

# CAMPO ANNUAL REPORT


**2022**

Pueblo Garzón, Uruguay

reACTION:  
unintended effects of human action in nature





A wide-angle photograph of a rural landscape. In the foreground, there is a field of tall, dry grass and some small plants. In the middle ground, a small, weathered wooden shed with a dark roof is on the left. To its right, there are several tall, thin trees with green foliage. A wire fence runs across the background. The sky is filled with large, white, fluffy clouds.

*"I think this kind of isolation is crucial for good work. Not to always get tempted by visuals, but also inside work. Walking in nature, smelling the flowers, watching the green, it's like a massage to the soul."*

*- Rafram Chaddad (TN)*



# Letter from Founder

As we move another year around the sun, I reflect back to the initial seed of CAMPO, the idea of sharing the paradisiacal place that transformed my own life with other artists from all corners of the world. We've blossomed and matured - as individuals, as a team, as an organization - each year with a clearer picture of how to inspire and elevate invited artists and visitors, engage more with the local community, hone our values and polish our programming.

Small adjustments can make colossal improvements, and this year saw shifts in staff, as well as the creation of an influential and supportive working Board of Directors, to whom I am beyond grateful. We took our first group of supporters to Marfa, Texas to explore the development of a small art town influenced by American artist Donald Judd, a place that looks similar (though much bigger) to our Pueblo Garzon. As well, to build a stronger bridge with the residents of Garzon, we created a Community Committee, comprised of local residents and business owners, representatives of the community who will help us stay connected and have the most positive impact.

This year, we looked broadly at the environment. A packed ELLAS 3.0 launched the theme at the old train station, which continued to CAMPO Artfest with reACTION: unintended effects of humans in nature.

Above all, we offered unforgettable experiences to over 40 artists this year, some who finally (thankfully!) made it to Garzon after several Pandemic-postponements. Our CAMPO AIR residents bonded over dinners cooked by chefs-in-residence (unanimously applauded as one of the best perks), and took cultural exploration trips to Montevideo and around our area's *Ruta de Arte*. Residents worked with the local school kids in artistic workshops and readings, and shared their art-world experience with the public during mid-program Artist Presentations at CAMPO Canteen. We broke bread with FAARA and Pablo Atchugarry artists-in-residence, and collaborated with Rizoma bookstore and cafe, which invited writer Mercedes Cebrián to do a talk.

CAMPO friend and local gaucho Chiquito mentored two chefs-in-residence this year from two different cohorts in the art of Uruguayan *asado*, cooking whole lamb over an open fire for unforgettable end-of-AIR suppers.

None of this is possible without the generosity of fans around the world. I set out to build a global creative community, and I can feel the momentum growing - from Europe to Argentina, Brazil and the U.S., a supportive and special group that is helping to create unparalleled experiences for artists and creative thinkers, who will carry their transformative time back to their own worlds, and to their work and their communities, and so on and so on. If you haven't already, please join us.

On behalf of the CAMPO team, I want to say *gracias gracias gracias*.

Heidi Lender





# MISSION

CAMPO is an American registered 501(c)(3) and Uruguayan nonprofit creative institute that supports artists-as-changemakers by offering a transformative experience in a tiny village in Uruguay's countryside. Artists and visitors are invited to CAMPO's various programs to disconnect from daily life in order to reconnect with their inner selves and each other. The impact of their time - personally and professionally - spent in the quiet natural surroundings of CAMPO, ripples through the local community and the world, raising awareness, incubating ideas and inspiring imagination.

CAMPO is dedicated to fostering artistic and cultural experiences that celebrate sustainability and creativity. We strive to provide a platform for artists and art enthusiasts to connect, collaborate, and explore innovative expressions in a unique and unconventional setting.

# VISION

Inspiring a world in which people access their inner wisdom through creative expression, forming strong bonds with each other and the planet, fostering heartfelt connections that bring us into harmony - with ourselves, nature and the collective.



# VALUES

CAMPO was built on the fundamental principles of authenticity, creativity, connectivity and sustainability. A visionary and inclusive community, CAMPO values artists and creative thinkers at its core. Centered on diversity, discovery and transparency, the organization provides a safe, quiet and nurturing setting for a multidisciplinary group of creative people to produce fresh work, find solutions to artistic and world challenges, foster new connections and engage with the local community.

Through its public-facing programs, CAMPO bridges the international artistic community and local residents, as well as art-lovers and people of all ages and nationalities.



