



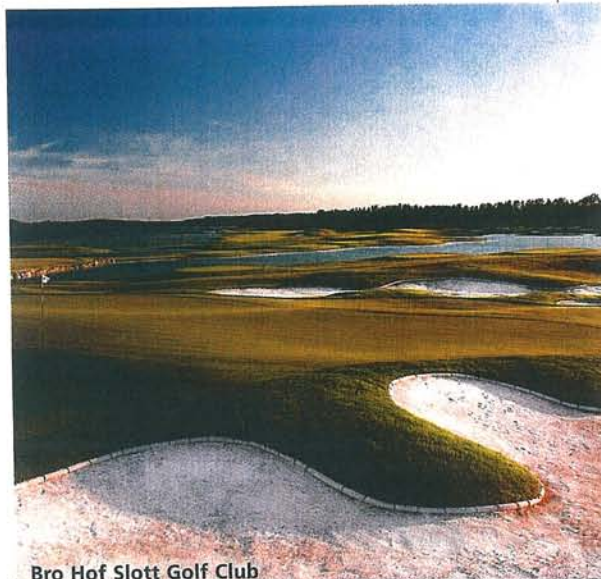
tent towns... a new golf genre

First there was a shepherd's pastime across the links of the British Isles. Then the game migrated with the British Empire through trade and soldiers into India, Egypt, Malaysia, Australia, etc. where the sports of golf and horsemanship interacted throughout their far-flung Commonwealth. Then the parkland courses took root in the Americas more than a century ago, soon following the sun to the warm winter climes of Florida and California. In the '50s golf became popular with the charismatic Arnold Palmer playing golf on television. Now, in the TV golf age, major golf tournaments are presented in a Roman Circus atmosphere and have morphed into an extravaganza, replete with merchandise tents and corporate sponsors.

Recently a new genre of golf course design has taken shape with the tent towns at tournaments. For example, at the new Bro Hof Slott Golf Club in Sweden, the golf course is of true championship quality with abundant land surrounding it and will host the Scandinavian Masters. The revised Welsh course at Celtic Manor is being prepared for the 2010 Ryder Cup, while the yet unveiled Chambers Bay golf course on Puget Sound near Tacoma, Washington will also present testing challenges for professionals. All are designed appropriate for their site. The Swedish course is glistening with beautiful lakes throughout. In Wales, the course rests near an ancient Roman soldiers' camp in a deep Welsh valley by the River Usk. At Chambers Bay, players will experience a completely dry, fast running linksland, restored and recrafted from a mined out sand quarry with no water holes whatsoever.

Common to all these courses is they have been designed with plenty of room for parking, for security, for other activities and include a great target practice range. Finally, long rows of benched, elevated areas have been set aside for corporate tents and other mercantile activity. These extensive areas are incorporated into the design of all three of these golf courses, particularly the finishing holes. In the case of Bro Hof Slott, a "stadium" point has been provided where mounds are arched, affording spectators several vantage points of play from one location where many holes intersect.

These new, large-scale Circus Maximus arenas are designed to accommodate corporate sponsors, crowds and television coverage alike. In Wales, a truly Roman golf holiday will be celebrated on this ancient site when, in 2010, they host the Ryder Cup near the old Roman Road. ■



Bro Hof Slott Golf Club

village de tentes...

Le golf a commencé avec un jeu de bergers dans les îles britanniques, exporté aux Indes, en Egypte, Malaisie, Australie... Puis en Amérique, le soleil de Floride et de Californie lui faisant une belle place. Dans les années 50, Arnold Palmer lui ouvre l'ère de la télé amenant son formidable développement et des parcours aujourd'hui envahis par un énorme public et des installations géantes à sa mesure. D'où la conception de nouveaux golfs comme à Bro Hof Slott (Suède) pour l'accueil du Scandinavian Masters, à Celtic Manor pour la Ryder Cup 2010, au futur Chambers Bay près de Tacoma (USA). Ils ont tous en commun d'être

imaginés pour accommoder les espaces nécessaires aux gros tournois (parking, practice géant, zones marchandes, tentes d'hospitalité, sécurité, télé, etc.). C'est surtout évident autour des derniers trous, comme à Bro Hoff Slott, où des buttes sont dessinées pour mieux accueillir les spectateurs et leur offrir un meilleur point de vue sur plus d'un trou. Un grand cirque!