Screen City! Is Phoenix the Next Hollywood?

Muhammad & Lonnie Ali: The Valley's Coolest Couple A Wounded Soldier Turns Tragedy into Triumph

HOT DOG! The best wieners in town p.141

2009
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Of the Hippest People, Places

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Nuseums & Morel

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Diamond spa treatments.

Blue cheese ice cream.

A renovated historic warehouse.

They're all in Phoenix, they're all cool and they're just the beginning.

By Stephanie R. Conner Photography by Michael Woodall



1. Montelucia Resort & Spa

Inspired by Andalusia in southern Spain, the new Montelucia Resort & Spa in Paradise Valley helps transport you to another time and place with a special attention to details. More than 170 antiques grace the property, including 16th century hand-carved antique doors imported from Andalusia. A replica of a starry night in Granada, Spain welcomes you at the arrival dome of Joya Spa, where the Moroccan-inspired décor is topped only by an authentic Hammam treatment – complete with a scrub using traditional herbal black soap applied with a Kassa cloth, followed by an herbal steam, whirlpool, sauna and 47-degree, cold-water deluge. Not feelin' it? The Diamond Magnetic Body Experience uses micronized iron, wild lavender and genuine diamond powder to magnify positive energy.

Info: 4949 E. Lincoln Drive, Paradise Valley, 480-627-3200, icmentelucia.com

#### 2. Coronado Home Tour & Spring Fest

On March 7, the 22nd-annual Coronado Neighborhood Home Tour and Spring Festival gives architecture-philes a closer look at one of Phoenix's most colorful historic 'hoods. Heard Museum founder Dwight Heard designated the district in 1908, intending it as a "streetear suburb" for trolley commuters. Today, resident décor divas and handymen have blended antique with modern in the 1920s- to 1940s-era houses. This year's event has gone eco-friendly, so you can pedicab between Arts and Crafts bungalows, Tudor-style revivals and remodeled ranches as you enjoy music from local bands, a Kids' Carnival and eats from neighborhood faves Lisa G Café Wine Bar, Drip and Trente Cinq.

Info: gena.info

#### 3. Bellinis at The Phoenician

The mixologists at The Phoenician pay homage to the original Bellini ("little pretty") from Harry's Bar in Venice, Italy, with their Bellini program. Served resort-wide, the Bellinis vary from the traditional peach to kiwi to seasonal flavors that change about every three to four months.

The drinks are made only with Santa Margherita Prosecco, and through a partnership with the winery, the resort is the only place pouring Santa Margherita Prosecco in the state. With 10 different Bellinis on the menu at a time, Food and Beverage Director Mac Gregory says the resort goes through 75 to 100 cases of Prosecco per month – all from Bellini sales.

Info: 6000 E. Camelback Road, Scottsdale, 480-941-8200, thephoenician.com



#### J&G Steakhouse

J&G Steakhouse at The Phoenician is world-renowned chef Jean-Georges Vongerichten's latest venture. Replacing Mary Elaine's, J&G opened late last year and offers a simple, scrumptious menu of steaks, fresh fish and more.

Paying tribute to the Sonoran landscape, the décor of this penthouse restaurant incorporates the reds, golds and purples of the desert, complemented by a tempesta onyx bar. Plus, the furniture and light fixtures are custom-made throughout the main dining room, two private dining rooms, bar and terrace.

Info: 6000 E. Camelback Road, Scottsdale, 480-214-8000, jąsteakhousescottsdale.com

stir the pot, she has.

In 2005, the gallery owner/president started her own handbag business, Dressed Up Cat. The bags are all made from recycled components, Penwell says, and in 2008, she was a finalist for "Best Green Handbag" in the Independent Handbag Designers Awards. She was also a 2008 nominee for the People's Choice Design Award from the Cooper Hewitt National Design Museum. The one-of-a-kind bags are available in the gallery.

