

OC LIFESTYLE

An Advertising Supplement to the Orange County Business Journal • March 14, 2011





Soaring volumes and roll-up, garage-door style windows underscore the urban appeal of the live/work lofts to be auctioned at City Place.



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Close-Out Auction Lets Buyers Name Their Price at City Place

Starting bids from \$295,000 create an unprecedented opportunity for home shoppers to "name their price" during the close-out auction of 34 urban-styled townhomes and live/work lofts at City Place, located in the heart of Orange County, just west of the Westfield MainPlace Mall.

"City Place offers not only an award-winning, urban-life setting in one of the most central locations in all of Orange County, this close-out event represents the final opportunity to purchase one of these brand new homes at auction prices with no hidden minimums or reserves," explained Colleen Lakshin, auction manager for Intellimarket™, which will be conducting this one-day, live auction on Sunday, March 27, 2011.

A unique, simultaneous auction process, developed by Caltech professor Dr. Charles Plott, puts the bidders in control and eliminates concerns about missing out by not bidding on a certain property at a certain time. Creating an open and completely transparent marketplace, all 34 residences will be presented for bidding – all at the same time.

Large screen displays keep everyone fully informed and facilitate the viewing of the real-time, concurrent status of the bidding on all of the residences. With ample time to evaluate their own positions without the stressful prompting of a fast-talking auctioneer, participants are able to raise their bids or, if outbid on a residence, immediately bid on any other. With every new bid, the auction clock resets, and the auction ends only when there has not been a bid submitted on any of the properties for a pre-specified period.

Pre-qualifying with one of the builder's preferred lenders – either Bank of America or Wells Fargo is required of all auction participants. There are no costs or obligation. Both preferred lenders are offering \$1,500 in discounts on closing costs and there is an additional \$1,000 builder incentive for those who close prior to April 29.

Excellent financing at today's low rates underscores the timeliness of this close-out auction opportunity. Low homeowners association dues and no Mello Roos assessments make these residences even more affordable.

Broadening the reach of this one-day event, a 2.5% broker co-operation is being extended to qualified agents who accompany or pre-register their clients on their first visit.

During the "How to Buy at Auction" seminars that are being held every weekend at City Place, those interested in participating in the upcoming event are shown how to maximize their opportunities by considering and prioritizing all of their preferences. The selection of residences to be auctioned includes 23 brownstone-inspired townhomes and 11 urban-styled live/work lofts.

All of the City Place homes feature two-car or tandem garages with direct home access and automatic door openers. The chef-friendly kitchens are fully equipped with stainless steel KitchenAid® gas ranges and multi-cycle dishwashers, along with mountable GE Profile® microwave ovens. Nearly all of the residences also include upstairs laundry areas with ample space for full-sized washers and dryers.

Enabling homeowners to live where they work and work where they live, The Lofts designs are keynoted by first floor office or business space with street frontage in most locations and the added convenience of a full, first-floor bathroom. Second floor living and entertaining areas are augmented by third floor master suites. These Lofts homes measure from approximately 1,595 to 1,825 in total square feet.

Encompassing from approximately 1,819 to 2,494 square feet, The Parks townhomes are available in four distinctive arrangements that offer two or three bedrooms and, in most homes, extra loft areas. For those who prefer casual entertaining and dining, some plans incorporate great room configurations, while others separate the living rooms on a different level from the dining areas and kitchens. Gas fireplaces and upstairs tech centers further distinguish the pluses to be appreciated.

This urban-life community offers the added convenience of its own retail center complete with several restaurants and places for a quick snack, a market, bank and other services. Across the street, Westfield MainPlace Mall includes a Macy's, Nordstrom and a movie theater, in addition to food court and more than 180 stores.

Just few blocks north are St. Joseph's Hospital and CHOC, while to the south is the Civic Center in downtown Santa Ana. Easy access to Interstate 5, the Garden Grove (22) Freeway and the Newport/Mesa (55) Freeway as well as to the 57 and 91 Freeways makes travelling anywhere all that easier.

Those interested in participating in the Close-Out Auction at City Place must pre-register and pre-qualify with a preferred lender prior to Sunday, March 27, 2011. The simultaneous and continuous aspects of the Intellimarket™ system, along with the bidding procedures, are explained during "How to Buy at Auction" Seminars held several times every Saturday and Sunday up until auction day, on which there also will be a practice auction at 12:00 p.m., noon, for all registered bidders.

To learn more about how home shoppers will be able to "name their price" during this one-day, close-out event, the City Place Auction Office is located at 306 Jeanette Lane in Santa Ana and is now open weekdays from 11 a.m. until 7 p.m. and on weekends from 10 a.m. until 6 p.m.

