

# CAMPO Chronicle

WHAT WE'VE DONE + WHAT YOU CAN DO

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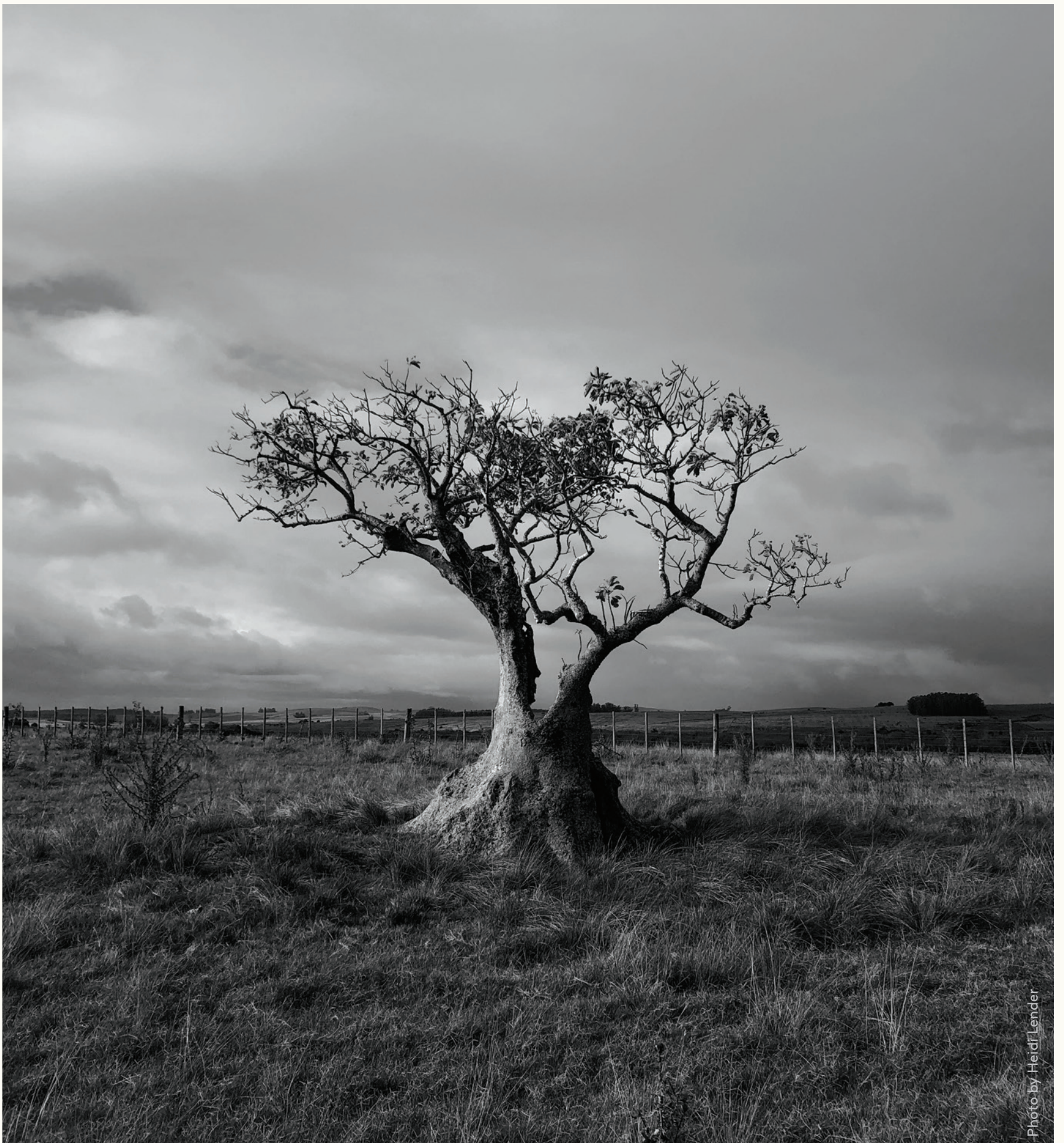


Photo by Heidi Lender



Camila Pose, ELLAS curator + moderator

# ELLAS

A new program at CAMPO celebrating women + creativity. Here, curator and moderator **Camila Pose** shares her impressions.

I wonder how to inhabit the “space” in these times of complex circulation. I also wonder how we women have always inhabited artistic spaces: What is the difference that moves us to enunciate ourselves by our gender, in order to appeal to an integration in terms of rights and visibility?

