

CAMPO. Chronicle

WHAT WE'VE DONE + WHAT YOU CAN DO

CAMPO | A CREATIVE COMMUNITY | N° 2 DECEMBER 2019 | PUEBLO GARZÓN, URUGUAY

CAMPO AIR

Why time and space are essential ingredients for our artists-in-residence. Page 2

CAMPO ARTFEST

A roundup of our first two annual art festivals. Page 4

GARZÓN EN FOCUS

A program in the pueblo teaches local kids a new way of seeing. Page 7



Campo Air

The Confrontation of Contemplation

by Melanie Simonich

“I feel very confronted,” CAMPO artist-in-residence Laura Stevens said to me upon her arrival in Garzón. And, for the first time, I had the words for the feeling that so many of us experience when we land here. The sweeping hillsides, the stretching horizons, the wide-open space—all that exterior leaves room for the interior to surface. In other words, a lot of *stuff* comes up.

I arrived in Garzón for what was meant to be a brief respite after spontaneously resigning from the fancy (and suffocating) job I thought I had always wanted. At an invitation from CAMPO founder Heidi Lender, I literally flipped my life upside down and landed in the Southern Hemisphere with little expectation. I was overwhelmed by the beauty of the landscape, but I was also overwhelmed by how much time I had to think. It made me uneasy. And then it made me pick up a camera and my pens and start making art. I drove the dirt roads taking photographs and writing about what I saw. And, over time, what I saw started to shift how I felt and that started to shift what I wanted to do in the world. That’s the secret Heidi knows about this

place. And it’s the one she’s working to share with other creative people.

The road to Garzón is paved now but it still winds through pasture that, at the exact right moment of day, can look like glowing candles scattered across the hillsides, and its curves still kick up clouds of dirt if you hit them too hard, sending the whole view into a haze that seems apt given the dream you’re driving towards. The sky looks so new each morning, it’s hard to believe I arrived over a year ago. The fact that there has been a moment that has taken my breath away every single day since—the parrots flying in odd numbers, the white horses gleaming fuchsia at sunset—is a testament to the unique wonder of this place. A wonder you can see in the eyes of almost everyone who comes here. A wonder that can be all-consuming.

“I feel very confronted.”

When Laura, a British photographer residing in France, said those words, we both just nodded in understanding.

“I found the environment way too strong to ignore...And I wanted to experience it fully. It didn’t make sense to not allow the spirit of the place to take me somewhere else. Once I’d sunk in—after only a few days—it quickly became clear that I needed to create a site-specific piece. There was no other way. And it was the right thing to do.”

Laurie Schwartz
Contemporary Composer
CAMPO AIR alumna



Victoria Esquivel, chef-in-residence



Eas Nietas de Nonó with local gaucho Chiquito



Artists-in-residence meet the locals

“What are you going to do?” I asked her. “Take photographs, I suppose.”

And she did, embracing new subjects and ways of shooting, even riding deep into the countryside with a gaucho friend of CAMPO named Dalton to document his day. The results are beautiful images but, beyond that, she expressed a new understanding of what it takes to push yourself and your craft as an artist, as a human.

Over the two residencies I've been lucky enough to witness, I've seen this push—this confrontation—arise again and again. And again and again I've watched in excitement as each resident embraced and rose to his or her own unique challenges. Like Berndnaut, a visual artist from the Netherlands whose new work involves prisms casting rainbows into the darkness, often using the lamp from a lighthouse to do so. It's an ambitious project anywhere but especially so in Uruguay, a country he had never visited with laws and rules that can be hard to navigate. He persevered, meeting with officials to present his ideas and ultimately gained permission to cast a rainbow from the lighthouse in Punta del Este. Even though the light was not strong enough to create the effect he wanted, a crowd of people formed to watch him give it a go as he committed fully to his vision.

And then there was Laurie Schwartz, a contemporary composer from Germany. Laurie works with sound, which means the pueblo dogs barking at all hours of the day was not exactly ideal. Instead of becoming frustrated, Laurie embraced the constant noise by choosing to document it. It was a joy to see her riding a bicycle up and down the pueblo streets, a GoPro affixed to the front, her mic in the basket. She spoke of embracing the inspiration in front of her, of trusting that she could not just create a project here, she had to create a project *of* here. That project was featured in CAMPO Artfest 2019.

