

Traditional Home Magazine Launches Oceans 3: Showhouse Showdown Design Challenge

Three Design Teams to Create Luxury Residences at the Panoramic View in Montauk, NY

NEW YORK (May 22, 2007)— *Traditional Home* magazine is launching a one-of-a-kind design challenge, **Oceans 3: Showhouse Showdown**. Three design teams, comprised of an experienced pro and up-and-coming protégé, will each design and decorate a luxury residence for *Traditional Home* at the Panoramic View Residences, on the ocean in Montauk, New York. Throughout the process, editors will create design assignments to fuel the creative competition.

The designer pros are Eric Cohler, Philip Gorrivan and Amanda Nisbet. *Traditional Home* will also give three up-and-coming design student students the chance to spend their summer internship as design protégées working with Cohler, Gorrivan and Nisbet. A television crew is planning on following the teams as they create, then design and decorate the villas for the Oceans 3: Showhouse Showdown television special to air in late 2008.

Cohler, Gorrivan and Nisbet are three of the nation's leading interior designers who handle residential and commercial projects around the world. Cohler is often lauded for his distinguishing ability to fuse classical and contemporary elements. Dubbed "The Mixmaster" by industry editors, Cohler's interior spaces display layers of unusual texture, color, and verve. Gorrivan's interiors speak to the importance of balance; antiques are delicately paired with contemporary furnishings, symmetry is enhanced by a touch of whimsy, and soft tonal palates are highlighted by signature, pops of color. Clients praise Gorrivan's ability to enliven and add glamour with one well-chosen piece. Untethered by design rules, Nisbet brings a fresh energetic approach to a traditional sense of luxury. Her work seamlessly balances function and style, Classicism and Modernism, in surprising ways.

The Panoramic View residences will play host to a variety of events during the summer and fall, including a partnership with the Hamptons International Film Festival. This will include participation in the Film Festival Opening Night Screening and Gala at Gurney's Inn, Panoramic View's neighbor, as well as a Hamptons Film Festival Unveiling Party for the Showhouses at the Panoramic View on Saturday, October 18.

The luxury oceanfront residences will be open Sunday, Oct. 19; Thursday – Sunday, Oct. 23-26; and Thursday – Sunday, Oct. 30 – Nov. 2 (11 a.m. – 4 p.m. on weekdays and 11 a.m. – 5 p.m. on weekends) for public tours. Tour and event proceeds will benefit Montauk Playhouse Community Center Foundation (www.montaukplayhouse.org). The completed homes will be featured in *Traditional Home* magazine in seven issues in 2008 and 2009.

The Panoramic View Resort & Residences has been a renowned destination resort more than 50 years. Sitting on 10 hillside acres directly "over" the ocean, the property is known for its spectacular setting and beautiful white sandy beach. Distinctive Ventures purchased the property in 2007 and began a gut renovation resulting in 68 one to five bedroom residences ranging from 1,500 square feet to 4,500 square feet. The luxury residences have panoramic ocean views from every room. Property amenities include beach and pool chair services, a heated pool with privacy cabanas, state-of-the-art fitness center, concierge services, bell staff, housekeeping and complete year-round maintenance. The developer of the project is Adam Manson of Distinctive Ventures LLC and Oak Gentry of Gentry Construction is the builder.

About Distinctive Ventures

Distinctive Ventures LLC is a real estate investment, development, sales and management company with assets under control containing rental homes communities, cooperative and condominium

multifamily apartment properties, hotel/motels, office buildings and commercial shopping centers. Distinctive Ventures is controlled by Adam Manson a real estate professional with an extensive and successful track record in all property types. Distinctive Management is the operations company which provides white glove services to properties under management. For additional information please visit www.distinctiveventures.com.

About Gentry Construction

Oakley Gentry, a life long resident of the East End and founder of Gentry Construction Co, is one of Long Island's outstanding builders of premier residences and development projects, including numerous Hampton waterfront condominiums and private residential estates. For more information on Gentry Construction Company, Inc., visit www.gentryinc.com.

About Traditional Home

Traditional Home (www.traditionalhome.com), an upscale design and decorating magazine brand targeting affluent readers that combines classic taste and modern style, has been the best-selling shelter magazine at newsstands for nine consecutive years. Launched in 1989, the magazine is the largest upscale shelter magazine in the country, has a circulation of 950,000, more than 4 million readers and is published eight times a year.

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