Info: Rima Fine Art: 7077 E. Main St., Ste. 1, Scottsdale, 480-994-8899, rimafineart.com; dressedupcat.com

#### 6. Johnn

Dream big, Anything is possible. Johnny Rock Page lives by these words. After a successful career pioneering the independent ATM industry, the Abwatakee resident says he walked away from corporate America in 2005 to pursue his dream of joining the superbike circuit. While an accident in his first year left him bedridden for three months, he came back strong and found success on the circuit - by 200% he'd made it.

"There's something about superbike racing that money just can't buy," Page says, "A good bike can't make you qualified."

These days, Page is a worldwide spokesperson for Verve Energy Drink, using his celebrity within the sport to help bring superbike racing into the mainstream and to build his own brand. He's also building his own clothing line, Guardian Angel, and worked with Ganem Jewelers to develop the Guardian Angel logo into a pendant.

"What I try to do is build things where they synergistically fit together," the 40-year-old says. Next up is a reality show starring Page, his wife, LaDena, and their four children. Curious? Check out the demo online.

Info: johnnyrockpage.com

### **8.** Ear Candy Productions

Nate Anderson, founder and CEO of Ear Candy Productions, wants to make sure every child has a chance to experience and learn music.

"I have noticed more and more that music programs are being ripped out of schools," he says, "and I don't see them being resurrected any time soon."

Anderson officially started Ear Candy in October 2007 and went "all-in" in March 2008. The organization uses fundraising and an instrument drive to resurrect, create, develop and sustain youth music programs.

"You don't have to be a musician to understand the importance of music," Anderson says. "Music transcends all languages. It is our universal language."

Info: earcandyproductions.org

When she was o years old, Tracy Penwell started her first business - a worm farm in Durango, Colorado, selling worms to fishermen. "It was not terribly successful, I'm sorry to say," says Penwell, now 50. "But I learned a lot!"

Penwell spent 20 years in the banking and securities industry, including 11 years in New York City working for Chase Manhattan Bank and the Federal Reserve.

"When I worked with the Fed, one of my side projects was to write copy for a book on small business finance," Penwell says. "I interviewed tons of entrepreneurs and got re-infected with the entrepreneur bug."

In 2000, she opened Rima Fine Art in Scottsdale, a gallery that showcases original paintings and sculptures from established modern-day contemporary artists and French Impressionists like Renoir.

"I've been fortunate enough to do a number of things," Penwell says. "It makes it really fun when you stir the pot periodically." And

#### **9.** Bourbon and the Blues

BOURBON STEAK Scottsdale, a Michael Mina restaurant at the Fairmont Scottsdale, features a delectable, mouth-watering menu every night of the week. And all this year, the restaurant will showcase local blues bands every Thursday from 7 to 11 p.m. at its Bourbon & Blues event in the lounge. In addition to a special event menu that's designed to allow guests to mix and match various po' boy sliders, the Chicken and Waffles Special

Info: 7575 E. Princess Drive, Scottsdale, 480-513-6002, michaelmina.net

(\$19) is served up every Thursday in the lounge and restaurant.

### **10.** The New

With a retro-chic, modern speakeasy feel, Sidebar is a small, casual lounge with a big beer list and a robust signature cocktail series. More than 50 bottled beers from a \$3 Pabst Blue Ribbon to a \$16 Chimay Red as well as wines from around the world are available to quench your thirst. If you're hungry, small appetizers are du jour - or just call in something from the Pei Wei downstairs. Your food will be delivered right to your retro barstool.

