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All in the family

Trump and his kids introduce \$30M suites

SHIRA LEVINE
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INTERVIEW. Trump is going down — downtown, that is. The self-proclaimed “greatest real estate magnate in the world” will erect his Trump SoHo luxury condo-hotel, a structure he envisions as “a major part of the New York skyline.” In quintes-

sential Trump fashion, the 45-story tower is rising despite SoHo Alliance’s claim that the building violates zoning laws. Neighbors are protesting, saying the building disturbs the neighborhood’s ambiance. The Donald, ever the spin doctor, declares Trump SoHo a residence “no one can rival and no one will ever

do again in this city.” That’s quite possible with a \$3K-per-square-foot price tag and suites ranging from 1,600 to 10,000 square feet. Metro spoke with The Donald, his daughter Ivanka and son Donald Jr., who teamed up for Trump SoHo.

“Trump” is such an uptown name. Why go downtown now? **TRUMP:** It was time. It’s a neighborhood I’ve always liked, respected and



Trump SoHo

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admired. Everybody wanted me down there, so that's what we're doing. Applications are from around the world, [with] a lot of downtown people too.

Do you have to explain the downtown vibe to your father's uptown sensibility?

IVANKA: Absolutely. It's why I'm in the campaign. We're taking our experiences and understanding of what people want and combining it with the younger generation's voice in terms of design and aesthetic.

Do you worry the Trump brand will become oversaturated?

DONALD JR.: You worry about it, but it's our mission to protect that, make sure the brand is extended and we're able to continue with all my father has created.

TRUMP: It just seems to be hotter than ever before. It just keeps going. Now it's at its all-time hot point. It just seems whatever we're doing, we're doing right.

Can we expect the Trump gold and ornate aesthetic?

DONALD JR.: We're bringing a more natural downtown setting. Natural doesn't mean not luxurious. We'll still be the ultimate in luxury. Perhaps less gold — this project isn't as flashy. Despite the height, it's fitting for downtown.

What have you taught your father about SoHo?

DONALD JR.: I don't know if he's one you can teach anything to. Using [David] Rockwell isn't typical Trump design. It's not the brass and glass you usually see with Trump. It wouldn't fit the UES, but here it fits. We're more intimate with [SoHo] than my father. But he's young at heart.

Will you collaborate next with your mother?

DONALD JR.: She's also very tough. She obviously helped my father for many years with everything he built and accomplished then. She too would be a tough boss. I don't know if they would collaborate ever together again — but you never know. Real estate is about opportunities. You have to take opportunities as they show themselves.

Facts & Figures

Trump SoHo at 246 Spring St. is, like everything Trump, a major operation:

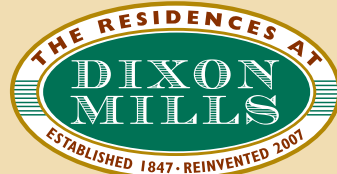
- 1 Residents can't live more than 29 days in a 36-day period, allowing the unit to be rented as a hotel to offset the price (up to \$30 million).
- 2 The building boasts over 3,200 applicants for the 400-unit tower, opening in 2009.
- 3 Trump SoHo will have 360-degree views, a spa, swimming pool and rooftop lounge.
- 4 The design is by celebrity interior architect David Rockwell, with Handel architects and developed by the Sapir Organization and Bayrock Group LLC.



See more online at www.trumpsoho.com

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