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400 174 145

Bachelor collection and thesis

CAMP UTOPIA

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AMD BERLIN

FASHION DESIGN FD4

JANUARY 2022

signature camper



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Camp Utopia

endless spirit

when was the last time you
didn't look on your phone for
over three hours just because
you forgot about it?

when you had so much fun
there wasn't even a need
to grab it

when you were with your
friends and felt this genuine
connection with them

not thinking about what
happened or what will happen
just enjoying the present
moment, feeling so thankful
to have people in your life
who care

or when you feel like
you're home
it doesn't have to be where
you grew up
giving this feeling
of complete comfort

without any conditions,
this feeling expands in your
lungs like fresh air

or being involved in a hobby.
the feeling of repeating that
activity again and again,
just because it gives you
so much joy
and every time you're at it,
you just know why you started
in the first place

feeling connected
with the world,
the water,
the nature, t
he sun

have you ever been in nature
and felt this sincere sense
of calm
especially in summer
when everything is full of life
and every second
you spend outside counts

when was the last time
you put your phone away

was it when you decided
to escape in a bubble
when you didn't want to
face realitybut the bubble had
all you wished for

a world where
everything is perfect,
you didn't need to escape from

when you had
so much fun in life
you didn't even question it

when you could be yourself
and just didn't care about
appearance
but only about having fun,
laughing, being goofy, dancing

isn't that what really counts?
in camp it does.

All these things apply to us
In one way or another

But in the end it's our decision
whether we continue to exist
or we start to live