Info: 1514 N. Seventh Ave., Phoenix, 602-254-1646, sidebarphoenix.com

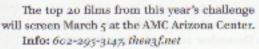
# Built in 1947, Hanny's - known to old-school Phoenicians as a department store - was added to the city's Historic Property Register in 2005, long after its department store days and even after serving as a training site for city firefighters. Hanny's is once again open for business, this time as a restaurant serving "Mediterranean comfort food" in a 1950s art deco setting. Fans of AZSS will be grateful to see Karl Kopp has another shop, but don't come looking for the same menu. Hanny's is its own experience, one made richer by the old Hanny's brands listed on the wall - Christian Dior, Pierre Cardin and Polo, to name a few. And for the complete Hanny's experience, stop at the vertigo-inducing glass-and-mirrors decked elevator shaft (which, for some of us, will require a cockail to case the nerves). Info: 40 N. First St., Phoenix, 602-252-2285, hannys.net

#### **12.** EnviroCar

Jim Whiteside was looking for a unique business to get involved with, and his curiosity was piqued when he read an article about a scheduled-car service with a hybrid fleet. With nothing quite like it in Phoenix, Whiteside started EnviroCar in May 2007.

Using its fleet of three hybrid vehicles - two Priuses and a Lexus RS40cH - EnviroCar currently relies on a very small but dedicated clientele, Whiteside says. The service works by pre-scheduled reservation and requires 24 hours advance notice.

Info: 602-334-4035, envirocarphx.com





At Moss Wellness Spa at the Scottsdale Waterfront, going green is about the building materials, the products, the services and the purity of the air around you. Here, products are chosen for natural and organic ingredients and their lack of preservatives. In addition, the spa's interior was designed with a commitment to LEED standards - using non-toxic materials, reclaimed materials and an in-duct filtration system that was designed to ensure a dust-free environment.

Co-owners John Hill and Stacy Polich are staking a claim to the only green spa in Arizona, even if that means not offering some traditional spa services. A steam room, for instance, would require bleach cleaning, so they've foregone this service.

Moss is open by appointment only, so be sure to call ahead. Yoga and Pilates class schedules also are available online.

Info: 7135 E. Camelback Road, Ste. 240, 2nd Floor, Scottsdale, 480-945-6772, mossspa.com

#### **16.** After Hours Gallery

What had been a single-family dirt lot for years is now a sophisticated urban gallery, creative studio and residential space, thanks to the vision of business partners Russ Haan and Mike Oleskow, who co-own After Hours Gallery on Mc-Dowell Road.

"We wanted to show the city what can and should happen Downtown," Haan says.

The result? An art gallery that welcomes patrons for First Fridays as well as the third Friday of the month, a space that is designed to be part of the community (available for events and meetings) and a building that lets its residents work where they live - an exemplification of urban living. Never mind that it's just blocks from the light rail line.

If you're curious about the space and unable to visit on the first or third Fridays, make an appointment or drop by during regular business hours, and if Haan and Oleskow are there, they'll be happy to show you around.

Info: 116 W. McDowell Road, Phoenix, 602-710-2398, afterhours.com

#### 13. Sweet Republic

You know there's something special happening at Sweet Republic in Scottsdale from the moment you taste the Cheese Course Duo artisan ice cream - a savory/sweet treat that pairs Roquefort blue cheese with local Medjool date flavors. The Salted Butter Caramel Swirl ice cream and Basil Lime sorbet equally challenge your notions of traditional.

Sweet Republic's co-founders, Helen Yung (pictured, left) and Jan Wichayanuparp (right), met in 2001 when they were both investment bankers training in New York. They bonded over a mutual passion for food. Their careers - and that passion - let them share various culinary experiences around the world.

Yung, the Chief Ice Cream Chef, received her formal culinary training at Le Cordon Bleu Australia and handcrafts the ice cream in the shop using all-natural ingredients and local hormone-free milk and cream. Sweet Republic's toppings, sauces and hand-rolled waffle cones also are made entirely from scratch.

The shop, which opened Memorial Day 2008, is taking its show on the road this spring; look for the Sweet Republic ice cream truck in Downtown Phoenix and at local farmers' markets.

Info: 9160 E. Shua Blvd., Scottsdale, 480-248-6979, sweetrepub-

#### 14. Almost Famous

The annual 48-hour Almost Famous Film Festival provides a prime creative venue for amateur and experienced filmmakers as well as arts supporters.

