

**AN ESCAPE INTO NATURE**

*This Sergio Rodrigues Atelier campaign, photographed by Gilda Midani, portrays works by the master of design in the woods and will be launched on a virtual platform on November 10, 2020*

“To treat wood with love is to perpetuate in the product the spirit of the forest”. The motto by father of modern Brazilian furniture still dictates the steps of the brand that bears his name, Sergio Rodrigues Atelier. The Atelier seeks to honor the master’s legacy by supporting handcrafted work with the purpose of creating furniture with soul, all while respecting in the smallest details the original design of the pieces. In order to keep the spirit of the forest alive, especially in times of isolation and confinement, the Atelier’s new campaign proposed an escape to the mountains for a breath of fresh air.

The idea of capturing the pieces in a natural setting had already been explored by Sergio Rodrigues himself in the iconic catalogs of his Loja Oca in the 1960s. Taking them out of the house thus represented a return to its origins – in all senses: the origins of materials but also of the soul of the furniture. Gifted with a spirit, just like us, the pieces also needed what we lack at this moment, meaning fresh air, nature, a horizon. And freedom.

To further enhance the concept of freedom in the campaign, Gilda Midani was invited to photograph the works. Gilda, who is also a producer and stylist, is widely renowned for her mastery of delicate craft processes and for the great value she confers to organicity in design. The artist elevated the dialogue between the pieces and their raw materials, dressing the furniture with earthy-hued upholstery and minutely selecting each corner of the farm provided by Paulo Jacobsen, partner at Jacobsen Architecture.

The photo shoot depicts works such as the Benjamin armchair and the classic Vertis tea cart, but also new re-editions of the author’s creations, such as the Franco armchair, the Tonico sofa with a round backrest, the Kiko chair and the Rossi table, in addition to the brand new All Black collection, which inaugurates the combination of ebonized wood and black leather.

The campaign will be launched on November 10 and the whole catalog will be made available virtually through through a hot site. Following the launch, Gilda Midani, Fernando Mendes (creative director of Sergio Rodrigues Atelier) and Luiza Jacobsen (creator of the campaign and creative director of Pixelfordinner) will discuss the new collection in a live session on Instagram (@sergiorodriguesatelier).

# Sergio Rodrigues

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## Mini bios

### **Fernando Mendes**

Fernando Mendes is an architect, designer and woodworker, director of the Sergio Rodrigues Atelier brand and president of the Sergio Rodrigues Institute. Born in São Paulo, in 1984 he moved to Rio de Janeiro where the Atelier is located. Sergio Rodrigues Atelier is a contemporary carpentry shop that uses hand tools and craft techniques in the manufacturing of furniture and objects designed by himself and master Sergio Rodrigues, with whom he worked and lived for over twenty years.

### **Gilda Midani**

Gilda Midani works in several fields of art and design. Photographer and art director, she is the author of iconic album covers such as Velô, by Caetano Veloso and Recanto, by Gal Costa. Gilda is also a concert costume designer for artists like Maria Bethânia. Stylist and entrepreneur, she is the founder of the brand that bears her name and has become synonymous with the combination of sophistication and comfort.

### **Luiza Jacobsen (Pixelfordinner)**

Luiza Jacobsen gravitates between the universes of digital art and design. She started her career in advertising agencies in Rio de Janeiro, until she moved to the French capital, where she received important awards and displayed her work in prestigious events such as “Bienal du Design” and “Les Nuits Blanches”. Back to Brazil, she co-founded Pixelfordinner, a creative studio that develops branding and digital communication strategies and its mission is to explore, signify and inspire emotions through design and storytelling.

