

XAVIER LOUP STUDIO

A TRUE ARTISTIC DIRECTION

LANDSCAPE ARCHITECTURE

Spring/Summer's Collection – 2023





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THE BALANCE OF LIVING SPACE

Uccle, Belgium

Private Client

1,500m²



LIFESTYLE PROVOCATEUR

A FRENCH TOUCH COMPLEMENTED BY ORIENTAL SUBTLITIES, HIGHLIGHTED BY SCANDINAVIAN AND CALIFORNIAN NOTES

Xavier LOUP's style is unique, accompanied by the cicada's song in the shade of whispering pines from his childhood in Provence, nourished by the beauty of Paris during his school years, and ripened by an early career in California. Countless travels and encounters subsequently enriched and forged his solid sense of aesthetics.

His style infused with many gastronomic and artistic references and experiences, steeped in the worlds of music, fashion, perfumes, coupled with perfect technical mastery of his trade, his sensitivity and his personal philosophy of outdoor spaces, lends a unique flavour to every project he directs, and seduces with refinement enhanced by exotic and modern touches.

25 years later, it's quite clear that this initiatory experience was both the confirmation of his passion for outdoor landscaping and essential in broadening his technical skills and horizons. Outdoors spaces led Xavier indoors, as meeting talented like-minded architects and interior designers made him evolve towards Art Direction. This function is the one in which he really thrives.

Art Direction is what gives any project an identity, shaping it into a universe where people are transported, where they will live for 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 wonder that Xavier is so good at creating.

Xavier LOUP's experience and personal relationship to outdoors provide a unique flavour to every project he works on for Outdoors Architecture & Art Direction (Xavier LOUP STUDIO), creating new experiences, new projects, and curating collections.

Xavier currently lives in 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.



→ Art Director Xavier LOUP during workshop seance.



↑ Creative details from a presentation.

← A few projects case studies and presentations.

“ART ENABLES US TO FIND OURSELVES
AND LOSE OURSELVES AT THE SAME TIME.”

ART DIRECTION

noun

UK / aat daaarekan / US / aärt da-arek-shən

1. Action of imagining, creating, and supervising all the features having a subjective impact on a space.
2. Integrating all aesthetical and sensorial aspects of a project.
3. Succession of acts and decisions needed in order to design universes, bring them to existence by identifying, sourcing the right materials, and by using them to design and create genuine life places.

An Artistic Director is the person able to achieve consistency while relying on the specific skills of the other architectural disciplines, artisans, and collaborators in order to deliver true living spaces.

Artistic directors rely on the expertise of architects to guide them in the feasibility of projects. Architects provide technical and practical solutions to bring clients requests to life in the chosen artistic direction. We need to exchange extensively on the functions, interactions, style, composition, aesthetics of all living and technical spaces.

The landscape style is determined by the style of the indoor space, the pre-existing outdoor conditions and how the space will be used. The entire project must follow the same direction infuses all stakeholders with its unique vision.

Today, an outdoor space in any location is totally inseparable from the neighboring indoor spaces. We like taking our clients out to nurseries and have them experience the actual plant volumes, sizes, interactions, proportions, and textures for them to envision and appreciate the vegetal of our study. It works better than best mood boards, notes, pictures, and drawings.



→ Mood board for Fuego Restaurant Project 2022, Indonesia.



"If I have a thousand ideas and only one turns out to be good, I am satisfied."- Alfred Nobel.

Ideas are the origin of almost everything worthwhile in the world. Ideas transcend fashions, they transcend taste. Taste changes over time. Ideas stay strong. Ideas are an investment in the quality of our lives, they ensure the continuity of what makes us, us... Ideas are our strongest survival mechanism. The best ideas are eternal.

- ← Trees, plants, flowers will be selected to form a coherent ensemble
- Indonesian wooden bowl and candle