Here's how it works: A Friday kickoff party welcomes contestants and provides the guidelines for the contest. They then have until 7 p.m. Sunday to make their films, which are given to a panel of local judges. The top 20 are shown at a public screening.

Founded by Jae Staats, the first 48-hour challenge was held in February 2005 and hosted 26 teams. It grew to 64 teams in 2006 and 82 by 2007.

"The coolest part of our film festival challenges is that they're open to everyone," Staats says. "In L.A., you could get lost in the crowd, but here, events like this bring the community together."

If you're looking for a children's store unlike any other, Raph Infant & Child is it. The store exudes an industrial, edgy feel, while boasting unique product lines and a deep understanding of what children want.

"We want moms to be comfortable in our store," says 33-year-old

Patrick Burch, who runs the store with his wife, Mary, 32, "You can let kids wander and play here."

Raph Infant & Child, which opened in December 2007, sells brands not often found in Phoenix shops, such as Knuckle-

heads, egg + avocado and Room Seven. Prices vary, but if you're looking for a Jimi Hendrix jumper or a toddler's Yellow Submarine dress, there's nowhere better.

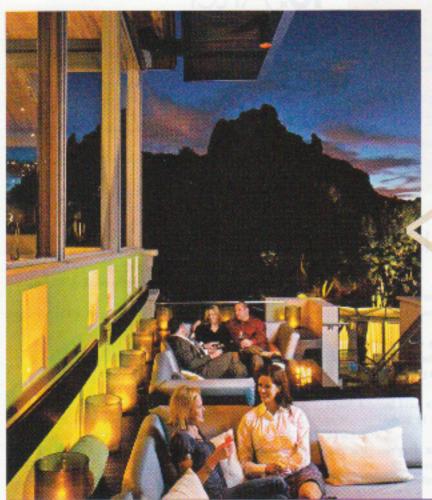
Info: 747 E. Thomas Road, Stes. A & B, Phoenix, 602-956-3077, shopraph.com

18. Sangria Luxe

For West-siders who want to get their groove on, here's a reason to go beyond Glendale's stadium district: Sangria Luxe Lounge. This modern, plush venue is a comfortable lounge with live entertainment until 10 p.m., when it transforms into a DJ-hosted nightclub. Open since September, Sangria Luxe Lounge serves up its own signature - what else? - sangrias named for Latin dances, such as the Samba Sangria, Key Limebada and Peachanga.

When you're not on the dance floor, sip a cocktail at one of Sangria's granite-top bars, chill on one of the posh couches, or step outside onto the patio for some fresh air.

Info: 19420 N. 59th Ave., Glendale, 623-234-4066, sangrialuxelounge.com



## 19. ilumina Healing Sanctuary

For Dana Price and her partners at ilumina Healing Sanctuary in Scottsdale, fertility is about more than reproductive health; it's about a holistic approach to a couple's well-being.

Since March 2008, ilumina has used whole-food nutrition, massage therapy, acupuncture and other Eastern therapies to prepare women and couples for conception and pregnancy either independently or alongside traditional Western treatments.

Even the center itself focuses on soothing the patient - soft colors and traditional Chinese art adorn the walls of the six treatment rooms, and sustainable building materials and low-VOC-emission paints were used during construction. You can also learn more about ilumina's free 2000 lecture series online.

Info: 7520 E. Camelback Road, Scottsdale, 602-957-2602, lluminahealing.com

# **20.** A New American

Embracing its American tradition, District at the Sheraton Downtown Phoenix takes all-American food and complements it with more than 70 American wines and n American micro-brewed beers on draft.

There's also a commitment to the local community - including the use of local ingredients and the art on display, which features local artists and is rotated quarterly.

But the super cool part? When your check arrives, it's accompanied by an American original: cotton candy.

