

For Immediate Release

Fernando and Humberto Campana: Hybridism

September 7 – October 14, 2017

Opening, Thursday, September 7, 6-8pm



From left to right: *Noah Candleholder* (2017), *Branches Sofa* (2017), *Noah Vase* (2017)

New York, NY – Friedman Benda will present Fernando and Humberto Campana in an immersive exhibition devoted to the theme of hybridism, their second solo show at the gallery following *Concepts* in 2013. The exhibits are assemblages of materials and visual themes drawn from the Brothers' immediate surroundings and will include deeply personal reflections and gestures juxtaposed with classical motifs.

Hybridism, informed by details, moods, and emotions, marks a point of departure for Estudio Campana as its most sculptural body of work to date. Evinced from the Campanas' daily lives, such as Humberto's early morning runs throughout São Paulo's parks as well as the idea of nature weaving through urban fabric and our own imagination. The brothers meld the personal with the formal and assemble ideas, materials, methods of making, shapes and texture.

Humberto Campana explains, "With this exhibition we are playing much more with sculpture than with functionality. We manifest a dialogue between designer, artist, and sculptor. Fernando and I try to jump into the assemblage process unconsciously, allowing us a freedom and immediacy that goes beyond our practice to date."

This exhibition is an evolutionary culmination of the famed São Paulo studio practice of the past decade. The studio has experienced a multidisciplinary explosion in research of materials, means of production, collaborations with artisans within regions of Brazil and craftsmen across the world. At a time of cultural and political upheaval in Brazil, the studio continues to lead the cutting edge of design and collaboration with local and historical centers of craftsmanship in South America.

About the Campana Brothers

Fernando (born 1961) and Humberto (born 1953) have steadily built a career, achieving both national and international recognition since opening their studio in 1983. Based in São Paulo, Estudio Campana is constantly investigating new possibilities while creating bridges and dialogues where the exchange of information is a source of inspiration.

There has been a steady acquisition by museums internationally, including: Art Institute of Chicago, IL; Carnegie Museums of Art, Pittsburgh; Centre Georges Pompidou, Paris; Cooper-Hewitt National Design Museum, New York; Metropolitan Museum of Art, New York; Musée des Arts décoratifs, Paris; Museum of Arts and Design, New York; Museum of Fine Arts, Houston, Texas; The Museum of Modern Art, New York; Museum of Modern Art, São Paulo; San Francisco Museum of Modern Art, California; The Israel Museum, Jerusalem; Philadelphia Museum of Modern Art, Pennsylvania; Vitra Design Museum, Weil am Rhein, Germany.

In 2016, The Campanas designed costumes for *Ballet Virtually There*, based on Oskar Schlemmer's Triadic Ballet. In 2014, the museum exhibition *Campana Brothers: Brazilian Design Now* originated at the Decorative Arts Center of Ohio and travelled to the Pizzuti Collection in Columbus, in 2015. That same year, Bildmuseet, Umea, Sweden presented *Campanas/Woods*. In 2012, they were awarded the Designers of the Year Award by *Maison & Objet* magazine; they were selected for the Comité Colbert Prize in Paris; honored at Beijing Design Week; received the Order of Cultural Merit in Brasilia; and were awarded the Order of Arts and Letters by the Minister of Culture in France. In 2013, Forbes listed the Campanas among the top 100 most influential Brazilian personalities. In 2008, the brothers were presented the Designer of the Year Award at Design Miami.

About Friedman Benda

Friedman Benda is a gallery dedicated to presenting established and emerging designers who create historically significant work and are at the forefront of their practice. Founded in 2007, the gallery's exhibitions and publications have played a vital role in the development of the contemporary design market and education, and take a comprehensive approach to work that intersects the fields of design, craft and art. Friedman Benda represents an international roster of designers spanning five continents and multiple generations.

For further information please visit www.friedmanbenda.com

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