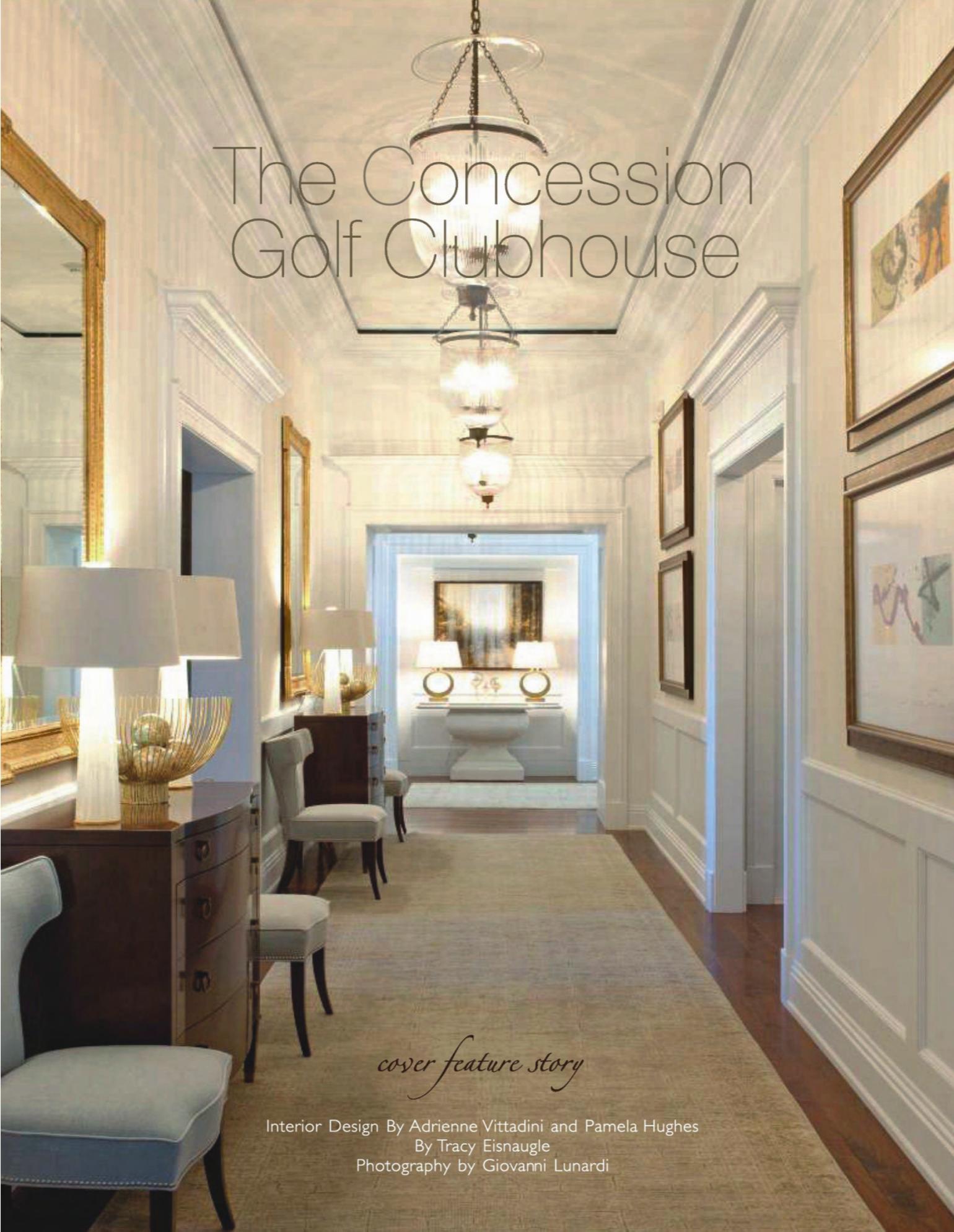




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M A G A Z I N E



The Concession Golf Clubhouse

cover feature story

Interior Design By Adrienne Vittadini and Pamela Hughes
By Tracy Eisnaugle
Photography by Giovanni Lunardi

Capturing the essence of Palladian architecture, The Concession Golf Clubhouse has now opened its doors and is graciously welcoming residents and enthusiastic golfers.