Every single CAMPO AIR artist seems to spend the first week feeling the weight of all that this place releases in them and then, quickly and enthusiastically, finds a way to channel it into their process. I think of Las Nietas de Nonó riding a gaucho's horse through the campo wearing masks

made of gourds, searching out locals to teach them new healing and leather tanning techniques, and sharing the joy of performance and movement with the local school kids, and I can't help but believe that there is something in the ground

“It has given me the space and time to consider my work in a new light. To open up to new approaches in film and to understand that I need to be more courageous in taking the next steps as an artist.”

Laura Stevens,
Photographer
CAMPO AIR alumna

here that makes it all possible. It is a space that opens up space within people—for new ideas but also for new ways of connecting and creating community.

I feel very confronted. And I feel very grateful. What Heidi has identified and what she is passing forward is the knowledge that all this *stuff* that appears when we have time and space to reconnect—to be confronted by contemplation—is actually truth. That's the very thing good art reveals. And the world could use more people who are deeply in touch with it. ■



Melanie Simonich out on an adventure



Thiago Honório, artist-in-residence, building with local stonemason Pablo

INAUGURAL CLASS

María Elena González, CU | USA
Sculptor + Visual Artist

Lucy Fradkin, USA
Visual Artist

Arthur Simms, JM | USA
Visual Artist

Charlie Baker, USA
Craftsman

Cristinia Ruiz Guiñazú, AR | FR
Visual Artist

Alejandro Pintado, MX
Visual Artist

Camila Chamyan, UY
Chef

Valery Ketenjian, UY | US
Chef

MAY 2019

Victoria Esquivel, UY
Chef

Rodrigo Sassi BR
Sculptor

Laurie Schwartz, USA | DE
Composer

Maximiliano Schonfeld, AR
Screenwriter, JIIF Fellow

Laura Stevens, UK | FR
Photographer,
Photolucida Fellow

OCTOBER 2019

Annegret Kellner, DE | NL
Visual Artist

Thiago Honório, BR
Sculptor

Gustavo Laborde, UY
Culinary Anthropologist

Las Nietas de Nonó, PR
Performance Artists

Berndnaut Smilde, NL
Visual Artist

MAY 2020

Charlene Bicalho, BR
Performance Artist

Chinchakriya Un, KH | USA
Chef

Marlon Griffith, TT
Performance Artist

Shane Lavalette, USA
Photographer

more info:
campogarzon.com

Campo Artfest

What happens when more than 35 artists from all over the world descend on a tiny pueblo in the middle of nowhere for two days? When they're given an unusual space with time and support to reflect, connect and create? CAMPO Artfest happens. For the last three years, Pueblo Garzón has transformed into a creative playground for artists and visitors on December 28 + 29th. With only a theme to guide them, artists create site-specific installations and performances, like Hernan Salamanca's billboard-sized painting placed in the middle of a cow pasture, Teatro Breve's performance presented in a century-old ruin or Ana Tiscornia's moving replica of her childhood home on the floor of the train station. It's truly a festival by

artists for artists, where community comes first and visitors are encouraged to get close to the art and its makers. A celebration of creative expression and all that it instills in us, CAMPO Artfest has quickly become an annual summer staple and a place for the creative-at-heart to get back in touch with themselves and the inspiration surrounding them every day. ■

¿Qué sucede cuando más de 35 artistas de todas partes del mundo descienden en un pequeño pueblo en medio de la nada durante dos días? ¿Cuando se les da un espacio inusual con tiempo y apoyo para reflexionar, conectar y crear? CAMPO Artfest sucede. Durante los últimos tres años, cada 28 y 29 de diciembre, Pueblo Garzón se ha transformado en un



Visitors watch as Santiago Cerisola brews his Clandestina Cerveza at CAMPO Artfest 2018



Camilo Núñez of Colectivo Licuado paints a mural at CAMPO Artfest 2018

patio de recreo creativo para artistas y visitantes. Con solo un tema para guiarlos, los artistas crean instalaciones y performances específicas para cada lugar, como la pintura de Hernán Salamanca del tamaño de un cartel colocada en medio de un pasto de vacas, la actuación de Terrorismo Emocional del Teatro Breve presentada en una ruina centenaria o la réplica de la casa de infancia de Ana Tiscornia en el suelo de la venerable estación de tren. Es realmente un festival de artistas para artistas, donde la comunidad viene primero y donde se anima a los visitantes a acercarse al arte y a sus creadores. Una celebración de la expresión creativa y todo lo que nos inculca, CAMPO Artfest se ha convertido rápidamente en un evento anual de verano y en un lugar para que los creativos de corazón se pongan en contacto con ellos mismos y con la inspiración que les rodea cada día. ■



