

Beckenham Publishing launches

The Player's View

a round of golf on your coffee table



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The famous par 3 8th at H S Colt's St George's Hill

Low resolution image © The Hynes Collection, 2014

RELEASE

Specialist golf publisher Beckenham announces *The Player's View*, a new series of coffee table books. Stunning, double-page-spread photography takes us on a full round of the subject golf course from tee to green. The images, all shot by William fforde, form part of the newly-inaugurated Hynes Collection at the University of St Andrews.

2014 has seen the publication of the first two volumes in the series, which cover:

- **St George's Hill Golf Club**, London, England (published May 2014), and
- **Menaggio & Cadenabbia Golf Club**, Lake Como, Italy (published October 2014)

The accompanying text, also by fforde, comments on each hole and the history of the subject course from a design viewpoint. fforde engages readers with the mindset of designers and others involved with the history and evolution of subject courses. All comprehensively researched from club histories, records and historic photos, including biographies of the designers of the courses.

fforde errs towards studied entertainment, rather than burdening readers with lengthy descriptions of each hole. In the Menaggio book, we are taken to God's clubhouse in the sky to meet the designers, in the company of the ever-loquacious San Bernardo (aka Bernard Darwin), amidst biblical misquotes. Meanwhile, fforde refuses to identify one of the more famous members of the club, a recently-remarried American film star. Hidden within the text are 26 of his film titles.

The story of how Ted Dexter's father saw to the course's restoration after WW2 is presented as extracts from 'The Book of Ralph'. This anachronism, a hitherto lost book of The Holy Bible, in which even Mussolini scores a footnote, seems to have been phished from heaven following a lapse in St Andrew's security systems.

In addition, subject courses are assessed using Beckenham's *The Pocket Guide to Golf Courses's* unique course rating system, under which each hole and the course overall are assessed for their design merits.

Player's View books are limited edition coffee table books of no more than 1,000 copies each (all signed by the author). As collectors' item large-scale photo books, they retail for £150. However, they are available at a discount of more than 50% at the subject clubs themselves, and also direct from Beckenham on-line at www.players-view.com. Softback editions will be released subsequently at very much lower prices, according to demand.

/Quotes follow overleaf...

QUOTES

Commenting on this new series, **William fforde** (also Beckenham's Editor) said:

"The Player's View series is primarily aimed at members of, and visitors to, the subject courses. However, as limited edition photo books (all signed by the author and numbered), they will also form part of the discerning golf collector's library. We are marketing this series to golf clubs and collectors across the world, as a complement to club histories. Inclusion in the series also guarantees that images of subject courses will form part of The Hynes Collection at The University of St Andrews, and thus be preserved as a permanent record, accessible to researchers, readers and browsers.

With each image, I have tried to position readers as if they were about to play each hole, literally from tee to green. As the author of these first two volumes, I have also had the pleasure of indulging both myself and readers in the history of each course's design and designer."

Tour professional turned course designer, **Greg Turner** (also Beckenham's Tour Editor), wrote the Foreword to *The Player's View: St George's Hill GC*. He said:

"I love club histories, and have many on my shelves. Understandably, they are often more about the story of the clubs and their members than the details of their courses. *The Player's View* provides an opportunity to balance this with an expert and detailed commentary specifically on the courses. It has been a particular delight for me that it was the members of a course of such design importance as St George's Hill who subscribed for the first in this series.

The Player's View's engaging journey around a course, exuding its history like no other sports arena, provides pleasure in its own right."

Former England cricket captain, **Ted Dexter**, who wrote the Foreword to *The Player's View: Menaggio & Cadenabbia GC*, said:

"Not many love affairs last for over 60 years: the fact that I am alive and well, as is Menaggio Golf Club, the object of my love and affection, fully 67 years after our paths first crossed, is a real blessing.

To see it now so lavishly encompassed in this seductive volume is such a thrill, let alone to read of my family's involvement in the restoration of the course's original design after WW2. Yet *The Player's View* takes us all to heaven to reveal the Menaggio of today - and indeed tomorrow."

