

INTERIOR MOTIVES

by Paula de la Cruz



The exuberant scale of Hamptons interior design has run the gamut from rich Italianate living rooms looking out on romantic gardens to contemporary glass palaces on restored dunes. While today's homes try to be mindful of the environment and embrace relaxed East End living, simply "letting the outdoors in"—a traditional Hamptons goal—actually requires great skill. Designers and architects who understand the local spirit are helping homeowners create informal spaces without falling into beige clichés. Here's our roundup of 50 area design pros who get it.



PHOTOGRAPHY BY MATTHEW CARBONE (AMAGANSETT); ERIC STRIFFLER (AMAGANSETT WOODS); JACOB SNAVELY (SHELTER ISLAND);
OPPOSITE PAGE: BY GARRETT FOWLAND (FLORITAIKI); JACOB SNAVELY (EAST HAMPTON); MATTHEW CARBONE (WATERMILL)



OPPOSITE PAGE, FROM TOP: Mako residence, Amagansett, with interiors by Eleanor Donnelly; Amagansett Woods by Alicia Murphy; a Shelter Island project by Maureen McDermott. THIS PAGE, FROM TOP: "Floritauk" in Montauk, with interiors by Ghislaine Viñas; Bull Path in East Hampton by Maureen McDermott; Cove Residence, Water Mill, by Eleanor Donnelly.



ANNETTE AZAN DESIGN

For Annette Azan, the most interesting environments are those with many points of view. She serves as a guide for her clients' tastes—acting as a medium of sorts—so they feel a sense of ownership. For a recent job in Sag Harbor, Azan changed the flow of an old Victorian house, quieting some eccentric details and reflecting the owners' personalities. 914-830-3181; annetteazan.com

BABCOCK PEPPER DESIGN

Allison Babcock favors Midcentury Modern, but her appreciation for organic modernism as well as historical architecture makes her work highly adaptable. She believes the furniture, lighting, and art in a house should come from various periods to make it layered and complex. Babcock is currently designing a year-round home in Sag Harbor in which a large living/kitchen space is divided by custom accordion doors that virtually disappear when open. 7 Spring St., Sag Harbor, 631-725-1002; babcockpepperdesign.com

BORIS BARANOVICH ARCHITECTS

Boris Baranovich's flexible spaces are designed to be multifunctional, and his work often incorporates the history of the Hamptons' golden age. Baranovich makes sure his clients have fun with the process of designing a house, which he likens to having children: It can sometimes be a pain, but the journey is always rewarding. 34 Main St., Sag Harbor, 631-899-4093; bbanyc.com

BATES MASI+

Paul Masi believes that interior and landscape designers should work together on new homes because design becomes unified when boundaries between disciplines blur. For some of his smaller-budget projects, he asks consultants to recommend textiles and furnishings. His firm succeeds, he says, because it integrates landscaping, interior design, and architecture. 132 N. Main St., East Hampton, 631-725-0229; batesmasi.com

B FIVE STUDIO

Salvatore LaRosa and Ronald Bentley start with strong, clear architecture—whether they create it themselves or are responding to an existing space. While showcasing their own style, their firm's interiors have a serenity and grace that doesn't overpower the client's personality. The result is never boastful or grand; instead, each room expands and recedes in importance to form a harmonious unit. 212-255-7827; bfivestudio.com

BJØRNEN DESIGN

John Bjørnen's style references the Hamptons as a boating haven. He chooses textiles that are luxurious but not delicate, so there's never a question of how guests and owners can use a space. Bjørnen believes that one of the great challenges of the East End is employing new technologies to create enduring environments that can withstand the eroding effects of the ocean. His motto: It has to be beautiful and logical, but not ephemeral. 144 Main St., Sag Harbor, 631-725-0946; bjornendesign.com



FROM TOP: A contemporary bedroom in East Hampton by Maureen McDermott; Dan Scotti created this kitchen with 15-foot ceilings for a home in East Hampton; this Sagaponack pool house designed by Brady Design opens into an airy pavilion.



