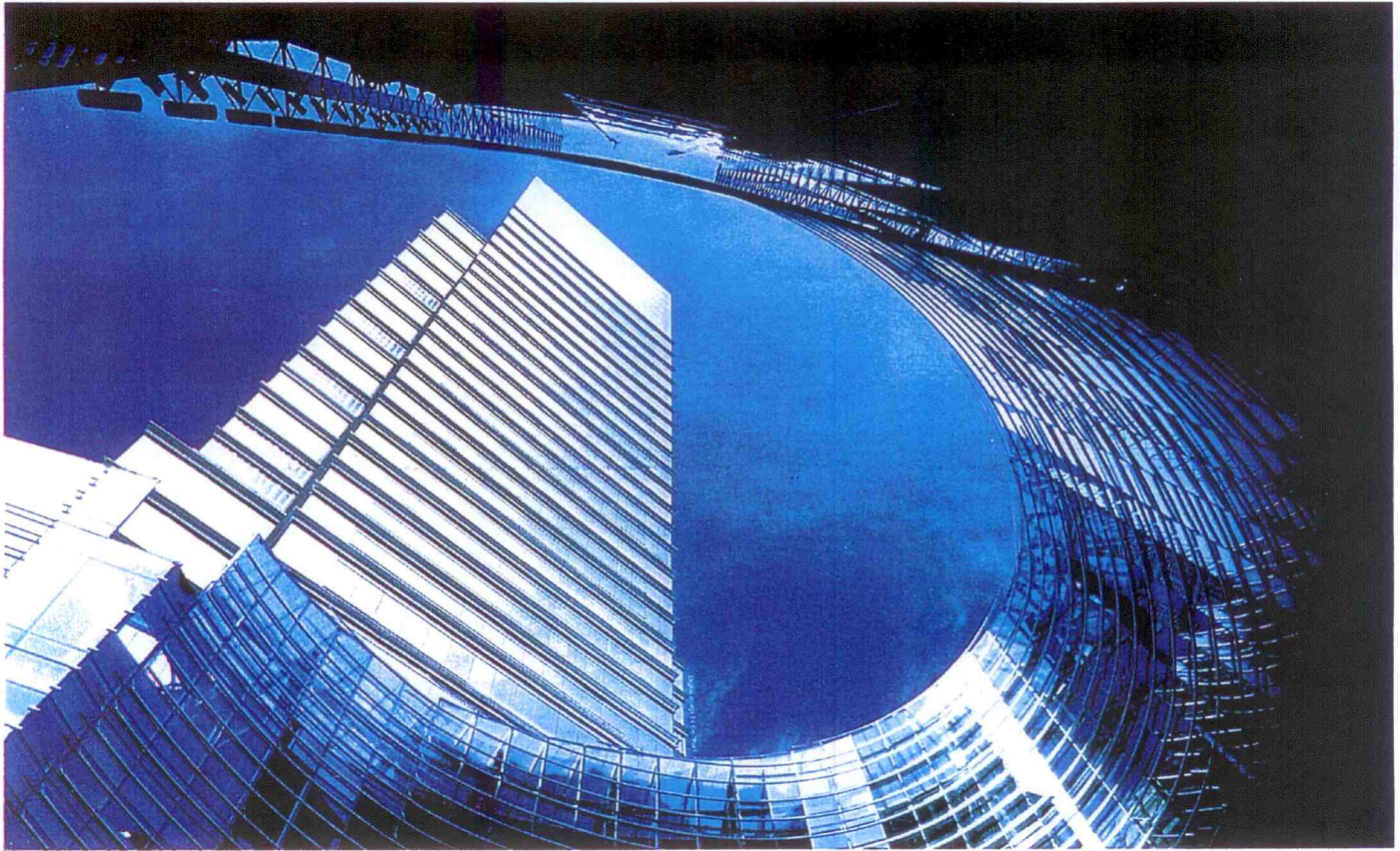


Let the Sunshine In!

[by Lois Weiss]

Louise Sunshine talks, Earle Mack vies for an ambassadorship, Tyco moves out, and more...



THE SUN NEVER SETS ON LOUISE

Louise Sunshine, who is now the world's leading marketer of luxury condominiums, considers herself the original Apprentice. Sunshine, the head of the Sunshine Group, worked with Donald J. Trump for 16 years when it was just Donald and Louise.

She came to him from New York State Governor Hugh Carey's office. Some folks say Sunshine taught the Donald everything he knows—if not the art of the deal, at least how to work the political ropes. But she recalls it exactly the opposite way: "He taught me so much," she says. "Many of the lessons I learned from him enabled me to get where I am today."

While Sunshine's first task for Trump, getting the

vanity plate DJT for his Cadillac, wasn't easy, he sloughs it off. "That was nothing," Trump says. "Moving the Javits Center—now that was something."

The city wanted to build the Javits Center in the middle of the Hudson River. Yes, even reading it here makes you wonder, *Whatever were they drinking?* But it was actually going to happen. That was before Trump put Sunshine on the case. The result was the Javits convention center on the shore, in its current location at West 34th Street. Soon, it will finally be expanded north and south to encompass the proposed Jets' stadium and more convention meeting space that the City desperately needs. Where do you put all the realtors when they come to the National Association of Realtors conventions? Why, in Atlanta and New

Louise Sunshine's latest project, One Beacon Court.

Orleans and San Francisco, of course, all of which have covered spaces for keynote speakers that are larger than Madison Square Garden.

But we digress.

Sunshine also defined the Trump factor by realizing that his condominiums were fetching at least \$150 more per square foot than those put up by other developers. Those statistics were sufficient to persuade General Electric eventually to allow Trump to develop Trump International Hotel & Tower. When it opened in 1997, its apartments fetched 75 percent more at sale than other West Side condos.

Sunshine went on to found her own company,



the Sunshine Group, which is now part of the NRT fold.

Among her current projects are the luxury condominiums at the just-opened Time Warner Center, and those at One Beacon Court, on top of the Bloomberg Tower at 151 East 58th Street. One Beacon Court was designed by Cesar Pelli and his son Rafael for Vornado Realty Trust, and the slender tower will be topped by a lighted crown.

The 105 residences start on the thirty-second floor and have their own lobby, entered from a truly amazing oval porte cochere. The building will also be home to Bloomberg's new headquarters, and contain retail stores, including an urban Home Depot/Expo and H&M.

Sunshine is constantly tweaking the project and adding features like the innovative Sony Cierge technology, which will allow buyers to fully wire and plan home entertainment and computer systems long before move-in. There is also ongoing concierge help by British firm Quintessentially. Both services will start working with buyers from the moment they sign a contract.

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TOP: Louise Sunshine, master of her own universe.
RIGHT: Donald Trump talks the talk.

