



**RASHID JOHNSON  
DIOR LADY ART  
ZEGNA  
URUGUAY  
GIFT GUIDE**





# GOING WITH



## HUMBERTO CAMPANA SHARES HIS



# THE FLOW

All photos by Bob  
Wolfenson, courtesy of  
Friedman Benda and  
Estudio Campana.



**LIGHT-FILLED SÃO PAULO STUDIO.**



**For more than 35 years, Humberto Campana has lived at the intersection of creativity and craft. As half of the iconic Campana brothers (Humberto's brother, Fernando, sadly passed away in 2022), the artist has been synonymous with innovative design and pushing boundaries. Campana's São Paulo**



**studio is a direct reflection of that aesthetic vision — a light and bright open space with details that highlight the brothers' long history in the art and design world. Its location in a quiet, tree-lined residential neighborhood speaks to Humberto's parallel history of embracing the culture and community of his home country. He was recently awarded the Knight insignia of the Order of Rio Branco for promoting Brazilian culture abroad and is working on more than a few Brazil-centered projects. One is an installation for a luxury VIP lounge at São Paulo International Airport and the first anniversary of Campana park in his hometown of Brotas.**

**"[Estudio Campana's] neighborhood was founded in the 1880s by British settlers who came to build railways during the Industrial Revolution, and in the 1930s, it welcomed a wave of Italian immigrants," he says. "I love the balance of history, community and greenery. It feels alive and connected to the city's past without the hecticness of a large urban city."**



“Our new three-story studio occupies [more than 8,000 square feet] in a former mechanic’s workshop and houses our team of 20 associates working across production, design, administration, procurement and communication.”



“Fernando and I redesigned the space with the main goal of maximizing natural light and creating an open, versatile environment. It includes a mezzanine, a showroom, two gardens, a kitchen/cafeteria and a production area. To achieve this, we raised the ceiling, added glass windows throughout the building and opened part of the first floor to let sunlight reach the underground level where the production team works.”



“For the main entrance hall, we created a ‘faux golden room,’ applying chocolate wrapping as wallpaper to produce a beautiful glow in the afternoon light. The restrooms are also covered in golden paper and feature Campana-designed mirrors and water fixtures.”







"I also love the neighborhood, where I can take my dog, Dora, for a walk around the block, stop for a coffee or go to the gym. It feels like my second home, and I'm always excited to show up there every day."





“I’m a very dynamic person — I don’t even have a fixed office or desk — so I love the openness and transparency of the studio. It encourages movement, free-flowing energy and the constant exchange of ideas.”



