



The Essence of Luxury

By Christine Aebischer

In an inconspicuous high-rise in Midtown Manhattan between Park and Madison avenues, the world's elite are drawn, whether to enjoy a world-class meal with friends, work out with an Olympic trainer, conduct a business meeting, view an exclusive movie screening or attend a panel with some of the brightest minds in the world.

It may seem inconceivable that all of this, and more, could be taking place simultaneously in one place, but that was the goal of founder and CEO Jennie Enterprise when she launched CORE: club in 2005. "I wanted to create a collection of spaces where interesting people who are changing the world and innovating across multiple platforms could get together regularly and essentially have a home away from home, an office away from the office," Enterprise says.

Enterprise first began developing the idea for CORE: in 2000

when the Internet bubble was at its peak and businesses were rapidly expanding — and with them, personal wealth. While the Internet made everything more accessible, suddenly just a click away, Enterprise began to realize that the only thing people didn't have enough of was time. This sparked her idea for a world where every relevant experience imaginable was seamlessly integrated into one place and would constantly engage and stimulate its members' minds. "A member can conduct every aspect of their lives within CORE: and have anything done at the highest level," shares Enterprise.

"Just like Pandora is the music genome project, this is our experience genome project," she continues. "We get smarter and smarter about what is important

for each member. Our goal is that every layer of our experiential installation is exceptional."

After recruiting 150 inaugural members to invest \$100,000 each, membership continues to expand as those 150 nominated additional individuals who possessed similar attributes and, as Enterprise describes, are "transforming the landscape in their industry." Today, CORE: averages about 1,600 members, according to Enterprise, who pay a \$50,000 initiation fee, plus \$15,000 a year. Enterprise describes the typical CORE: member as "somebody who is accomplished and curious and is experiencing life in a vibrant and robust way, typically leading a chaotic life — over programmed, overscheduled, traveling and working all over the world, and for whom simplicity is a form of luxury.

In its early stages, CORE: was focused on creating and curating a community of global innovators, each of whom truly added something to the environment and the conversation. Now that the club is in a more mature phase, as Enterprise says, with an established community, the challenge is to continue providing fresh, unique and authentically transformational experiences. "To keep someone's attention is quite the challenge," Enterprise says. "But we're inspired by it."

Everything about CORE:, starting with the architecture and design, including a rotating collection of art, is meant to activate the senses and inspire the mind, as well as take members on a "perpetual journey of discovery," Enterprise says. CORE: even has its own scent, which is infused in the air, and while not overtly discernable, is meant to activate the imagination, explains Enterprise.

Each room, from the library, dining areas, gallery spaces, screening room, private meeting rooms, gym, skin care platform (dangene, The Institute of Skino-vation), salon and spa, serves as an individual space that caters to each member's personalized needs, yet as Enterprise explains, the spaces are designed as an

integrated and cohesive whole, where the spheres of one's private life and one's business life can be seamlessly blended. "Members are just as likely to hold a board meeting with their most important investors, as their 10-year anniversary party or their kid's Sweet 16," Enterprise says. "We have earned their trust to be able to curate their events, whether it's a simple dinner or an important meeting."

CORE: club's team of curators also produces over 250 cultural programs each year on a range of topics, including the media, arts, cuisine, travel, commerce and thought. These programs are meant to explore what is culturally relevant at the time and inspire conversation among members. With one to three programs each day, members have constant access to new experiences that they would not be exposed to anywhere else, Enterprise says.

And amenities don't stop when members leave the building. CORE: also provides cultural events off-site by finding unique experiences in places around the world frequented by its members. These off-site programs are expanded each year, and recently included a summer concert series in the Hamptons. Enterprise is also looking to

expand CORE: throughout the world, creating additional clubs in cities where its members spend a lot of their time, such as London, Miami, San Francisco, Milan and Paris.

Additionally, Enterprise is working to expand CORE: to the luxury residential development industry, as the ultimate amenity in upscale properties across the country. "For me, CORE: is a new way of thinking about residential living," Enterprise says. Not only would a CORE: club be immersed in and seamlessly integrated into the development, but residents also would have access to even more personalized CORE: experiences in their home. "We could curate cultural programs 365 days a year, almost as if your home can be an experiential installation for you and your family." **U+H**



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