



Best foot forward

How a young Spanish artist and designer transformed an upmarket Tokyo shoe store into a magical circus wonderland

TEXT: TERESA CHOW PHOTOGRAPHY: COURTESY OF HAYÓN STUDIO



above Metallic pendant lamps and coloured mirrors on the ceiling add warmth and a futuristic touch **below** Mirrors simulate magic to spark the imagination **opposite page** The narrow red-and-white stairway recalls the stripy big-top tent of a circus

In Tokyo's Omotesando district — which has been dubbed 'Tokyo's Champs-Élysées' — trendy bars, cafés and restaurants blend to create an edgy, upbeat neighbourhood. It is in this upscale locale that Madrid-born artist and designer Jaime Hayón has created a distinctly different setting for shoe store Camper Together. Around the world, the Camper brand speaks of an appreciation of unique personality and creativity. Through its comfortable, stylish footwear, as well as collaborations with international architects, designers and artists in transforming its retail spaces, Camper has espoused a philosophy strongly rooted in good design.

Hayón's quirky and imaginative wit is clearly evident throughout the two-storey retail Camper Together store. Part shoe-store, part Hayón museum, the space encourages customers to interact with merchandise and art alike in a futuristic, minimally-decorated space which is primarily a clinical, pristine white.

It is the elements which Hayón brings to this clean canvas that make it special.

"This new project for Camper is inspired by classic circus elements," Hayón says. "It has colour and fantasy. The result is a space full of life and light that invites people to dream."

Large white mosaic tiles and a glass window etched with Hayón's graphic prints define a clean-cut façade for the shop. Candy-cane doorhandles and oversized, organically-shaped doors lead customers into Hayón's wonderland. Curves replace corners to become the signature feature of the interior — all rounded and boundless. Inside, two seemingly contrary design elements play off each other in perfect harmony: "The walls are covered in Bisazza mosaic tiles and exude a perfect, delicate sensibility; on the other hand, the cement floor is basic and unfinished," Hayón says. The attention-grabber of the entire shop is the long, narrow centre table: with multiple legs supporting the table, it resembles a centipede. Camper's latest collections, placed on top of the display, add colour and form, while the play of light and shade, black and white, all fuse to focus attention on the products.



