

## MONOCLE

**INSIDE: BRIGHT IDEAS FROM BARCELONA, A BEIRUT CHANTEUSE AND AMERICA'S NEW LIBERAL CAPITAL**

**M** **A to F** **AFFAIRS:** Mongolia's superpower sandwich **BUSINESS:** HQ audit: Uniqlo **CULTURE:** Bangkok gets bookish  
**DESIGN:** Australia's best-designed hotel? **ENTERTAINING:** Let's have a date **FASHION:** Why Seoul's back in the groove

# WHERE CAN I CALL HOME?

The cities, developments  
and streets to consider  
for your new base



**AN EXPO ON  
THE SHORTAGE  
OF BLUE**

## Designs on better building

- 1 A modern masterpiece in Los Angeles
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- 5 The big business of selling small



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AUD \$13.00  
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DKK 122  
ESP €11

UK 06  
USD \$12  
GBP £9  
TIA € 0  
DKK 122  
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**+** **I** **INVENTORY:** Berlin mit Andreas Murkudis. A fresh hotel tour of **STOCKHOLM**. Snapshot of Taiwan's laidback **TAINAN**. **THE NEAT VIEW** on **BARBERING** and life at **06.00**. City stockists: **LONDON+**. Our pick of **FILMS**, **READS** and **BEAUTY** too.

## THE BEST OF BOTH WORLDS

This is what 21st-century living is all about. A project that fuses innovative retail with hospitality and residential, The Palmeraie, in Arizona, also offers flitting between being in an urban oasis and escaping into the desert. Add to the mix the southwest's strong sense of identity and culture, the influence of neighbouring Mexico to the south and the year-round good weather (minus the stifling humidity) and you begin to get a sense of what this is all about.

### THE LOWDOWN

Phoenix is the fifth-largest metropolitan marketplace in the US and the Arizona capital is set to become the country's fourth-biggest city by 2020. Phoenix's recent revitalisation of its urban core is drawing talented residents but it's not just the permanent population that is swelling. The metropolitan area's abundant spas and golf courses attract a busy hum of tourists.

Healthcare, tech, biomedical and even the arts are major economic drivers in Scottsdale, which has one of the country's lowest unemployment rates. The area also draws on the talent pool coming out of the University of Arizona. This is a valley on the up.



### THE HEART OF THE VALLEY

The residences and shops that form the centre of the project straddle the dual hubs of Paradise Valley and Scottsdale – two of Arizona's most affluent markets. The buildings have been designed as part of a verdant oasis of palm groves, evergreens and hanging vines – incorporating reclaimed water – in the middle of the desert. Even small details have been considered, from

music playing around the property to organic scents that change depending on where you are.

It's this connection with Arizona's dramatic landscape that is one of the major draws for guests. The Palmeraie has possibly the best view in the valley, located at the base of Camelback Mountain, a landmark that is ripe for a hike or climb. Or you can enjoy sipping that glass of wine and let it remain a stunning vista for now.



### THE STORY CONTINUES

In 2006 developer Jerry Ayoub was eyeing land in Arizona but was told it wasn't for sale. He called daily until he got a meeting – but lost out to Marriott Corporation on the sale. Then Bill Marriott agreed to sell to Ayoub with the first right of refusal of a future hotel on the property. The Ritz-Carlton, Paradise Valley, seemed like the perfect fit and Ayoub was in.

### BRAND APPEAL

The Palmeraie is anchored by The Ritz-Carlton, Paradise Valley, the first major new-build property development by the group in a decade and the first of its kind in Arizona. There's nothing traditional about the more than 200 large suites that have amenities galore.

## FOOD & RETAIL

Retail isn't the only appeal of The Palmeraie but it occupies a central place. We're talking about 18,500 sq m on a six-hectare site, to be exact. Alongside some 60 boutiques will be more than 12 dining options with outdoor seating, living rooms and secret gardens among lush vegetation (think plenty of palm trees, citrus groves and easy transfers between indoor and outdoor



space). There will also be ample opportunity to sample regional ingredients cooked by homegrown chefs, many of them drawn from the buzzing culinary scenes of Phoenix and Scottsdale.

## THE EVENTS

*Highlights of what's happening in and around Phoenix and Scottsdale.*

**BARRETT-JACKSON, JANUARY** The itinerant classic-car auction makes a pitstop in Scottsdale. [barrett-jackson.com](http://barrett-jackson.com)

**PHOENIX OPEN, JANUARY/FEBRUARY** Golf competition billed as "the greatest show on grass". [wrphoenixopen.com](http://wrphoenixopen.com)

**SCOTTSDALE ARABIAN HORSE SHOW, FEBRUARY** See about 2,000 glistening specimens at an event that dates back to 1955. [scottsdaleshow.com](http://scottsdaleshow.com)

**SCOTTSDALE CULINARY FESTIVAL, APRIL** Live music, food and drink – all in a park setting. [scottsdalefest.org](http://scottsdalefest.org)

**FOUNTAIN FESTIVAL OF FINE ARTS & CRAFTS, NOVEMBER** One of the largest arty festivals in the southwest. [fountainhillschamber.com](http://fountainhillschamber.com)



## Q&A

Jerry Ayoub  
PRESIDENT, FIVE-STAR  
DEVELOPMENT

**Q** How does The Palmeraie fit with your vision of contemporary living?

**A** It has it all. We're talking about more than 60 exceptional luxury and speciality boutiques; The Ritz-Carlton, Paradise Valley; and luxury homes – many of them branded as The Ritz-Carlton, Paradise Valley, residences. We've designed and programmed everything from the ground up and in a world-class destination; the best in the valley! We also have plenty in the pipeline, including bringing in renowned chefs, more residents, a gourmet grocery shop and a new boutique hotel. No one else in the valley can do what we're doing, as none of them have the location or the blank canvas.

**Q** What appealed to you about developing the plot where The Palmeraie is located?

**A** The entire 123 acres [50 hectares] is situated in both Scottsdale and Paradise Valley, and it is the last large undeveloped land parcel within these coveted areas. This is Arizona's most prime piece of real estate.

**Q** How much potential do you think Scottsdale and Arizona have?

**A** We have 360 days of sunshine a year. And Scottsdale has evolved into this international destination. The Palmeraie will be a vital epicentre in the heart of Scottsdale and Paradise Valley.

## KEY LOCATIONS

**1** Shops, gastronomy and every minor detail thought out along the way, from water features to an outdoor cooling system.

**2** As well as the hotel, The Ritz-Carlton, Paradise Valley, has a stock of residences. You're too late if you were hoping to snap up one of the 91 villas but 45 estate homes recently came onto the market.

**3** The Ritz-Carlton, Paradise Valley, will feature a vast grand lobby with open views of the nearby mountains. There are also more than 200 large suites – detached casitas and bungalows – that have all the amenities you'd expect.