

By Jessica Daynor



TO WATCH

THE HIGH-END HOME, TRAVEL AND LEISURE INDUSTRIES ARE ALWAYS BUILDING UPON THEIR OWN LOFTY EXPECTATIONS AND THOSE OF THE CLIENTS THEY SERVE, WHICH IS WHY THE TALENTED PROFESSIONALS AND ORGANIZATIONS BEHIND SUCH PROJECTS ARE SO INVALUABLE. FOR THIS ISSUE, WE SELECTED 15 OF THE WEST'S OUTSTANDING COMPANIES AND PROFESSIONALS WHOSE PRESENT WORK AND FUTURE PLANS ARE WORTH A LONG LOOK.

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Avenue Communities

Ken Losch and
David Dewar

DEVELOPERS



Vancouver-born Ken Losch and his colleague, fellow Canadian David Dewar, were accustomed to city life. So when they started doing business in Arizona, they began missing the social scene and spontaneity akin to urban existence. “We love Arizona, it’s just there isn’t a place that gives you a strong, powerful sense of community,” Losch says. In 2003, he and Dewar founded Avenue Communities to develop what they think the Southwest lacks. Since its founding, the company has produced Scottsdale’s VENU and EDGE communities and the Gold Nugget Award-winning Third Avenue Lofts.

Avenue Communities’ newest and most revolutionary project, however, is Centerpoint, a \$500 million complex in Tempe, Ariz. The development’s four 22-story towers—the tallest buildings in Tempe—will comprise more than 700 residences, ranging in price from \$250,000 to \$7 million. The project broke ground in July on the heels of years of research conducted by Losch and Dewar who used hundreds of properties nationwide as subjects.

As a result, Centerpoint’s focus isn’t on the individual residences, but the community as a whole. The towers are anchored by a plaza where people can socialize, read the paper or fill up at one of several eateries—a gourmet grocery store, a demonstration kitchen with a resident chef, a wine lounge complete with a sommelier and an Italian bakery. The “7th Level” promises to be a seventh heaven: The entire floor will encompass a pool, sandy beach, fitness center and spa, as well as a 360-degree view of Tempe. “Centerpoint isn’t really a condominium project, it’s a lifestyle project,” Losch says.

The Tempe project will also integrate Avenue Communities’ “Real.Life.Style.” program, which provides a roster of social and recreational activities that also thrives at VENU and EDGE. Losch says the laundry list of pursuits will include wine education classes and Iron Chef-like cooking contests in Centerpoint’s 2,400-sq.-ft. great room: “It’s an opportunity to meet people, share experiences, enjoy wine and food and meet new friends.”