

VOLUME VIII / ISSUE 6 / LABOR DAY 2020

# BEHIND THE HEDGES

HAMPTONS REAL ESTATE & LIFESTYLE...STEP INSIDE

HATS OFF TO A HISTORIC  
HAMPTONS LANDMARK

FALLING FOR THE EAST END

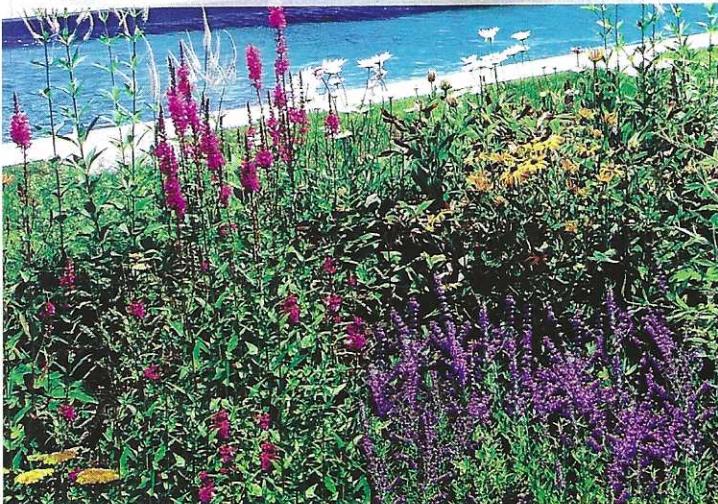
ENDLESS REASONS TO LOVE AUTUMN

AVANT GARDEN

THE LANDSCAPE DESIGNS OF A MASTER

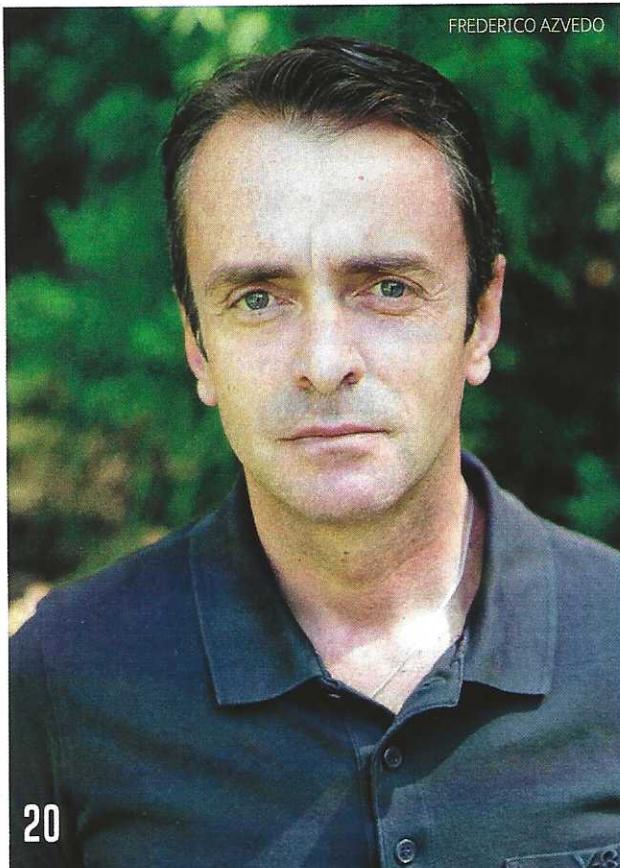
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# MASTER CRAFTSMAN



## MASTER CRAFTSMAN FREDERICO AZEVEDO LANDSCAPE DESIGNER, UNLIMITED EARTH CARE

FREDERICO AZEVEDO



COURTESY FREDERICO AZEVEDO

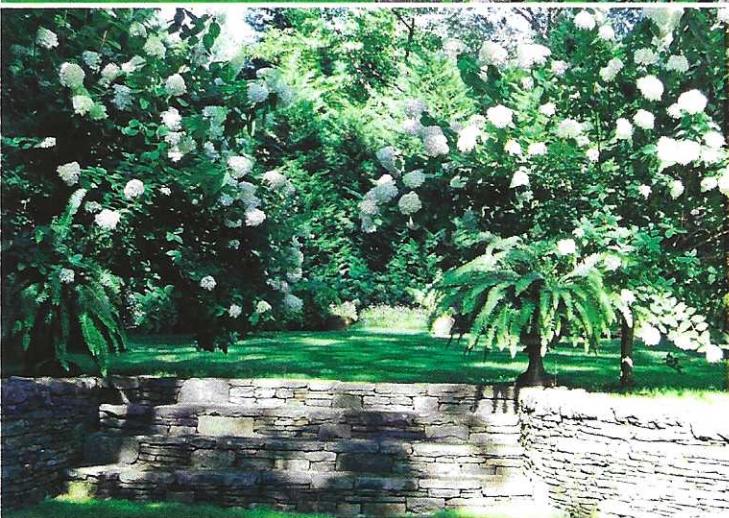
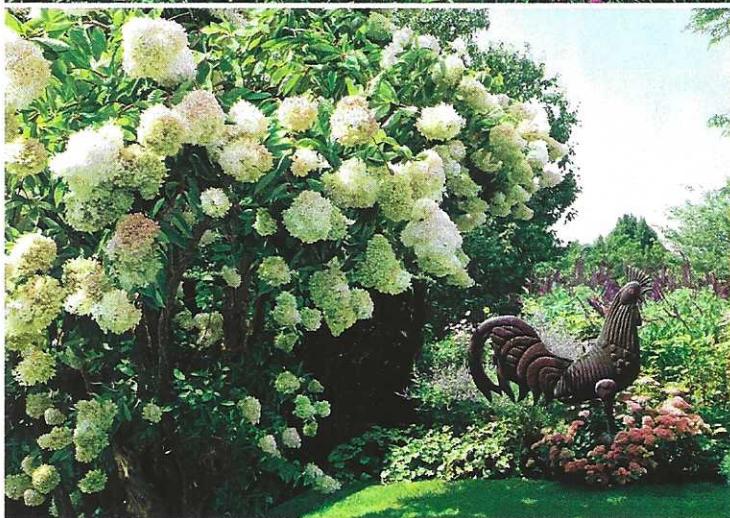
*"The Hamptons is an incredibly beautiful place where everyone wants to be, and as a landscape designer, the environment here presented an exciting creative challenge that I intend to meet year-round."*

