

Ready, set, sell: Brooklyn design firm debuts showcase in East Hampton home

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ASH NYC has created a design showcase in an East Hampton home listed for sale at \$3.5M

In an effort to show off its services for the real estate community on Long Island's East End, ASH NYC, a design firm based in Brooklyn, staged a showcase of its work in a modern East Hampton home currently on the market at nearly \$3.5 million.

There are scheduled showings, but no regular Hamptons hours, ASH NYC's director of staging Andrew Bowen told 27east. He added that a public viewing will hopefully lead to more business opportunities on the South Fork for his firm and Shoshi Builders, an East Hampton-based outfit run by Beni Shoshi that built the home at 117 Montauk Highway.

ASH NYC already has three hotel projects underway in Detroit, New Orleans and Providence, according to 27east. The company's home staging arm, ASH Staging, which led the project in East Hampton, [set up shop in Sag Harbor](#) last year.

The designers sought to create a cohesion throughout the 4,851-square-foot home, which is in a [modern farmhouse style](#) and has five bedrooms, six bathrooms, two half-bathrooms, a pool with a fireplace and a media room with a gym. Shoshi's firm, founded in 2007, brought the new build to market last year at almost \$3.6 million.

Evan Kulman, a former Corcoran Group broker who [joined Compass in 2015](#) to launch its East Hampton office, and Lee Felty have the listing for the property now home to ASH's East End showcase. The entrance to the home has a 48-inch Noguchi Akari light fixture. In the master bedroom, there is a Ralph Lauren sleigh bed between two vintage Gregory Van Pelt table lamps below mounted deer antlers.

Pelle, a Manhattan-based furniture and lighting creator, designed a lighted painting for the junior master bedroom and a mirror in the home's family room. The art dealer, Creative Art Partners, supplied works by Luke Diorio and Gabrielle De Santis. The children's bedroom holds furniture by Schoolhouse Electric. [\[27east\]](#) — Aidan Gardiner