

# onthecamper.com

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## Introduction

### Welcome onthecamper!

This is a mental space that catalyses ideas, the fuel of the camper. Onthecamper is a community of purposes and proposals which move together with all those people who travel and work on the camper. Brains that mix up together plus thirst for new stuff...et voilà! This is the magic formula. We're not the best in the world, therefore we make more effort.

On the camper we have got eyes wide open, expanding ideas and the energy of a thousand kids.

It is a lab of creative people continuously in movement and always expanding. Among the projects realized on the camper we created an on-line clothing shop: we do make clothes ourselves! We found and founded music bands with odd and queerish sounds and we promote them through our web music label. We created one of the biggest swiss design magazines.

We carried out a lot of projects, but it's just the beginning. We don't want to lose time with people who has time to lose.

## Onthecamper's manifesto

1. Onthecamper gambles in inspiration. We are not here to aid or entertain you, but try to rifle out some kind of reaction.
2. Success has no place in our organization - as long as there's bread on the table and gas in the car that's enough.
3. Trash and irony have to be the inspiring muses of our project.
4. Community is important to us.
5. There's nothing we cannot do. Today we make a magazine. Tomorrow a record. On saturday we build a bridge and on sunday we go to the beach.
6. We love: black humor, Müller-Brockmann, Leonard Cohen, Edith Piaf, dogma '95 and dada manifestos, Steve Reich, Karlheinz Stockhausen, John Fante, and new car's smell.
7. "We're the number two. Therefore we make more effort."

*(Avis – Rent A Car System, Inc.)*

## What have we done on the camper?

### 1. A magazine: Artichoke

Artichoke is a box full of innovative and original ideas. Skimming through this magazine you'll have the impression to get closer to the heart of an artichoke. This is a route the reader runs to follow the itinerary a communication design student does from school to the professional world. Artichoke leads the reader to discover new talents, artists that built the history of art of the XX century; it takes a curious look on what happens on an everyday basis as well as on what usually remains unspoken. The magazine is conceived to be read in different ways (from left to the right and viceversa, or sheet by sheet) and to play with it, as it is not bound.

### 2. An on-line music label: Ear

Ear is a web site for open ears, for those who have passion for music that invades their thoughts, music that move bodies. We refuse to spend the energy we have inside for the trashy and trendy regurgitations of discotheques and commercial radios. We choose instead to distinguish ourselves with an idea, a conviction and a web site that help us to support our thirst for particular and non-conventional music.

### 3. Clothes: Skin

We created a web site to sell clothes that we conceived and realized ourselves. T-shirts with a nice graphic printed manually, one by one, with serigraphic technique were the first item we proposed as an independent "griffe". Each garment is, in a way, unique as they are all conceived and realized like a graphic exercise on an unusual support. Onthecamper community wears Skin!

In the magazine we talk about what you would do when you grow up and about what you were doing when you were kids; we propose a comparison between the school and the working world. We discover and we spread the world of communication related to the everyday life (like the graphic of the Migros Budget products).

Artichoke is similar to a big explosion that will cover the walls in your home. In fact, every article is also a poster you can hang.

It all begins with a "SSSSNNATCH!". A huge sugar paper envelope that chokes all the art that stays inside.

(Art: "I choke", Artichoke).

[onthecamper.com/artichoke](http://onthecamper.com/artichoke)

#### **ARTICHOKE'S MANUAL**

##### **The heading**

The magazine is not meant to have a set name. One can call it "carciofo" or "artichoke", or "the magazine". Of course, Artichoke represents its legal name, the one used in all clerical operations requiring a name. This name will not be used as a heading, but it will be written in small fonts in the impressum. The heading is the first set point for all following numbers.

##### **Sequence of the articles**

Artichoke is composed of many sheets with a hidden heart. The sequence of the articles is the following: first the works of the first year, then the second year and so on. The last works are the projects of diplomas and professors' works.

The heart is composed by interviews to well-known professionals in our field. This is the route that should be ideally followed in each number: from the beginning to the climax of the professional activity, i.e. from the first year at school to the professionalism.

