

PEMBROOKE
& IVES

LUXURY ROUNDTABLE SUMMIT

THE RISE OF PRIVATE CLUBS

MEGAN ST. DENIS
DESIGN DIRECTOR, PEMBROOKE & IVES

AMENITY → EXPERIENCE → COMMUNITY



THE NEW CLUBHOUSE



LOUNGE



PLAY



DINE



MOVE



RECOVER



CONNECT

ENGAGEMENT - DWELL TIME - CONNECTION

A PLACE MEMBERS ARE PROUD TO CALL THEIR OWN.



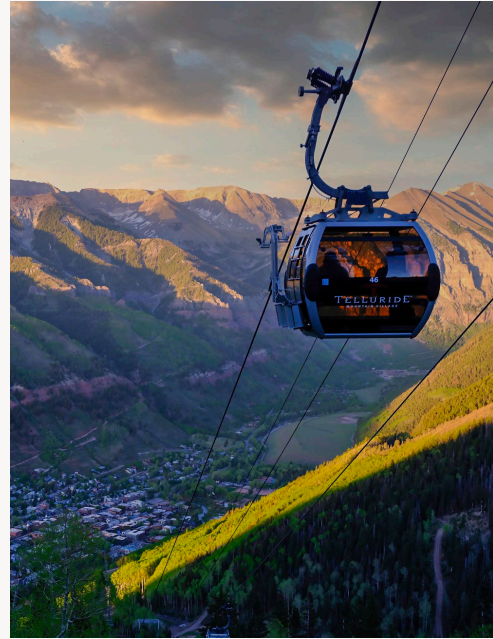
CREATING OPPORTUNITIES FOR PEOPLE TO GATHER



“Community happens between the programmed moments.”



ONE CLUB. MANY EXPERIENCES.



**THE CLUB IS BECOMING MORE RESIDENTIAL.
RESIDENTIAL IS BECOMING MORE CLUB-LIKE.**



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DESIGNING FOR BELONGING

The places people choose to stay, share and call their own.