EMQUARTIER MALL

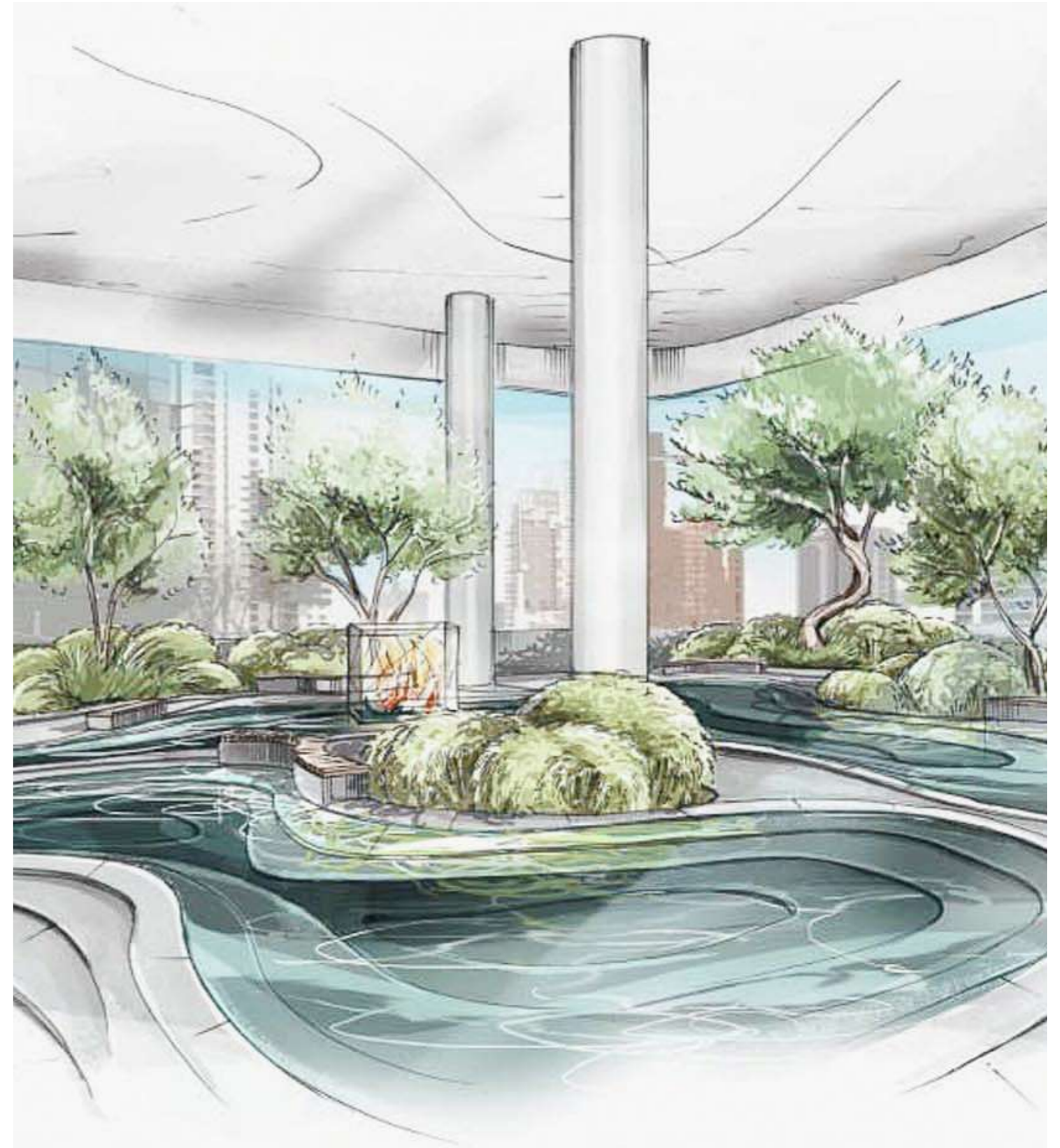
Bangkok, Thailand

Corporate Client: Group Mall

6000 m².

