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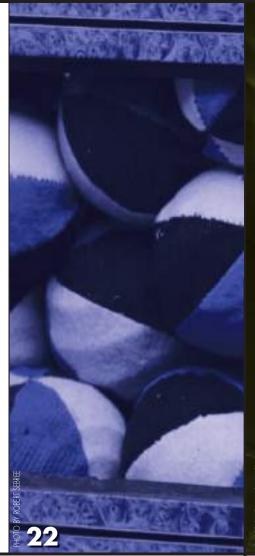
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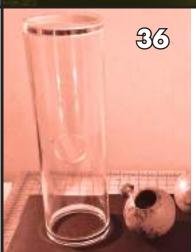
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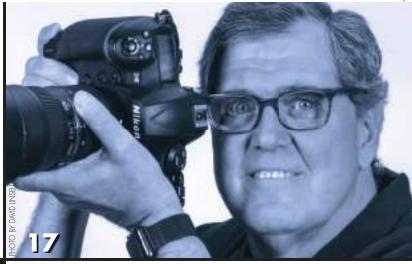
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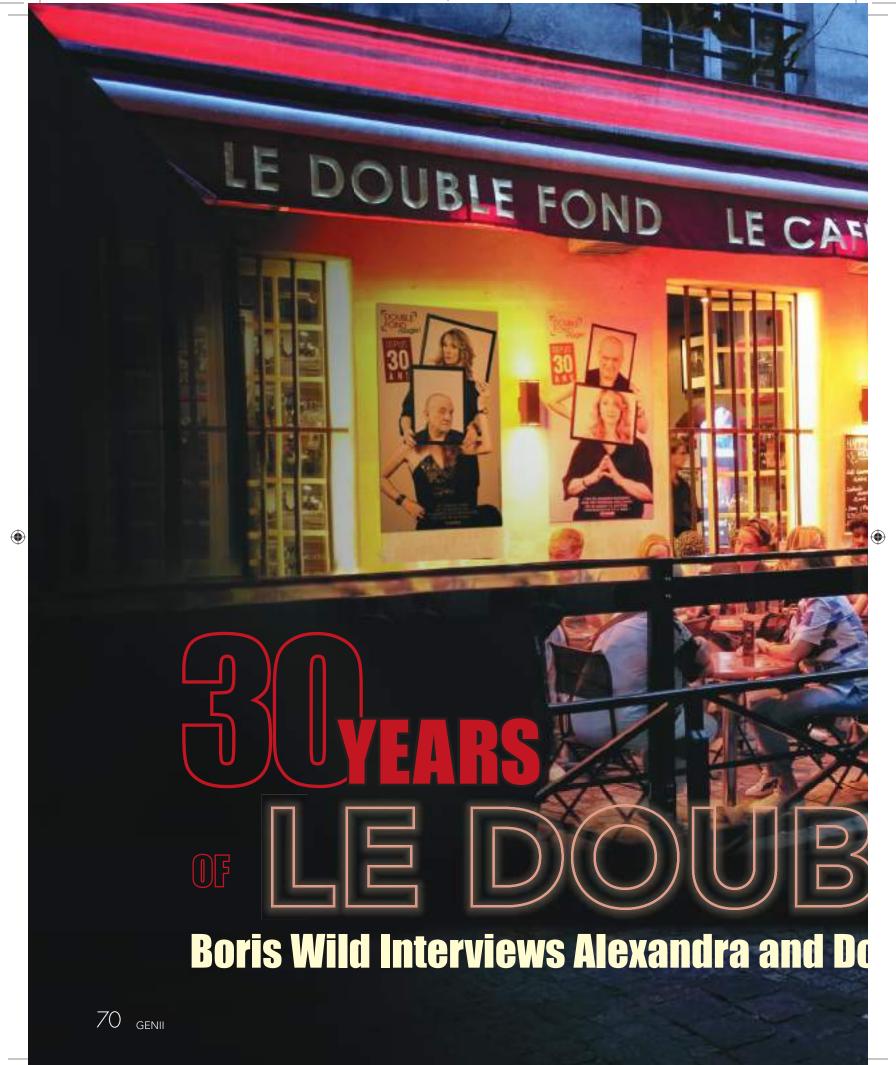
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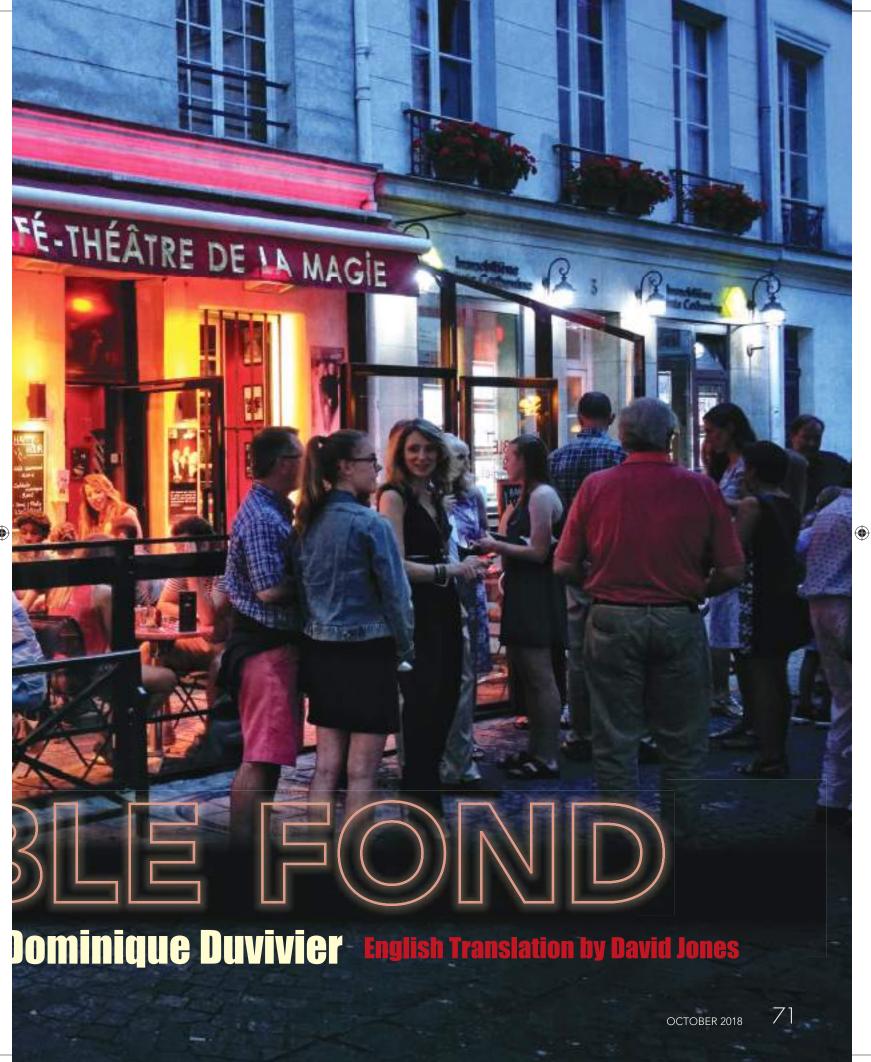
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BORIS WILD: How was this crazy idea to create a theater-café for magic in Paris at the end of the 1980s born? Was it easy to find a place that matched what you had in mind?