BRADY DESIGN

Brian Brady is a classically trained architect who owes his modern sensibilities to his days at Pei Cobb Freed & Partners. His homes live and breathe history, with soothing soft palettes that allow his clients to relax and leave the city behind. His guiding principle is to design interiors that serve as backgrounds for people and art to stand out. Brady serves on the Architecture Review Board for the Village of Southampton. *129 Main*

St., Southampton, 631-283-3111; bbradydesign.com

MEG BRAFF DESIGNS

Meg Braff injects her projects with playful glamour and a modern perspective, adapting to each client's lifestyle. She locates vintage pieces and uses them in her interiors and as inspiration for her wallpaper and textile designs. Coupled with these objects, her pastel palettes and pattern combinations offer an eclectic take on classic preppy style. *92 Forest Ave., Locust Valley, 516-801-4939; megbraffdesigns.com*

MURIEL BRANDOLINI

Muriel Brandolini brings bohemian joie de vivre and curiosity to her spaces, using great finds from different periods and places. For her own Hampton Bays living room, she paired a vintage Alan Moss sofa upholstered in Christopher Highland fabric with a giant abaca rug and combined custom-made teak daybeds with CB2 cement tables on a covered patio. She has a keen eye for vintage lamps, particularly Italian ones from the 1950s. *167 E. 80th St., New York, 212-645-5940; murielbrandolini.com*

WEST CHIN ARCHITECTS

West Chin and his team of architects and interior designers create modern, functional spaces that let the natural environment speak for itself. On a recent oceanfront project, Chin chose a bifold glass garage door to enclose a living room that sits right on a dune. His clean lines result in homes that are comfortable and livable, balancing über-modern design and soft materials. *25 Newtown Lane, East Hampton, 631-324-3103; wcarchitect.com*

The most interesting environments have many points of view, says Annette Azan.

PHOTOGRAPHY BY JACOB SNAVELY (BEDROOM); MARCO RICCA (POOL HOUSE); PETER MURDOCK (KITCHEN); OPPOSITE PAGE: PHOTOGRAPHY BY GARRETT ROWLAND (FLORITAU); JACOB SNAVELY (EAST HAMPTON); TRIA GIOVAN (SAGAPONACK)



CLOCKWISE FROM ABOVE: Allison Babcock designed this master bedroom for a single father in Sagaponack; the summery dining room in "Floritauk" by Ghislaine Viñas; the renovated dining room in East Hampton's Bull Path by Maureen McDermott.

GHISLAINE VIÑAS

Ghislaine Viñas came to New York via the Netherlands and South Africa, and her minimalist designs, accented with bold touches of color applied with surgical precision, reflect her multicultural background. When Viñas approaches an environment, she always goes big, creating witty, uncluttered, easy-to-maintain interiors that make you smile; they also have a narrative based on her client's history, hobbies, and lifestyle. On a recent Montauk renovation for New York gallerist Paige West, Viñas melded 1960s Florida patterns with laid-back Montauk attitude, christening the style "Floritauk." "Ghislaine's genius," says West, "is taking big-picture feelings and desires and creating a reality beyond what I could have dreamed." Viñas doesn't design rooms around art, instead thinking of it after the rooms are finished. Says West, "My art is the sprinkles on Ghislaine's designs." 139 Fulton St., Ste. 814, New York, 212-219-7678; gvinteriors.com

DESIGN HOUSE OF THE HAMPTONS

Maria Greenlaw and Suzanne Caldwell create eclectic, composed interiors. Their intuitive approach results in homes that seem to have evolved over time rather than looking designed. Their store has been a Southampton fixture since 1987, and their studio specializes in bespoke window and wall treatments,

slipcovers, upholstery, and home décor. 180 Main St., Southampton, 631-283-0111; designhouseofthehamptons.com

ELEANOR DONNELLY

For Stelle Lomont Rouhani Architects, Eleanor Donnelly works with modern spaces, reinforcing the connection between indoor living and the outdoors and creating interiors that develop organically from

the architecture. For a recent Amagansett house with a compact footprint, several living spaces enable residents to break away for quiet time, then return to larger rooms that bring everyone together. 48 Foster Ave., Bridgehampton, 631-537-0019; stelleco.com

FRIEDMAN MOORE INTERIOR DESIGN

Alexii Friedman and Jane

Moore take pride in being an all-female boutique firm. They limit the number of projects they take on at once so clients can receive undivided attention. The pair's Hamptons houses have a home-away-from-home feel while offering everything a client would want from a five-star vacation house. The modern interiors integrate seamlessly with the natural environment and the

Hamptons lifestyle. 917-810-2665; friedmanmoore.com

S.R. GAMBREL

Steven Gambrel designs his Hamptons homes with the spirit of the East End in mind. Romantic pastoral landscapes and water views inspire his palettes. His interiors reflect the rich history of the Hamptons but are furnished for living, not as museum displays.

