



## Optima, Inc. celebrates the grand opening of Elm Tower at Optima Old Orchard Woods

With the rapidly approaching sellout of Oak Tower – the first phase of sales at Optima Old Orchard Woods – Optima, Inc. is now celebrating the grand opening of Elm Tower, the second phase of sales in the exciting new condominium community in a uniquely desirable location.

Overlooking Harms Woods, a Cook County Forest Preserve of great natural beauty with facilities for outdoor recreation, Optima Old Orchard Woods is the largest new residential construction in Skokie. It includes three 20-story towers, and each tower features an elegant two-story glass-enclosed lobby.

“Optima Old Orchard Woods has been so popular with buyers that the first phase, Oak Tower, is selling out months ahead of projections and we have decided to begin sales at Elm Tower, the second phase,” said David Hovey, FAIA, nationally known architect and president of Optima, Inc. “The vibrant Skokie, Glenview and Wilmette area is becoming highly desirable for professionals who desire urban convenience as well as area empty-nesters looking for carefree condominium living. In addition, the proximity to Harms Woods and nature’s beauty is an advantage unparalleled in other condominium communities in the area.”

Located two blocks south of Old Orchard Road, a block north of Golf Road (Ill. Hwy. 58), Optima Old Orchard Woods is bordered by the surrounding North Shore suburbs forest preserve. It is four blocks west of Old Orchard Shopping Center, two blocks from the four-way interchange onto the Edens Expressway and about a mile from the Skokie Swift Station.

continued on page three

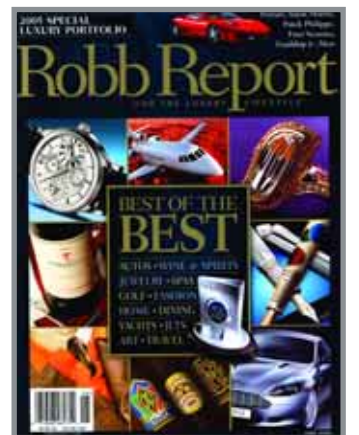
## David Hovey, FAIA, named “Best of the Best” for Architecture by *Robb Report*

Yearlong Search Honors Optima President as One of The World’s Foremost Architects

“Best of the Best” is a title everyone desires. And Optima, Inc.’s own David Hovey has been bestowed that honor.

The June 2005 issue of *Robb Report* names David Hovey, award-winning architect and president of Optima, Inc., as one of the world’s foremost architects.

The 17th Annual “Best of the Best” issue of *Robb Report* is dedicated to revealing the world’s most exceptional products and services. Hovey is the only home architect featured in the magazine, which hit newsstands May 24.



Hovey founded Optima, Inc. 25 years ago in Chicago and has 30 developments and 25 design awards to his credit. In 2000, Optima expanded to Arizona where Hovey built four luxury homes in Desert Mountain and currently has more than 1,000 luxury condominiums under construction in Phoenix and Scottsdale. One of his Sonoran Desert single-family homes is featured in the magazine along with an article about Hovey’s successes.

“(Hovey is) a modernist whose work depicts his ties to the past and vision for the future,” writes Elizabeth Exline, author of the *Robb Report* feature on Hovey. “Grounded in an appreciation for his architectural forebears but detached from any obligation to mimic them, Hovey...possesses a confidence that allows him to act on his progressive vision.”

Hovey has accomplished his vision for Optima, a company that purchases the land, designs the building or home for the real estate, acts as the general contractor of the development and sells each of the homes. The main focus is, and has always been, architecture.

“Architecture, to me, is life and death,” said Hovey. “I take each building as a once-in-a-lifetime opportunity to do something really great, and hopefully each building

continued on page two



Optima Old Orchard Woods Condominiums

## Newsletter Content

Camelview Village: A Breath of Fresh Air two

David Hovey – *The Nature of Dwellings* two

Cloud Chaser in Scottsdale three

Enthusiastic Buyers in Chicago three

Fitness Facilities at Old Orchard Woods four

ULI Arizona Meets Optima, Inc. four

## Robb Report: "Best of the Best"

continued from page one

presents a new set of circumstances and issues. It's a passionate, lifelong search to create wonderful buildings that people can enjoy."

Hovey added, "A building should be an expression of the age that we live in. So the search is to find the best house for a particular environment and the best solution using everything that's available today."

