



Francesc Rifé

CAMPER



David Zaroso

LEFT By inverting the traditional application of rope, steel and terracotta, the design concept gives the materials new meaning.

ABOVE The geometric simplicity of the staircase is enriched by the use of natural oak and steel details.

FOLLOWING SPREAD Fittingly for a shoe store, the terracotta tiles have been adjusted in size to that of a human footprint.

Humble materials are given a twist in FRANCESC RIFÉ's mix of tradition and innovation

FIDENZA – Francesc Rifé knew exactly what he wanted to do for this Camper store: create an environment that reflects the shoemaker's ability to balance tradition and innovation. 'We have adapted the same philosophy to this design using traditional materials such as terracotta tiles, steel, or rope, but applying them in a completely different and contemporary way,' Rifé reveals.

Terracotta is the first thing that most customers will notice – it's used for the floors and walls, but not in its famous pastel shade. Instead each tile has been dyed grey to form a neutral background that allows the shoes to stand out more dramatically. Another twist to the traditional tile format is its size, which is approximately that of a human footprint. The second design element, steel, is used for the large sales counter and staircase that dominate the store.

Large panels of grey smoked glass in the staircase provide a level of transparency, a theme which is mirrored by the ropes on the top floor. These hang in tribute to Camper's shoelaces and remain in their natural state to honour the material's purity. There's sufficient space between each rope to provide a glimpse into the storage space behind, a solution intended by the designer to connect the products and the store design.



THE SPACE REFLECTS
THE BRAND'S ABILITY TO
BALANCE TRADITION
AND INNOVATION



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Calvi Brambilla was founded in Milan in 2006 by Fabio Calvi and Paolo Brambilla. Having met at the Polytechnic University of Milan during their undergraduate studies, the two designers went their separate ways before deciding to establish a collaborative studio. A multidisciplinary firm, their work encompasses architecture, interior design and product design.
p.000



CBA CLEMENS BACHMANN ARCHITEKTEN
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Munich-based CBA Clemens Bachmann Architekten was founded in 2004 by Clemens Bachmann. Since its foundation, the office has become known for its wide spectrum of work that ranges from large-scale architectural projects to hospitality interiors and fair booths on a local and international basis. CBA has grown significantly in recent years and currently employs more than ten architects, designers and freelancers.
p.000,000



CHRISTOPHER WARD STUDIO
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Christopher Ward loves all expressions of design, from product to architecture, but has a particular penchant for fashion, retail and interiors. Ward trained at Politecnico di Milano before working at international studios including Joe Colombo Studio and Duccio Grassi Architects. Based in Reggio Emilia, his studio is composed of a team of young and skilful architects who work on projects all over the world, balancing unconventional material selections and atmospheres into truly creative designs.
p.000,000



DFROST RETAIL IDENTITY
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Established in 2008, Dfrost Retail Identity is managed by its founders, Nadine Frommer and the brothers Christoph and Fabian Stelzer. More than 50 employees work in interdisciplinary teams of retail marketing specialists, project managers, architects and designers. Together, they cover a wide spectrum of disciplines, creating tailor-made retail experiences that go beyond the norm.
p.000



DIOGO AGUIAR STUDIO
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Diogo Aguiar Studio was founded in 2016 in Porto, Portugal. The architecture studio works at the intersection of design and art, criss-crossing between public and private commissions to create spatial installations and small-scale buildings and interiors.
p.000



DO.DO.
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Japanese designer Kei Harada founded Do.Do. in 2015 after seven years at Tokyo-based firm Tonerico:inc. Harada's award-winning studio specialises in planning, architectonics and design control for housing, storefronts, offices and exhibits, and develops designs and presentations of furniture and other products.
p.000



CISZAK DALMAS STUDIO & MATTEO FERRARI
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Ciszak Dalmas and Matteo Ferrari is a multidisciplinary team made up of architects and designers based in Madrid. The team aims to work together as a tool to innovate, break barriers and create disruptive concepts, materialising ideas in order to touch, feel and share. The studio works across a range of disciplines including architecture, interior, product design and art direction, using a holistic and experimental approach to devise concepts and services for a wide range of brands.
p.000



CLAUDIO PIRONI & PARTNERS
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Claudio Pironi & Partners is an Italian interdisciplinary architecture and interior design firm that creates extraordinary experiences across the globe. 'Our philosophy is to design spaces that translate the client's vision into a sequence of emotions forged in materials and geometry, a tale made of uniqueness and poetry,' says founder Claudio Pironi. This tailored approach, attained through a deep knowledge of materials and their potential, aims at creating a unique narrative for every project.
p.000