Gambrel's motto: Nothing is off-limits. *15 Watts St., 4th fl., New York, 212-925-3380; srgambrel.com*

MELISSA GREEN DESIGN
Melissa Green's interiors are strongly influenced by the years she spent in Tuscany, and her strength lies in understanding the flow of spaces. She is currently designing a modern extension to an old Bridgehampton barn that blends perfectly with the original building. Green uses light, neutral palettes in different textures, adding black for contrast. Colorful touches come from books, flowers, and art. *917-554-7090; melissagreendesign.com*

VICTORIA HAGAN
Victoria Hagan's synergy with the Hamptons enhances her relaxed, layered interiors. She aims to make homes fun and unpretentious so families can enjoy being together. For Hagan, the work is less about design per se or choosing furniture, but the different ways her clients want to feel at home. Her book, *Victoria Hagan Dream Spaces*, arrives in October. *5 Columbus Circle, New York, 212-888-1178; victoriahagan.com*

ALEXA HAMPTON
Alexa Hampton inherited the design firm of her father, Mark, in 1998. Since then, she has brought his legacy into the 21st century with her keen eye for combining textiles and objets d'art. In Bridgehampton recently, she used a range of Delft and powder blues on white, to stunning effect. In photos, her Hamptons rooms seem to admit only the very well-behaved, but real life proves otherwise. *654 Madison Ave., New York, 212-753-4110; alexahampton.com*

HAMPTONS HOUSE DESIGN
Tom Samet and Nathan Wold call their work "updated traditional," with comfort the main ingredient in achieving timeless style. They mix high and low, finding pieces at tag sales and galleries, and give their spaces a lived-in look. On a recent Amagansett project, they saw the process through from the start—locating the land for the house, designing the interiors, and finishing with the landscaping. *26 Montauk Hwy., East Hampton, 646-373-4473; hamptonshousedesign.com*

THAD HAYES
Thad Hayes produces spaces that are quiet, contemplative, and experiential. He likens his process to chess and considers how every object affects the flow of the house. Hayes says his team's thoughtfulness is noticeable even in places that aren't featured in magazines or books—such as closets, laundry rooms, and basements. *80 W. 40th St., New York, 212-571-1234; thadhayes.com*

JANGEORGE INTERIOR DESIGN
Jan Oostdijk and George Rutgers moved to Sag Harbor from the Netherlands five years ago, starting their studio as a summer-only business. But their contemporary European style caught on, so they began designing year-round. Their warm, timeless homes hold modern Italian

Great modern design redefines classic styles, says Suzanne Shaker.



LEFT: A peek into the dining room and kitchen of Atelier 216 in Amagansett, designed by Tommy Zung. BELOW: Created by architect Ronald Bentley and interior designer Victoria Borus of B Five Studio, this screened porch is the heart of a new home in Wainscott. RIGHT: Salvatore LaRosa of B Five Studio designed this modern guest house and pool in East Hampton.



RIGHT: Paul Sterczek designed this plant lover's paradise by the pool for a home on Fieldview Lane in East Hampton.





pieces plus contemporary and antique objects; many are on display in their showroom. *17 Madison St., Sag Harbor, 631-899-4848; jangeorge.com*

PABLO JENDRETZKI
Pablo Jendretzki is a minimalist architect for whom light, proportion, and materials are guiding principles. His deep understanding of the East End spirit puts his interiors in a natural context, while his international

experience lends global perspective. For a recent Sag Harbor renovation, he opened a wall with floor-to-ceiling windows, making the surrounding forest part of indoor life. *860 West End Ave., New York, 917-669-3004; jendretzki.com*

