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SPOTLIGHT ON **FREDERICO AZEVEDO** CEO, FOUNDER, AND LANDSCAPE DESIGNER OF UNLIMITED EARTH CARE

Dreaming up your Hamptons garden and beyond? Then you need visionary **Frederico Azevedo** to put his magic touch on your home. Here's how he's become the go-to landscape talent on the East End. BY SYDNEY SADICK

Frederico, what's the backstory on how you started Unlimited Earth Care?

I founded my firm in 1993. When I first came to the Hamptons, and I saw the ocean, the farms, the fields, and the bay, I was taken aback by how beautiful and diverse the environments were. I knew it was the right place for me, and I've been designing from our headquarters in Bridgehampton for more than 30 years now. I realized my ideas about garden and landscape design centered around sustainable practices.

Tell us about the most popular services that you offer.

Clients love my signature curving floral borders, which are a little different each time

because I tailor every design to the specific conditions of the property and the desires of my clients.

You expanded your storefront last summer. What additions can customers expect?

Yes, the Garden Market opened in the summer of 2023 next door to our Bridgehampton headquarters at 2249 Scuttle Hole Road. The Garden Market offers the elements of an Unlimited Earth Care design—a curated selection of native and well-adapted plants, flowers, shrubs, herbs, and vegetables.

How do you work with clients to realize their dreams?

I always visit the site and carefully consider the aesthetic of any existing structures. It's all about getting to know my clients and understanding what their ideal landscape would be. Some people with traditional houses prefer a more neat, modern look for their gardens. Or I love to design a full-color

more people to experience the aesthetic and approaches that I've formed over the past 30 years. In terms of design, I've always kept to my principles of color and sustainability, and advances in technology and materials help me to better achieve that.

Because this is our Creatives issue, what inspires you?

I'm inspired by nature, and I love to go on bike rides with my French bulldog, Louis, and to experience the wild beauty of the beaches and trails of the Hamptons. I also love art, and find great creative inspiration in the paintings, photography, and sculptures of my favorite artists. I actually find great inspiration for my work in animation

because unlike a painting, animation expresses color *in motion*, like a garden.

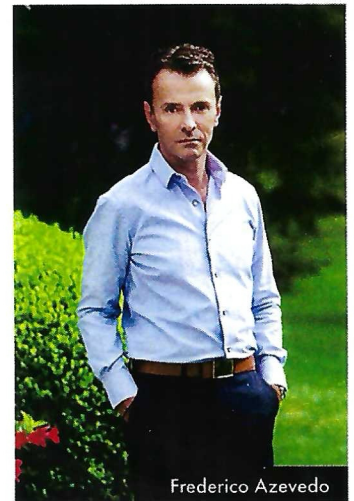
What's your favorite type of flower and plant right now?

I love alliums; they're so graphic and vibrant. In addition to being naturally deer and rabbit resistant, they're versatile in a design. They can act as a subtle, modern

pop of color in a mostly green composition or push the drama of a colorful flower bed.

How do you make use of color in your designs?

Color is everything to my work, and I compose different color palettes to set the different moods of my designs. My sense of color is grounded by the



Frederico Azevedo

elemental—purple complements yellow, blue complements orange—but I've always found a way to push those effects further by building complex arrangements of color that shift in harmony with variations in dimension and texture. I like to design gardens where the color draws you in; it's an elevated sense of natural beauty.

What has been your proudest career moment so far?

I'm proud to have earned the Out East End Impact Award, which was given by New York State assembly member Rebecca Seawright.

Anything else our readers should know?

My book, *Bloom: the Luminous Gardens of Frederico Azevedo*, is sold out online, but it's still available for purchase at the Garden Market. It makes a wonderful host gift because it features hundreds of photos of Hamptons gardens, and it's a meditation on my approach to sustainable design. ■

The Garden Market offers a variety of plants, flowers, herbs, and more.



Hamptons garden—with my own fresh approach, of course.

How has your business evolved over the past three decades?

We have expanded a great deal, first to the Garden Concept Store and now to the Garden Market. It's so exciting to invite