- written by me



Fig. 6



CAMP UTOPIA
endless summer

a playful & nostalgic take on sisterhood

SS 22



Fig. 8

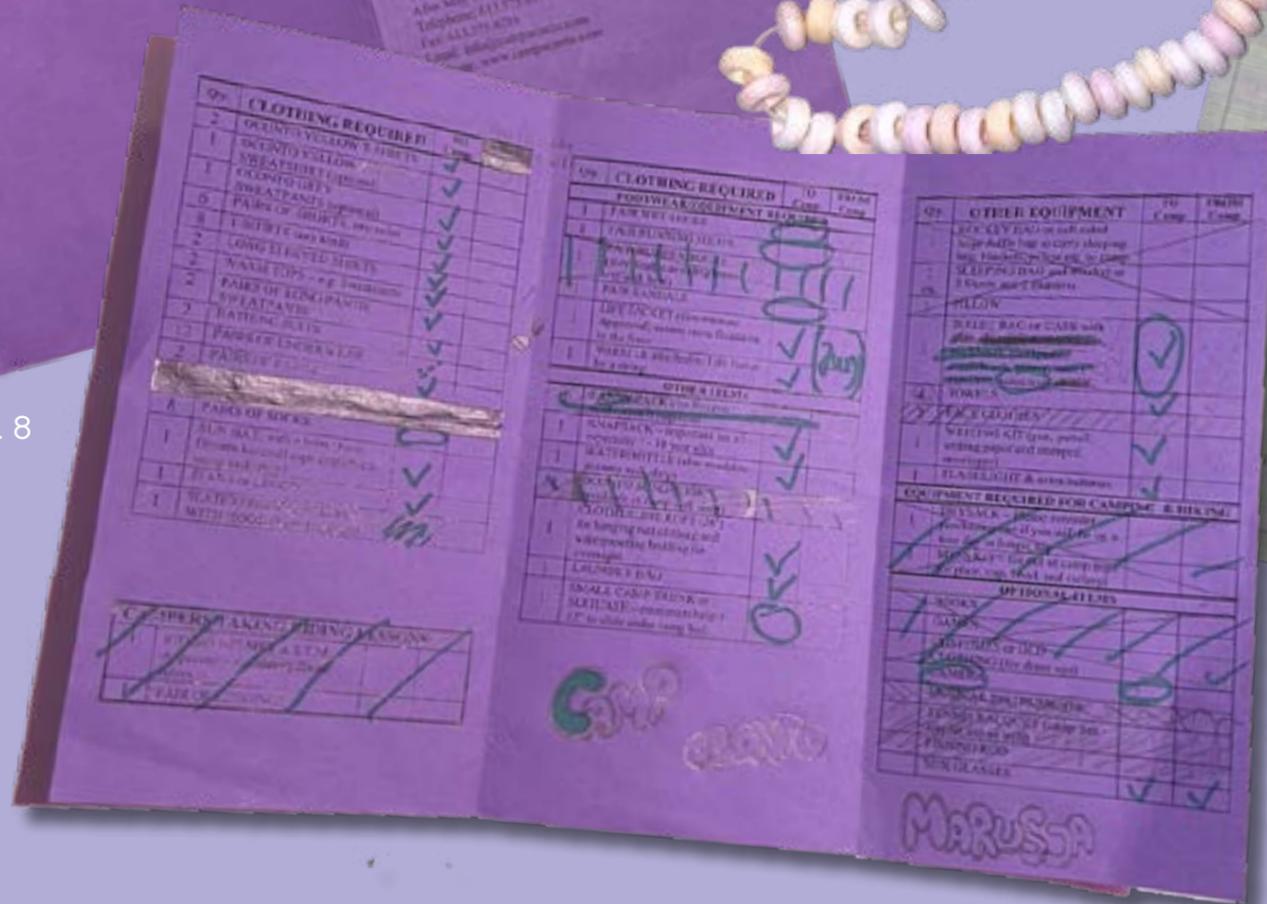


Fig. 7



marumí
CAMP UTOPIA COLLECTION





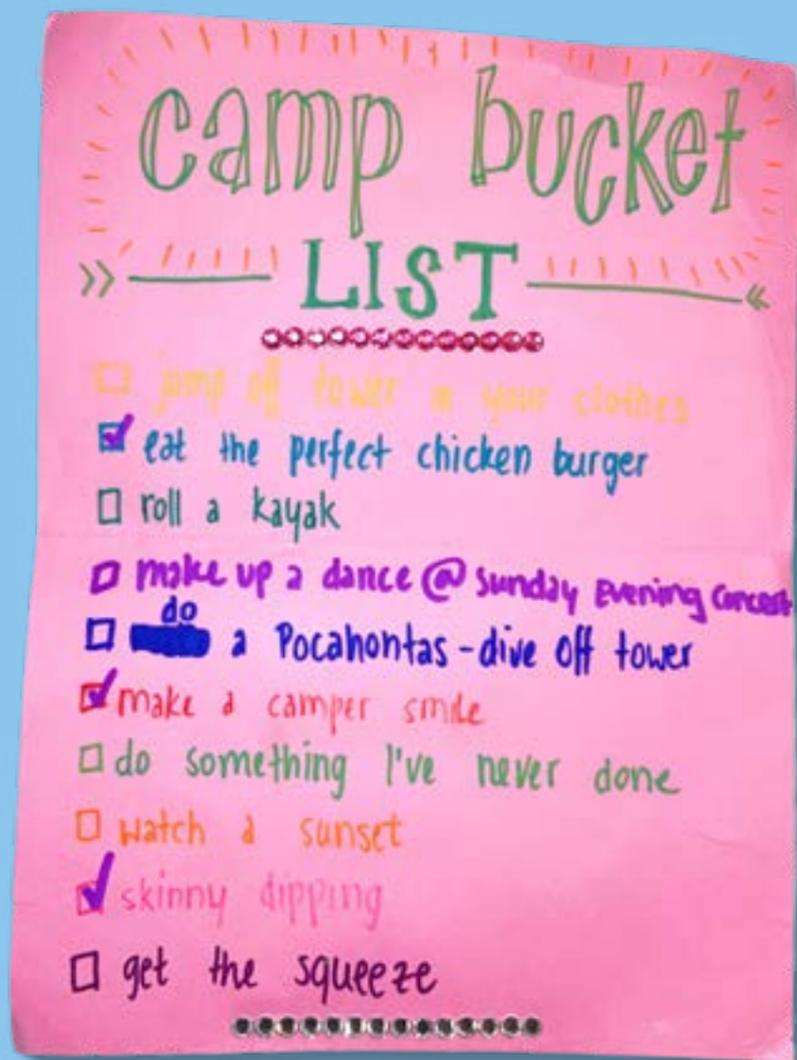
Concept



The concept "CAMP UTOPIA" reflects a fun and careless world out of reach in nature and criticises the dystopian GEN Z social media culture we live in. The inspiration for this project was my personal experience in a summer camp in Canada for seven whole summers in my teenage years. It has shaped my person there as a camper and later as a counselor and imprinted values I try to carry on today. The philosophy of summer camp is to create a happy environment under leadership and to grow socially, emotionally, physically & intellectually in an adventurous and fun spirit - amongst friends. Escaping into this ultimate childhood memory and perfect bubble, this illusion makes the audience forget what it means to live in our digital and grown up society and offers a playful pause from reality. The collection takes up six core values that have lost focus in society and emphasizes their importance. Describing the endless spirit, "CAMP UTOPIA" offers an escapism to an infinite source of fulfilment and happiness- creating a space of friendship and sisterhood in beautiful nature.

Fig. 12







Theory

The thesis' main topic is to reflect the Camp Utopia with its main core identity values. In the theoretical part different relevant subjects will be defined and introduced, the reference for the project will be explained and the reason for creating Utopian Thinking being relevant in our society. The history of Summer Camps will be researched and the different values that are rigidified during camp will be introduced. Those values will be examined through scientific proof and will distill why they are of relevance in our society. The structure of our society and the behaviour patterns of a digital world in our generation will be analysed, and there will be an obvious contrast to the Utopia created. The positive aspects within the Utopia will stand out while the dystopia and a fed up digital society will be juxtaposed and critiqued. The aspect of inner values will further be reflected in a deeper psychological sense and will motivate to live towards the visualised Utopia.

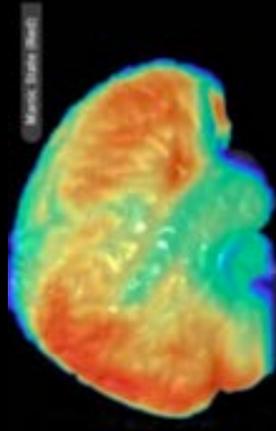


inspiration



INTERNET
KILLED
THE
VIDEO STORE

Our Society



superficial society

gave
dyslexia

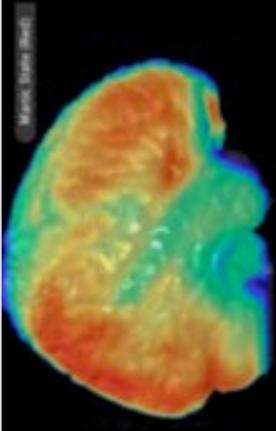
obsessive behav - 0

social media affects us in a negative way
obsessive behaviour
toxic addiction

loss of intelligence & attention span



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THE
VIDEO STORE



superficial society

gave
dyslexia

obsessive behav - 0

social media affects us in a negative way
obsessive behaviour
toxic addiction

loss of intelligence & attention span



~~CANCAUSE~~

The junior tents and bungalows are a short distance from the main camp. The program for the juniors is separate from that of the senior camp and three officers spend full time with the juniors. Breakfast and dinner are taken with the senior girls, but supper for the juniors comes at 5:30 so that a good evening's fun may be enjoyed before the bugle sounds "good-night." Individual honours and awards may be won by the juniors the same as the seniors, and the regular swimming and boating tests are given to juniors. The Directors realize that a great deal of individual care and interest is necessary with the juniors and in all their activities the closest supervision is given.

CAMP OUTFIT

The Camp does not require any special outfit, but the following articles should be included:

1 pair blankets, 1 pillow, steamer rug or comforter, 3 sheets, 2 pillow slips, towels, heavy kimona, heavy stockings, sweater, 2 pair bloomers or breeches, light and dark middies, heavy hiking shoes, 2 pair rubber soled shoes, (one without heels for tennis), laundry bag, rain coat and rain hat, rubbers, one rubber sheet and one kit containing knife, fork, plate, cup and spoon for use on trips. **Optional Articles:** Camera, paddle, flashlight, hot water bottle, records, books, tennis racquet, sofa cushions.

All equipment must be marked with woven tape names. A steamer trunk and a dunnage bag may be brought to camp. A letter giving full details about chaperonage, luggage, train service, etc. will be sent to applicants early in June.



GENERAL INFORMATION

Dates: June 30th—August 25th.

Rates: Season \$200.00; Four weeks \$115.00.

A Registration Fee of \$25.00 must accompany each application. This amount is allowed on the camp fee and the remainder must be paid on or before date of arrival at camp. Campers will pay transportation charges for trip with baggage to and from the station (75c each way with the camp party). Laundry is sent out and done for campers at cost.

Chaperonage—Girls will be chaperoned to camp from Toronto, Ottawa and Montreal.

How to Reach Camp Oconto:

The camp is three miles from Tichborne station, which is exactly half way between Toronto and Montreal on the main line of the Canadian Pacific Railway. The journey from Toronto and Montreal takes four hours and a half.

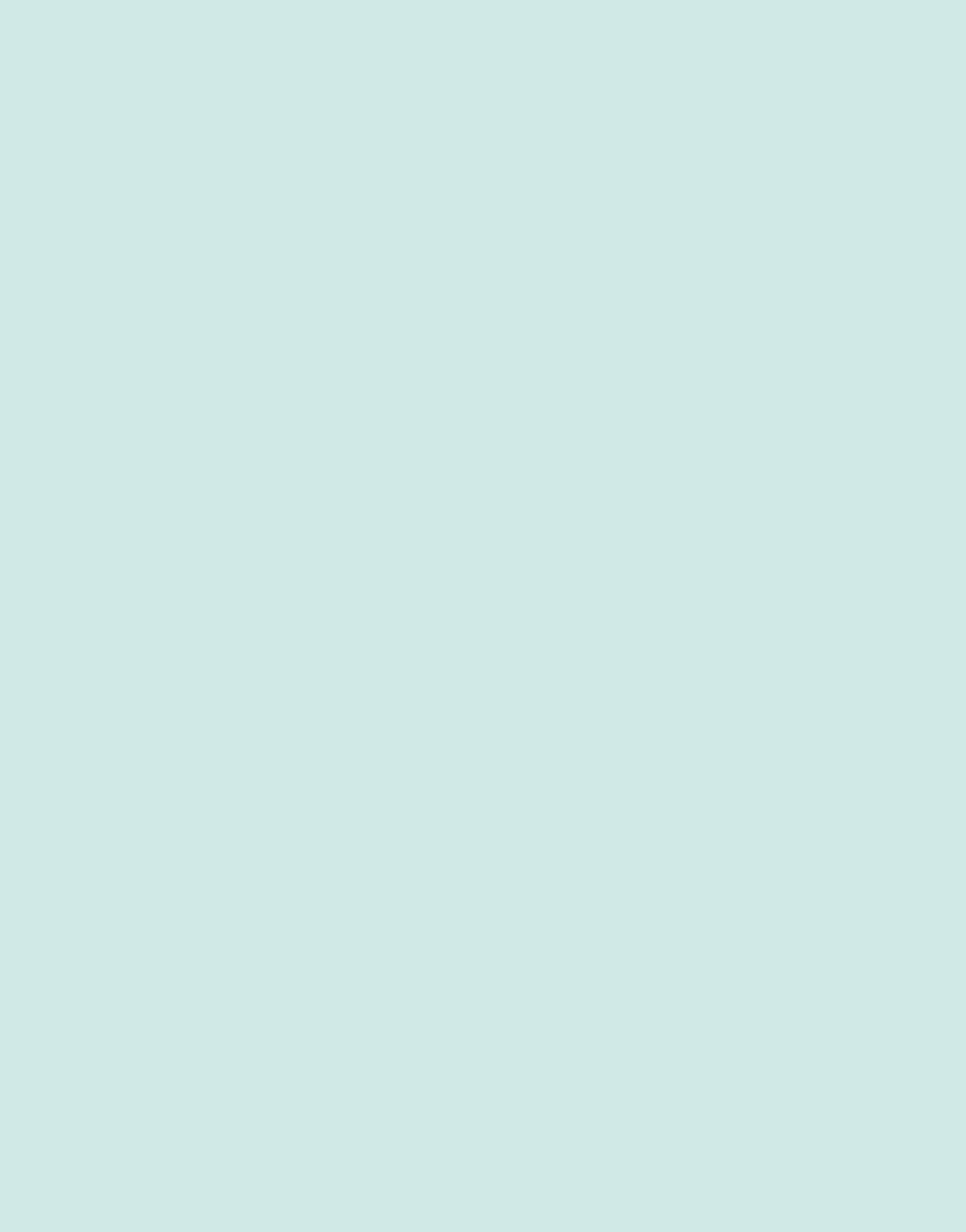
Permanent Camp Address—Camp Oconto, Chesley, Ontario.

