

A TASTE OF TUSCANY

TOSCANA COUNTRY CLUB RE-CREATES THE TIMELESS CHARM
OF THE ITALIAN COUNTRYSIDE

BY JAN SILVER MAGUIRE



It certainly looks and feels like a picturesque Italian hill town, but it's not. You have entered Toscana Country Club, an unrivaled private equity club in the idyllic Southern California desert.



DICK DURRANCE

In a place where olive and cypress trees dot verdant rolling hills, you arrive at a wrought-iron gate forged with grape clusters. Wall fountains release a continuous flow of water into giant urns below. A stone clock tower chimes the hour. Beyond a rose-covered espalier, a halo of mist envelops a massive stone fountain framed at the end of the walkway. A hint of garlic wafts through the air, and juicy golden-yellow kumquats ripen on trees that line a quiet piazza.

It certainly looks and feels like a picturesque Italian hill town, but it's not. You've just entered Toscana Country Club, an unrivaled private equity club in the idyllic Southern California desert. Clearly one of Toscana Country Club's greatest assets is its prime location in Indian Wells, considered to be one of the most desirable zip codes in the nation. Secluded and peaceful, the club is only minutes away from premier dining, shopping, theater, medical facilities, and many other attractions. The community boasts panoramic mountain views and, since Toscana is not situated directly against the mountains, affords abundant sunshine during the day and unparalleled desert sky views at night.



ERIC FIGGE PHOTOGRAPHY



SCOTT AVARA



TOM BREWSTER

The Club Villa at Toscana overlooks the dramatic ninth hole of the Jack Nicklaus Signature South Course.

Sunrise Company founder/CEO William Bone purchased the 640-acre parcel in 1984, but delayed construction until 2003. While

he and his award-winning real estate development team were busy with other projects, the 20-year span gave Bone ample time to perfect his vision for Toscana. The result: a spectacular, upscale community that combines the best of Italian architecture and design with every luxury amenity imaginable.

“For as long as I’ve been developing communities, I’ve dreamt of one day creating something exceptional that would capture all the beauty and sophistication of living in Indian Wells. For more than two decades, I reserved this unique piece of land to bring this vision to life,” Bone says. “Toscana will be the last country club community to be developed in Indian Wells, and I’m excited to have our members and homeowners experience the realization of my dream and to be among those who have realized theirs as well.”

Two championship 18-hole Jack Nicklaus Signature golf courses surround 626 homes and estate home sites (314 homes sold to date). The “Golden Bear’s” first golf courses in the desert after a 15-year hiatus, they offer playability for all levels of golfers, as well as versatility in design and layout. Undulating greens weave around 120 bunkers on the South Course with its lush environment, whereas the North Course’s arroyos and indigenous vegetation pay homage to the natural desert landscape.

For ease of walk-on play and privacy, equity golf memberships are limited to 275 members per course, with a family initiation fee of \$150,000 and monthly dues of \$1,525. Toscana Country Club golf members — many working and retired professionals in their 50s and 60s — also have access to an extensive practice facility featuring a double-ended driving range, short-game practice area with chipping green, spacious putting green, and new 6-hole pitch and putt course. Equity sports club and spa memberships are limited to 175 members, with a family initiation fee of \$40,000 and monthly dues of \$475.

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JIM BARTSCH

Perched on a hilltop, a series of magnificent stone towers and cool, cloistered passageways connect interiors furnished with rich wood paneling, terra cotta and stone flooring, and Tuscan-inspired wall treatments. All harmonize with custom-crafted marble, wrought-iron fixtures, and wood-burning fireplaces to evoke the warmth and splendor of an Italian Renaissance estate. This architectural jewel is Toscana's 90,000-square-foot Club Villa complex that comprises the Golf Club, dining facilities, boutiques, and Spa Bella Vita and Sports Club.

Within the lavishly appointed Golf Club, the gentlemen's golf locker room sports a grill and plentiful memorabilia depicting Jack Nicklaus' storied career. Both the gentlemen's and ladies' locker rooms feature private card rooms and lounge areas with media walls. Toscana Country Club's sophisticated golf shop carries a variety of upscale apparel, signature merchandise, accessories, and gifts; it's no wonder that *Golf World* magazine recently designated it as one of the 100 best golf shops in America.

With its dramatic fairway and mountain views, understated elegance, and delectable cuisine, the club's Il Forno Trattoria offers a culinary experience beyond compare. Toscana members and their guests often converge in Il Forno's piano bar/lounge for a lively happy hour before savoring Executive Chef Mark Rigano's menu indoors or comfortably alfresco with heaters and fireplaces on the garden terrace. An intimate, subtly lit wine cellar serves as the site of frequent club-sponsored wine dinners and private celebrations for 14 to 20 guests. Toscana members wine and dine in true Tuscan style seated at a massive dining table under the cellar's barrel-vaulted ceiling.

For an environment that provides the ultimate sanctuary and state-of-the-art amenities to promote health and wellness, Toscana Country Club's 28,000-square-foot Spa Bella Vita and Sports Club facility is in a class by itself.

In the Sports Club, members have access to the latest in cardiovascular and strength-training equipment, classes ranging from yoga and BodyPump to step and spinning in the movement studio, and dedicated rooms for Pilates and stretching.