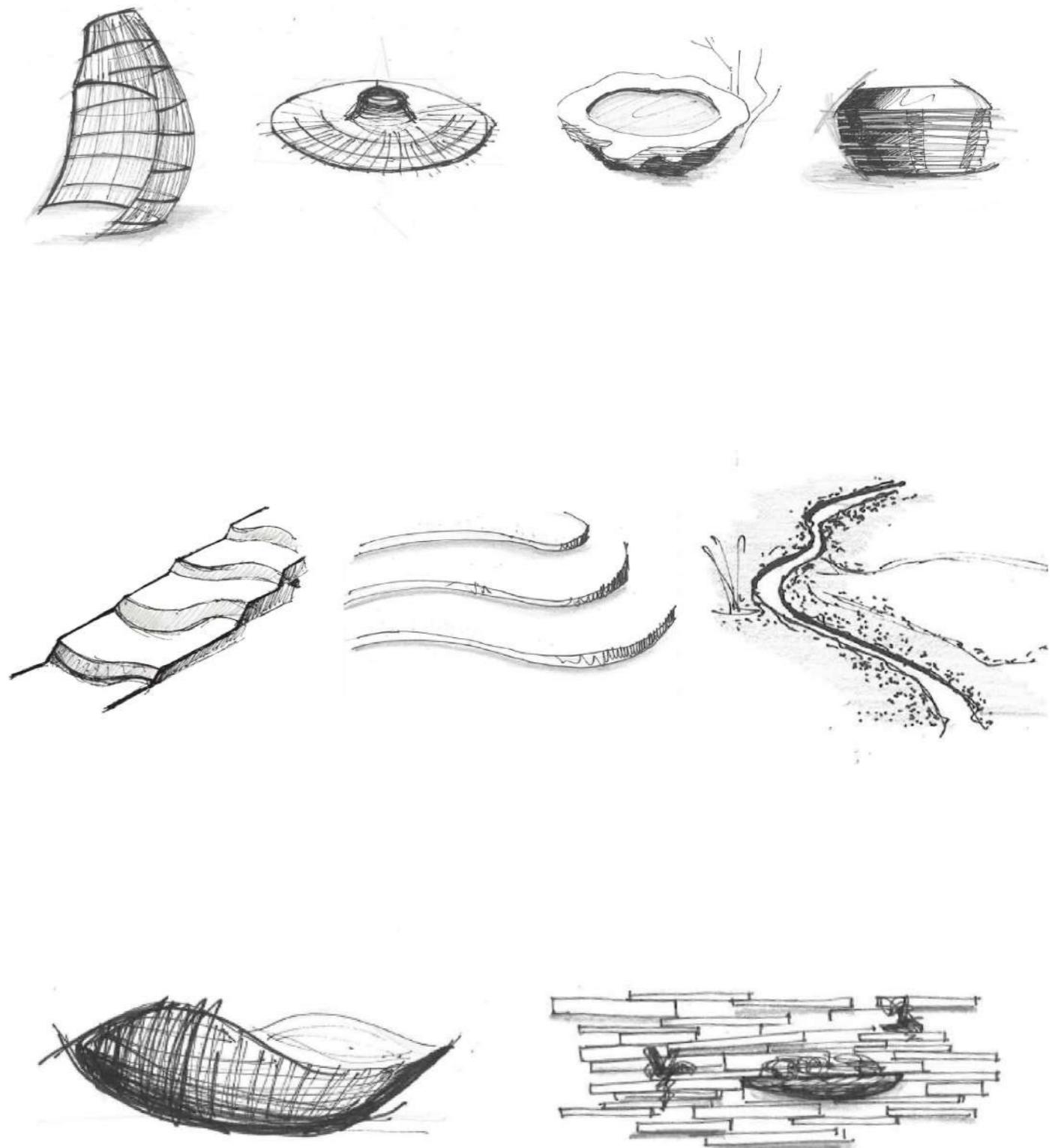


Development of an idea around curves: visiting this urban mall will be a whole experience, in this space people will be able to relax, rediscover the nature, the sound of the water, the freshness of a waterfall or a pond. From curves inspired by rice paddies we have developed this garden suspended over two floors in the middle of a mall.





The challenge was how to include a real, complete garden or park in an existing retail complex inside a concrete building, giving the impression of nature taking over, in a controlled and manageable way, creating a unique shopping or dining or even life experience in the heart of Bangkok.



- ↑ Ideas being developed : starting with simple curves inspirations towards creating art pieces and life places for the hanging garden.
- ← Mood board of inspirations and researches allowing us to narrate a story to our client.
- ↓ The curves of the building provided a good link between architecture and interior design.





- 1 Bamboo Pavillon
- 2 Wisdom Lounge in the Garden
- 3 The Quartier Cafe
- 4 The Cafe Deck
- 5 The Veranda
- 6 Winding Bridge
- 7 Conopy of Thees
- 8 Enchanted Pond
- 9 Bodhi Tree
- 10 Banyan Island
- 11 The Forest
- 12 The Trellis
- 13 Rainforest Chandelier
- 14 Lotus Pond
- 15 Green Wall
- 16 The Creek
- 17 Cocoon Park
- 18 The View
- 19 The Helix Dining Extraordinaire
- 20 Toilet



The Terrace

The 2 gardens or park levels are designed to serve as a living link, a storyline. The water elements were also essential features of our park. We collaborated with Indonesian and Thai craftsmen and women for custom made pots and decorative accessories, and with Patrick Blanc for the Jungle Chandelier.



MODERN HOUSE GARDEN

*River stone custom pots, found in the rivers of
Indonesia.*

Diameter 160 cm.



THAI ADAPTATION

Koh Samui, Thailand

Private Client

1,200 m²

The whole project's goal is to create the perfect balance between simplicity and strong visuals.

This ambiance is established upon entering the property in order to generate a feeling of well-being.

Some functions had to be reorganised and some had to be added in order to link indoors and outdoors. We also created eye-catching views from the entrance of the house, and a visual narration to elicit a sense of belonging and protection and authenticity.

↑ A living room adjacent to the swimming pool.

The Art Direction expressed itself through the choice of materials allowing a double alliance between tradition and modernity on one hand, and indoors and outdoors.

For the main pavilions, we used wood cladding for the ceilings in order to provide a sense of depth and modernity, along with stone of soft and delicate hues for the floors.

The ambiance is enriched by the well-chosen furniture composition: a mix of sober-lined, comfortable, deep sofas and individual seating suggesting organic tropical life.

The goal here was to create a blend of modern and refined Asian touches to generate a unique style revealing the owner's personality.





RHYTHM & STRUCTURE

Trocadero Rooftop Paris, France

Private Client

120 m

Outdoors with indoors comfort is what we provided. The structural elements needed to be simple and clear to sublimate the living area features and to be timeless.



