

Up Close & Personal

MORE THAN A GAME

21 Golf Club is located in the South Carolina sandhills, where the rumpled landscape unfolds over prehistoric sand dunes, some reaching more than 150 feet high.

By Mark Pazdur, Publisher



Wes Farrell helped establish the First Tee of Puerto Rico. Giving back to children and veterans through the game of golf will be a major part of the mission at 21 Golf Club.

JACKSON, SOUTH CAROLINA: In a region where incredible new golf projects are plentiful, 21 Golf Club is determined to create its own identity and become the realization of a lifelong dream. Golf, its inherent values, and people intimately connected to the game have helped the founder, Wes Farrell, throughout his entire life. His 21 Golf Club will combine an incredible design with exceptional hospitality and bring great people together to make a real, lasting difference in the lives of others. It is a unique story and one worth reading.

WE WERE TRESPASSING

Wes Farrell and some friends had been on an extensive hunt for a suitable piece of land to build a great golf club. Together, they had researched tracts of land across the country from the Texas Hill Country to Nebraska to the Southeast coast of the US. "After crisscrossing many states, we





RENDERING. THE HAMMER COURSE SET TO OPEN IN 2026.

“Opportunities of this stature are precious few. The land upon which 21 Golf Club sits is a geologic anomaly in the southeastern United States. The combination of the boldness of the terrain with its deep, deep sandy soils and the seemingly endless and uninterrupted views offer us a rare tapestry. We plan to deliver one of the most exceptional and distinctive experiences in American golf.” — ROB COLLINS

“There are a lot of great golf courses in the world, but not a lot of great golf clubs.” — WES FARRELL

found what can only be described as a geological anomaly literally in my backyard,” remembered Farrell.

During that journey, Wes struck up a friendship with Rob Collins. “Rob and I were driving down a two-lane country road outside Augusta, Georgia,” recalled Farrell. “The topography suddenly changed to these massive hundred-foot rolling hills of 30- to 40-foot sand dunes everywhere. That’s when Rob shouted, ‘Pull over, it looks like freaking Shinnecock Hills out there.’ We hopped a fence [yes, we were trespassing] and felt like giddy teenagers. Rob turned to me and said, ‘I can’t believe what we are looking at. I think this is the best site I’ve ever seen.’”

Almost every course architect utters those words at some point, but clearly, this site was different. “That’s when my life changed,” said Farrell. “Looking at property and thinking about a golf course for as long as I did and then finding this mind-blowing piece of land brought the idea to a whole new level. It was becoming real, and I knew I had to get to work.

“As a passionate student of the history and architecture of the game, I spent close

to a year talking to the sharpest minds I could find and thinking through what the next great style would be and what we could create to add to its landscape. Appreciating classic, modern, and minimalistic interpretations of architecture, I wanted to take aspects of strategy from them all and work to create something really unique. I held meetings with most of the big names in the design business and was pleasantly surprised at how receptive all of them were to my vision. ➤



Site of 21 Golf Club

Surrounding the practice facility will be a collection of cottages for extended visits by members that emphasize fun and camaraderie while embracing the simple, rustic charm and beauty of its rural South Carolina setting.



“Once the design style was determined, we spent close to eight months routing hundreds of hole ideas and thinking through every possible configuration to find the absolute best 18 holes and routing. Attention to detail and understanding the vision we were shooting for was important from the start,” said Farrell.

Farrell then transitioned his focus to attracting the right members and establishing a culture of like-minded individuals who truly embody the values of golf. “In thinking through the process of creating a great club, building a great golf course was only the first essential step,” said Farrell. “What’s more important and more nuanced and critical has been finding the right members. We’re looking for guys with a high golf IQ—true golf geeks—who love the game and live the values it teaches.

“We’ve been very fortunate to have received a significant amount of interest, and, in fact, we have already closed the initial phase of founding memberships. We continue to speak to prospective members in consideration for future classes of membership and are committed to only inviting those who align with our vision and mission.”

BACK TO THE BEGINNING

“My mom and dad introduced me to golf. My dad was my hero,” said Farrell. “He was a famous songwriter in the 60s and 70s and wrote hits like *Hang on Sloopy*, *Come a Little Bit Closer*, and many others—selling hundreds of millions of records in a storied career.”

When Farrell was 12 years old, his father unexpectedly passed away.

“In the years following that tragedy, the game of golf

was there for me in a beautiful way,” said Farrell. “I learned so much about hard work, sportsmanship, character, and how to treat people through junior golf. I was not familiar with top-tier golf clubs. It was just me and my mom playing the local courses. And I’ve tried to incorporate these lessons into the vision for 21 Golf Club.”

FINDING MY TRIBE

A few years later, Farrell was invited to join Old Memorial Golf Club in Tampa, Florida. “I didn’t realize golf clubs like this existed after growing up playing munis,” said Farrell. “I was looking for mentorship and found it here. In some ways, you can say I ‘found my tribe.’ I met so many great members, and it sparked my passion for obsessively traveling to and exploring incredible golf clubs. That’s when I started studying the history and architecture of the game. All these experiences have led me to try and discover what the next great club could be.”

FULL CIRCLE

The combination of Farrell’s experiences created the seed of a dream he carried with him everywhere he went. A dream to create a fun golf club that makes the world a better place and gives back through the game of golf. A place where sophisticated golf geeks can have fun and enjoy the spirit, values, and camaraderie of the game together with like-minded individuals. A dream he is realizing through 21 Golf Club, the culmination of a personal journey of thirty-plus years. ■

For more on the future of 21 Golf Club, please visit 21GolfClub.com.