CASE STUDY

How We Transformed a Private Downtown Club Into a Stylish Texas Retreat

Client: Tower Club | Dallas, TX

thiel & team

THE CLIENT

Look down from the 48th floor of the Thanksgiving Tower in downtown Dallas, and it's not hard to tell where the Tower Club got its name. One of the DFW area's most prestigious private city clubs, the Tower Club Dallas is a fixture of the downtown scene, a place where business professionals go to meet, work, eat, and drink.

THE CHALLENGE

From an architectural and interior design perspective, the Tower Club was a typical city club. Though originally best suited for white-tablecloth dining in dark, wood-paneled rooms, the club knew it needed a change to appeal to the younger, more casual clientele moving into the building.

To attract this new audience while also remaining true to its roots, the Tower Club looked for a designer who could create space versatile enough for co-working and community gatherings and vibrant enough for casual encounters at the bar.

Unintuitive partitions and elevation changes made the space difficult to navigate and the sweeping views challenging to appreciate.

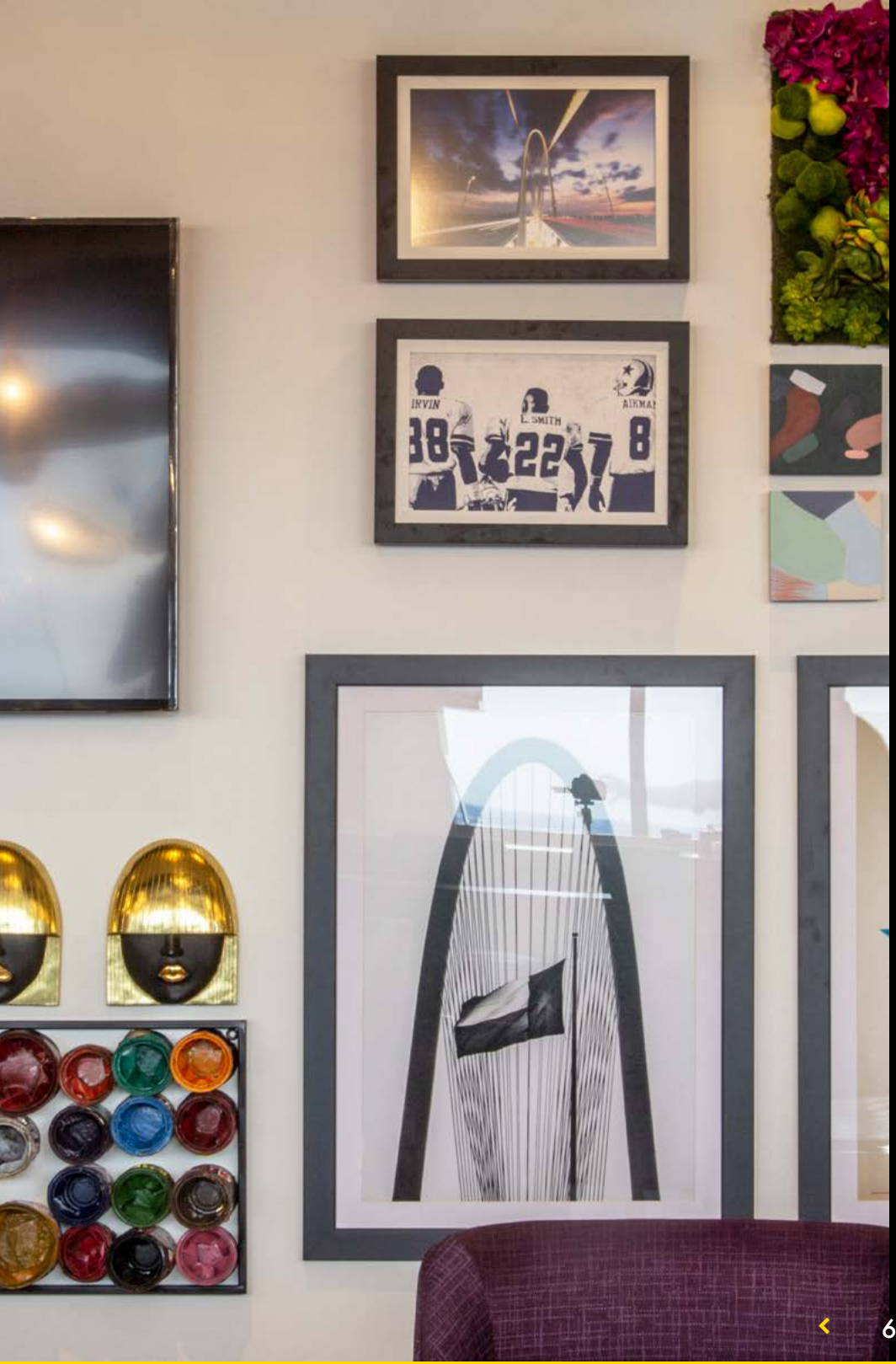
The traditional bar structure left a lot to be desired, obscuring both the downtown views and the natural light.

