

 **CAMPWORKS**



001

# OUR BRAND'S VALUES

1. We are dedicated to improving peoples' lives through enhancing their experiences in nature and the great outdoors.
2. We are committed to operating responsibly and to treat both people and the planet with respect, kindness and compasion.
3. We are committed to creating heirloom quality products that can be proudly passed down to furure generations.
4. We work to serve and improve, not out of ego or a need for recognition.
5. We are committed to supporting our community, people and companies that are doing good work and are aligned with our ethos.
6. We are driven to help people adventure further and to bring friends, family and complete strangers together to create memories and stories that make life special.



HOW WE GOT HERE?

# DESIGNING A BUSINESS



004

# MARKETING AUTHENTICITY

Set out for an adventure in the Colorado Rockies and you will find us intentionally lost in the wonders of our home state's natural and rugged beauty. We are the climber with calloused fingers, the skier that skips the lift lines and instead hikes up for every inch of vertical going down. We are the dog lovers, the brewery buffs, the Patagonia wearing outdoor enthusiasts prowling the local REI. We are the spirit of Colorado, accepting and welcoming, driven and independent. Always on a mission to experience a little bit more of what our backyard has to offer. We trade city lights for stars and we never take for granted how special our time in nature is because that is where we recharge. We are connected to the world that we occupy and we operate with intention. We live in the moment and wherever we are because we have one life and one planet and that is what we cherish the most.

**Adventurous**

**Responsible**

**Outdoorsy**

**Resilient**

**Inspiring**

**Loving**

# CRAFTING CAMPWORKS IDENTITY



005

# LIVE WHERE YOU ARE.

## Our brand tagline

Our tagline “Live Where You Are” represents who we are and what we stand for as a brand. It’s meaning gives us purpose. We believe that people should spend time being present in this beautiful world and explore in life, not just on social media. We want to encourage this reconnection with nature and provide people with products that allow them to thrive and get the most out of those experiences.

The tagline may be used in any marketing materials, advertising, or brand execution where we seek to communicate our personality, mission, or brand values. The tagline may be used in combination with the brand logo and brand images as a standalone brand marketing campaign. The brand tagline should not be combined with campaign-specific taglines or phrases.



DESIGNING FOR RESILIENCY

# INTEGRATING ENVD PRINCIPLES



007

# STRATEGIC PRODUCT DESIGN

The NS-1 doesn't merely stand as a product; it epitomizes the application of intricate design thinking and product design practices meticulously cultivated in studios across EPOD. Its existence is a tribute to a refined simplification process integral to effective business development.

"A product doesn't operate in isolation. It is an embodiment of a brand, a narrative, and a profound purpose. It's about cultivating a design that resonates with purpose and innovation."







008

# HARMONIZING SHELTER AND ENVIRONMENT

Our vision for the NS-1 transcends conventional architectural paradigms. It is designed to be anti-systemic, a revolutionary embodiment of autonomy that enables individuals to flourish within the realms of hyper-capitalism. The NS-1 is more than a shelter - it is a living organism that grows and evolves with its inhabitants, embracing a design language that speaks of adaptability and ecological harmony.





009

# FUTURE OF NOMADIC DWELLING

In envisioning the future of nomadic dwelling, we see a transformative approach that synergizes shelter with sustainable land management and innovative landscape development. The NS-1, our minimalistic yet resilient shelter, opens up extraordinary possibilities for enhancing environmental stewardship and adaptive living strategies.





010

# POTENTIAL USE CASES

By promoting the concept of dynamic and adaptable dwelling, we believe the NS-1 can play a pivotal role in revolutionizing land and environmental management practices, fostering a sustainable coexistence between humanity and our planet's diverse ecosystems.

## **Supporting Wildland Management**

The NS-1 could be an essential resource for forest service teams and wildland firefighters, offering a robust, adaptable shelter that enhances operational efficiency and support in challenging terrains and conditions.

## **Revitalizing Migratory Practices in Ranching**

In the realm of agriculture, it's a facilitator of nomadic practices, enabling the rejuvenation of plains through the migratory movements of species like buffalo, enhancing biodiversity and ecological balance.

## **Urban Regeneration and Sustainable Agriculture**

The NS-1 can metamorphose abandoned urban spaces into thriving hubs of regenerative agriculture and urban gardening, breathing life into underutilized areas and fostering community resilience and food sovereignty.

011

# MOBILIZING ENVIRONMENTAL DESIGN

We envision a program that bursts forth from the confines of bureaucracy, where the skill of design transcends theory, thriving in the vibrant, challenging, and ever-evolving arena of real-world action.

Let us catalyze a movement of dynamic action, fostering a generation of designers devoted to nurturing the environment, the society we live in, and mental health and wellness amidst the complexities of technological advancement and global challenges.

We need designers ready for the adventure of impactful creation, those willing to get their hands dirty today—not tomorrow—in the immediate, passionate pursuit of a better world.



