

## A short spell with Paul McKenna

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and those kind of people." But the techniques aren't only practiced by nasty, evil people.

"Lots of good people could be considered masters of the oratory skills," concedes Paul.

"People like Ghandi or John F. Kennedy could easily be considered.

"Martin Luther King. Great orators who could sway people to doing good things. Having that kind of mesmeric quality doesn't make you a bad or good person. It's how you use it."

"There will always be this kind of sinister connotation," he adds.

"Hollywood likes to portray hypnosis as this deep dark power."

Hypnotism has been good for Paul McKenna.

At 31, this former local radio DJ is feted as a friend and confidante of the rich and famous.

In fact, thanks to an entertaining stage show, high television ratings and a thriving private hypnotherapy practice, he is both rich and famous himself.

**H**IS TV salary over two years is estimated at £2.5 million. He lives in a £650,000 house. And can readily recall his first public performance as a hypnotist to an audience of 50 in a pub in Cambridge eight years ago.

These days McKenna is as well-known for his client list than his TV show.

He's credited with giving genial Frank Bruno the extra bit of self-belief that helped him secure the WBC heavyweight title after years of frustration and disappointment.

He also had a job of explaining to do after Nigel Benn sensationally recovered from an early setback to demolish the unfortunate Gerald McCellan, who's still recuperating after brain surgery.

When I mention how effective hypnosis proved in Steve Collins' recent dramatic title clincher, Paul is quick to get his retaliation in first.

"Steve Collins has done incredibly well recently," he concedes.

"Although I have to say, I don't know if he'll beat Nigel Benn."

Observers are aware that a Collins versus Benn match would feature an intriguing supporting bout.

"What really amused me recently in an Irish newspaper was somebody said, 'What we want to see now



MESMERISING: "Understanding hypnosis is literally like having an owner's manual for the brain," says Paul

is the battle of Tony Quinn and Paul McKenna."

Laughing at the prospect of such a bizarre showdown, Paul says, "Maybe Tony and I should get together and psyche each other out."

Paul McKenna agrees with Tony Quinn that the athletes of the future will be mental athletes.

"The brain has now become the dominant force on the planet," he says. "An example of how this works is a country's physical resources used to determine its wealth.

"If that was still the case the former Soviet Union would be the richest country in the world. But it clearly isn't. The ideas, the information exchange within a country and the rate at which it is exchanged is the throttle on the new technology. Computers are made of sand. Sand and ideas. The powerful ideas that go into computers make them more powerful. They've certainly made Bill Gates a very rich and powerful man."

**W**ARMING to his theme, Paul rushes onwards, a torrent of positivity and optimism.

"If you think about the amount of things in the world that are run by computers, you can see that taking that analogy one stage further, we're entering an age which could be the age of psychological technology. Right now we're in the information age. Faxes, satellites, cellular telephones, computers. They've all changed the world as we know it.

"We're going to become more influenced by the technology that we can develop to make our minds more powerful. There are already incredible drugs to enhance intelligence."

The way he tells it, Paul McKenna could well turn

out to be the Bill Gates of the frontal lobe.

"Having an understanding of hypnosis is literally like having an owner's manual for the brain," he declares.

It was when, as a radio presenter, he was asked to interview a hypnotist that Paul McKenna first became interested in the techniques of trance inducement and behavioural modelling.

A crash course in various DIY hypnotism books gave him the grounding he needed to develop his skills. They come in useful in his own hectic lifestyle.

"I'm a workaholic," he admits. "I use self-hypnosis to unwind. I like going out with friends, playing pool, reading, going to the cinema, doing the things everyone else does. I'm not that different to anyone else really. I happened to have studied certain techniques which are pretty straightforward and simple and by virtue of having practiced them a lot have become reasonably adept."

Paul doesn't hang around. He's used his skills to help many well known figures including the Duchess of York, Paula Yates and Michelle Collins of Eastenders. And his workload doesn't stop with personalities.

"I've been offered lots of different opportunities," he says. "I've been working with some of the top athletes in the world, helping them improve their performances. I've just put together a TV show which looks at the paranormal, ghosts, mystics, ESP, flying saucers, telepathy, all that sort of stuff. And I'm also doing entertainment hypnosis shows.

"I've a wide-ranging area of interests."

The man who's due to return to Dublin next month for performances at the Olympia states, "My work is my hobby. It's what I love doing."

## Katie Hannon



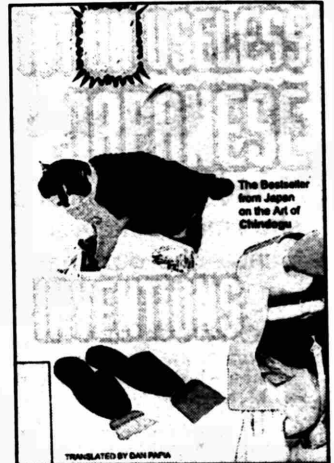
looks at some fiendishly inventive, yet diabolical, designs from the people who gave us Pearl Harbour

**C**HINDOGO is the latest Japanese anarchic art form. It celebrates the pointlessness of wonderfully ingenious but wildly impractical inventions.

It's about inventing gadgets and gizmos to solve those day to day annoyances. They are products that we really believe we want the minute we see them, and it is only on closer inspection that we realise that their gift is undone by what they take away.

Nobody would dare take a stroll in the park with the Walk 'n Wash attached to their ankles, but good God, what an ideal!

Ditto the Clean-up Slippers and Daddy Nurser. 101 Unuseless Japanese Inventions has some diabolical designs to die for and no mistake.



### Stake your claim on the loo

**T**HE Temporary Ladies' Room Converter (above) is almost too useful to be true to the spirit of Chindogo. It's basically a portable ladies sign, designed to allow you to stake your claim on the facilities in moments of crisis.

You know the way the men's loos are always free while there are invariably queues in the ladies? Well, just pop up your sign and stage a mini-coup. When you emerge you get the added bonus of enjoying the sight of men wandering around in distracted confusion.

## Look

### They're cleaning up in Tokyo

**E**VEN the most houseproud of people will not relish the thought of rushing for the vacuum cleaner or the brush and dustpan every time they spot a piece of fluff or dust on the carpet.

But of course, once spotted it will irritate the hell out of you until you sort it out. Hence the usefulness of the Clean-up Slippers (below), which, with a mini dustpan mounted on the left toe and a mini brush mounted on the right, let you deal with the matter on the spot.

The Chindogo people point out however that any matter gathered in the dustpan should at once be disposed of in the rubbish bin, as by walking around after sweeping up, items of dirt can be redistributed inadvertently elsewhere in the house.

