

**MIND:STYLE CONCEPT ARCHITECTURE**  
 DEDICATED TO BUILDING GOLF SANCTUARIES



The Pebble – scale model of a conceptual design for a driving range

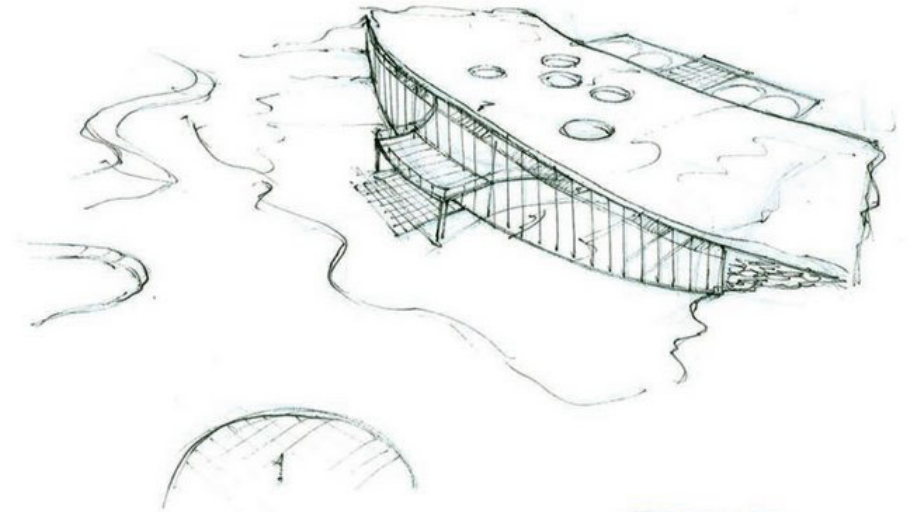
EAT GOLF! spoke with  
**Stan Colders, founder**  
 of a new company with  
 a vision to promote and  
 build modern clubhouses.

**What is Mind:Style Concept Architecture?**  
 Mind:Style Concept Architecture is a growing network of creative talent – architects, designers and artisans – dedicated to building outstanding golf resorts, clubhouses and driving ranges. Most Mind:Style members also have their own businesses, but for each project we specially select a team of highly creative minds, generating radical synergies and ideas.

**What are your design philosophies?**  
 Every detail of a Mind:Style design integrates the golfer's personal experience and creates a seamless transition between the inner and outer experience of golf, so there is a perfect balance of mind, body and soul. In practical terms, that means designing more efficient driving ranges to train the body

and inspiring clubhouses to relax the mind. Combining this with the importance of individual wellness and healthy environments for all, we create organic designs that blend into their urban and natural environments.

**What has been the reaction to your company's design concepts?**  
 Very positive. So many of today's resorts, clubhouses and driving ranges look the same, as if they have come off a production line. More astute developers and golf industry professionals are beginning to realise that a successful golf business requires inspiring spaces and buildings to enhance the visitor's experience, effectively creating golf sanctuaries. Of course, there are also many people who don't want change – but we are young designers with a strong sense of the future of golf.



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Concept clubhouse design

**What advantages do your concepts have over traditional designs?**  
 Our concepts are forged from specialist teams of well-known architects and interior designers with wide ranging experience and a variety of cultural backgrounds – so the designs and ideas are powerful and original. We allow potential clients to visit brainstorming sessions with the

professionals, which can result in a unique debate about details. That's fun. We are not limited to design, though. Our network allows us to test concepts in different areas, such as environmental, social, business and marketing. We think about the brochures, website and dress code of the operation staff, if necessary. This is important for the consistency of our design philosophy.

**How will your designs change the future of golf?**  
 I don't want to change the future of golf – I am anticipating the future of golf. There are new types of golfers emerging who have different wants and needs. For example, the value of family experiences and being together outside the ever more demanding world of work will become more important in the future. So clubhouses



Concept clubhouse design

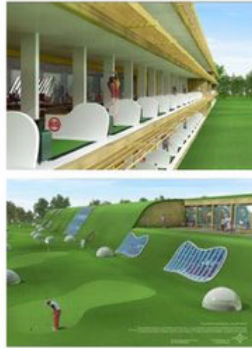


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Concept clubhouse design

Proposals for a unique grass roofed driving range in Antwerp, Belgium



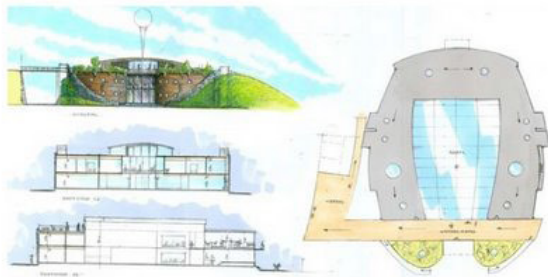
and multi-functional city driving ranges have to be ready for these total family experiences for men, women and children. I believe there will be a need for low-entrance opportunities into golf, which is why I want to create a new style of urban driving range; and I think clubhouses will be required to relax the mind before and after play. So the way we see the future of golf is built into our designs.

**Why do you think modern architecture is more readily accepted in a city environment?**  
 We are living in an era when a wide range of people can have anything they want. They like luxury and new gadgets – and it's not the technology that drives their choice, but the design of the product. The same is true for modern architecture. It has a new luxury design expression not only for the people, but also for a city to put itself on the world map. It attracts people to live and work there and it's good for tourism and business (although not always for health, of course). Keeping respect for natural environments in mind and by choosing the right materials you can still create a modern concept.

outside a city with a different and more human related goal.

**Do you believe that all clubhouses should reflect the period in which they were built?**  
 No, not all clubhouses. It depends on the country, culture and history. When there is a story to tell about the clubhouse, protect it – when there is no story, no soul, break it down and create one for history. Heritage is important to protect and to inspire new generations. You have to know where you've come from to know where you are going and how to improve things for the future.

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Concept clubhouse design