



The Brand



CAMPER



Autumn 1981 : Camper opened their first store in Barcelona's trendy Calle Muntaner.

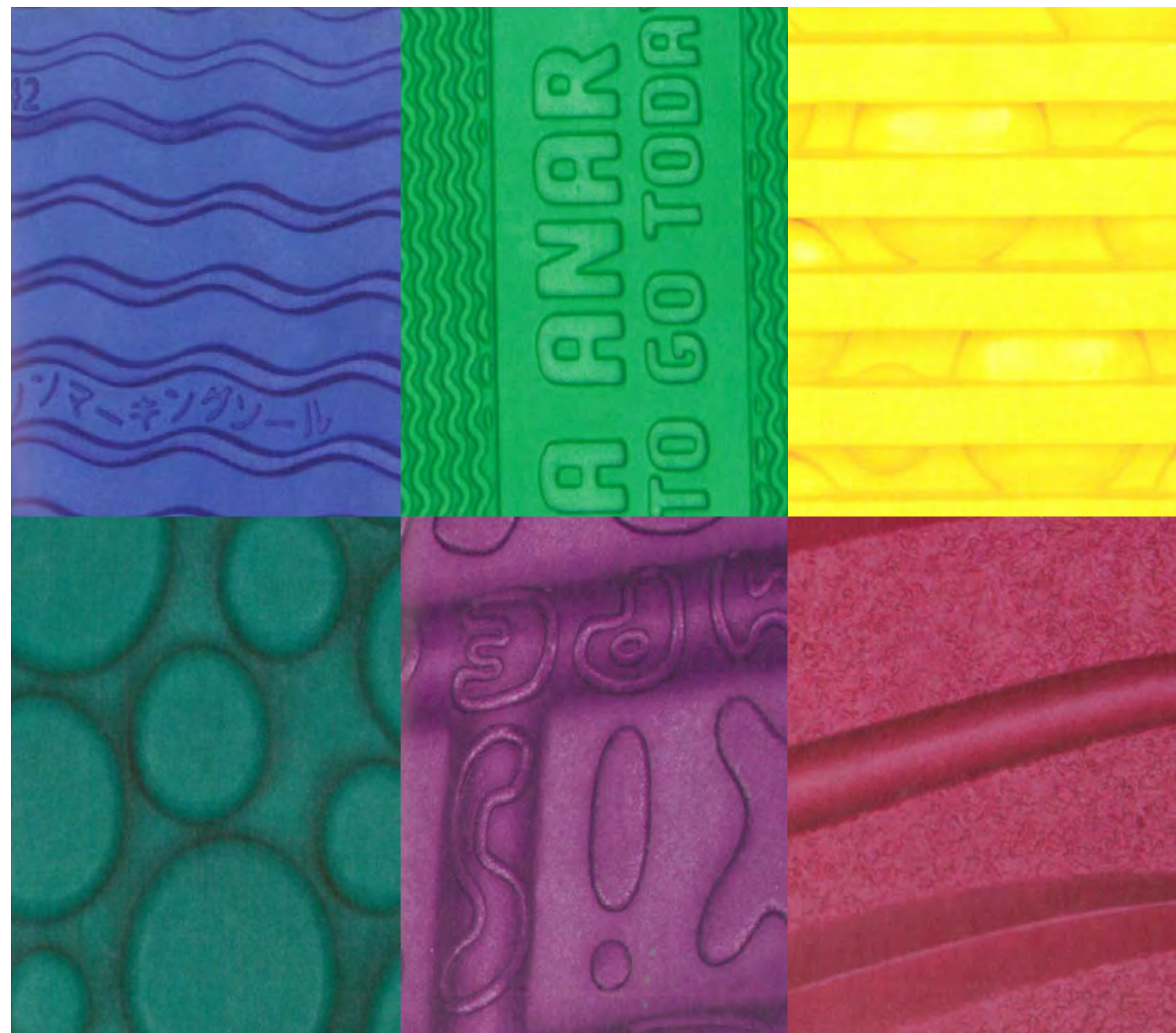


'Casual footwear was unheard of in 1970s Spain, let alone unisex! We wanted to break with traditional typologies. Never perfect, but always a little better.'