THE PERFECT YIN COUNTERPART TO THE YANG OF TROPICAL SIDE

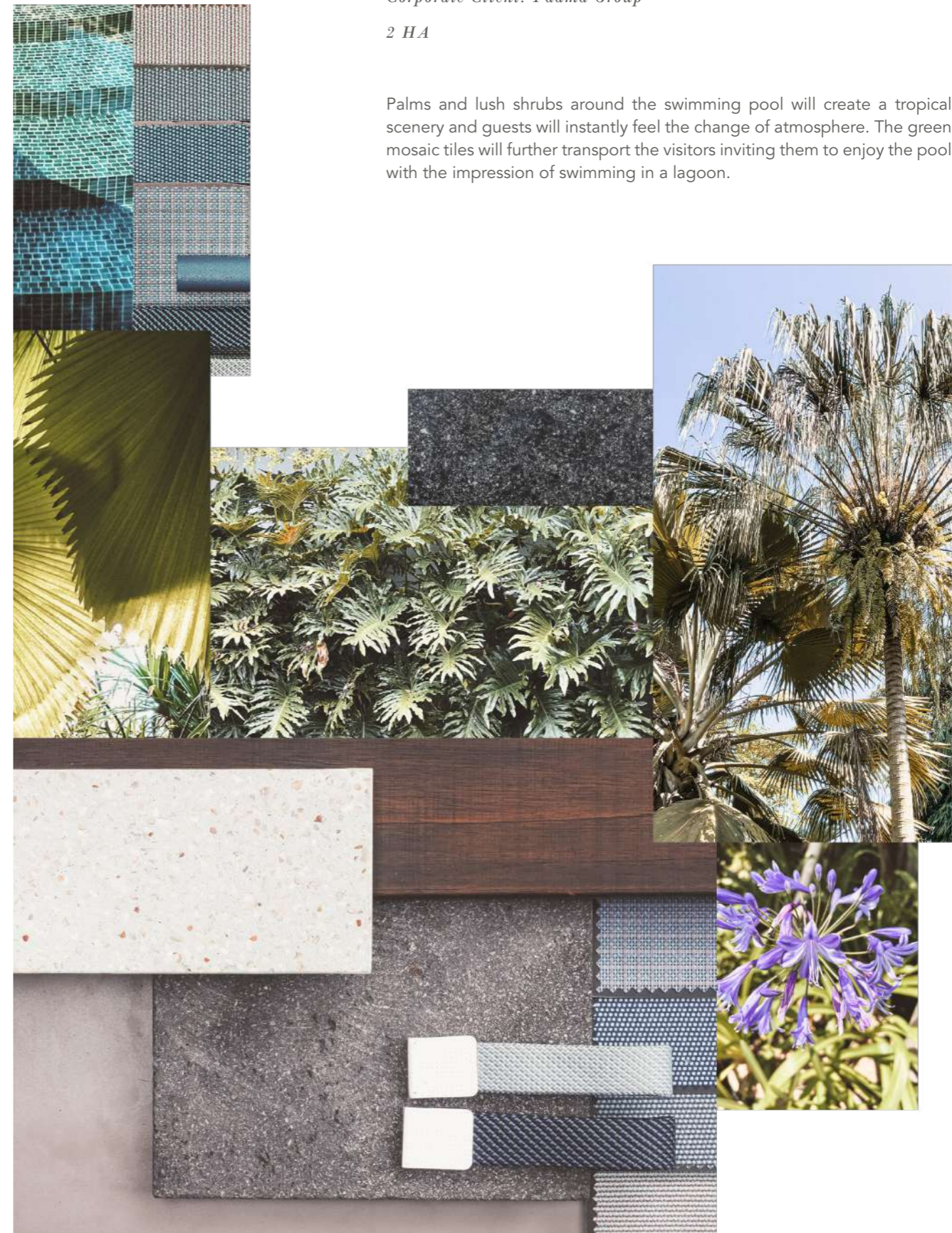
Jardin Atlas

Semarang, Indonesia

Corporate Client: Padma Group

2 HA

Palms and lush shrubs around the swimming pool will create a tropical scenery and guests will instantly feel the change of atmosphere. The green mosaic tiles will further transport the visitors inviting them to enjoy the pool with the impression of swimming in a lagoon.





The large leaves in the water areas reinforce the tropical feeling. Outside of the water areas lies a more modern, more European garden.