After June 25th—Camp Oconto, Tichborne, Ontario.

Miss Jamieson and Miss Halliday will be in Hamilton, Toronto, Montreal and Ottawa during the winter and spring months and parents who desire to have an interview should write as early as possible. Montreal parents may communicate direct with Miss Jamieson through Room 908, 263 St. James St. Telephone Main 7368.



moods



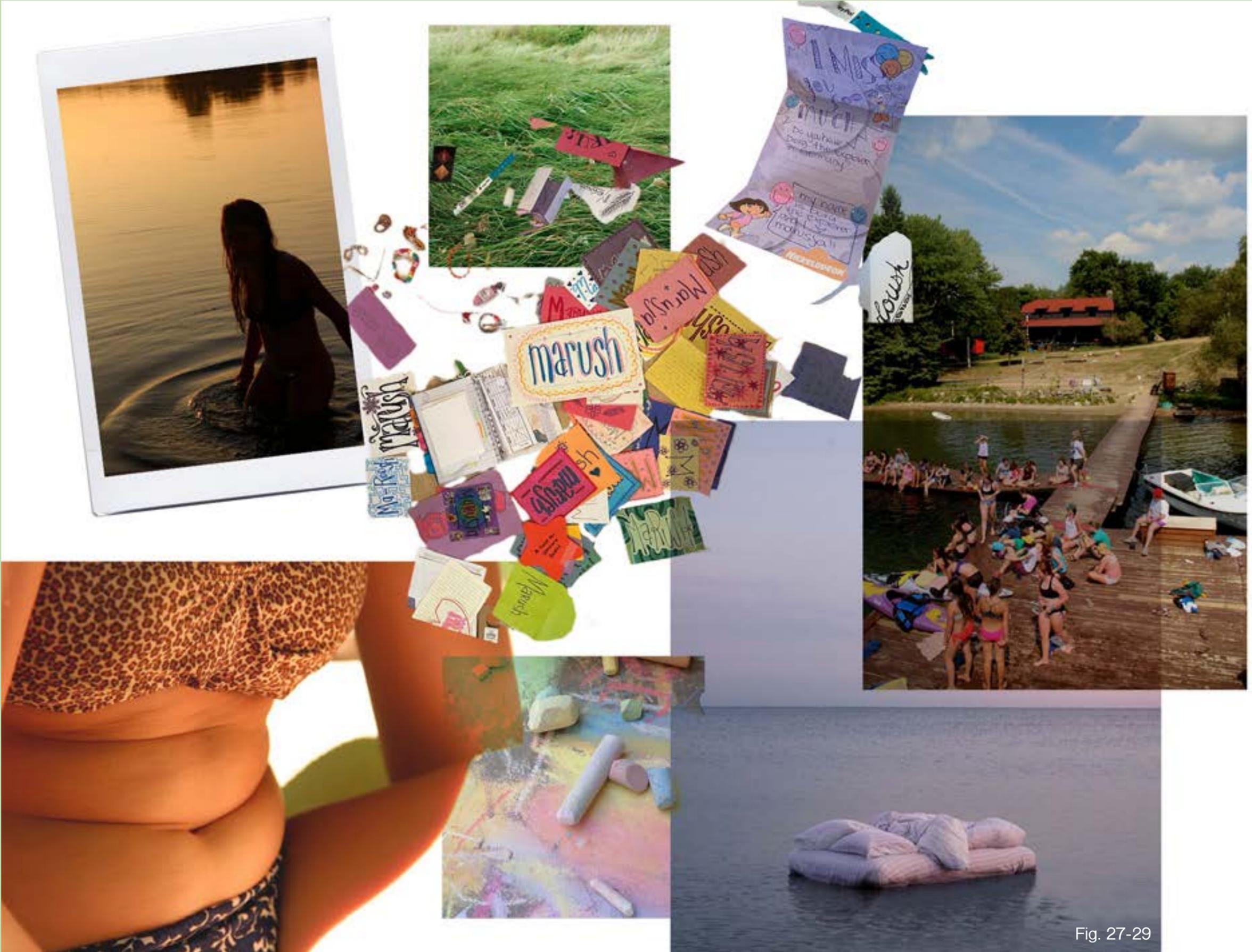


Fig. 27-29



Camp Director: MISS FERNA G. HALLIDAY
12 Kendal Avenue, Toronto **Tel. Midway 5857**
Montreal Representative: MISS ETHEL WAIN
McGill University **Tel. Marquette 9177**

Camp Outfit

1 pair navy blue flannel shorts.
 2 pairs white cotton shorts.
 4 white blouses.
 1 orange tie.
 2 other darker outfits such as tunics, kahki, green or blue camp suits, riding breeches or colored shorts, middies and bloomers. (Juniors require three of these outfits.)
 1 warm kimono.
 1 outing hat.
 1 pair heavy walking shoes.
 1 pair white camp shoes.
 1 pair blue or black camp shoes.

2 woollen bathing suits, 1 bathing cap.
 Old coat or raincoat, rain hat or beret, rubbers (rubber boots for juniors and intermediates).
 Socks—any color—2 pair white for Sunday.
 Plain underwear—2 laundry bags—flashlight.
 Rubber ground sheet.
 Kit or bag containing knife, fork, plate, cup and spoon for trips.
 1 pillow, 1 pair dark blankets, 1 comforter, 4 sheets, 2 pillow cases, 4 towels, hot water bottles.

Suggested articles

Books for camp library, records, camera, games, bag containing toilet articles, fancy costumes, one canoe paddle, any musical instrument.



Listed from a complete line of clothes for camping are the following which may be purchased at **EATON'S**

Montreal Store: Middy Dept., Third Floor, Centre
Toronto Store: Middy Dept., Third Floor, Centre

1 pair Camp Oconto blue flannel shorts, \$2.95
 4 Camp Oconto blouses, \$1.00
 2 pairs Camp Oconto white shorts, \$1.50
 1 orange cotton tie, 35c.