KELLIE FRANKLIN
Franklin Salasky partnered with Kellie Sirignano in January after leaving B Five Studio. Her youthful exuberance complements his

experience, and their work is always conceptually tight. For a fisherman's cottage renovation, they unified the high ceilings of two contiguous rooms with Ingo Maurer's Lacrime del Pescatore lighting—a netlike fixture whose name means “tears of the fisherman.” *304 Park Ave. South, 7th fl., New York, 646-491-6139; kelliefranklin.com*

KLC STUDIOS
Katie Leede is originally from Los Angeles, where the indoor-outdoor lifestyle guided her approach to design. Free-flowing spaces, plus textiles in indigo, green, or hay palettes, lend her interiors a romantic feeling. Leede uses furnishings made of natural materials, such as grass rugs and driftwood coffee tables, to provide a respite from city cement. *214 W. 29th St., Ste. 710, New York, 646-707-3569; katieleede.com*

MABLEY HANDLER
Jennifer Mabley and Austin

Handler mostly stay faithful to their ocean palette of powder and grayish blues and sandy beiges. Steering clear of modern, their interiors are traditional Hamptons fare, filled with plush sofas in textured fabrics and light woods. The accents come from leather pouffes, mother-of-pearl chandeliers, or oriental ceramic garden stools used as side tables. *34 Head of Pond Road, Water Mill, 631-726-7300; mableyhandler.com*

MARTIN ARCHITECTS
Nick Martin designs modern homes and interiors that include historic pieces. He opened his studio in 1998, and his carpentry background shows in his custom furniture and floor-to-ceiling boiserie. For a recent project, he reworked an old Hamptons kit house, turning it into a Zen-like retreat powered by green technology. *2913 Montauk Hwy., Sagaponack, 631-613-6555; martinarchitects.com*

WINTER MCDERMOTT DESIGN
Maureen McDermott takes a minimalist approach. Her white-on-white rooms rely on solid-color textured fabrics to create a sophisticated yet relaxed feeling. For a recent Sag Harbor project, she painted a whole room in tones of white, blurring the edges between ceiling, walls, and floors. Her accents include modern light fixtures in copper and brass, as well as contemporary photographs. *631-806-5734; wintermcdermott.com*

PATRICIA MCGRATH DESIGN
Patricia McGrath designs quintessential Hamptons

and Shelter Island homes, but she recently employed her skills to turn the Southampton law offices of Bennett & Read into an extension of her clients' home. She used modern furniture, Oushak wool rugs, and Venetian wall finishes for a happy mix of modern and traditional. *2827 Montauk Hwy., Bridgehampton, 631-537-2822; patriciamcgrathdesign.com*

GREG MCKENZIE DESIGN
Greg McKenzie designs eclectic but functional Hamptons homes. Not big on trends, he prefers long-lasting mixes of Regency, Art Deco, and 1970s design, often using objects and furniture the client already owns. This year he was named design director of The Fields, a Southampton development of 28 homes, featuring nine different types that he can customize further. *516-819-1554; gregmckenzie.com*

STEPHANIE MICHAAN
Stephanie Michaan's clean interiors convey her clients' preferences but also tell a story about her own travels and inspirations. This June, she opened a retail store, The Interior, in Sag Harbor, that stocks modern, minimalist pieces. She thinks of her shop as a tiny escape from the big city—the same way she views the Hamptons. *11 Bridge St., Sag Harbor, 914-557-9326; theinteriorny.com*

LAURA MICHAELS
Laura Michaels and partner Ondine Karady are Manhattan- and Montauk-based designers with a style

HAMPTON DESIGN

Peggy Fruin's great talent is designing custom kitchens with precise cabinetry built to the measurements of, say, the Blue Point oyster forks inside. Her clients are young—and young at heart—and prefer a clean, functional look. Fruin recently created a kitchen for fellow interior designer Stephanie Michaan. “We wanted the house to feel fresh and neutral but maintain the farm feel of Bridgehampton,” says Michaan. Fruin and her team went modern, with slab cabinet doors in white oak accented with unobtrusive hardware. “Even though our kitchen is on the smaller side,” says Michaan, “it's definitely the main gathering area.” *7 Tradesmans Path, Ste. 11, Bridgehampton, 631-537-7200; hamptondesign.com*

best described as an amalgam of city and sea. For a recent Montauk project, they renovated a cottage for an environmentally conscious client, using reclaimed oak floors and adding radiant heat, which saves energy all year. They also employ nontoxic and VOC-free materials. 917-710-1342; lmichaels.com