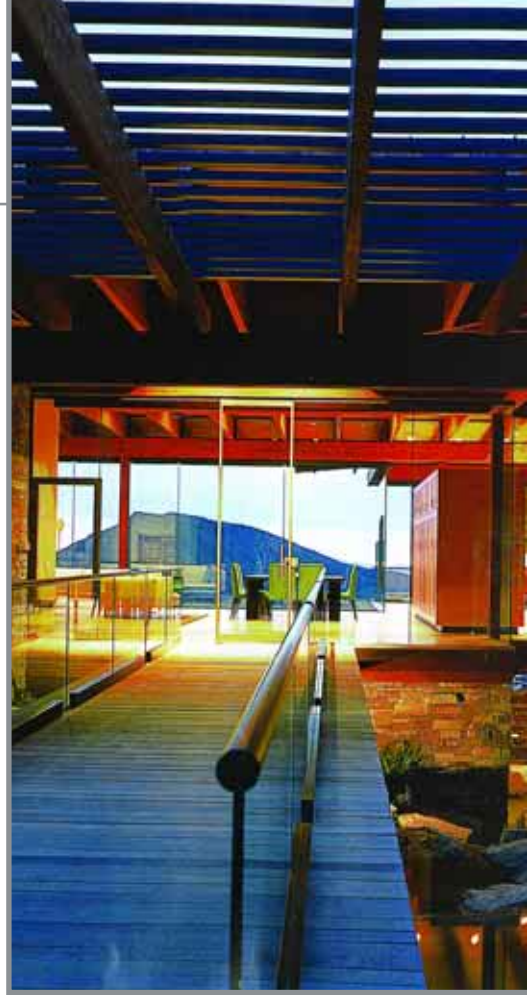
After building in the Chicago area for most of his career, Hovey used his Desert Mountain homes as "experimental labs" to understand the vast difference of architecture in a desert environment. This newfound knowledge has gone into creating Optima Biltmore Towers and Optima Camelview Village, multi-family developments that employ "green roof" techniques.

An emerging trend in architecture today, "green building" is something Optima has been doing for nearly two decades. Exline addresses Hovey's passion for quality design coupled

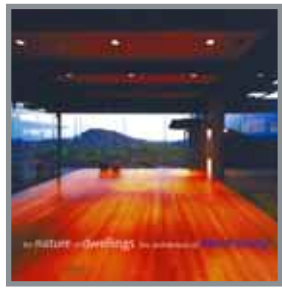
with responsible development by adding, "As a true modernist, Hovey is as preoccupied with notions of structured space as he is with environmental sensitivity."

Exline also references the 200-page book featuring the four custom homes built in Arizona along with other modern homes built by Hovey that was released earlier this year, titled *The Nature of Dwellings: The Architecture of David Hovey* (Rizzoli, 2004). The book features more than 250 photos showcasing Hovey's designs as works of art which serve a vital structural purpose.

Riding a high standard for architecture, Optima has been awarded 18 design awards by the American Institute of Architects (AIA) for design excellence. Additionally, the Arizona Chapter of the AIA and world-renowned architect Will Bruder have publicly endorsed Optima Camelview Village as an excellent example of desert-urban residential living.



## The Nature of Dwellings gaining rave reviews



Award-winning architect David Hovey, FAIA, has been praised for his dramatic and insightful designs that have shaped the Chicago area and are now transforming the landscape of the Phoenix area. In 2004, Rizzoli International Publications released *The Nature of Dwellings: The Architecture of David Hovey*, a 200-page book featuring the four custom homes built in Arizona along with other modern homes built by Hovey. More than 250 photos throughout the book showcase Hovey's designs as works of art which serve a vital structural purpose.

Not unlike Hovey's homes, the cover of the book compels the reader immediately and draws them inside - and the interior does not disappoint. Elegant use of space and design are a few of Hovey's fundamental practices while always carefully balancing nature and architecture.

Here is an example of what others are saying about the book:

"Studded with desert sage, impressive cacti, and reach-for-the-sky saguaros, the Sonoran Desert has exerted a magnetic pull on many architects...the desert captivated David Hovey, who sought and found there a landscape as different as the moon from his native Illinois. He settled in Desert Mountain, a planned community in North Scottsdale, and acting as client, contractor and architect,



David Hovey, FAIA, president of Optima, Inc.

began creating a series of stunning houses that enrich the desert's design vocabularies."

-- *Architectural Record*

"With names like Cloud Chaser, Shadow Caster, and Ravine Bluff...Hovey's most recent houses, dramatically sited in the rugged terrain of the Sonoran Desert, explore the fundamental dichotomies in architecture: natural and built, machines and craft, shelter and exposure."

-- *Illinois Institute of Technology Magazine*

"It has been said that architect David Hovey picks up where Frank Lloyd Wright left off, returning to classic modernism but infusing an optimistic sense of tomorrow and industrial futurism in his projects."

-- *Desert Living*

The book is available at Amazon.com and Borders bookstores.

## Optima Outlook for the Phoenix area

With Optima developments taking shape in both Illinois and Arizona, we would like to keep you informed of what we're doing in Phoenix and Scottsdale.

## Camelview Village: A breath of fresh air in Scottsdale



A stunning new design in "green roof" multi-level luxury condominium living and resort-style amenities is coming to the gateway of north Scottsdale in Arizona. It's Optima Camelview Village.

