

HAMPTONS

CELEBRATING
35
YEARS

A photograph of Brooke Shields smiling and leaning forward in a white wicker chair. She has long, wavy brown hair and is wearing a white top with a lace-like detail on the shoulder. She is also wearing large, dark, teardrop-shaped earrings and a black watch with a gold band on her left wrist. Her right hand is raised near her head, holding a small object.

Brooke Shields

CELEBRATES SUMMER WITH A NEW ABODE
IN SOUTHAMPTON BY DAN ABRAMS

THE EAST END'S 2013 A-LIST

BUY THE BEACH

The Season's Best Store Openings

PLUS NICK & TONI'S TURNS 25
WATER MILL'S DENNIS BASSO'S 30TH ANNIVERSARY
WÖLFER ESTATE'S 25TH YEAR IN SAGAPONACK



The formerly empty living room of 24 Means Bay Lane was a collaboration between interior designer Campion Platt and home builder Joe Farrell.

IN UNISON

INTERIOR DESIGNER CAMPION PLATT
AND BUILDER JOE FARRELL JOIN FORCES
TO BUILD AND DESIGN A NEW-TO-MARKET
WATER MILL HOME.

BY MIKE OLSON PHOTOGRAPHY BY ERIC STRIFFLER

Os it is an *Architectural Digest* "AD100" home designer and Water Mill resident who has created stunning residences for an array of celebrity clients such as Meg Ryan and Al Pacino. The other is a master builder and Southampton resident who has been constructing dream homes along the East End since 1996. Separately, Campion Platt and Joe Farrell have reached the pinnacle of their respective fields, becoming synonymous with high-quality work and luxury living. Together, their collaboration on the elegant show home at 24 Means Bay Lane in Water Mill could change the face of Hampton real estate. "We had seen three private clients over the past five years who were all brought Farrell houses," says Platt. "So I thought, Why not try to do something together with his architecture and my resources?"

What Platt didn't know was that he already had a fix in Farrell. "He did a house for one of my clients, and when I saw it, I was blown away by the job he did," the builder remembers. "Then when I met him, I was even more impressed." In 24 Means Bay Lane, the duo had the perfect blank slate—6,200 square feet meticulously designed by Farrell for Platt to oversee, with a \$4.35 million price tag that falls right in the sweet spot for each of their client bases.

It may appear that rivalry was an object, but the finished product was achieved in the face of budget constraints that would scare off most other designers. "A homeowner would have spent three times what I did, in

The exterior of
Farrell's home at
24 Mexico Bay Lane
in Naples, Fla.



The home's wide-open
spaces are perfect for
entertaining guests.



Carrying was really restricted because of my budget," admits Farrell. "It's a bit more work to find stuff that looks great in a price range. I challenged him, and he blew me away with the results."

That's secret weapon in delivering a gorgeous home without a "money in an object" attitude, as almost no existing aspects of planning. "The kind of know-how for extensive detail is every room," laughs Platt, who points to the house he spent at Mischka's Strand bookstore picking out the scene that he felt the hypothetical family at 24 Mexico Bay Lane would most likely read.

But creating drama and contrast wasn't Platt's only challenge—Farrell also gave him a six-week timetable. (Normally, he would have up to six months to work with a client.) The designer saved time by preparing a meticulous spreadsheet to keep Farrell abreast of precise costs, including labor. When it came to ordering his furniture, Platt checked greenwork by measuring each piece's elevation and dimensions down to the quarter inch, and repeating them into his floor plan. "Joe was very specific about the design intent," says Platt, and the pair both agreed that they had an instant in the final, maximalist look that can be found in the older homes of Southampton.

"It's a classic single-story house, but the styling is really sophisticated, and it's all painted white, so you can insert a modern interior and it works

"A HOMEOWNER
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—JOE FARRELL



The Mexico Bay
Lane home also
has a three-car
garage, pool, and
luxury views.



Over 100 windows, 2,000 sq ft of deck, finished with tile.



Products such as pillows, lamps, and bed linens were selected in a specially built to help both the buyer and builder on location.



"I THINK IN THE COMING YEAR YOU'LL SEE A LOT MORE HOUSES THAT ARE STAGED. IT SEEMS TO BE THE WAY ACCELERATED SALES HAPPEN IN THE HAMPTONS NOW."

—CAMRON PLATT



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Farell is confident the buyer of Eric Water Mill home will purchase with the furnishings included.

very well to contrast," Platt explains. Ultimately, that allows Farell's trademark design to deliver the classic Hampton touches—cannon moldings, detailed ceilings, raised paneling—while giving Platt the freedom to introduce a modern aesthetic with bold colors carefully coordinated with the East End.

Located just off Moon Bay in Water Mill, the house was designed to capture stunning front and bay views. There are private terraces off the master suite and secondary bedrooms. The lower level (which Platt did not work on) adds an additional 2,500 square feet of recreational areas that include a water closet and gym area. However, both Farell and Platt prize the corner lots of 24 Moon Bay Lane as the highlight—the great rooms and living areas, both in Virginia will find an excellent view of the ocean from here.) That does a triple job well and opens up the kitchen, which Platt describes as "the soul" of the house. "This really represents Joe's charisma and the direction of houses being designed in the Hamptons," says Platt.

Considering how many houses he's built and staged over the past two decades, Farell couldn't believe the end result. "When I walked in, it didn't look like a staged house; it looked like a finished house," Farell explains. "There was nothing left undone. It was so well thought out."

As a result, Farell expects the buyers of the Water Mill residence to purchase the home with the furnishings. Not only does Platt agree, but he sees his partnership with Farell as the wave of the future. "I think in the coming year you'll see a lot more houses that are staged," Platt explains. "It seems to be the way accelerated sales happen in the Hamptons now. It's about who can close the best location with the best house and the best strategy."

Ask Farell, and he imagines many more collaborations with his new friend. "Absolutely," says the builder. "I've already given Camron his own job." Farell Building Company, 2177 Montauk Hwy., Westhampton, 517-558-1888; farellbuilding.com; Camron Platt Interiors, 552 Madison Ave., NYC, 212-779-2822; camrionplatt.com ■