→ Children pool, a great addition to this leisure life space



TIMELESS TOWN HOUSE

London, United Kingdom

Private Client

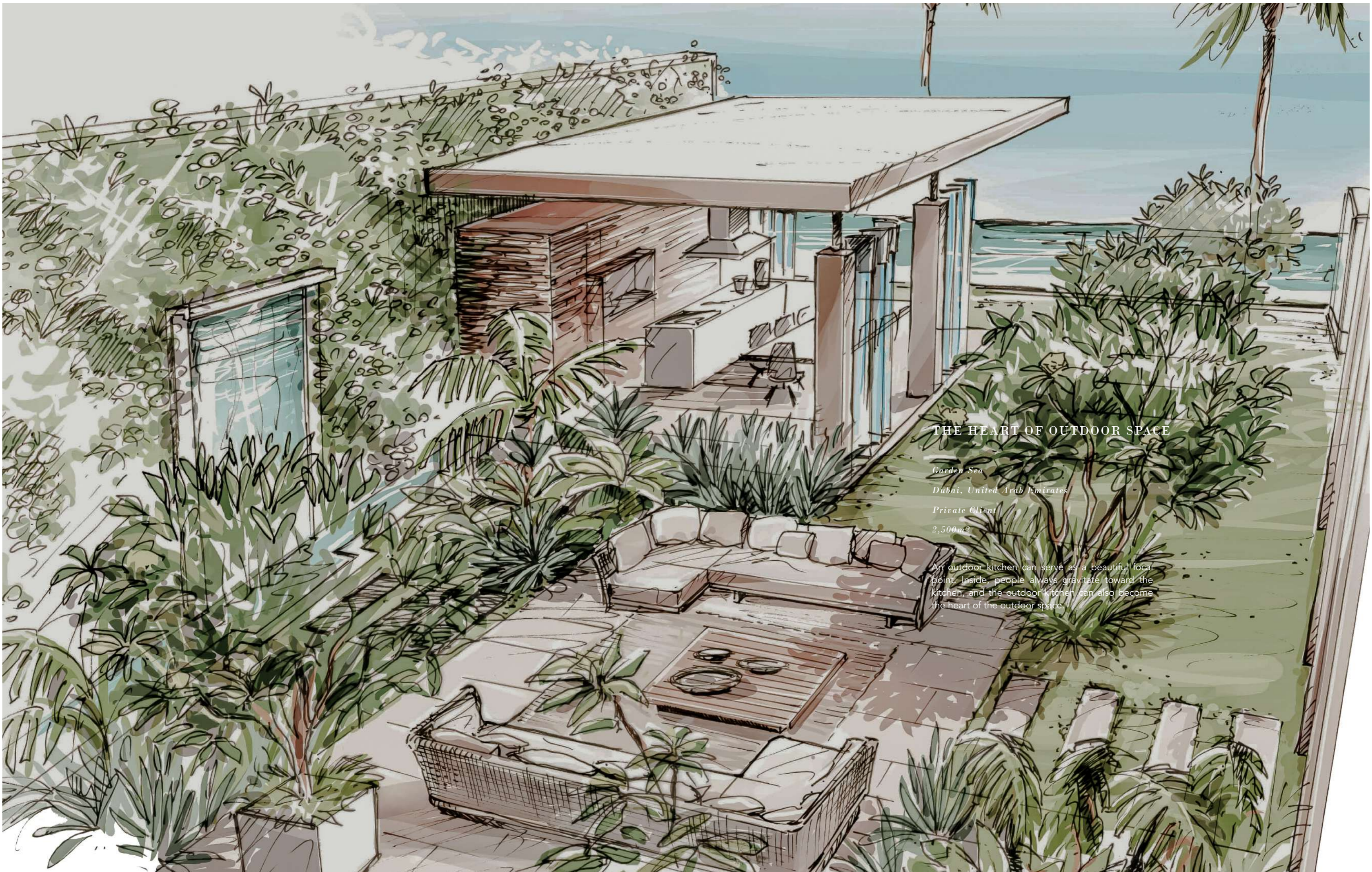
180 m²



The design goal here is what true design means: visually pleasing optimization of a space (or item) function, fit for the current lifestyle of the owner, so we went for a jacuzzi and outside bar instead of a swimming pool, playground and dining table.



→ Gandia Blasco outdoor furniture
Collection Na Xemena Bespoke cushion.



THE HEART OF OUTDOOR SPACE

Garden Sea

Dubai, United Arab Emirates

Private Client

2,500m²

An outdoor kitchen can serve as a beautiful focal point. Inside, people always gravitate toward the kitchen, and the outdoor kitchen can also become the heart of the outdoor space.