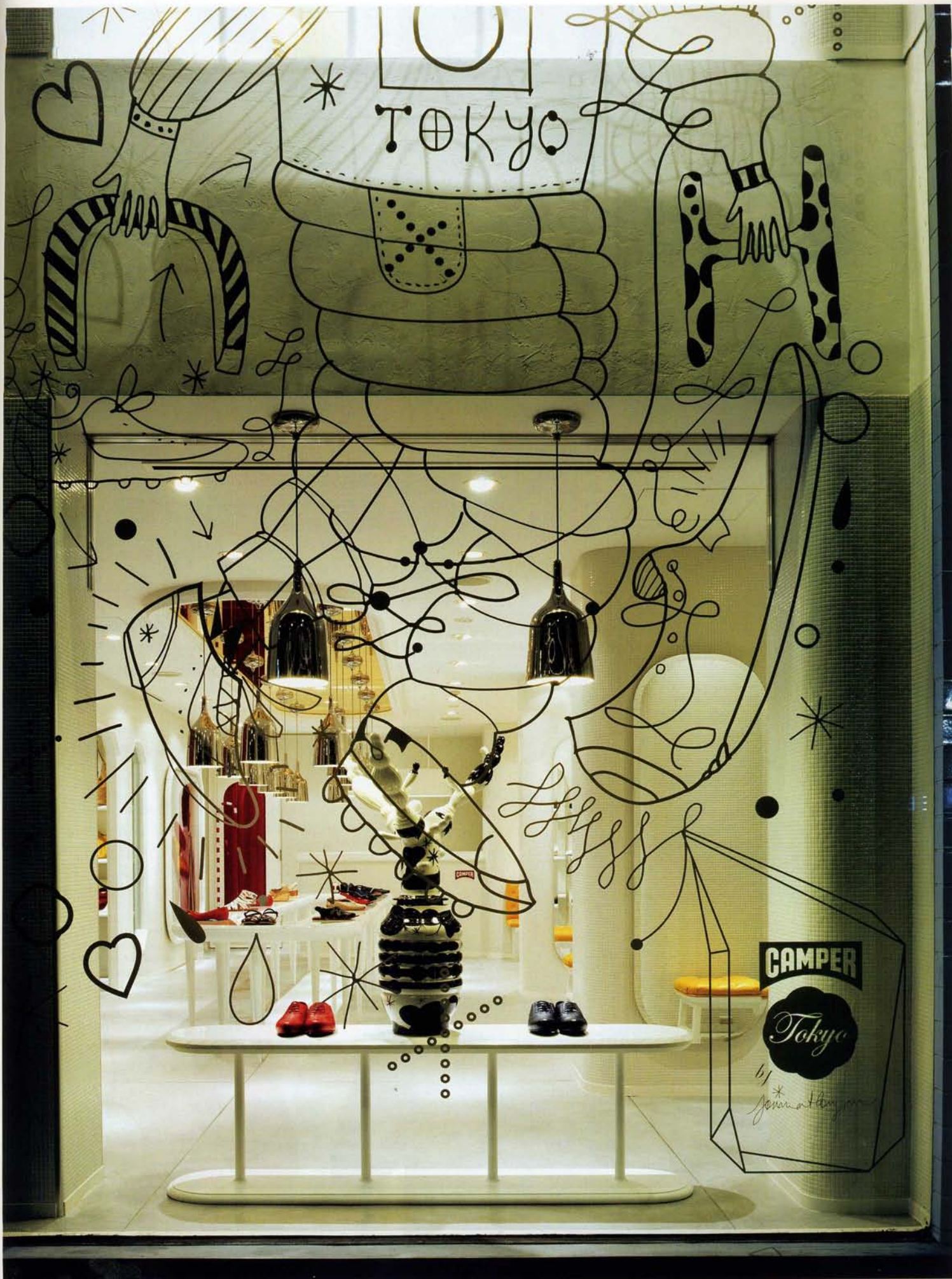


above Designer Jaime Hayón put candy-cane handles on the doors for a Charlie & the Chocolate Factory moment **right** Mirrors simulate magic to spark the imagination **opposite page** The graphic prints on the glass window create interest and texture

Part shoe-store, part Hayón museum, the space encourages customers to interact with merchandise and art alike in a futuristic, minimally-decorated space

Cast your eyes upward and there's more: "The coloured mirrors on the ceiling elongate perspective and give the store added warmth," adds Hayón. Then there's the VIP area, where bevelled glass panels reminiscent of cut gemstones act as partitions. Colour filters create a magical effect and "a kind of freshness is exuded", says the designer. Hayón's collaboration Camper Tokyo store allowed his fantastic creative repertoire free rein and full freedom. As he explains, "The design is both exclusive and unique, as everything from furniture and visuals to the hand-decorated ceramics have been crafted specifically for this store."







Dance with me 與我共舞

Spectacles may frame the face, but shoes leave a lasting impression, says Jaime Hayón

Jaime Hayón金句：眼鏡讓臉容突出，鞋子卻令人對你印象難忘

PHOTOGRAPHY: COURTESY OF HAYON STUDIO

Jaime Hayón has taken on a new challenge in collaborating with Camper Together for London Fashion and Design Week, to create a collection of dance-inspired shoes.

In this collection, Hayón aims to find a form that stylises the foot, like tap-dancing shoes. "I always liked the character of dance shoes, because they remind me of a music-hall," he says.

The fusion of styles, soft and organic forms, the mix of materials and manufacturing quality are how Hayón defines his design.

Jaime Hayón最近的一項新挑戰，就是與Camper Together攜手合作，特別為倫敦時裝及設計周設計一系列靈感來自舞蹈的皮鞋。

造型模仿踢踏舞鞋的新系列彷彿令腳步更輕快。他說：「我一向都喜歡跳舞鞋，因為它們讓我聯想到音樂廳。」

從外型、柔軟度及自然順眼的形狀，再加上使用各種物料及優質的生產過程，都可見Jaime皮鞋的風格。

Teresa Chow

According to Hayón, shoes and glasses are equally important in influencing the personality — his 'dancing shoes' combine pointy toes and colours which range from bright to soft pastels