Info: 320 N. Third St., Phoenix, 602-827-5400, districtrestaurant\_com

### 21. Sanctuary's New 'edge'

Edge, Sanctuary's new outdoor bar overlooking Arizona's largest infinity pool, is an idyllic sunset-viewing spot, especially this time of year. With seating for just 30 and no standing room permitted, edge is an intimate space available on a first-come, first-served basis. Located just outside the resort's signature restaurant, elements, edge offers its own exclusive specialty cocktail list in addition to serving the same spectacular food and drinks available at elements.

The bar's specialty drinks range from "remixed" twists on classic cocktails to innovative creations that rotate on the menu with the change of the season.

Info: 5700 E. McDonald Drive, Paradise Valley, 480-607-2300, sanctuaryax.com



### 22. Free Parties at the Heard

Picture strolling in from a soothing courtyard to find bars, lounges, live music, local Arizona brews, salons, artist demonstrations and DJs spinning. Is it First Friday? Scottsdale swank? Wrong and wrong. It's Nu (short for "Native" and "You") at the Heard Museum.

It includes all of the aforementioned events and full access to the museum's world-renowned collection of 40,000 Native and Southwestern artifacts. The Nu event starts February 20 and will be held from 5:30 p.m. to 9 p.m. on the third Friday of every month thereafter - or until everyone is overwhelmed by the Heard's coolness and buys a museum membership (\$60-500), of course. The events will be held at the Heard's Downtown Phoenix location only.

Info: 2301 N. Central Ave., Phoenix, 480-251-0283, heard.org/nu

#### **23.** Verve nergy Lounge

Looking for a different Phoenix Suns experience? Verve Energy Lounge at US Airways Center is it. This chic, upscale lounge overlooking the court lets you participate in Suns Fever and enjoy a coektail with friends. Take in live music on Fridays during halftime and post-game, or check out the DJs during Thursday, Saturday and Sunday games.

Sit in one of the sectional sofas or at a community high-top table, or hang out at one of the two island bars. (Tickets are standing-room only.)

And don't forget to try one of the signature cocktails that include Verve Energy Drink in the mix.

Info: US Airways Center, 201 E. Jefferson St., Phoenix, usairwayscenter.com/arena/welcome/lounge/

### **24.** Sens Asian

If you like Asian food, add Sens to your list of restaurants to try. No, scratch that. If you like food, add Sens to your list.

The latest culinary endeavor for Executive Chef Johnny Chu (of Fate fame), Sens serves up small portions, encouraging you to try many dishes and relish in multiple courses. (The hot & sour soup is a must.)

The impressive beverage list comprises more than 90 sakes, including more than 10 premium varieties. Shochu, a popular Japanese distilled beverage (sometimes called "Japanese vodka"), adds another layer of authenticity. But surely, it's the food that will bring you back.

(For a more extensive review of Sens, see page 140 of this month's issue. )

Info: 705 N. First St., Ste. 120, Phoenix, 602-340-9777, sensake.com

#### 25. Hothouse

When Stephanie Reynolds' mother and aunt both were diagnosed with breast cancer about six years ago, Reynolds started researching companies that use natural, pure products and leave out synthetic fragrances, perfumes and colors.

"It was hard to find those companies," says Reynolds (pictured right). So, she got involved.

After researching and formulating her own bath and beauty products, the 34-year-old launched the Internetbased Hothouse Botanicals in November 2007. Reynolds, who handcrafts each batch herself, says the products are free of harmful preservatives, toxic ingredients and synthetic fragrance and colors; contain natural, sustainable ingredients and essential oils; and are sold in recyclable containers.

Info: 480-993-2309, hothousebotanicals.com

#### 26. Phoenix in Color

As Phoenix's sand-colored cityscape increasingly blends into the surrounding desert, Jason Hill is determined to make the Valley's architecture pop.

In his exhibit Icons of Phoenix, the graphic artist reinvents traditional Phoenix buildings as vibrant landmarks bursting with color. Instantly, the Westward Ho, Arcosanti and the Phoenix Financial Center are transformed into bright beacons.

