

by Kim Nathanson



# As Club Memberships Evolve, So Must Clubhouse Design

Over the past 30 years, hospitality design has undergone a dramatic evolution. Here's an example: while hotels once offered only the most basic services – check-in and somewhere to sleep – they now keep guests on the premises for countless hours with amenities like shared work spaces, upscale restaurants and bars, and state-of-the-art gyms. Clubhouse design has taken a similar path.

Clubs know that as they serve more varied and sophisticated membership bases, so clubhouse spaces need to reflect that.

Clubs today provide a full-day experience not only to single golf members, but to families who wish to explore separate interests and come together at the end of the day. Mom might spend her day playing tennis as Dad enjoys 18 holes, while the kids take swimming lessons before meeting their parents on an inviting terrace for dinner al fresco.

Clubhouses need to appeal equally to these vastly different demographics. Adding amenities like family-friendly outdoor dining and comfortable places for members of any age to relax, combined with fresh, welcoming interior design, makes clubhouses inviting to all.

But evolution doesn't mean everything has to change.

We strive to embody a club's unique legacy while injecting new perspective that appeals to the next generations of members. We can do so by combining a club committee's ideas with my own to weave a thread that unites each clubhouse space and emphasizes the club's spirit and traditions. When it's done right, it's an extremely rewarding experience." **BR**

*Kim Nathanson has recently joined Rogers McCagg Architects, Planners and Interior Designers as director of interior design. Having a history tracing back some 40 years, Rogers McCagg continues to evolve with the times, while providing the highest standard of personalized, professional service our clients have come to rely on. [www.rm-arch.com](http://www.rm-arch.com)*



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