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HOW PEMBROOKE & IVES HAS BECOME THE DEFINING VOICE OF THE PRIVATE CLUB



The Alpine Club Telluride



East Hampton Golf Club



High Ridge Country Club

PHOTOS
Courtesy of
Pembroke & Ives

WORDS
Pembroke & Ives

There was a time when private clubs existed primarily as symbols of tradition. The most exceptional clubs today understand that tradition alone is no longer enough. A new generation of members, alongside the longstanding families who have shaped these institutions for decades, are seeking something more nuanced from the clubs to which they belong. They are drawn to environments that balance sophistication with ease, heritage with relevance, and privacy with warmth.



Glen Oaks Club

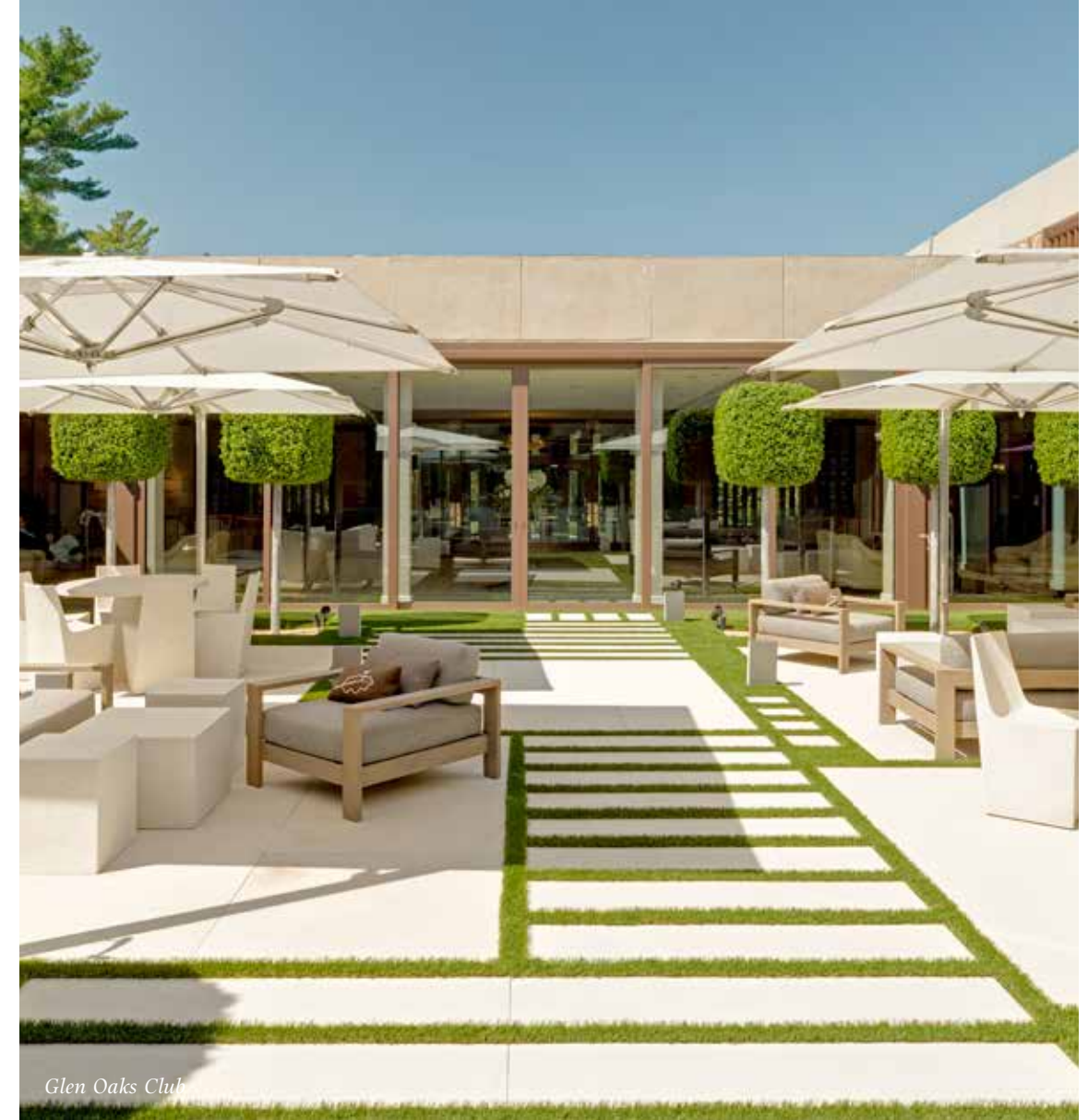
This is the signature of Pembroke & Ives. For nearly four decades, the firm has designed private residences for some of the world's most discerning clients. That residential depth is precisely what distinguishes the firm's approach in the club market today. The firm did not set out to become known for private clubs. The work evolved organically through longstanding relationships with the very individuals who shape these communities: members, founders, boards, and multi-generational families who had already entrusted Pembroke & Ives with their homes. Boards and ownership groups seeking a design partner found themselves returning to the firm that had already designed the residences of the very people who would use the space.

What followed was something difficult to manufacture through research alone. An intuitive understanding of how people gather, how they entertain, how they unwind, what feels effortless and what feels overly performative, and what quietly communicates quality and care.

That understanding is deepened further by the firm's collaborative approach. Pembroke & Ives works in close partnership with club ownership, developing design strategies directly informed by deep knowledge of the membership base. The firm's name has become synonymous with an attention to detail and a standard of execution that members specifically seek out and recognize. The result is a genuine win-win: ownership receives best-in-class facilities positioned to drive membership growth, and members receive world-class environments worthy of their loyalty.