"The city is getting browner and browner," Hill says. "Property owners in Phoenix are really shortsighted by painting everything the color of the surrounding environment." Hill hopes to highlight the Valley's architectural icons, which he says often go unnoticed.

The artwork will be featured throughout March at Practical Art. (For an example of his illustrative work, see page 44 of this issue.)

Info: 5070 N. Central Ave., Phoenix, 602-264-1414, jasonhilldesign.com

#### Cool Avenue

Through the years, Mill Avenue has evolved - facades have changed, and shops have come and gone. But through it all, downtown Tempe's main drag has remained perennially cool, and people are still noticing. The American Planning Association (APA) designated Mill Avenue as one of the 10 Great Streets in America for 2008 through its Great Places in America Program.

"Mill Avenue provides Tempe with an eclectic, urban oasis that embraces both the past and the present, and shows how sensitive redevelopment can blend historic preservation with present-day needs," says Paul Farmer, president of the APA.

In addition to those classics like the Graffiti Shop and the newer La Bocca Urban Pizzeria & Wine Bar, the Mill Avenue district is known for its semi-annual Tempe Festival of the Arts, where more than 400 artists and craftsmen display and sell their work. The 32nd annual Spring Festival will be held March 27-29, 10 a.m. to 6 p.m.

Info: 480-355-6075, tempefestival of the arts.com



Steve and Andi Rosenstein have been called visionaries. "Really, we're dreamers," Steve says. The Chicago natives, who co-founded Fitigues clothing brand, sold their brand in 2006 and stayed on for about a year afterward. Then, within a day of retiring, they found a new entrepreneurial calling.

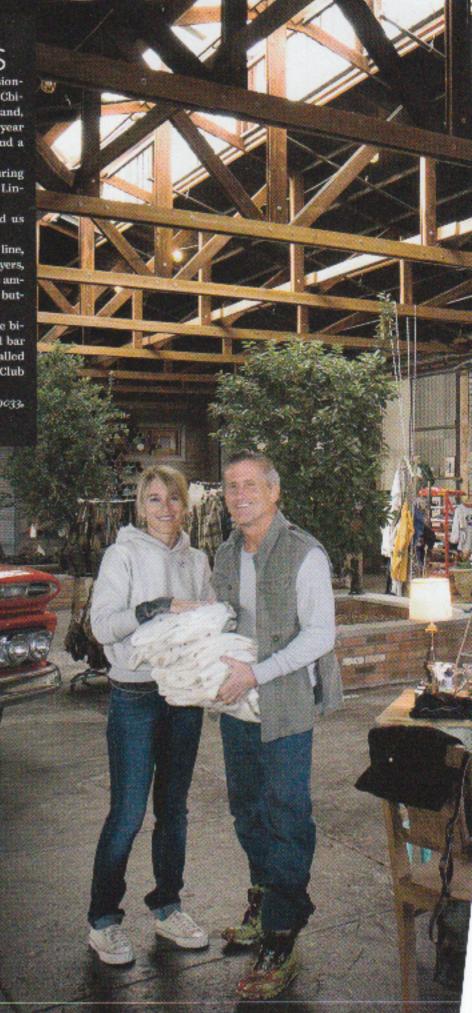
It all starts with the historic Anchor Manufacturing building, a 1928 warehouse on Central Avenue and Lincoln in Downtown Phoenix.

"We had nothing in mind," Andi says. "It told us what it wanted to be."

R&R Surplus, an authentic casual vintage clothing line, is the first piece of the puzzle. Here, you'll find PF Flyers, vintage Champion sweatshirts and even 1929 French ammunition bags with just enough hand-sewn vintage buttons to girl 'em up. "Just a little," Andi stresses.

In time, the warehouse also will house a vintage bicycle shop, a farmers' market and a restaurant and bar called The Duce. In fact, the pair has already installed the original bar from Chicago's Black Orchid Jazz Club as the bar's centerpiece.