Designed to be a living work of art by the president of Optima, David Hovey, FAIA, this resort-style community will fill many

of its floor-to-ceiling glass-walled homes with stunning panoramic views of serene desert and the area's majestic peaks, including Camelback, Mummy, and the McDowell Mountains.

Located in the heart of one of the nation's top tourism destinations for golf, shopping and luxurious spas, Optima Camelview Village residents will be within walking distance of a myriad of restaurants, cultural venues and the vibrant nightlife of Old Town Scottsdale.

Optima Camelview Village's distinctive architecture will gently blend the 11 pyramidal residential buildings, ranging up to seven stories in height, into the surrounding landscape. To maximize the natural beauty of the community, each layer will be landscaped according to a "green roof" system, creating a luxurious park-like setting.

### Optima Biltmore Towers set for Fall 2005 grand opening in Arizona

For Optima, this is one of two multi-family developments in Arizona. Set to open later this year, Optima Biltmore Towers is certain to revise the idea of urbanity in the Southwest as it transforms the Phoenix skyline. These two towers will ascend 15 stories above an oasis courtyard and gracious lobby, spa and party facility. Joined by a sky bridge, one aerial garden will feature a swimming pool, the other a landscaped haven.

Look for more information about these Arizona developments at [www.optimaweb.com](http://www.optimaweb.com) and or call 602.840.2500.

## Enthusiastic buyer purchases condominiums in fast-selling Optima Old Orchard Woods

Cheri and Bob Mena are making a major contribution to the record-breaking sales at Optima Old Orchard Woods, the Optima, Inc. condominium community. The couple has already purchased a combination residence consisting of two units as well as another condominium for their daughter. Bob, Cheri and daughter Suzanne have resided for 18 years in a single-family home in Skokie.

"We weren't actively looking for a new place but Cheri saw an article in the local paper while Optima Old Orchard Woods was going through the municipal approval process," Bob said. "The article stirred our interest, and as we learned more we realized that Optima Old Orchard Woods has three advantages that impressed us: a great location, the curb appeal of an architecturally unique building and wonderful views, either of the forest preserve or the downtown Chicago skyline. The location offers an entirely different atmosphere from many condominium buildings that are 20 feet away from the next building and have no views at all. In addition, all of the land around Optima Old Orchard Woods is developed and preserved. We know nothing will change," he added.

Bob and Cheri put their name on the interest list, and got acquainted with the Optima sales staff. They were invited to the office on the first day of preview sales.

"It was like being at the Jewel food store the day before a holiday," Bob said. "The condominiums were selling so fast that we hurried to choose the particular condo we wanted on the eighth floor, facing south and offering views of downtown Chicago."

The Menas purchased a combination residence with two bedrooms, two-and-one-half baths, an expansive great room and dining room, and two terraces.

"Because our home is a combination of two plans, we also have two parking spaces in the heated garage," Bob said. "In addition, we are adding hardwood floors, stainless-steel appliances and other special features."

Bob and Cheri are so enthusiastic about Optima Old Orchard Woods that they purchased a condominium with panoramic views on three sides in Oak Tower for their daughter Suzanne to live in after she graduates from college. The Menas agree: "We think Optima Old Orchard Woods is absolutely fabulous."



*Cheri and Bob Mena with daughter Suzanne at the sales office for Optima Old Orchard Woods.*

## Grand opening of Elm Tower

continued from page one

Elm Tower will include 200 condominiums, with one, two, three and four-bedroom penthouse floorplans available. Condominiums can be combined for ultra-spacious residences. Buyers can choose views of the forest preserve or exposures that face the Chicago skyline.

One heated garage space is included with each condominium, and additional spaces are available for purchase.

Optima Old Orchard Woods features the visionary contemporary architecture that makes Optima, Inc. condominium buildings award-winning landmarks in many of the communities in which they're located. Like all Optima, Inc. communities, the buildings include "green roof" sky gardens and recreational facilities to give residents a true community atmosphere.

Optima Old Orchard Woods is grand in scope yet an inviting human scale is created by the sky gardens and the unique play of light, shade and texture produced by interesting ledges or voids, one of which is 12-stories high. The community's entry

faces Harms Woods. An impressive sense of arrival derives from the 500-foot-long portico, brick paver circle driveway and quadrangle graced by a formal garden and a 90-by-120-foot reflecting pond with dramatic fountains.

Recreation and socializing can be an important part of the Optima Old Orchard Woods way of life, with a grand two-story party room, swimming pool and large spa, sun deck and three fitness centers - one on the penthouse floor of each tower featuring views of the Chicago skyline and forest.

Pre-construction sales are taking place at the Optima, Inc. Evanston sales office at 1741 Maple Street. To visit, take the Edens Expressway north to Dempster East, east on Dempster to Oak, north on Oak to Church, east on Church to Maple, north on Maple to the office.