Founder Lorenzo Fluxa



												
Camaleon	Bachelor	Seminarista	Runner	Palmera	Twins	Brothers	Pelotas	Mix	Teix	ACS	Cornucopia	Wabi
1975	1981	1982	1982	1985	1988	1992	1995	1995	1997	1998	1999	2000
												
Gem	Sofla	Peu	Locus	Divan	Right	Imar	Kids	Peu Senda	Together	Med Sneakers	Himalayan	Beetle
2001	2003	2004	2004	2005	2005	2006	2006	2007	2008	2009	2009	2010
												
Seamar	Pelotas Kvadrat	Portol	Pelotas Capsule	Fiss	Dub	Drift	Brutus	Pix	Kiko Kostadinov	CRCLR		
2011	2012	2013	2014	2015	2016	2017	2017	2018	2018	2019		

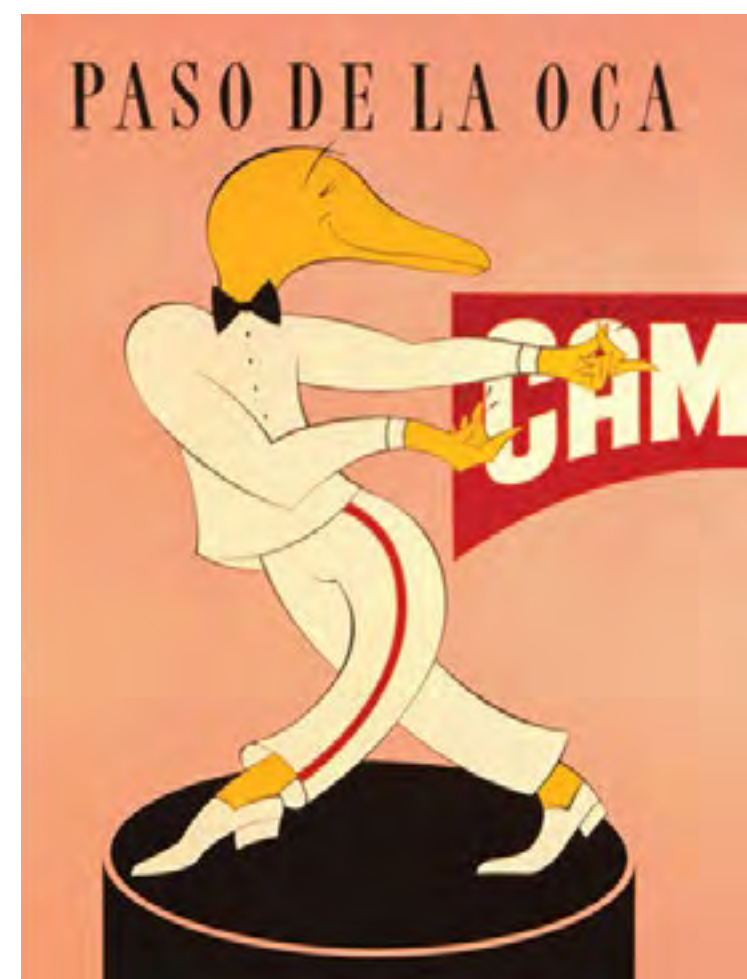
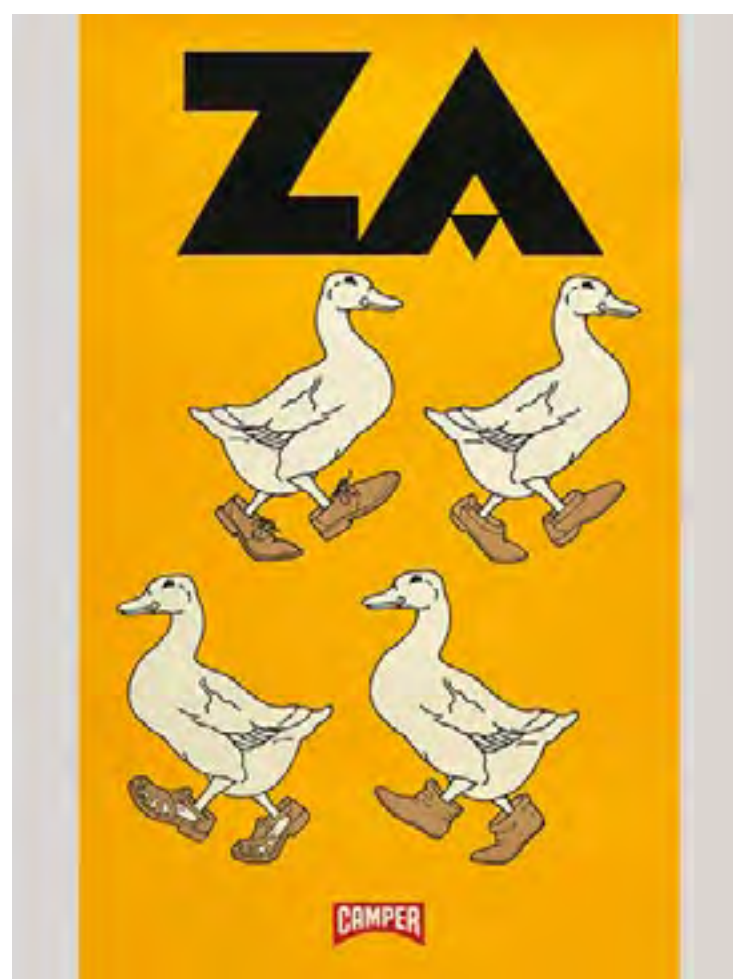
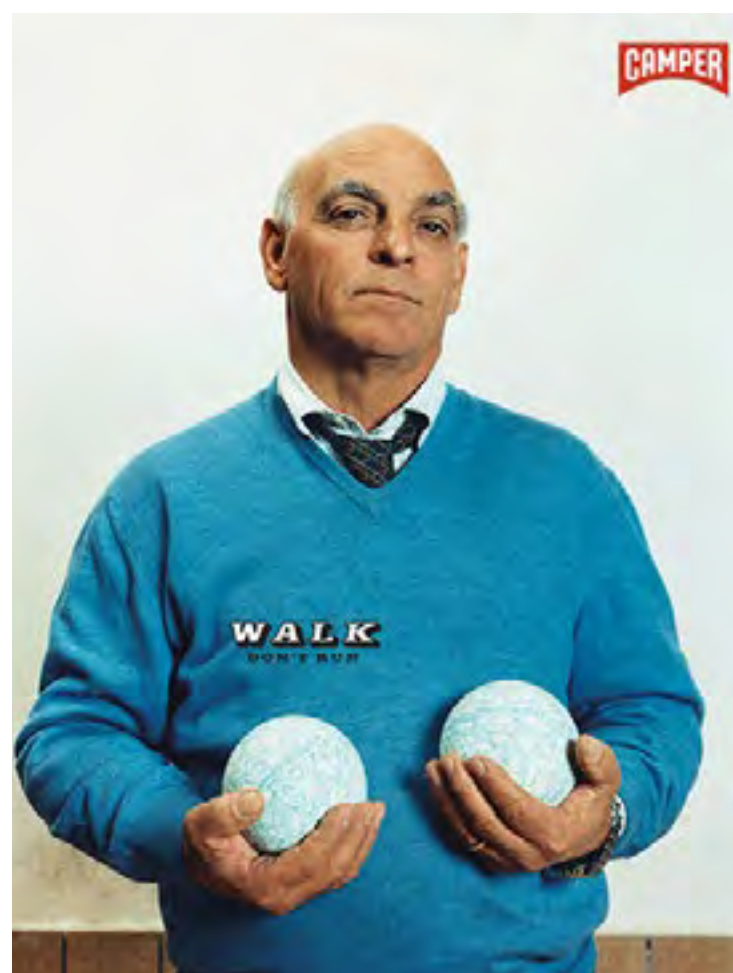