That philosophy is legible across the firm's growing portfolio of distinguished club environments, each a distinct response to a distinct community and landscape.

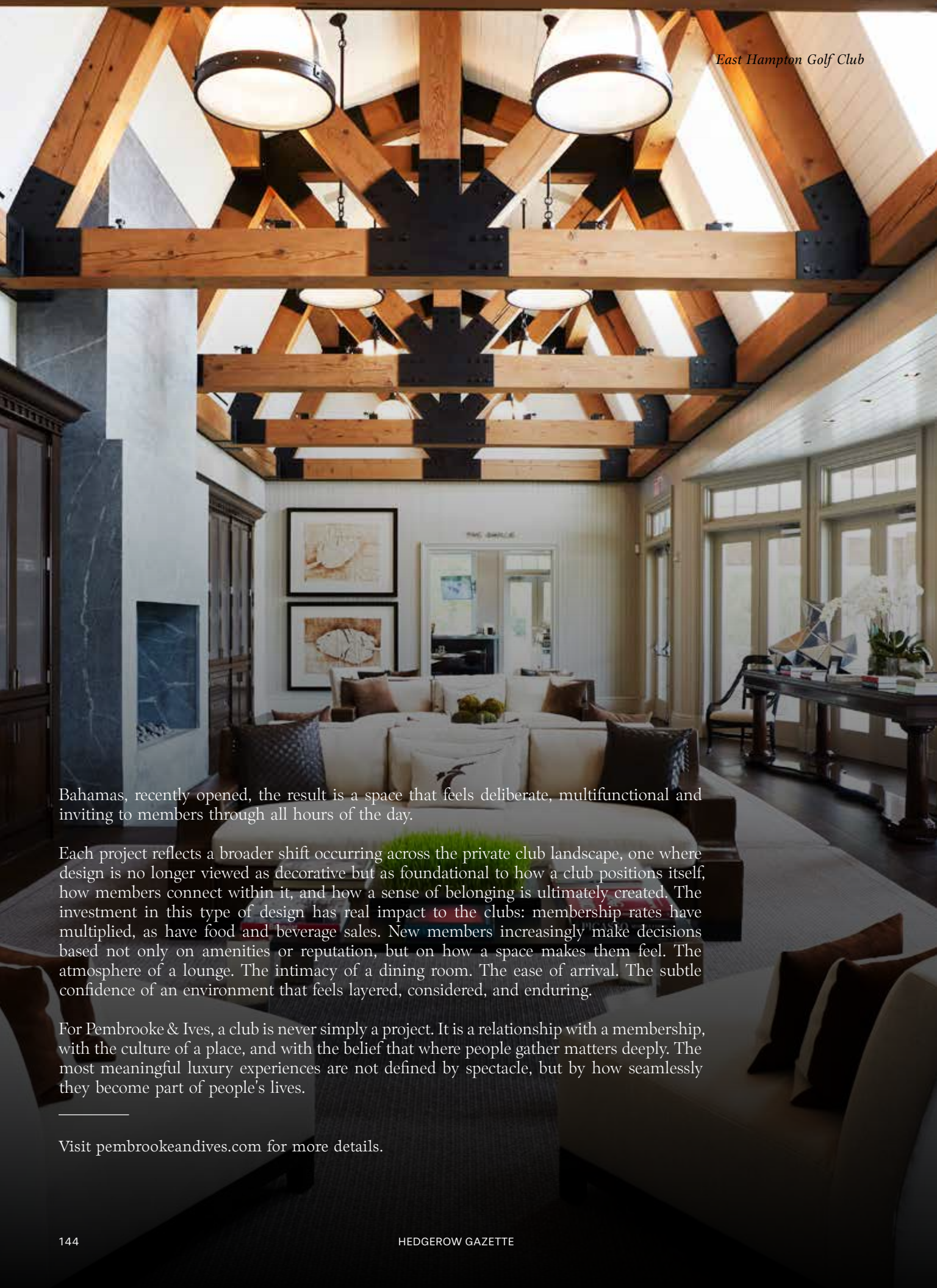
At The Alpine Club in Telluride, currently under construction, the approach is one where materials feel genuinely native to the mountain setting. At East Hampton Golf Club and Noyac Golf Club, the Hamptons' deeply established aesthetic rewards understatement, comfort and a sentiment of something that 'has always been'. At High Ridge Country Club and Palm Beach Country Club, the firm worked within one of the most aesthetically exacting communities in the country, where the design must honor a tradition of excellence while making a credible argument for advancing it. And at The Abaco Club's Horizon Lounge in the



Glen Oaks Club



The Horizon Lounge at The Abaco Club



Bahamas, recently opened, the result is a space that feels deliberate, multifunctional and inviting to members through all hours of the day.

Each project reflects a broader shift occurring across the private club landscape, one where design is no longer viewed as decorative but as foundational to how a club positions itself, how members connect within it, and how a sense of belonging is ultimately created. The investment in this type of design has real impact to the clubs: membership rates have multiplied, as have food and beverage sales. New members increasingly make decisions based not only on amenities or reputation, but on how a space makes them feel. The atmosphere of a lounge. The intimacy of a dining room. The ease of arrival. The subtle confidence of an environment that feels layered, considered, and enduring.

For Pembroke & Ives, a club is never simply a project. It is a relationship with a membership, with the culture of a place, and with the belief that where people gather matters deeply. The most meaningful luxury experiences are not defined by spectacle, but by how seamlessly they become part of people's lives.

Visit pembrokeandives.com for more details.



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