

The Hamptons

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Beach:

MODERN LUXURY

FOOD & FICTION

JOY OF BEACH COOKING

Summer Recipes From Daniel Boulud,
Tom Colicchio, Alain Ducasse,
Todd English, Claudia Fleming,
Eric Ripert and Laurent Tourondel

EMILY MORTIMER

*The Newsroom Star's
Hamptons Retreat*

Sustenance and Seduction

Gael Greene's Aphrodisiacs

Art Icons Talk Shop

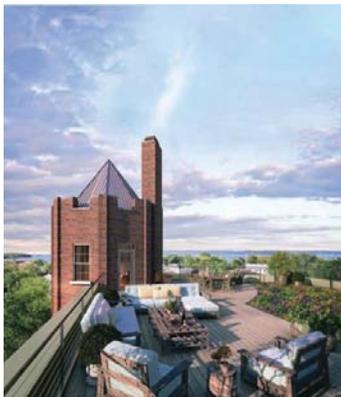
Ross Bleckner Interviews Chuck Close

BEACH HOUSE

HOME SWEET CONDO

With two luxe new options—the **Watchcase** in Sag Harbor and Southampton’s **Bishops Pond**—some Hamptons homebuyers are steering clear of traditional beach houses and opting for properties that are high on amenities and low on maintenance.

by LAURA EULER



LIVING PRETTY Clockwise from top right: A townhouse at Bishops Pond designed by Mabley Handler Interior Design; a Steven Gambrel-designed loft at the Watchcase; the Watchcase roof deck offers expansive views of Sag Harbor and beyond.

Vacation-home buyers looking for luxurious, amenity-filled, low-maintenance options have two new choices in the Hamptons: the Watchcase and Bishops Pond.

The 64-unit Watchcase is a former factory building on a Sag Harbor industrial site. There will be more than 40 apartments in the former Bulova factory building, with townhouses and bungalows matching the style of the factory built around the perimeter of the property. Prices for units run between \$1.02 million and \$10.2 million.

Buyers looking for low-maintenance living will be delighted with the service and amenity package, including a doorman and resident super, a concierge, a “house” driver in the summer, and an outdoor saltwater pool. The Watchcase Pavilion offers fitness rooms and a lounge with a fireplace and catering kitchen for private parties.

What’s most striking about the Watchcase is how the designers have retained the authenticity of the factory. Everything that could be reused



has been beautifully repurposed for the apartments. Says designer and Sag Harbor local Steven Gambrel, “Watchcase is a unique property—a village within a village, with a singular vocabulary drawn from the antique bricks and wooden beams, with materials carefully chosen to complement these patinated surfaces. The apartments have enormous windows and open views, tying each space into this historic community.”

Craig Wood of Cape Advisors developers notes, “Since its construction in 1881, the factory has played an important role in Sag Harbor Village. The details, architectural elements and patina of the factory would be difficult, if not impossible, to re-create in a new building, and make the factory irreplaceable. We’ve always believed that there is tremendous value in preserving and restoring this factory building into modern condominium units, and think there are many prospective residents who will agree.”

In Southampton, developers have taken a different approach to the luxury market. Bishops Pond is a 77-unit high-end townhouse development south of the highway with concierge service. Set on 13 acres arranged around a pond, Bishops Pond offers a pool, tennis court, clubhouse with fitness center and more. Prices range

from \$800,000 to \$1.8 million.

“Bishops Pond is the only new luxury lifestyle townhouse community built in Southampton Village in decades,” explains builder Steven Dubb. “It’s selling at a spectacular pace because it absolutely addresses the tastes of today’s Hamptons home buyers. They get all the accoutrements of a modern Hamptons mansion plus the benefits of a maintenance-free home. Buyers are delighted with all they can do, and what they don’t have to do, around their new homes.”

Adds Austin Handler of Mabley Handler Interior Design, the firm that designed the Bishops Pond model homes, “One of the special aspects of our work on the design of the Bishops Pond project was that we were given the opportunity to create not one, but five signature Hamptons looks throughout the model homes. The Hamptons isn’t the same thing to everyone, so we were able to create five homes with a variety of Hamptons lifestyles: an updated Hamptons traditional style; a clean-lined more transitional space; a beach-house look; an equestrian-themed unit; and a special collaboration with Serena & Lily to create a clean, fresh, casual organic dwelling.

“There truly is something for everyone.”