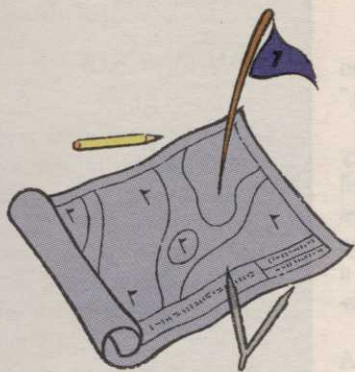


Briefs



CUPP, MCBROOM COLLABORATE

BLUEPOINT, Ontario—Cupp Design, Inc. will collaborate with Canadian-based Thomas McBroom Associates Ltd. to design Shadow Creek Golf & Country Club, an 18-hole equity golf course here.

The complex will be developed on 396 acres on the shore of Lake Huron, within a short distance of Sarnia, Ontario (near Detroit) and is planned to be a private equity club. Members will own a transferable share of the facility. The projected opening date has not been determined.

Bob Cupp first worked with Tom McBroom at Beacon Hall in Toronto. Cupp designed the course and McBroom served as project coordinator. They subsequently collaborated on the design of Deerhurst Highlands near Huntsville, Ontario. Both courses are ranked in the top 10 in Canada.

KERN'S REMODELING PLAYER'S CLUB

ST. LOUIS—The Player's Club at St. Louis is planning to remodel its facility on the southwest side of the city beginning this fall. The work will follow a master plan under development by Gary and Ron Kern, golf course architects based here.

Plans include reconfiguration of eight holes, reconstruction of 12 greens, and modifications to lakes, tees, bunkers, and the practice facility. Construction will be phased in over five years, and the course will remain open for play throughout the process.

FOLEY DESIGNS LEGENDS CLUBHOUSE

NASHVILLE, Tenn.—Construction began last month on the traditional-style clubhouse at the Legends Club of Tennessee. Foley Design Associates, based in Atlanta, Ga., is the clubhouse architect. Legends Club will be the permanent home of the Tennessee PGA, Tennessee Golf Association and Tennessee Golf Hall of Fame. Their offices will be located in the 26,000-square-foot clubhouse.

Legends club of Tennessee is a 36-hole resort golf club that has been developed by Atlanta based Kite/Cupp Golf Enterprises.

BAIRD'S IN NASHVILLE

Gary Roger Baird is headquartered in Nashville, Tenn., not Memphis as stated in a story in the April issue.

His office is located at 2505 Hillsboro Road, Suite 301; telephone 615-298-3537. We apologize for the error.

HURDZAN MOVES OFFICE

Dr. Michael J. Hurdzan's Hurdzan Golf Course Design has relocated offices in Columbus, Ohio, to 1270 Old Henderson Road; telephone 614-457-9955.

Covering all of the angles

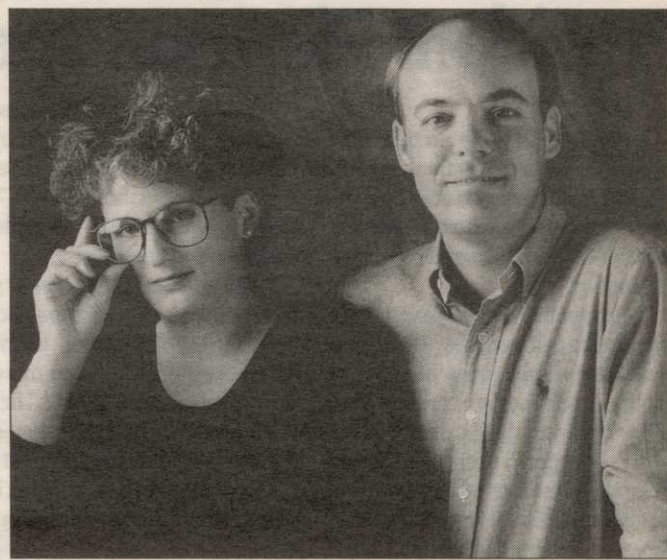
From golf course to graphics design, Richardsons do it all

By Mark Leslie

While golfers are trying to hit holes-in-one on the Tom Fazio and Pete Dye-designed golf courses at Disney World, the Disney folks feel they have hit a home run with their graphics package designed by a less-well-known architect.