Refreshingly elegant, The Clubhouse was expertly designed to introduce a new golf clubhouse concept utilizing an innovative color palette, sophisticated finishes and a brilliant use of space, allowing for breathtaking golf course views from every interior room.

Working closely with the developer, Kevin Daves, the building was designed to be a contemporary interpretation of the work of Andrea Palladio, the 15th C. architect, featuring dramatic symmetry and the vocabulary of classic Italian architecture. Sweeping loggias on the front and rear of the building provide welcomed shade from the sun, while maximizing outdoor living space for year round enjoyment of this serene location.

International fashion designer Adrienne Vittadini and renowned interior designer Pamela Hughes, of Hughes Design Associates, worked together to create a stimulating interior, breaking the traditional themes usually applied

to grand scale country clubs. The designers are responsible for all of the interior architectural details of The Clubhouse, as well as all of the furnishings and finishes.

Entering The Clubhouse, the welcoming foyer features a vaulted ceiling and gracefully faux-finished walls, complementing the elegant stone floors with subtle contrasting inlays. This dramatic reception area, with a subtle reference to the soft elegance of





contemporary furnishings, achieving a comfortable yet sophisticated balance. A magnificent antique Baccarat crystal chandelier, a large stone mantel, wide plank hardwood flooring and a custom area rug provide the framework for the living room. Elegant draperies in pale aqua tones, luxurious upholstery fabrics, fine lamps and accessories, a pair of majestic mirrors, and bold, contemporary paintings provide the finishing touches.

The nearby dining room shares the same elegance, with a coffered ceiling, a pale stone mantel hand-carved in England and custom patterned Axminster carpeting. Grand crystal chandeliers illuminate the room, setting off the painted pilasters, wainscoting, artwork, fine consoles and comfortable dining chairs. A similarly elegant private dining room is also available for exclusive parties and events, while outdoor dining is accessible on the adjacent verandas. The handsome bar was designed for casual socializing, utilizing burled walnut paneling, warm-toned supple leather seating and exotic granites to create an intimate gathering space.

Tuscany, provides access to the main living room as well as to the golf corridor.

The social areas of The Clubhouse include the main living room, dining room, bar and numerous verandas. The inviting living room features a spacious two-story ceiling with decorative beam detailing. Painted panel moldings enhance the walls and create a graceful contrast to the suave



Setting the inspiration for the golf course and clubhouse, the 1969 Ryder Cup portrait of Jack Nicklaus and Tony Jacklin is featured in the golf corridor. This grand passageway provides access to the locker room areas, Pro Shop, support spaces and administrative offices. Expansive windows allow abundant natural light to illuminate the trophy cases, golf photos and original Jack Nicklaus hand renderings of The Concession Golf Course.

Emphasis on the pastoral views of the surrounding impeccably manicured golf course is taken into consideration by the utilization of French doors and large windows within each interior space. Every set of French doors opens to a covered terrace and is framed by simple, yet luxurious, drapery panels.



The Concession Golf Clubhouse features richly finished locker rooms for both men and women. The women's locker room has an elegant Swedish theme with clear pale blue and white tones flowing through the lofty open space. The walls are graced with original pastel drawings, while the wood floor features a custom wool area rug woven in Thailand. The spacious area includes locker and dressing areas, a sitting room, and an elegant bath area finished in Calacatta marble. Dressing and make-up areas are *en suite* and designed in anticipation of many bridal and evening functions.





panels for viewing from every location, and multiple card tables. Rainforest green granite on the bar complements the rich wood tones of the walls and ceiling. The custom patterned large-scale area rugs, woven in Turkey, result in a handsome and distinctive gentleman's lounge environment.

Inviting verandas flow along the rear of the building anchored by cast stone flooring and capped by stained tongue and groove wood ceilings. Just beyond, a

In contrast, the men's locker rooms are a rich environment steeped in the "men's club" traditional ambience. The main locker room's expansive gabled ceiling is faced with clear pine tongue and groove paneling and accented by cypress wood beams and massive arched trusses, illuminated by handsome custom pendant light fixtures. Mahogany lockers line the walls and a custom carpet woven in England covers the floor. The space also includes a separate lounge area with full bar; English leather upholstered seating, an abundant amount of television





large open terrace provides casual golf dining with a fire pit and multiple seating options. An enchanting gazebo is strategically placed nearby for special events.

