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**Hampton Classic to Debut Limited-Edition Licensed Mahjong Set
Only 300 sets — designed by celebrated artist Shawn Kuhne and produced
by Blue Moon Mahjong — available exclusively at the Hampton Classic,
August 23–30, 2026**

Bridgehampton, NY – July 28, 2026 – The **Hampton Classic Horse Show** is partnering with Blue Moon Mahjong, a Bridgehampton-based company reimagining the mahjong experience for a new generation of players, to create a limited-edition licensed mahjong set that captures the spirit, beauty, and unmistakable aesthetic of one of the Hamptons' most beloved summer traditions.

Celebrating 51 years of world-class equestrian competition, the Hampton Classic returns to Bridgehampton, NY, **August 23-30**, featuring FEI CSI5* and CSI2* show jumping and USEF Premier hunter competitions with more than \$1 million in prize money.

The Hampton Classic Mahjong Set — designed by renowned graphic artist, illustrator, and Design Ink founder Shawn Kuhne — is limited to just 300 numbered sets and will be available exclusively at the Hampton Classic, with a limited number available for pre-sale reserve beginning August 1. At \$400 per set, each comes with a certificate of authenticity and is packaged in a display-quality acrylic box. Once they are gone, they are gone.

"At the heart of everything I've built is community. What I love about mahjong is the way it brings people together, in person, away from their screens. When we started thinking about iconic Hamptons brands that would lend themselves to a truly elevated mahjong set, the Hampton Classic was an obvious choice. We are right around the corner from the showgrounds, we've attended for years and realized that the Classic and mahjong share the same spirit: skill, tradition, and the pleasure of gathering with people you love."

— Joyce Shulman, Co-Founder, Blue Moon Mahjong

"We are so excited about this special Hampton Classic mahjong set," said Shanette Cohen, the Classic's Executive Director. "Mahjong is played by so many people across the country and its popularity continues to grow at an amazing pace. People at the Classic will actually have a chance to play during the show as there will be tables available by the Blue Moon Mahjong boutique."



A Set Designed for the Hamptons

Kuhne, whose almost four-decade career spans creative roles at Disney and 20th Century Fox and includes building some of the world's biggest entertainment brands through his agency DESIGNBOX INK, brought an artist's eye and a deep appreciation for the Hamptons to the project. The result is a set that feels entirely of this place.

The tiles feature the hunter-jumper aesthetic of the Hampton Classic alongside design details drawn from the landscape and character of the East End: hydrangea flowers in full summer bloom, an osprey (the East End's iconic bird) reimagined as the one-bam tile, and the Hampton Classic logo displayed on the back of every tile. The set arrives in a museum-quality acrylic display box, designed to be as beautiful on a shelf as it is on a game table. A matching mat will also be available.

"Every element was chosen intentionally," said Kuhne. "The goal was to make something that felt like the Hamptons — not just a mahjong set with a logo on it, but a piece of art that captures what makes this place and this event special."

Where Two Worlds Meet

The collaboration brings together two distinct but complementary communities: the tens of thousands of riders, horse show families, and Classic devotees who descend on Bridgehampton every August, and the rapidly growing world of mahjong enthusiasts, a community that has seen a remarkable cultural renaissance over the past several years, particularly in the Hamptons and across the broader Tri-State area.

Blue Moon Mahjong was founded by serial entrepreneurs Joyce Shulman and Eric Cohen, who have built and exited four previous companies. Blue Moon's mission is to simplify the learn-to-play journey through a proprietary four-step learning process, while producing elevated tiles and accessories in partnership with iconic brands, of which the Hampton Classic is the first.

"Mahjong is what my dad — a coach — would have called a lifetime game," said Shulman. "It is intellectually challenging, deeply social, and it gets better the longer you play it. We started Blue Moon

because we believe more people deserve access to that experience. Partnering with the Hampton Classic to create something this beautiful feels like a perfect expression of everything we are building."

Availability & Pricing

- Limited number available for pre-sale reserve: August 1, 2026 at www.bluemoonmahjong.com
- Available exclusively at the Hampton Classic: August 23–30, 2026
- Limited edition: 300 numbered sets only
- Price: \$400 per set
- Includes: Certificate of authenticity, display-quality acrylic box



About Blue Moon Mahjong

Blue Moon Mahjong is a Bridgehampton, New York-based company dedicated to bringing the joy of mahjong to a new generation of players. Through a proprietary four-step learning process and a commitment to beautifully designed tiles and accessories, Blue Moon is building a community of players who believe in the power of gathering in person, away from screens, around a game that rewards both skill and connection. The Hampton Classic Mahjong Set is the company's first licensed collaboration. For more information, visit www.bluemoonmahjong.com

About Shawn Kuhne / DESIGNBOX INK

[Shawn Kuhne](#) is the founder of DESIGNBOX INK, an entertainment and design agency he established 25 years ago with his partner and wife Laura Jamét, after serving as a Creative Executive at Disney and 20th Century Fox. Over a career spanning almost four decades, Kuhne has shaped some of the world's biggest entertainment brands across theatrical marketing, consumer products, retail, and global promotions. He has lived and worked in Los Angeles, New York, Paris, London, and Geneva.

About the Hampton Classic Horse Show

Each year, approximately 50,000 people – including many A-list celebrities – come to watch the nation's best equestrian athletes compete at the Hampton Classic Horse Show. Rated **USEF 'Premier-6'** for hunters and jumpers with designated **FEI 2* and 5*** jumping classes, the Hampton Classic features more than 200 competitions in six spectacular show rings, the Agneta Currey Boutique Garden

with more than 70 vendors, and a wide selection of dining options, all on its world-class 60-acre show grounds.

For more information on the Hampton Classic Horse Show, please visit the Hampton Classic website at www.hamptonclassic.com or call (631) 537-3177. Hampton Classic Horse Show, Inc. is a 501(c)(3) charitable corporation.

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