Richardson or Richardson — translated architect-cum-artiste Forrest and graphics expert Valerie — have received high praise from Disney Development Co., whose accolades are given sparingly.

Tom Sunnarborg, development manager for Disney Development Co., said: "The graphics are a home run. Our criteria was that the signs be durable, readable, functional, but also unique. And they are. There is nothing else like them. From the signs along the

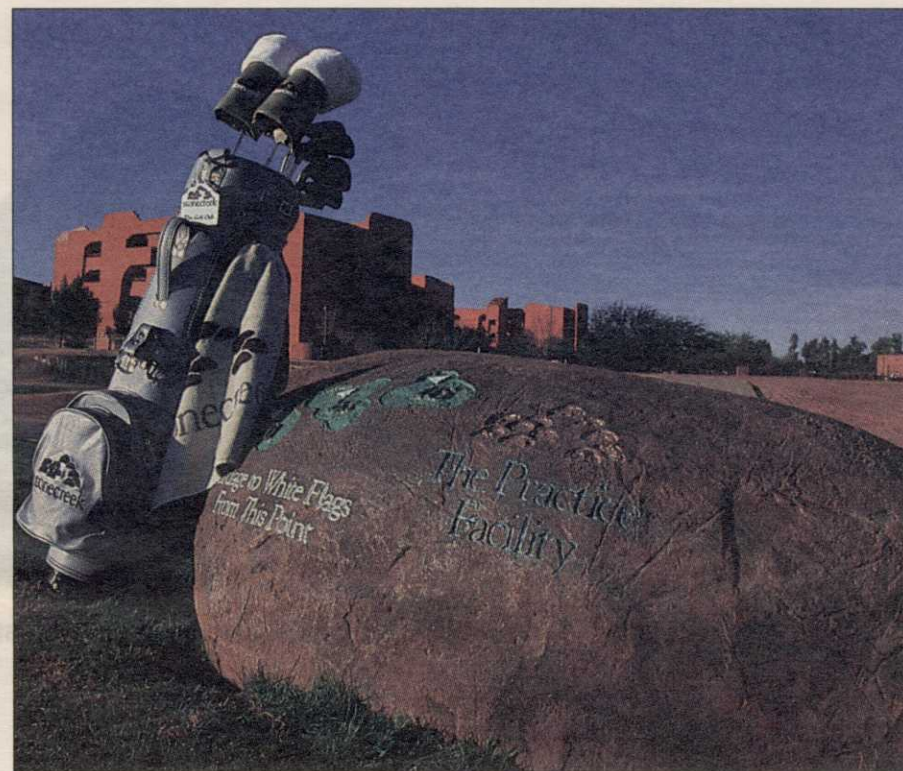


Forrest and Valerie Richardson of Richardson or Richardson.

entry road to the signs in the clubhouse, tee signs and cart path directional signs, yardage markers, flags, logo, everything is really well done. They have clearly exceeded expectations."

Saying that "part of our challenge is to do projects that are so special they're worthy of our company," Sunnarborg placed the Richardsons in the company of Dye and Fazio in painting a picture of high-caliber success that has enveloped Disney's Bonnet Creek

Continued on page 27



The Richardsons gave Stonecreek an entire merchandising campaign along with design of the Arizona course's signage.

From play to profession

By Mark Leslie

Little did Arthur Jack Snyder know what seeds he was planting 20 years ago when he gave a teenager a topographical map and told him to "go design a golf course."

