

New York Opening

ASH Staging Opens First Hamptons Show House

The firm has taken over a modern farmhouse-style home in East Hampton to showcase their design chops

By Timothy Laffner
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The living room of ASH Staging's Hamptons show house. Photo: Christian Harder

Hamptons homes tend to have a certain set of features—white slip-covered sofas, sisal rugs, shingles, and the like—all tropes ASH Staging's director Andrew Bowen intended to buck with the firm's new East Hampton show house at 117 Montauk Highway. Bowen and ASH Staging sought to create a space that demonstrated their approach to crafting contemporary, eye-catching interiors for homes on the market.



The foyer. Photo: Christian Harder

"We saw an opportunity in its vacant state for the perfect backdrop for the East Coast version of our successful West Coast concept—the creative control of a space so we can build our business and show people what we do while representing the property for our market," says Bowen. "We've been operating in the Hamptons with our staging office since last year, but this is our first show house in the area where we can say, 'Come to one of our staged homes.'"



The kitchen balances modern appliances with local features. Photo: Christian Harder

Pale blue-green, off-white sand, and earthy brown hues that reflect the landscape outside are used heavily throughout the home, a welcome change from a more typical all-white beach palette. Everything from the colors to the furniture used has been influenced by the East End area. "It's very important to us to activate the local sources in any market we operate. Here, there's always a penchant for antiquing in the East End."



The rooms incorporate warm shades. Photo: Christian Harder

When it comes to the decor itself, the firm wanted to offer a reminder of ASH's bold taste. "We thought it was important to have a respect for the lifestyle people enjoy but update it and edit it for a much more contemporary context—and one that closely aligns with the kinds of homes that people live in full-time or within an urban space," Bowen says. "We've included not just traditional, classic elements, but modern and post-industrial [ones] like black, chrome, glass, and steel, alongside the grass, cotton, and more comfortable features."



One of the five bedrooms in the home. Photo: Christian Harder

The home, currently on the market for just under \$3.5 million through Compass's Evan Kulman, is a perfect setting for the firm to demonstrate its staging abilities in the area and is poised to be a helpful resource for those who may soon be listing homes out east.