

GOTHAM

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A Manhattan apartment, a Hamptons beach house—and a Tuxedo country house? One upstate town's makeover is making a third home more enticing than ever.



Designed by the distinguished architect Bruce Price in 1881, Turtle Point estate is situated on nearly three lakefront acres on its own private peninsula on Tuxedo Lake.

For entrepreneur Michael Bruno, discovering Tuxedo, New York, was much like finding a 1935 Mercedes-Benz forgotten under a layer of dust in a barn out back. A depressed economy, an eyesore infrastructure project, and the retirement of many long-standing business owners left the area ripe for renewal. “I saw an opportunity, because it’s truly a place with endless beauty,” he says.

Bruno recently incorporated the [Tuxedo Hudson Company](#) and went on a real estate buying binge. His goal is to transform one 12-acre parcel of land into a major destination, with antique shopping and art galleries tucked inside refurbished barns and farmhouses. Also to come: A gourmet market of Hudson Valley purveyors and upscale dining. Bruno is also restoring a row of Victorian homes in neighboring Slootsburg to create a picturesque hotel complex.

News of these developments, says Bruno, has kicked up a residential “buying frenzy,” where the grandest of waterfront perches is listed in the \$6-million range. “People are busier than ever, and getting to the Hamptons for the weekend has become a little more challenging—the traffic, the prices,” says Bruno. “I don’t think anyone should ever give up their beach house—I’m not giving up mine!—but if you’re in a position to have a third house, a weekend house that close [that gets you] that far away mentally is really important now. Everybody needs that time to escape.”