

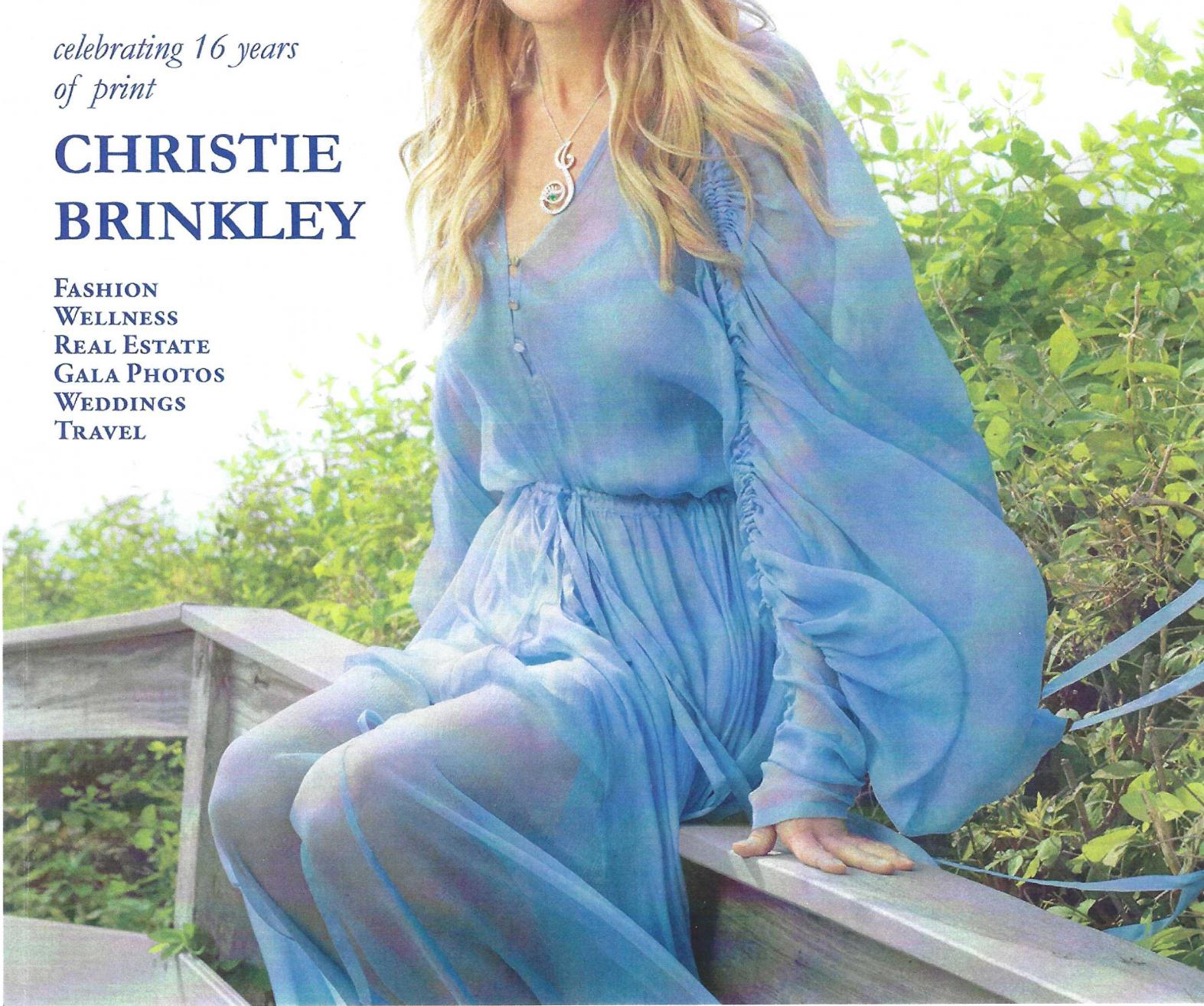
SOCIAL LIFE

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*celebrating 16 years
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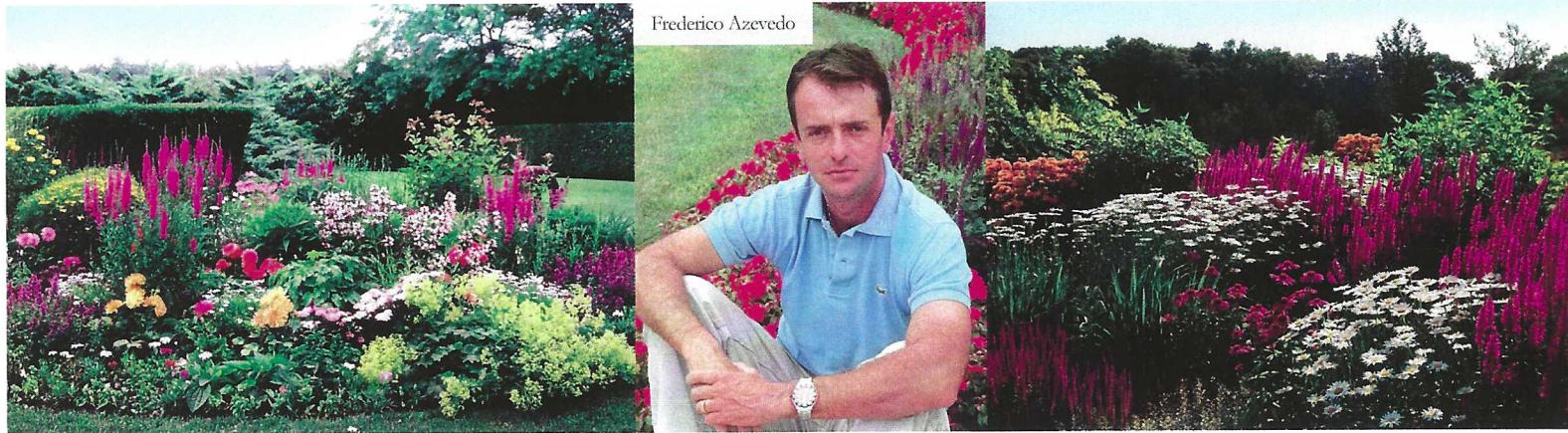
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BLOOM

THE LUMINOUS GARDENS OF FREDERICO AZEVEDO

BY JACOB PUCK



This summer, a new book is gracing the coffee tables and book shelves of the finest homes in the Hamptons — and around the world — with the release of Frederico Azevedo's *Bloom: The Luminous Gardens of Frederico Azevedo*.

As a preeminent landscape designer and founder of Unlimited Earth Care, Inc., Azevedo is a local artist on the grandest scale, and he is renowned globally for his lush and modern environments inspired by his former home, Brazil.

Bloom, which highlights the exceptional and award-winning work of Azevedo, is an intoxicating page turner that explores the hallmarks of Azevedo's designs: his signature, flowing floral borders; the integration of native plants; and the dramatic multi-dimensional vistas he creates.

According to Azevedo, he was encouraged and inspired to create the book by his friend Suzanne Slesin, the founder of Pointed Leaf Press and a former writer for the *New York Times*. Slesin and her publishing house are known for their high quality, photography-driven monographs on personalities (some well known, some undiscovered, points out Pointed Leaf's website) from the worlds of design, architecture, and fashion.

"She is a visionary and agreed that the book should not be about projects because that type of book can be so redundant from chapter to chapter," says Azevedo. "I wanted to approach the book the same way that I'd approach a landscaping endeavor, which is much more of an iterative approach."

