Casa California
The Golden Age of California
A Showcase House of Distinction

Shady Canyon
Irvine
October 2009

Benefiting the Philharmonic Society of Orange County Youth Music Programs
Casa California
Reflecting The Golden State’s Golden Age

This classic design of Casa California is deeply influenced by the unique and eclectic architecture developed in the early years of the 20th century by such masters as Wallace Neff and George Washington Smith. They established a blend of Spanish Colonial, Mediterranean and Mission styles as the trademark of Southern California which was developing as the world’s new capital of glamour and sophistication. Casa California is representative of that expression combined with an emphasis on timelessness and contemporary sensibility.

Finton Construction, a leading builder of luxury homes, broke ground in May 2008 for this elegant residence. Design director James Magni will complement the classic California exterior with contemporary interiors reflecting a perspective that is internationally understood.

With more than 10,400 square feet of livable area, the structure’s axial plan is the undertaking of John Henderson and his firm Spectrum Architecture. The estate stretches across the substantial width of the site presenting a strong appearance from the street framed by the rolling hills of Shady Canyon.
Every year for the past five decades, the nationally acclaimed Youth Music Programs of the Philharmonic Society of Orange County have brought the gift of music to Orange County students. The Youth Programs offer over 1,500 presentations by professional musicians and trained docents, at no charge, to all public and private schools in the county. More than 200,000 Orange County students, from kindergarten through high school, participate yearly in these programs that range from musicians visiting the schoolroom to concerts in the Orange County Performing Arts Center. The programs are carefully designed for each grade and to build on each other for maximum effectiveness.

For sixteen years, The Philharmonic House of Design has been the largest single fundraiser for the Youth Music Programs and is essential to the continuation of the acclaimed education programs. This year, another exciting dimension has been added to the project through the association with CALIFORNIA HOMES and Casa California.

The Philharmonic Society is Orange County’s longest established and most prestigious music organization. The Society presents the world’s most acclaimed symphony orchestras, chamber ensembles, soloists and world music ensembles.
CALIFORNIA HOMES was founded in 1997 with the goal to present the Golden State at its best to the residents of California and to the rest of the world.

The original prospectus reads that the magazine is “A statement about the true worth of who we are and about where and how we live. It reflects California through its people, their homes and their lifestyles. It is not filled with showiness, nor is it dedicated to the rich and famous. It is about the values that bind us together.”

Editor-in-chief Susan McFadden says, “As we began, we soon realized just how many aspects there are to this land we call home . . . California is not just another state, it is a ‘place’ quite remarkable. California is the center of a great pool of creative talent, and is known for that and its beauty and topographical diversity around the world. Our architecture and design reflect this and also reflect the individual and collective histories of those from many cultures who choose to live here.”

California is about the old and the new coming together to create a whole new state of living. CASA CALIFORNIA, the first showcase house sponsored CALIFORNIA HOMES, magnificently represents this vision.
Finton Construction in an internationally recognized leader in the building of fine custom homes. Partners John Finton, Michael Reeves and Dan Tontini started the firm in the 1980s when they realized there was a need for a high quality, professionally managed, and cost efficient residential construction management company – this became the vision for Finton Construction.

Twenty years later, the firm has become the one of the most highly regarded builders of luxury custom homes in the world, and especially in Southern California and Mexico. The partners oversee roughly thirty projects each year along with project supervisors on each site.

The company maintains offices in Los Angeles, Orange County and Loreto Bay, Mexico. Finton Construction’s portfolio also includes a number of renovation and restoration projects worldwide, and since 1994 has been consistently rated by industry experts as being among the top ten remodeling contractors in the country. By developing a highly sophisticated project management system and formulating a sound business plan from their inception, Finton Construction has continually maintained a steady growth rate and increased their reputation for quality construction over the years.
JAMES ANTHONY MAGNI
Magni Design Inc.

Named as one of Architectural Digest’s top 100 designers, James Magni has also been described by The New York Times as a “…prophetic designer who is … trim, tailored as a Jil Sander suit.” Robb Report Luxury Homes included Magni Design Inc. as among the “Top 40 Interior Designers” worldwide.

As his interior design firm earned acclaim, James Magni founded the MAGNI home collection in 1996. The collection is exquisitely crafted using the world’s most luxurious fabrics, woods, metals and finishes, resulting in the bold expression of modern elegance. What first began as a few pieces has successfully grown into a highly coveted ensemble much like a finely curated collection of art.

James Magni’s training as an architect sensitized him to the raw beauty of the clean modern aesthetic, “If you went to architecture school in my generation, you became a lover of Mies Van Der Rohe and the modernist movement” he says. “The whole international Style was very cutting edge for that time, and I think it has remained timeless.” James Magni and his talented design team merge their “global” perspective with Casa California’s classic Mediterranean façade to set the stage for the 2009 showcase house presented by CALIFORNIA HOMES.
JOHN D. HENDERSON
Spectrum Architecture

John Henderson founded award winning Spectrum Architecture in 1988. Since that time, this Orange County native has become highly acclaimed for the vast array of fine custom homes he has designed and built in Southern California and as far across the sea as Saudi Arabia.

His award winning team has earned a reputation for the highest quality design, creative and innovative solutions, effective communication skills with clients and vendors, and a relaxed personal style. Spectrum designed homes display a clear understanding of architectural history combined with a contemporary aesthetic. Casa California is an example of this philosophy.

