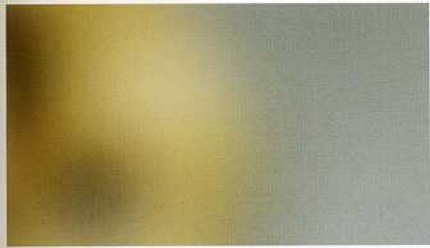


AFTER DESIGNING CAMPER SHOPS IN LONDON, BARCELONA, PALMA DE MALLORCA, PARIS AND MILAN, JAIME HAYON ADDS A TOUCH OF SPAIN TO THE BRAND'S TOKYO STORE.



Camper

BY JAIME HAYON



The latest Camper store, located in Tokyo fashion centre Omotesando, is exactly what you'd expect it to be – if you've heard that Spanish designer Jaime Hayon was involved in the project, that is. With candy-cane door handles, an oval tabletop resting on a zillion legs, huge lamps, faceted wall mirrors and a reflective golden ceiling element, Hayon sweeps you into a world that's part *Charlie and the Chocolate Factory*, part *Alice in Wonderland* and part *Wizard of Oz*. Other features of the 105-m² interior – walls clad in Bisazza mosaic tiles, lighting by Metalarte – add to a level of perfection that Hayon has cleverly combined with a coarse concrete floor. Although the store's blocky exterior smacks of modern architecture, the retail environment is warm and curvaceous. Hayon: 'The space is full of life and light that invites people to dream. As soon as we step through the door of organic shapes, we begin to discover the surprises that await us inside.'

hayonstudio.com

WORDS Merel Kokhuis
PHOTOS Nacása & Partners

