



Tatiana and Campion Platt like
landmarked homes, cutting-edge technology,
great design — and Palm Beach

On the crest of a new wave

BY ROBERT JANJIGIAN



PHOTOGRAPHY BY JEFFREY LANGLOIS

He's an architect. She's an Internet entrepreneur.

Tatiana and Campion Platt were married at the Mar-a-Lago Club three years ago, which was neither the first nor last instance they spent any time in Palm Beach.

He has a long family history in South Florida. She'd been down from time to time with friends.

Last year, they decided to put down roots on the island, buying a 1926 Gustav Maas-designed Midtown bungalow, which they had landmarked, and then thoroughly and thoughtfully renovated to become their part-time residence.

They've recently moved in and expect to spend a great deal of time

here, away from their busy lives in Manhattan and the Hamptons.

"We see this as an easy getaway place," said Campion, 48, who has been in practice for 22 years, citing the relative ease of access from the Northeast, the climate and the natural beauty of the island as factors leading to the couple's decision to settle down in Palm Beach. "And I think we'll be here not just for the 'season,' but year-round."

Before meeting Tatiana, Campion had owned a place in South Beach. But "we wanted a place to lay low," she said, though neither Platt is a shrinking violet when it comes to socializing and community involvement.

"We like a certain amount of privacy," she added, but noted that they've gotten involved in a few local charities. "We'll definitely support the Red Cross and the Gentleman of the Garden, the Boys & Girls Club, Leukemia and Lymphoma and the Preservation Foundation.

"We're still new to all this."

Platt's New York-based architecture firm, Campion A. Platt, P.C., has never had any projects in Palm Beach, though he said he would welcome the opportunity.

"Our work has been centered in New York and Long Island, with some South Florida jobs," he explained. The majority of his

(Continued on page 72)



projects are renovations. His style is modern, luxurious and more recently, eco-conscious.

Tatiana, 37, who is originally from Boston and spent several years in Washington, D.C., before moving to New York 25 years ago, worked for AOL Time Warner and said she is looking to focus her efforts on the next stage of social and commercial development of the Internet.

As one of the longest-tenured executives at AOL, she was in her element as she explained that the first wave of the Web, or Web 1.0, featured "static content." The second stage, Web 2.0, launched the notion of e-commerce, wherein a user could interact with content and blogging began.

The next stage, Web 3.0, she said, will be interactive, but more selective in terms of personalizing

the Web experience, referring to "social networking" or more targeted interactions among users of the Internet. To that end, she is one of the founders of a new social networking site, FameGame.com.

She said she is interested in using her Internet expertise to assist charitable organizations, particularly those that are less inclined to invest in the latest technologies because of funding challenges or their smaller size in the scheme of things.

"I'd like to advise them," Tatiana said, calling herself "a kind of evangelist" when it comes to the idea of using the Internet for social networking.

"I can't imagine not getting involved," she said. "We want to be involved in this community and to meet people!" ■



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