

by Clay Pryor



# Creating a Unique Sense of Place for a Contemporary Golf Desert Resort

## OUR PHILOSOPHY

Our team is a creative cell that captures the spirit of collaboration, dedicated to creating spaces that embody a true sense of place.

Natural colorations and sculptural forms inspired through nature's organic displays strongly control our approach to interior design—anything authentic, unexpected, collected and rediscovered, is on the table.

We like to take risks. The introduction of bold, vivid hues mixed with classic neutrals can enhance the element of surprise.

## EACH PROJECT IS LIKE A STORY—EVERYTHING HAS A PURPOSE AND PERSPECTIVE

The art of storytelling drives our team to capture a strong point of view for each project. Whether we are focused on historic renovations, modernizing existing properties or developing a fresh program for new construction, we are inspired to tell a story through livable environments that function for today's lifestyles.

Clay Pryor Interiors offers a full range of interior design services employing standards in every phase of every project. The CPI team takes historical, geographical, and cultural influences into account, as well as regional art and artisans, natural resources, local building materials, and construction capabilities.

Our design philosophy is simple: We design for your market. We seek to incorporate a unique flavor into each project, involving ourselves with the custom design of interior architectural details, interior finishes and materials, furniture, lighting, textiles, artwork, and accessories. A project's interior vision should be an investment toward creating spaces that showcase our clients' personalities. **BR**

## OUR PASSION IS TO CREATE SPACES THAT...EXCITE, INSPIRE AND RENEW OUR LIVES.

**The Project:** Private Golf Club

**Interior Design:** Clay Pryor Interiors | **Architecture:** Swaback Architects

### THE GLOBAL APPEAL

Trends for design in today's resort golf club market embark on creating upscale environments through combinations of style that have a sophisticated beauty with an urban attitude. Our goal for this private golf club is to develop interiors that will be seductive yet timeless. Playful, yet powerful. The approach is to create interiors that provide a highly personalized customer experience that stands out in the marketplace. Here, you experience mixing and matching new contemporary expressions with more traditional classic inspirations to build spaces with a true sense of soul!

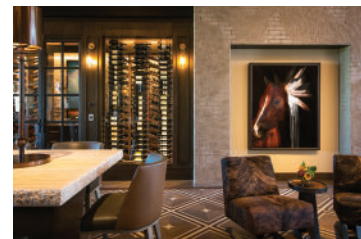
### THE INTERIOR VISION - A UNIQUE SENSE OF PLACE

Natural craftsmanship is the goal. Whether it's nature's work or humankind, our desire to incorporate a sense of craftsmanship is present within the club's interiors. There is a strong call for the use of organic materials and an abundance of texture. Colors, patterns and textures drawn from the outdoor environments have an effective impression on the patrons. The lines are blurred between the indoor and outdoor transitions. The combined experience for the interior program focuses on strong relationships between the indoor and outdoor living spaces. The interior design captures and utilizes natural qualities of light and shade.

### THE COLOR STORY

Modern rustication through expressions of color is achieved. We are inspired by colors that do not mimic the hues of nature as much as recreate their effect. Therefore, we chose a color palette that creates interior fields of color-blocking in which almost any combination of people, furnishings, art and unique objects settle together in harmony. The club displays a specific palette of textures, materials and hues that provide a memorable experience for the Patrons. The introduction of pops-of-color pays homage to natural displays found in the desert itself. **BR**

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