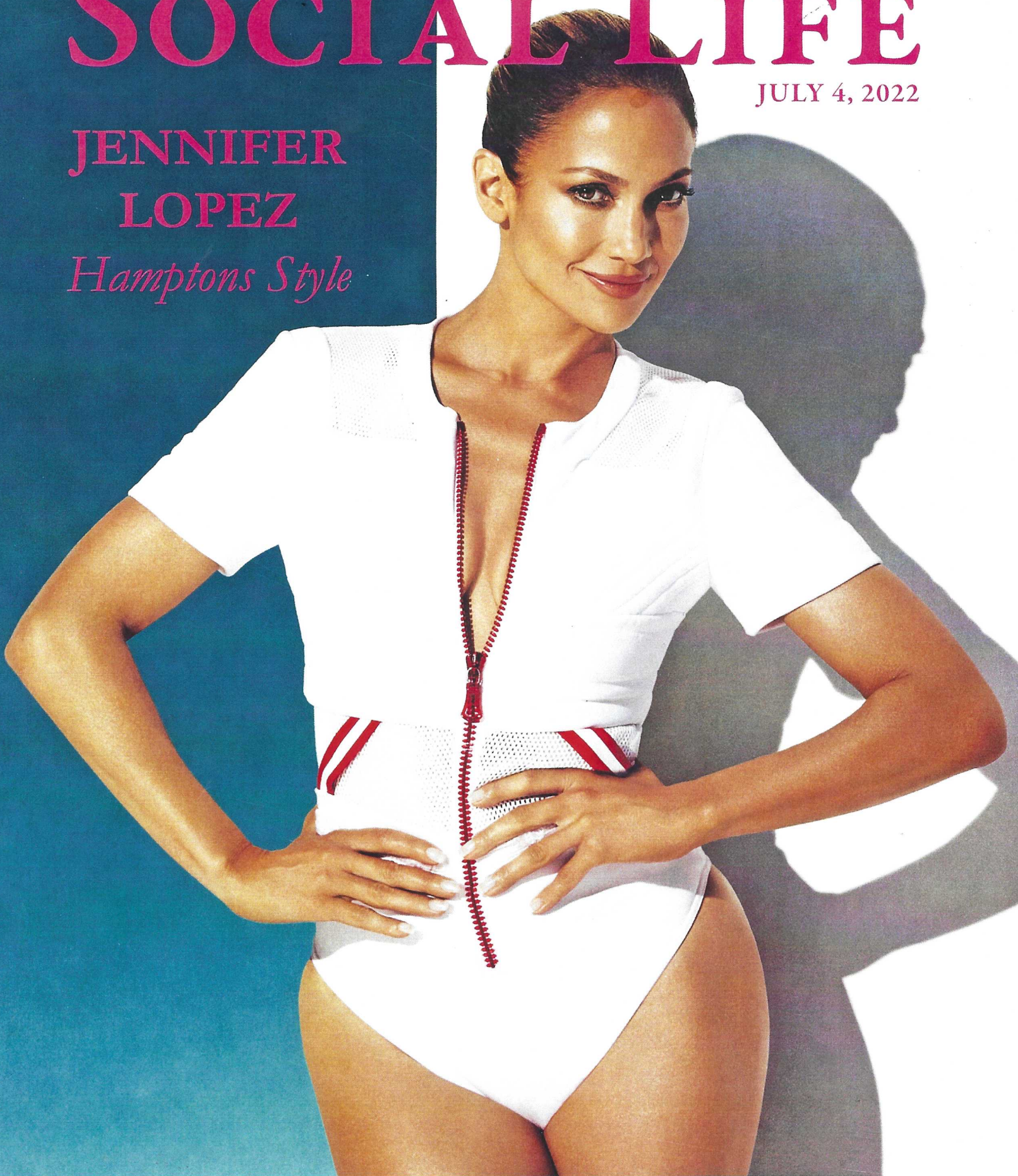


SOCIAL LIFE

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JENNIFER
LOPEZ

Hamptons Style



THE INCOMPARABLE FREDERICO AZEVEDO

ULTIMATE IN LUXURY LANDSCAPING

BY ELIZABETH ROSCHE



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

Social Life sat down with him to get a deeper look into his exceptional and award-winning work.

What makes your landscaping approach so artistic?

We design for each specific property and alongside the lifestyles of my clients, so every project is different. I compare my method more to animation than painting, which sometimes surprises people, but a landscape is a moving, living composition, so I'm always planning how the colors will look in the wind or as someone walks past them. I try to understand what my clients want from their natural spaces, what will enhance their lives, and then once I've worked that out in a plan, I imagine color and texture. Once the outlines are there, I think about how to heighten the feeling in the space, whether that's a sense of elegance in an outdoor entertaining area, or tranquility by the pool.

How would you describe your landscaping philosophy?

My design philosophy is simple: nature makes people happy. So, I begin there, with the premise that I'm collaborating with another creative force to make something new. I try to hide my hand as a designer when I think the flowers should be taking center stage, and other times I'll make my ideas clear, when it's the right moment for something more dramatic.

As a local and global artist on the grandest scale, you're known for traditional values and modern garden design.

My designs are a new take on the Hamptons garden, and I think what makes them feel modern is this kind of interpretation, and asking what people love about traditional gardens, and how can new sustainable materials and approaches adapt those things to suit current tastes and lifestyles. I've also designed my own takes on the geometric layouts of French formal gardens for example, because I think there's a lot to be learned there about the experience of walking through and taking in a garden as a narrative. I'm starting to move into working in Palm Beach, and expanding my work in the Hamptons, so Unlimited Earth Care continues to move forward and grow.



We just loved reading your book, *Bloom: The Luminous Gardens of Frederico Azevedo*.

Oh, thank you! My book was an important experience for me as a designer but also as the founder of my business, Unlimited Earth Care, which I established nearly 30 years ago. I worked with the writer Camille Coy and the publisher Pointed Leaf Press to create the book, which I'm incredibly proud of. It gave me the space to really meditate on my process and what the medium of natural design means to me, and we decided somewhere along the way to divide the chapters according to what I see as the fundamental elements of my work: *Water, Stone, Trees*, etc. It has hundreds of photographs because we also wanted it to feel like you're experiencing the color and texture of my work for garden and nature lovers, but the text was very important to us, and the writer and I took it very seriously and gave it a lot of time.

What are a few of your signature touches?

My signature is color. Yes, sometimes that means full reds and oranges, pinks and yellows — the blowout performance. But many times, it means that I'm planning careful palettes of soft pinks and lavenders or choosing subtle variations in shades of green to create depth and add richness. Color is so important to my work. It's how I create and scale the emotions and purposes of each garden.

Tell us about the event you just hosted in Bridgehampton?

The event was held at the Unlimited Earth Care headquarters in Bridgehampton to celebrate the opening of The Garden Market and to introduce the new collection of handcrafted Brazilian outdoor furniture from Sossego. The Sossego designs are so elegant; they are modern but very warm, and the Brazilian wood is sustainably sourced. The UEC Garden Market is the newest part of Unlimited Earth Care, and it's exciting because it's a way for more people to access the elements of an Unlimited Earth Care garden. The selection of plants, flowers, herbs, and veggies are all curated according to what I use in my designs and what I know works in the Hamptons. It's great seeing what people are planting and creating. I love hosting, and so I hope everyone enjoyed themselves. It's always a good time at our events. There's cocktails and music, and somehow it always comes to dancing.

**Unlimited Earth Care
The Garden Market
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unlimitedearthcare.com**