

Press release

Camper, Beaubourg

Customer: Camper, Paris
Architect: Balistreri Archiecte, Paris
Interior designer: Erwan et Ronan Bouroullec, Paris
Lighting design: Ansorg France
Products: Lightstripe
Photographer: © Vincent Muracciole, Paris

Spanish Sun in the Heart of Paris.

“Camper Together” is the motto of the Spanish shoe manufactory as regards avant-garde product design or unique shop design which is implemented in co-operation with artists, designers and architects – names like Konstantin Grcic, the Campana brothers or Alfredo Häberli speak for themselves. For the Paris shop directly adjacent to the Centre Georges Pompidou “Beaubourg” a decision was made in favour of co-operation with the French design office of Ronan and Erwan Bouroullec and the Paris architect Balistreri, Ansorg France assumed responsibility for lighting design. Camper Beaubourg was opened in early 2009.

The shop premises have a surprising, emotional and linear effect, which, with their uninterrupted glass front, attract the gazes of the passers-by. The colour concept radiates to the outside, inspired by Mediterranean atmosphere and Spanish sunlight. Here intensive, warm red shades play the main role, in the details they are supplemented by a complementary green contrast. At the same time, red is the corporate colour of the Majorcan brand name. The walls are partly draped with fabric quilts, on which individual shoes proceed on their way upwards almost weightlessly; the quilts are simultaneously used for sound insulation. The Camper collection is presented on Bouroullec designed furniture: shelves, low and high tables.

Light that makes the colours radiant

No visible spotlights, no ordinary shop fitting lighting – that was the stipulation for Ansorg. With the modular luminaire system Lightstripe, the “plain colours” concept with different reflectors and beam angles was implemented without the light sources being visible at first sight. Wallwashers illuminate the walls from the floor to the ceiling, downlights ensure comfortable ambient illumination of the room, spotlights accentuate the shoe models. The interplay of light and shadow underlines the interior design, gives it depth and brings the room to life: a striking type of scene setting with light that only then really makes this impressive world of colours radiant.

Please send us a checking copy. Thank you very much!
Further information and picture material can be obtained from:

Ansorg GmbH Stefan Grote Pilger Straße 11 45473 Mülheim a. d. Ruhr
Fon + 49 (0)208.48 46-1122 stefan.grote@ansorg.com www.ansorg.com

Lighting solutions
for retail and architecture.