Even the restrooms are finished in a variety of light and exotic stones and tiles, highlighted with painted or rich wood trim and fine light fixtures and fittings. Attention was paid to every detail and comfort.

Utilized throughout the 33,000 square foot facility are custom light fixtures from Paul Ferrante, an exceptional custom lighting manufacturer. Vittadini, Hughes and Daves visited the California factory, working with the artisans to custom design each light fixture in order to achieve the correct proportion, scale and custom finish for each piece.



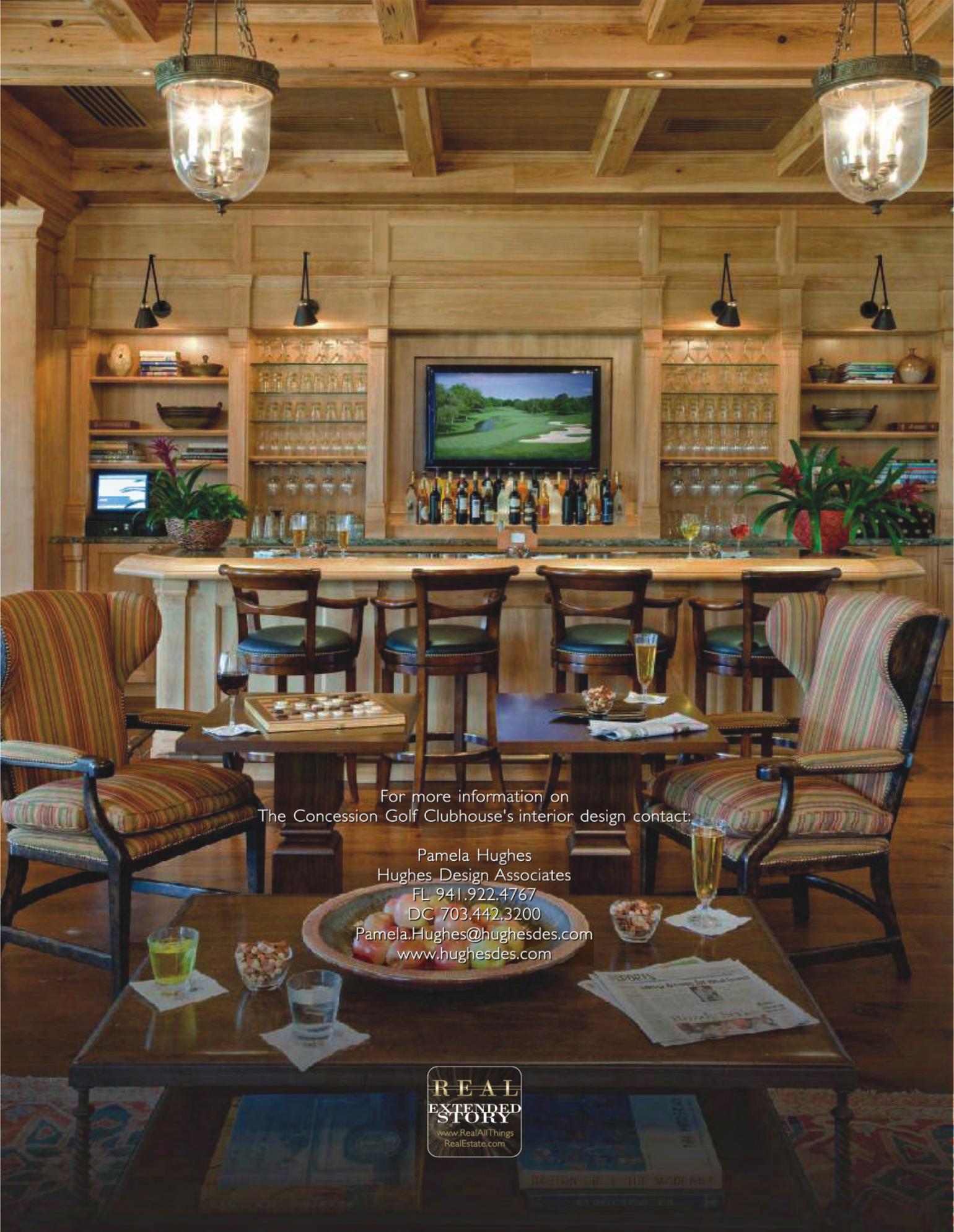


Artwork, mirrors and furniture were also custom designed to fit each location. The designers directed skilled craftsman to create one-of-a-kind pieces throughout The Clubhouse. Rugs were commissioned from looms all over the globe including Turkey, India and Pakistan. Intriguing artwork was found throughout the United States. Several paintings were provided by artists from Allyn Gallup Contemporary Art in Sarasota as well. Commissioned artwork was executed by David Steiner, Alison Hill, James Kandt, and Ted Tihansky.



Capturing the great tradition and the true spirit of the game, The Concession Golf Clubhouse was constructed to exceed expectations and to break new ground. The thoughtful and intentional design of each space is a pure example of staying true to the rich heritage of golf, while at the same time embracing a modern approach to interior design and finish. The Concession Golf Clubhouse is an exceptional collaboration of elegant architectural design, sophisticated furnishings and rich finishes showcasing an innovative design concept.





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Interview With Pamela Hughes

Renowned International Designer

By Ed Bertha



An internationally renowned luxury designer whose sumptuous interiors have been featured in the industry's top publications, Pamela Hughes is proud to call Sarasota home.

Pamela, who maintains offices in McLean, Virginia in addition to her Sarasota location, first arrived in the area when she accepted an invitation to design The Ritz-Carlton, Sarasota.

Though Pamela is well known for her work with high-end luxury hotels and resorts, including The Ritz-Carlton, Four Seasons and The Cloister at Sea Island, she reveals that her true passion is working with homeowners to create spaces that are as elegant as they are accommodating. "I enjoy the hands-on aspect of high-end residential design projects," she says. "It's an opportunity for me to connect with individuals and work one-on-one with my clients."

