

AHEAD OF THE *Curve*

As Padel continues to grow in popularity, Matthew Parsons of Lead Design Studios outlines how they've harnessed the power of design to create stylish, commercially viable clubs







Whether you're hunting for attractive profit margins on your next venture or looking to add a new social dimension to your lifestyle, by now you have probably heard what is being described as the 'Padel Boom'. Following suit from Sweden and Spain, Padel is rapidly becoming popular in the UK, Germany, USA and many other countries worldwide.

The 4-player game is incredibly easy to pick up making it more appealing to beginners than other racket sports. With courts smaller than tennis, you get a better return for your commercial footprint as an operator, and it's not just court functionality that makes padel tennis so appealing.

With the leading operators offering club membership, luxury wellbeing facilities and corporate events, it's the social lifestyle side of the sector that really separates it from anything else. Rivalled only by golf, you don't need to leave the city to enjoy padel tennis. Our clients are opening clubs in city centre locations where it couldn't be more accessible.

Padel Social Club, for example has received celebrity backing and investors, offers state of the art facilities and has established itself as the UK's leading social fitness brand. From the moment you walk into one of their clubs, you feel the buzz we try so hard to create when designing these spaces. You get a sense of separation from the outside world in the same way you do on a spa trip or a summer holiday. Key venues include Soho House's Babington House Estate,

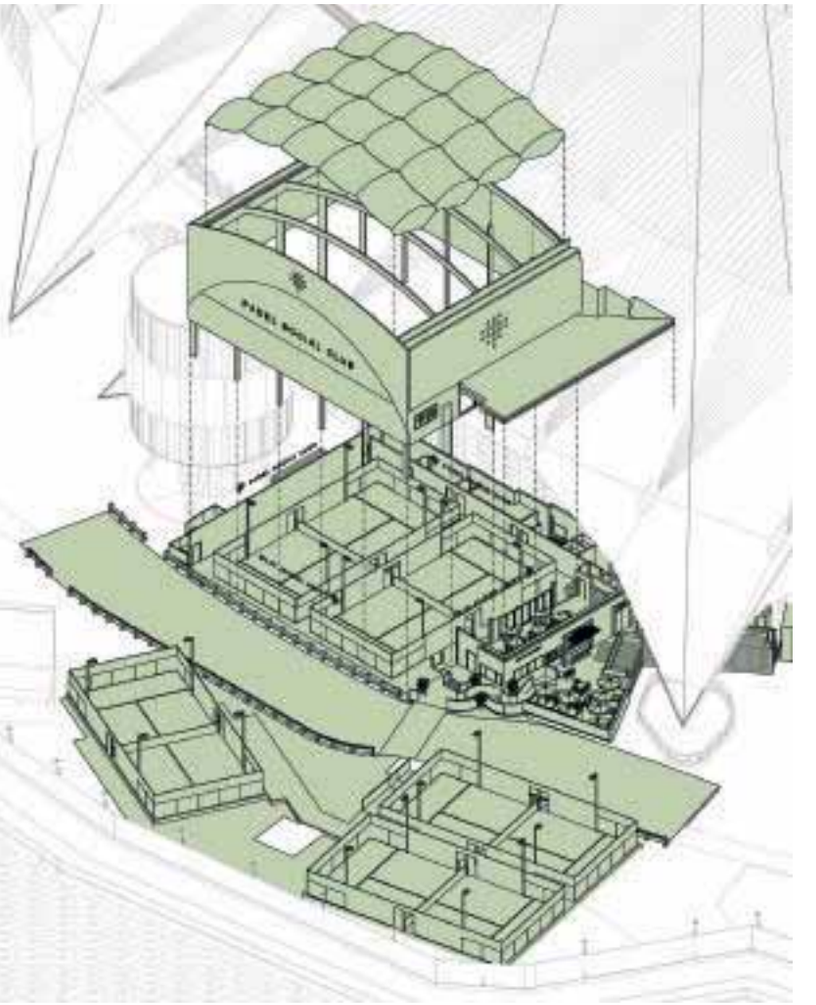


Earls Court in the heart of Chelsea and the O2 London (Millennium Dome).

As the architectural lead consultant, the design and delivery of each club is where Lead Design Studios add value. Working closely with the client, cost and construction team, LDS bring in-trend creativity and style whilst organised in heading up the design team.

Our experience is invaluable in ensuring the highest quality product is matched with cost effective design. There are simple, avoidable elements we still see implemented by other designers on padel schemes which add significant cost without any aesthetic or commercial gain. We apply this skill and knowledge to all jobs, meaning our capabilities are vast, whether you are building courts on top of a multi-storey car park or floating in the middle of the sea.

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'Matt and his team at Lead Design Studios are instrumental in the success of delivering our sites. They have extensive knowledge and skill and are un-matched in their proactiveness to drive our projects forward'

Daniel Acton - Development Director, Padel Social Club