ROXANE MOSLEH INTERIOR DESIGN

Roxane Mosleh started her studio with the Missoni family in 2003, exclusively representing the brand's home textiles. Her style is Italian modern, and she favors Flexform furniture, which works well with the relaxed Hamptons lifestyle. She says many residents look to Shelter Island as a second-home option; for a renovation there, she is opening the waterfront side of a traditional house using modern glass apertures.

7 *Tradesmans Path, Ste. 9, Bridgehampton, 631-353-3700; roxanemosleh.com*

MR ARCHITECTURE + DECOR

MR Architecture + Decor's David Mann has designed Georgian, Arts and Crafts, and modern homes but believes that quality trumps style. On fully integrated indoor and outdoor spaces, the team works closely with clients to understand what they want and to make it exceptional. Mann's favorite thing about Hamptons clients is that they're open and playful when it comes to their beach homes. 245 W. 29th St., 10th fl., New York, 212-989-9300; mrarch.com

ALICIA MURPHY DESIGN

Alicia Murphy designs for a younger niche: Her clients are mostly couples, families with small children, and bachelors in their 30s and

early 40s. All three members of her Montauk-based team are Hamptonsites, and she has spent summers on the East End since childhood. Murphy believes in making the design process easy for homeowners and relies on local knowledge to do so. 631-267-5661; aliciamurphydesign.com

RELATED ARTS

Designer Soraida Bedoya's background in sculpture informs her approach to lighting, textures, and furnishings. Her rooms feature midpoint lighting, which is easy to change to create different moods. Bedoya uses warm woods and linens to soften elements like stone, steel, and tall ceilings, and she sources from local craftspeople to achieve her clients' vision. 917-549-5006; relatedarts.com

DANIEL ROMANOFF DESIGNS

Daniel Romanoff recently earned praise for designing the interiors of Alec and Hilaria Baldwin's 18th-century Amagansett farmhouse. Romanoff kept much of the original wood detailing and chose durable fabrics for the common areas, where the children play, and wools and silks for Hilaria's office. He combines collectible items and store-bought furniture to make his beach homes fuss-free and personal. 516-698-4329; danielromanoffdesigns.com

TOM SCHEERER

Tom Scheerer's East Hampton heritage is manifested in his American-chic interiors. Farmhouses and shingle cottages best suit his graceful style, reflecting a life well-lived on a smaller scale.

His thoughtful details engage the eye, while his living rooms rely on cozy traditional sofas around a fireplace or a large coffee table with simple flower arrangements in porcelain jugs. 215 Park Ave. South, Ste. 1701, New York, 212-529-0744; tomscheerer.com

DAVID SCOTT INTERIORS

David Scott's curated contemporary style emphasizes comfort, with art playing an important role. He often starts collecting art with his clients during a project's early stages to help him understand their vision. Scott's design philosophy is invigorated by how his clients live and what their dreams are. 212-829-0703; davidscottinteriors.com

DAN SCOTTI DESIGN

Dan Scotti's contemporary interiors are built on clean lines and accentuated with luxurious textiles, mid-century furnishings, vintage industrial lighting, and found objects. He scours flea markets, vintage stores, and eBay to build an inventory of one-of-a-kind pieces. A recent find: industrial racks purchased from a salvage dealer who acquired them from an old New York school. 917-439-4112; danscottidesign.com

SEA GREEN DESIGNS

Owner Shannon Willey is influenced by the coastal environment, which she translates into colors and textures. Mindful of sustainability, she employs reclaimed wood pieces made by local artisans. For a recent East Hampton project, she created sandstone and stress textures on the walls using eco-friendly



materials. 40 Jobs Lane, Southampton, 631-259-3612; seagreendesignsllc.com

SUZANNE SHAKER

After a successful career as a photo stylist, Suzanne Shaker switched to designing more permanent interiors. Her first project was her own Shelter Island home. Her guests soon turned into clients, claiming they felt renewed after spending time in her pared-down surroundings. Shaker doesn't use objects that don't have meaning. For her, great modern design redefines classic styles. 56 W. 22nd St., 5th fl., New York, 212-242-0074; suzanneshaker.com