Vittorio Roncoroni, President of **Menaggio & Cadenabbia GC**, said:

"To have inherited a course and club as historically important as Menaggio is a significant responsibility, which my family and I relish. We also value our role as the curators of one of the most important golf libraries in the world. It is no coincidence that we are working on the enhancement of our course with a team of designers who are each in their own right also acknowledged golf writers.

William fforde, Greg Turner and Scott Macpherson have all contributed to *The Player's View: Menaggio*, which we commissioned as the latest addition to our library - a collector's item for our members and visitors. It has been fascinating to do: we have learnt much about our course that we didn't previously know, and I look forward to the succeeding volumes, as they appear."

Marc Boulay, Photographic Archivist, at the Special Collections Division of the **University of St Andrews**, said:

“Our extensive Photographic Collection dates back to the 19th century. In addition to our extensive holdings of images of golfers and tournaments from the 1850s to present, the receipt of this gift in 2014 bolsters the collection with photographs specific to the study of golf courses. The Hynes Collection is a significant new resource to aid research into the design and history of this specialised form of landscape architecture.

In addition to the anticipated online promotion of The Hynes Collection in conjunction with the 2015 Open Championship at St Andrews, we are delighted to be involved with *The Player's View* series which will further enable this collection's international renown. The highly-researched series of publications adds to scholarship in an area which we are keen to support, especially given our historical connection with golf here at St Andrews.”

[Ends]

FOR IMMEDIATE RELEASE



Commander John Harris's par 3 2nd at Menaggio & Cadennabia Golf Club

Low resolution image © The Hynes Collection, 2014

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NOTES FOR EDITORS

The Player's View Books

A series of limited edition volumes, which present a feast of photography, showing each hole on the subject golf course as the player might experience it whilst playing a round, accompanied by an informed commentary. This satisfies several objectives:

- i) to provide club members and visitors with a coffee table opportunity to enjoy the golf course covered;
- ii) to present the course and its design in a way that shows off the talents of its designer through the medium of photography of record, rather than through photography with artistic and/or romantic embellishment;
- iii) to provide an informative, yet independent commentary on the design and designer of the subject course. In this context it is important to understand that *The Player's View* book about a course is not intended as a substitute for, nor to compete with, a club history;
- iv) to assist with the creation, where it all began, of the world's largest collection of golf course photography through The Hynes Collection at the University of St Andrews, delivering permanent historical documentation for participant courses.

Golf clubs interested in having their courses covered by *The Player's View* and/or *The Video Guide* should contact info@players-view.com.

Details of the two books published in 2014 follow.

The Player's View: St George's Hill Golf Club

Commissioned in St George's Hill's centenary year through subscription by the club and its members, and written by

William fforde (Editor, *The Pocket Guide to Golf Courses*), *The Player's View: St George's Hill* covers the history of the design of the original two 18 hole courses developed by W G Tarrant and laid out by H S Colt, and describes its post-WW2 conversion into today's 27 hole complex.

The images (which include 27 double page spreads, one for each hole), all taken from the player's view, are accompanied by a text that recounts the biography of Colt and why St George's Hill remains such a clear statement of

the design philosophy of one of the world's greatest ever course designers, at the height of his powers.

The book is enhanced by a Foreword from NZ tour-player-turned-course-designer, Greg Turner.

The Player's View: Menaggio & Cadenabbia GC

Also written by fforde in 2013-14, this book was commissioned by the club and recounts the history of the design of

Italy's second oldest course, which opened 6 years before St George's Hill, to the design of its founder members (British ex-pats), who famously consulted reigning Open Champion J H Taylor on its original 9 holes, and then again on extension to a full 18 holes.