I arrived at CAMPO Canteen in December 2020 to dream up a collaboration with Heidi. The main subject was clear from the start: women. The first ELLAS was launched on February 20, and months later its impact still resonates. The afternoon saw 400 people (with masks) interacting and giving life to the proposal in Canteen’s garden, appropriating and inhabiting the space, each one from their sacred singularity as foci of light that form a resplendent network.

The conversations with the exhibiting artists allowed us to put between question marks the very name that summoned us — ELLAS? To what extent does that enunciation encourage

— as if we were lining up in a ghetto — the disintegration and the scenario of huge and systemic injustices and invisible and daily injustices, which we appeal to reconstruct and reinvent? The voice was raised by all. Feminist

**“Julia Cameron says that art is born from expansion. And ELLAS generated just that, an expansion of ideas, connections, possibilities and, above all, inspiration.”**

Elisa Uriarte, pop-up market participant  
artists, women activists for equality outside their work as artists, artists disaffected from their gender in front of the blank canvas.

An excerpt by Sara Ahmed from her book *Living a Feminist Life* haunts me for its accurate simplicity about the act of transmitting. She talks about theorizing from our own work and learning from what happens with what we bring. First, we throw something and then witness what happens to that which we have thrown, so as to develop and refine understanding: “We change our way of thinking and even what we think from the changes we fail to produce with our attempts.”

We are on the way to exercise creative freedom as a right, denaturalizing the feminine and the masculine as watertight categories, proposing new languages and exchanges and pointing out points of tension in the face of cultural limits. It is time to retell history from us and out loud. It is time to make history from the exciting and prolific multiplicity.

*CAMPO will continue the conversation in ELLAS winter edition in September.*

# Campo + Community

Montevideo-based artist and art teacher **Flavia Erenberg** breaks borders with Garzón kids for **CAMPO Artfest 2020 ONLINE**.

Following the mural and Kids Corner I created for CAMPO Artfest 2019, CAMPO invited me to work with the kids of the pueblo once again for CAMPO Artfest 2020 Online. The idea was to produce a collective installation in the village from individual works made with recycled materials and paste in the kids’ names as well as the names of individuals and families who donated to the crowdfunding campaign that supported this year’s festival. **BREAKING BORDERS** in many senses.

**“The best take-away was working as a team, even though we all have our shortcomings.”**

Brian Silva, 12

It’s always a great experience to work with the kids. And this year was no different. They were receptive and jumped right in, sharing found materials and painting together. Children love having contact with art. They are nourished by it, have fun with it and can grow sensitive to it. So it’s great for me to come to rural places like Garzón and inspire and give new perspectives to the kids. It’s a resource to open their minds, to see the world of contemporary artists, and especially what is possible. ■

La artista y profesora de arte radicada en Montevideo, Flavia Erenberg, rompe fronteras con los niños de Garzón para el CAMPO Artfest 2020 ONLINE.

Luego del mural y el Rincón Infantil que realicé para CAMPO Artfest 2019, CAMPO me invitó a trabajar nuevamente con los niños del pueblo para CAMPO Artfest 2020 Online. La idea era producir una instalación colectiva en el pueblo a partir de obras individuales hechas con materiales reciclados y pegar los nombres de los niños, así como los nombres de las personas y familias que donaron a la campaña de crowdfunding que apoyó el festival de este año. Rompiendo fronteras en muchos sentidos.

Siempre es una gran experiencia trabajar con los niños. Y este año no fue diferente. Se mostraron receptivos y se metieron de lleno, compartiendo materiales encontrados y pintando juntos. A los niños les encanta tener contacto con el arte, los nutre, se divierten y hasta los sensibiliza. Por eso es estupendo para mí venir a lugares rurales como Garzón e inspirar y dar nuevas perspectivas a los niños. Es un recurso para abrirles la mente, para que vean el mundo de los artistas contemporáneos y, sobre todo, lo que es posible. ■



Flavia Erenberg



CAMPO Artfest 2020 final installation

## CAMPO Artfest 2020 Online: Highlights

A selection of local and international installations and performances from this year’s festival. Don’t miss the full edition **ONLINE**:

[www.artfest.campogarzon.com](http://www.artfest.campogarzon.com)



Mónica Pérez (UY)



George Clinton (US)



Adela Casacuberta (UY)



Fiesta Rara (UY)



Dani Umpi (UY)

# Around Town:

Q+A with Rodrigo Diz, owner of Sierra Oriental



Photo by Heidi Lender

**M** eet Rodrigo Diz, owner of Sierra Oriental Winery, just outside of Pueblo Garzón. With his wife Florencia, the Argentines landed in Uruguay in 1998, fell in love with the region, and put down roots in 2003. Here, we chat with Rodrigo about wine, art and more.