John Henderson strives to blend the goals of the homeowner with the unique qualities of the property. “Superior design is a process by which the home becomes an integral part of the site itself, allowing a seamless merging of the two,” he says. These goals, John Henderson’s talent and highly developed skills, and a driving passion for quality, establish the firm at the forefront of residential architecture.
Shady Canyon is a classic, gated community with approximately 400 luxury homes and home sites. Surrounded by 16,000 acres of natural sanctuary, Shady Canyon has extensive trails, a clubhouse, a tennis and swim center with a junior Olympic pool and spa.

Shady Canyon is a community by Irvine Community Development Company and its custom luxury homes are discretely placed within the land plan. The aim is to have generous amounts of “breathing room” between the homes, and the planning for each site is distinct, so that each custom residence appears to have always belonged there.

The average home site is between ½ and ¾ of an acre, and is priced between $1 million to more than $3 million. The minimum house size is 3,000 square feet; maximum from 6,000 to 11,000 per single lot, with multiple contiguous lots available.

Shady Canyon’s architectural palette is inspired by the styles of Provence, Tuscany, Andalusia, California Adobe Ranch, and Santa Barbara. Select homes and lots are adjacent to the Shady Canyon Golf Club and/or permanent open space.
CASA CALIFORNIA SHOWCASE HOUSE
A Statement of the California Lifestyle

Casa California will be one of the most prestigious showcase houses ever presented in Southern California due to the unique collaboration with The Philharmonic Society of Orange County to benefit it’s youth music programs. CALIFORNIA HOMES, Finton Construction, John D. Henderson, AIA, of Spectrum Architecture are joined by some two dozen of California’s best interior designers who are specifically invited and screened by the above and ultimately selected and overseen by Design Director James Magni of Magni Design, Inc. The products selected for inclusion in Casa California will only be of the highest quality, and will be vetted not only by Mr. Magni, but by the designers themselves.

RESOURCES TO BE SELECTED
CALIFORNIA HOMES is pleased to offer sponsorships in the following categories for Casa California:

- Antiques
- Appliances
- Automotive
- Audio/Visual
- Cabinetry
- Closet Built-ins
- Decorative Iron Work
- Decorative Lighting
- Doors
- Door Hardware
- Electronics
- Fixtures & Fittings
- Flooring Interior Wood
- Flooring Interior Stone
- Flooring Exterior
- Garage Built-ins
- Home Furnishings
- Hardware (limited)
- Jewelry/Watch/Clocks
- Kitchens
- Lighting Controls
- Lighting Fixtures
- Landscaping
- Paint
- Plumbing Fixtures
- Plaster
- Pool & Spa
- Sinks
- Stone Elements
- Toilets
- Tabletop(s)
- Wood Beams

PRESENTLY NOT AVAILABLE
- Windows

CORPORATE SPONSORSHIPS
Corporate Sponsorship are available as authorized by the Philharmonic Society of Orange County.
SPONSORSHIP OPPORTUNITIES

COMMITMENTS & BENEFITS

SPONSOR LEVEL ONE

Commitments
Donate all or a majority of the product(s) that will be used throughout the house (e.g. flooring (wood), flooring (tile) paint (exterior and interior), kitchen appliances, windows, toilets, bathroom and kitchen fixtures, pool & spa, landscaping, etc.)
Purchase full page advertisement in the program that will be given away to all attendees and sign an advertising contract for a full page ad with CALIFORNIA HOMES for three issues (not including September/October 2009 in which the program will be inserted) during the calendar year beginning January 2009. Existing advertisers will purchase three additional ads at their earned frequency rate.
Cooperate with the Philharmonic Society’s publicity committee, Finton Construction’s public relations representative and CALIFORNIA HOMES in creating news releases and feature stories beginning in October 2008 and leading up to the opening of Casa California in October 2009.

Benefits
- Exposure to more than 20,000 anticipated visitors to Casa California during a four week period.
- Sponsor may use certain areas of the property rent-free for a party one night during the run of the showcase house. Catering not included.
- Sponsor will receive four tickets to the Orange County Philharmonic gala ball to be held prior to the opening of the event.
- Product placement throughout the house.
- Paragraph listing under the title “Major Sponsors” describing the product and the company in the program.
- Listing in program as a participant.
- Logo credit in all print advertising for Casa California placed in the Los Angeles Times, the Orange County Register, and other regional newspapers and magazines for the period to time leading up to the event.
- Inclusion in the major feature story to run on Casa California in the March/April 2010 issue of CALIFORNIA HOMES MAGAZINE. This feature will be reprinted and distributed to all sponsors.

next page
SPONSOR LEVEL TWO

Commitments
Donate all or part of a specific product(s) to be used in selected areas of the house (e.g. audio-visual equipment, appliance, decorative lighting, outdoor lighting, etc.)
Purchase one full four color page the program, and three additional pages in CALIFORNIA HOMES MAGAZINE during the calendar year beginning January 2009.
Cooperate in the writing of news releases regarding the showcase house.

Benefits
• Exposure to more than 20,000 anticipated visitors to Casa California.
• Two tickets to the Orange County Philharmonic Ball.
• Product placement in selected areas of the house.
• Listing in the program as a participant.
• Inclusion in the major feature story on the showcase house, which will run in the March/April 2010 issue of CALIFORNIA HOMES.

SPONSOR LEVEL THREE

Commitments
Donate all or part of a product(s) for a specific room working with the designer chosen for that room and James Magni in the selection of furnishings and decor (e.g. bed, lamp, fabric, furniture, antiques, etc.)
Purchase one full color page in the program and three advertisements (may be fractional) in CALIFORNIA HOMES during the calendar year beginning in January 2009.

Benefits
• Exposure to more than 20,000 visitors during a four week period.
• Product placement in the individual designer’s room.
• Listing in the program as a participant.
• Inclusion in the major feature story in the March/April 2010 issue of CALIFORNIA HOMES.
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