THE SOLUTION

Thiel & Team's vision for a space where casual cutoffs and crisp collars alike would be welcome meant turning the traditional club image on its head, and turning the Tower Club into a modern Texas retreat.

After listening carefully to the Tower Club's needs and following an in-depth process of setting expectations and soliciting feedback, T&T found opportunities for space-saving efficiencies and Southern charm in the smallest details.

Bold designs opened up the bar space to showcase more of the impressive downtown view, while handpicked decorative touches throughout the club created visual odes to what makes Texas unique. T&T also made sure that individual rooms each had a fresh, cohesive character, such as the private dining room's metamorphosis, highlighted to the left.



IT'S ALL ABOUT HOW YOU FINISH

With nearly all of the materials and finishing touches locally sourced from the state, the Tower Club Dallas has never been better built for the times – or truer to its Texas heritage.

thiel & team

Custom ceiling art, inspired by Davy Crockett's famous words, reminds guests that there's nowhere else they'd rather be.

A "wall of fame" highlights notable Texas luminaries, from Beyoncé to the Bushes.

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An abstract representation of a pecan tree, the Texas state tree, hangs above the bar, exemplifying an aesthetic that's guided by cutting-edge design and down-home touches.

Stage 1: Sage Rendering

Stage 2: Photorealistic Rendering

A state-of-the-art golf simulator fills the space where an old conference room used to be – just make sure someone holds your drink before taking a swing.

