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PLUS: MARIO BUATTA'S GRAND FINALE

Creature Comforts

How the *Campana Brothers* turned stuffed animals into plush seating



THE BROOKLYN HOME OF ARTIST BRIAN DONNELLY (A.K.A. KAWS) FEATURES A CAMPANA BROTHERS CHAIR MADE WITH PLUSH VERSIONS OF THE ARTIST'S FAMOUS CHARACTER BFF.

JASON SCHMIDT; GOKITA (LEFT); © TOMOO GOKITA; CONDO (RIGHT); © 2019 GEORGE CONDO/ARTISTS RIGHTS SOCIETY (ARS), NEW YORK; CAMPANA BROTHERS CHAIR © 2019 ARTISTS RIGHTS SOCIETY (ARS), NEW YORK / AUTVIS, SÃO PAULO

Martin, Hannah. "Creature Comforts," *Architectural Digest*, March 2019.

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object lesson



1. DOUGLAS FRIEDMAN; 2. COURTESY OF FENDI, ROMA GIUSTINI/TAGETTI, ROMA; 3. & 5. DANIEL KUKLA/COURTESY OF FRIEDMAN BENDA, ESTUDIO CAMPANA & KAWS; 4. JASON SCHMIDT

Frustration is often the mother of invention. That was the case with São Paulo design duo Humberto and Fernando Campana, who found themselves tired of traditional upholstery back in 2002. Then a chance encounter sparked an idea: “Someone on the street was selling stuffed animals, carrying them all in his hands—teddy bears, lions, crocodiles,” says Humberto. “Fernando and I looked at each other and said, ‘This is the chair.’”

They headed to a nearby market and bought a zoo’s worth of plush toys. At the studio, they stitched the critters together into a cuddly mound and fastened it to a metal framework with skinny stainless-steel legs. The result was “a chair that connects with childhood memories,” Humberto says of a seat—and its endless variations—that has come to epitomize their oeuvre. “It brings a smile to the face.”

Commissions rolled in: Disney wanted versions featuring Mickey, Minnie, and Pluto. Fendi wanted a banquet of hairy monsters. American artist Brian Donnelly (a.k.a. KAWS) commissioned one made of his own character BFF. “We started making them for ourselves,” says Donnelly. “But then we wanted to share them with a larger audience.” The results? A limited edition unveiled by Friedman Benda at Design Miami that sold out in days, one piece to Travis Scott, who brought it home to daughter Stormi.

The Insta-famous tot is only the newest member of the fan club, which ranges from Kanye West to AD100 talents François Catroux and Francis Sultana, who says of the kid-approved piece: “It’s great design in a language they can relate to.” campanas.com.br

—HANNAH MARTIN



1. A STUFFED STOOL IN A LONDON TOWNHOUSE BY FRANÇOIS CATROUX. 2. THE CAMPANA BROTHERS TURNED FENDI’S BAG BUGS INTO SEATING. 3. THE KAWS X CAMPANA BROTHERS COLLABORATION AT DESIGN MIAMI; FRIEDMAN BENDA.COM. 4. HUMBERTO AND FERNANDO CAMPANA PERCHED ON PLUSH ALLIGATORS. 5. A KAWS X CAMPANA BROTHERS BFF CHAIR.

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