



Scott Simpson Design + Build

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There is a certain magic to lake living, with its slower pace, deeper connection to nature and spaces designed for true togetherness. For more than 30 years, Scott Simpson Design + Build has been helping families capture that magic, crafting custom lakefront homes across the Midwest with a signature blend of creativity and craftsmanship. Partners Scott Simpson, Tom Kenny and Kathleen Henrikson, alongside Principal Architect Amy Berka, guide clients through a seamless design-build process that begins at home and extends to beloved destinations like Lake Geneva, Green Lake and Harbor Country. “Building a lake home should be as relaxing as living in one,” Simpson says. To that end, the team’s thoughtful approach embraces each site’s natural beauty, with expansive windows, native landscaping and inviting indoor-outdoor living spaces. Berka explains their perspective, saying, “It’s about creating homes that disconnect you from the ordinary and immerse you in the moment.”

Top Floor-to-ceiling Marvin windows frame perfect views to the lake and outdoor entertaining patio from this versatile living room. **Left** Custom-fabricated steel bunk beds with walnut headboards and cabinetry add 10 comfy sleeping spots to the upstairs. **Right** Two large glass sliders keep the focus on the outdoors. Interior design by David MacKenzie and landscaping by ReVi enhance the pictured project.

Photography Courtney Terry Photography

Design That Flows

The SSDB team is guided by a belief that lake homes should feel as fluid as the water they overlook. “Maybe even more so than a primary home, lake house design should anticipate big gatherings, providing multiple social spaces with accessibility to the outdoors,” Simpson says. These may include everything from pickleball and other sport courts to infrared saunas, rain gardens, fire pits, impressive outdoor dining patios and more.

“LAKE HOUSES ARE SOME OF THE MOST WONDERFUL PROJECTS WE DO, BECAUSE AT THE CENTER OF THEM IS A FAMILY THAT WANTS TO SPEND TIME TOGETHER.”

Nature First

For Berka, one overarching mindset is key: the lake itself is the starting point for every project. “The front of the home is always on the lakeside,” she emphasizes. Designs embrace expansive windows, natural materials and uncluttered spaces to frame the views and foster a sense of calm. In the standout project pictured at right, a mushroom-gray palette and low-profile structure allowed the home to blend organically into its wooded Wisconsin surroundings.



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