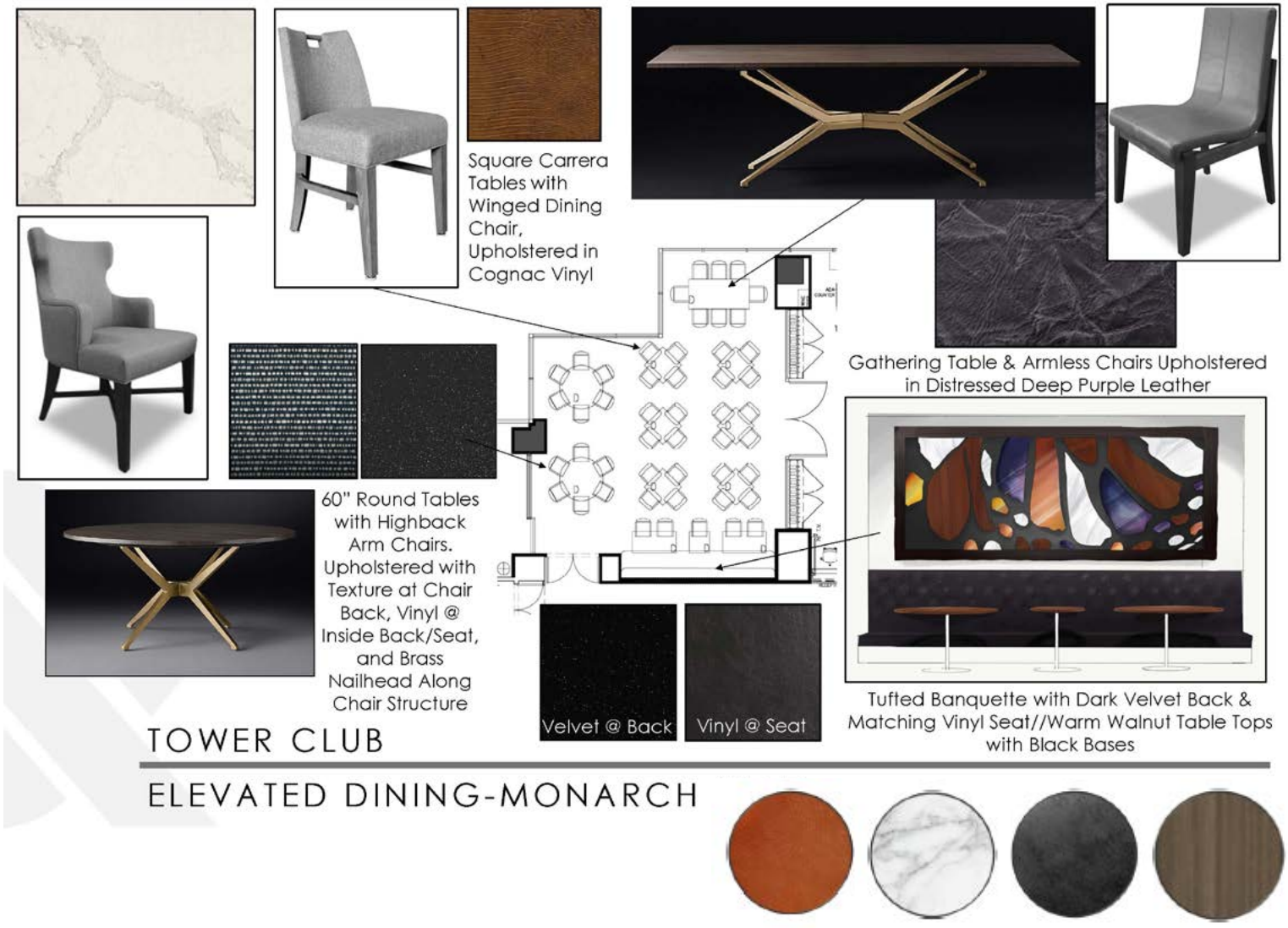
Inspired by sage, the state shrub of Texas, the color palette in the dining room combines hints of purple and green to create a subtle yet distinctive look.

A dedicated "lookout" area, equipped with vintage binoculars, invites members and guests alike to take advantage of the impressive downtown views.

DESIGN SPOTLIGHT:

THE MONARCH ROOM

T&T's designers truly spread their wings in the Tower Club's formal dining room. Taking inspiration from the state butterfly, the team chose a color palette and custom features that recall the regal shapes and rich hues of the monarch. From the fine lace detailing in the carpet to the custom art on the wall, these delicate details make a powerful impression.



As part of its strategic planning and feedback process, T&T provided mood boards to fine-tune the design in the early stages.

Custom light fixtures "flutter" above the dining tables, calling attention to the club's elegant perch high above Dallas.

This large-scale art piece uses locally sourced metal, stone, and indigenous wood to depict a close-up view of a monarch wing.

RESULTS

Guided by T&T's commitment to proven processes and guaranteed results, the Tower Club received the transformation it needed. With a design that's trendy, timeless, and proudly Texan, the club's new look is both true to its story and attractive to its downtown clientele.

AMERICAN SOCIETY OF INTERIOR DESIGNERS

LEGACY of DESIGN

Best in Show - Commercial

In recognition of its exceptional work on this project, T&T received the coveted Best in Show award for commercial design at ASID's 2019 Legacy of Design Awards. More importantly, the Tower Club can boast about having a distinctive dining experience, a vibrant bar atmosphere, and a healthy membership wait-list for a long time to come.

T&T TOWER CLUB
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READY TO BRING YOUR SPACE'S STORY TO LIFE?

> LET'S GET STARTED

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