



Courtesy Chad Pike

Chad and Blake Pike

As a kid in Ohio, Chad Pike used to spend his spare time building treehouses beside a creek so that he and his buddies could go fishing and hang out. Thirty-odd years later, despite the distractions of a full-time job as a vice-chairman at financial-services giant Blackstone, he's doing similar things, only in more exotic locations, and with, you know, staff and helicopters. It began in 2008 when he bought a characterful old fixer-upper in Crested Butte, Colorado, which happened to come with private access to some of the best skiing in the Rockies. His wife Blake elevated the interiors to a new level of sumptuous cosiness, and a family holiday house morphed into the foundation of a brand, **Eleven Experience**, which has taken adventurous, get-out-and-get-stuck-in travel to a new level. The portfolio now includes half a dozen impeccable, small-scale lodges, at once super-high-spec and endearingly laid-back, in America, Europe and the Caribbean. Exemplary among them is **Deplar Farm**, on the sublime Troll Peninsula of northern Iceland, where the fishing in summer is as good as the skiing in winter, and the combination of mountain and ocean scenery is as dramatic as anywhere on the face of the earth. —S.K.