

Mention interior design

Camper Paseo de Gracia

Barcelona

KKAA (Kengo Kuma / Javier Villar Ruiz)

Photo by Imagen Subliminal (Miguel Guzmán / Rocío Romero)

Camper is well known for the creativity of its products, with each one representing a unique individual concept. This small store is designed so that every item of footwear by Camper is separately displayed in its own space, drawing customers' attention to each of the products in more intimate style. To do this, we designed a network of roof-tile-shaped ceramic niches.

The simply-shaped niches are extrusion made and cut in a very basic manufacturing process, although it is through their repetition in the store that the whole ensemble achieves its complexity. The niches are used to create walls, shelves, a counter and a bench for customers, with nothing else in the store but these simple shapes. The aim was to take this deep-rooted traditional material and to find new ways of producing and shaping it, combining each individual piece to create differing architectural solutions in response to today's needs.

Thanks to their geometrical shape, each ceramic niche can be slotted into a U-shaped bracket that juts out of the wall, so that they can be fitted with no screws or adhesives. The light rails are fixed in place with magnets. As a result, all the ceramic niches and their associated lighting can be fitted in a maximum of 2 hours. Since the whole store is equipped with these easily mountable niches, the system can be adapted for other uses or spaces, regardless of their location.

These large slimline ceramic niches were made to measure. Given the precision that is required by the mechanical support system, it was essential to ensure just the right dimensions and to keep any distortion during the extrusion, drying and firing processes to an absolute minimum. With this in mind, the semi-circular shape was extruded with a flat wall across it. This was then removed after firing to achieve its final shape.

The niches are made of unglazed stoneware clay, with a coloured body, fired in intermittent kilns at a high temperature (1240 °C) in a neutral oxidizing atmosphere.