The 13-year-old kid was Forrest Richardson. And Richardson now owns Golf Group Ltd. and works alongside Snyder on many projects, although their companies are not officially related.

"I bothered Jack a lot as a kid," Richardson said. "I'd bike over to his house. He'd give me topo maps and say, 'Here, kid, go design a golf course.' I learned a lot from him."

Snyder helped fan the growing flame of interest to the point that Richardson published a newsletter, "The Golf Course Designer," for four years. Richardson was 13 years old when.

His 80 readers spanned the globe. When he once wrote that lack of finances might force him to discontinue publication, sub-

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Zoeller designs 1st in Carolinas

HILTON HEAD, S.C.—Island West Golf Club at Hilton Head, a daily-fee course designed by golf professional Fuzzy Zoeller and Clyde Johnston, opened Dec. 21.

An 18-hole championship course, Island West is Zoeller's first design in the Carolinas. According to Zoeller, "Island West Golf Club will provide a challenge to the high- and low-handicapper alike. While the course will present several opportunities to 'go for it,' there is also a 'safe' route to the green. There will be no forced carries. Who wants to come to a resort to get beaten up by a golf course?"

Island West is being developed by the Fairways Fund, an investment fund recently introduced to the market by Marion Bass Investment Group, parent company of Bass Golf, Inc. and headquartered in Charlotte, N.C.

Arthur Jeffords, who heads up Bass Golf, said of the course: "Fuzzy and Clyde have given us exactly what we asked for — a golf course that's fun to play. It will challenge you but not break you."

The course plays from 4,938 yards to 6,803 on three sets of fees. It is located on 150 acres of low country terrain with more than 24 acres of lakes and strategically placed bunkers.

Island West is open to the public, but the whole operation has been designed to elicit the feeling of a private country club.

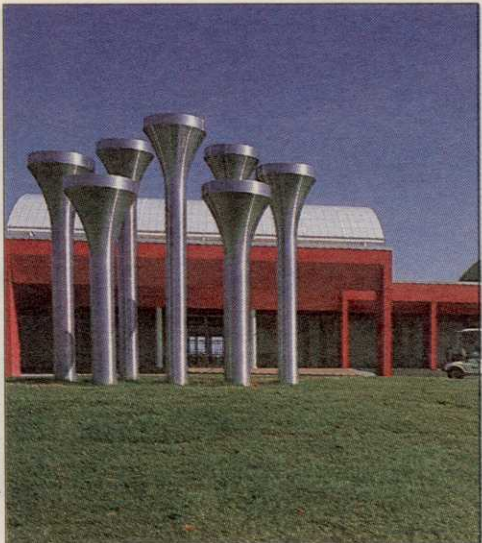
Island West's 8th and 17th par-3s feature side-by-side greens 125 yards wide, as viewed from the air. Though a body of water fronts the greens, architects Fuzzy Zoeller and Clyde Johnston have designed "safe" routes.

Photo by Skip Meachen



Giant spun aluminum golf tees identify the signless clubhouse and welcome visitors to Disney Development Co.'s Bonnet Creek Golf Club in Orlando, Fla. Graphics experts Richardson or Richardson carried the tee theme through the golf courses with large tee-shaped markers for the tee boxes.

Photo courtesy of Richardson or Richardson



Richardsons tackle all facets of design

Continued from page 21

Golf Club since it opened in January.

Fazio is a famous golf course designer. He plied his trade admirably in designing Disney's Osprey Ridge, Sunnarborg said.

Dye is a famous golf course designer. He also plied his trade admirably in designing Eagle Pines, Sunnarborg said.

What's special about the Richardsons?

The marriage of course design and graphics in one company, according to the folks at Disney.

Their graphics company, Richardson or Richardson, is a division of Golf Group Ltd., a golf course design firm in Phoenix. Forrest was once the art director for a television station and holds a degree in visual communications. Valerie was the head of the graphics program for a school system.

