

IAN MUSSMACHER

When Ian Mussmacher got serious about his creative design studio in 2006, he needed a significant location. The native West Palm Beacher never considered anywhere but Downtown West Palm Beach. Steps from the Intracoastal, Phase 9's graphic design team translates its clients ideas into stunning visual communications, to the benefit of both.

How I've seen downtown grow:

I was born in West Palm Beach and have seen downtown grow by leaps and bounds. Whether going on a school field trip to see shows at the Kravis Center, walking to SunFest with friends after school or even skating different spots throughout my teenage years, Downtown West Palm Beach has always been a part of my life.

In the past decade, I have seen empty lots developed into residential buildings or hotels, bringing new residents and in turn a stronger economy to the area. Half of our clients are located Downtown, and I enjoy seeing them thrive.

What makes downtown unique:

There is no place in the area like it. There's a metropolitan vibe, but it also has that small-town feel. It really is a great balance between the two.

What I love most about downtown:

The culture, the energy and the people. There are always people eating outside at cafes, visiting shops, taking pictures by murals or walking along the Intracoastal with their dogs. There is just a lively energy that I associate with Downtown.

Where I eat downtown:

I have so many favorites, but here are a few that immediately come to mind: Lynora's has the best Gnocchi al Forno ever. They simply make it in a different way than anywhere else. I'm also a fan



Ian Mussmacher in the spotlight in his Phase 9 studio. PHOTO BY JIM BERIAU

THE DOWNTOWNERS

West Palm Beach business owners dish about why they're downtown – and why you should be, too!

of Hullabaloo. I love getting a group of friends together, ordering a variety of plates to share and sitting outside in the Airstream.

Where I shop downtown:

I enjoy getting candy for my 3-year-old son from Sloan's and bags of coffee from Subculture for home. For my wife — we've been together 16 years — jewelry from Bechtel Jewelers. And I get products to tame my crazy hair

from J&G Beauty Loft or The Sanctuary Salon & Spa.

Where I play downtown:

I like the convenience of the public docks; you can boat or paddle board over to eat lunch at Bradley's. Grab their conch salad and a cocktail, and you're all set!

For a night out with friends, I'll most likely visit 123 Datura, Pawnshop, Roxy's, Camelot or Banko Cantina.

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Owner/creative director of
Phase 9 Creative Agency
studiophase9.com

410 Evernia St., Unit 111,
West Palm Beach, FL 33401
561-659-1352

Why I want to be downtown:

I can think of no better area for my business to flourish than Downtown West Palm Beach. It's centrally located and has great energy...just a proper fit.

When should you visit downtown:

Winter, summer, spring and fall. Enjoy a mini-music festival every week at Clematis by Night all year-round, a tropical winter wonderland for the holidays with Sandi the Sand Tree as the centerpiece and during the summer, I really love the waterfront and the outdoor dining — with no wait.

— Janis Fontaine