

MAY 24, 2018

the

front row

FIERCE FACTOR

ARE YOU
TOO HAUTE
TO HANDLE?

VERSACE!
DOLCE!
CHANEL!
DIOR!

+ THE
(TOTALLY
INSIDE)
HAMPTONS
BUZZ



UNLIMITED POTENTIAL

*Twenty-five years ago, **FREDERICO AZEVEDO** arrived in the Hamptons and launched the landscape design business that took the area's storied gardens into entirely new directions. As Unlimited Earth Care celebrates this milestone, Azevedo reflects on his colorful journey.*

BY ASHLEY BAKER

Take us back to 1993...

I had just arrived in the Hamptons. I was working for another company, and then I got two major accounts and decided to open my own business. One of the projects was designing and executing the garden for a home that was located on six acres in front of Mecox Bay in Water Mill.

Did you have a name for the company?

At the time, I didn't. The daughter of my client was a marketing person, and together, we came up with Unlimited Earth Care.

What about the logo?

I got the logo idea from a Picasso drawing. I like to define my work as art in landscaping.

How was your aesthetic different from what else was going on?

At that time, people were very into hedges. Everything was static—evergreen, foundation gardens, and then other gardens far away from all that structure.... I started to bring all flowers everywhere. Why have color in only one part of the landscape? Mix them up! I made flowers the

foundation of the garden, mixing them with the shrubs, flowering trees, and hedges. All the plant materials were used to create a more seasonal approach by mixing heights and textures. This created the expectation of something new with each season.

How quickly did the business grow?

Very quickly. I opened in 1993, and by 1995, I was on the cover of an international magazine. I really connected with the Hamptons clientele. My ideas were welcomed here. After two years in business, my work was part of an exhibition at the Leo Castelli Gallery in Soho, which was one of the most powerful galleries in the '90s.

When did you open your Garden Concept Store and headquarters?

In 2006. I bought what used to be a service station at the corner of Scuttle Hole Road and Bridgehampton-Sag Harbor Turnpike. It was the ideal place, because it was far from [Montauk] Highway, but it was also a place that many people usually passed by. I got the building in 2004, and

it took almost two years to get all the permits, and I opened it in 2006. The Garden Concept Store emphasizes new designers who use recycled materials—pottery, sculptures, and garden accessories.

What's the scale of your operation now?

I have a family of employees, and it grows bigger every year. Some of them have worked for me for more than 20 years. We are proud of the work that we do, and we all feel responsible for it.

How many projects are you working on?

Several. I don't want to count them, because I might get scared! [Laughs] They're the responsibility of the whole team, as we work on several projects at the same time.

Any examples?

We're doing all kinds of different things—a terrace, a backyard, and a rooftop on Elizabeth Street in Manhattan; a garden for a newly renovated house here in the Hamptons; houses for different new construction projects; and we're also adding gardens to the homes of existing clients.

