

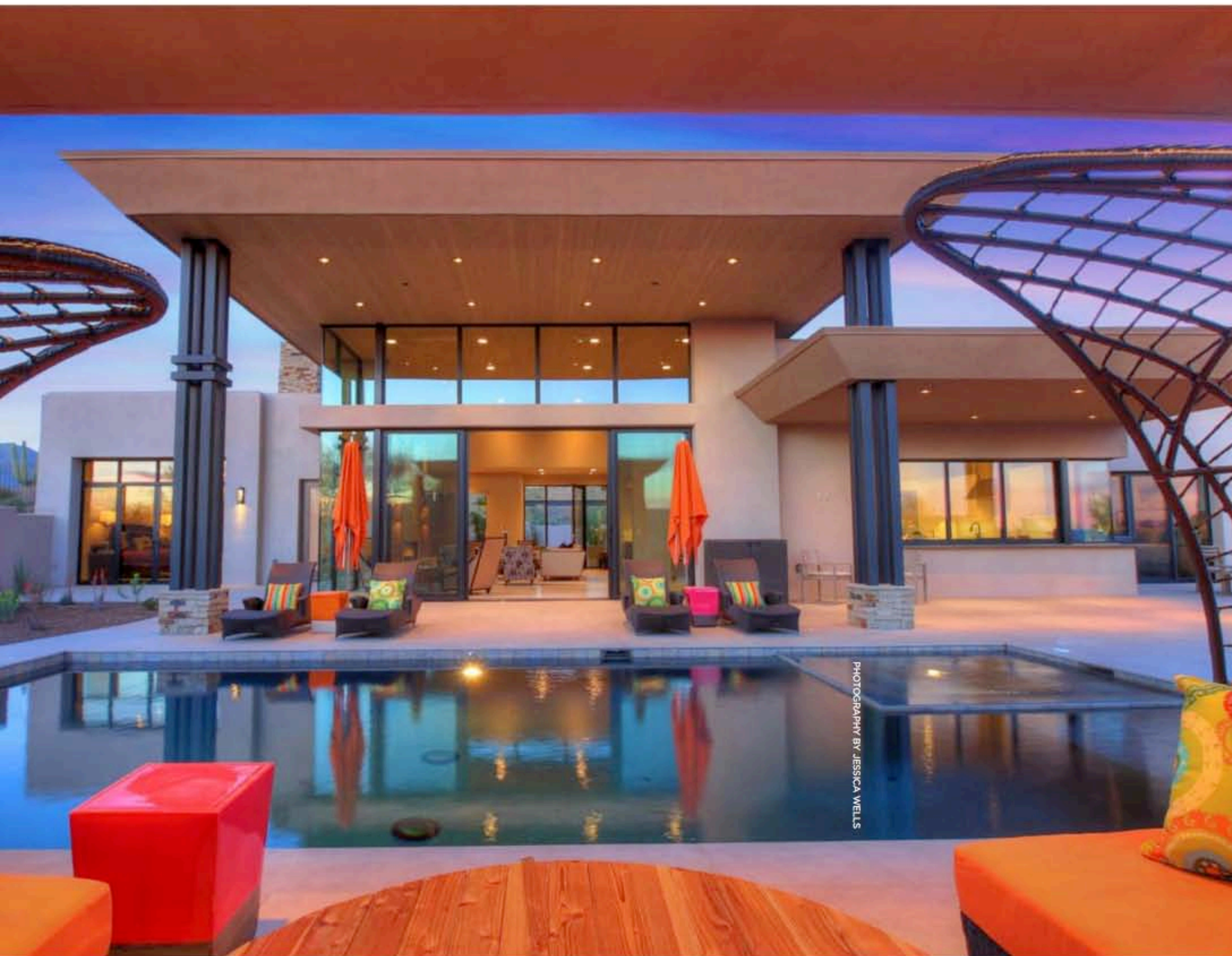
Artful Living

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Pure Wizardry

INTERIOR DESIGNER JAQUE BETHKE BRINGS HER SIGNATURE STYLE TO GLITTERING DESTINATIONS ACROSS AMERICA.

BY MELINDA NELSON

When Las Vegas impresario Steve Wynn decided to create a dazzling new restaurant at his namesake resort and casino several years ago, he called upon Jaque Bethke. As one of the in-house interior designers, she was on his speed dial — and his wavelength. As Wynn shared the blueprints for a concept infusing fine dining with theater, Bethke was already conjuring up the experience in her imagination. When Switch opened, crowds gathered outside night after night to watch as sparkling 18-foot chandeliers, exquisite hand-painted walls and even the ceilings changed every 20 minutes, each backdrop more fabulous than the last.

As is the fashion in Las Vegas, Switch eventually gave way to another dining concept. Then, during the economic downturn, Bethke found herself without a job. Turning her signature wizardry to her own career, she decided to switch things up. She gathered her portfolio of glamorous lounges, nightclubs and other luxe environments and moved back to the Twin Cities, where she's always had a home. Imagining a full-service residential and commercial design/construction firm with offices in Minnesota and Arizona, she launched Pure Design Environments with her daughter, Cassandra.

"We've proven to be quite the team," Jaque notes. "I'm the kite, and Cassandra is the string. I'm the dreamer, and she's the constant. Working together with our team, we've been so fortunate to build rewarding relationships with our clients, create beautiful environments, win industry awards and grow."

Jaque divides her time between her Eden Prairie studio/showroom and her Scottsdale office, where she designs custom homes in Desert Mountain and other luxury communities. "I spent much of my childhood in Flagstaff, so the Southwest has always been in my soul," she says. "My work has taken me to amazing places all over the world, but I've never found anywhere more beautiful than Arizona, with its magnificent mountains, sapphire skies and sensuous sunsets. Because of my deep connection to the outdoors, I love bringing the energy, passion and colors of nature into my designs."

She also brings a playful sense of humor to her work. When she meets with new clients, she invites them to be completely honest. "If a couple tells me they're hoping their new home will be a place for fun and romance, I'm thrilled, because I know exactly how to make it happen," she explains. "Balancing natural light and energy with architectural detailing, lighting, fabrics and furnishings, I love designing homes where people can relax and be real."

Her commercial work is similarly infused with a sense of authenticity. When Tesla opened its first Los Angeles dealership, the automaker wanted to make a dramatic statement about the value of electric cars. It found a location at one of the busiest intersections in town and engaged Jaque to collaborate on the interiors. "The challenge was to create a sexy yet streamlined environment to reflect the efficiency of the Tesla brand," she says. "Using bold lighting in bright colors, we created an eye-catching space that allowed the cars to be the star of the show."

And because Jaque's vivid imagination knows no bounds, she's constantly dreaming up new projects, like designing a line of luxury furniture and producing a coffee-table book. "I find inspiration in everything, so I keep coming up with new ideas," she notes. "And, with so many wonderful people in my life, I believe the best is yet to come!" ●



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