



Sailfish Point Country Club

The Search for Breathtaking Flooring

HOSPITALITY

The private community near Stuart, Florida had embarked on a \$15.5 million plan to construct a new fitness center and restaurant (phase one) and renovate the clubhouse (phase two). Phase two included two restaurants, two bars, a card room and a spa. A committee of homeowners had volunteered to work with interior designer Susan Bardin, of Peacock and Lewis, to finish phase two, and the committee was determined to hit the mark for the main Ocean Room clubhouse carpet. Numerous options were studied to capture the design concept. None of the carpet designs had the connection to the ocean that the team wanted. None embraced the ambiance of the Ocean Room, which, as the name suggests, sits right on the doorstep of the Atlantic.

Then committee member Howard Snoweiss, a former principal in a Miami design firm who had retired to Sailfish eight years ago, saw a photo of Durkan's Lakir Collection in a hospitality/design magazine. He sent copies to everyone on the committee. "It really was a case of Durkan to the rescue," Snoweiss said. "Without exception, the committee flipped out and loved it. They had never seen anything like it before."

Here's why Lakir blew away the decision makers at Sailfish: It combined organic beauty and sophisticated styling in a durable package that could be custom colored. Plus, it was made in the USA, which facilitated delivery, and it was a sustainable choice—being CRI Green Label Plus certified and crafted of 25% pre-consumer recycled content.

PROJECT SNAPSHOT

Project
Sailfish Point Country Club

Location
Stuart, FL 34996

Website
www.sailfishpoint.com

Materials
Durkan's Lakir Collection
1,406 square yards of carpet

Project Lead
Susan Bardin, Peacock and Lewis
Interior Designers



THE SEARCH FOR BREATHTAKING FLOORING

Doug Anderson, Sailfish's assistant general manager, said, "The committee wanted to support American made products. And being on the ocean, environmental issues are close to the heart of all our membership."

The luxurious patterns in Lakir are created with Durkan's exclusive Definity manufacturing technology, which uses cut and loop combinations to create infinite visual and tactile experiences.

"Definity is really being accepted as an alternate Axminster," said Chris Neff, of Neff Group LLC and the Durkan rep on this project. "It gives you more depth and texture because it is cut and loop, which you can't do with Axminster Specifiers who are tired of the flat, cut-pile look of Axminster have been looking for an alternative, and Definity is it."

Durkan designer Rebecca Quiñones agreed, "With Definity, you get higher definition. You can have a high and low level loop that gives you the hand-carved feeling of expensive wool rugs at a fraction of the cost. You also can get double density. Definity can work two yarns in the same area to create really rich areas in the carpet."

The organic nature of the collection and Lakir's elegant design were perfect for the Sailfish clubhouse. As Neff put it, "The whole visual is very Florida, very modern, wavy and tropical."



The only thing that had to be modified were the colors. The committee wanted the colors they had seen in the magazine ad and in a visit to a Durkan New York showroom, but Durkan had updated Lakir's colorways. So Quiñones and Bardin worked together to add back in more blues to the pattern to further enhance the feel of sky and ocean. "The final strikeoffs for the Ocean Room were spot on, and the coordinating softer patterns complement the original pattern beautifully," Bardin said.

Doug Anderson recalled the last time Sailfish had changed its carpet. "It was split 50-50, half the members hated it and half loved it, so I thought if we got 50% acceptance we would be lucky. I haven't heard any negatives yet, and I would have. It has been overflowing positive."

Anderson is amazed at a carpet that can "appease 521 homeowners," he said. He also appreciates the durability of Lakir, which is crafted of Colorstrand nylon, a fiber that offers unsurpassed colorfastness to light, atmospheric contaminants and harsh cleaning agents.

"From the committee's point of view, Lakir hit a home run," Snoweiss said. "The whole membership loves this design. It's been 125% successful; everyone raves about it. The committee wasn't going to settle for anything less than what they loved, and they didn't."

In fact, the carpet in the clubhouse was such a success, Anderson and Snoweiss decided to use leftover carpet to create a 10' x 20' custom rug for the entry and runners for another restaurant, the Beach Club. The custom area rug saved thousands of dollars, and the runners solved acoustic issues and added more color and elegance to the restaurant space.

"Kudos to Durkan and the design staff," said Snoweiss. "In our opinion, this is a really unique design, like nothing we've seen in the industry. We broke out of the Axminster mode and are quite happy with this carpet." ■