

THE ART OF EASE

Designer Townsend Lloyd creates a Southampton home where thoughtful architecture, bold contemporary art and everyday rituals are equally at home.
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photographed by JANE BEILES





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“I LOVE WHEN clients live in their homes, open the windows and doors, cook in the kitchen, let their dogs on the furniture. A space should be beautiful but also inviting and relaxed, never too precious.”

That philosophy is the thread running through every room of this Southampton retreat, where principal designer Townsend Lloyd set out to create not simply a beautiful summer house, but one that would become the backdrop for family traditions, spontaneous weekends and years of memories.

The six-bedroom residence, tucked onto a tree-lined corner lot within walking distance of Southampton Village, was purchased by a young New York City family looking for a home that reflected a new stage of life. Having outgrown their previous Hamptons property, they wanted more room for children, dogs, and the steady rotation of family and friends that defines summer on the East End. The home’s architecture, conceived by Ryan Kesner and executed by builder Mike Daddio, provided an elegant foundation. Lloyd’s role was to bring warmth, personality and a sense of ease to every space.

“The family owned another home in the Hamptons that they were outgrowing as their family grew,” Lloyd says. “They were looking for a home with space for their children and

Created for lingering dinners with family and friends, the dining room balances refined proportions with an inviting warmth that encourages conversation long after the meal has ended. Opposite page: A serene palette and thoughtfully layered natural materials provide the perfect backdrop for bold contemporary art, reflecting Townsend Lloyd’s philosophy that beautiful homes should always be lived in.

dogs as well as proximity to town and New York City. It was important that the house be beautiful but also practical and function for a young, active family.”

From the outset, the project became a rare exercise in trust. The homeowners embraced Lloyd’s vision almost immediately, allowing the designer an uncommon level of creative freedom that would ultimately define the home’s character.

“We were so lucky that these clients really trusted our vision from the start,” she says. “It was an incredibly seamless project, which yielded beautiful results. I am really grateful for their confidence in our team. It allowed us to design a gorgeous and functional home, adding some fun touches along the way.”

Those “fun touches” arrive not through loud color or ornate decoration, but through an expertly curated art collection that introduces energy and personality into an otherwise calm architectural palette. Lloyd intentionally kept the interiors restrained, allowing sunlight, craftsmanship and contemporary artwork to become the focal points.

“I love a calm, serene space, but I love nothing more than bold, contemporary art,” she says. “I think the juxtaposition is really exciting and allows the art to be seen and conversational.



From top: Soft textures and understated finishes create a peaceful nursery where comfort and timeless design come together to support the family's newest chapter; designed with both children and parents in mind, the playroom embraces function without sacrificing style, proving that sophisticated interiors can easily accommodate everyday family life.

I don't think art should perfectly match a room. It is the perfect place to play with scale and color and do something a little unexpected."

The statement is evident the moment guests enter. Anchoring the foyer is a custom commission by Los Angeles artist Lydia McKee, whose vibrant work immediately shifts the mood from formal to welcoming.

"It is truly a showstopper when you walk into the home," Lloyd says. "The house is refined and tailored, but the piece is bold and fun, immediately putting you at ease."

Elsewhere, oversized contemporary works—including a geometric composition by Kim Bartlett sourced through Arden + White Gallery—create moments of contrast against softly layered interiors. Upstairs, a Schumacher wallpaper transforms the son's bedroom into one of the home's most playful spaces, proving that sophistication and whimsy can comfortably coexist.

While the artwork captures attention, Lloyd insists every successful project begins with something far less visible. "The first thing we look at when designing a home is the floor plans," she says. "What are the clients' needs and how can we meet those needs within the space? From there, we work through the furniture plans to ensure the scale, proportions and orientation of the furniture allow for good flow and enhance the architecture. Every project we do is completely custom to the clients' lifestyle and needs, so no two projects are ever the same."

That philosophy extends to every furnishing and finish throughout the residence. Durable natural fibers soften the home's architectural precision while carefully considered proportions ensure every room feels balanced, inviting and effortless. "The materials used throughout the project are all highly durable and functional," Lloyd explains. "I always advocate for natural fibers, which offer unparalleled function and provide a relaxed and elevated look. Scale, proportion and symmetry are also at the forefront of every project we do. You can have a beautiful piece, but if the scale is wrong, it can throw off an entire room."

Crisp linens, layered bedding and Lutron motorized blackout shades transform the primary suite into a restful retreat designed to elevate the everyday experience of home.



Even the home's most luxurious details reveal themselves quietly. Crisp bedding, layered linens, plush towels and Lutron motorized blackout shades elevate the everyday rather than compete for attention.

"There is nothing better than climbing into a beautiful, crisp bed at night," Lloyd says. "I always advocate for great linens and inserts. It can really change your sleep experience both as the homeowner and the guest."

The project also reflects the strength of an experienced creative partnership. Lloyd had previously collaborated with Daddio, whose craftsmanship and attention to detail established an exceptional architectural canvas before the interiors took shape.

"Mike is a seasoned luxury home builder and truly thought of everything," Lloyd says. "We worked through some of the finishes together, and he delivered a really beautiful canvas to showcase our work."

Among Lloyd's favorite moments is the sculptural Boyd Lighting fixture suspended in the foyer—a bold decision that reinforces the home's balance between restraint and personality. "I hope this home provides the family with an escape and a sense of peace and calm from the chaos of everyday life," Lloyd says. "I hope they build memories with their young children and enjoy the house with friends and family. A house should be loved and lived in."

Seamlessly extending the home's relaxed interiors, the outdoor living spaces invite slow summer afternoons, alfresco gatherings and weekends centered on family, friends and the beauty of the East End.



DESIGN DETAILS

Type
Single-family home
Location
Southampton
Architect
Ryan Kesner
Mode Architects
modearc.com
Builder
Mike Daddio
M.Daddio Builders
mdaddio.com
Interior Design
Townsend Lloyd
Townsend & Co Interiors
tandinteriors.com

RESOURCES

AERIN
Living room accent table
aerin.com
Arden + White Gallery
Dining room sculptural art
ardenandwhitegallery.com
Cowan & Tout
Dining room wallpaper
cowan.com
JANUS et Cie
Outdoor chairs
janusetcie.com
Little Greene
Playroom wallpaper
littlegreene.us
Made Goods
Living room console table
madedegoods.com
Palecek
Furniture throughout
palecek.com
Phillip Jeffries
Primary bedroom wallpaper
phillipjeffries.com
PINCH
Primary bedroom sconces
pinchdesign.com
RH
Dining room table and primary bedroom bed and bedding
rh.com
Schumacher
Kids' bedroom wallpaper
schumacher.com
STARK
Living room rug and primary bedroom rug
starkcarpet.com
Urban Electric
Kitchen pendants
urbanelectric.com
Visual Comfort
Living room table lamp
visualcomfort.com