

Moments

THE NEWSLETTER OF REYNOLDS PLANTATION



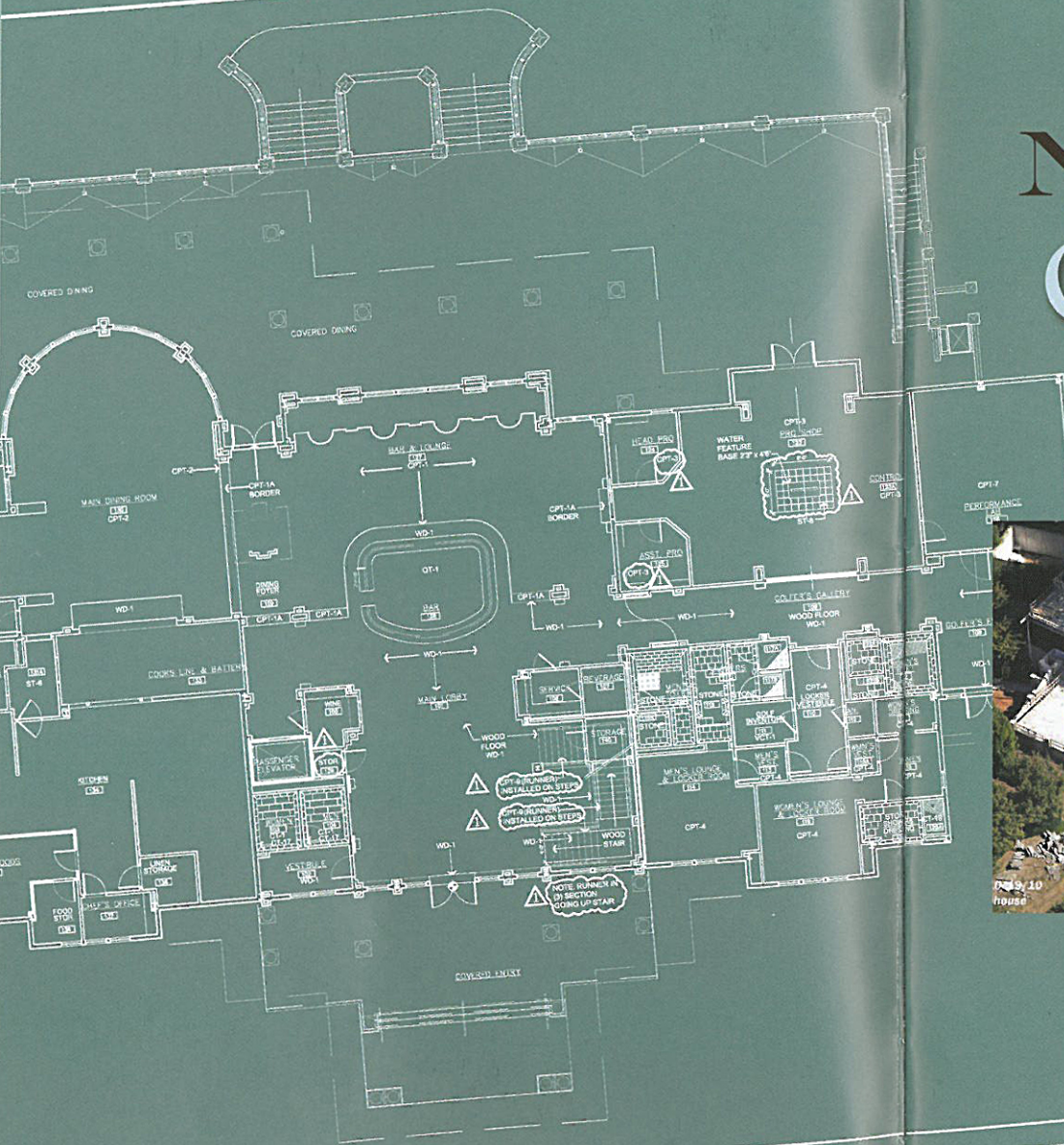
INSIDE:
NEW LIFE & NEW LOOK AT THE OCONEE
20TH ANNUAL SPRING MEMBER/GUEST
BASS TOURNAMENT

MARCH 2011

NEW LIFE & NEW LOOK AT THE OCONEE

FROM THE OUTSIDE, the Oconee Clubhouse seems unchanged from its appearance the past decade. Inside, it is not the same. It's better. And when it officially reopens this spring, those who liked the Oconee Clubhouse before are going to love it now.

By design, the classic Southern charm and original architecture of the clubhouse exterior are now fully restored from extensive damages suffered in an August 2009 fire. And while the blaze was a severe shock to the Reynolds Plantation community, the team assigned to the renovation project capitalized on an opportunity to improve the building. The result is a roomier, more inviting and more comfortable environment.



