

For Immediate Release

Contact:
Kathy Driscoll
626.564.1066

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

One Colorado, a \$100 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**, **Gordon Biersch Brewery Restaurant** and **Sushi Roku**.

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 craftsmanship are cultivated in **The Metropolitan Museum of Art Store**, offering fine reproduction jewelry, posters and other gifts from this great museum's outstanding collection of art and artifacts. Housed in one of the most outstanding structures of the development, **Waterworks** invents bath style using lustrous metal, hand-wrought ceramics, luxurious stone, plush fabrics and illuminated glass to provide integrated designs and exceptional performance.

Fine dining is another of One Colorado's unique assets. Gleaming stainless steel brewing tanks custom-fabricated in Germany serve as the centerpiece of Gordon Biersch Brewery Restaurant, complimenting the lager beer it brews on-site with contemporary Pacific-flavored dishes using fine regional and local produce. The company's award-winning lagers—Pilsner, Marzen, Dunkles

and a variety of seasonal beers—are made under the personal direction of Dan Gordon with only the finest ingredients and in strict accordance with German purity laws. 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 company and architectural firm benefit from the synergy of this environment that also includes the eight-screen **Laemmle's One Colorado 8 Cinema**, the only new building added to the complex.

The welcoming atmosphere of One Colorado is enhanced by public sculpture that dots the courtyard and historic alleyways. Adding a lively accent is an amusing take on a fountain, *Construction Site* by artist Steve Linn, which portrays five Water and Power Department employees working to fix a broken water main. *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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