Relaxed , humorous , irreverent & complex

A way of (walking through) life



Playful & Humorous



Traditional & New Materials



Strong Identity



Display / Fitting / Storage / Staff Space



The Railway Arch

London's Biggest Building

CAMPER



Over London – by Rail, Gustave Doré , London: A Pilgrimage , 1872

DUMBO art tunnel , NYC



Yurakucho station ,TOKYO



Southbank Skatepark , LONDON







The Site



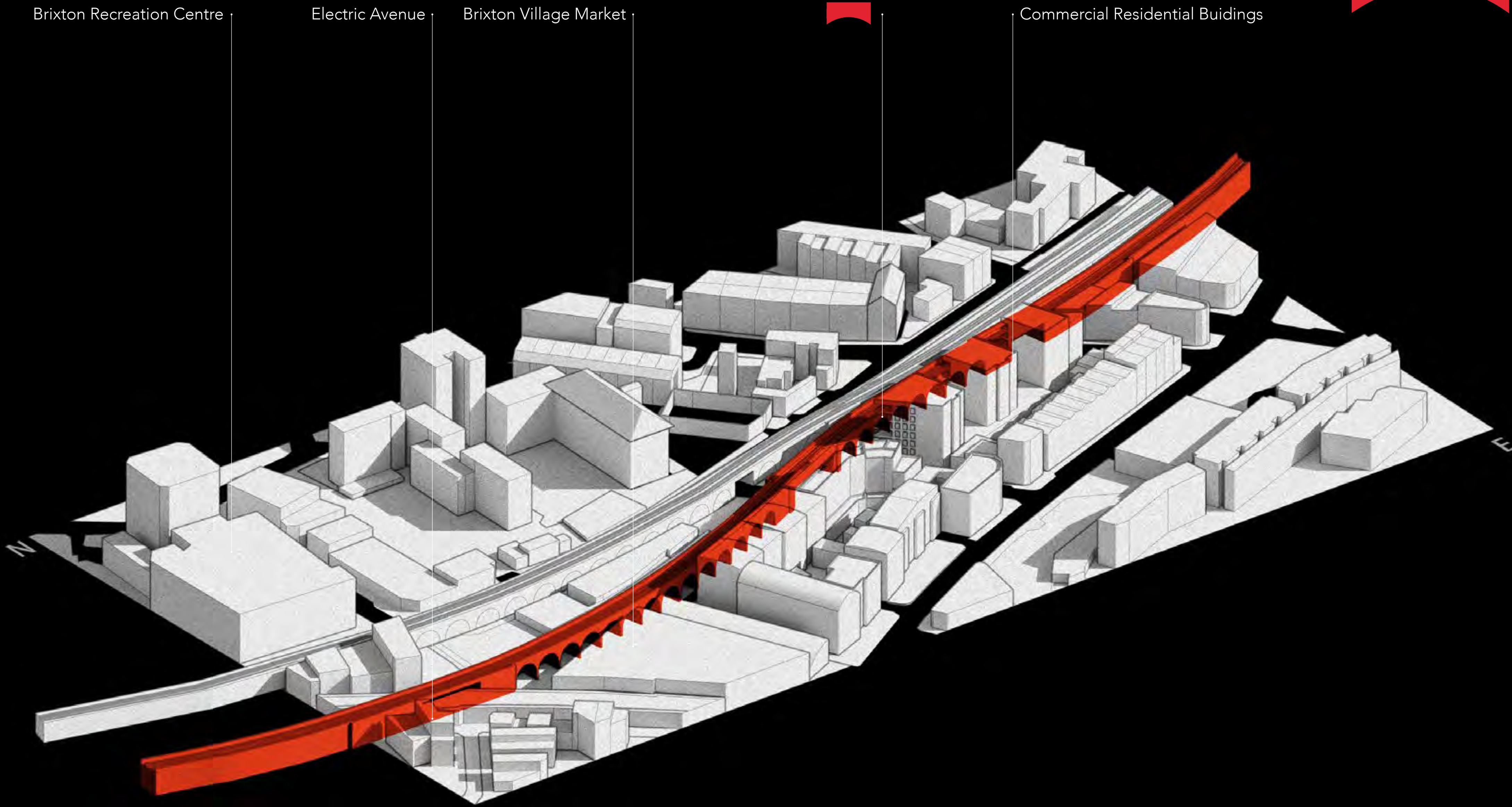


Brixton Recreation Centre

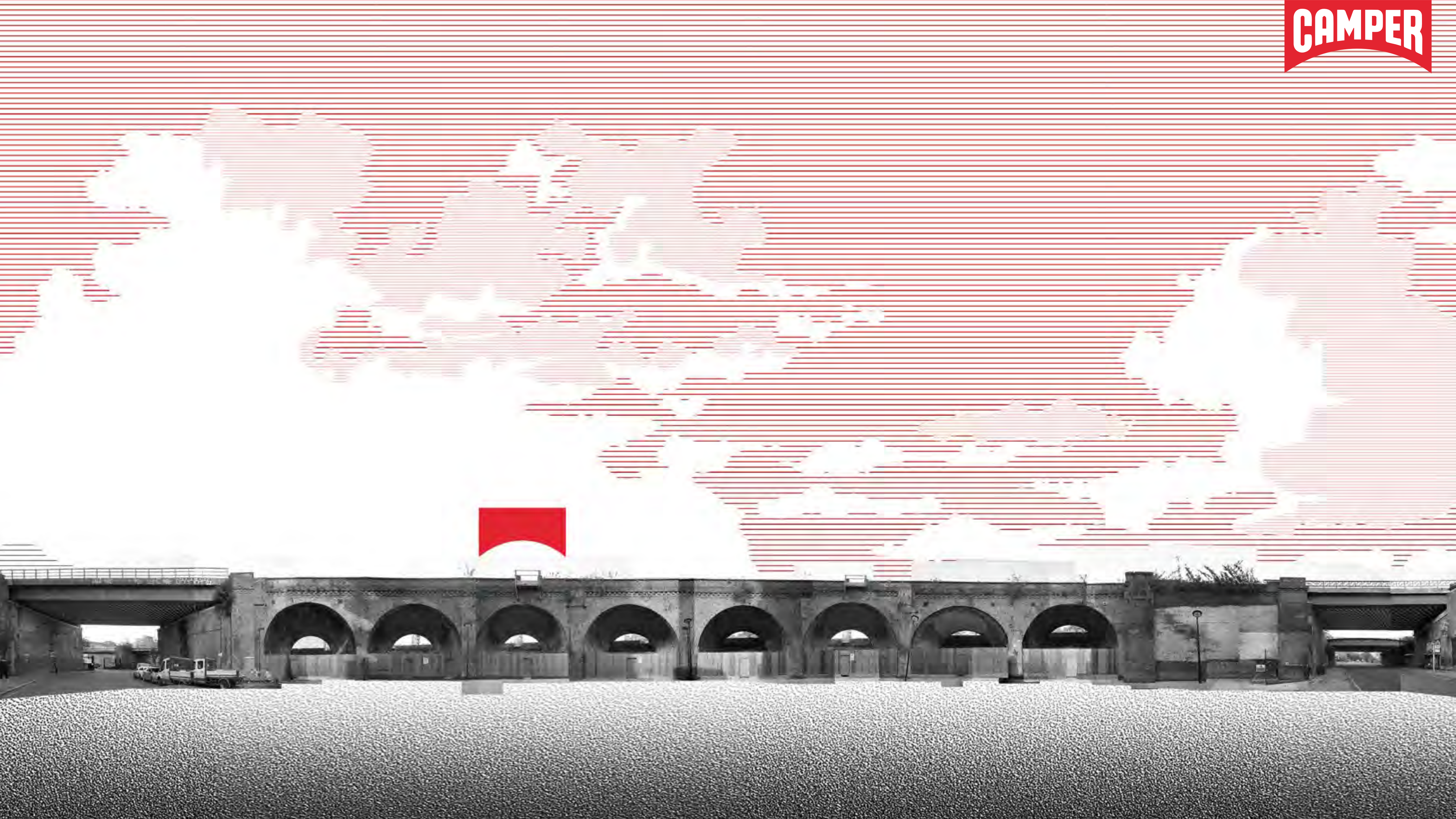
Electric Avenue

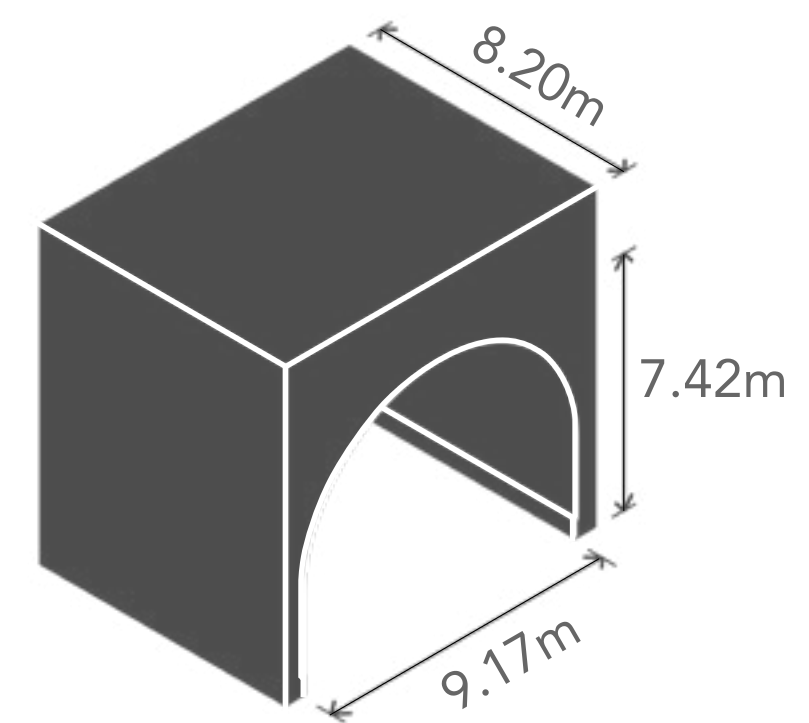
Brixton Village Market

Commercial Residential Buidings











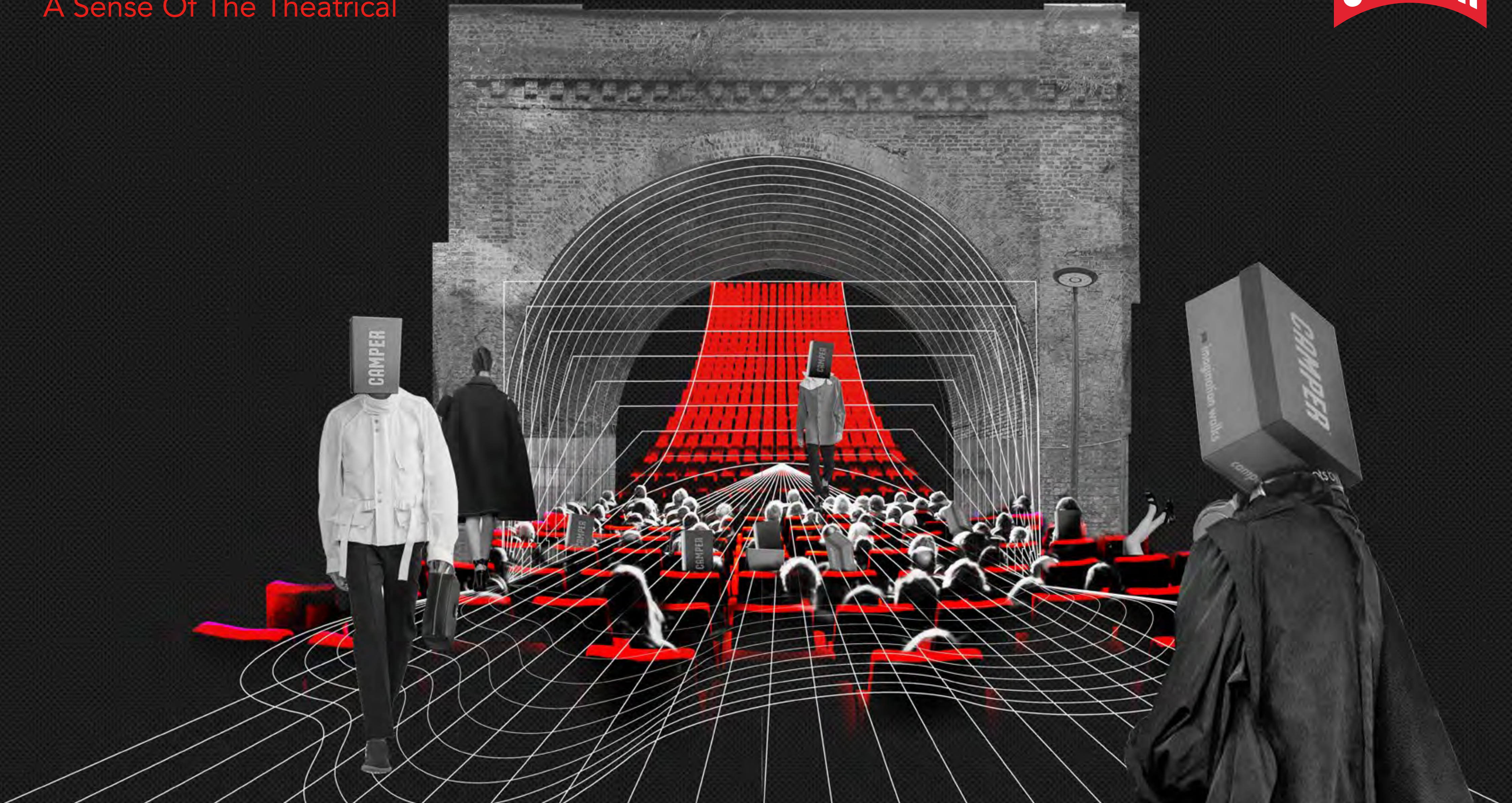
The Concept

A 3D rendering of the word "CAMPER" in white, bold, sans-serif capital letters. The letters are mounted on a bright red, curved rectangular sign. The sign is supported by two dark grey, rectangular pillars. The background features a dark grey brick wall with two large, semi-circular arches. The floor is a light grey, reflective surface. The lighting creates soft shadows on the floor and the pillars.