With its eagles' nest location above fashionable Lake Como, it is hardly surprising that Menaggio has seen a rich history. Its location and support from owners who included as

strong a sporting family as that of Ted Dexter, the former England cricket captain, enabled it to recover strongly from

Specification

Title:	The Player's View: St George's Hill Golf Club
Author:	William fforde
Foreword by:	Greg Turner
Photographer:	William fforde
Publisher:	Beckenham Publishing Limited
ISBN	978-0-9548040-3-9
Format	Hardback: PPC cover + gloss colour jacket, 114 pages full colour, 3 monochrome and 74 colour photos 22.7 x 30.2 x 1.7 cm 930 gms

Specification

Title:	The Player's View: Menaggio & Cadenabbia Golf Club
Author:	William fforde
Foreword by:	Ted Dexter
Photographer:	William fforde
Publisher:	Beckenham Publishing Limited
ISBN	978-0-9548040-4-6
Format	Hardback: PPC cover + gloss colour jacket, 102 pages full colour, 11 monochrome and 72 colour photos 22.7 x 30.2 x 1.4 cm 890 gms

WW2. This led to its purchase in 1960 by the family of Milanese businessman Antonio Roncoroni, who commissioned an extensive redesign by Commander John Harris (contemporaneously dubbed ‘the James Bond’ of golf course design).

Half a century on, Turner, fforde and Scott Macpherson have been engaged by club president Vittorio Roncoroni for an enhancement programme to create a course more challenging to players with 21st century equipment, yet steeped in the club’s history. The re-design will hark back to the early 20th century British design style of Colt, Mackenzie, etc..

In *The Player’s View*, amidst biblical misquotes, readers are transfigured into God’s ‘clubhouse in the sky’. There, the history of these events unfolds, from the original nine holes to the 21st century masterplan, seen through the eyes of chief protagonists Taylor, Harris and Roncoroni. We meet them in the company of Bernard Darwin (aka ‘San Bernardo’, recently-appointed by St Andrew as patron saint of golf writers). Eavesdropping on the ensuing dialogue, we learn of their parts in the history of the development of the course, and their views on it, including those of the ever-loquacious Bernardo.

The story of how Ted Dexter’s father saw to the course’s restoration after WW2 is presented as extracts from ‘The Book of Ralph’. This anachronism, a hitherto lost book of The Holy Bible, in which even Mussolini scores a footnote, seems to have been phished from heaven following a lapse in St Andrew’s security systems.

The book opens with an intimate foreword from Ted Dexter himself, revealing his family connection with Menaggio GC and the adjoining Villa Lungarna in which he spent much of his childhood.

An added dimension is fforde’s refusal to mention the name of the recently-remarried leading American actor, who is perhaps the most famous member of the club (well..., amongst the living). Instead, 26 film/TV titles credited to The American have been sunk into the text as (to use cricketing parlance) ‘googlies’ for readers to spot and thus reveal his identity. A couple of ‘slower balls’ are also bowled, to confuse the issue – all these deliveries (one of which is repeated in this paragraph) are detailed below, for editors’ convenience.

Photography

The stunning colour photos, with which the books overflow, were all taken by William fforde and form part of The Hynes Collection at the University of St Andrews.

fforde presents courses and their design in a way that shows off the talents of its designer through the medium of photography of record, taken from angles which players might experience whilst playing a round of golf. His generally wide format presentations deliver dramatic, yet realistic studies in landscape photography, making us feel that we are actually there, ready to play the next shot. fforde also makes a point of avoiding romantic and/or artistic embellishment – hence no tinted skies, and reverse views of holes are only used to unveil blind or semi-blind shots.

The Hynes Collection

The Hynes Collection is a library of high quality golf course images established by the University of St Andrews in 2014, following an initial donation of rights to photographs of in excess of 400 courses by William fforde, and of videos by Nic fforde. The objective is to expand the collection to create an internationally accessible reference library of golf course images. The online promotion of The Hynes Collection is anticipated to be launched in conjunction with the 2015 Open Championship at St Andrews.

Beckenham Publishing

In 2001, together with Allen Lowe, their low handicap Chairman, fforde and Turner founded Beckenham as a specialist publisher of golf design books, magazines and images.

Working also with golf professional Peter Millhouse, a respected teacher with Director of Golf experience at several resorts, they established, researched and published *The Pocket Guide to Golf Courses* series (see below), the first of which was published in 2004. Since then, *The Pocket Guide* team has inspected courses in some 20 countries.

In 2014 Beckenham launched *The Player's View* series.