##### **Ways of reading**

The magazine is thought to provide two methods of reading it. The first one is browsing through it as an ordinary magazine. Here, two directions are possible: to reach the heart of the artichoke one can begin

from left to right as well as the other way round. The second one is to hang it, in order to use each sheet in each article. When setting up a project for a sheet (i.e. an article), one should take into consideration both the horizontal half (which splits the article in 2 parts, which one can read independently) and the vertical one (this means that there will be the half of another sheet in face of it). A set rule of the magazine will be to insert reminders for two contiguous half pages, even if those are very different one from the other. Moreover, one should consider the way of using the contents: the first is in detail, in order to read the texts, and the second in general, as a nice poster to be hung up.

In this way, the reader will have a multiple approach to the page: when one browses it, from a single side, when one continues to browse it, from the other side, when one takes out a sheet seeing the entire pagination and therefore also the poster to hang up. This is of course a very important set rule, our challenge to those willing to propose a new number of it.

##### **Contents**

In order to strengthen the idea of a route and of a development (from the first year at school to a job), the contents are organised in 5 parts which constitute the first number and which will have to constitute successive ones. The first two parts, aimed at present the works of the school, are rather set. The others

leave a great flexibility in the choice of the themes. The contents of n.0 were partially gathered and conceived during a specific course of the third year in our school, and partially conceived by the onthecamper team.

In the future, we hope that a writing staff could be gathered and that this staff will be led by a professor. The writing and the graphic conception staff could be made of the same people. The final product can constitute, year by year, a work for the diploma.

##### **Representation of the contents**

A very important aspect concerns the way in which the works are represented. A page, i.e. half sheet, can be put in relation with another through a reminder (shape or parts of pictures). For example, it will be possible to take away the frame of a picture (taken by a student during a photography course) and to put it in another picture which covers all the sheet.

This gives a bigger impact to the work itself and to put in a more decorative context. Moreover, this allows to play in a more interesting way on contents. Of course, every move (in the pix or of manipulation of original pix, as well as the publication in the magazine) must be done with the permission of the authors themselves.



The magazine Artichoke is conceived and made within a scholastic frame, that is a magazine made by students: this is the definition which best matches our work.

This is neither the school news magazine, nor a means of internal communication. Artichoke is a kind of container of students' works, as well as those of previous students, assistants, professors and external contributors. It is the means by which our potentials can be express. Therefore, it should be ready to face themes that have little, if not anything, to do with the school as an institution itself: themes which could raise some interest or curiosity, a kind of display window through which one can see what is happening in the inside as well as a place from which one can cast a glance to the external world. The ultimate aim is to open new perspectives in new fields of interest.

Its targets are students, previous students, future students, professors, professionals and people interested in it. To sum up, we could say that Artichoke addresses all people open to the world and its challenges, no matter their professional, social or cultural field.

Artichoke is conceived as an annual publication. Ideally, every year a group of students works on its conception. The onthecamper team has set a few conceptual points, so that as years go by the magazine can retain its original spirit. In this way, we intend to trigger the effort for new ideas and solutions. Since Artichoke talks about visual communication and is made by future professionals of this field, we hope that this system of set and variable points gives life to original and intelligent solutions, avoiding a certain repetition.

The aim of this manual is to draw up a list of the set and variable points that characterise the Artichoke.

#### **Use of the images**

As far as the interviews to professionals are concerned, i.e. the heart of the artichoke, some solutions should be considered in order not to raise the costs (because of the copyrights). For example, the text could mask the image (it will be visible only from a far away distance, with the coloured text acting as a screen); or the images could be omitted (in this case, only the name of the book and the page are given, so that one can look for it and photocopy it, or else the image could be covered by a grid, so that the reader can see through them).

Other solutions are possible and must be searched, without repetitions. In this way, two main things about the magazine are strengthened: its manual use and its interactivity.

#### **Typography**

The magazine has only a few basic settings: the text at 1.5 cm from the core of the page, in order to limit problems in the trimming). The contents suggest, in fact, not to create grids of texts and images.