All clothing must be marked with woven tape names and packed in a steamer trunk; a dunnage bag may be used for bedding if necessary. The list of articles should be pasted on the inside of the lid of the trunk in order to check over contents at camp. Blankets and pillows may be rented at camp—Season \$5.00—4 weeks, \$3.00. Campers must bring their own sheets, pillow cases and towels. Camp notepaper, stamps, post cards, soap, tooth paste, etc., may be purchased at the Camp Tuck shop.



singing, dressing up, dancing
activities (water & land)
only fun rules
fun, games
enduring friendships
no real responsibility



Fig. 32



girls summer camp
at a lake free of any
other negative influences, living in
a perfect bubble



Fig. 33

a safe environment
where everyone is
accepted and appreciated









reference

Fig. 61



values

-  friends
-  home
-  activities
-  nature
-  bubble to escape
-  fun

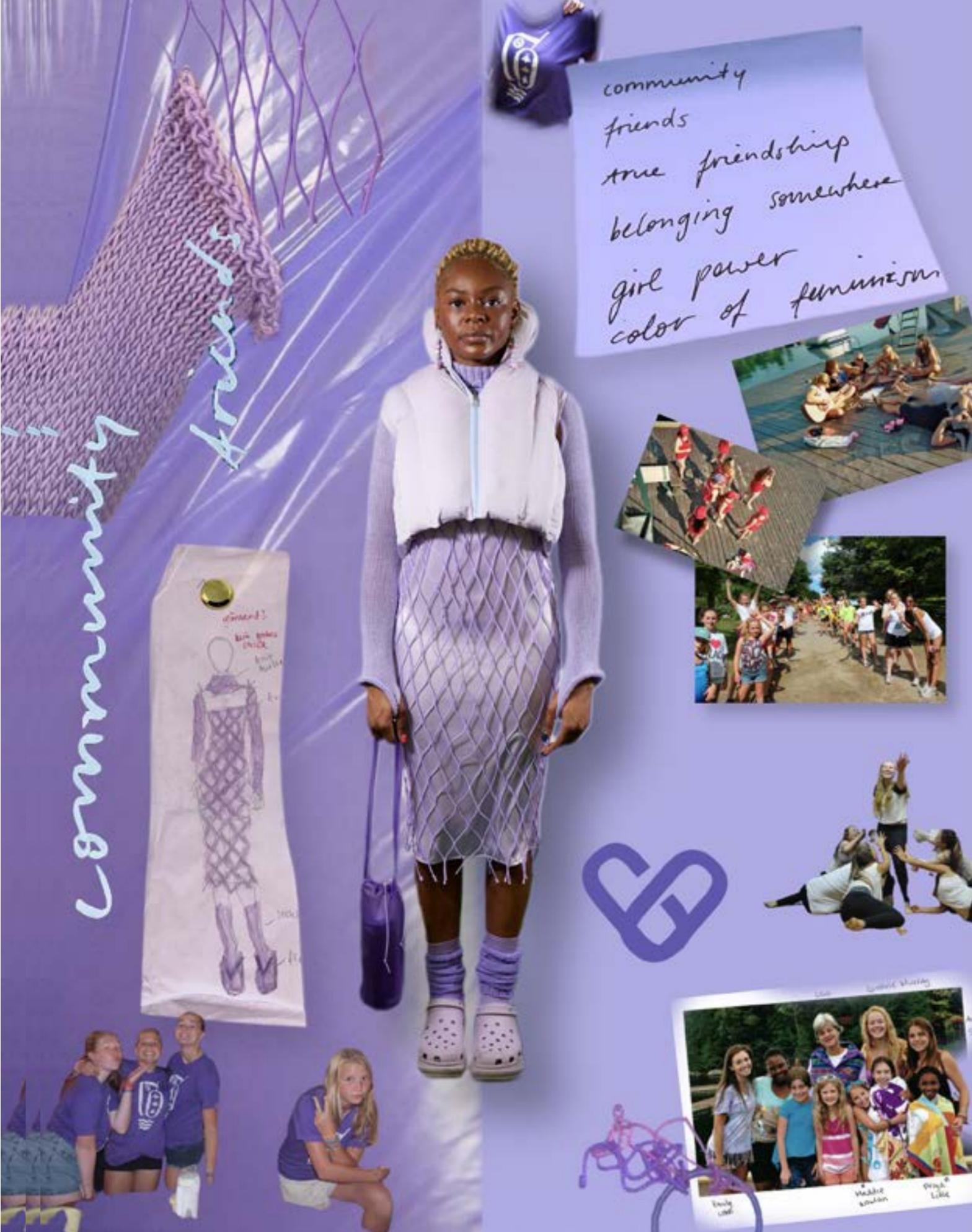


Fig. 66





comfort zone



sun
hope, happy place
happiness
comfort zone
safe space
no responsibility
careless about looks



look 2 yellow





look 3 Muse



water & sky
activities
weather resistency
team spirit
absence of
technology



Fig. 74



activities





bubble



utopia
bubble to escape
fake illusion
↳ too good to be true
world without men
girl power

utopia



Fig. 83-85









colleges



It's a Whack World



color



The color world of camp utopia
falls for colorful! It reflects
the most colorful world some
of us only live in their
fantasy.



Fig. 97

The color world of CAMP UTOPIA is characterized by vibrant color tones. It was essential to me to use the Camp colors purple and yellow.

The campers at camp always wear a yellow tee and the counsellors a white shirt with the purple logo on it. Purple is also the color of feminism and as this camp is an all girls camp, it was important to me to integrate this symbolic color. The logo of camp oconto also resembles almost every value in it. In order to get the right vibe I integrated the colors green, blue and yellow because of the sun, the lake (the water and land activities), and also pink for the perfect utopia that is almost fake. Using pink was my own take on visualizing the Utopia. For the final outfit I used material swatches and upcycled them into a patchwork dress, symbolizing this feeling of goofyness, childhood, playing games and having fun. In summary, visualizing all these vibrant and colorful memories was essential for this collection.



Fig. 103

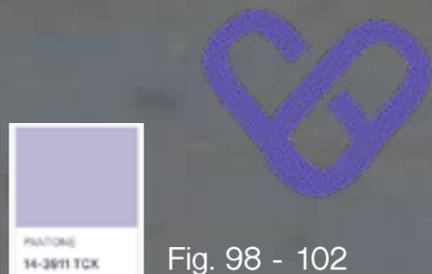


Fig. 98 - 102



sun



Fig.104-110



PANTONE®	12-0742 TCX	Lemon Verbena
PANTONE®	11-0620 TCX	Elfin Yellow
PANTONE®	12-0737 TCX	Goldfinch
PANTONE®	17-4336 TCX	Blithe
PANTONE®	16-4530 TCX	Aquarius
PANTONE®	18-4140 TCX	French Blue
PANTONE®	15-3817 TCX	Lavender
PANTONE®	16-3823 TCX	Violet Tulip
PANTONE®	14-3812 TCX	Pastel Lilac
PANTONE®	14-3911 TCX	Purple Heather
PANTONE®	17-3834 TCX	Dahlia Purple
PANTONE®	14-3204 TCX	Fragrant Lilac
PANTONE®	18-2436 TCX	Fuchsia Purple
PANTONE®	17-1107 TCX	Seneca Rock
PANTONE®	16-5810 TCX	Green Bay
PANTONE®	16-5907 TCX	Granite Green
PANTONE®	18-6114 TCX	Myrtle
PANTONE®	18-6216 TCX	Comfrey
PANTONE®	14-6316 TCX	Sprucestone
PANTONE®	13-0116 TCX	Pastel Green
PANTONE®	13-2801 TCX	Pink-a-boo
PANTONE®	12-2906 TCX	Barely Pink
PANTONE®	12-1813 TCX	Mary's Rose
PANTONE®	15-2213 TCX	Bonbon
PANTONE®	16-2120 TCX	Wild Orchid
PANTONE®	17-1230 TCX	Mocha Mousse
PANTONE®	16-1358 TCX	Orange Tiger
PANTONE®	14-1219 TCX	Peach Parfait
PANTONE®	13-1406 TCX	Cloud Pink
PANTONE®	11-4001 TCX	Brilliant White
PANTONE®	13-4306 TCX	Ice Melt
PANTONE®	15-3930 TCX	Vista Blue
PANTONE®	13-4809 TCX	Plume
PANTONE®	13-4908 TCX	Spa Retreat
PANTONE®	18-4143 TCX	Super Sonic
PANTONE®	17-2033 TCX	Fandango Pink
PANTONE®	14-2311 TCX	Prism Pink
PANTONE®	15-6340 TCX	Irish Green
PANTONE®	11-0622 TCX	Yellow Iris
PANTONE®	14-4317 TCX	Cool Blue

↳ embodies the genuine & happy child in us that doesn't think about what others think.