"To me this (graphics) is an extension of the whole process of golf course design, and one that architects, I think, are starting to take a little more note of," said Forrest Richardson, who has worked as a

designer with architect Arthur Jack Snyder of Phoenix, Ariz., for nine years. "I don't think any of these great architects wants to do a project and then have the signage, graphics, trademark and name not be indicative of their work."

"It would be like Frank Lloyd Wright designing a wonderful building and going to a real-estate sign company to get the sign for the front of it. He took a great interest in making sure the entry signs, monument signs, type faces and everything that was going into his buildings was sensitive and compatible to the architecture. He didn't go to While-You-Wait Signs."

Although the Richardsons have only once been hired for both jobs — a project under way in Hawaii — Forrest said: "It's depressing sometimes to be the golf course architect and find there's no room for us to be involved in the signage, graphics, advertising and marketing. It's like hiring the architect and finding out he doesn't get to design the putting greens."

For Disney's Sunnarborg, finding a graphics company with golf course design knowledge was a plus.

"When hiring our consultants, I tried to pick people who knew their way around a golf course... It's the same for graphics as irrigation," Sunnarborg said. He said he was talking to "nationally known, big-time graphic design companies" when he discovered Richardson or Richardson's work on Stone Creek, a golf course in Phoenix.

"I said, 'This is the kind of company I want,'" he said.

Sunnarborg said Disney wanted the Bonnet Creek graphics to be "recognizable, unique and special so that people would remember it and buy the golf shirt and hat, the balls and all those things. I looked at what everybody else was doing. It fell into two categories: very nice sandblasted or carved granite, which is all very nice but looks the same; and sandblasted wood.

"I gave Forrest the criteria: 'You're not going to do granite or sandblasted wood. But it's got to hold up to chemicals, years, weather, and guys hitting it inadvertently or intentionally with their golf clubs. Come back with something really creative that no one's done before.'"

The eight-person Richardson company, which does a lot of corporate design, marketing, advertising and packaging, "rose to the challenge," Sunnarborg said.

Fresh off their success at Stone Creek — an upscale daily-fee facility that had been bought by Westcor and redesigned by Arthur Hills — the Richardsons tackled the Disney job with fervor.

"With Disney we went steps further," said Forrest Richardson. "We began to first talk about the theme, not the name. Disney is very on-stage off-stage oriented. Anything that is on-stage that a guest visits, Disney considers to be a theatrical experience that has to be produced from

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Shreveport Country Club
Shreveport, Louisiana

Richardsons

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beginning to end. The golf courses at Bonnet Creek are no exception.

"We started working with all the people at Disney in defining the place. Is it a traditional Augusta-like setting or something else? A lot of questions had been answered by the architects. We decided upon a real quiet, simple, elegant, modern approach."

That character was reflected in the final design for the logo and signage—a subdued look centered on the diamond shape.

"The diamond expresses the architecture and geometry of the clubhouse. It's a simple, elegant icon that goes with everything," Richardson said. "The name Bonnet Creek and the names of the courses were derived from suggestions from Disney. We went from one extreme to another and always came back to the natural theme of the osprey and the eagle."

The result is one big photo opportunity.

"If you look at all the Disney properties and attractions, they center around the concept of photo opportunity," Richardson said.

Sunnarborg said: "A well-done golf course graphics program could involve thousands of signs. You could group them into maybe 10 categories. Each of our categories is probably a different material. The signs in the clubhouse are brush stainless steel, which are very elegant and nice. The signs on the golf course are one-inch-thick, solid-aluminum plate. It's thick enough to be durable, but thin enough so that it almost looks two-dimensional.

"It's a full granite color, but it's green so that it's meant to fade into the background of green grass. The top of the sign is a diamond-shaped mes-

Designing courses

Continued from page 21

scriber Desmond Muirhead sent him a check for \$70 to subsidize his efforts.

