



The Med is the Net

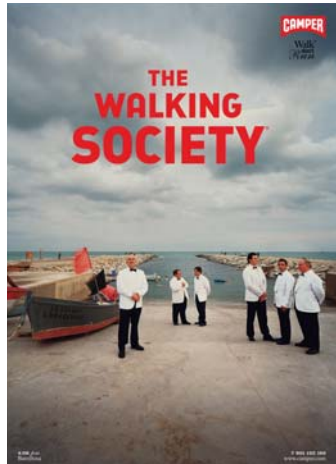
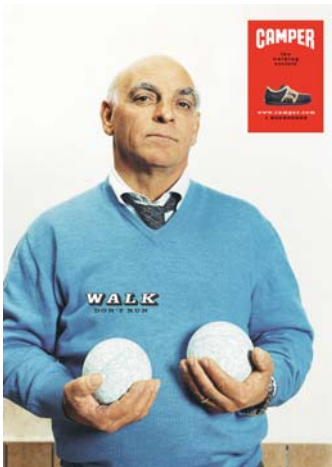
The Walking Society

When launching the new campaign for Spring/Summer 2001, Camper wanted to establish a new way of communicating that would reflect the true spirit of the company, that could add culture to products while humanising the message. Thus, The Walking Society (TWS) was born.

TWS is a cultural declaration. Camper expresses that it is not simply a shoe or a lifestyle but that Camper is a way of thinking. In the culture of the 21st Century. An attempt to find an alternative between two paths, either philosophical or material, between two worlds, developed and developing, between two geographies, rural and urban! Camper recreates this contradiction with "Walk, don't run" a link between the rural world – the origins – and the urban reality - the market. TWS is a way of expressing this. The next step was to illustrate this contradiction with words, images, illustrations and characters that mirror this unique Camper spirit.

This is how the "The Med is the Net" began. Camper sees the Mediterranean Sea as a cultural network of both people and places, with this idea of the Mediterranean as the main character of communication. Each campaign travels through a different location, with specific people and their customs. Camper offers one a journey through contradiction and reflection ... a journey in which people stop being tourists and become part of a particular reality.

All in all, TWS represents a virtual society, people who share this Mediterranean spirit but originate from different cultural, social, economic or geographical realities. Those who dedicate their efforts and imagination – either as individuals or collectively – to contributing useful, positive ideas and solutions to improve our world.



imagination walks

Inside every Camper box there is a story. Because a Camper box is not like any other box. Inside a Camper box lives everything you can imagine outside. A Camper box is a window, a door, it's the beginning of a journey. A journey to a place called Imagination. Yes, a Camper box also comes with a pair of Camper shoes. They will join you in your journey. It's them and you, together.

And then, it happens: IMAGINATION WALKS.

