

FRIEDMAN BENDA
8260 MARMONT LANE
LOS ANGELES CA 90069

CINE SÃO JOSÉ
35 YEARS OF ESTÚDIO CAMPANA
FEB 15 – APR 15 2023



Yanomami Chair (1989)



Jalapão Chair (2022)

Opening Reception: February 15th, 2023 12pm – 6pm

Los Angeles – As the design community remembers the towering contributions of Fernando Campana, Friedman Benda is presenting an exhibition in his honor. **Cine São José** includes an extensive arc of objects, surveying the pivotal impact of Estúdio Campana in the 21st century and referencing key moments from the first 15 years of the studio’s existence. **Cine São José** will premiere some new works that amalgamate the studio’s core ideologies while marking this moment in time.

Cine São José, references the cinema in the Campana brothers’ hometown, Brotas, where they spent a significant part of their youth, as the silver screen was their main window to the world. The show is a chronology, tracing iconic works, that are not only imbued with local, social, artistic, and personal contexts, but show what in the words of Deyan Sudjic calls the “recalibration” of objects of contemporary design.

The show’s earliest piece, the rare *Yanomani Chair* (1989), is part of a seminal early series of about 20 chairs called the *Desconfortáveis* (“Uncomfortable”) collection. Forged of iron with cutouts made ad hoc with a blow torch, this foundational body of work explores personal expression and every-day materiality.

These early experiments triggered many lines of investigation, including the use of ready-made or industrial materials and innovating with the traditional tenets of furniture. The *Plástico Bolha Chair* (1995) uses stacked sheets of industrially produced bubble wrap bolted to a simple steel frame to create a chair in which air and transparency are key elements.

The instinct towards less traditional materials coupled with an innate sense of sustainability and a desire to produce something that represented their surroundings, led to the *Sushi Series* in the early 2000s. The Sushi mirror and Wave buffet distinguished by concentric rolls of remainder fabrics, represent the longevity of a language developed in celebration of the overlapping cloth patterns seen in textiles in São Paulo’s households. From there, using plush toys as upholstery as with the *Cartoon Chair* (2009), furthered the idea of comfort and recontextualizing daily materials into surrealist, often absurd or humorous references. This time more generally to the cities and towns in Brazil, densely populated and full of Baroque splendor.

The emphasis on local materials and methods of making – both manufactured and handcrafted – is a continuous avenue of exploration for the studio, and wicker and natural fibers are signature materials to which the studio returns to mine. The *Detonado* series (since 2013) integrates collaged, reclaimed Thonet wicker seats while the new *Jalapão Chair* (2022) suggests a reactivated sophistication and complexity of design once again showing the studio’s indefatigable quest for new possibilities for nobility from a unique raw material.

Continuing into the late 2010s, the journey included gathering and solidifying signature themes while expanding on the purview of the studio. Highly personal themes find their way into the work, including the brothers' connection to nature. The Noah series was born as a response to an individual and societal angst of a world facing ongoing climate change and the destruction of natural habitats.

In addition to the *Jalapão chair*, the recent forays include the *Galactica sofa (2020)*, in which traditional leather takes shape over Styrofoam originally made as packing materials for electronics and other consumer products. Normally discarded, these forms are joined together to create an armature, thereby imbuing the sofa with commentary, a reality on the ground – all the while with a lightness of touch and spirit through materials, color, accumulation and sheer innovation in design, uniquely their own.

About Estúdio Campana

Co-founded in 1984 by brothers Fernando and Humberto Campana in São Paulo, Brazil, Estúdio Campana has achieved international recognition for its furniture design. Their creative process raises everyday materials to nobility, bringing Brazilian characteristics - the colors, the mixtures, the creative chaos, the triumph of simple solutions, poetically.

Working with multiple brands and industries allows them to combine the best of craftsmanship, sustainable production practices, and state-of-the-art technologies. Collaborations started in 1998 with Edra, followed by international brands such as Alessi, Bernardaud, Baccarat, Citco, Corsi Design, Consentino, Fendi, H. Stern, Lacoste, Louis Vuitton, Melissa, Nodus, Paola Lenti, Venini, among others.

Campana pieces are part of permanent collections of the Museum of Modern Art, New York; Centre Pompidou, Paris; Musée Les Arts Décoratifs, Paris; Vitra Design Museum, Weil am Rhein and the Museum of Modern Art, São Paulo, and many others.

About Friedman Benda

Friedman Benda identifies and advances key narratives that intersect contemporary design, craft, architecture, fine art, and cutting-edge technological research. The gallery promotes synthesis between leading creative thinkers and makers by creating opportunities to advance new connections within the global design community. Friedman Benda is committed to a critical view of design history. We aim to expand the design dialogue from its established sources, exploring perspectives that have previously been marginalized. Spanning five continents and four generations, Friedman Benda represents a roster of seminal established and emerging designers, as well as historically significant estates. With locations in New York and Los Angeles, the gallery's exhibitions, publications and collaborations with institutions have played a vital role in the development of the contemporary design market and scholarship since 2007. For further information please visit www.friedmanbenda.com and the gallery's Instagram [@friedman_benda](https://www.instagram.com/friedman_benda) and [YouTube channel](https://www.youtube.com/channel/UC...).

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