

GRANITE CLUB

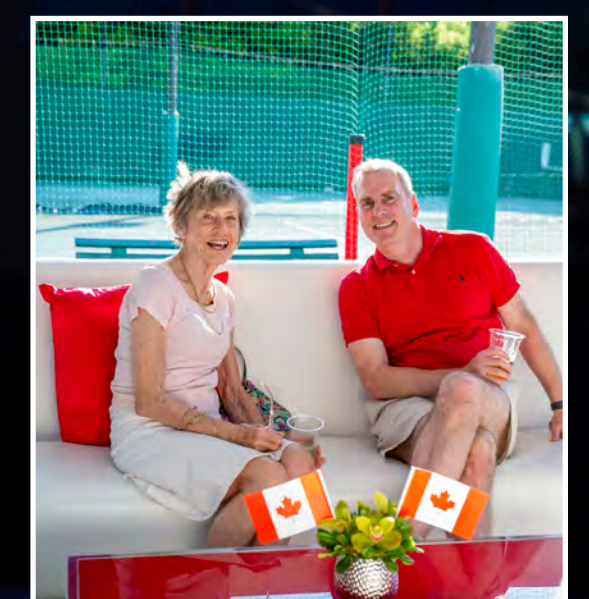
“LUXE LOUNGE” AT THE GRANITE 150 & CANADA DAY BLOCKBUSTER

CLUB EVENT

Description & Outcomes

To elevate the Member experience at the Granite Club’s annual Canada Day blockbuster celebration during our 150th anniversary year, the Club introduced a dedicated adult lounge, known as the “Luxe Lounge,” on one of the outdoor tennis courts. The space featured a premium clear-top tent that allowed natural light to flood in, creating an open and inviting atmosphere for Members. Inside, a tarp was installed, and a carpet for comfort and aesthetics, complemented by sleek white faux-leather couches that were accented with vibrant red throw pillows. Tall cruiser tables and bar stools added versatility for socializing, while a striking floating bar with a boxwood backdrop served as the centrepiece. This thoughtfully designed lounge offered an upscale, relaxing retreat away from the busy family festivities, complete with premium beverage service.

The Luxe Lounge was perfectly positioned adjacent to the main event space yet designed as a serene escape. Ambient music helped set the atmosphere, creating an inviting space that Members loved. Members responded enthusiastically, and many praised the concept as a thoughtful addition that allowed them to enjoy the celebration in a more relaxed (and child-free) setting. Feedback praised the lounge for adding sophistication and variety, making it one of the celebration’s most talked-about highlights.



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