A GREEN REVELATION

Villa 1880

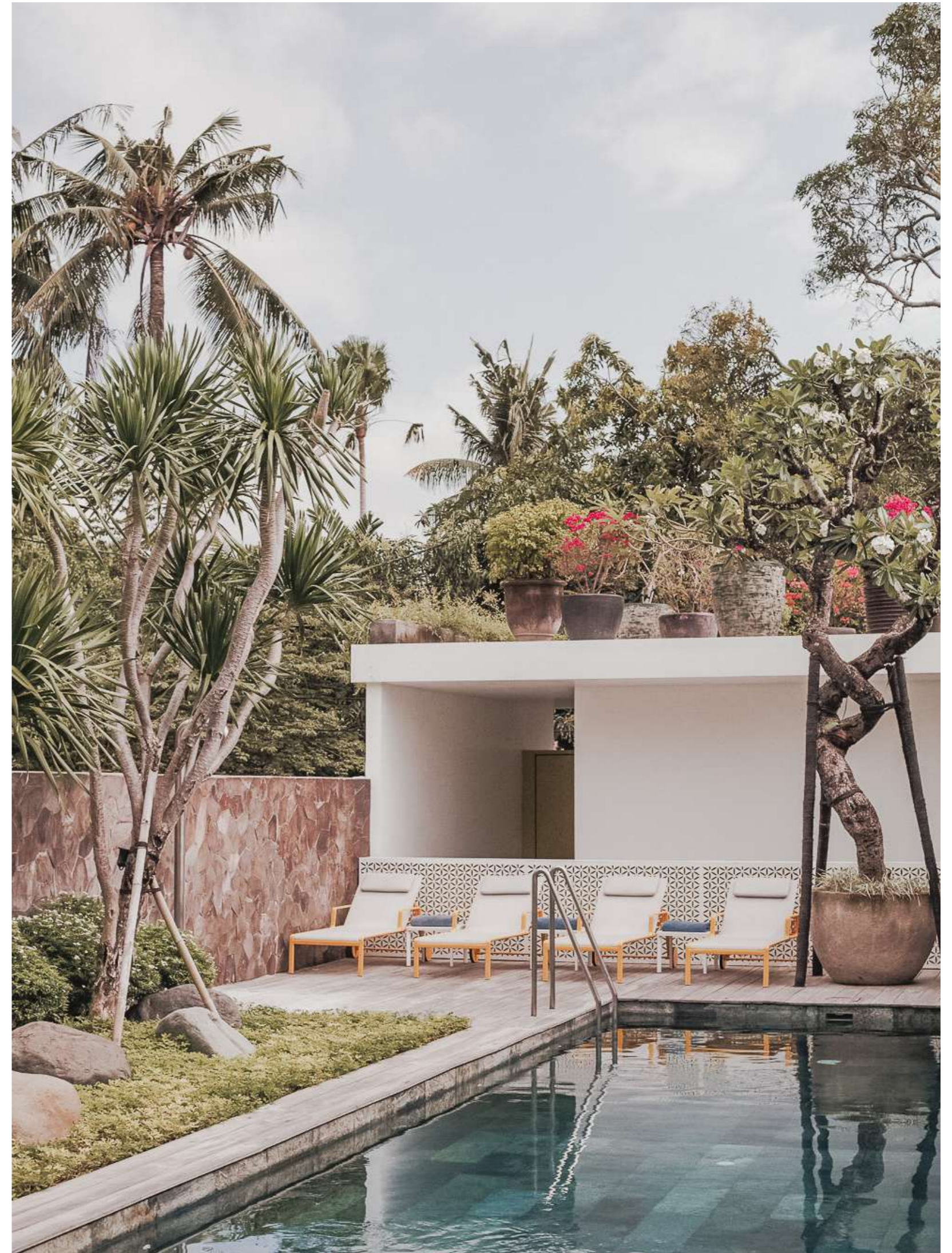
Bali, Indonesia

Private Client

1,200 m²



This is the result of a beautiful collaboration with the architect and owner of the house. From the genesis of the project, we had as an goal to bring two architectures together: a traditional house from Borneo island and modern architecture. The balance between building and garden is obtained through the use of specific materials, such as the large pots we created for this project with simple forms and wonderfully rendered patinas.





We also complemented and enhanced this sought-after vegetal embrace sensation by using vegetal tones in interior design, with tangy green shutters and doors. The visual lexicon was carefully worked on to provide coherence between indoors and outdoors.

Unlike more conventional lavish tropical gardens often seen in Asia, we opted for a more minimalist and structured approach of the outside spaces. This is a sort of signature style for us in Asia, we select only a few vegetal species that will complement each other and that we can work with to create the visual effect that we look for.

↑ Bespoke pots in clay with old patina finishing home made.
Plant combination with graphic shapes.

← Natural light and green hues provide an interaction between the plants in the patio and the Master Bedroom.

Strict & organic line combination

Praque, Czech Republic

Private Client

1200 m²

ALIGNMENT TREE TO GIVE
CHARACTER TO THE GARDEN

ORGANIC TREE SHAPE

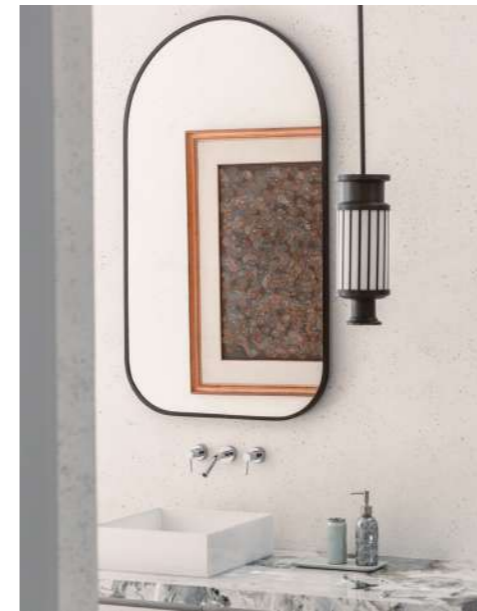
PLANTED IN THE PATIO

REST AREA NEAR THE
HOUSE FOR A DRINK OR
A SMOKE WHILE ENJOYING
THE VIEW OF THE GARDEN

DRIVEWAY TO WALK AROUND THE GARDEN

COMPRESSION OF EVERGREEN PLANTS





HOUSE & ART GALERY DUALITY

Umah Jempiring

Bali, Indonesia

Private Client

1,200 m²

This project is a renovation, a refurbishment. Living spaces were already allocated, reception room, dining room, kitchen, storage, bedrooms and living room, they were, however, in a way, undersized because of an overabundance of walls and partitions. The main objective was to open the spaces. We worked with a structural engineer to take down many walls and partitions, even bearing walls (replacing them by steel beams) in order to simplify, fluidify the space.

← The marble for the kitchen counter is from Italy, a very specific pattern to make it work with the wood table, made from Indonesian wood.



Everything has actually been custom-made, to create coherence between the spaces and their functions we needed specific sizes, shapes, shades and materials and there was no better solution than custom made.

All the elements are a fusion of natural materials that were designed to blend with the outdoors and art works, it really had to be very subtle and minimalist.

← Overlooking the beautiful landscaped backyard

→ The stairs as the focal point of the house



A PEACEFUL OASIS

Private Garden
Paris, France
Private Client
800m²



Patio gardens soften the transition between indoors and outdoors by bringing plants into outdoor living areas. A patio garden is overlooking the main living room of this mansion.

An alternance of shapes and curves given by a spectacular boxwood structure and this very graphic black fountain settled on a white floor, are turning the patio into a welcoming retreat.



A MODERN BALINESE VERSION
OF A CLASSIC FRENCH GARDEN

Metis Garden

Client: Metis Restaurant

Bali, Indonesia

6,500m²

The strength of the project resides in its simplicity and in the two perspective lines created, the first one from the entrance to the lounge, and the second one from the lounge to the water & fire garden.

