

## Camper Store Barcelona Barcelona, Spain

Camper has much to do with “el campo”, that is the countryside, the elds, to walk in the elds, and so we imagined shoes stepping on irregular surfaces, like when we walk on earth. Camper has gotten us used to play, smile, see fashion with children’s eyes... we imagined trying on shoes in front of the twisted mirrors of an amusement park, here I am tall tall, here short short, and that’s how wobbly reflecting surfaces appeared in the project. Later, we visited Camper’s factory to see how shoes are made.

There we understood we wanted to build our new store the same way Camper shoes are built in Mallorca: at leather sheets are cut and, like magic, with a couple of stitches and a mould, they become beautiful tridimensional wrappings!

We cut different shoe forms, with hills, without hills, tall, short, for men, for women, we put those at profiles one next to the other, and that is how our the volume of our new Camper store appeared. Its construction was unusual, but very simple MDF sheets cut like shoes, fixed one next to each other transform into benches, tables, surfaces and lots of crazy mirrors.

Client: Camper  
Location: Barcelona, Spain  
Date: 2010  
Typology: Interior Retail

Architect: Benedetta Tagliabue  
Project directors: Karl Unglaub  
Design team: Verena Vogler, Stefan Geenen, Max Gunst, Gabriele Rotelli, Johnathan Toon, Fabrice Wack  
Gross floor area: 80 sqm



Miralles Tagliabue EMBT