One of her most recent projects, in which she collaborated with the international fashion designer, Adrienne Vittadini, is The Concession Golf Clubhouse, featured in this issue. The Clubhouse, being extremely residential in feeling, is a wonderful example of how Pamela's work transitions between resort projects and large, luxurious homes.

Sitting with Pamela, in the gracious and airy living room of The Clubhouse, I had an opportunity to engage this extraordinary interior designer.



Tell me about how you and Adrienne Vittadini designed The Concession Golf Clubhouse project together.

Adrienne and I had a marvelous time working together on this project. She has exquisite taste and extraordinary style. I have never worked with anyone before who has such an experienced and talented eye. I learned so much from her. Adrienne was very involved in The Concession project from the beginning, acting as the design consultant for the entire community. She brought the concept of Palladian styling to The Clubhouse, both in the exterior architecture and interior architectural details. In addition she introduced a European sensibility, setting the tone and mood of the interiors. Adrienne and I would meet in our offices, or I would go to New York, for meetings together and with sources. We also went to Los Angeles to work with our custom light fixture manufacturer. We would bring huge suitcases full of fabric swatches, carpets, wood flooring and stone samples to assist with developing selections. It is not a trip for carry-on luggage, but it allowed us to review the whole project with all of its complexity. We even met in Paris to work together after Adrienne had scoured the Italian furnishings market, and I had researched England and France.

How did you come upon the interior design concept? It is quite different from most clubhouses.

Adrienne definitely had the concept in mind, which I embraced wholeheartedly. The soft colors and clean lines were Adrienne's vision and a large part of the overall flavor of The Clubhouse. Making it welcoming to both men and women was one of our important considerations. We remembered and have worked on projects that are more in the old school of dark paneling and heavy traditional furnishings in somber hues. We all wanted this to be something unique and attractive, something light and airy, embracing the magnificent views of the golf course and the lush surroundings. While it is therefore appealing to women, it is equally attractive to men, due to the strength of the architecture and the grandeur of the spaces. We also provided the men with a rich, wood-clad environment for their locker rooms, lounge and bath areas.

