Loyzaga is a multidisciplinary design studio based in Mexico City specialising in architecture, interiors, furniture, and decorative arts. Founded by Jorge Loyzaga 55 years ago, today it is run by the next generation of the Loyzaga family: Fernanda and Sophia Loyzaga. Fernanda is also an architect who shares her father’s passion for Classical design, and traditional craftsmanship and her sister Sophia is the practice manager.

Both sisters work closely together with Jorge to preserve Loyzaga’s legacy and ensure the practice continues to value and uphold the same traditions, whether in their most recent collection of customisable furniture and objets d'art inspired by the glamour of Art Deco, or in the architecture of their houses, villas and buildings that are inspired by both Classical and local traditions.

Jorge Loyzaga is an architect born in Mexico City to a Basque family. He has an academic and classical training, and throughout his career he has focused on the preservation of traditions and crafts within architecture and interior design.

Jorge studied architecture and the restoration of historical monuments in Mexico at UNAM and at the University of Santiago de Compostela, Spain. He then worked as a restorer in Valdivia, Chile, in Peru in the consolidation of the Iglesia de la Merced in Cusco, in Córdoba Argentina on the roof of the Iglesia de la Compañía, and finally in Tunja, Colombia in the province of Boyacá. From there he was called to Mexico to form the restoration school together with UNESCO. In the 1970s he began as a professor at UNAM and at the Universidad Iberoamericana, where he worked for 10 years.

Jorge established Estudio Loyzaga in X. The firm’s portfolio has expanded over the years to include over 800 Classic-style houses in Mexico, the United States, and Spain. Among Jorge’s latest non-residential architectural projects are the Solar de las Ánimas Hotel (Relais Chateau), the Hacienda Centenario convention center and the Juan Beckmann Gallardo Museum, all in the town of Tequila, Jalisco. Jorge has also restored historic forts in Guam and the Philippines, which was a province of Mexico for 250 years. Here Jorge Loyzaga helped to train Filipino restorers and created a training school for traditional building crafts. Further restoration projects include the decoration of the Chapultepec Castle in Mexico City and the restoration of the cathedral in Mexico City.

Jorge is a member of the AIA as well as ICCA and IIDA. He is also a member of the Board of Trustees of the Universidad Iberoamericana as well as of the Board of Trustees of the Monterrey History Museum.

His passion for education has had in impact upon Loyzaga Design Studio, which now also acts as a Centre for research and training for craftspeople in Mexico city, and contains a library with more than 20 thousand books on traditional architecture and interior design.