CAMPER

A Sense Of The Theatrical

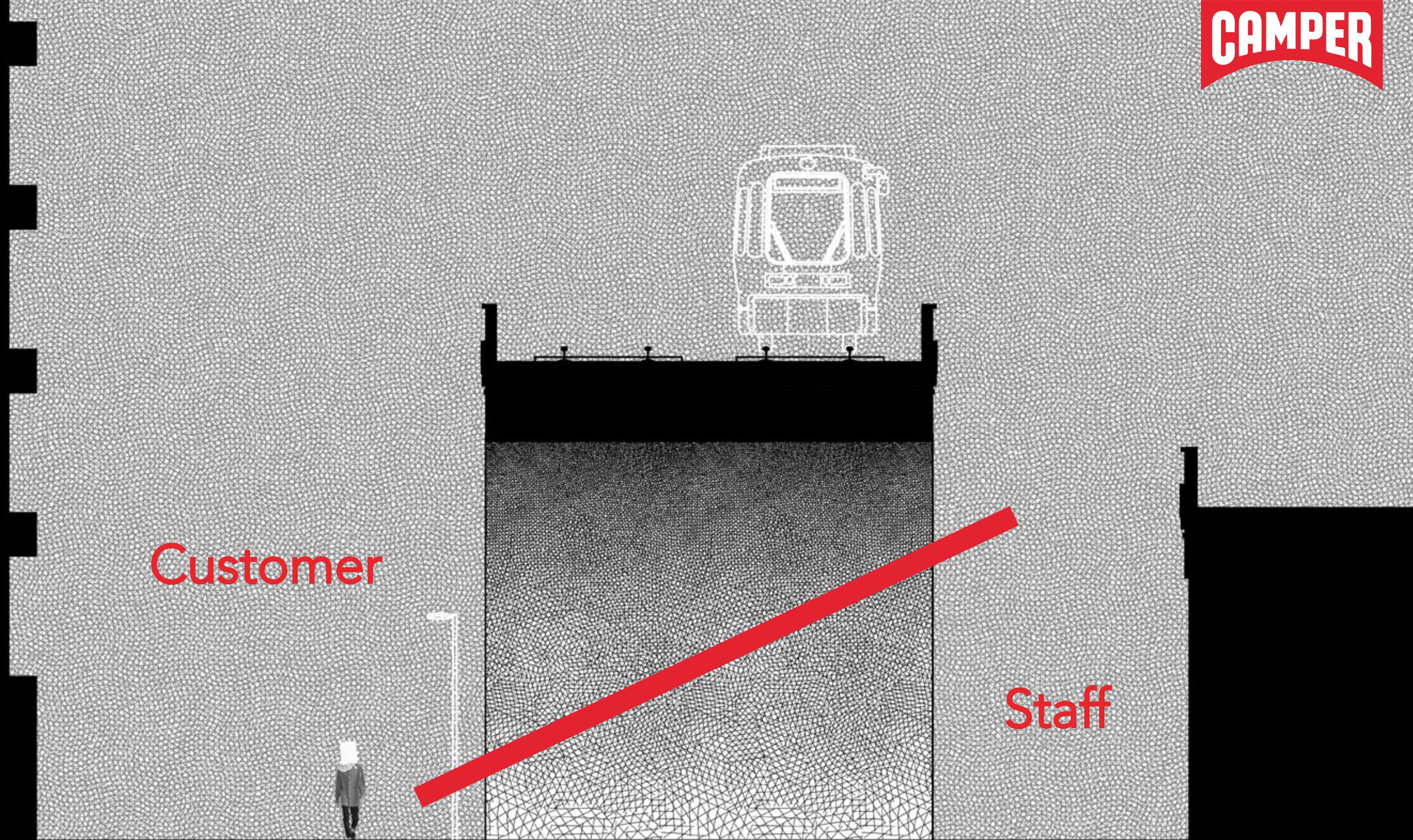
CAMPER





Customer

Staff



The Scheme

Spatial Organisation