Fig. 112



material world

material world

technical fabrics

In camp it is all about being practical and having fun, less about what to wear. The garments just have to fulfil their purpose, like when participating in water activities. Water resistant and robust fabrics are used within the collection to accentuate the feeling of summer, water, sun, not caring what others think and feeling safe in enduring fabrics.

knitwear

It was important to me to not only have technicality in the collection, but also organic fabrics that visualize this feeling of being in nature and connected with the world without technology. Many different merino wools are used to create this overall cozy but chic aesthetic. New shapes and contemporary silhouettes are making sure the knit garments look modern.

padding

The aesthetic of padded structure visualizes a safe haven and place that feels like you sat in cotton. Moreover, it gives the collection a bouncy and uplifted aesthetic and a bubbly feeling.

comfortable material

As camp is also all about feeling comfy, it was important to me to use soft and stretchy materials like spandex and nylon and to create comfortable silhouettes like leg warmers, sleeves and other accessoires.

different structures

In order to create an extraordinary and unique collection, different structures were used for the collection. These include knitting and padding as mentioned before, but also grids made with elastic cord, and many little accessoires and gadgets that make the look complete.





light pink nylon
100% Nylon
80 g/m²
Pink Outfit, colorful

Sheer Pink Dot Mesh
100% Polyester
70 g/m²
Pink Outfit

Bubble Pink
Spout Lycra
50% Elastane
50% Polyester
120 g/m²
Pink Outfit

Alpaca Wool
30% Alpaca Superfine
70% Virgin Wool
pink Outfit

Merino Wool green
100% Merino Wool
80 g/m²
green Outfit

Upcycled green men's
shirt
100% cotton
100 g/m²
green Outfit

Upcycled green men's
shirt
100% cotton
100 g/m²
green Outfit

technical outdoor
fabric green
100% Nylon
Costina
90 g/m²
green Outfit

forrest green nylon
technical
100% Polyester
100 g/m²
green Outfit

Theme Fabric side-
out
100% Polyester
80 g/m²
green Outfit

lilac silky fabric
100% Polyester
90 g/m²
lilac/purple Outfit

yellow Merino
knit
100% Merino Wool
80 g/m²
yellow Outfit

yellow technical
outdoor fabric
100% Poly
80 g/m²
yellow Outfit

yellow rib knit
Stretch
10% Elastane
90% Polyester
90 g/m²
yellow

Alpaca Cloud Knit
100% Alpaca Wool
Superfine
pink Outfit

light blue Spandex
11% Elastane
81% Polyester
80 g/m²
blue Outfit

technical blue out-
door fabric
100% Nylon
120 g/m²
blue Outfit

transparent PVC purple
100% Nylon
85 g/m²
purple Outfit

lilac outdoor fabric
woven
100% cotton
80 g/m²
lilac/purple Outfit

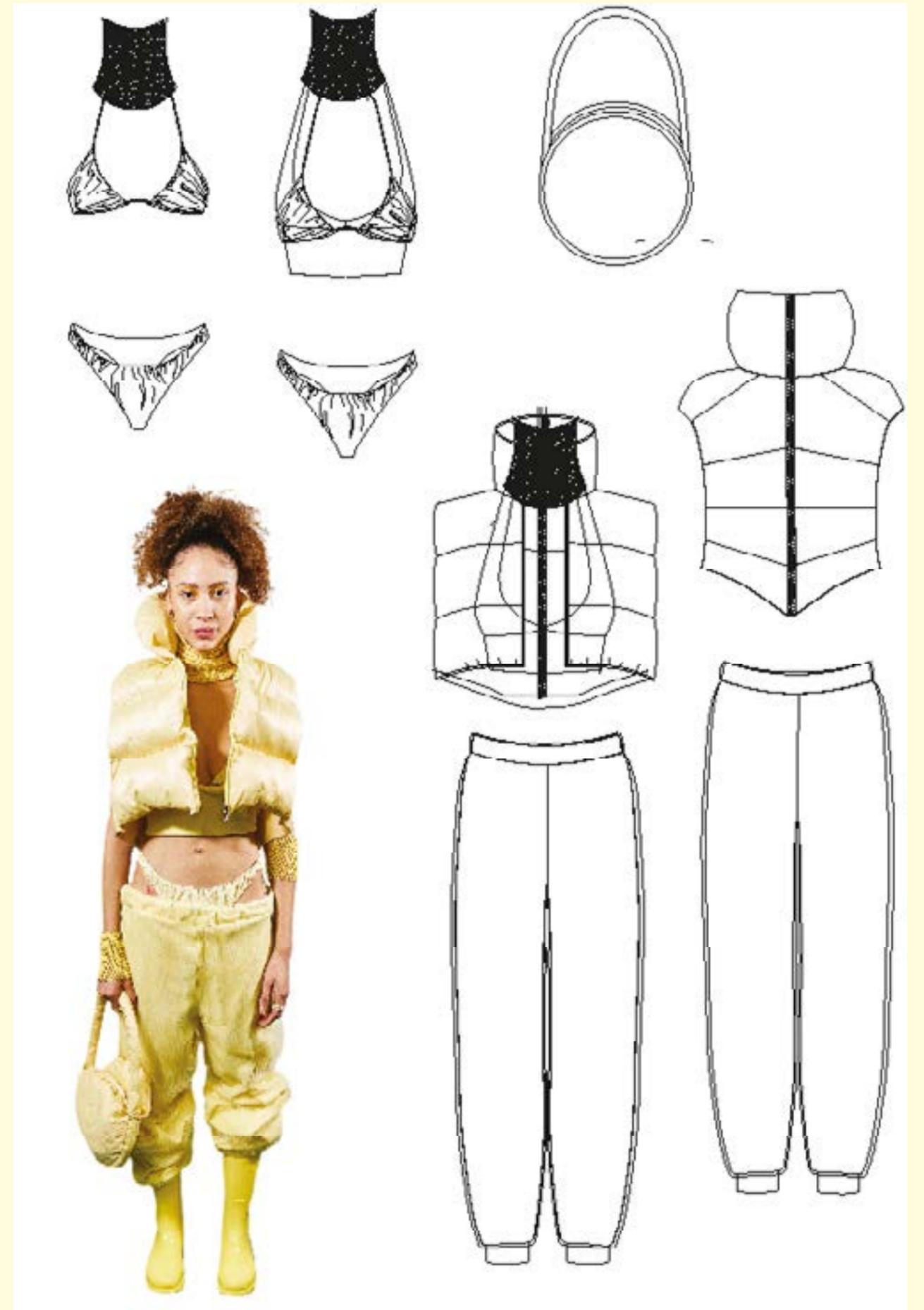
blue Merino Wool
100% Merino Wool
80 g/m²
blue Outfit