Now he has turned his childhood fantasies into reality—in more ways than one. "When I was 13 or 14 I designed a par-6 and a big par-2," he said. "I've always liked that idea and I'm always looking for creative things to do—not to make a parody of the game but to make it more exciting. And now we have a par-2 on a nine-hole kids course in Hawaii."

Richardson is excited about the Hawaiian project because of its character and because his and wife Valerie's company, Richardson or Richardson, is doing the graphics design for the facility.

Kealahou Golf Center near Kona is unique in that it will contain an 18-hole, par-72 course and a keiki (kids') course. The kids' course will be 1,095-yard, par-29. It is scaled down to about 60 percent of the hitting range of adults so that adults can use it as an irons course or play it at a different par. The 310-yard par-5, for instance, could play as a par-4.

As in his graphics work, Richardson has an eye toward imagination and change.

"There's a lot of sameness in golf course design today," he said.

He intends to do his part in changing that.

GOLF COURSE NEWS

sage carrier that seems to float in mid-air so you don't see the base of it."

Richardson said: "The main thing was not to call attention to the signs. The diamond helps a great deal. They are recognizable, shiny and bright, and you look for them the rest of the round."

Mission accomplished.

The mission was also accomplished at Stone Creek.

Henry DeLozier, president of Resort Management of America which operates Stone Creek, said of the Richardsons: "We see a lot of folks who end up with the same solution to design questions. Perhaps it is a great solution. But when we talk with Forrest or Valerie we

come up with new solutions that are ingenious, innovative and give the golfer or potential customer a different message than what we see as a standard in the golf industry."

DeLozier added: "They have a capacity to touch a different plane than many of the rest of us are operating on. I can only attribute that to imagination and ingenuity. You look forward to what they're going to give you (in a project), with full knowledge that you're going to get some things that are absolutely whacky and off the wall and some things that touch a new sense of understanding for your own project."

