

**Migration and Enterprises – Three Generations of the Eu Tong Sen family  
in Southern China and Southeast Asia, 1822-1941**

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**Abstract**

Architecture is a reflection of value placed on life. In colonial Hong Kong, a distinctive Gothic-style castle, Euston, was built by tycoon Eu Tong Sen (1877-1941) as his family's grand residence. Eu's story is significant. His life spanned two different cultural landscapes - Southeast Asia and Southern China, a frontier society and a buffer zone between the East and the West. A new lifestyle had grown out of this amalgam of Eastern and European cultures. The monumental Eu castle, therefore, can be regarded as a symbolic manifestation of his life story. The design of the castle is of mixed ancestry – it is a reconciliation of traditional Chinese beliefs in *feng shui* (Chinese geomancy) with European architectural styles. The fusion of East-West cultural beliefs and aesthetic value, as symbolized by the castle, was a crucial link indicating general social and cultural changes spanning more than a century. In describing the growth and transformation of the Eus under the leadership of three generations of patriarchs, this article is an illustration of how an “overseas Chinese family” acquired a unique habitation in the frontier society of Modern Asia.