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Summer Friday: Romping Around the Hamptons With Bettina Prentice and Her Son, Henry

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Like the George Gershwin song goes, “Summertime, and the livin’ is easy.” Especially if your workweek is cut short thanks to “Summer Fridays.” The extra hours go a long way in making every weekend seem like a holiday. If you’re short on inspiration for your own Summer Fridays, just look to our new season-long series in which we ask industry people with cool jobs to share how they’ll be spending their free afternoons.

There are very few people who can seamlessly bring together the art, fashion, and social sets the way Bettina Prentice does. Maybe it’s because her company, Prentice Art Communications, throws some of the best parties in town—remember the Museum of Arts and Design 1920s gala a few months ago? But on summer weekends, this native New Yorker chooses not to roll with the city’s most-often-invited. Instead, you can find her at the family home in the Hamptons, spending time with the only VIP that matters: her toddler, Henry. Here’s how she spends her Summer Fridays:





“In a perfect world my husband would have Fridays off, but typically he can’t leave work early, so it is my day to pal around with my son, Henry. On summer weekends, I’m in my uniform of long boho dresses and sandals, with SPF head to toe. Henry’s up at 6:30 a.m., and after breakfast we go to Lake Agawam to feed the ducks or romp around the playground at The Little Red School House in Sagaponack. In the afternoon I love picnic lunches with my dear friend Casey Fremont and her adorable son, Rex, under a shady tree. We pull the kids around in a red Radio Flyer, much to their delight, and Rex, who is several months older, carefully holds on to Henry so he doesn’t fall out. Later, while Henry takes his nap, I read the Times’ Weekend Arts section and tackle New York magazine’s crossword—good brain exercise. I haven’t made it yet this summer, but I am dying to go to sunset Fridays at Wölffer Estate Vineyard in Bridgehampton to see my friend Joey Wölffer and some live music.”

—Todd Plummer