

## Eye On: Campana Brothers



Alligator Sofa ©Fernando Laszlo, 2013

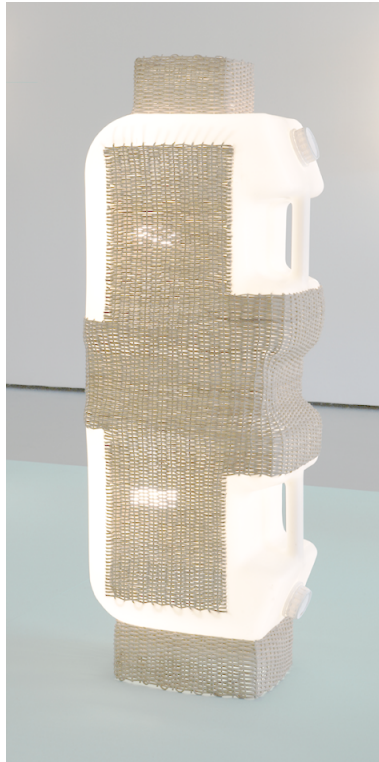
The consanguineous design duo known as the Campana Brothers grew up in a small town of Brazil, which undoubtedly influenced their unique perspective that catapulted the designers to international recognition in the 1990s. Humberto and Fernando Campana found their niche through a process that was born out of necessity at first, and now takes on a broader historical and social implication. The brothers recently exhibited their first solo US-exhibition, on view now at Friedman Benda Gallery in New York.



Installation view, courtesy of Friedman Benda and the artist. Photo by Adam Reich

“Eye On: Campana Brothers,” *The Avant/Garde Diaries*. June 14, 2013.

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**Did your upbringing in a small town influence your imagination or approach to design?**

F+H: Absolutely. We lived a happy childhood surrounded by nature and that's what brought us to design. We built ourselves a personal universe and that's what made us creative.



**Do your ideas take form based on the materials you choose to work with?**

F+H: Very often. Materials are elements that will determine projects and concepts. The material will indicate what it "wants to be", be it a chair or a lamp.



**What types of environmental or social issues impact your work?**

F: We are constantly researching “trivial” disposable materials in order to serve their nobility. At first, we decided to work with cheap materials since we could not afford expensive ones. Today, this is a conscious choice due to our concerns with the environment.

H: As well we love to work with NGOs. I think it is very important for design today, especially coming from a country that is now developing. We have many social problems so we see this as a way to rescue self-esteem and create income for less advantaged parts of the population.



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**Do you feel you have to meet a certain expectation as a critically acclaimed brand? Is this a difficult challenge as artists?**

H: No. Fortunately, we are free to express ourselves.



*Gallon Lamp II Phase Two, Photo by Ed Reeve / TransRock Chair, Racket Circles Chair(detail), Coal Candleholder, Ametista em Vidro, Fitas Buffet, Racket Screen & Chairphotographed by Fernando Laszlo*

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