How did you help shape the building?

A critical factor in the planning and development of The Clubhouse was to capitalize on the views to the beautiful landscape and golf course immediately outside. So great attention was focused on making sure there are views from every public room. Expansive French doors and large arched windows grace the exterior in a very pleasing way. And from the inside, you have a lovely infiltration of light, protected from the direct sun by elegant porticos and loggias. From the men's locker rooms there are views to the 18th green. From the living room, dining room and terraces, you can see the Events Lawn and the striking gazebo. The brilliant turf and the dark greens of the perimeter landscaping provide a wonderful backdrop for the activities of The Clubhouse.

Are you and Adrienne pleased with the final result?

We're very pleased, and have received many wonderful compliments.

Pamela, one last question. How do you balance your work and your style, between the hospitality projects, which get so much press, and your residential work, which requires more discretion and intimate involvement with your clients?

When I am designing a five-star hotel it is more like stage-set design. It is all about drama and atmosphere. People go to these resorts and hotels to get away, to live a bit of fantasy, so that element comes into play. You must appeal to lots of people, with a variety of tastes, and still create a special place that can help them carry memories for a long time. When we are designing for a homeowner, we must be very personal with them about how they live, what they want and what their dreams are. We design to make those things a reality by creating spaces that function well in their new home, and also shape and furnish the rooms to be easy, comfortable and livable. This includes the design of the rooms and all of their details, as well as knowing the best chair construction, where to hang art, what colors are pleasing, and even what bed linens would be most appropriate. Every aspect and detail is brought into play to create a warm and comfortable home.



PAMELA HUGHES

An internationally renowned luxury designer whose sumptuous interiors have been featured in the industry's top publications, Pamela Hughes is proud to call Sarasota home.

Her extravagant designs have been featured in high-end resorts and hotels around the world, and internationally renowned interior designer Pamela Hughes is setting new standards in residential luxury.

Pamela arrived in Sarasota in 1998 after accepting an invitation to design The Ritz-Carlton, Sarasota. She was quickly captivated with the area's wealth of amenities, including its thriving arts and cultural community. Her turning point: a visit to the Ringling Museum, where she was enchanted by the interior architectural details and design elements. "The museum was incredible," she recalls. "This was our inspiration in designing The Ritz-Carlton, Sarasota."

When The Ritz-Carlton, Sarasota opened its doors to the public in 2001, Pamela realized she wasn't ready to end her relationship with the Gulf Coast's desirable community. "I just didn't want to leave," she recalls. "I felt at home here, and loved the amazing lifestyle and wonderful

people." She promptly opened her Sarasota office and purchased a home here.

Though Pamela is well known for her work with high-end luxury hotels and resorts including The Ritz-Carlton, Four Seasons and The Cloister at Sea Island, she reveals that her true passion is working with homeowners to create spaces that are as elegant as they are accommodating. "I enjoy the hands-on aspect of high-end residential design projects," she says. "It's an opportunity for me to connect with individuals and work one-on-one with my clients." Understanding each client's unique wants and needs is as much an art as it is a skill; Pamela interviews and observes, developing a rapport and a sense of style that will translate into a spectacular design.

Working with a range of styles, Pamela notes that her signature isn't steeped in a particular look. "It's about quality," she explains. "Not only in the design, but in the materials and furnishings that are selected. We source the world for suppliers that provide the highest

level of beautiful, quality products. From textiles to furnishings to antiques, we seek out the best for our clients."

Pamela is currently involved in renovation work within The Ritz-Carlton, Sarasota where she and her firm designed the interiors for the resort's Tower Residences as well as The Members' Beach Club. She is also in the process of designing a series of luxurious deck houses for The Ritz-Carlton, Grand Cayman with schemes ranging from modern to traditional British West Indies design. "The deck houses are beautiful residences, complete with Riva yachts," she says. The project is already garnering international attention, and plans for expansion are in the works.

A designer and artist since her youth, Pamela finds inspiration everywhere. "I keep my eyes open every day," she offers. "From the unique design sense and depth of history throughout Europe, to magazines and local architecture, there is always inspiration."

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