ELSA SOYARS INTERIORS

Elsa Soyars brings glamour and her Portuguese heritage to her playful designs. For a beach cottage, she used a palette anchored in indigo and French blue on textiles and grass-cloth wallpaper. Her fabric patterns help create themes for her rooms, such as an Indian block print for a romantic library or modern damask prints on dining room chairs. 631-875-1694; elsasoyars.com





CLOCKWISE FROM ABOVE: From Tommy Zung, large wraparound windows look out on a pool in Bridgehampton; a Bridgehampton kitchen by Greg McKenzie; the dining area of a home in NYC's West Village by Stephanie Michaan. OPPOSITE PAGE: A powder room added to one of East Hampton's oldest farmhouses by Tom Scheerer.

AMY WERFEL INTERIORS

Amy Werfel has been designing Hamptons homes for 25 years. As a former art director in the home furnishings industry, she traveled internationally more than 200 days a year, and that worldliness shows in her interiors. For a recent project in East Hampton, she renovated one of its last remaining 18th-century farmhouses, restoring many of the original details, such as wide heart-pine floors and exposed beams. The most important requirement her client gave her was to "get the character of the house back." "I did not want the typical Hamptons beach house," he says. "I wanted to be true to the farmhouse aesthetic." The kitchen and great room saw the biggest transformation, as Werfel opened up the views with larger windows on either side of the fireplace. According to the owner, "Each room has its own character, but they all somehow relate so well." 23 Milton Ave., Sag Harbor, 631-725-4479; amywerfel-interiors.com

PHOTOGRAPHY BY TIM WILLIAMS (WEST VILLAGE); BOB FRAME (BRIDGEHAMPTON); ADRIAN GAUT (BRIDGEHAMPTON EXTERIOR)

PAUL STERCZEK

Paul Sterczek's diverse clientele reflects the many styles he can work in. His unifying element is color, and wandering through one of his homes feels like watching a long shot in a film. Sterczek customizes homes from the framing stages and appreciates the number of great craftspeople in the Hamptons. paul@paulsterczek.com; paulsterczek.com

ROBERT STILIN

For Robert Stilin, function and comfort are paramount. He recently renovated a

historic farmhouse near the ocean in Wainscott, exposing great hand-hewn beams throughout. He mixed hand-blocked textiles with modernist and antique furniture that blends easily with classic farmhouse elements. 74 Montauk Hwy., East Hampton, 631-329-7141; robertstilin.com

BETTY WASSERMAN ART & INTERIORS

Rather than use too many colors, Betty Wasserman employs texture to create interest and character. In recent projects, she sectioned

common spaces using chaise longues and small tables. A Hamptons resident for over 30 years, she is building her new home in Southampton, where her lounging style is at the center of family life. 212-352-8476; bettywasserman.com

CHIQUI WOOLWORTH

Chiqui Woolworth is a grande dame of North Shore design, with a knack for combining patterns and exotic objects. Her interiors, which she designs with her daughter Nena, have great humor and a strong palette. The self-

taught designer is influenced by her childhood in a family of artists in pre-Communist Cuba. Her rooms are filled with references to faraway places. 516-652-7956; woolworthandwoolworth.com

IRIS ZONLIGHT

At Blue Ocean Design, Iris Zonlight uses monochrome palettes for a solid foundation (more than two colors is a crowd, she says). She researches crafts and artwork to give a home heart and soul. She's passionate about accessorizing, adding finds from Paris flea mar-

kets, but never wants her houses to look like showrooms. 1510 Sagg Road, Sag Harbor, 646-345-3486; blue-ocean-design.com

STUDIO ZUNG

Tommy Zung brings 30 years in hospitality management, architecture, and surfing to beach home design. His studio recently finished three modern spec houses reinterpreting the classic East End cedar barn. All use smart tech to control lighting and heating. 110 E. 25th St., New York, 212-343-8391; studiozung.com ■