



How a touch of Feng Shui rescued Donald Trump

If you haven't heard about Feng Shui, you soon will. It is the ancient oriental system of arranging your surroundings to enhance your health, wealth and happiness. And in America no paid-up member of the rich and famous would dream of setting up home or a business without consulting a Feng Shui 'master'. Just a fad? Well, maybe. But when Donald Trump turns to Feng Shui to rescue his billion-dollar riverside development in New York, you've got to wonder. EMMA GILBEY reports.

And on page 62 Andrew Eames talks to British expert SARAH SHURETY, whose new series on Feng Shui for the home begins in the Telegraph Magazine next week

THE STORY GOES LIKE THIS: Donald Trump had been having a rough time of it. The Eighties had left him pretty strapped. His creditors were a little less friendly than before. And his 75-acre property stretching along the Hudson River from 59th to 72nd Street on New York's Upper West Side, once touted as the future Trump City, remained a wasteland.

So when Hong Kong Chinese investors expressed an interest in helping him out, Trump sat down and listened. Or rather he sat down and negotiated. The result? A deal was done, the riverside project saved. Development of a waterfront park, 5,700 apartments in 16 buildings and 1.8 million feet of shops and offices is about to begin. The terms? Trump gets to call the main boulevard of what is now known as Riverside South, Trump Boulevard. The Chinese get

to have the entire property developed according to the precepts of Feng Shui.

But that's no concession, says Andrew Weiss, the Trump vice-president in charge of the project. 'We were already practising Feng Shui. In our building at Number One Columbus Circle we had brought in a Feng Shui master. He made some recommendations about the doors and the sculptures that are going to be on the plaza. And those elements that we could incorporate into our plans we did.'

Feng Shui, or 'wind and water', is the Chinese art of object placement and design whose origins stretch back more than 4,000 years. Initially used as a way of finding the most auspicious locations for ancestral burial plots, its rapid increase in popularity soon led Feng Shui masters to be consulted on everything from

Donald Trump at the site of his Hudson River development in Manhattan. The backers came in when he promised to build it on Feng Shui principles
PORTRAIT BY JAMES MCGOON