# Board of Directors



**Amalia Amoedo AR | UY**



**Juan Ball AR | UK**



**Florence Drake del Castillo  
FR | UK**



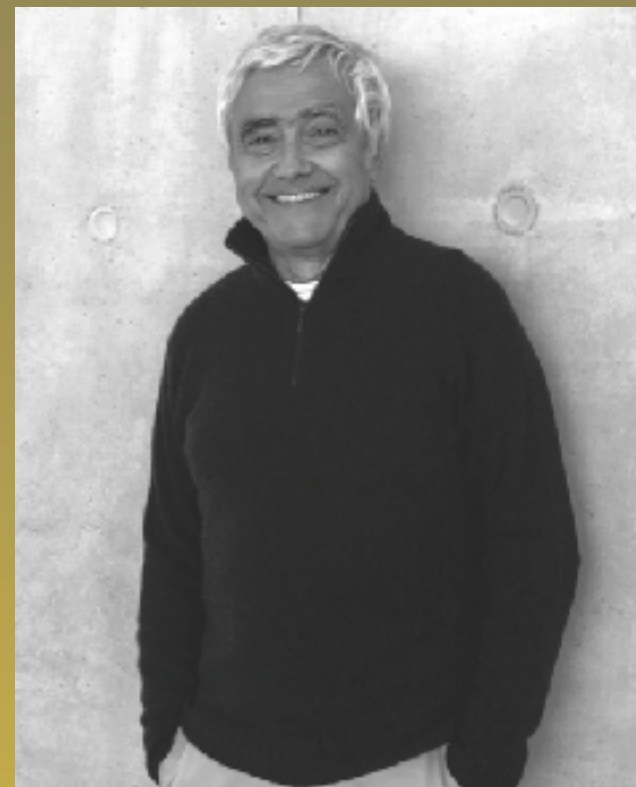
**Mariana Mayer-Wolf  
AR | CH**



**Andrés Reymondes  
AR | US**



**Sean Summers AR | UY  
Vice president**



**Rafael Viñoly UY  
In Memoriam**



**Leandro Erlich AR | UY**



**Constantin Schwaab DE**



**Sara Goodman US**

With heavy hearts, we mourn the passing of Rafael Viñoly (March 2023), an extraordinary architect and dear friend. His visionary designs and unwavering support for our mission at CAMPO have left an indelible mark.



# CAMPO Creatives 2022

During 2022, CAMPO dedicated its efforts to three distinct programs: CAMPO AIR, ELLAS and CAMPO ARTFEST. These initiatives aimed to provide artists with a much-needed respite from the demands of everyday life, allowing them to rediscover their artistic passion and reconnect with their inner selves. These programs were made possible through our earmarked donations, ensuring that artists received the support they needed to thrive.

Throughout the year, we had the privilege of hosting a diverse group of 45 guest artists, hailing from 13 different countries. Among the nations represented were Tunisia, Dominican Republic, El Salvador,

Denmark, and France. These talented individuals brought with them a wealth of perspectives, experiences, and artistic styles, enriching the creative environment at CAMPO.

**Federico Arnaud**, Visual Artist, UY, CAMPO Artfest

**Javier Bassi**, Visual Artist, UY, CAMPO Artfest

**Charlene Bicalho**, Visual Artist, BR, CAMPO AIR October

**Paloma Bosquê**, Visual Arts, BR, CAMPO Artfest

**Rafael Bustillos**, Visual Artist, MX | US, CAMPO AIR April

**Sabine Caubarrère**, Chef, UY, ELLAS 3.0

**Rafram Chaddad**, Visual Artist, MX | US, CAMPO AIR October

**Mercedes Cebrián**, Writer, ES, CAMPO AIR April

**Claudia Coca**, Visual Artist, PE, CAMPO AIR April

**Colectivo Electrobiota**, Visual Arts, MX, CAMPO Artfest

**Clara Collet**, Visual Artist, UY, ELLAS 3.0

**Sofia Córdoba**, Visual Artist, UY, CAMPO Artfest

**Leonor Courtoise**, Performing Artist, UY, CAMPO Artfest

**Jimena Croceri**, Visual Artist, AR, CAMPO Artfest

**Alejandro Cruz**, Visual Artist, UT, CAMPO Artfest

**Cynthia Cruz**, Visual Artist, US, CAMPO Artfest

**Lizania Cruz**, Visual Artist, RD, CAMPO AIR December & CAMPO Artfest

**Teodelina Detry**, Photographer, AR, CAMPO Artfest

**Natalia Domínguez**, Visual Artist, SV, CAMPO AIR April

**Bénédicte Dupin**, Visual Artist, FR, ELLAS 3.0

**Camila Ecoreca**, Textile Artist, AR, ELLAS 3.0

**Flavia Erenberg**, Visual Artist, UY, CAMPO Artfest  
**Laura Ferro**, Photographer, AR, CAMPO Artfest  
**Fernando Foligno**, Visual Artist, UY, CAMPO Artfest

