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FROMANGER & ADAM
GOLF COURSE ARCHITECTS

LANDSCAPE ARCHITECTS - ARCHITECTS - GOLF COURSE DEVELOPERS - GOLF COURSE MANAGERS



Cely Golf Club, France - Hole n°10

Patrick Fromanger

Patrick Fromanger attended the Ecole des Beaux Arts and graduated with a degree in Architecture in 1985. It was during his architectural studies that he started to study and design golf courses. His final thesis concerned the design of a course, with particular emphasis on golf as a spectacle, for television viewing and tournaments.

He is a founding partner of Fromanger & Adam, and has participated as such on a variety of projects, which included both the design and construction supervision of the golf course and real estate. Notable designs to this day are the public course at Bitche en Moselle, the first 27 hole public course which is highly acclaimed, the renowned resort, le Domaine de Vaugouard and the prestigious private club, le Golf de la Forteresse.

He is a registered Architect D.P.L.G. and was a founding member of the French Golf Course Architects Association, which later merged with sister organisations in Europe to form the EIGCA. He is a senior member of the European Institute of Golf Course Architects.

Mark Adam

Mark Adam attended the University of Toronto and graduated with a degree in Landscape Architecture in 1985. During his studies, he worked for large contractors on the construction of several golf courses in Canada and the United States.

He is a founding partner of Fromanger & Adam, and has participated as such on a variety of projects, both in the design process and construction supervision within Europe. Notable designs to this day are the famed Cely Golf Club (Venue of the World's Women's Championship in 1989), the renowned resort, le Domaine de Belesbat and the Haras de l'Ermitage with its unique outdoor sculptures on the course by artists such as Moore, Picasso and Miro.

He is a registered Landscape Architect and was a founding member of the French Golf Course Architects Association, which later merged with sister organisations in Europe to form the EIGCA. He is a senior member of the European Institute of Golf Course Architects and its immediate past president having served from 2004 to 2007.

THE PARTNERS





The partnership was formed in 1986, having its head office in Paris. During its early years, the practice was mostly involved in projects both private and public with medium sized budgets, which had varying architectural programs that combined both the design and construction supervision of the golf course and buildings such as the clubhouse. On the strength of these projects and their acclaim, the practice in the late 80^s was given the opportunity to design some of Europe's most prestigious courses and resorts, which until then had been reserved uniquely for American based practices. These very large-scale projects with substantial budgets allowed Fromanger & Adam to fully express their "savoir faire", both in innovative design and construction methodology, be it on the course or its related buildings. These projects became the benchmark for the European golf industry, setting new standards of excellence in design, workmanship and services, and firmly setting Fromanger & Adam as one of Europe's leaders in golf course design.

The early 90^s saw a marked change in the golf market, with many high profile courses and developers going into bankruptcy. This profoundly affected the practice, which had to downsize substantially, and had to re-adapt to the new emerging situation within the European golf course industry. The practice was heavily involved in the restructuring of bankrupt existing courses, and courses under construction, whilst continuing to design new courses but on a limited scale, until the mid 90^s.

This sustained situation led to a change in direction for the practice, and in 1995, Mark Adam and Patrick Fromanger purchased an abandoned landfill site, situated 12 km west of Paris in the vicinity of Versailles. They then started the design and purchased construction machinery and maintenance equipment to undertake the construction and maintenance of the course themselves. In July 2000 they opened the first 9 holes and recently opened the last 9 holes in May 2004 under their management. This unique experience has permitted the partnership to extend their services beyond the design and construction of courses, to include consultancy in financing, promotion, maintenance and management of courses.

HISTORY OF THE PARTNERSHIP



Domaine de Belesbat, France - Hole n°13

ARCHITECTS WITH A



Golf course architecture

Golf course architecture is a core activity within the partnership. We strive to build unique memorable golf courses in harmony with the environment and in keeping with the local landscape character that are sustainable and economically viable. We pride ourselves on sensitive design that is brought to fruition by integrating the design intent and vision of the client, the needs of all golfers, the local community and embracing positively the legislative and environmental constraints.



Architecture

Architecture is an important part of our design work and our in-house architects have over the years built up a considerable experience and expertise in the programming, designing and construction of buildings associated with golf courses and resort developments. We are able to better serve our clients needs by having an integrated and global approach throughout the different phases of the design process when undertaking large projects.

DIFFERENCE

ARCHITECTS WITH A DIFFERENCE



Landscape architecture

Landscape architecture is another key area of work for the partnership. We believe it to be an essential component of any successful project whatever its size. It allows us to create views and vistas, optical illusions, a sense of enclosure and openness. The planting schemes, choice of plant materials, various uses of materials and attention to detail allows us to paint the design canvas so to speak and draw upon peoples emotions and sense of place.