CLOU ARCHITECTS
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Clou is a Beijing-based team of architects led by Jan F. Clostermann and Christian Taeubert. Embracing the multifaceted expressions of contemporary life, the firm's designs revolve around polyvalent spaces. Its clients are partners in endeavours to create contemporary typologies for a rapidly evolving world. By repurposing and recombining, Clou has the freedom to connect people in new ways and save resources at the same time.
p.000,000



EDUARD EREMCHUK STUDIO
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In 2017, architect Eduard Eremchuk founded his eponymous studio. Today, the boutique office includes three creatives, whose work encompasses different areas of design and architecture. The office began by accepting commissions for commercial and retail interiors, but quickly embarked on residential projects. For most spaces, they also design bespoke furniture and decor in which colour, texture and form take a leading role. The studio is currently working with clients in Milan and New York City.
p.000,000



FRANCESC RIFÉ
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Interior and industrial designer Francesc Rifé founded his studio in Barcelona in 1994 and currently leads a team of professionals from several design fields. His work is influenced by minimalism and follows a tradition of craftsmanship, focusing on ways of approaching spatial order and geometric proportion, with a special attraction for fine materials. Rifé has received numerous accolades from Contract World, Emporia, Red Dot, FAD and the 8th Ibero-American Biennial CIDI of Interior Design.
p.000



IPPOLITO FLEITZ GROUP
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Ippolito Fleitz Group is a multidisciplinary, internationally operating design studio based in Stuttgart. Currently, Ippolito Fleitz Group is a creative unit comprising 80 architects and designers covering a wide range of design territory, including strategy, architecture, interiors, products, graphics and landscape architecture. In 2015, Peter Ippolito and Gunter Fleitz were the first German interior designers to be admitted to *Interior Design* magazine's prestigious 'Hall of Fame'.
p.000



CORNEILLE UEDINGSLOHMANN ARCHITEKTEN
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Corneille Uedingslohmann Architekten dedicates itself to comprehensive solutions in the fields of architecture and interior design. Founded by Yves Corneille and Peter Uedingslohmann in 2002, the studio has been working ever since with an emphasis on cultivating long-term relationships with its clients. The practice's portfolio encompasses residential and administrative structures, commercial and public areas, feasibility studies and competitions.
p.000,000



CURIOSITY
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Curiosity was founded by French designer Gwenaél Nicolas in 1998. The team of about 25 designers works in a wide range of fields, from retail store concepts and installations, to product and graphic design. Curiosity is based in Tokyo, Japan, but is in constant demand around the world from prestigious clients that trust the firm's unconventional approach to expressing a brand's identity, tradition and appeal.
p.000,000,000



DAVID CHIPPERFIELD
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David Chipperfield founded his eponymous architectural firm in London in 1985 and since then has completed more than 100 diverse commissions that include cultural, residential, commercial and educational buildings, civic projects and urban masterplans. Over the years, Chipperfield has opened three international offices – in Berlin, Milan and Shanghai – which work in a spirit of collaboration.
p.000



ISORA X LOZURAITYTE STUDIO FOR ARCHITECTURE
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Lithuanian architects Ona Lozuraitytė and Petras Išora launched Isora x Lozuraityte Studio for Architecture, in Vilnius, in 2014. The two designers have engaged in a number of interdisciplinary collaborations at a variety of scales, both nationally and internationally. Their wide-ranging commissions revolve around architecture and the arts, encompassing research, archival projects, exhibition and environmental design, private and public space, and urban planning projects.
p.000



ITO MASARU DESIGN PROJECT / SEI
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'Better to be a challenger than a champion' is the belief at the root of Tokyo-based Ito Masaru's work. Dubbed a maverick of the interior design world, Masaru was born in Osaka in 1961 and graduated from Tokyo Zokei University in 1987. Following graduation, he worked for the Kawasaki Takao Office before establishing SEI in 1991. Masaru is currently working on multiple projects in Los Angeles while planning to open a second Japanese office in Kyoto.
p.000



JOHANNES TORPE STUDIOS
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In 1997, Johannes Torpe launched his namesake studio in Copenhagen. Today, the team has grown to a dozen employees who work across a range of disciplines, from architecture to industrial and interior design. Torpe describes the firm's approach to commissions as 'unrestrained and fearless', and has made the office an advocate for 'creativity without limits'. This risk-taking results in robust concepts and engaging visual storytelling at a variety of scales and in diverse media and markets.
p.000