

COCOA S T



ORANGE
COUNTY

WATCH A SUNRISE



IMAGINE



BREATHE



START ANEW



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As we begin 2012, a year that many economists, anthropologists, historians, and religious scholars surmise will be a year of great change, it seems fitting that a whole new business model would be materializing off the coast of California. Billionaire PayPal founder and libertarian Peter Thiel's recent announcement that he will back Bluseed, a 1,000-room technology company anchored in international waters 12 miles off the coast, has raised eyebrows across the globe as company founders are clearing the way for foreign Web designers

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to live just a ferry ride from the mainland.

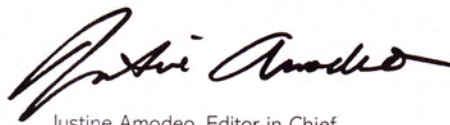
Transformation often involves risky moves, and that is the theme of this month's issue of *Coast*. We are inspired by the entrepreneurs, business leaders and philanthropists profiled in this issue who have turned great challenges into opportunities, the visionaries who understand that a challenging economy should not stand in the way of the performing arts, the architects and designers who can envision a renovation from old bones, the trainers and health practitioners who can help make over a body, and the developers who continue to take lemons and make lemonade.

Just ask The LAB and CAMP developer Shaheen Sadeghi, who has more than once been told his ideas are crazy. Until they succeed: then he's called an innovator. His latest project – the revitalization of downtown Anaheim as a vintage 1940s town center – is sure to turn heads. It definitely got our attention (see Interview, page 22).

When I look around and see all that is transformed – the new Island Cinemas at Fashion Island that now serves vegetarian spring rolls and Champagne in its stadium

seating, the uniquely designed and vastly expanded Cartier and Chopard stores at South Coast Plaza, new chef-owned restaurants such as Broadway by Amar Santana and Ryan Adams' Three Seventy Common in Laguna Beach, as well as Jason Quinn's Playground in Santa Ana (we loved his Lime Truck and now his wonderfully playful menu) – it looks like transformation is the beginning of a new economic environment.

Like the shedding of a snakeskin, new growth continues on the horizon of 2012 – on our shores and off. Let's raise our collective glasses to a new year.



Justine Amodeo, Editor-in-Chief

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