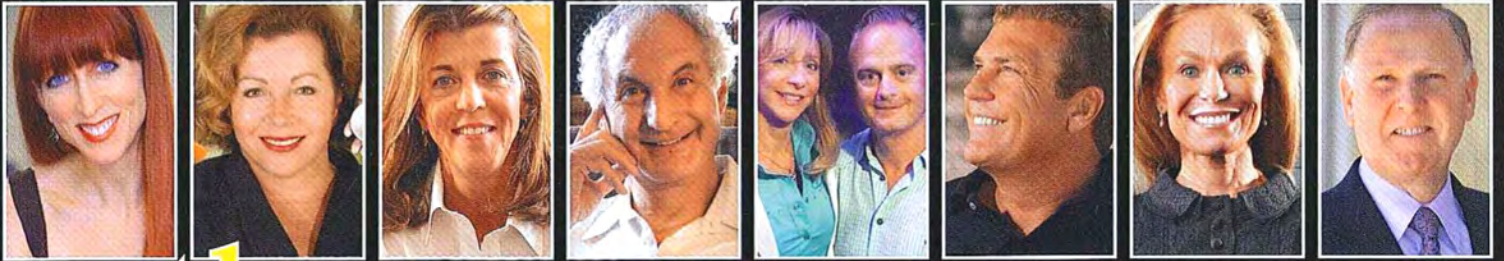


PARADISE VALLEY • ARCADIA • BILTMORE

Camelback

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the

POWER

issue

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"If I didn't feel I was making even a subliminal contribution in a more socially conscious way, I wouldn't be doing architecture."

—Catherine Hayes

THE VISIONARY

Catherine M. Hayes, AIA, Arcadia
Principal, Hayes Architecture/Interiors Inc.

Catherine Hayes dreams big. The Arcadia architect and resident has long had a vision for the Valley—a vision of community and culture and of an urban-ness that's been hard to find in the sea of suburbs—and she's seeing her vision take shape.

"I've always really liked this little community and, oddly enough, thought there was a way to re-imagine it," says Hayes, a 48-year-old, no-nonsense architect who moved from her native Chicago to Phoenix in 1984.

Today, Hayes is one of the visionaries behind the oh-so-urban La Grande Orange, a trendy grocery/deli of which she owns a small piece. She also is responsible for the homespun but high-end feel of Chelsea's Kitchen, and her designs can be seen in the décor at Delux, the artsy eatery on 32nd Street and Camelback Road, and in the retro-hip condo tower at Scottsdale's remodeled Hotel Valley Ho.

Her vision doesn't end there. Hayes also is working on a renovation of PV's Sanctuary Camelback Mountain resort, on her own luxury townhouse development in Camelback, and on Southbridge, a massive retail and restaurant development that soon will take shape on the south side of the Scottsdale Waterfront.

Hayes remembers the days before Postino and La Grande Orange, when the corner of 40th Street and Campbell Avenue was little more than a collection of empty storefronts. Today, the shops, restaurants, bakery and office (Hayes' studio is located in the old post office building) have reshaped the neighborhood.

"It completely revitalized the whole area," Hayes says. "And it's ignited a fire on a lot of corners of the Valley."

Craig DeMarco, owner of Postino Wine Café and a partner in LGO Hospitality, the parent company of La Grande Orange and Chelsea's Kitchen, has worked with and lived near Hayes for several years. "She's absolutely the best architect in Arizona and one of the best female architects in America," says DeMarco. "The reason we hired her to do Chelsea's is we wanted it to feel like an old adobe roadhouse that's been there forever. She just shot it out of the park. It's functional and fashionable, it's so balanced in there."

For Hayes, watching her dreams, and the dreams of others who shared her vision, come true is nothing short of thrilling.

"It's the only reason I'm here," she says. "If I didn't feel I was making even a subliminal contribution in a more socially conscious way, I wouldn't be doing architecture." ❁

—Kara Anderson