CAMPO Artfest 2018 installation *Hanging Lake* by Hernan Salamanca



Liliana Porter with her CAMPO Artfest 2018 installation *Azul*



El Cuarteto del Amor serenades attendees at the CAMPO Artfest 2018 Benefit Dinner

Culture Captures Garzón

La Cultura Captura a Garzón

If you walk through the Garzón plaza, there's a chance you'll meet a black calf snacking on a rose bush or maybe you'll turn at the clip of a gaucho's horse —which is to say, if you're not expecting a thriving art scene here, no one would blame you. But that's exactly what you'll find in this tiny pueblo once known only for Francis Mallmann's Restaurante Garzón. Just off the plaza, you'll stumble upon various galleries housing works from artists both here and abroad. First stop: CAMPO Canteen, our creative gathering place – a café, gallery and general store, where we host events in our Food + Art Project series all summer long. Across town you'll find more art in our new Espacio CAMPO, helmed by local resident Jonathan Nunez with proceeds going to our foundation. Meander the pueblo and visit installations in old ruins left behind by our artists-in-residence or CAMPO Artfest artists. And don't miss Black Gallery, Photology, Piero Atchugarry's Garzón gallery, Artesanías Garzón and a new little shop, Siembras de Garzón. This sleepy little town isn't so sleepy after all, as CAMPO and friends continue to create a destination for art lovers, self-reflectors, and the creative-at-heart. ■



Artesanías Garzón

Si caminas por la plaza de Garzón, existe la posibilidad de que te encuentres con un ternero negro comiendo un rosal, o quizás te des la vuelta y te encuentres con el caballo de un gaucho -- es decir, si no esperas una escena artística floreciente aquí, nadie te culpará. Pero eso es exactamente lo que encontrarás en este pequeño pueblo que una vez fue conocido sólo por el Restaurante Garzón de Francis Mallmann. Justo al lado de la plaza, encontrarás varias galerías que albergan obras de artistas de aquí y del extranjero. Primera parada, CAMPO Canteen, nuestro lugar de encuentro creativo - una cafetería, galería y tienda general, donde organizamos eventos en nuestra serie Food + Art Project durante todo el verano.

Al otro lado de la ciudad, encontrarás más arte en nuestro nuevo Espacio CAMPO, dirigido por el residente local Jonathan Núñez, donde las ganancias de la venta irán a nuestra fundación. Recorra el pueblo y visite las instalaciones en las viejas ruinas dejadas por nuestros artistas en residencia o por los artistas de CAMPO Artfest. Y no te pierdas Black Gallery, Photology, el espacio satelital de Piero Atchugarry, Artesanías Garzón y una nueva tienda, Siembras de Garzón. Este pequeño, dormido pueblo no esta tan dormido después de todo, ya que CAMPO y sus amigos siguen creando un destino para los amantes del arte, los auto-reflexivos y los creativos de corazón. ■

Around Town:

Q+A with Leticia Machado

Interview by Gabriela Ravier + Camila Gonzalez

Por el pueblo con Leticia Machado

Entrevista realizada por Gabriela Ravier + Camila Gonzalez

We sat down with neighbor and Artesanías Garzón owner Leticia Machado recently. No matter the weather or number of visitors, her doors are always open, crafts and goods set up on the street. AG is a must-stop on the plaza, and Leticia a veritable encyclopedia of the pueblo. Be sure to stop by and say hello.

CAMPO: Rain or shine, we find you here. Tell us about yourself.

LETICIA: I was born and raised in Garzón. I've lived here all my life. I'm 24 years old and not married—for now, at least. I've been selling local crafts at Artesanías Garzón for four years. I also have products from Bodega Garzón, local honey, and other things depending on demand. I make some of the knitted goods and plants, and various locals bring me leather and woven goods. The more collaborators the better. But my real passion is painting on canvas as well as on textiles like tablecloths.

C: How did the project begin?

L: I've always liked handmade arts and crafts but I never imagined I would own a store. It all started when I was taking a basket weaving course in town. A man came to see our final exhibition and offered us a space to show and sell our work. So, we took it. Soon after, we had to move and now I rent a space inside the Social Club.

C: I imagine a lot of interesting people come around. Any favorite stories?

