

BLUEPOINT HOSPITALITY

Shaun Jackson

Design Director, Bluepoint Hospitality Group

Aesthetically speaking, Design Director Shaun Jackson seems to embody the best of both worlds: her early training in the architectural firm of renowned classicist Peter Pennoyer, where she worked alongside his wife, top designer Katie Ridder, endowed her with an unerring eye for traditional interiors – a foundation balanced by the natural freshness of her native Southern California. On historic Federal Street in Easton, Maryland, Jackson's comfortable, confident sensibility has realized the vision of her friend and client, Group principal Paul Prager, storefront-by-stylish storefront. The block's handsome brick facades have been refreshed with a bold, timeless appeal. The interiors are nothing short of extraordinary.

Within the doorway of each of the new businesses along the red brick sidewalk, Jackson has created a distinct atmosphere evoking a genteel European setting in keeping with Easton's colonial origins, updated and alluring for present-day visitors. Exquisite materials and painstaking artisanal finishes, the likes of which are rarely seen in contemporary coffee shops, and juice bars, now abound on Federal Street in the expert craftsmanship of local woodworkers, masons, artists, and even a blacksmith. Jackson's exacting work, which has been published in top shelter magazines, has also earned her the Award of Merit in Historic Resources from the American Institute of Architects.

Incorporating fine antique furnishings and paintings, a natural extension of Prager's personal collection, Jackson brings a level of residential richness to these remarkable commercial spaces. Statement chandeliers and evocative oil paintings in gilded frames set a mood of Old World elegance; a striking cloisonné basin that serves as a wine cooler in one establishment, and a 19th-century walnut-and-brass chimneypiece that warms another, are just two of the many historic touches that allow for a uniquely personal experience within each Bluepoint Hospitality Group interior. Some pieces were acquired years before their ultimate placement was known, but for Jackson, a master of versatility, creating an atmosphere that aligns with Prager's vision often stems from a single antique object, and evolves dynamically as it becomes reality.

Many of the Federal Street interiors are deeper than they are wide, bringing Jackson's intuitive spatial understanding into play as she approaches each design. By fashioning interesting and inviting entries, she draws visitors into each engaging space.

Comfortable and inviting; unexpected and delightful; luxe and satisfying to all the senses, Shaun Jackson's designs for the fresh new establishments lining Federal Street preserve the venerable charm of Easton for a new generation – and beyond.

For more information:

Simone Rathlé | Misi Cooney

simoneink, llc

simone@simoneink.com | misi@simoneink.com

Bluepoint Hospitality Group | 9 Federal Street, Easton, Maryland 21601
410.770.8903 | bluepointhospitality.com | @bluepointhospitality