/Jay Schwed & Crystal Bowls at Golden Tree Yoga

Friday, August 19, 7:30-9:30pm

-Healing Chants: A Chanting Concert w/Kausthub Desikachar at Santa Barbara Yoga Center

Saturday, August 20, \$15

-Yoga & Sound Healing w/Jay Schwed & Crystal Bowls at Source Yoga Studio (formerly The Yoga Studio)

Friday, August 26, 7:30-9:30, \$30

-FREE Introduction to Yoga at Yoga Jones

Sunday, August 28, 11:30-1:00, FREE

-Annual Labor Day Retreat at White Lotus Foundation

September 2-5, \$600 donation

-Hands on w/Arturo Peal at Lulubandhas

September 8-11

-Teaching Methodology, Philosophy & Advanced w/Mark Whitwell at Golden Tree Yoga

September 10-14, \$70-\$300

-Introduction to Ayurveda w/Felicia Tomasko at Santa Barbara Yoga Center

Saturday, September 10, 12:30-3:30, \$38

-Synchronizing Body, Energy, & Mind w/Tina Brandt at Santa Barbara Yoga Center

Sunday, September 11, 2:00-4:30, \$38

-Siddhi's Yogi Cleanse End of Summer 2005 w/Siddhi Ellinghoven at Santa Barbara Yoga Center

September 11-21, \$235

-Rebirthing Your Fluid Body w/Ninaya at Golden Tree Yoga

September 16-18

-Core Integration: A Total Abdominal Awakening w/Jill Miller at Golden Tree Yoga

Saturday, September 17, 1:00-4:00

-Ashtanga Yoga w/Dena Kingsburg at the Ashtanga Yoga Shala

September 18-23, \$210

-Restorative Yoga w/Cheri Clampett at Santa Barbara Yoga Center

Sunday, September 18, 1:30-4:00, \$40

-Tripsichore Yoga Theatre at Golden Tree Yoga

Thursday, September 22, 7:30-9:00pm

- History & Philosophy of Yoga w/Scott Blossom at Santa Barbara Yoga Center
September 23-25, \$185
- Dyadic Surfing: A Partner Yoga Experience w/Maurice Kaehler & Lisa Gold at Yoga Jones
September 24-25, \$50/couple
- Intro to Acro-Yoga w/Jenny Sauer-Klein at Golden Tree Yoga
Saturday, September 24, 2:00-5:00pm
- Intuitive Alignment w/Kat Connors-Longo at Santa Barbara Yoga Center
Saturday, September 24, 12:30-3:30, \$35
- Rebalancing the Chakras w/Siddhi Ellinghoven at Santa Barbara Yoga Center
Saturday, October 1, 1:00-4:00, \$38
- Kirtan w/Jai Uttal through Santa Barbara Yoga Center
Sunday, October 2, 7:00pm, \$18
- Yama & Niyama: Social Attitudes & Personal Disciplines w/Chase Bossart at Santa Barbara Yoga Center
Saturday, October 8, 1:30-4:00, \$38
- The Ayurvedic Fountain of Youth w/Felicia Tomasko at Santa Barbara Yoga Center
Sunday, October 9, 1:00-4:00, \$38
- Yoga w/Thomas Fortel at Golden Tree Yoga
October 14 & 15
- Yoga Teacher Training w/Ganga White & Tracey Rich at White Lotus Foundation
October 15-30, \$3350 donation
- The Breathing Body w/Todd Stellfox at Santa Barbara Yoga Center
Saturday, October 15, 1:00-4:00, \$35
- Restorative Yoga w/Cheri Clampett at Santa Barbara Yoga Center
Sunday, October 30, 1:30-4:00, \$40

For more information about these events, visit the websites of the studios hosting them:

[Ashtanga Yoga Shala](#)

[Golden Tree Yoga](#)

[Lulubandhas \(Ojai\)](#)

[Santa Barbara Yoga Center](#)

[Source Yoga Studio](#)

[White Lotus Foundation](#)

[Yoga Jones \(Ventura\)](#)

"Do you know that even when you look at a tree and say, 'That is an oak,' or 'That is a banyan tree', the naming of the tree, which is botanical knowledge, has so conditioned your mind that the word comes between you and actually seeing the tree? To enter in contact with the tree you have to put your hand on it and the word will not help you touch it."

-J. Krishnamurti

You have received this e-mail because you are on Drishti's **e-mail list. If you wish to be removed from this list, please respond to this e-mail with the word "remove" in the subject line. If you know of someone who would like to be added to this list, please direct them to our e-mail list sign up at www.drishtiyoga.com. Thank you!**

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