DOMINIQUE DUVIVIER: In fact, it wasn't too difficult to find. I put my friends on the case: about 10 people began looking with me to find a place in Paris that could fulfill all the functions that I was dreaming about.

BORIS: Did you have specific requirements in mind, or did you just look for a place that felt right? Because, well, there's a certain atmosphere here and you get the feeling that it wouldn't have worked anywhere else, although it's hard to say exactly why.

DOMINIQUE: Yes, that's true ... we had to visit three or four cellars like this before finding this particular one.

DOMINIQUE: Yes, well, let's say a theater. That was the priority. Honestly, I wasn't necessarily thinking about either a bar or a restaurant, which is what we finally ended up with. I wanted a place 100 percent dedicated to magic and that didn't exist anywhere in Europe at the time, as you know. One of my friends said to me: "I just saw something on the Place du Marché Sainte-Catherine, not very far away." So I popped over there the same day and there it was: love at first sight. It was exactly what we





needed. At that time it was a Caribbean nightclub whose owner, who was very nice, was in rather a hurry to sell because his business wasn't going well. He sold the commercial license and the premises for the current equivalent of 200-300,000 euros. It was a godsend! It was just a matter of finding the money.

BORIS: There is that, obviously.

DOMINIQUE: Yes, and it wasn't just a small detail as I didn't have any money at all. So I went to see my personal banker and told him about my project.

BORIS: How did he react?

DOMINIQUE: Well, I'll make it simple: I made an appoint-

then there's a lot of stuff, but I'm afraid I can't do anything

And, believe it or not, he lent me the money, all because the word "bar" came up in his computer. So, obviously, it was necessary to mortgage my house and we lived quite frugally for several years to be able to repay the debt. But today Le Double Fond is worth almost 10 times its purchase price. That's crazy.

In fact, I think that the moment I saw the guy was going to reject my credit application I was no longer just "someone seeking a loan," but became a magician with a wacky project who hadn't been taken seriously. At that moment I didn't even want to give him my sales pitch. I just wanted to "sell the magic." To show him that magic is serious and, as a result, he took me seriously and we did business.

BORIS: And so what was this trick that took 40 seconds?

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