Toscana residents who prefer to wield a tennis racquet instead of a golf club take part in Toscana's active tennis program. In addition to a tennis shop stocked with select equipment and apparel, the Charlie Passarell Tennis Center offers lessons, clinics, and tournaments on two of six courts, including a magnificent stadium court.

Recently named one of the top six most romantic spas in the world by Book4Time, along with other world-class spas like The Spa at Mandarin Oriental in Prague, Spa Bella Vita is what all five-star resort spas aspire to be: the ultimate sanctuary to pamper the body, soul, and spirit. Beyond the spa boutique and full-service salon, spa-goers enjoy immaculate steam, sauna, shower, and therapy pool facilities before relaxing in stylish tranquility rooms featuring luxuriant chaise lounges that can be draped for privacy. An open-air courtyard water garden heralds entry to seven beautifully appointed suites, each offering spacious treatment areas, indoor/outdoor shower experiences, and private garden terraces.

Of the seven, two Grand Suites afford the spa experience of a lifetime for couples and groups like wedding parties. Each suite features a sitting room with fireplace, treatment room with two massage tables, deep-soak hydrotherapy tubs overlooking private gardens, and outdoor rain showers.



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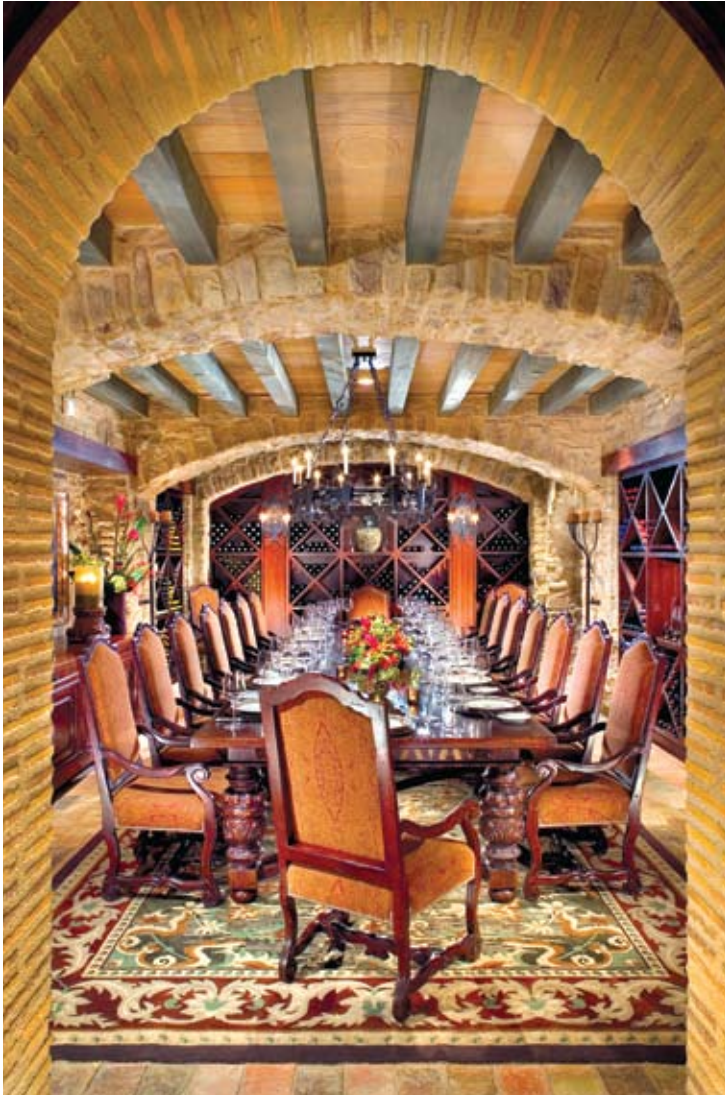
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When it comes to socializing, members can choose from an exciting array of activities like golf and tennis tournaments, dance lessons, martini parties, tennis mixers, cooking classes, bocce ball, barbecues, and more. The club also hosts holiday camps and activities for visiting children and grandchildren. Adding to the Tuscan villa-like atmosphere is a quaint, central post office building where residents often meet while picking up their mail. Toscana members often say that the friendships made within the community are the best part of membership.

“I can’t believe the friends that we’ve made,” says resident member Venus Collins. “I can run over to the club if I don’t have a golf game and join someone’s game. We do a ‘small plates’ party every other month and 100 people may show up. Everybody opens their homes to you. It’s amazing.”

Norm McIntyre from Calgary, who joined Toscana with his wife, Lana, in 2006, agrees: “The membership here is composed of the most wonderful people you can imagine who are from varied backgrounds, are friendly, and participate in the club’s activities.” Moreover, McIntyre lauds the Toscana staff for its daily dedication to excellence and Sunrise Company for its proactive response to member feedback.

Prospective homeowners can choose from a diverse collection of residences, ranging in size from 2,800 to 5,400 square feet. Homes — all with golf course views — are offered from \$1.2 million to more than \$8.4 million. Estate home sites for a limited number of custom homes start at \$825,000. A model homes section, expansive home design center, and on-site interior designer provide the ultimate convenience of one-stop shopping to help homeowners create their desired look and style.

In the future, Toscana’s grounds will also include nine more holes on the North Course; a resort-style pool; event lawn; and Villa Toscana, a complete banquet facility.

If you want to experience the warm, welcoming, and celebratory lifestyle reminiscent of Italy, Toscana Country Club offers that and so much more. ■