Info: 525 S. Central Ave., Phoenix, 602-253-9033, randrsurplus.com





### 29. Go toward the Light

In January, the Phoenix Art Museum unveiled one of its coolest exhibits yet-Mohlip, a 1c-by-2c-foot light installation created by internationally renowned artist James Turrell, who calls Arizona home. Turrell's massive tower of neon light spanned the globe during its creation - from France to Spain to England to America defying changing currencies and languages to finally land at PAM. The exhibit's colors subtly change - from bright blue to grayish green to electric pink to soft orange - over the course of two hours, inviting viewers to linger and meditate in the presence of this powerful, glowing rectangle. Think of it as a massive mood ring, but much cooler, of course,

Info: Phoenix Art Museum, corner of Central Avenue and McDowell Road, 602-257-1222, phyart.org

### **30.** Indigenous at Aji Spa

Its signature product line, Indigenous, is just one reason to indulge at Aji Spa at the Sheraton Wild Horse Pass Resort. The products pay tribute to the Gila River Indian Community, Native American tradition and Mother Nature.

The products are made from organics found on the Gila River

Indian Community and inspired by ingredients that grow naturally on the resort's Medicine Trail that have served as Native American cleansers and remedies for centuries.

As the subtle scents of Aloe, Yucca, Willow Bark, Desert Mallow and Lavender wash over you, consider this: Another Indigenous ingredient, the Shegoi (Creosote, Greasewood) plant is said to "smell like rain" and to be the oldest living plant on Earth.

Likewise, the Indigenous Collection of treatments were developed by Aji's Cultural Care Takers of Pima and Maricopa descent and offer a one-of-a-kind experience.

Info: 5594 W. Wild Horse Pass Blvd., Chandler, 602-385-5759, wildhorsepassresort.com

### **31.** Math & Science Made Cool

On March 28, join dozens of stargazers at the Arizona Science Center to celebrate Earth Hour, during which you can peer deeply into the night sky through telescopes and enjoy an evening of demonstration and instruction. The night is part of a yearlong celebration of the International Year of Astronomy. ASC also is kicking off another cool program in March: the Girls, Math & Science Partnership, which encourages and inspires young girls to explore the typically male-dominated fields of math and science. The program includes workshops, pajama parties, "Smart & Sweet" Saturdays and opportunities for girls to meet female leaders in math and science.

Info: Earth Hour, 602-716-2000, asscience.org/family events.php; Girls, Math & Science, 602-716-2000, ext. 2551, axscience.org/girls\_math\_science.php; Arixona Science Center, 600 E. Washington St., Phoenix, 602-716-2000, azscience.org



#### 32. Stone Rose

When the Stone Rose Lounge opened at the Fairmont Scottsdale during Super Bowl weekend of 2008, it hosted the Maxon party.

These days, you're likely to find a more laid-back scene. The Stone Rose, one of Gerber Group's 28 bars, boasts an internationally renowned cocktail program that uses organic ingredients as well as unexpected flavors like lychee and basil in a menu that's updated monthly.

Looking for something cool and refreshing this spring? Try the grapefruit basil martini, lychee martini or pomegranate margarita.

Info: 7575 E. Princess Drive, Scottsdale, 480-419-3190, fairmont.com/Scottsdale

### **33.** Spring Training, VIP Style

Spring training is a time-honored tradition in the Valley. This year, when you ditch the office for some sun and beer, help give back to the community at the same time. All revenues from the Charro Lodge VIP suite at Scottsdale Stadium during San Francisco spring training games go back to the community.

Hosted by the Scottsdale Charros, a nonprofit civic group, this open-air, patio-style suite can accommodate group rentals for five to 500 guests. Plus, this year, the cool factor goes up a notch with additional game amenities, such as on-site pedicures and massages. Spring training runs through April 2. For a complete schedule of games visit phoenixmag.com/extras.

Info: 480-990-2977, springtraining.com

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