

PRESTON & LORI  
CAMPBELL

GO WEST DEVELOPMENT

**The future is now when the forward-thinking team at Go West, led by Preston and Lori Campbell, embarks on one of its one-of-a-kind residential masterpieces in and around Park City.**

When Go West Development built the first “modern” house in Park City as a spec, the naysayers had a field day. Why would anyone in ski country find such a non-traditional style appealing? A decade later, with mountain contemporary now a staple of the high-end residential scene, Go West principals Preston Campbell and wife Lori are too busy exploring the cutting edge of homebuilding to bother with enjoying the last laugh. It’s that commitment to the quality behind the walls that continues to attract discerning clients in and around Park City to the visionaries behind Go West. “I’d much rather go skiing than do maintenance on my house,” says Preston, who moved with Lori and their three then small kids to Park City just after the Salt Lake City Olympics in 2002. “We’ve worked very hard to stay at the forefront of modern building science by taking classes, becoming certified green builders and keeping up with the latest in energy

 PHOTOGRAPH BY ROCMALONEY PHOTOGRAPHY

Unlike its 100-year-old forebear, this ode to Greene & Greene boasts the latest innovations in building science.



01	05
04	02
	03

**01 | CAPTIONS & CREDITS**

- 01. Custom steel lighting and site-built trusses warm a mountain contemporary interior.
- 02. Exposed concrete walls anchor this modern mountain home to the hillside, hiding the latest in hyper-insulation.
- 03. This update on an 1880s frontier homestead defies typecasting and will be fresh in another 100 years.
- 04. Designed by a French architect, these energy-efficient homes are redefining Old Town Park City.
- 05. The all-glass walls at the back of this ranch open up to an outside dining area.

management, cold weather systems and much more.” As a result, the Go West team of building experts takes into account more than the view when crafting one of its striking, singular projects. Prevailing winds, the best angles for photovoltaic panels, where to dig for geothermal, how best to incorporate natural materials that age well, finding state-of-the-art methods to address moisture management, air filtration and energy efficiency—these are just a few of the standard considerations that distinguish the Go West process.

**ONE EYE ON THE FUTURE**  
 “We want zero maintenance, we want warmth and gathering spaces, and fresh air and views and sunlight—we want it all, and we want our houses to defy the typical flavor of the year,” says Preston, whose grandfather was a builder in Virginia. “We want to build structures that are unusual enough that, 25 years from now, they will still be interesting and unique.

*“A well-constructed home needs to have a design that can’t be pigeonholed.”*

And we’re doing that.” Go West applies the same client-first approach to its management systems; every owner selection, every invoice, every cancelled check is available on a project manager’s iPad. Both Preston and Lori consistently look for ways to stay one step ahead, a mind-set not only appreciated by clients but also by others in the industry. It’s no wonder that Go West is working with world-class architects from Europe on Echo Spur in Park City, a seven-building project in Old Town that is expected to change the face of what’s possible, design-wise, in the Mountain West.