The Pocket Guide to Golf Courses – ‘Easily the best golf guide’

The Pocket Guide to Golf Courses series comprises critical reviews of selected courses, either covering entire countries in book format, or individual courses in magazine reviews. To date, the countries covered are Ireland, Portugal, Spain and the UAE. Countries from which selected individual course reviews have been published include Bermuda, the Czech Republic, France, India, Italy and the UK. Several other countries, including Belgium, Germany and the USA, have seen inspections, with reviews in the pipeline.

Beckenham has developed a unique course review system. Each hole, and the course itself, is appraised for its design qualities. Individual holes are colour-graded using a ‘traffic light’ system (green, for strong hole design, down to red for weak; with gold for exceptional). Courses are evaluated using a Michelin-style * rating system (** denotes a course whose design is worth crossing the world to play, * crossing a continent, and * crossing a country).

The reviews are complimented with a host of seductive photographs, generally taken from the player's view. All the photographs form part of The Hynes Collection at the University of St Andrews.

As it was essential to deliver a host of information about subject courses with clarity and simplicity, Beckenham selected one of the industry's most respected book designers, Robert Updegraff, for this purpose. Updegraff is also designer to the new *Player's View* series.

Since 2007, *The Pocket Guide* has also been published on-line. This has led to Beckenham launching *The Video Guide to Golf Courses* series, directed by Nic fforde – this enabled *Pocket Guide* material (e.g for Dubai) first to be published as a video and only later on paper.

The *Pocket Guides* have been welcomed by tourist and armchair golfers, and critics alike - reviewing the Irish guide, the Financial Times commented: “Easily the best golf guide”.

BIOGRAPHICAL NOTES

Ted Dexter CBE

Born Milan in 1935, Dexter was educated at Radley College and Jesus College, Cambridge at both of which he was captain of cricket. Through this time his family were joint owners of Menaggio GC.

Remaining an ‘amateur’ cricketer throughout his first class and international career (1958-1968): Dexter captained both Sussex and England. An all-rounder, famous for his cavalier and powerful batting style, he completed 9 test match 100s, with a highest test score of 205. He then followed a career as a journalist, sports promotion consultant and cricket administrator, including the presidency of The MCC.

Dexter also played golf to scratch and remains a low handicapper today, continuing to play occasional rounds at Menaggio.

Nic fforde

A film-maker since his teens, Nic fforde has produced and directed *The Video Guide to Golf Courses*, published as on-line accompaniments to *The Pocket Guide to Golf Courses* series. Titles have covered series of courses, such as *The Video*

Nic's commercial work encompasses the worlds of fashion and music, whilst he has also made documentaries and short films, including *The Lost Decade* (2012). His work has been screened at international film festivals, including the Slamdance Festival. He has recently donated his golf course work to The Hynes Collection.

An Oxford-educated classicist and organ scholar, William fforde has been a student of golf course design, writer and part-time professional photographer since his teens. In addition to on-going real estate business interests, he has worked with Greg Turner on golf course design for more than 20 years. His specialism is golf course restoration, having worked on courses such as St George's Hill, Marbella Golf and Valderrama.

Over the same period, William has written about golf courses in book, magazine and on-line formats. His photographic library, recently donated to the University of St Andrews to launch The Hynes Collection, now covers some 500 courses, across every continent. He has been editor of *The Pocket Guide to Golf Courses* series, since its foundation in 2001.

Greg Turner is one of New Zealand's leading tour golfers, the winner at many worldwide events including The British Masters (1997) and Australian PGA (1999), and a President's Cup player (1998). Now also a respected course designer, in the past decade he has worked on many projects in the UK, Italy and New Zealand including, most recently, the comprehensive redesign of the courses at Royal Wellington GC.

Also an accomplished writer and newspaper columnist, he pursues other media interests and the promotion of golf in New Zealand for younger players and tourism. He has recently become an established member of the European Senior Tour, where his rookie year was distinguished: he was ranked in the top 25 having played only 5 events.

The following film titles have been sunk into the text of *The Player's View: Menaggio & Cadenabbia GC*:

(= film/TV titles of the American actor)

[illegible]

This information is also available to interested readers on *The Player's View* website: www.players-view.com



Menaggio & Cadenabbia Golf Club

The Player's View

William fforde

Foreword by Ted Dexter