



PRESS RELEASE

True Artistic Direction

Meet Xavier Loup, the Art Director & Landscape Architect.

November 2022 — Xavier Loup's experiences and personal relationship to outdoors provide a unique flavor to every project he works on for landscape architecture and art direction (XL Studio), creating new experiences (Experimental LAB) and curating collections (Blue Tone).

Growing up to the tune of the cicada's song in the shade of whispering pines in France, Xavier Loup developed an early special bond with nature, seeing the outdoors as a great playground and a fantastic life space. During his school years in ÉSAJ, Paris, he fed on the beauty of this extraordinary city where landscape also holds a special place.

Countless travels and encounters subsequently enriched and forged his sharp sense of aesthetics and contributed to developing his own style, infused with many gastronomic and artistic references and experiences, steeped in the worlds of music, fashion, perfumes, coupled with techniques taught by masters or self-developed.

Xavier currently lives in South East Asia. His Bali studio is a fantastic base for creating and directing projects anywhere in the world, in close collaboration with a team of committed professionals from many fields and horizons.

"It was started with creating living spaces for both indoors and outdoors. "Living spaces" are the keywords here. By experience, trade and formation, I always knew that plants and trees appeal to the senses and generate serenity, they link people with places and objects which is essential in creating true living spaces," says Xavier.

As he matured, capitalizing his experiences in Europe, he noticed that designing gardens was not enough, he felt the need to strengthen his works by linking them more and more to interior design and structural architecture. "In Europe access to objects and materials is quite standardized, I soon

felt that I was missing out on great resources and was naturally drawn to Asia. Every step of a creation process is simpler there, from inspiration to building, everything feels possible,” he adds.

“Sourcing for outdoors spaces carried me indoors, meeting talented like-minded architects and interior designers saw me evolving towards Art Direction. This new role is one in which I can really thrive. Art Direction is what gives a project its identity, shaping it into a universe where people are transported and where they will live, the time of a drink, a meal, a holiday, an event, where they will work or live their whole life or long parts of it. This cannot be truly achieved without emotions and some sense of amazement, astonishment, and wonder,” Xavier explains.

Xavier Loup as the Art Director and Landscape Architects is where he introduces the series of work like no others, consisting in designing universes, bringing them to existence with the right materials and endeavoring to turn them into genuine life places.

ABOUT XAVIER LOUP STUDIO

Creating living spaces for both indoors and outdoors with innovation as an essential component of our company design elements. By experience, trade and training we always knew that plants and trees appeal to the senses and generate serenity, connecting humans with places and objects, which is the key in creating true living spaces.

For more information

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