METIS
THESE DUCKS
PREFER NOT
TO BE
TOUCHED
THANK YOU!



CULINARY EXPERIENCE IN THE ART OF LIVING

Fuego Restaurant

Semarang, Indonesia

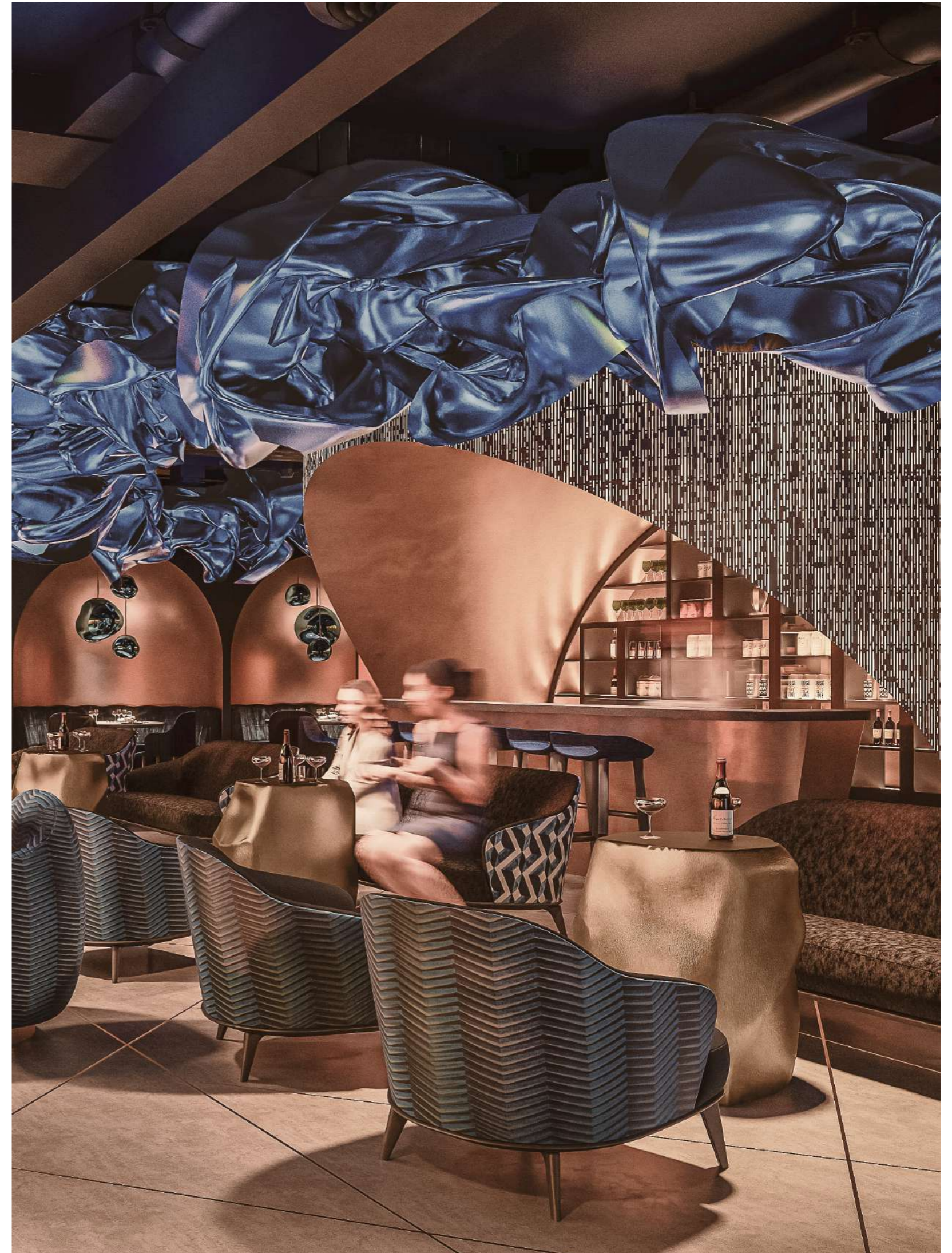
Corporate Client: Padma Group

800m²

Exclusivity and surprises are the main ingredients of this experience. Access through a dedicated lift and a lighted path evoking an x-ray machine will make it clear to customers that they are about to live a special moment, away from their daily lives.

First time visitors will be surprised by the unusual approach to luxury and fine dining of FUEGO + ARTHUR, the set-up, lighting, materials and colors will all work together to make it an almost coarse, rough and edgy space.

By contrast with the "masculine" esthetics of the bar and restaurant, the restrooms will provide a "feminine" boudoir ambiance (marble, fine fabrics and colors, scented candles, soft organic lighting etc.)



- ↑ Circular alcove-style dining sofas giving theatre-like ambiance (first picture)
- ↑ An artsy private library where old world meets modern art (second picture)
- The bar area transports people in yet another exotic location

OUTDOOR LIVING WITH THE COMFORT OF INDOOR

Green Kori Villa

Bali, Indonesia

Private Client

850m2



The entire universe of the project is based on the relationship between the vegetal material and the other materials, both indoors and outdoors. The two spheres complete each other to create a space rendered unique by this delicate balance. This being located in Asia, we chose to bring a European dimension by designing the main garden as a large Spanish patio.

