



**" FREE SPIRIT "**

*Without copyrights nor patents.*

Hi,

my name is Guillem. I am sending this email for inviting you to watch a documentary film that I have just finished after 22 years of experience in the world of shoe making, 14 of them managing the Camper design team.

At the moment, beyond of starting and managing the Education for Life Foundation I am an activist and founder of Pocapoc (little by little),

a movement of people aiming to promote and create actions in communities for caring about soil, soul and society

<http://www.pocapoc.org/>

"Walking for Peace" is a project for sharing both, verbally and through images, the actual reality of shoes, how they are made and how they interact with people and the place where we live.

It proposes a holistic and systemic vision, a new philosophy in the ways of designing and making shoes.

It completes the circle by defining a methodology for guiding and helping us in the search of positive and creative solutions.

My commitment is to not only share the idea but to offer my assistance so that together we make it possible that shoes become a part of the solution, not any more of the problem.

If you have any questions or comments I will be happy to provide answers.

This is my personal email address: Guillem Ferrer  
[guiemf@gmail.com](mailto:guiemf@gmail.com)

Here you can watch the 6 minutes trailer of the official presentation of the project in my home land, Mallorca:

<http://www.youtube.com/watch?v=fexzWlIVAkW>

And here the full 30 minutes documentary film

<http://vimeo.com/77732269>

Thanks a lot,  
guillem



## **"FREE SPIRIT"**

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*A FREE OPEN idea to benefit all:  
entrepreneurs,  
artisans,  
design teams.*

*It is especially an idea to awaken consciences and inspire  
into action.*

*The way that shoes are made today is the total opposite to  
the way that life creates things.*

*We cannot continue doing business as usual.  
We are at exactly the right moment to create a new culture  
in the way we do business and products.*

*A culture that unites:  
matter with spirit  
science with consciousness  
ecology with economy  
aesthetics with ethics  
the head with the heart and the hands.*

*This is the essence of this idea of change.*