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**FENG SHUI PHILOSOPHY, ANCIENT CHINESE PRAYERS AND
YANKEE INGENUITY ALL MAKE UP THE FACINATING
HISTORY OF 1100 WILSHIRE**

**Along with 360-Degree Views, Skydeck Pool, and Fitness Center, 1100 Wilshire Has
A History That Was Designed To Be Enjoyed For 10,000 Years**

LOS ANGELES, Ca (August 17, 2007) With one foot in the ancient Chinese past and the other foot in the vibrant future of a world-class Western megalopolis, the history of 1100 Wilshire is in many ways like the city in which it was constructed: a unique blending of culture, vision, and enterprise that form a very distinct place.

According to the City of Los Angeles' Office of Economic Development, 1100 Wilshire was originally built in 1986 as a 37-story, 379,575 square foot office tower under the direction of Tsai Ming Yu, a Japanese-educated Taiwan-born savvy businessman. Tsai approached the development and construction of the building with a vision of creating a landmark structure that would be a beacon to future Asian business people locating in the United States.

"He had a vision for 1100 Wilshire to be more than a building. He wanted to use 1100 Wilshire to start a westward trend of life," said Bochuin Ni, a Taipei-based architect who worked on 1100 Wilshire as an in-house architect for Tsai. "He had the gutsy idea of cutting half of the square plan and stacking one triangular piece above the other to make the building taller," said Bochuin.

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1100 Wilshire's Feng Shui Influence

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Tsai's vision resulted in 1100 Wilshire: A blue green triangular 21-story glass tower that sits on top of a 16-story Indian Ruby Red polished granite rectangular block.

Because the building was constructed as a Western magnet for the Far East, it is not surprising that in addition to the distinctive architecture, 1100 Wilshire also includes strong feng shui elements.

In fact, according to Los Angeles-based Fung Shui expert David Cho, the most obvious of these feng shui ingredients include the building's orientation toward the North East, and the placement of its pool on the 17th floor. Both of these feng shui elements, Cho explained, were designed to be felt over many, many years.

"In Chinese custom, the number eight is interpreted as prosperity, and it also represents the direction of North East. So the developer built 1100 Wilshire intentionally with its orientation facing prosperity or toward the North East," said Cho.

"In addition, the Chinese use different natural elements to emphasize personal attributes. For example, water is used to optimize charisma and wealth. During the years 1984 – 2023, water to the South West acts as a large satellite for attracting wealth. Today, where once existed a large water element, the pool on Deck 17 facing the South West acts like a magnet for wealth to everyone living in the building." In short, Mr. Cho explained, "this building has definitely come into its own. Its time is now."

However, without the Western real estate business savvy of Forest City Residential West, The Martin Group and RAD Ventures with MacFarlane Partners, 1100 Wilshire's architecture and feng shui would never have been utilized. By converting the building into a high-rise luxury residential tower, the buildings' developers were able to tap into a functional use for 1100 Wilshire, which today is the most successful adaptive reuse high-rise luxury condominium in Los Angeles.

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1100 Wilshire's Feng Shui Influence

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For Bochuin, the ultimate success of 1100 Wilshire is no surprise.

“At the time, Mr. Tsai was way ahead of his time. Now, the culture of the East meeting the West is hot. The famous architect I.M. Pei’s triangular magic is appreciated in Paris and Hong Kong. Now having a prism-shaped luxury apartment building with a roof pool and good transportation network can be the envy of the cottage living people down below,” said Ni.

In addition, Bochuin explained that the multiple lives of the building has only reinforced the developer’s underlying vision of creating a building that would provide long-term enjoyment.

“On the elevators in 1100 Wilshire there is writing from 1000 B.C. China. It was inscribed on the face of a ceremonial washbasin to celebrate the Chou Kingdom in Northwestern China. The words read ‘ to be treasured and used for ten thousand years’,” said Ni.

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