

Special Mention in the Interior Design Category

La Roca Camper Store (Barcelona)

Designed by: Tomás Alonso Studio

Photos: Andrés Fraga

This Camper store is the latest of a long series of projects for the Mallorcan shoe manufacturer. To date, it has led to over ten stores throughout the world where tiles are used as a key feature, thanks to both their practical, long-lasting, low-maintenance use as a surface covering in stores and to their versatile applications and potential in terms of colour and finishes, allowing them to act as a visual language in the definition of a space.

Both the above aspects fit in with Camper's philosophy: that an end product's materials, durability and comfort must all form part of its visual expression.

What this particular project stands out for is its location in La Roca Village, a big shopping centre positioned as a select outlet village.

Conceptually, the aim was to create interiors that contrast strongly with the outside of the shopping centre's buildings. The idea was to immerse customers in a setting where the sole emphasis is the purity of materials and their function.

At a practical level, apart from the fact that this is a substantially bigger store, it also has far more customers and products.

By creating zigzagging walls, far more efficient use of the space could be made, since the columns act as displays, as well as storing the products, with immediate access to a mirror and bench.

For the design of the tiled surfaces, the aim was to work with natural terracotta, contrasted with glossy glaze finishes. In this case, the warm terracotta tiles—a material traditionally found in courtyards and other spaces in Catalonia—create a perfect backdrop for presenting the new collections.

The only furniture in this fully tiled space consists of two central tables, custom designed to hold the large amount of footwear normally found in this kind of store, together with two big benches that act as both a seat and window display. This furniture was handcrafted in Barcelona, like the bespoke cement floor tiles.

The materials used for each feature in the project are further enhanced by the lighting. This ranges from special lights with shades also made of terracotta to the design of lighting with the maximum colour rendering index possible with LED technology so as to highlight the contrast among the different materials and their warmth.