L: I could fill an entire notebook. One time, I asked a customer if it was his first time in Garzón. He said yes, and that he had an uncle who lived on the corner. The only people who lived on that corner, I told him, were my grandparents. It turns out that his father was my grandfather's brother and now we're in contact. I also recently discovered that the new store opening up next to us [Siembras de



Leticia Machado in her store, Artesanías Garzón

Garzón] is owned by Diego Machado, a distant relative on my mother's side. This store is introducing me to all sorts of relatives.

C: What do you love about Artesanías Garzón?

L: Helping tourists. I recommend the train station, the river and barbecue spot—a great place to drink some mate and chat. In the beginning the tourists were Argentinian and Brazilian, but now they come from all over the world. There's more activity in the pueblo now, which is great, as long as the tranquility and charm is maintained. I like meeting new people and introducing them to new things. I find that beautiful. I love what I do and I do it happily. ■

More about Artesanías Garzón here: web.facebook.com/artesaniasGarzon

Pero mi verdadera pasión es pintar sobre lienzo y sobre textiles, como manteles.

C: ¿Cómo comenzó el proyecto?

L: Siempre me han gustado las artesanías hechas a mano, pero nunca imaginé que tendría una tienda. Todo comenzó cuando estaba tomando un curso de mimbre en la municipalidad. Un hombre vino a ver nuestra exposición final y nos ofreció un espacio para mostrar y vender nuestro trabajo. Así que, lo tomamos. Poco después, tuvimos que mudarnos y ahora alquilo un espacio dentro del Club Social.

C: Me imagino que un montón de gente interesante pasa por aquí. ¿Alguna historia favorita?

L: Podría llenar un cuaderno entero. Una vez, le pregunté a un cliente si era su primera vez en Garzón. Dijo que sí, y que tenía un tío que vivía en la esquina. Las únicas personas que viven en esa esquina, le dije, son mis abuelos. Resulta que su padre era el hermano de mi abuelo, y ahora estamos en contacto. También descubrí recientemente que la nueva tienda que se va a abrir junto a nosotros [Siembras de Garzón] es de Diego Machado, un pariente lejano por parte de mi madre. La tienda me está presentando a todo tipo de parientes.

C: ¿Qué es lo que te gusta de Artesanías Garzón?

L: Ayudar a los turistas. Recomendando la estación de tren y el arroyo que tiene quincho y parrilla ya que es un gran lugar para tomar mate y charlar. Al principio los turistas eran argentinos y brasileños, pero ahora vienen de todas partes del mundo. Ahora hay más actividad en el pueblo, lo cual es genial, siempre y cuando se mantenga la tranquilidad y el encanto. Me gusta conocer gente y presentarles cosas nuevas. Eso me parece muy lindo. Me encanta lo que hago y lo hago con gusto. ■

Más información de Artesanías Garzón aquí: web.facebook.com/artesaniasGarzon

Garzón

en Focus

This past year, CAMPO collaborated with Samsung Uruguay [who donated 18 smart phones] to bring photography to the kids of the pueblo. Taught by photographer and CAMPO founder Heidi Lender, the weekly sessions showed the kids a new way to express themselves and tell their own stories. Work from the project was featured at CAMPO Artfest 2019 in partnership with Invernizzi Fine Art Printing. ■

El año pasado, CAMPO colaboró con Samsung Uruguay, quienes donaron 18 teléfonos para traer fotografía a los niños del pueblo. Dictada cada semana por la fotógrafa y fundadora de CAMPO, Heidi Lender, las clases semanales le mostraron a los niños una nueva manera de expresarse y contar sus propias historias. El trabajo creado durante el Proyecto fue presentado en CAMPO Artfest 2019. ■



Local children pose with their portrait objects.



A local girl during a lesson on subject, perspective + composition.

CAMPO

CAMPO is a Uruguayan foundation and American certified 501(c)(3) pursuing its mission through multiple divisions and programs, including CAMPO AIR, CAMPO Canteen, CAMPO Artfest + CAMPO Community.

VISION Inspiring a deeper connection to the self and to the world through artistic pursuits, creative collaboration and cultural exchange in a captivating corner of Uruguay.

MISSION CAMPO is a creative community that supports international artists and cross-cultural collaboration by providing committed creatives from around the globe uninterrupted time and space for personal work and reflection, and by serving as an incubator for creative thought, cultural exchange and community engagement.