City Place is situated just off of Main Street, midway between the Garden Grove (22) and the Santa Ana (I-5) Freeways. From Main Street, proceed east on Memory Lane, then turn left on Lawson Way and left again on Jeanette Lane. For further assistance, call (714) 953-1353 or visit the website at www.CityPlaceAuction.com.



Showcased by dramatic living level changes and fireplaces, 23 brownstone-inspired townhomes are included in the City Place close-out auction.

When it Comes to Spa Wellness and Luxury, Nobody Does it Better than Benessere Spa at Home!

With more than twenty years of combined Luxury Spa Experience, Benessere's Massage Therapists have more training and more techniques than some of the best resort spas in Orange County to take your wellness and relaxation to sublime levels!

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Imagine receiving **90 minutes of Chinese Acupressure (Tui Na)**. A treatment to suit your lifestyle and help you manage, stop or eliminate joint discomfort on a weekly basis, in the privacy and comfort of your own home, when it is convenient for you. As with other styles of Asian bodywork, Tui Na is designed to prevent problems, not just correct them. By keeping the body's energy in balance, health is maintained. This is true not just for physical health, but for mental and emotional well-being as well.

One of Tui Na's advantages over simple massage is its ability to focus on specific problems, especially chronic pain associated with the muscles, joints, and skeletal system. It's especially effective for joint pain (such as arthritis), sciatica, muscle spasms, and pain in the back, neck, and shoulders. It also helps chronic conditions such as insomnia, constipation, headaches (including migraines), and the tension associated with stress. Tui Na does not simply work on the muscles, bones, and joints. It works with the energy



of the body at a deeper level. As our therapists sense the client's body with their hands, he/she is able to assess the distribution of energy and affect its flow.

Not impressed? Try Thai Yogassage!

Follow your pain management Chinese Acupressure with a **3-hour Thai Yogassage**. Thai Yogassage is a massage technique that works on the body's energy lines with the practitioner using their hands, elbows, feet and knees and includes passive yoga poses and breathing. Thai massage practitioner Alfredo moves their client into various poses and massage specific points within the body (acupoints) to release blockages in the body's energy lines and stimulate the energy flow, increasing flexibility and releasing stress and tension.

Reface your space

See Office Interiors

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Have you tried WATSU massage?

Do you have a pool at home? Follow your Tui Na and Thai Yogassage session with a **90-minute WATSU massage** session, Combining water and Shiatsu, WATSU is a form of aquatic bodywork that focuses on stretching and massaging movements whilst your body is submerged in warm water. As the buoyancy of the water takes the weight off your feet (and your vertebrae), you'll be guided through a series of stretches to help promote flexibility and improve your spine's suppleness.

If all of the above offerings were not enough for you, try them ALL out while our therapists guide you through a Transformational Breath Session with each modality.

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*Offer restrictions apply. See website for details.

For more information, please visit www.BenessereSpaAtHome.com, call (949) 214-5526, or email info@BenessereSpaAtHome.com.

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A New Company is Born in Orange County

Who is House of Balsamic?

House of Balsamic (HOB) has established its headquarters in Irvine, California. HOB is a unique project that is all about enabling the development of personal passions. Passions catalyze our energies into actions and learning, which can fill our life with meaningful contents. The acquisition of these contents produces a Balsamic impact on our psychology, which makes us more energized, tonic, and fit to endure any challenge with a positive outlook.

The House of Balsamic is currently supporting the following three areas of meaningful development: Health-Indulge, Explore, and Perceive. Other new areas of content will be addressed in the near future.

◆ **Health-indulge** is about the passion for cooking simple meals and indulging tasty dishes made from healthy and rare ingredients. Hanging around a nice kitchen and cooking with friends is a great way to produce something with your hands, socialize, and experience new tastes. The House of Balsamic is suggesting recipes, ingredients and exclusive kitchen accessories enabling the development of a *Balsamic taste*.

◆ **Explore** is the search for self-enriching experiences exploring the



world. In partnership with ProTravel, the finest high-end travel agency in US, House of Balsamic is offering *Balsamic Explorations*. These trips can take place in beautiful resorts in remote areas of the world or visiting several exotic sites outside of the normal touristic routes. Balsamic Explorations enables you to take back the heart of your vacation and share the experience with people close to you.

◆ **Perceive** is about the involvement in the new art movement: *The Balsamic Age*. HOB collects and proposes artworks capable to transmit a sense of energy and scope, a willingness to engage in a life rich of experiences and learning. Balsamic Art stimulates a positive and enthusiastic sense for the future. Our Balsamic Artwork includes canvas, statues and ceramics. Initially developed with artists from California, the movement is rapidly growing – associating interesting talents from the rest of the United States and Europe.

