

CAMPING GROUNDS

Camper Together, Jaime Hayon / Campana Brothers



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According to an old proverb, "Between saying and doing, many a pair of shoes is worn out". But Spanish shoe company Camper has been rewriting this adage, wasting no time in realising its new design initiative, Camper Together.

Pairing up with Spanish designer and artist Jaime Hayon, Camper has launched two concept stores in Barcelona and Carnaby Street, London; while in Berlin, Camper in collaboration with the Brazilian Campana Brothers premieres its new guerrilla/temporary store project.

Camper's design ethos "is based on simplicity, quality, a touch of humour and irony... very typical of the Mediterranean," Camper's International Spokeswoman Dalia Saliamonas describes. "Each designer was aware of these values and worked their design philosophy to complement the Camper brand."

Hayon, who is responsible for the Barcelona fit-out, suggests the process of collaboration was somewhat "like knowing who you will invite to dinner and then [deciding] what you will cook for them". Drawing on his understanding of the product, Hayon's design reflects a sense of luxury and elegance, yet his signature whimsical design sensibility has resulted in a shift away from Camper's identifiable aesthetic.

Hayon describes his own design methodology as "adaptive and potentially organic". His store captures an artificial, dream-like quality, like a sanguine version of a Tim Burton film. A kooky display table supported by an assortment of ornamental legs forms the centre-piece of the store. Exaggerating proportions of the furnishings, Hayon's design reads as a built caricature. It is no surprise to learn that Hayon draws incessantly, filling out a sketchbook "about once a week".

Hayon's designs often marry traditional ideas of workmanship with new technologies or applications. Here, he has taken the Majorcan tradition of crafting terracotta lamps, and inverted the process by making the form of the lamps from Venetian porcelain, applying the terracotta as a spray finish. "It is important to learn something rather than just rely on the traditional ways of making," Hayon insists.

Where a clear dialogue exists between Hayon's built work and his sketchbook, the Campana Brothers' concept for the Berlin Camper store, "Torn Leftovers", can be interpreted as a built scrapbook.

The Camper guerrilla store in Berlin marks the duo's first interiors project; Camper and designer Marti Guixé developed the notion of a temporary store in 2000, in effect allowing the shoe company to open



01-05 Spanish designer Jaime Hayon brings a sense of luxury and elegance with his signature whimsicality 06-08 Recycled paper used for block-like display tables and posters create a dynamic collage
Photography 02-05 Nienke Klunder

