



LIFE ON FOOT CAMPER AT THE DESIGN MUSEUM

13 MAY – 1 NOVEMBER 2015

Life on Foot marks the 40 year anniversary of the creative Spanish footwear brand Camper, with an exhibition that gives an unprecedented picture of how a shoe collection is researched, created and presented - from the carving of the last to the graphics on the box.

Life on Foot uses some of Camper's most recognisable styles - Pelotas, Himalayan, Twins and Wabi - as lenses through which to explore the design, manufacturing and history of this independent family-run business whose products are purchased in their millions worldwide.

Taking visitors from the design studios in Mallorca to high-tech mass production facilities in the Far East, and on to shop floors across the globe, the exhibition includes: exclusive behind-the-scenes material from the development of the SS15 and AW15 collections; recreations of retail spaces designed by Marti Guixé, Nendo, Jaimie Hayon, Tomas Alonso, Bouroullec Brothers, Campana Bothers, Tokujin Yoshioka, Kengo Kuma, Shigeru Ban, Fernando Amat and Doshi Levien; shoe collaborations by Hella Jongerius, Jasper Morrison, Bernhard Willhelm and Gosha Rubchinskiy; interviews with company founder Lorenzo Fluxà and Creative Director Romain Kremer; as well as previously unseen material from the company's extensive archives.

Life on Foot showcases Camper's traditional shoemaking skills and contemporary design practice, bringing together sketched concepts, prototype products, as-yet-unreleased pieces and examples of the their non-conformist, often humorous approach to advertising. The exhibition also looks at the company's history, which started in 1877 when Antonio Fluxà set sail for England to investigate new methods of industrial manufacturing.

Finally, the exhibition explores the potential future of walking; interrogating the ways in which technological and sociological developments might change the pedestrian experience. From smart materials to augmented reality, wearable technology to kinetic pavements, an array of speculative design ideas suggest new directions and possibilities for 'life on foot'.

Life on Foot: Camper at the Design Museum is supported by a full programme of events including: an evening talk with company founder Miguel Fluxa and longtime collaborator Marti Guixe; a walking tour of Bermondsey and Sunday sketching workshops at the museum.

The exhibition is curated by Pete Collard with guest curator Anniina Koivu. Exhibition design is by Universal Design Studio and graphic design is by A Practice for Everyday Life.

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MEDIA PREVIEW: TUESDAY 12 MAY

Camper is a casual footwear brand from the island of Mallorca in Spain. Founded in 1975, the family business has been making shoes for nearly 140 years bringing a history of craftsmanship and a passion for creativity to establish a contemporary and unique brand. From the very beginning Camper walked a different path. Becoming well-known for its casual unisex approach to footwear designs and for its diverse store concepts, the company now sells over 4 million pairs of shoes annually, has over 400 stores and is available across 40 countries.

The **Design Museum** is the world's leading museum devoted to architecture and design, its work encompasses all elements of design, including fashion, product and graphic design. Since it opened its doors in 1989 the museum has displayed everything from an AK-47 to the Duchess of Cambridge's wedding dress. It has staged over 100 exhibitions, welcomed over five million visitors and showcased the work of some of the world's most celebrated designers including Thomas Heatherwick, Paul Smith, Zaha Hadid, Jonathan Ive, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams.

The Design Museum is relocating from its current home at Shad Thames to the former Commonwealth Institute building in Kensington, West London. The project is expected to be completed by 2016. Leading designer John Pawson will convert the interior of the Commonwealth Institute building to create a new home for the Design Museum giving it three times more space in which to show a wider range of exhibitions, showcase its world class collection and significantly extend its learning programme.

For more information, please visit:

designmuseum.org | newdesignmuseum.tumblr.com

Design Museum Official Print Partner: SAXOPRINT

DESIGN MUSEUM, SHAD THAMES, LONDON SE1 2YD

Open: 10.00 -17.45 daily. Last admission: 17.15

Admission prices, inclusive of donations:

Adult £13.00

Student/Unemployed £9.75

Child, 6-15 yrs £6.60

Child, under 6 yrs free

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