**Santiago Gasquet**, Visual Artist, AR, CAMPO Artfest

**Geovanna González**, Visual Artist, US, CAMPO AIR December & CAMPO Artfest

**Alejandra González Soca**, Visual Artist, UY, CAMPO AIR October

**Matilde Grue**, Chef, DK, CAMPO AIR December & CAMPO Artfest

**Irene Haedo**, Chef, UY | AR, CAMPO AIR April

**Nurit Kaztelan**, Writer, AR, CAMPO AIR October

**Maria Koijck**, Visual Artist, NL, ELLAS 3.0

**Federico Lagomarsino**, Visual Artist, UY, CAMPO Artfest

**MAPA**, Architecture, UY, CAMPO Artfest

**Mariana Marchesano**, Photographer, UY, CAMPO Artfest

**Florencia Martinez Aisa**, Visual Artist, AR, ELLAS 3.0

**Paola Marzotto**, Visual Artist, IT, ELLAS 3.0  
**Santiago Moro**, Chef, MX, CAMPO AIR October

**Niccolò Moronato**, Visual Artist, IT, CAMPO AIR December & CAMPO Artfest

**Sofia Quirno**, Visual Artist, CAMPO Artfest

**Enrique Ramirez**, Visual Artist & Musician, CL, CAMPO Artfest

**Tabita Rezaire**, Visual Artist, FR, CAMPO Artfest  
**Silu**, Visual Artist, UY, ELLAS 3.0

**Ana Clara Soler**, Visual Artist, AR, CAMPO Artfest  
**Luciano Supervielle**, Musician, CAMPO Artfest

**Rosario Ureta**, Visual Artist, CL, CAMPO AIR December & CAMPO Artfest



Laura Ferro



Mariana Marchesano



# Programs Update

## CAMPO AIR

This program offered creatives from various disciplines the invaluable gift of time and space within the unique village of Garzón and the countryside of Uruguay. It served as a haven for artists to delve into their personal projects, while fostering meaningful connections with fellow artists and the local community.

In collaboration with CAMPO Artfest 2022, we welcomed our second round of December CAMPO AIR. For one month five artists lived and worked at La Porfia, a former sheep farm 15 minutes from Pueblo Garzón, with the goal of creating installations specifically for the sixth edition of our annual festival. This opportunity to delve deep into the surroundings of Garzón and produce a work reflected by that experience was our only fully-funded, production-oriented residency.



Charlenne Bicalho



Alejandra González Soca



Rosario Ureta



Rafam Chaddad



Lizania Cruz

*“This town that seems to be in the middle of nowhere,  
but in truth is in the middle of the world.”*  
- Niccolò Moronato



Nurit Kastelan



Santiago Moro



Irene Haedo



# Programs Update

## SUSTAINABILITY IN ARTISTIC ACTIONS

Curated and moderated by **Maria Victoria Pereira**, SEA Magazine Director, UY

**Claudia Calace**, Cultural Gestor, Drop Art, UY

**Verónica Baysee**, Architecture + Urbanism + Ecology, UY

**Andrea Viera Baptista**, Leather Cuts Designer, BR

**Doris Helena**, Journalist/Communicator, UY

## REGENERATIVE WOMEN

Moderated by **Magdalena Urioste**, PRO Director + Valle Sol Owner, UY

**Zoe Díaz**, Agriculture, UY

**Althea Gangly**, Agro, UY

**Margarita Palatnik**, Pharma-culture + Landscape Designer, UY

## COLLABORATIVE LECTURE

By curator **Mamu Camacho**, UY +

**Bénédicte Dupin**, Visual Artist, FR

## SUSTAINABLE TEXTILE PERFORMANCE

Organized by **Denisse Rossa González**, Performer, UY with **SUSTENTA**

## ECO-CREATIVE PROGRAMS

Moderated by **Mercedes Azambuya**, Princess Laetitia d’Arenberg Foundation Executive Director, UY

**Ambá | Eco Bricks | Fashion Revolution** (Eloisa Ponce de León) | **Lagunas Costeras Foundation** (Maria Victoria Pereira) | **No Más Colillas Foundation** | **Playa Azul Project**

# ELLAS 3.0

This year, ELLAS 3.0 embraced the theme of "The Environment through a Creative Lens." It brought together women artists, creators, curators, and producers at CAMPO Canteen to foster knowledge exchange, ignite inspiration, facilitate connections, and share their voices and artistry with the public. The program included a series of engaging talks, held at the train station due to rain, and educational lectures centered around three key themes: "Sustainability in Artistic Actions," "Regenerative Women," and "Eco-Creative Programs." Each session was curated and moderated by women specializing in the respective subjects.