And with beautiful simplicity.

Azevedo's elegant designs rely on seemingly simple concepts, such as repetition of color, texture, and shape, but sophisticatedly executed with romantic effect. By layering flowers, trees, grasses, and hedges,

Azevedo's designs — much like the book, itself — draw you in with their sense of movement and depth until you arrive at the final vista.

And that's exactly what you'll find in *Bloom*, right up until the final page. In fact, each page pops with color through exuberant photography and an engaging narrative.

"I think *Bloom* will really appeal to anyone who loves gardening and color," says Azevedo. "It's for people who want to see the romance in landscape. After all, that's what flowers do — they bring love to a landscape." Love is something that Azevedo has brought to countless green areas of the Hamptons, both commercial and residential.

After founding Unlimited Earth Care, Inc. in 1993, his work quickly gained recognition as a departure from the Philippe Starck-era minimalism of the early 1990s. "I was coming from Brazil and England, thinking in full color," says the Brazilian-born Azevedo. And, indeed, he still is.

For over 25 years, Azevedo's award-winning, curated, and holistic approach to landscape design has been recognized both nationally and internationally in lifestyle, design, and landscaping publications. He is a member of the Association of Professional Landscape Designers, the American Horticultural Society, and the Horticultural Alliance of the Hamptons. He divides his time between the Hamptons, New York City, Los Angeles, and Miami, and travels abroad frequently.

Bloom: The Luminous Gardens of Frederico Azevedo is now available everywhere.

Unlimited Earth Care
unlimitedearthcare.com