DESIGN INC. PROJECT
The Oconee Clubhouse
Reynolds Plantation - Lake Oconee
Greensboro, Georgia 30642

TITLE:
MAIN LEVEL
FLOORING PLAN

DRAWING NO.
ID-5.02

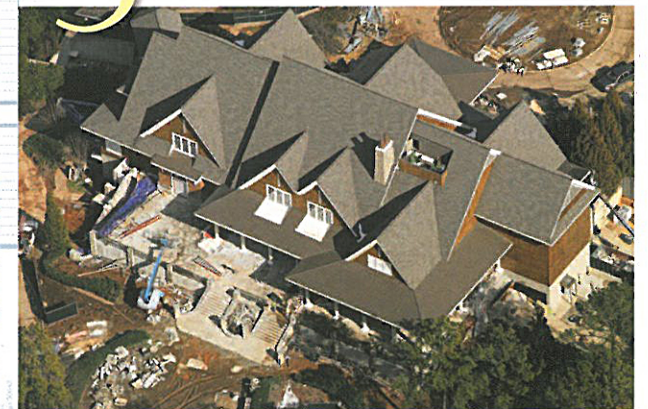
1 10.19.2010



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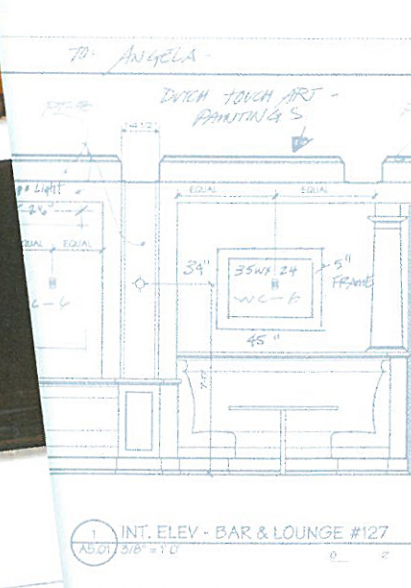


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"When people drive up, they are going to think, 'This is the same clubhouse,'" says Mike Kelly, Executive Vice President for Reynolds Plantation. "But when they walk inside, they will begin to see the improvements."

The main entrance now leads into an expansive, engaging room that features comfortable lounge seating and a full-service bar. Intended to serve as the hub of clubhouse activity, the lounge area flows directly into the main dining room and golf shop, giving guests smooth access to both. The majestic stone fire-



The Oconee
REYNOLDS PLANTATION
LAKE OCONEE, GREENSBORO, GEORGIA

place was retained, but shifted to provide shared exposure for the lounge and dining room. Also, the TaylorMade Performance Lab is relocated to floor level, also adjacent to the lounge.

"We have been able to make improvements that we are convinced will make the clubhouse more enjoyable for our members and guests," Kelly said. "You don't often get a chance to have a do over on a building like this. We took that opportunity to make it better," Kelly said.

Moving the TaylorMade Performance Lab left the upstairs unoccupied. The design team made the most of the vacancy, transforming the second floor into a distinctive, 220-seat Grand Ballroom, featuring expansive views of the Oconee Golf Course. This space will be under the expert operations of The Ritz-Carlton Lodge staff and we look forward to many special events happening here.

Not only has the interior been modified struc-



turally, but under the direction of New York City interior designer Angela Grande, the décor of the Oconee Clubhouse has assumed a more sophisticated personality, while maintaining its casual Southern elegance.

"The new design has elevated the clubhouse to showpiece standards," said Grande, a major influence on Reynolds Plantation, with her work at The Lake Club, The Landing and The Creek Club, as well as at The Ritz-Carlton Lodge, Reynolds Plantation. "And like all the Reynolds properties, we try to bring the outside in."

The styling of the Oconee Clubhouse is influenced by the arts and crafts movement, with Grande's personal preference for clean lines that pull together contemporary pieces with those that are more traditional. The materials throughout each room utilize natural woods and stone, as well as natural finishes and natural-fiber carpeting. The custom designed light fixtures are hand-rubbed patina bronze, which complement the various shades of green, amber, persimmon, cream and beiges – "Earthy, but rich colors," Grande notes.

Grande's primary objective with the Oconee Clubhouse was to create clean, strong images that are mildly unpredictable for the region and establish a new level of sophistication for the setting.

"The community is made up of a lot of people from all over the country, so the clubhouse has to relate to both upscale and casual tastes," she said. "And it has to be something they don't expect, either with the textures, colors, or lighting effects."

The project team was successful in rearranging the space to make improvements to what was already a popular setting.