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# CARTE BLANCHE ET ROUGE

Two new CAMPER stores based on the 'Together' concept opened recently. Let's take a look at some background information.

WORDS MEREL KOKHUIS  
WITH THE COOPERATION OF CHRIS SCOTT  
PHOTOS COURTESY OF CAMPER







What do you make of the love affair between Spanish shoe label Camper and all those product designers – a list that includes Jaime Hayon, Alfredo Häberli, the Bouroullecs, Konstantin Grcic, the Campanas, Tokujin Yoshioka and Hella Jongerius? Wouldn't a footwear brand be better off working with fashion designers or, at the very least, designers who specialize in interiors rather than in products? Camper's Philippe Salva answers in the negative. 'Camper's always associated its collections more with design than with fashion. According to the founder of Camper, shoes are more about industrial design than about fashion. What's more, we love a challenge and the discovery of new areas of work. Our shops have always been our most important means of communication. The first Camper stores – most of which were designed

by Fernando Amat – had an identical appeal. As our self-confidence grew, we dared to express the unique aspects of Camper – contradiction, diversity, simplicity, functionality and, above all, fun, fantasy and positivity – in our stores, as visualized by various designers.' Camper's requests are virtually nonexistent. Each designer is free to put his or her own stamp on the shop. As long as the logo colours – red and white – appear in the design, the result is a happy Camper. The selection process, says Salva, is intuitive. 'We don't have a predetermined plan. When we meet a designer and it clicks, we look into the possibility of working together. All we expect from these designers is a strong sense of creativity and a real connection between them and the Camper brand.' ■■■■





THANKS TO TOKUJIN YOSHIOKA'S BOUQUET CHAIRS, A CUSTOMER TRYING ON SHOES AT CAMPER LONDON FEELS LIKE CINDERELLA – OR THE PRINCE!

### CAMPER STORE IN LONDON BY TOKUJIN YOSHIOKA

What piques your curiosity on hearing that a Japanese designer created a London shop for a Spanish footwear brand? You're interested in how the store expresses the various nationalities involved. Do we see the designer's Japanese roots, does the place have a Spanish flair or is the store an example of Britain's retail culture? Designer Tokujin Yoshioka says: none of the above. 'When Camper asked me to design a shop, I had no clue as to its location. So I pitched a universal concept. And practically everything I proposed exists in the completed interior.' Yoshioka used his Bouquet chairs for Moroso in three colourways. He panelled a nearby wall in even more fabric flowers and crafted displays from his well-known ice-crystal material. A minor intervention, a major impact and a design bearing the familiar Yoshioka signature.



PHOTO COURTESY OF STUDIO BOURULLEC



**CAMPER STORE IN PARIS BY  
RONAN AND ERWAN BOURULLEC**

In the shadow of the Centre George Pompidou, Camper has just opened its third Paris store. Part of the Camper Together concept, the shop is the work of Ronan and Erwan Bouroullec, who were also responsible for a recently completed Camper store in Copenhagen. The new Paris store has the unmistakable stamp of the Bouroullecs, which makes it stand out in this vibrant area of the city. The designers employed a palette of reds and oranges, which complement Camper's familiar company colours, and selected furniture from their Steelwood collection for Magis. The result, enhanced by tactile panels of quilted fabric throughout the shop, is an inviting and open atmosphere. The interior successfully combines two of Camper's top priorities: design and function.

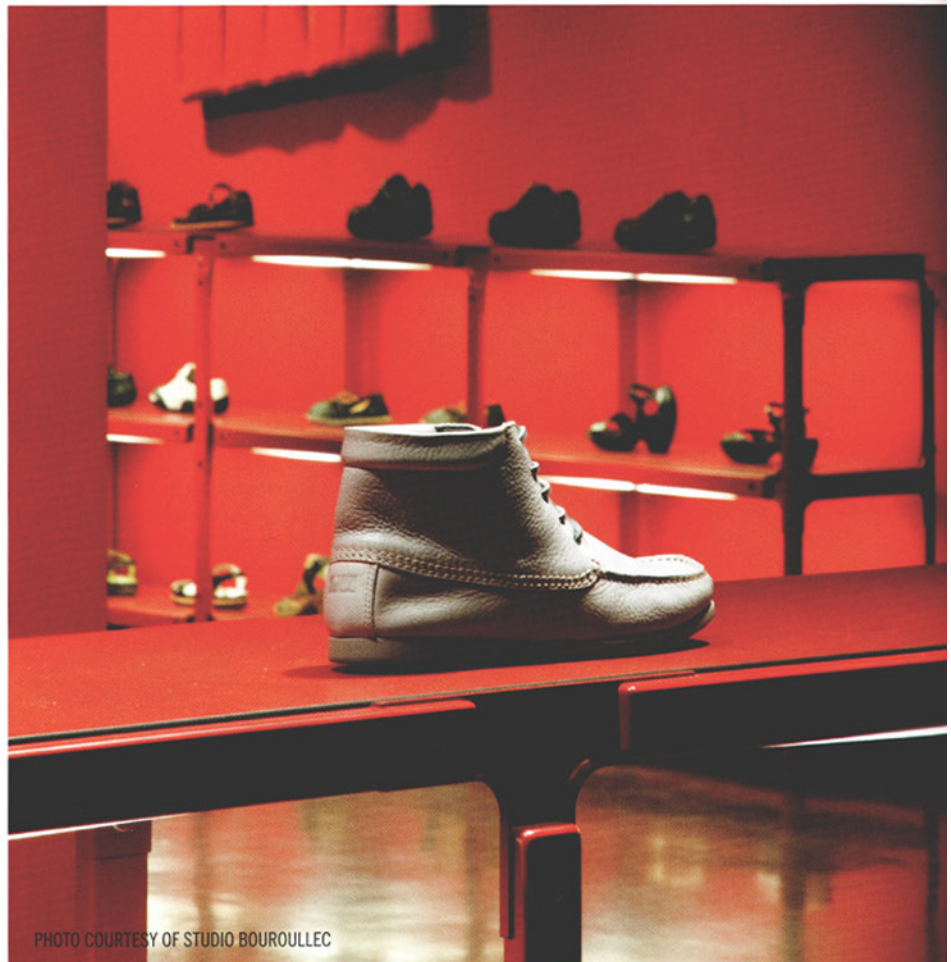


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