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BEVERLY HILLS REAL ESTATE



THIS CENTURY MODERN—Beverly Hills-based Poon Design partnered with Beverly Hills-based Alta Verde Group to create the luxurious “Escena” in Palm Springs. The 130-home upscale complex, which completed phase one build-out this month, is intended to appeal to eco-conscious buyers who appreciate Mid Century Modernist architecture.

Beverly Hills Architect & Developer Partnership Yields Palm Springs Haven

By Laura Coleman

Beverly Hills-based Poon Design is tapping into the California Dreamin’ lifestyle with its latest offering of resort-style homes in Palm Springs — Escena.

The sold-out first phase of the 130 artfully constructed “this century modern” residences, which Poon created in partnership with Beverly Hills-based developer Alta Verde Group, was just completed this month.

Fronting the Jack Nicklaus-designed golf course in South Palm Canyon with view of the mountains on the other side, the modern residences are a fusion between Poon’s aesthetic sensibility and the acumen of seasoned developer Andrew Adler, who founded Alta Verde.

“Today’s buyers really want the California lifestyle, which is that the rooms

have a lot of sunlight, a lot of breeze and high ceilings,” Poon founder Anthony Poon told *The Courier*. “These days, people want these big rooms, they want to feel luxurious.”

Combining the best of Mid-Century Modernism and the eco-conscious elements of today’s world, the desert homes boast tall glass windows and strong connections from the indoors to the outdoors.

Escena, which sold-out its first phase, is one of three upscale Palm Springs area developments that Poon Design and Alta Verde Group are constructing.

Adler tells *The Courier* that the glamorous communities are particularly appealing to Beverly Hills residents looking for a nearby weekend escape.