

# Golf News

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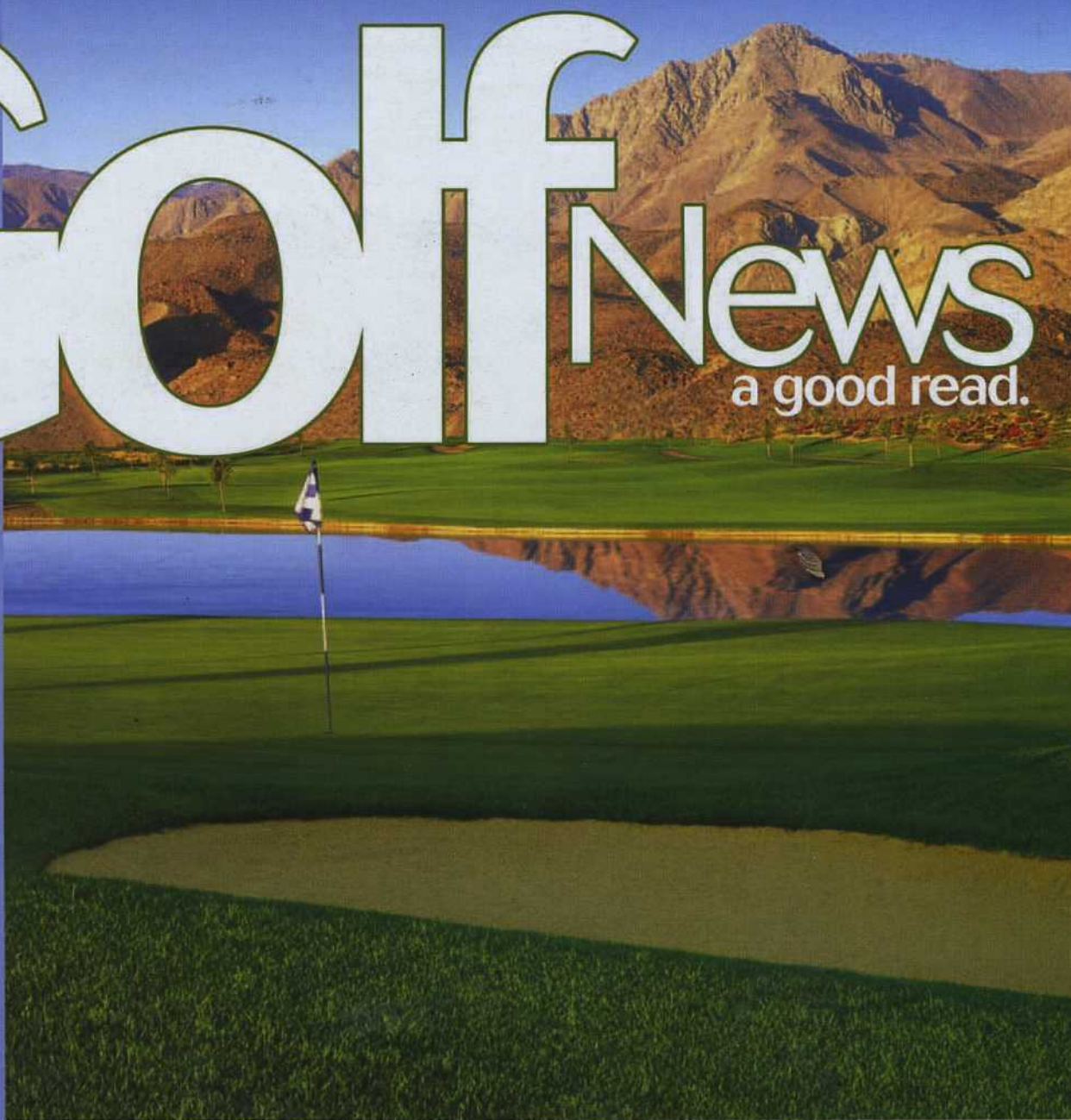
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Oct/Nov 2006



# NEW CELEBRITY COURSE OPENS THIS NOVEMBER AT INDIAN WELLS GOLF RESORT

Success is rarely the result of an accident. To reach the top, and stay on top, a fresh new approach is periodically required. The City Council of Indian Wells has embraced this concept by undertaking a \$55 million project intended to roll the success of the past into the golf facility of the future. With the first phase now complete – the opening of the Celebrity Course November 1, 2006 – Indian Wells Golf Resort is poised for a leading role within the Coachella Valley golf scene.

A grand vision requires a grand location, so 30 acres of land were added to the original West Course property to give the Celebrity Course spacious corridors and plenty of elbow room. Far from a renovation, all of the golf holes are completely new with only a couple that could be considered vaguely familiar.

Golf course architect, Clive Clark, did however utilize many stately trees found on the original property thereby imparting the unique feel of a venerable facility while at the same time delivering a modern approach to golf course

design. Most of the holes are oriented north/south to take advantage of jaw-dropping views of the San Jacinto, Santa Rosa and San Bernardino mountain ranges that often have a dusting of snow in the winter months. Plus, majestic Eisenhower Mountain stands sentinel to the south.

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As a “core golf” layout roads and homes do not intrude into this exclusive facility, and each hole is designed to be somewhat sheltered from the others to elicit a feeling of solitude.

True to Clark’s general philosophy, the golf course’s many impressive water features act as “double agents” with equal parts aesthetics and strategy. Standing on the tee, one is immediately struck by the beauty of these holes – shimmering lakes and waterfalls, wild flowers encircling the green complexes – then the strategic realities cause the player to recoil back to the moment. For example, the par-3 6th hole calls

for a long tee shot over a water feature that cascades down a boulder creek from the right and crosses in front of the green.

Clive Clark moved nearly 320,000 cubic yards of earth in the process of building the Celebrity. Large mounds that flank many of the golf holes effectively increase the landing areas. Shots slightly off-line tend to kick back into play, and shots well off-line bounce off the backside of the mounds away from the fairway and generally into trouble. Golfers will need to consider the slope of the fairways to take advantage of what the Celebrity Course will give them. For example, those who wish to reach the par-5, 4th in two can utilize a down slope in the fairway for extra distance. A favorable kick puts them in the “green light zone” where they can attack the hole’s island green in two.

Clark’s strategic and aesthetic use of bunkers filled with sugar-white sand places a unique stamp on the golf course. Many of the bunkers form the high point of a larger sweeping contour, and they are located in-play for tactical consideration and out-of-play for visual appeal.

With Clark’s creation ready for public play, a new John Fought-designed golf course on the 2007 horizon and a sprawling clubhouse under construction, the Indian Wells Golf Resort is on the cusp of a bright future. And that’s no accident.

For more information about the Celebrity Course or Indian Wells Golf Resort call 800.505.8530 or visit [www.GolfResortAtIndianWells.com](http://www.GolfResortAtIndianWells.com)



519-yard par-5 14th