

1977 POSTER



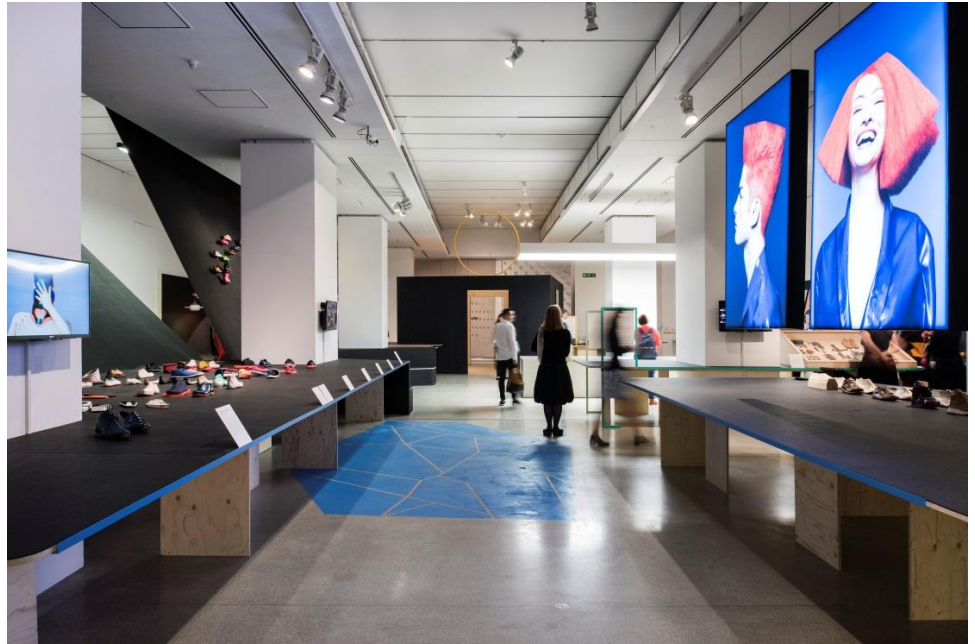
THE ICONIC PELOTAS SHOE



CAMPER'S NYC SOHO STORE DESIGNED BY MARTÍ GUIXÉ



MEMPHIS BOXES



EXHIBITION OVERVIEW

In 2015, Camper celebrated 40 years of shoe making on the Spanish island of Mallorca. Drawing on material from the company's design studios, workshops and archives at its headquarters in Inca, this exhibition explores the origins and history of Camper, illustrating how the company has grown from humble beginnings to become a global shoe brand, creating cutting-edge, iconic designs that are today sold in their millions.

The exhibition showcases the processes involved in the design and manufacture of shoes, documenting the work of the company's in-house and external designers. Material from these processes is illustrated alongside demonstrations of the skills of Camper's technicians in Inca and of the high-tech mass production facilities the company uses in the Far East.

Camper's work in the research and development of new materials is considered, part of an exploration into the future of shoe-making within the context of sustainability and ethics. A study of the company's wider design strategy is also presented, a holistic approach that has facilitated a series of highly conceptual retail spaces created by some of the world's leading contemporary designers, such as Nendo and Konstantin Grcic. Elements and case-studies from these are presented alongside Camper's non-conformist, often humorous approach to advertising and visual communications.

In addition, the Design Museum has curated a contemporary and speculative physical consideration of what life on foot will mean in the future, as society responds to changing social, cultural and physical environments. This section brings together new ideas and concepts that ask how our experiences as pedestrians might change as we become more connected to the built environment, both physically and virtually, becoming ever monitored and documented via wearable technologies and surveillance systems.

EXHIBITION DETAILS

Curator:	Pete Collard
Exhibition Design:	Universal Design Studio
Graphic Design:	A Practice for Everyday Life
Venues:	Design Museum, London 13 May 2015 – 1 November 2015
Available:	Spring 2016 onwards
Space:	approx. 600 sq m

TERMS AND CONDITIONS

Hire Fee, on request, to include:

- Curation, concept and tour administration by the Design Museum
- Exhibits
- Use of images and film clips with rights cleared
- Use of DM exhibition text (English only included)
- Use of DM exhibition and graphic design concept
- Use of selected DM display kit

COSTS PAYABLE BY THE VENUE

- Hire Fee, payable in instalments
- Fee to Exhibition Designer UDS to adapt the exhibition for the venue
- Share of transport and crating costs, storage of empty crates
- Insurance
- Installation and de-installation costs, including build, technicians, couriers and any additional staff required on site
- Provision, installation and maintenance of AV kit
- Translation and production of exhibition graphics, fee to graphic designer
- Publicity costs, press or printed materials such as private view invitation, flyer, poster, advertising
- Publication and exclusive Camper exhibition merchandise available to purchase

CONTACT

For further information, please contact:

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