



## Party Palace

Public-Relations Firm Restores Office Penthouse to Former Glory (Well, Almost)

**WHEN STAN BARNES GIVES OUT** his office address, he often gets an unusual response.

"People will say, 'Oh, it's the old Playboy Club,'" says Barnes, owner and president of Copper State Consulting Group.

In reality, the club was actually on the eighth floor of the building at Central Avenue and Earll Drive. Copper State is on the ninth.

But it's still something of a conversation piece.

The structure was completed in 1961, and the eighth floor housed the Playboy Club of Phoenix from 1962 to 1983.

The building then became home to the state Department of Economic Security until it was gutted and sold off as condominiums, Barnes says.

When public-affairs firm Copper State bought the penthouse, which once served as the developer's personal residence, it was a concrete shell.

Now it's restored to something of a party palace, though quite different from its earlier pedigree.

Copper State moved into the building in 2006. Barnes says their space is "quite possibly the only penthouse condominium on top of an office tower in all of Arizona, and that makes it pretty special."

The firm chose the building based on location, for one. As lobbyists, employees needed to be near the state Capitol, and there weren't many other suitable office spaces available. Barnes also liked that it was an office condo the firm could own, not rent. And the penthouse's great views made it perfect for entertaining.

Barnes, who served in the Arizona Legislature, wanted to be able to work in it by day and throw political fundraisers or other events — including family pizza parties — by night.

You don't need a Playboy Club key, but you

do access it via a separate, specially marked "Penthouse" elevator.

Inside, an L-shaped bar is used for entertaining. Next to that are a bistro table with pub chairs and a Foosball table. The conference area has a 65-inch video monitor and a table for 10 or more.

And no, it's not a conference room. There are no rooms at Copper State (besides the restroom) and no cubicles. Barnes and three employees sit at desks with views through several floor-to-ceiling windows.

"This office is wide-open in its functionality, which promotes collaborative effort and gives rise to fresh thinking," he says. "It promotes risk-taking in thought and strategy."

Roger Wilkes of Wilkes Architecture Inc. in Mesa designed the space.

"All the air-conditioning duct work was held to the center [of the space] so that we could have the maximum ceiling height around the perimeter at the windows to maximize the views," Wilkes says.

Barnes' wife, Lisa, chose colors and other design elements in rich browns, keeping the office "trendy but timeless," she says.

The cherry on top: The penthouse has a 360-degree outdoor deck with jaw-dropping views of the Valley.

"On a clear day, you see the White Tanks very well," Barnes says. ✪

### COPPER STATE CONSULTING GROUP

❖ **Owner/president**  
Stan Barnes

❖ **What they do:**  
Full-service public-affairs firm specializing in government affairs, media relations, issue management and campaign strategy.

❖ **Address:** 3033 N. Central Ave., ninth floor, Phoenix.

❖ **Web site:**  
copperstate.net

❖ **Client list includes:** Covance, East Valley Institute of Technology, Phillip Morris and Southwest Ambulance.

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**Details:** goodmansgoodguy.com.

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