

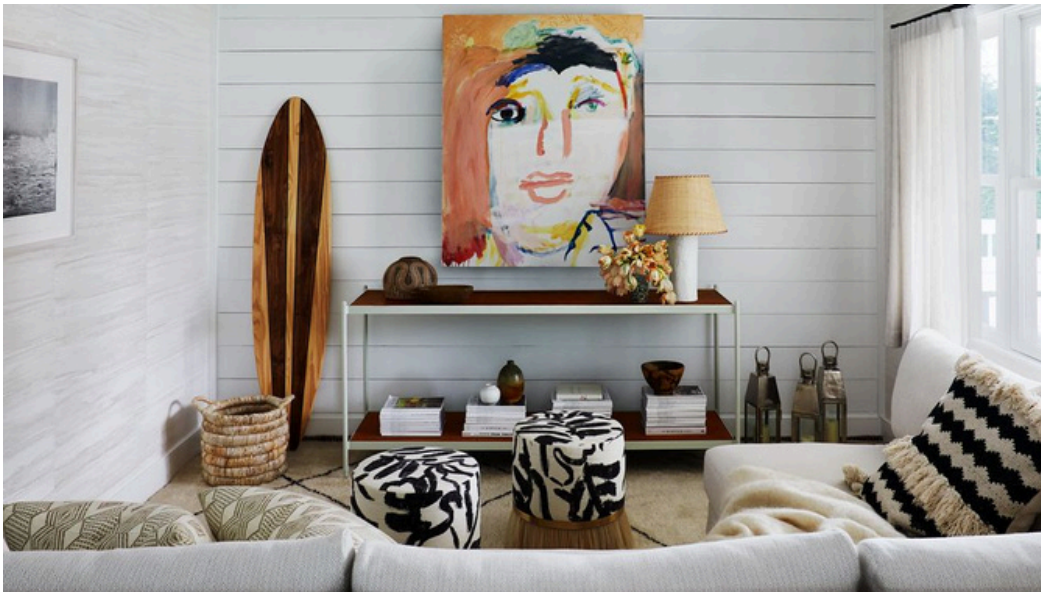
Minimalist influences and English country style for this house on the Atlantic Ocean

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By [Sonia S. Braga](#)

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This precious oceanfront home in Manasquan, Jersey Shore, just over an hour from the Big Apple, reveals the unmistakable touch of Laura Krey.



Manasquan Home, Jersey Shore. Interior design: Laura Krey Design. Architect: Brendan McHugh. Stylist: Benjamin Reynaert. Photo: Manu Rodriguez, courtesy Laura Krey Design

"The Shore", as the inhabitants of New Jersey call it, is more than just a geographical definition. Jersey Shore is one of the most tourist-relevant coastal area of about 349 kilometers in the region and extends from New York Bay to the Cape May Peninsula, including the easternmost areas of the counties of Ocean, Atlantic and Monmouth.



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Also known for the lucky reality show of the same name broadcast in Italy by MTV, "The Shore", with its over 200 kilometers of beaches, hosts numerous venues dedicated to music, in particular related to the rock scene. Bruce Springsteen took his first steps in the seaside town of Asbury Park but there are many artists who have made the "Jersey Shore Sound" famous, a style that is influenced by many influences, from rock and roll to soul, from rhythm and blues to music broadcast by American radio stations on the East Coast. And others, such as Bon Jovi and Richie Samboro come from the "Shore".

Tranquility and discretion

As time went by, many residents of the Big Apple chose this very area to spend weekends and summer holidays. Quieter and less busy than the Hamptons, the coast is loved by families also for the unique and particular character that differentiates each suburb. This is the case of Manasquan, a town of 6000 inhabitants known for its kilometer-old beach over the Atlantic and for the tranquility that distinguishes its beautiful tree-lined streets.



Over time, many residents of the Big Apple have chosen this area to spend weekends and summer holidays. Manasquan Home, Jersey Shore. Interior design: Laura Krey Design. Architect: Brendan McHugh. Designer: Benjamin Reynaert. Photo: Manu Rodriguez, courtesy of Laura Krey Design.



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A couple from New York, with a thirteen-year-old son and a dog, Hermione, have purchased a house by the ocean as a refuge in which to spend every free moment. "The coast is wonderful, we come here in August since my son was little. A colleague of my husband introduced us to the area. We rented in Spring Lake for a long time, then we visited properties in Spring Lake, Sea Girt and Asbury Park," says the designer. "Then the choice fell on this house, very comfortable, reachable on foot from the shops and restaurants of the center."



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Hospitality a stone's throw from the Ocean

The lifestyle of the owners is quite relaxed, especially for the men of the family. And although not being very large, the house had to be able to accommodate the many friends. It was essential to provide for the presence of spaces to meet, both inside and outside. The owner - who is also the designer - and her husband wanted something important, personalized.



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"I couldn't convince my husband... he didn't intend to buy a property that required a complete renovation. Then, as often happens in life, we found a compromise when we saw our new house for the first time," says the designer. "The previous owners had rebuilt the structure in 2014, adding a small garage room a few years later. It was still relatively new and I, an upper for sustainable design, could not justify that everything was dismantled."



A portrait of Laura Krey. Manasquan Home, Jersey Shore. Interior design: Laura Krey Design. Architect: Brendan McHugh. Designer: Benjamin Reynaert. Photo: Manu Rodriguez, courtesy of Laura Krey Design.

It is creativity that characterizes this project: the second floor of the main house originally had five bedrooms and only two bathrooms. The final layout includes a new Junior Suite that joins two small bedrooms and adds a bathroom and two walk-in closets. Interesting and successful intervention on the room-garage, transformed into a structure that can be used all year round, with a multifunctional room, a full bathroom and an outdoor shower. “The previous area had not been modernized and I ended up enlarging everything by 3 meters» continues Laura Krey of Laura Krey Design. “Now we have a useful courtyard for entertainment, many seats and a large table for outdoor dining. It’s my favorite environment.”



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Attention to detail and customization

Much of the project ended up being entirely customized, and for such a small square footprint it means that everything was planned down to the smallest detail. "That's what I love to do in my projects for clients. I created a small personalized vanity in the pool house bathroom and commissioned custom-made braided panels from Studio Amos through The New Craftsmen," says the designer. "In the powder room on the lower floor of the main body I commissioned the artist Adam Wallacavage to have an "optopus"-shaped sconce. And I added the Matilda Goad's sconcellate appliques."

The work lasted overall from 2019 until the summer of 2023, although the main building was completed in the fall of 2020. Work on the pool area began in January 2021. "In reality, a house is never completely "finished" for a designer," Laura concludes. "Because I'm always under revision and I imagine there are still small adjustments to be done. But I completely agree with Benjamin Reynaert, the stylist friend who worked with me. This house with pool is a mix between "Donald Judd and the English countryside". And my husband and I love it!"



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The facade of the house.



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The house is a successful mix of country spirit and minimalist aesthetics.



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The studio's color palette is played on the tones of pink.



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The house has been completely transformed and the new layout is much wider.



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The lovely bathroom.



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The project reveals a great attention to detail.



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The dining table outside the house.



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Country atmosphere and pastel shades.



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The wallpaper of one of the bathrooms fits perfectly into the overall concept.