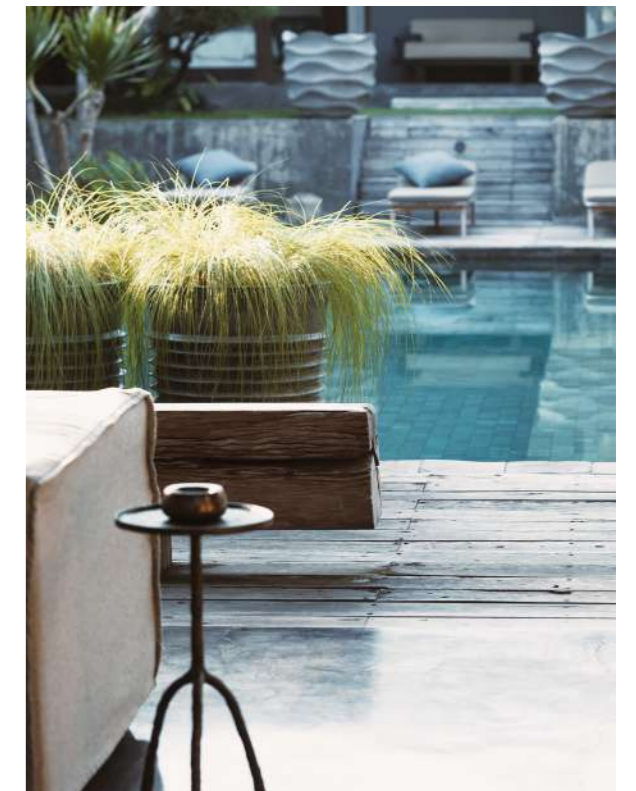
Creativity, personality, esthetic sense and faultless installation and set-up were the strong points here. There were no structural elements to modify, just refurbishing to give a new look to the swimming pool among others.





The choice of materials had to be simple not to clutter the space and to allow a clear understanding of the different life spaces destinations.

In this type of project, the furniture and interior design elements are instrumental in conferring coherence to all the spaces, both indoor and outdoor, we chose contemporary lines with a North-European minimalist approach and treatment of Asian materials.



↑ Landscape and vegetal being strong features of the project (first picture)

↑ The new swimming pool look after refurbishing (second picture)

← The furniture and interior design elements are instrumental in conferring coherence to all the spaces

ART IN LANDSCAPE

Showroom Garden
Bruxelles, Belgium
Private Client
4,500m²



The building architecture was a modern farmhouse interpretation with great indoor volumes. There was a dual role for the showroom. This being a showroom it had to display many different features and functions in a single space (such as poolside lounge, outdoor kitchen, al fresco dining area, outdoor family or social gathering venue), as a result we chose not to give it a special style or signature in order for the clients to be able to project their desires and own universe onto our works.

↑ Pond & pool mirror treatment to give a dynamic to the outside.

→ A place of mixed spaces, outdoors and indoors are intertwined. Art of Living displayed in the house area of the showroom.





We used some specific features that we often work with, vegetal labyrinth, oversized pots, beautifully shaped and trimmed trees from around the world for the clients to discover and experience first-hand the impact that these elements can have on any landscape.

↑ Living space, cocoon protected with grasses Pennisetum, for a drink at sunset under a sail.

← Summer mix between Hydrangea & Japanese anemones.



*The garden
a place of life
a place of pleasure*

SELECTED LIST OF WORKS

HOTEL & DEVELOPER GROUPS

FRANCE

Shangri-La Hotel, Paris
The Peninsula Paris
Park Hyatt Paris-Vendôme
Hotel Plaza Athénée, Paris
Hotel Raphael, Paris
Balthazar Hotel & Spa, Rennes
Terrass Hotel, Paris
Hotel Amarante, Paris
Hotel d'Aubusson, Paris
Novotel Paris Les Halles
Hotel Regina, Paris
Hotel Jardin du Marais, Paris
Grand Hotel Dijon La Cloche

HOLLAND

Hotel Sofitel Legend The Grand, Amsterdam
Conservatorium Hotel Amsterdam

INDIA

The Oberoi, New Delhi

INDONESIA

Ashta Group
Intiland Grande Surabaya
Métis Restaurant Bali
Hydrogen
Padma Group

MOROCCO

Le Meridien N'Fis Marrakech
Eagle Hills Tamuda Bay
Les Terre M'Barka Marrakech
Beldi Country Club Marrakech

SINGAPORE

JW Marriott Hotel Singapore South Beach

SPAIN

Mandarin Oriental, Barcelona

THAILAND

The EmQuartier Mall, Bangkok
Kayana Villa, Koh Samui

UAE

Dubai Golf City

USA

Palm Springs Resort, Hyatt Regency
Indian Wells, California
Luxury Santa Monica Beach Hotel
Fairmont Miramar, California

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The sculptures created for this garden in Semarang Indonesia merge art, architecture, landscape, and nature. They are designed to give viewers an inimitable immersive experience. We create journeys in which every element of our sculptures – the material, the form, the colour, the philosophy, light, air etc. – interacts with the viewers and has physical as well as symbolic presence and palpable tension.



→ “Ambang Embang”, by Kadek Agus Ardika.



TRUE LIVING OF ART & DESIGN

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