**CAMPO:** We are so excited to have you as a Co-Chair of CAMPO Council/Uruguay. What does it mean for you?

**RODRIGO:** I am excited and proud to be a part of CAMPO and mostly looking forward to all the amazing things CAMPO will bring, give and share to our community. It is a privilege to be in a place that thinks mid- and long-term about supporting and sharing with artists, expanding the community and helping the neighborhood to set a foothold in the Art Scene of the world. It will be a pleasure to grow our family, find new friends and people that think alike, and give to culture, art and community.

**C:** What is your relationship to art?

**R:** It is simply an admiration of those people that decide to dedicate a life to create, to give color, black and white, build, innovate... make us feel emotions when we see, listen or read. I have been on fundraising Committees for MALBA, worked with art consulting departments at banks. Florencia and I collect, but mostly, we like to learn from what is out there — to be seen, read or listened to.

**C:** We know there is a strong family tradition with the land. How was Sierra Oriental born?

**R:** I never knew how strong my family tradition with the Land was until Florencia made me read *The Good Earth* by Pearl Buck. Part of my family is from Spain and the other half from

Italy; land, wine, olive oil and landscapes are in my genes. When I saw the hills of Garzón and Maldonado from a José Ignacio beach at the age of 16, I always dreamt of having my own farm — with horses, cattle, vines and olive orchards — of working all day and then taking a trip to the beach. That was 1984. With Florencia, in 2003, the dream came true and the first chapter of our story started in the hills of Maldonado, west of Garzón and the José Ignacio River. The vineyards and orchards were planted in the spring of 2004 and Sierra Oriental's brand was born in 2011. The name represents the *sierras* (hills) we stand on and my wife's half-Japanese heritage, blended with the name of this fabulous country — *República ORIENTAL del Uruguay* — leads to the other half of our brand name. How much more descriptive can it get?

**C:** Do you see potential for the development of wine + culture in the region?

**R:** Oh my God, YES! Both go together, they blend. Wine and Art as stand-alones are great, but get them together and the sky's the limit. Wine in Uruguay is improving and more recognized by the day. The land structure is spectacular, and along with the proximity to the sea and the winds make this a privileged place to grow vines. Uruguay, the small and quiet country, is home to great artists in the modern and contemporary art scene, such as Torres García, a constructivist considered the father of Latin American Modern Art, authors like Mario Benedetti, Horacio Quiroga and Juana de Ibarbourou and music composers that give us the Murgas and the Carnavales. And today's Luciano Supervielle who is a pure creative soul and has united many generations with his ensemble Bajofando joining Tango to contemporary sounds and rhythms. Do I see potential? Yes, a definite and conclusive YES!

## Be a Pioneer Build CAMPO

We're rolling into CAMPO AIR + Artfest season and **WE NEED YOUR HELP**. The world is full of artists to support. Your financial contributions go a long way to fulfill our mission. They will help build CAMPO's campus designed by architect Rafael Viñoly and grow our team so we can continue expanding in Pueblo Garzón and abroad. Please visit our website or contact [heidi@campogarzon.com](mailto:heidi@campogarzon.com) to pledge.

Want to be a part of our inner circle? Join CAMPO Council, a small group of VIP friends and supporters, passionate about art and our work at CAMPO. ■

*Nos estamos acercando a la temporada de CAMPO AIR + Artfest y NECESITAMOS TU AYUDA. El mundo está lleno de artistas a los que apoyar. Tu contribución financiera es de gran soporte para cumplir nuestra misión. Nos ayudará a construir el campus de CAMPO diseñado por el arquitecto Rafael Viñoly y a expandir nuestro equipo para que podamos seguir creciendo en Pueblo Garzón y en el exterior. Por favor, visita nuestra página web o contacta a [heidi@campogarzon.com](mailto:heidi@campogarzon.com) para colaborar hoy mismo.*

*¿Querés formar parte de nuestro círculo interno? Unite CAMPO Council, un reducido grupo de amigos VIP y donantes, apasionados por el arte y nuestro trabajo en CAMPO. ■*