All the products and services proposed by the House of Balsamic are qualified by three attributes: they inspire *self-engagement* to the related passion by stimulating action and use, they are quite *rare*, and they are of world-class intrinsic *quality and design*.

The Balsamic Concept

The word balsamic is derived via Latin from the Greek “balsamon,” which is an ancient adjective describing something capable of producing a tonic, healing, reconciling, harmonizing, warming feeling. The experience, derived through the development of a passion, produces a balsamic impact on our being, ultimately making us more fit for life.

What is the House of Balsamic Academy?

The House of Balsamic Academy is a store utilizing some of the finest ingredients to cook in a healthy-indulgent way, and is also becoming the largest art gallery in OC.



This one-of-a-kind Academy will frequently host a variety of special events: intimate members-only dinners and unique debates focusing on the changes and challenges we face in our contemporary life. It will host relevant intellectuals capable to spark discussions about science, economy, art, and why not, culinary topics.

Each event will be a rare experience and a chance to meet other members who share your passions and interests.

To celebrate the opening of the House of Balsamic Academy we invite you to join us for House of Balsamic’s “**Rossinian Night**” International Gala.

House of Balsamic’s first event: The Rossinian Night

Saturday, March 26, 2011 will mark a second Renaissance of sorts, this one starting at the House of Balsamic Academy in Irvine, Orange County. The exciting new establishment will host a variety of special events: intimate members-only dinners and unique discussions on postmodern books, art and travel.

continued on page B-37

CLOSE OUT

AUCTION

Sunday – March 27, 2011



NEW HOMES

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\$295,000

34 Townhomes and Live/Work Lofts

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Brokers Welcome

AUCTION EVENT BY
Intellimarket™

EVENT DETAILS:

House of Balsamic’s Rossinian Nights
Black Tie Gala

Saturday, March 26, 2011,
6:00pm to 10:00pm

Tickets are \$150 per person.
This includes performance, dinner
and entertainment.

For further information, visit
www.houseofbalsamic.com.

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The purchase of a Rolex timepiece is an important decision. Only an Official Rolex Jeweler can guarantee the authenticity of your Rolex watch so you can be confident in the full value of your investment. Come visit TRADITIONAL JEWELERS – your Official Rolex Jeweler at Fashion Island – to see a selection of extraordinary Rolex timepieces, including those shown here.



Oyster Perpetual Datejust, 31mm in stainless steel with 18 kt. Everose gold domed bezel set with 24 diamonds, white mother-of-pearl Roman dial with diamond-set IV and Oyster bracelet.



Oyster Perpetual GMT-Master II in 18kt. white gold, bezel set with 36 diamonds and 12 black sapphires, case set with 76 diamonds, special 24-hour bezel and hand, independently adjustable 12-hour hand with special Oysterlock bracelet.

A NEW COMPANY IS BORN IN ORANGE COUNTY

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all of which will focus on sharing unique and stimulating life experiences.

Plácido Domingo, one of the Three Tenors, general director of the L.A. Opera, and a man who not only has one of the world's finest voices but also epitomizes class, sophistication and a bountiful life, is the perfect celebrity to honor for this first House of Balsamic Academy event. The evening will begin with a private performance of Rossini's Eighteenth Century Arias by the L.A. Opera Domingo-Thornton Young Artist Program. Guests will then enjoy a four-course meal prepared by one of the world's finest and highly acclaimed chefs, Maurice Brazier of White House Catering. A former chef for the King of Morocco and the Shah, Brazier is also the West Coast's only Three Star Michelin Chef, and the recipient of France's top honor, the Chevalier du Merit National.



Exemplifying the House of Balsamic Academy Renaissance philosophy, this is only one piece in an unforgettable evening that will engage all the senses. As guests enjoy their gourmet dishes, opera singers will move about the room serenading them while leading local Tastemakers who have influenced Orange County style and sophistication will be at each table to provide stimulating conversation and insight into the well-lived life. Since part of that philosophy is to help others, the evening will benefit the Orange County Affiliate of Susan G. Komen for the Cure®.

Also expect a prominent showing of balsamic vinegar, the product that has made House of Balsamic synonymous with taste, luxury and the meaningful life. Originating in Modena, Italy, in a region renowned for its place in Renaissance history, the House of Balsamic's Malpighi family has passed down the methods and secrets of their recipes for the finest balsamic solutions for five generations and is considered the makers of the finest balsamic vinegar in the world.

