

by Brian Idle



Turning Formality Upside Down... AND INSIDE OUT

Peacock + Lewis assisted John's Island Club in Vero Beach, Florida to change the look and feel of their existing formal clubhouse to meet the changing needs of their membership.

The goal was to create higher member utilization as efficiently, environmentally friendly, and cost effectively as possible, reflecting a forward-thinking membership at this club steeped in traditional values.

The design of the new clubhouse transformed a formal, classically designed structure to a more casual, relaxed and contemporary venue. Activating the under-utilized dining venues on the upper level of the clubhouse surfaced as the major challenge.

The improvements opened the food & beverage venues to the outdoor environment which overlooks a putting green and golf course beyond. Features of this remodeling, which have been highly successful and well received by the membership, include an overall de-formalization of the building to create a more contemporary vibe while respecting the classic forms and elements of style for which the club is known.

Many of the changes have created a clean, open-feel to the building. Outdoor covered dining terraces and patios were added with exterior folding glass walls connecting to the indoor

seating. Premium wines are prominently displayed in temperature-controlled glass walls which provide visual interest while separating the dining venues and service galleries.

Club management directly credits the increase of 12,000 additional food and beverage meals served in January/February 2018 over last year to the remodeling of the golf clubhouse. **BR**

Peacock + Lewis has been providing master planning, architecture and interior design services to the club and hospitality industry since 1961.

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