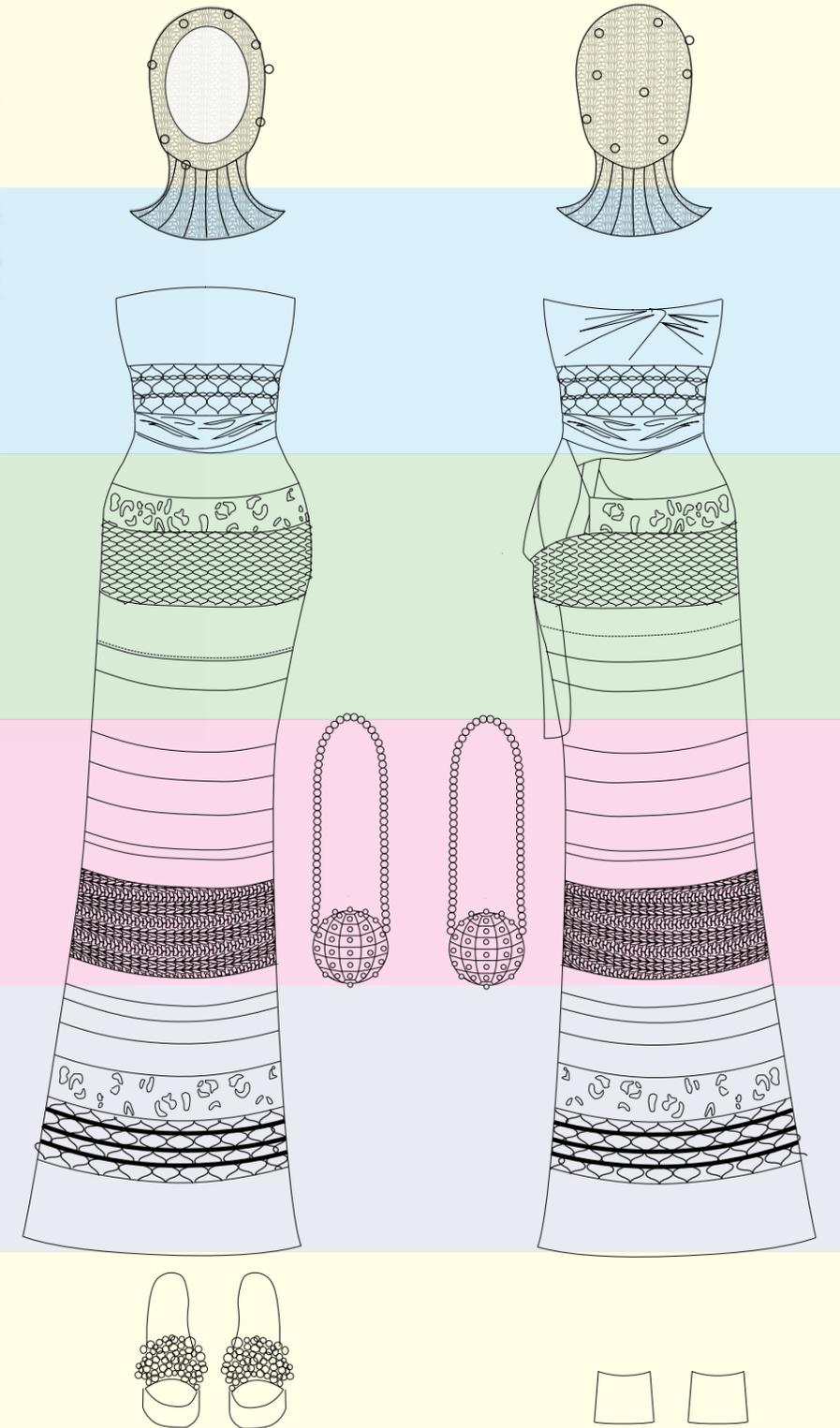


Technicals



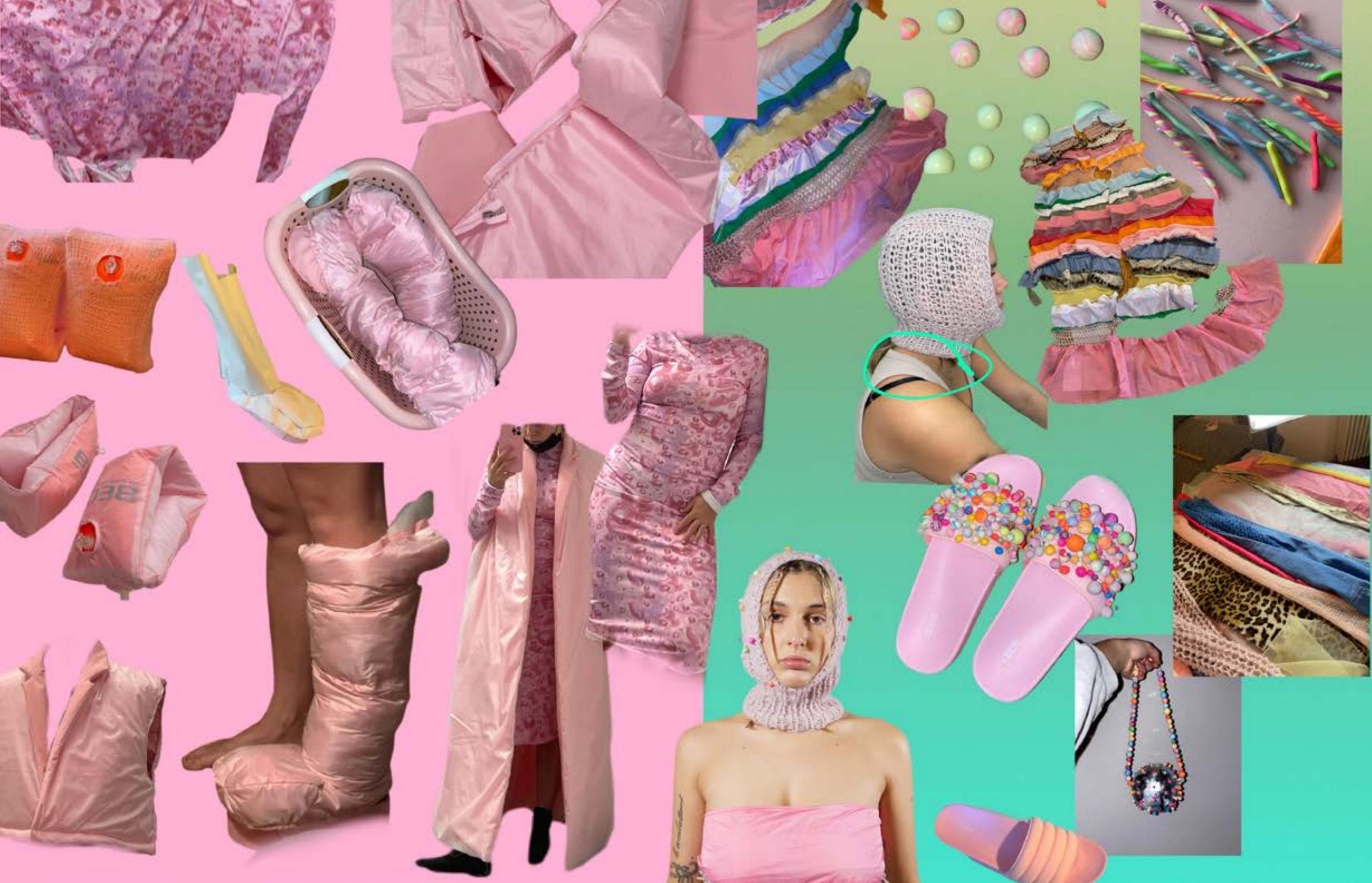


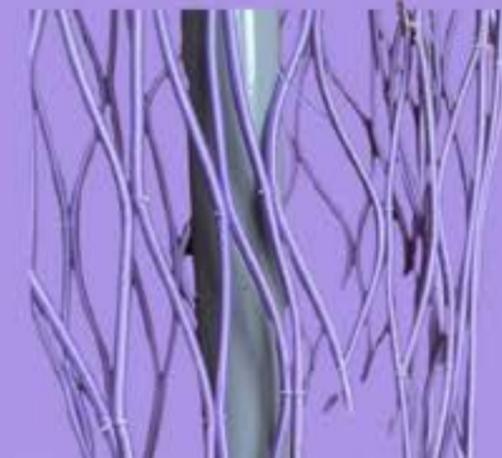






process







~~See~~
lookbook



CAMP UTOPIA



CAMP UTOPIA COLLECTION SS22





look 1 purple



look 2 yellow



look 3 blue



look 4 green

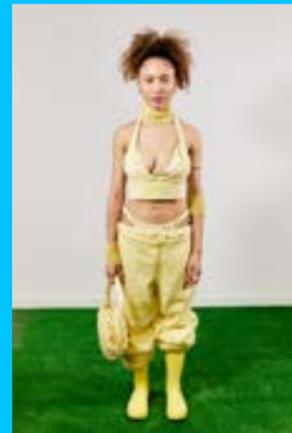
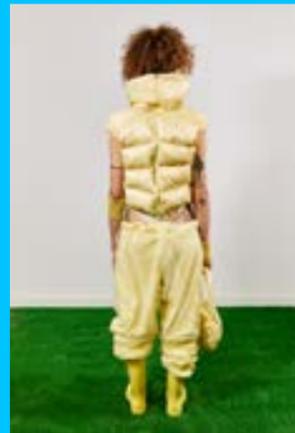
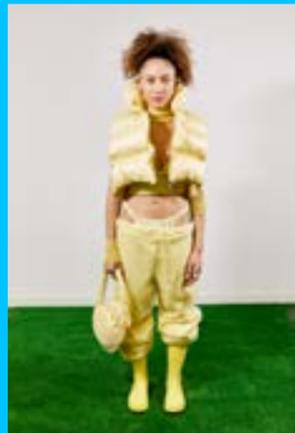


look 5 pink



look 6 colorful

lookbook

















Lookbook SS 22

Camp Utopia collection
by Hanja Michelle Carassimoff

- Look 1 - purple
- Look 2 - yellow
- Look 3 - blue
- Look 4 - green
- Look 5 - pink
- Look 6 - colorful

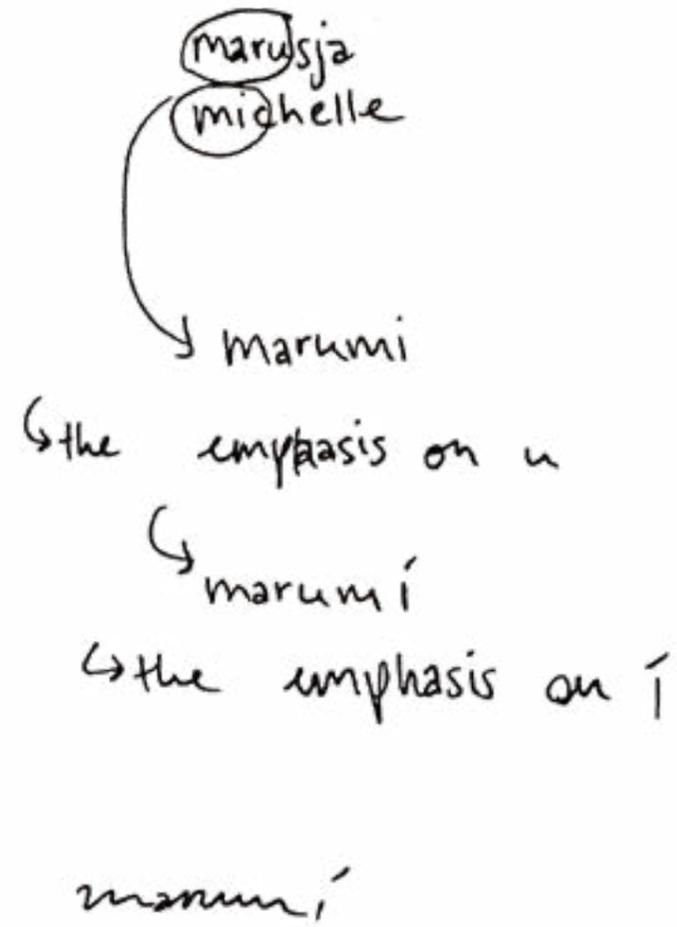
H. Carassimoff

porumi

logo development



Marusja
Michelle
Gerassimoff



marumí

Shree Devanagari 71 Bold	marumí
Shree Devanagari 71 Regular	marumí
<i>Shree Devanagari 71 Bold Italic</i>	<i>marumí</i>
<i>Shree Devanagari 71 Italic</i>	<i>marumí</i>



Marusja
Michelle