The only constant from a typographic point of view is the fact that one must keep only a font for the text within each number. In the present one, we used Akzidenz Grotesk light, 10, line space 12. It is clear that the choice of the font for the next numbers competes to the creators.



#### **Format**

The magazine is made of several posters, one put on another, and all folded in two. The format of an open poster is 67.5x45cm. The closed format is 33.75x45cm. Every poster can be read independently and is conceived so that it can be hung (at home, at school, at the office, etc.)

Number one is composed of 22 posters. This number can of course vary.

#### **Paper**

Every section is printed on a different kind of paper. In this way they have a different one and will not be simply separated by an introductory page or by a heading. The paper used can be the same for several sections, under the condition that they be not consecutive. The kind of paper and its weight in grams are a choice of the conceivers.

#### **Numbering the sheets**

The numbers of the sheets show the two possible ways of reaching the heart of the artichoke. Impair numbers guide readers in a classic way, from left to right. Pair numbers guide from right to left.

The number will always be at the right bottom of the page, with a border indicating if it is the external or internal part. This system is a set rule. New forms of representations are possible.

#### **The binding**

The binding, or rather its absence, is another set rule which must be used for each number. This solution allows each page to be independent, with great advantages from a printing point of view: in fact, the sheets can be printed separately and put together when necessary.

#### **Package**

Every number of the magazine must be "wrapped" in a sealed package. This package represents the unknown factor, even if on the package there will be a label with a short description of the contents. But only of the important contents, i.e. the title (small) the number, the date, a short summary and the corporate identity of the school.

For this number, we chose to use a small, black sugar paper, glued on the 4 sides. For collectors, this means that they will have at least two models (exemplars): one to be opened right now and the other to keep .. closed.

This is a set rule that generates some variables: once the fact that every magazine should have a package is defined is easy to understand that each package can be different.

With Ear we would like to support those musical scenes that are usually disregarded by the music industry and be a sort of a guide for those people who spend time and money to discover new frontiers of music, reading magazine and fanzine often hard to find, surfing the Net for hours and driving for miles to go see the next concert.

Our goal is to find any kind of musician that wants to collaborate directly with us through our web site bringing suggestions, ideas, projects, etc.

Ear is concerned to give them the maximum visibility and the chance to be promoted.

We would like to offer the services and the assistance needed for what may concern the non-musical administration like graphic, promotion and merchandising.

Each artist will be furnished with a small web-site where he could put on pictures, movies and mp3 (with free download). Each artist will have his own url that enables him to update without knowing anything about html codes or other.

There is a section for the purchase of Cd's, Lp and the merchandising. There is the possibility for everybody to make his own ear catalogue downloading songs and cd-covers.

**Ear is still under construction. Most of the links are not available yet, and the definitive graphic concept has to be decided.**

**[onthecamper.com/ear](http://onthecamper.com/ear)**







Surfing on the Skin website is easy and attractive. With the motto "personalize your Skin" we would like to make people know that they can have their own garment personalized, as if it was a kind of second skin, with the difference that it can be chosen. There is a catalogue of images and an order form to decide color, size and, through a series of questions let us know what are the client's principal interests. On the label of the garment he ordered he will find personalized suggestion from the onthecamper team.



[onthecamper.com/skin](http://onthecamper.com/skin)



## CAUTION!

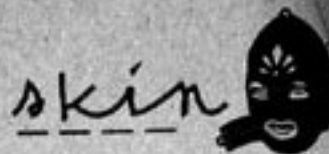
KEEP THE SKIN OUT OF  
MOUTH. IT CAN OBSTRUCT  
BREATHING IF SWALLOWED!

THIS UNIQUE GARMENT IS



[onthecamper.com/skin](http://onthecamper.com/skin)

FROM THE ONTHECAMPER  
EXPERIENCE SOME  
SUGGESTIONS FOR  
A SMOOTHER, HEALTHIER  
AND FIRMER SKIN.



## SUGGESTIONS:

MUSIC	the easties
RECIPE	homemade pankake
PERIOD	late 60's
FRUIT	banana
COLOUR	yellow
FLAVOUR	
FABRIC	cotton
FORNITURE	phantom chair
DRINK	dr pepper