CAMPO es una fundación Uruguaya Certificada en Estados Unidos como una Organización 501(c)(3) sin fines de lucro que persigue su objetivo por medio de múltiples divisiones y programas, entre ellos CAMPO AIR, CAMPO Canteen, CAMPO Artfest + CAMPO Comunidad.

VISIÓN Nos proponemos inspirar una conexión más profunda con uno mismo y con el mundo a través de experiencias artísticas, la colaboración creativa y el intercambio cultural en un encantador rincón de Uruguay.

MISIÓN CAMPO es una comunidad creativa que apoya a artistas internacionales y la colaboración intercultural proporcionando a los creativos comprometidos de todo el mundo, tiempo y espacio ininterrumpidos para el trabajo personal y la reflexión, y al servir como una incubadora para el pensamiento creativo, el intercambio cultural y el compromiso de la comunidad.

Things CAMPO Needs

Build CAMPO's main campus, designed by Rafael Viñoly
\$2.5 million

Purchase + remodel old building in the village for CAMPO CANTEEN
\$350,000

Purchase + remodel old house in the village for two artists in residence
\$200,000-\$300,000

ARTFEST 2020
\$100,000

Operating costs 2020/21
\$150,000

CAMPO AIR 2020-21
\$54,000

CAMPO at a glance section

CAMPO Artfest
87 listed artists
6 countries
3 continents
1 tiny Uruguayan town

CAMPO AIR
19 artists
11 countries
10 disciplines
7 collaborations with our community

Garzón en Focus
23 children exposed to a new art form
1 art installation

8 local jobs created

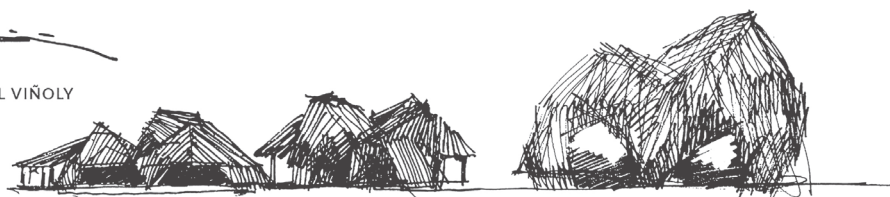
Be a Pioneer

Help build CAMPO

In just two years, we have hosted and inspired 19 international artists, held three successful art festivals, opened a Canteen food + art community space and reached people across continents. All of this with a very small team and without a physical campus. Our programs are rolling and we're fulfilling our mission. Now is the time to capitalize on our progress and we need your help. CAMPO has 12 hectares of land waiting for construction. The world is full of artists to support. Your financial contributions will go a long way in helping us build the heart of CAMPO's campus and grow our team so we can continue expanding our impact both here and abroad. Please visit our website or contact heidi@campogarzon.com to pledge today.

En sólo dos años, hemos acogido e inspirado a 19 artistas internacionales, hemos celebrado tres exitosos festivales de arte, hemos abierto un espacio comunitario Canteen Food + Art y hemos llegado a personas de todos los continentes. Todo esto con un equipo muy pequeño y sin un campus físico. Nuestros programas están en marcha y estamos cumpliendo nuestra misión. Ahora es el momento de capitalizar nuestro progreso y necesitamos su ayuda. CAMPO cuenta con 12 hectáreas de terreno en espera de construcción. El mundo está lleno de artistas a los que apoyar. Sus contribuciones financieras nos ayudarán a construir el corazón del campus de CAMPO y a hacer crecer a nuestro equipo para que podamos continuar expandiendo nuestro impacto tanto aquí como en el extranjero. Por favor, visite nuestro sitio web o póngase en contacto con heidi@campogarzon.com para comprometerse hoy.


RAFAEL VIÑOLY



Founder's Camp

Be an inspiration!

Help build a hub where creatives feed their spirit and exchange ideas. Join CAMPO's Founder's Camp today.

Pioneer \$500,000
Naming Opportunities
VIP Perks

Visionary \$250,000
Naming Opportunities
VIP Perks

Groundbreaker \$150,000
VIP Perks

Innovator \$75,000
VIP Perks

Collaborator \$25,000
VIP Perks

Founder's Camp donors will be thanked + listed on the website
Naming opportunities, eg: clubhouse, exhibition hall, food lab, new cabins and studio spaces designed by Rafael Viñoly, CAMPO CANTEEN, pueblo housing + studios, special events and fellowship awards.

For more giving opportunities

please contact :

heidi@campogarzon.com
or visit
campogarzon.com/donate

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