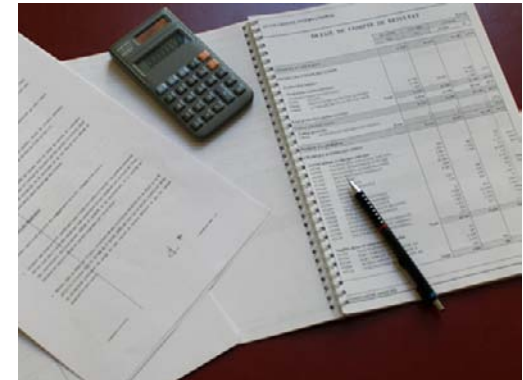
Maintenance and management

Maintenance and management consultancy are services that we now offer to our clients. Always striving to improve our services, we are able to draw upon a wealth of experience and insight from the management, operation and ownership of our projects, notably golf courses. The partnership is now able to help clients draw up realistic business plans, implement performing management systems and maintenance programs. More and more clients are seeing the added value of calling upon a design team with this unique experience and know-how.



Developers

Involvement as investors in the development of new projects, or in acquisitions of under performing golf courses is growing for the partnership, and this due to our credibility in the marketplace. Following a comprehensive due diligence review, we try to ascertain hidden value opportunities. In the event of a positive outcome we take a cooperative approach to our investment ranging from complete ownership to minority shareholding.



Finance

Assisting future clients in their search for financing to build or acquire golf courses is growing for the partnership. We help in establishing realistic market analysis for the type of facility proposed and the drawing up of financial feasibility studies that are key documents to any successful golf course loan application.

S E L E C T E D P R O J E C T S

DOMAINE DE VAUGOUARD

GOLF DE LA FORTERESSE

DOMAINE DE BELESBAT

GOLF DE CELY

GOLF DE SAINT-MARC



The Domaine et Golf de Vaugouard situated near Montargis, 100 km south of Paris in the Loîret, was started in 1985 by a visionary client, Mr Pierre-Yves Dhuiege, who called upon the Fromanger & Adam Partnership as Architects, Landscape Architects and Golf Course Architects to design a new type of resort complex.

The concept was centred on the development of a resort which consisted of renovating the existing chateau so that it could house the club-house, restaurant, bar, health club, pool, reception rooms and conference facilities. The design also included a hotel****, a tennis club with five outdoor and two indoor courts, an indoor and outdoor equestrian centre and a helistation for the complex.

The course itself was designed to make the best use of the existing features and topography and was articulated to integrate the amenities of the resort, so as to mitigate their visual impact and to have all the features of the complex appearing and feeling as a harmonious whole. The first hole plays towards the entrance of the resort and the hotel. The second through to the ninth hole plays on a wooded plateau full of mature oaks. Then the following four holes play through woodland on sloping ground towards a low lying wetland area. The last five holes play through sloping agricultural fields that are crossed by a meandering stream. Notable holes and features include the 13th with its island green, the 18th as a classic finishing hole for match-play and the practice range on water.







Above: Approach to the deceptively challenging 13th green

Opposite: A classic finishing hole for match-play with a spectacular view towards the clubhouse.

