

Launching ICONIC HAUS blends style and charity



Your Turn

Renee Dee

Guest columnist

What a difference 15 years and exponential growth in technology can make. This month, **ICONIC LIFE** digital luxury lifestyle magazine launched **ICONIC HAUS 2020** to benefit Phoenix Children's Hospital. It's a luxury designer showhouse that will take a concept that was a super exciting 14 years ago to the next level when it debuts in March 2020. We are launching an insta-storm and massive social outreach to share our journey.

ICONIC HAUS, presented in partnership with my digital magazine and the iconic outdoor furnishings brand **Brown Jordan**, brings together 19 marquis and award-winning design talents and influencers under one roof for an 18-day show that is open to the public by paid admission and the site of many, many private events. I'm over the moon about this project, as it will be my seventh designer showhouse, the first one I've done since 2005. And the energy of **ICONIC HAUS** is amazing, as I curated an incredible list of designers who are super collaborative and fired up to make this home amazing.

One of the inspirations for everyone's passion started at the kickoff event, where award-winning architect **CP Drewett** of **Drewett Works** shared with the group of designers and influencers that "this home may be one of the most important homes of my career." You could almost feel the air drawn out of the room as the proverbial bar was raised.

The stunning Mid-Century Modern home, inspired by famed Mexican architect **Luis Barragan**, is located in **Cameldale Estates**, a private enclave of 11 homes under development by **Bedbrock Development**, which partnered with **Ownby Design** in the early design stages. **Drewett** designed all 11 homes and development is well under way. When you think of the work of **Barragan**, you think of bright-hued painted walls and plenty of austere, vertical massess. **ICONIC HAUS**, while inspired by **Barragan**, is a study of white accent-



ICONIC HAUS, a stunning Mid-Century Modern home inspired by famed Mexican architect **Luis Barragan**, is located in **Cameldale Estates**, a private enclave of 11 homes.

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ed by organic and natural materials also signature to **Barragan's** work.

We are grateful for the opportunity to work with such talented teams to create a mind-blowing, never-before-seen, spectacular home for guests to experience! It's a feat deftly handled by our design manager, **Lucta Burns**, who has led this kind of project multiple times.

The biggest thank you goes to **Rich Brock**, who turned over his home to us, and that takes a world of patience and generosity. Next, I'm so grateful to the amazing designers who are attacking this project with massive creativity and passion to share their signature work. I'm so grateful to our sponsors who make this all possible, like **Sub-Zero/Wolf/Cove** and **Circa Lighting**, it takes an amazing team to pull this off with elegance and grace, and I'm blessed to work with incredible talent on **ICONIC LIFE**.

ICONIC HAUS is not only destined to be the hottest design event in the Valley but with our calendar of events, it will be the "it place" to be this spring! From the invitation-only opening night event to Sunday brunch to luxury lifestyle classes to yoga on the lawn, all benefit the **Heart Center at Phoenix Children's Hospital**.

So the first and last thank-you goes to all of you who visit **ICONIC HAUS 2020**, where 100 percent of all ticket and event revenues benefit **PCH**, one of the finest children's hospitals in the world.

We are excited to share this journey

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