

DISCOVERY'S NEXT-LEVEL AESTHETIC

New partnerships are bringing top interior designers and the latest styles home.

BY PETER SWAIN AND SARAH SPURLOCK

OVER THE LAST two years, Discovery has radically transformed its approach to interior design. “We’ve always partnered with leading, top-of-the-field architects that have strong intuitions about what our members want,” says Discovery’s Aaron Leff. “But inside their masterpieces, the interior design was mainly done in-house. That’s changing.”

Thanks to a host of recent collaborations, Discovery’s evolving roster of designers is now second to none, much like the company’s cadre of exceptional architects. “We’re partnering with

world-renowned interior designers, like Alexandra Champalimaud,” says Leff. “She’s currently working on our CostaTerra, Naples, and Summit properties.”

Champalimaud—the internationally renowned designer whose New York-based firm boasts a portfolio including the Beverly Hills Hotel, the Plaza, the Waldorf Astoria, Fairmont San Francisco, and the University of Notre Dame—is one of the virtuosos helping to shape the new Discovery aesthetic. The result is that every space, from a member’s home to a

project’s clubhouse, is one of a kind, not to mention expertly crafted and architecturally stunning.

Moreover, Leff says, “The process is perfectly streamlined, making it feel like an in-house project even though it is very much a product of several brilliant and connected minds all over the world.”

This new design-by-committee direction applies to Discovery’s turnkey homes, amenities, and clubhouses, as well as custom residences, and utilizes the company’s strong network of professionals within



CostaTerra



Playa Grande

its 31 clubs and corporate operations. In practice, it goes like this: “Let’s say you live in Chicago, and you’re buying a property at one of our clubs in Cabo San Lucas,” Leff says. “You’ve used the wonderful, Chicago-based Holly Hunt at home before, so she understands your aesthetic. She also knows you’re tall, so she picks out an oversize bed, furniture that works for your bad back, and so on.”

Then comes the clever part. “Instead of Holly doing all the buying, she creates a spec book and emails it to us,” explains Leff. “We then buy everything at a substantial discount through our partnership with Dahlgren Duck. We’re one of the largest buyers in the world of these luxury items. It gives us tremendous pricing power, which we then pass on to our members.”

The process is part of a design-services expansion that goes far beyond the next-level design that members will see when they enter a space at a Discovery property. Discovery’s new design partnerships also include innovative, logistical solutions to the unique and unprecedented global challenges of the past few years. During the pandemic,

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Mike Meldman with Alexandra Champalimaud

international supply chains have been disrupted, and Discovery continues to assist members by taking care of shipping, storage, and installation.

“We even have members who’ve used our services on their primary residences, outside of their Discovery home, which speaks to our can-do attitude,” says Leff.

The company occasionally goes a step further still, creating its own special products, such as the “Mike bed” that was the brainchild of Discovery’s founder and chairman. “Mike Meldman fell in love with McRoskey mattresses back in the 1990s—it’s a San Francisco family firm he’s been working with since he founded Discovery,” says Leff. “He’d host guests and potential members in his home, and they’d say, ‘Wow, this is the best bed I’ve ever slept in!’ We worked with McRoskey and Schlossberg, our favorite sheets company, to create the perfect ‘Mike bed’—it’s a really cool product.”

It’s yet another layer of Discovery’s fresh, first-rate design aesthetic, and, adds Leff, it’s all in keeping with Meldman’s mantra: “Whatever our members need, we take care of it.” **DL**

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