Gerassimoff

Marusja
Michelle

@studiomarumi

@studiomarumi

@studiomarumi

@studiomarumi

marumi

↳ the emphasis on u

↳ marumi

↳ the emphasis on i

marumi

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marumi

by
H. Craft

H. Craft

marumi

m a r u m i

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by  
H. Craft

conceptual design meets  
sensitive integrity

conceptual design meets sensitive integrity

H. Craft

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marumi  
by  
H. Craft  
conceptual design meets sensitive integrity

Marusja Michelle Gerassimoff  
@studiomarumi

@studiomarumi

conceptual design meets sensitive integrity

conceptual design meets sensitive integrity

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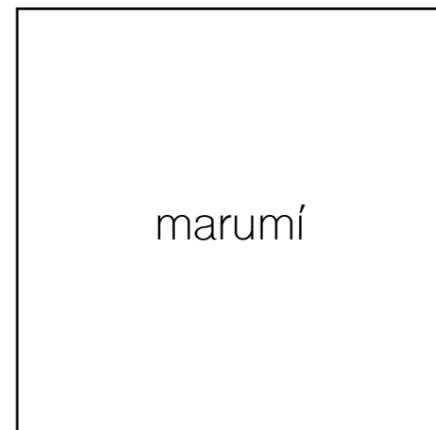
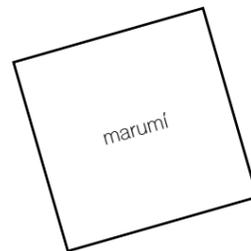
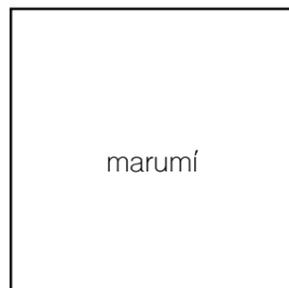
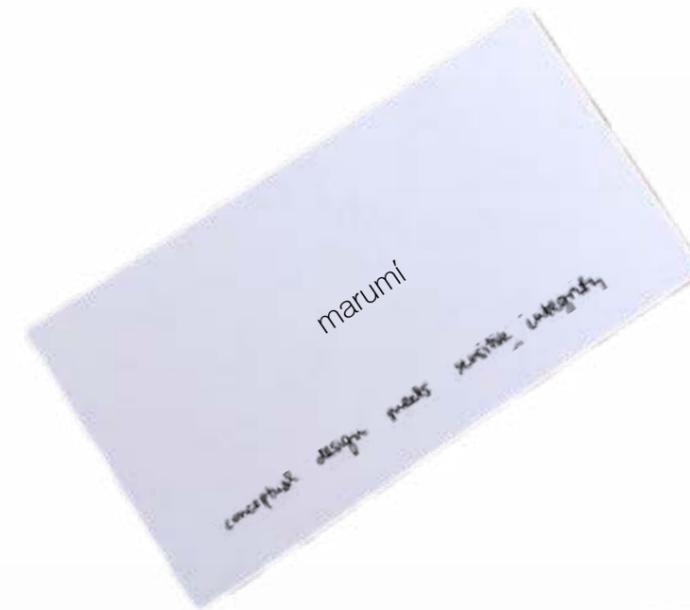
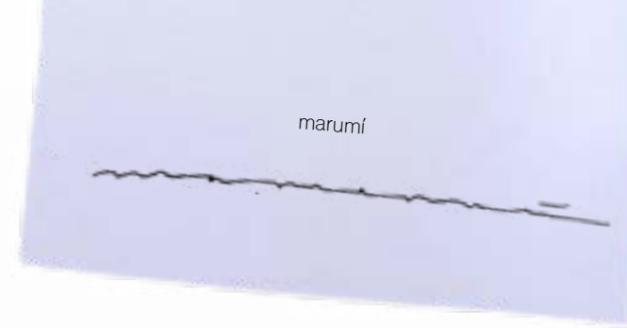
marumí