Their House of Balsamic brand is known for its 12- to 100-year aging process that includes storage in casks of seven different wood types so that each balsamic solution has tones of woods such as chestnut, mulberry or oak. The products are not only rich, complex and sublime in taste, but are also a source of wellness since the natural ingredients include high levels of antioxidants and essential vitamins and minerals.

This and other House of Balsamic solutions will provide a centerpiece for discerning individuals who appreciate the luxury of quality moments and enlivening experiences. Experiences start March 26 with Rossinian Night, a celebratory night of fine opera and fine dining not to be missed.

For more information, call House of Balsamic at 949.455.0006.



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The four-door, four-passenger Karma combines world-class style with better efficiency and lower emissions than today's best hybrids

Fisker of Orange County to Celebrate its Grand Opening in April

Spectacular event scheduled to debut the new Fisker Karma

Fisker of Orange County is excited to announce its grand opening in April, with a celebratory debut of the all-new Fisker Karma.

The Fisker Karma sedan is acclaimed as the world's first true electric vehicle with extended range and the embodiment of the design-driven company's firm belief that environmentally conscious cars do not need to sacrifice passion, style or performance.

The four-door, four-passenger Karma combines world-class style with better efficiency and lower emissions than today's best hybrids to deliver an uncompromised, premium vehicle that sets the tone for the future of driving.

One of Karma's unique qualities is its car roof, which is the world's largest continuous solar panel roof for an automobile that uses the sun to help power the vehicle.

"The Fisker Karma will reflect Fisker's dedication to sustainability and accountability in luxury automotive design," said Steve Rudkin, general manager of Fisker of Orange County. "We are very excited to introduce the Karma luxury plug-in hybrid to Orange County, an area known for inspiring its own passions."

The Fisker of Orange County dealership will be located in a prime location for Orange County residents; with a state-of-the-art dealership facility equipped with the latest technology features to provide fast and reliable service.

Fisker of Orange County's grand opening will take place in April with a spectacular event scheduled to unveil the dealership and celebrate the debut of the Fisker Karma.

The Fisker dealership is the latest dealership to open under the Shelly Automotive Group, which represents Shelly BMW, Irvine BMW, Irvine MINI, and Mercedes-Benz of Long Beach.

Shelly Automotive Group has built a reputation on providing courteous and honest service, which has allowed its dealerships to prosper. Fisker of Orange County is set to model the same mission in providing customers with world-class products and premiere service from highly skilled professionals.

For more information about Fisker of Orange County, call 800-906-5763 or visit online at www.fiskeroforangecounty.com. Fisker of Orange County also proudly serves Riverside, San Bernardino and San Diego County, Long Beach, Los Angeles and San Gabriel Valley.



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Work, Live and Play in South Coast Metro:

Where location meets style

When it comes to describing South Coast Metro, the familiar real estate professional's mantra – location, location, location – needs to be followed by another word that is also worthy of a three-time emphasis – style, style, style.

That's because South Coast Metro, located in the heart of the OC, is one of Southern California's most preferred corporate and cultural centers, as well as a shopping and dining destination that has few rivals.

Nowhere else in Orange County can you find the sterling combination of Class A office space, superior business services, distinctive living opportunities, fashion, dining and a treasure trove of other amenities offered in South Coast Metro.

To begin with, South Coast Metro is home to internationally renowned South Coast Plaza, known for its unparalleled collection of over 280 boutiques, award-winning restaurants and spas. Nearby are Metro Pointe at South Coast, Metro Town Square and alternative shopping centers The LAB and The CAMP.

South Coast Metro is home to the Segerstrom Center for the Arts, a world-class 14-acre, multidisciplinary campus that features the 3,000-seat Segerstrom Hall and intimate 250-seat Founders Hall, plus the 2,000-seat Renée and Henry Segerstrom Concert Hall that houses the 500-seat Samueli Theater, the Lawrence and Kristina Dodge Education Center's studio performance space, and Boeing Education Lab.



Essex Skyline at MacArthur Place

The campus also features the Tony® Award-winning South Coast Repertory, encompassing the 507-seat Segerstrom Stage, the 336-seat Julianne Argyros Stage and the Nicholas Studio. A spacious arts plaza anchors Segerstrom Center for Arts and striking sculptures are prominently displayed for everyone to enjoy.

The art of dining is also practiced in South Coast Metro, where a rich selection of casual and reservations-only dining establishments offer appetizing entrees to please every palate and pocketbook.

Without having to cross any borders, diners can experience cuisine from around the globe, with China, Cuba, Greece, France, India, Italy, Japan, Mexico and the United States all represented here.

