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# Scottsdale URBAN NEWS™

FALL 2006

## Urban Developments

Lights go on at Optima Camelview Village—luxury urban living with a breath of fresh air

A long-awaited addition to the downtown Scottsdale residential scene, Optima Camelview Village, is now a reality as Phase I move-ins began in October.

When all three phases are complete, this much-touted architectural marvel will have more than 700 condos available in 11 buildings.

Interestingly, buyers have been snatching up units even without the benefit of having a model home to walk through, based on a variety of factors such as the green design concept, luxury amenities...and location.

Good news: a model will be available shortly.

But, is it green design or desertscape? The city, or rather, village of the future, at least in the southwest, probably incorporates both concepts. And it probably looks a lot like this latest luxury offering from Optima Camelview Village.

Optima Camelview Village may just be the ultimate pedestrian-friendly desertscape living environment, a 14-acre multi-level haven—serene and reflective—sculpted out of Sedona limestone.

Gone are crisscrossing streets, honking horns and internal combustion engines, replaced by traversing pedestrians taking in the abundance of native plants, dramatic waterfalls, themed botanical pods, private courtyard pools, more than \$400,000 dollars of commissioned artwork and, of course, spectacular views of Camelback Mountain.

Every residence has its own landscaped terrace to take advantage of the Valley of the Sun's climate. The ingenious eco-green-roof design creates a landscaped microcosm of the desert surrounding residents from every angle.

Parking is in a secure, climate-controlled subterranean garage, eliminating surface traffic—the ultimate walk-to lifestage, calling to mind Paolo Soleri's Arcosanti experiment with a distinctly urban edge.

The centerpiece of Optima Camelview Village is the grand courtyard promenade, filled with indulgent resort-style luxuries.

Homes range from 800 to 5,000 square feet with flexibility to combine units.

The homes themselves, incorporating Scottsdale's Green Building program principles, are gracious, open and airy, offering gourmet kitchens with granite countertops, top-of-the-line appliances, nine-foot ceilings and media or library rooms.

The condo development is located just north of Fashion Square and bordered by Scottsdale Road, Highland Avenue and Goldwater Boulevard.

Sponsored by  
Realty Executives Agents  
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## New Urban Taste

Dining at Fusion is fine anytime

In a seafoody mood for wild salmon...but your partner wants Gorgonzola rigatoni? Fusion, a "casual upscale" 60-seat out-of-the-way downtown eatery, brings them together in what might best be called an eclectic contemporary American gourmet cuisine. There's a pretty good chance chef Matthew Long—formerly of Steamers—has an innovative twist to your favorites.

Whether it's the trademark Kobe beef Gladiator burger for lunch or spice-rubbed rack of Australian lamb for dinner, Fusion is just what the name implies: a subtle merging of different elements into a unique union.

Consider the score of unique cocktails. Go with the Ginger and Lime Mojito or dare yourself to try the signature S'More Martini. Needless to say, co-owner JenLyn Long and Matthew have assembled a full bar and sophisticated but affordable wine list as befits an urban venue.

Fusion is tucked in at 4441 N. Buckboard Trail, half a block south of Camelback, just east of Scottsdale Rd. Call 480-423-9043 for reservations.

## Did You Know

...you can get your hair and nails done, sip a latte and a lot more while your terrier gets trimmed at the *Steven Paul Salon*—a sanctuary of relaxation housed in one of Old Town's vintage architectural gems at 7045 E. 3rd Ave. 480-603-1000.

## Urban Design

Design Within Reach

From Soleri to Wright, Italy to Brazil, the new hub for the Arizona design community is centered at this 9,000 square foot urban "studio" — so called

because they cater to both residential and commercial customers with in-stock, ready-to-ship inventory and an ambiance geared toward interaction between

customer and design.

Originally a catalog retailer, DWR offers distinctive modern design furnishings from their central Scottsdale location, the third-largest of 61 studios nationwide.

Check out the Wogg Pavilion from Switzerland or Alberto Rivera's work-space collection. All your favorite names are here—van der Rohe, Noguchi, Eames, Herman Miller—as well as emerging stars like Karim Rashid and Angela Adams.

Design Within Reach is located at 4821 N. Scottsdale Rd. (formerly Earl's), between Chaparral and Camelback. Open every day. Call 480-970-8800 for hours.



For more information on all the latest Urban developments go to:  
[www.ScottsdaleUrbanNews.com](http://www.ScottsdaleUrbanNews.com)

# Scottsdale



## Smithsonian brings Arizona's cultural treasures to life at 2006 CultureFest



### Dateline: Downtown

#### Smithsonian Culturefest, Nov. 2-5

Some of the Smithsonian Institution's best and brightest scholars and experts will converge on Scottsdale and Phoenix Nov. 2-5 for "CultureFest", a celebration of the state's cultural treasures including musical performances, lectures, photography and art workshops and, of course, food and drink.

The program kicks off with an opening night reception at the Scottsdale Center for the Arts in conjunction with the unveiling of MAYA II by artist Jarvis Rockwell.

Most programs and events are free but some require paid venue admission fees. Event venues throughout Scottsdale include the Hyatt Regency, Kerr Cultural Center, Faust Gallery, Kazimierz World Wine Bar and the Scottsdale Public Library.

For more information, visit [www.culturefest.com](http://www.culturefest.com) or call (480) 421-1004.

#### James becomes Mondrian

The 200-room **James Hotel** was recently sold to Morgans Hotel Group for \$46.5 million and re-named 'Mondrian.' Renovations are expected to be completed by year-end. The hotel will remain open during the renovation.

Like its sister hotel in West Hollywood, Jeffrey Chodorow brings his critically acclaimed *Asia de Cuba* restaurant and celebrity hangout to the Southwest.

#### Downtown Goes Wi-Fi

Business people, shoppers, students and travelers in downtown Scottsdale don't have to worry about being out of touch with the Internet. The area now boasts a wireless fidelity (Wi-Fi) network.

The Scottsdale Wireless Network gives computer users and people with hand-held devices access to the Internet in their hotels, Scottsdale Fashion Square and along the streets of downtown in the shops and restaurants within the service area.



### Coming Events

Oct. 20

#### 17th Annual Western ArtWalk

An artistic showdown, held each fall while the Cowboy Artists of America show is in town.

Main St. & Marshall Way 7-9 pm

Oct. 26

#### Bon Appetit Artwalk

Festive atmosphere, complete with hors d'oeuvres, desserts, wine and spirit tastings and live music.

Main St. & Marshall Way 7-9 pm

Nov. 2-5

#### Smithsonian Culture Fest

Arizona's cultural treasures brought to life through demonstrations, talks, tours, concerts, events and more

#### "Late Nite Jazz: El Ritmo Caliente!"

Nov. 2, Kazimierz World Wine Bar

9 pm-midnight - Free

Nov. 3-5

#### Festival of Greece

In cooperation with the Assumption Greek Orthodox Community.

Civic Center. Free admission, free parking. 11 am - 11 pm, Fri & Sat

11 am - 8 pm, Sun.

Nov. 18-19

#### 13th Annual ArtFest of Scottsdale

200 contemporary artists, fine craft, fashion and home decor artisans

Civic Center - 10 am-5 pm

## NEXT ISSUE:

### Details on Safari Drive

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