

Golf News for Monday, August 16, 2010 | [Business](#)

## Tom Hoch completes Renaissance Golf Club clubhouse design work

OKLAHOMA CITY -- Tom Hoch -- a pioneer in revenue-based design and turn-key, design-build interior architecture solutions -- has completed interior design work at the new clubhouse at [Renaissance Golf Club](#) in Haverhill, Massachusetts.

Tom Hoch crafted and installed all furniture, fixtures and equipment (FF&E) for the three-story, 30,000 square-foot clubhouse. Honoring the traditions and spirit of golf, Renaissance Golf Club draws inspiration from the classic elements of early 20th century American shingle-style architecture. Tom Hoch employed an interior design theme of "casual elegance and décor," tying the "under roof" spaces to the clubhouse's architectural motif and further emphasizing the traditional aspects of the game.

"Tom Hoch offers a unique approach to every design project," says Greg Sherwood, Vice President of Southworth Golf Management. "Tom and his staff have created an inspiring, timeless interior that exemplifies the classical style and is in concert with Southworth's brand strategy for Renaissance Golf Club."

"The story and character behind the Renaissance Golf Club make it a fascinating, high-energy project," says Hoch. "We are excited to finally unveil the finished club interior, and look forward to continuing our longstanding relationship with Southworth Development and Renaissance Golf Club."

The main level features a Grille Room and lounge, spacious ballroom with indoor seating for up to 250 guests, a private dining/boardroom, living room, billiards room and a three-season veranda spanning the entire length of the clubhouse overlooking the 18th green on the main level.

The lower level includes the men's and ladies' locker rooms, each with separate lounges and steam rooms, a fitness facility, massage rooms, two state-of-the-art golf simulators for indoor practice and lessons, administrative offices and a business center for Renaissance members. The upper level will feature eight uniquely designed club rooms for Renaissance members and their guests.

Located on Boston's North Shore, the private club features a 7,161-yard, par-72 Brian Silva golf course with extensive practice facilities, including a short game area with multiple green complexes, a practice fairway and a practice green. The club also houses a pool facility.

Other recent U.S. and internationally-based Tom Hoch projects include: The Ritz-Carlton, Dove Mountain (Marana, Arizona); The Members' Golf Club at The Ritz-Carlton, Sarasota (Florida); Farm Links Golf Club (Alabama); Renaissance Golf Club (Massachusetts); [TPC Valencia](#) (California); Zavidovo Golf and Lake Resort (Russia); and Tulsa Country Club (Oklahoma); multiple projects with Troon Golf, Apes Hill Club (Barbados); and The Abaco Club (Bahamas).

For more information on Tom Hoch visit [www.tomhoch.com](http://www.tomhoch.com) or call 405.524.0505.

### About Tom Hoch | Plan | Design | Build

Founded in 1963 in Oklahoma City by Tom (senior) and Joanne Hoch, Tom Hoch is a design-build firm specializing in club, resort, hotel, restaurant and recreational spaces, and a recognized worldwide leader for delivering exceptional results on schedule and within budget. It has created many of the most memorable, engaging and functional spaces in the golf, hospitality and leisure industries, including award-winning, revenue-bolstering projects for leading luxury brands.

Tom Hoch has revolutionized the category via its "revenue-based design" model, a space planning, sizing and mapping process for retail-driven spaces such as golf shops and food- and-beverage operations. The revenue-based design model can be applied to new construction, and is particularly effective with cost-sensitive remodeling projects. It is scalable and can be utilized with any size space in a wide variety of industries (golf, restaurant, hotel, spa, recreational clubs and more).

Superior views, balanced site lines, privacy, energy, operational efficiency with optimal staffing, exceptional luxury and increased profits are central to Tom Hoch's delivery of a signature, custom interior space that is the lifestyle centerpiece of clubs and communities. These inviting, comfortable and stunning gathering places are powerful marketing tools for owners, developers, membership directors and real-estate agents. Styles range from classic and neo-classic to contemporary and progressive.

Contracted design work is completed onsite in Tom Hoch's 30,000 square-foot studio, a unique position in the category that leads to increased efficiencies and overall quality. An "American Craftsman" operation, projects are designed and built by highly skilled artisans, carpenters and designers, and installed by an in-house team with minimal outsourcing. Tom Hoch employs "green building" techniques and practices to deliver spaces and products which are environmentally sensitive.

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