The event featured an art exhibition curated by Mamu Camacho (UY), providing a platform for artists to show their work. A pop-up market showcased local women entrepreneurs, further highlighting the creativity within the community. To top it all off, a performance by Denise Rozza González (UY) showcased sustainable textiles and Chef Sabine Cabaurrere delighted us with her amazing food at our Canteen.

A significant portion of the revenue generated during the Pop-Up Market, amounting to 20%, was allocated to support the CAMPO organization. Additionally, the proceeds generated from the Canteen and 20% of the Curator's earnings from the sale of artists' pieces were also dedicated to the organization.

**THEME:** “Environment through creative lens”  
**BENEFICIARIES:** 7 artists | 26 entrepreneurs

## Pop-up Market:

A.MAR | BUTIÁ Paisaje y Arquitectura | Bohemian by Fiore | Casa Lomu | Chula Sunwear | Flor de Venus | Granja Mandala | Hempa | JAM Jabones | Kat Wai | Las Fibras Atelier | LAUREL | Lola Cerámicas | Manos Negras | Meula Taller Cerámica | MINKE JEWELS | Origen Colombia | PÁJARO PINTADO Handmade | PEZPEZ | P S A M Ó F I L A | Psamófila Cookies | Ser Vegano | Sustenta | Uruguay Teje | Chef Sabine Caubarrère





# Programs Update

## CAMPO ARTFEST

The 2022 theme **reACTION** delved into the unintended consequences of human actions on nature. With our sixth annual CAMPO Artfest, we focused on the thought-provoking ideas put forth by anthropologist Anna Tsing. Tsing urges us to be mindful of the impacts of our behaviors, our developmental initiatives, and our infrastructure on nature, as well as the reciprocal reactions that nature presents to us, from which we can glean valuable lessons.

CAMPO served as a conduit for translating these ideas into action. It provided a unique opportunity to shift our perspective away from mere speed and to engage with the processes inherent in nature.

THEME: reACTION: the unintended effects of human action in nature  
BENEFICIARIES: 27 artists



Mariana Marchesanno



Artfest Poster



Federico Lagomarsino



Lizania Cruz

Sofia Quirno



Old ruins intervened for CAMPO Artfest 2022



We believe in the power of art to transform, inspire, and catalyze change. CAMPO Artfest brings together artists-as-changemakers from around the globe to create work inspired by critical themes, connect with communities, and open new frontiers.





## Events Update

# BENEFIT DINNER + MARFA

CAMPO's annual benefit, traditionally ending the first day of CAMPO Artfest on December 28, took place in a giant field on the edge of the pueblo. The magical night was cooked up by guest chef Mads Refslund, co-founding chef of NOMA, a feast to remember, raising funds for the organization's annual fund.

In October, building bridges, we took a group of VIPs and CAMPO Council members to Marfa, Texas. A chance to visit a Garzon-like pueblo in the middle-of-nowhere that has blossomed around an international art scene, the unforgettable experience had us on studio and gallery visits, meals with the local arts community and insider visits to local arts organizations.





# Financial Performance



## CAMPO Garzon, Inc Statement of Activity\*

January 2021 - December 2022

	2021	2022	Total
<b>REVENUE</b>			
Art Trip Income		18,800.00	18,800.00
Auction Sales		10,650.30	10,650.30
Board Fee		45,000.00	45,000.00
CAMPO Council	15,000.00	46,666.66	61,666.66
Canteen Income		504.25	504.25
Donations	229,460.57	124,828.91	354,289.48
Event Corporate Sponsorship	3,000.00		3,000.00
Event Ticket Sales	11,500.00	155,179.20	166,679.20
<b>Total Revenue</b>	<b>\$ 258,960.57</b>	<b>\$ 401,629.32</b>	<b>\$ 660,589.89</b>
<b>EXPENSES</b>			
Artistic Program Services	43,682.71	133,429.83	
Administration and Development Services	174,842.54	176,551.33	
<b>Total Expenses</b>	<b>\$ 218,525.25</b>	<b>\$ 309,981.16</b>	<b>\$ 528,506.41</b>
<b>Increase (Decrease) in Net Assets</b>	<b>\$ 40,435.32</b>	<b>\$ 91,648.16</b>	<b>\$ 132,083.48</b>

\* Unaudited Financial Statement