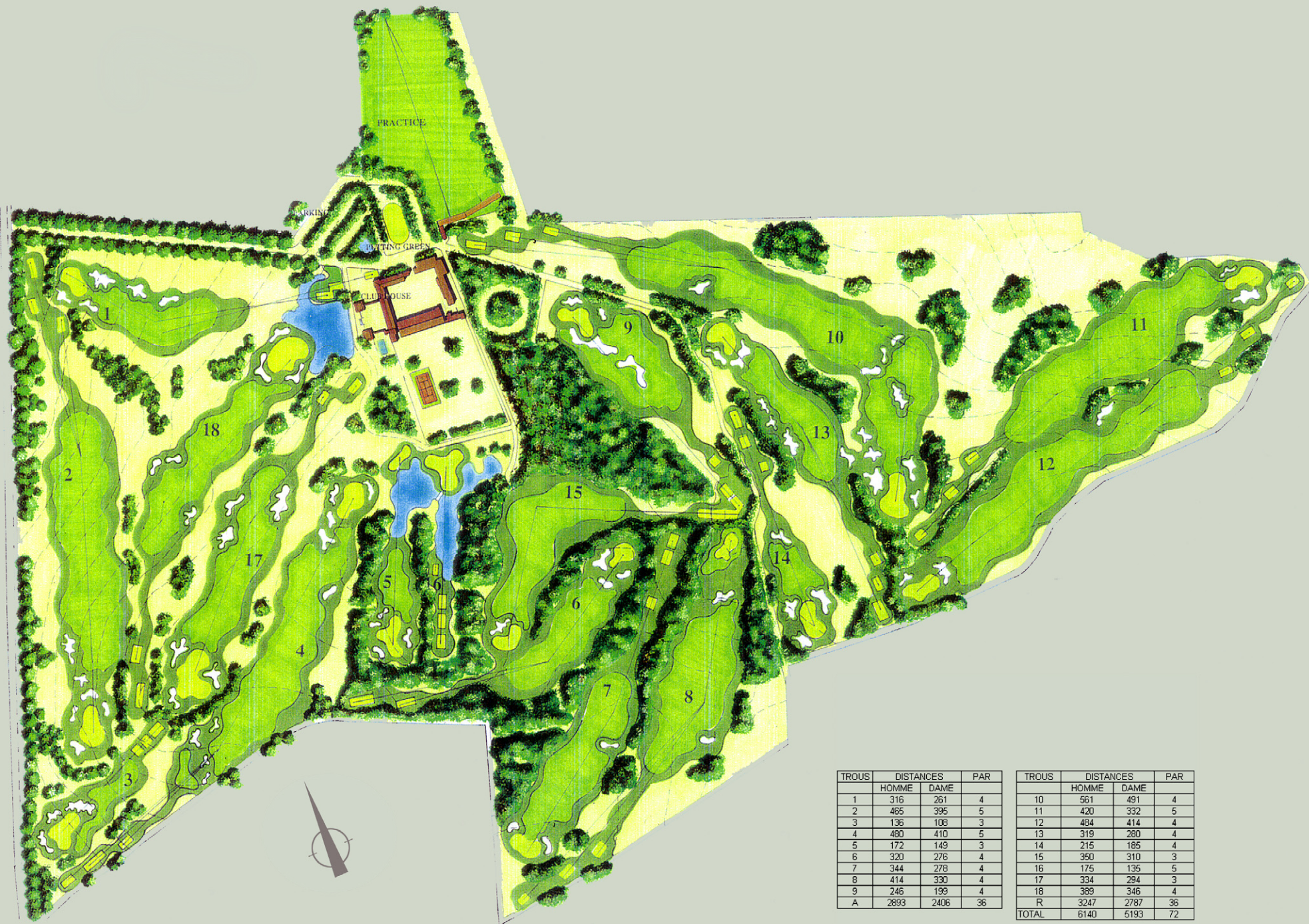


The Golf de la Forteresse situated near Fontainebleau, 65 km south of Paris, was started in 1987 by a farmer that wished to diversify and convert some of his land holdings into a member's/commercial golf course. He called upon the Fromanger & Adam Partnership as architects, Landscape Architects and Golf Course Architects to design this golf course.

The concept was centred on the development of a member's/commercial golf course by partially using the existing farm buildings and renovating them to their past glory as a fortified farm from the 13th century to include the club-house, restaurant bar, reception rooms and conference facilities. Outbuildings were to be renovated into bed and breakfast facilities.

The course itself was designed to make the best use of the existing features and topography and was articulated to integrate both the golf, and farming activities that had to co-habit and function in harmony with one another. The renovation of the farm buildings and the operation of the club-house also had to be envisaged in such a way as to protect and afford privacy to the owners. The golf course plays through a diverse range of landscape characters that included flat woodlands full of mature oaks and rolling former open farmland with dominant views over the surrounding landscape. Notable holes include the 6th with a mature oak, off-set on the fairway offering different lines of play; the 9th which is a fun drivable short par 4 at your own risk, being particularly well defended; and the 16th which is a very tough par 3 with a long carry over water onto a small green.





TROUS	DISTANCES		PAR
	HOMME	DAME	
1	316	261	4
2	465	395	5
3	136	108	3
4	490	410	5
5	172	149	3
6	320	276	4
7	344	278	4
8	414	330	4
9	246	199	4
A	2893	2406	36

TROUS	DISTANCES		PAR
	HOMME	DAME	
10	561	491	4
11	420	332	5
12	484	414	4
13	319	260	4
14	215	185	4
15	350	310	3
16	175	135	5
17	334	294	3
18	389	346	4
R	3247	2787	36
TOTAL	6140	5193	72



Above: View of the particularly well defended 9th green on this fun drivable par 4

Opposite left: View from the back of the 15th green

Opposite right: A necklace of shallow bunkers guards the 6th green enclosed by a backdrop of mature oaks





The Domaine de Belesbat situated near Fontainebleau, 55 km south of Paris, was started in 1989 by Golf Prestige de France, who wanted to create a boutique size resort with unheard of quality and character that would entice even the most discriminating traveller, where history, nature and golf would blend into one.

The concept was centred on the renovation of the 15th century chateau with its moat into a hotel****, complete with formal French gardens and the renovation of outbuildings into a formal dining area with refined and inventive cuisine. The club-house, spa facilities, pool and conference facilities were built in a new partially underground building so as not to restrict views to the chateau.