Some of the world's leading restaurant groups have flagship restaurants in South Coast Metro, such as The Patina Group's Pinot Provence in The Westin and Leatherby's Café Rouge in the Renée and Henry Segerstrom Concert Hall.

If exceptional steak and seafood served up amid warm and lively surroundings is what you crave, look to Mastro's, Morton's, and The Capital Grille to fill the bill.

There are also many one-of-a-kind establishments in South Coast Metro, including Marché Moderne, which is regarded by many as the finest French bistro in Orange County, along with the award-winning Old Vine Café, and the famed Golden Truffle Restaurant, ready to take diners on a culinary adventure.

South Coast Metro is also a financial hub where leading banks and other financial organizations oversee billions of dollars in assets and transactions for thousands of customers.

For example, here you'll find powerful regional branches of Comerica Bank, National Bank of California and Beach Business Bank,

and those of financial advisors Waddell & Reed, Inc. and Wealth Strategies Group, among many others that have realized the many business advantages of having a presence in South Coast Metro.

South Coast Metro has a rich selection of apartment home communities that are packed with amenities, including Essex Skyline at MacArthur Place, The Pinnacle at MacArthur Place, 3400 Avenue of the Arts, The Enclave at South Coast, South Pointe, Aspens and many others.

A key driver in the promotion of the area is the South Coast Metro Alliance, a business organization that unites developers, property owners and key corporate leaders who are focused on nurturing relationships while responding to issues that impact economic vitality and growth. The Alliance implements and coordinates programs that focus on regional marketing, infrastructure development, business attraction, expansion, and retention.

South Coast Metro is located conveniently near John Wayne Airport and is accessible via the San Diego Freeway (405), Costa Mesa Freeway (55) and Santa Ana Freeway (5), as well as the San Joaquin Hills (73) and Foothill/Eastern (241/261/133) toll roads. To learn more about this fashionable arts, shopping, commercial and residential district that exudes style, visit www.southcoastmetro.com.



HOUSE OF BALSAMIC



House of Balsamic is a unique lifestyle company specializing in what we like to call "balsamic" products and experiences. Our line ranges from rare traditional balsamic vinegars, dressings and kitchen accessories to extraordinary "balsamic" travel packages.

EVENT INFO

Join us at the Academy on March 26th for Rossinian night as we celebrate Italy's finest in opera, food and fine arts with an unforgettable Gala Dinner!

The night will feature music inspired by Placido Domingo and food by 3-star Michelin rated chef Maurice Brazier, the evening will benefit the Orange County Affiliate of Susan G. Komen for the Cure®.

Visit www.houseofbalsamic.com/rossinian-night today for more details.



Maserati of Orange County and Newport Beach invite you to experience the passion, history and prestige of the finest Italian cars in the world

Maserati of Orange County and Newport Beach *Presenting the finest Italian cars in the world*

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The Maserati GranTurismo is the first modern, two-door, four-seater coupé. The muscular and aerodynamic shape has been carefully studied down to the smallest details and is the fruit of extensive wind tunnel testing. The V8 engine has all the characteristics of a competition-level power unit developed to respond instantly to the accelerator and reward with previously unheard of driving pleasure.

The Maserati Quattroporte is the only large luxury saloon that guarantees both elevated on-board comfort levels and thrills with its authentic Gran Turismo performance. The Poltrona Frau® leather upholstery, prestigious woods and an interior finished to the very highest standards will satisfy any driver. The 4.2 litre V8 engine delivers startling handling and seamless gear changes.

The Maserati GranTurismo Convertible is the only drop-top in its class to seat four adults in



full comfort in a uniquely designed cabin that delivers leading style and luxury, transforming easily from a high-performance coupé into a breathtaking cabriolet. When traveling up to 20 mph the fully-insulated soft-top tucks away at the touch of a button in just 24 seconds. The V-8 engine is capable of 433 HP and is combined with a six-speed ZF automatic transmission that ensures smooth and precise gear shifts without limiting shifting performance.



As a factory-authorized Maserati dealership and service center, Maserati of Orange County and Newport Beach provides new and pre-owned Maseratis to a vast area of Southern California

Visit one of our showrooms or our online inventory to take a look at the latest Italian automotive designs from Maserati: the GranTurismo, Quattroporte and GranTurismo Convertible.

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Uncompromising Style. Limitless Possibilities. **Rediscover South Coast Metro** Where Location meets *Style*

Meet the experts. South Coast Metro is fortunate to have these outstanding real estate professionals who are known for their superior market knowledge and commitment to quality service.



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Jeff Morgan
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3 Hutton Centre



Oliver Fleener
Grubb & Ellis Company
Lakeside Tower



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Carol Trapani
CBRE
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Jake Stickel
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