



# HAMPTONS Refresh

A NEW GENERATION OF YOUNG DECORATING TALENTS MAKE THEIR MARK ON HOMES OUT EAST.

BY SARAH BRAY



Interior designer Sasha Bikoff's love of bold use of color extends even to her retro wheels parked outside her home on Grandview Bay in Springs.

## Sasha BIKOFF

**You grew up coming to the Hamptons, but why is the East End a special place to work?** I love designing in the Hamptons because there is so much natural inspiration, from the beaches to the colors of the sunsets, and the woodlands. The Hamptons have such a rich history that cooes classic Americana with a glamorous twist. I always joke around that it's the American Riviera. It's meaningful for me to create a space where you know there will be memorable summer nights and family gatherings.

**Your projects are known to break Hamptons stereotypes. What kind of architecture are you drawn to out East?** I may be the only one, but I love the 1970s and 1980s homes you find in the Amagansett dunes. They remind me of that scene in *Wild at Heart* when they are partying in the Hamptons at the beach house and everyone was on Quaaludes. I love the fact that they are all-white and irregularly sculptural. All you need is a vintage white Lamborghini to match.

**You're currently breaking ground on your new Springs home. Why this hamlet?** The area is artistic and humble, and naturally the most untouched area in the Hamptons. I decided to do a modern barn house, all-white clad with a white aluminum roof and bronze window paneling. I love the idea of an all-white home in the summer. It feels fresh, clean and happy.

**When working with clients in the Hamptons, what do you have to be sensitive of?** People seem more emotionally attached and connected to homes in the Hamptons as opposed to their apartments in the city. This is everyone's happy place, so they invite all of their friends over for weekends and parties, and that makes people feel that they need to go above and beyond with the decor. There are also so many other elements that go into designing a home in the Hamptons because, in essence, you are really designing a lifestyle.

**Your fearless approach to decorating is refreshing. What's your signature element you have to include in every Hamptons home you design?** COLOR! Even if you have a neutral, modern, minimalist home, I encourage everyone to add a touch of color to your home. Color brings joy and happiness. [sashabikoff.com](http://sashabikoff.com)



From top: On the beach backing her house in Springs, Bikoff sits in a midcentury chair from her collection available at [sashabikoff.com](http://sashabikoff.com) and [1stdibs.com](http://1stdibs.com); a saturated living room by Bikoff in Bridgehampton.



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