To take a stroll through a beautiful garden is to admire a work of multimedia collage. Colorful flowers, majestic trees, stunning sculptures, shimmering water, striking stones and more fill the garden's canvas, making for a visually arresting and stirring experience. Frederico Azevedo's incredible landscapes are most certainly works of art. His innovative and inspired designs provide homeowners with beautiful outdoor collages of nature at its finest.

"I landed my first project at a very young age after a series of experimental redesigns in the family garden caused my mother to assign me my own vegetable plot, which I took very seriously," says Azevedo, a Brazil native. "So, I always loved the practice of gardening, but I think I began to really see what landscape design could do after Lota de Macedo Soares' vision transformed a landfill in Rio into an incredible modern park, abundant with Brazilian flora planted by Roberto Burle Marx. When I left for England to study landscape and garden design, I was thinking a lot about color, which is a central part of my work now, but I also had an appreciation for how an intentional environment could affect people."

Azevedo's Brazilian heritage has informed the way he approaches landscape design. For Azevedo, landscape design is an all-encompassing art. "I came of age in Brazil at a time when urban planning and the idea of public space were being reconceptualized," he says. "Artists, architects and landscape designers were collaborating on these incredible projects and people were really noticing the benefits of having access to beautiful, functional spaces that worked with the environment, rather than against it. My process and careful collaboration with the environment have definitely been shaped by these influences."

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TOP/BOTTOM RIGHT: PHOTOS FROM *BLOOM: THE LUMINOUS GARDENS OF FREDERICO AZEVEDO*, BY FREDERICO AZEVEDO, WRITTEN WITH CAMILLE COY, PUBLISHED BY POINTED LEAF PRESS

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Eventually, Azevedo made his way to the Hamptons, a place of beauty that continues to inspire him to this day. "The Hamptons is an incredibly beautiful place where everyone wants to be, and as a landscape designer, the environment here presented an exciting creative challenge that I intended to meet year-round," he says. For Azevedo, the Hamptons means "farmland, shores, villages, and woods, each with their own aesthetic, but also their own needs, abilities, and sensitivities. There are monarchs and hummingbirds in the summer and snow in the winter—as a garden designer I couldn't ask for more."

One might not immediately think of landscape design as a craft, but Azevedo's work is clearly that of a craftsman whose work has been honed to near-perfection. "Landscape design is a particular kind of art form because it's very technical and very social," he says. While Azevedo was working on his book, *Bloom: The Luminous Gardens of Frederico Azevedo*, he spent "a lot of time thinking about natural design as a medium. Designing a beautiful array of colors, shapes, and textures is important, and that's a big part of my work, but a landscape also has to grow, stay alive, and thrive to realize that design."

And unlike some other crafts, where the finished product is admired but does not change over time (except for wear and tear), landscapes continue to evolve and adapt. "My designs change according to different phases of color and texture that I've scheduled into the landscape, which are dictated by the seasons but also by my clients' lifestyles," says Azevedo. "The same garden that has lush green lawns for activities in the summer is blooming in tulips in the spring. I bring color into every season, and I don't let traditional notions of seasonal colors impose on my design or

what's best for the landscape. Winter can be very colorful when you tap into the full spectrum of greens that come forward while the other colors are resting. I focus on which native or well-adapted plants will thrive in this season this year, and as I'm sure everyone has noticed, the seasons are behaving differently because of climate change. So, I have to adapt and pay very close attention."

The design process involves multiple steps before a single seed is sown for Azevedo. "I begin by finding a view—and this can mean finding where to create a view," he explains. "I walk the property and I frame it in different ways in my mind, and once I have an outline of the views, real or imagined, and the different atmospheres and spaces that will suit my clients and the environment in equal measure, I start thinking in color."

Homeowners who want a taste of what Azevedo has to offer, the Unlimited Earth Care Garden Concept Store offers just that. "I've been a supporter and collector of art for years, so my garden concept store is an opportunity to share the work of artisans and makers whose work I appreciate," says Azevedo. "New, sustainable materials are developed every year, so I make a point of learning about new designers and seeing what's out there, usually that means a lot of traveling. I look for things that are well-designed, functional, beautiful, and sustainable. Why just have a typical planter when it could be an opportunity to be a little greener and express yourself?"

Azevedo's landscapes, he hopes, bring a burst of color and light to his clients' lives. "I hope they're excited to start their new lives outside," he says. "In bloom." 

—Lee Meyer