The course itself was designed to make best use of the existing features, such as the meandering river and canal, the wetlands, the mature woodland and the topography. It was also designed to both enhance and draw upon views to the chateau. Due to the low level of the water table, sophisticated construction techniques had to be implemented. We pride ourselves in having achieved a layout that appears extremely natural, blending in completely with the surroundings, but at the same time offering a challenge to every level of player. This course is consistently rated as one France's and Europe's best golf resorts.



TROUS	BACK TEES	PAR	10	332	4
1	317	4	11	167	3
2	387	4	12	443	5
3	517	5	13	346	4
4	142	3	14	120	3
5	385	4	15	334	4
6	181	3	16	380	4
7	436	5	17	314	4
8	362	4	18	356	4
9	548	5	R	2792	35
A	3255	37	A	3255	37
TOTAL			TOTAL	6047	72





Above: View from the approach to the 16th green

Opposite: Sweeping expanse of sand leads the eye through this scene towards the 9th green





Above: Evening sun filters through the trees, highlighting the 10th green

Opposite: Carefull positioning down the left off the tee opens up the 8th green.





The Cely Golf Club situated near the famous impressionist village of Barbizon, 50 km south of Paris, was started in 1989 by a Japanese client, who wanted to create a spectacular venue both for his corporate needs and to host the world championship of women's golf. Owner of an exceptional collection of impressionist works, he also wanted to exhibit those works both on the course and within the buildings, so that his passion and love for the arts could be shared with others.

The concept was centred on the complete restoration and renovation of an existing 15th century chateau. The first two floors were to be designed for a luxurious club-house, with the remaining floors to house an impressionist museum and conference facilities. The parking area and less noble parts of the complex were built underground so as not to denature views to or from the chateau. Additional buildings housed a small scale boutique hotel, a large scale professional spa centre and a restaurant with haute cuisine under Fouquets management. The whole bordered by a canal and gardens.

The course itself was specifically built to host the world championship of women's golf in the best possible conditions and as such was built to the highest standard imaginable at the time. As a testament to the excellence of the course, the players commented "this is the most beautiful course that we have played this year on the LPGA Tour, the fairways resemble greens". This course is considered one of Europe's finest.







Above: An aerial view of the 9th and 18th holes interlaced with water as a dominant hazard

Opposite: View from the tees towards the par 3 saddled 14th green







Above: View from the approach to the 6th green

Opposite: Evening sun casts shadows across the 3rd hole



Above: Aerial view of the 9th green with the club-house as a backdrop





Above: Detail of an artificial stream meandering through the course at Cely



Above: Aerial view of the club-house and its immediate surroundings



Golf de Saint-Marc situated, 12km west of Paris in the vicinity of Versailles was started in 1997 when Mark Adam and Patrick Fromanger purchased an abandoned landfill site.

As the golf industry was going through a severe downturn, this was seen as an opportunity for the partners to show their talent and expertise, and to demonstrate that if a course was built sensibly, in phases, with the players needs and expectations in mind it could be economically viable.

The partners having no access to outside financing decided that the best approach was to design the course in phases and to purchase the construction and maintenance machinery. Having no formal training in the use of earthmoving machinery, progress at first was slow, but our skills improved quickly, so that we were able to grade and shape 1,2 million cubic meters of in-fill. All the works such as irrigation, drainage and landscape works were done in-house.

The concept was to create a course that blended in completely with its surrounding landscape so that future players could not have imagined the site's former use. The project was phased so that quite quickly we could open parts of the course and develop a revenue stream. We also concentrated our efforts on the golf course itself, and took an approach that the buildings such as the club-house would be built later. In July 2000 we opened the first nine holes and recently in May 2004 opened the last nine holes.

This unique experience, having built our own golf course and presently managing and maintaining it has given us a breadth and hands-on understanding of the all the components inherent to a successful golf course, equal to none in the industry. This course is now getting increased recognition as a quality venue and we are truly proud of our achievement.

HOLE	METRES	PAR	HOLE	METRES	PAR
1	304	4	10	379	4
2	369	4	11	317	4
3	534	5	12	140	3
4	390	4	13	492	5
5	271	4	14	338	4
6	135	3	15	157	3
7	324	4	16	441	5
8	442	5	17	182	3
9	227	3	18	314	4
Out	2996	36	In	2760	35
				2996	36
			TOTAL	5756	71





Above: A daring carry is needed on this short par 4, 11th hole

Opposite: A rolling heathland feel is ever present on this opening hole





Above: A downhill view towards the 10th green

Opposite: Twisting rolls and undulations are a strong feature on this dog-leg par 5, 16th hole





Above: A panoramic view from the 17th tee, overlooking the holes in the wooded valley

Opposite: Elevated view across the water towards the narrow 12th green





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