Richardson said that to enhance Stone Creek's image "we developed

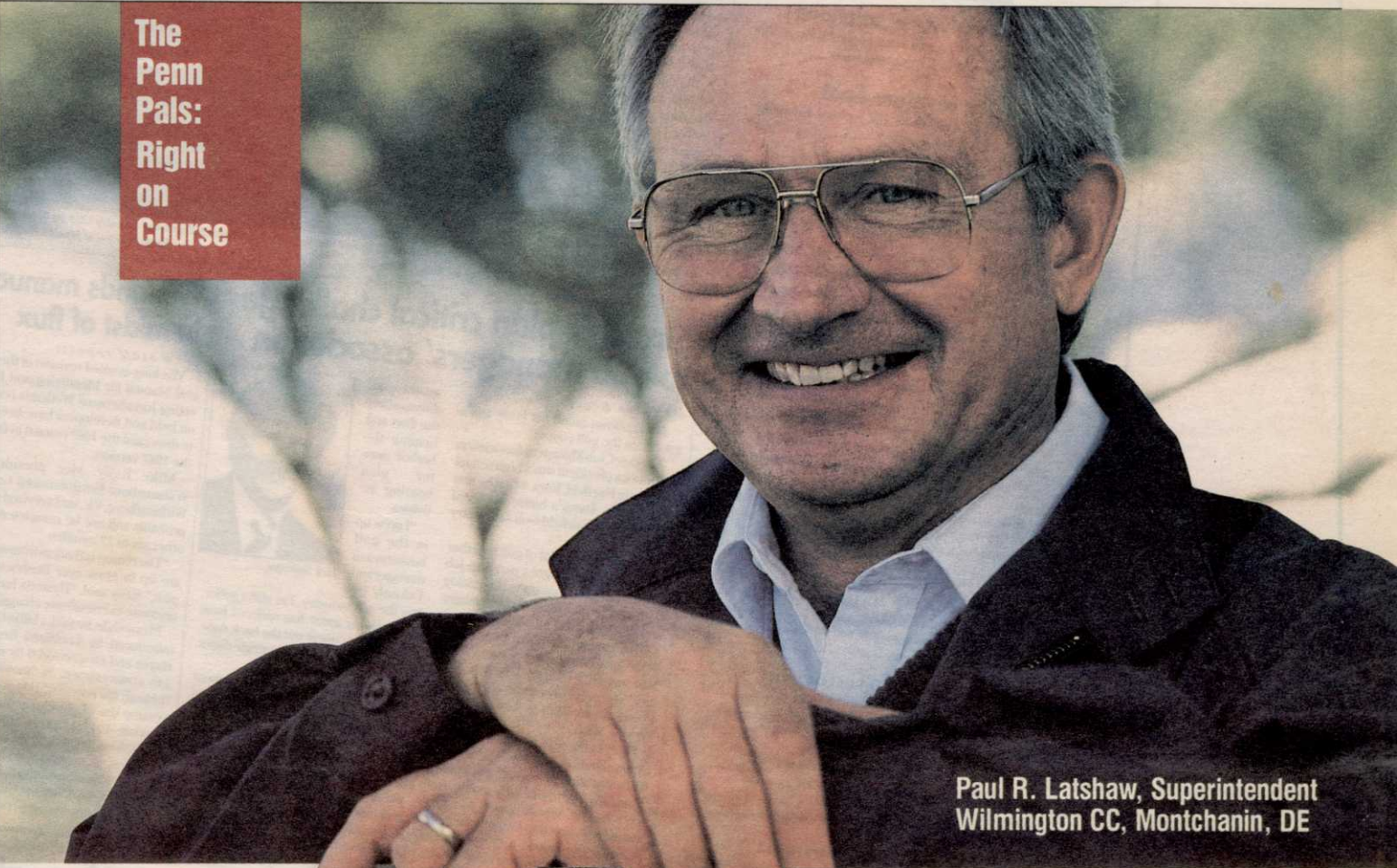
the overall visual theme, the trademark and the color palette. Then we moved into the huge task of developing the sub-palettes of color for merchandise. Although we weren't as involved in the design of merchandise, we gave them concepts and ideas and guidelines to follow about how to implement the logo on merchandise. We coordinated the signage (tee markers, tee signs, and signs on the course) and a great deal of work consulting in print graphics—yardage books and things like that."

Richardson hopes projects like Stone Creek and Bonnet Creek, where graphics is stressed, are harbingers.

"There's a lot of conservativeness in people who run golf courses," Richardson said. "I think that's about to change. We're starting to get the people who have gone through golf management programs...and they're starting to get into the top jobs. They're running these places and they have marketing backgrounds. They know—like Stone Creek—that the guest experience is important. It's not just important that the food is good. Everything has to be nice. It's a total, holistic approach to the experience on the golf course..."

"People are starting to think for themselves. I'm excited by this because it relates to both sides of what we're doing."

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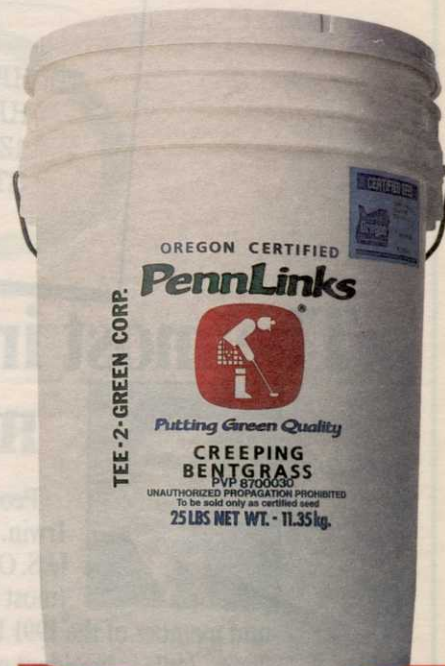
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