

South O' the Highway (and the North too)

(continued from page 43)

August 18th. For the benefit of the East Hampton Day Care Center, Mr. Boloud will be presenting his extraordinary cuisine at the home of **Soledad** and **Bob Hurst**, with **Irving Geszel** and **Tom Tuft** serving as wine advisors

* * *

Bridgehampton author **Peggy Drexler** will be at the East Hampton branch of BookHampton on August 20th to discuss her newly published book *Raising Boys Without Men*. **Stefani Greenfield** of Scoop will be holding a reception immediately following at the Scoop Beach store on Newtown Lane.

* * *

The Parrish Art Museum has selected the Swiss architecture firm of Herzog & de Meuron to design its new museum, slated to open in 2009. The new museum, which will be located on 14 acres in Water Mill, will have 80,000 square feet of space (the current museum is only 17,000 square feet), 14,000 of which will contain galleries.

* * *

Atkins seems to have bitten off more than it can chew. Created by the late Dr. Robert Atkins, the diet and food company filed for bankruptcy last week. Once larger companies, such as General Mills and Kraft, jumped on the low-carb bandwagon, they already had the means and connections to distribute their products quickly to a broad range of stores, leaving Newbie Atkins with a small share of the market and largely ignored by consumers.

* * *

Elletra Weidemann, daughter of **Isabella Rossellini**, will be the new face of Bill Blass. Her ad campaign debuts this fall.

* * *

Vincent and Louise Camuto, who have just purchased Villa Maria in Watermill, announced that they will still allow the property to be used for charity and community events. This is good news, since the compound may take up to 10 years to restore. Also, before the Camutos take over the property, there will be a huge tag sale on September 10th, from 10 a.m. - 4 p.m.