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When Obsession Requires Architecture

THE HANGAR GROUP

Eventually, possessions develop architectural ambitions.

The Hangar Group begins with a problem rarely discussed in polite company: what happens when a collection outgrows the house? Its private garage condominiums in West Palm Beach and Riviera Beach—and a forthcoming Hamptons location—are customizable spaces for cars, art, wine and whatever other passions have exceeded the patience of residential architecture. Owners gain not merely storage but equity membership and access to a social world built around collecting.

Inside, the spaces become galleries, cocktail rooms, wine rooms, private museums and architectural autobiographies. One owner may arrange automobiles beneath museum lighting. Another builds a bar beside racing memorabilia.

There is something revealing in that inversion. Collecting is generally portrayed as acquisitive—a procession of objects accumulating provenance, insurance premiums and increasingly nervous conversations with one's spouse. But here the collection becomes inhabitable.

Cars are no longer hidden beneath covers and visited during battery checks. They become scenery. Art isn't accommodated by whatever wall remains available after the interior designer has finished. The walls become its attendants.

The Palm Beach International Airport location, comprising 68 privately owned hangars, sold out within six months of completion, according to the company. More interesting than the



BOTTOM LEFT: PHOTO COURTESY OF ALUMA COLLECTIONS

velocity is what owners did after acquiring them. Blank interiors became highly personal worlds, part showroom and part salon, animated by invitation-only events, "Hangar Crawls," private track experiences and journeys such as a multi-day drive through the Dolomites.

Ownership here is not solitary. Obsession becomes social currency.

The private club historically gathered people around resemblance: similar schools, industries, neighborhoods, surnames murmured over similar dining tables. The Hangar gathers them around appetite. The result is less inherited society than elective tribe. One belongs because one understands why a particular chassis, canvas or vintage might reasonably deserve a room more considered than most Manhattan apartments.