Hours are seven days a week from 10 a.m. to 5 p.m.

## Get acquainted with Cloud Chaser

Having traveled from coast to coast searching for the ideal location for his newest project, David Hovey, FAIA, found spectacular natural scenery at the Desert Mountain golf community where Optima Development AZ, Hovey's development company, built four spectacular homes.

Each home has been conceived to be architecturally significant - beautiful but rational. Every design detail has been considered to enhance the distinctive topography and magnificent views afforded by each site. These homes are not historical allusions to the past, but take full advantage of today's technology to create open spaces and usher the beauty of the desert into each residence.

Located next to the Chiricahua course's ninth-hole green, this gracious home has an elongated design that mirrors the shape of the bordering ravine. The house contains upper and lower-level living space with floor-to-ceiling glass, affording marvelous views of golf courses, desert mountains, city lights and sunsets.

The principal residence's "spatial luxury" is reminiscent of the emperor Hadrian's Villa near Rome. Among its most exciting features is a bi-level courtyard and sun

deck that is larger than many private residences. Inside, an expansive master bedroom suite with sitting room and 63-foot-long main living space create an open, spacious living environment. Hardwood floors and Douglas Fir ceilings, in combination with quality finishes, extend warmth and natural beauty throughout the house.

Cloud Chaser has been featured in numerous publications including *The Nature of Dwellings: The Architecture of David Hovey*, *Arizona Foothills Magazine*, *Desert Real Estate* and *Robb Report*.

For more information about this home, call Baxter Baldwin with Sonoran Golf Properties at 480.563.0543 (office) or 602.312.4647 (cell).



## Fabulous penthouse fitness facilities



Need a new perspective on working out? Move to Optima Old Orchard Woods and view some of Chicagoland's most beautiful sights from the 19th-floor penthouse fitness facilities that will be included in each of the three residential towers at the innovative condominium building.

"Given the extraordinary location of the building and the panoramic views of the Chicago skyline and North Shore landmarks with Lake Michigan in the distance, we decided to move the fitness facilities to the 19th floor to take advantage of these sights," said David Hovey, president of Optima, Inc. "In addition, the east-facing windows of the fitness centers will overlook landscaped sky gardens, further enhancing the beauty of the views."

Each fitness center will include a full complement of equipment, including cardio and weight training machines as well as exercise bicycles and treadmills.

Fitness facilities are just a sampling of the amenities that cannot only improve physical fitness but foster an outstanding quality of life.

Residents who enjoy outdoor exercise can walk over to the Harms Woods Forest Preserve across the street from Optima Old Orchard Woods. Walking trails, riding stables and the Chick Evans 18-hole public golf course provide other outlets for fitness enthusiasts and nature lovers. Another landscaped park area is situated on the east side of the building and will feature a pond with fountains, seating areas and a tennis court. A bridge over the pond links with a bicycle path that accesses the Chicago Botanical Gardens.

Those who prefer their exercise at the shopping mall will be pleased to know that Old Orchard Shopping Center is just three blocks to the east, so workouts in any form are easy at Optima Old Orchard Woods.

The three towers are linked by a series of cantilevered ledges and voids to showcase magnificent views. Recreational attractions include a two-story party room, swimming pool, large spa and sun deck.



## Optima, Inc. addresses the ULI Arizona Young Leaders event

On May 11, Optima, Inc. partnered with the Urban Land Institute (ULI) of Arizona to host an evening for young leaders at Downside Grille in Phoenix. The event is an annual networking and educational opportunity for Arizona's youngest leaders who work in the field of development, real estate and finance. Optima's own Eileen Hovey, designated broker of Optima Realty, Inc. and co-founder of Optima, Inc., addressed a crowd of more than 40 young leaders who were captivated by the history of Optima, the accomplishments of the company and its ease of transition to developing the deserts of Arizona.

Eileen addressed the "Optima Way" of business, which includes total customer satisfaction, top-quality construction and expressing nature through architecture. She

touched on the homes built in Desert Mountain as a way for David Hovey and his team to understand the environmental differences of building in Arizona and how that influenced the creation of Optima Biltmore Towers and Optima Camelview Village.

After answering a handful of questions, Eileen invited the group back to the Optima offices located at 24th Street and Camelback for trendy mojito drinks and tropical desserts. The overwhelming success of the event was felt by Eileen and her staff as dozens of interested young leaders were captivated by Optima's commitment to quality and success in the Valley of the Sun.

**For more information, visit the Old Orchard Woods Sales Center. Open daily from 10am - 5pm.  
1741 Maple Street, Evanston, Illinois 60201  
847.570.9500 - [www.optimaweb.com](http://www.optimaweb.com)**

four

Old Orchard Woods Sales Center  
1741 Maple Street  
Evanston, IL 60201

