

For Immediate Release

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**ONE COLORADO: AN IMAGINATIVE BLEND OF
HISTORIC ARCHITECTURE AND CONTEMPORARY FASHION & DINING**

PASADENA, Calif. -- One Colorado, a \$150 million high-end specialty marketplace, is an enlightened retail and civic development literally built upon the foundation of historic preservation. Located in thriving Old Pasadena, this destination shopping environment is an anchor for the surrounding area's renaissance, housing notable retailers, restaurants, a prestigious art gallery, offices and a movie theater complex in 17 historic buildings, some more than 100 years old. Occupying one full city block, One Colorado is the largest single development in Old Pasadena and has been instrumental in revitalizing the area—helping to create a sense of community, a destination and an energized neighborhood with burgeoning commercial and cultural opportunities.

Distinguished architecture is the cornerstone of the project. One Colorado's incorporation of turn-of-the-century Victorian and Art Deco buildings is unique in Southern California and demonstrates a respect for the area's cultural heritage. Adorned with intricate wrought iron, mosaics, glazed ceramic tile and elaborate chiseled stone details and arches, the architecture frames the atmosphere that is the basis of this old California experience. Highlighting the sense of community and continuity with an earlier time, the complex features a central courtyard and cobblestone alleyways that invite the shopper to stroll or dine al fresco in a marketplace atmosphere.

Vintage brick facades surround the central courtyard, anchored by three of Pasadena's most popular restaurants, **Il Fornaio**, **Sushi Roku** and **Akbar**. Evoking a bygone era, specialty stores and other fine retailers are nestled in this richly textured setting and along the interior alleyways that radiate from the courtyard. This environment forms an elegant backdrop for some of America's leaders in contemporary fashion and design.

Represented in One Colorado are specialty boutiques that display the full flowering of Southern California's rise to prominence in the world of fashion design. Of particular note are:

A.B.S. – Acclaimed designer Alan B. Schwartz is famous for his controversial celebrity knock-offs called "Oscar Watch," near ringers for the dresses worn by stars to the Oscars at prices a fraction of the originals. He is also known for his fine fabrics and elegant and versatile designs.

Complimenting the architectural setting is a number of businesses that represent fine arts and design. Originality and odd-ball craftsmanship are cultivated in **Gold Bug**, one of the most unique retail concepts in Los Angeles. The shop's aesthetic combines a 19th Century fascination with natural oddities with an Edgar Allen Poe sense of the macabre; all of this enlivened by an eclectic display of truly unique art treasures. Gold Bug's art openings have become not-to-be-missed events.

Fine dining is another of One Colorado's unique assets. **Il Fornaio** ("the baker" in Italian) began in 1972 as a baking school outside Milan, created in response to the disappearance of this centuries-old art. The restaurant is renowned for its hand-crafted, hearth-baked breads and outstanding trattoria cuisine. Patrons of **Sushi Roku** enjoy the bamboo, chiseled stone and deep wood tones that characterize the authentic Japanese atmosphere, a soothing backdrop for

the best in California sushi, with hot and cold specialty appetizers, exotic entrees and the largest selection of cold Sakes in Los Angeles.

In addition, office space housing a law firm, production companies and architectural firms benefit from the synergy of this environment that also includes the six-screen luxury film experience

Village Roadshow's Gold Class Cinema, situated under the central Courtyard.

The welcoming atmosphere of One Colorado is enhanced by public sculpture that dots the historic alleyways. *Exhibit A*, a life-size bronze sculpture of a coyote by Mary Chomenko, stands poised in the alley as a reminder of the need for humans and animals to coexist. The heroic scale of Viola Frey's vivid, polychrome ceramic *Working Man* renews the tradition central in Western art history of larger-than-life figural sculpture. Frey's work presents an updated and colorful version of antiquity's heroes and gods so often found in the piazzas of Europe.

Since inception, collaboration with the community has been a hallmark of One Colorado. Raising awareness for local cultural and humanitarian organizations, One Colorado has reinvented the "good neighbor" policy by initiating and producing exhibitions and special events for a variety of community-based organizations. Recognized for its unique approach to development, One Colorado is the recipient of numerous regional and national awards (see Fact Sheet).

Honoring the past in its architectural setting, One Colorado is a fusion of the best trends in modern retailing, and continues to be in the vanguard of innovative marketing and sales. Strategically located in the flourishing commercial center of Old Pasadena, One Colorado attracts thousands of people a day to its stores and restaurants. With its radical conception of a shopping center without "the mall," the fine retailers and dining, the commitment to Old

Pasadena and the flair for attracting a large and diverse public, One Colorado exemplifies the kind of vision that benefits all concerned—merchants, public and community.

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