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*marumí*







insoul  
shooting











Cover photo: own image,  
Graphic Design: Nadine Ivanov  
Figure 1: own image  
Figure 2: own image  
Figure 3: own image  
Figure 4: own image  
Figure 5: own image  
Figure 6: image from a PDF sent to me by Lisa Wilson Oconto 1924-1984  
Figure 7: image from a PDF sent to me by Lisa Wilson Oconto 1924-1984  
Figure 8: own image  
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Figure 12: image from Instagram: structuredmag  
Figure 13: own image  
Figure 14: own image  
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Figure 30: own image  
Figure 31: Image from a PDF sent to me by Lisa Wilson: Oconto 1924-1984  
Figure 32: Image from Instagram: structuredmag  
Figure 33: Image from Instagram: structuredmag  
  
Flickr: Sweet sweet galaxy by Pip & Pop, 2007  
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Figure 141-end: own image photography

Figure 34: own image  
Figure 35-60 : own images  
Figure 61: Camp Oconto Logo from PDF sent to me  
Figure 62: Monochrom self created from Logo (Fig. 61)  
Figure 63: Image from Instagram: Structuredmag  
Figure 64-65: own images  
Figure 66: Polaroid from Google images <http://www.textures4photoshop.com/tex/isolated-objects/polaroid-png-template-free.aspx>  
Figure 67-73: own images  
Figure 74: Diving glasses from google images  
Figure 75- 79: own images  
Figure 80: Image from a PDF sent to me by Lisa Wilson: Oconto 1924-1984  
Figure 81-82: own images  
Figure 83-85: Instagram: Structuredmag  
Figure 97: Pantone website color finder color palette <https://www.pantone.com/uk/en/customer>  
Figure 98-102 : Pantone website color finder <https://www.pantone.com/uk/en/customer>  
Figure 103: Instagram: structuredmag  
Figure 104-110: as listed above (Fig.61)  
Figure 111: own image  
Figure 112: Pantone website color finder <https://www.pantone.com/uk/en/customer>  
Figure 113-118: own images  
Figure 119: Pinterest: Photo by Karen Roe on

*image  
appendix*



# credits

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# acknowledgements

I wish to express my sincere thanks to my Supervisors Antje Drinkuth and Alex Klug who have been providing me with support.

My sincere thanks also goes to my classmates Freddy, Joyce, Klara and Polina.

I take this opportunity to express my fullest gratitude to all my friends for their help and support, especially Amany, Sonja, Nadya, Lisa, Clary, Julia, Oli, Ines, Denis and Niklas.

I also thank my mother for the time, energy and support invested and my father for the unceasing encouragement and attention as well as my sisters who supported me through this venture.

A huge thank you also goes to Cassidy for proof reading my thesis and to Lani for doing the voiceover for the video.

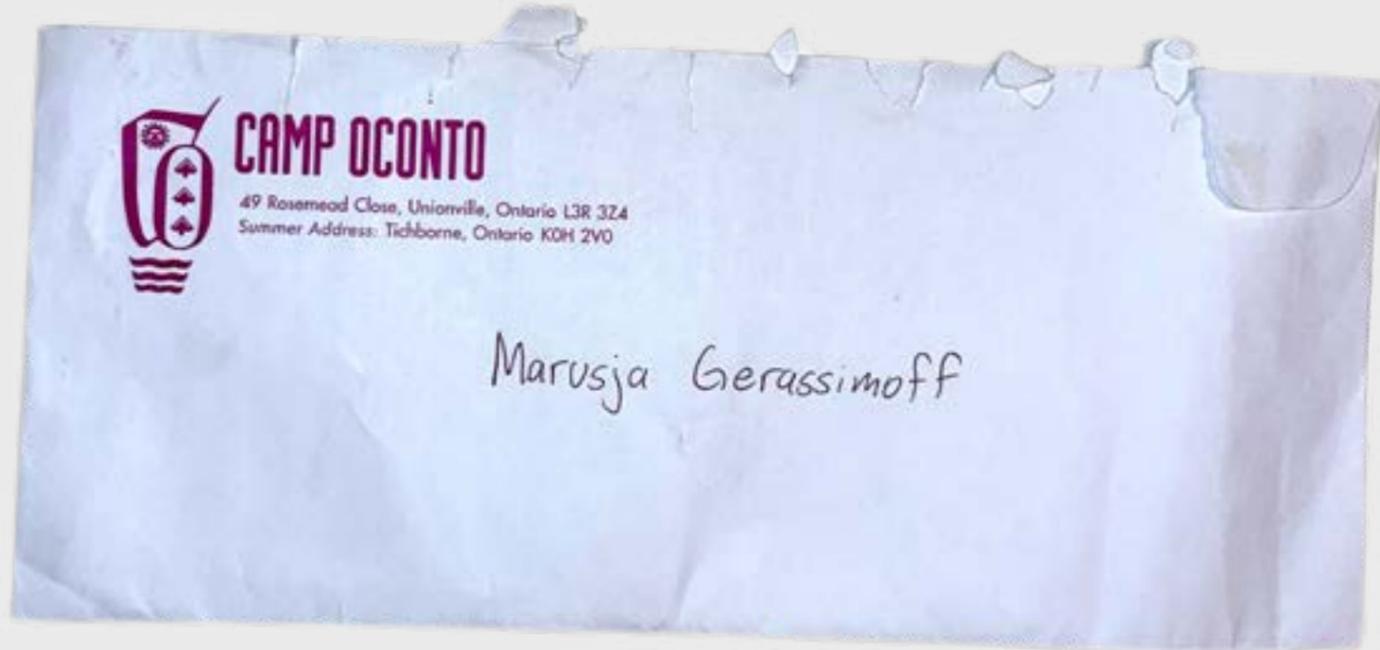
My extraordinary thank you goes to Lisa Wilson, the head of Camp Oconto for providing me with all the information I needed in such a caring way, as well as Lauren Jackson.

This project is dedicated to my camp friends who have impacted me for a life time: Lani, Kiyu, Caro, Hales, Gills, Danny, Lauren.

My sense of gratitude also goes to one and all, who directly or indirectly, have supported me along the way and to all my other friends from camp who I genuinely appreciate and care for.



affidavit



**AFFIDAVIT/DECLARATION OF ORIGINALITY**

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| Title of work     | Camp utopia - endless spirit |

I hereby confirm that I have produced this work independently and without external help and have used no resources other than those stated. All sections of this work (including tables and figures) taken from other sources, either verbatim or in meaning, have been identified and the sources documented. This work has not been submitted for any another assessment in the same or similar form or in extracts and has not been published.

Berlin, 10.01.2022  
Location/Date

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marumí

endless spirit