THESIS PROJECT
FASHION HUB
MAIDAN GARHI, DELHI

VISHAKHA SINGLA
A1904015018

GUIDED BY:
AR. JASPREET KAUR

FASHION HUB

INTRODUCTION

WHAT IS A FASHION HUB

THE 3 S OF FASHION HUB

A FASHION HUB IS A **ONE STOP** SOLUTION TO ALL MAJOR ACTIVITIES RELATED TO FASHION.
A UNIQUE PROJECT DEVELOPED AS A DEDECATED AREA TO FACILITATE VARIOUS FUNCTIONS ALLIED WITH THE INDIAN FASHION INDUSTRY.
THE EMPHASIS WILL BE ON THE FASHION HUB AS A **LEARNING** AND **EXCHANGE CENTRE** WITH SMALL PERCENTAGE OF RETAIL FOR PUBLIC INTERACTIONS.

PRESENT SCENARIO OF FASHION INDUSTRY IN DELHI

AREAS EMERGED WITH RETIAL IN FASHION OVER THE YEARS

DELHI BEING THE CAPITAL PF INDIA HAS NUMBER OF DESIGNERS PREAD ACROSS THE CITY, HOWEVER THERE ARE ONLY 5 MAJOR HUBS THAT CATER TO THE FASHION INDUSTRY, NAMELY:
CHANDI CHOWK
SHAPURJAT
MEHRAULI
CHATTARPUR
THE FASHION INDUSTRY IS GROWING RAPIDLY BUT THERE IS **NO INTERNATIONAL RECOGINATION** OF THE INDIAN FASHION INDUSTRY

PROBLEM AND CONCERN

PROBLEM 1
SOME AREAS HAVE INTER CONNECTED BUILDINGS WITH THE SOLE PURPOSE OF RETAIL ONLY

PROBLEM 2
THERE IS NO SPACE DESIGNED WHICH SERVES THE PURPOSE OF HOSTING FASHION SHOWS

PROBLEM 3
FASHION INDUSTRY BEING THE MOST GLAMOUROUS, DOES NOT HAVE A BUILDING THAT CAN PROVIDE IDENTITY TO FASHION INDUSTRY OF INDIA

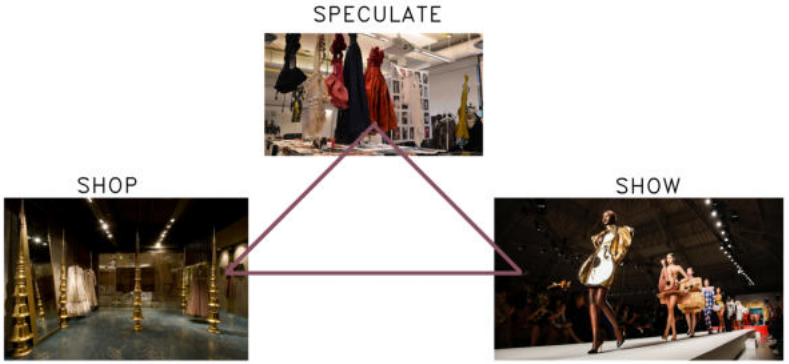
PROBLEM 4
NO PERMANENT PLATFORM TO EXHIBIT FASHION WORKS OF 1000'S OF DESIGNERS IN INDIA

PROPOSED AS AN INTEGRATED DEVELOPMENT, CATERING TO THE FASHION INDUSTRY OF DELHI AS A : **ONE STOP SOLUTION** WHICH ALSO WORKS AS A **HUB.**
THE PROJECT WOULD BE DEVELOPMED ON AN INSTITUTIONAL LAND IN MAIDANGARHI NEAR IGNOU IN DELHI.

REQUIREMENTS OF A FASHION HUB

AIM

TO DEVELOP PLACE THAT HAS A MIX OF FASHION, BUSINESS, ENTERTAINMENT AND LEISURE WITH A UNIQUE AND POWERFUL IDENTITY THAT OUT TO BE INTERNATIONALLY RECOGANISED



OBJECTIVES

1. TO DEVELOP A SPACE THAT IS SYNONYMOUS TO FASHION
2. TO PROVIDE A HIGH END HUB FOR THE FASHION INDUSTRY
3. TO UNDERSTAND THE SPATIAL REQUIRENMENTS OF A FASHION HUB
4. TO CREATE A RELATIONSHIP BETWEEN FASHION AND ARCHITECTURE THROUGH DESIGN

hindustantimes

Delhi to get its own fashion hub

After a long-standing demand of the designer fraternity, the Capital is to very soon get its first fashion hub to bridge the gaps within the industry and promote young talent.

FASHION-AND-TRENDS | Updated: Apr 22, 2009 18:00 IST

IANS

Addressing a long-standing demand of the designer fraternity, the national capital is to very soon get its first fashion hub to bridge the gaps in development within the industry and promote young talent.

Sponsored by the textiles ministry, Fashion Design Promotion Council (FDPC) has proposed the hub with the aim of making India a fashion destination by capitalising on the potential and creativity of the country's designers.

"The primary objective of the FDPC is to bridge the gap in development within the fashion industry by taking support from the government. I think that there is a need to create a demarcated zone where all Indian designers are present throughout the year and buyers from all over the world can visit anytime"" FDPC Secretary and CEO Vijay Singh said in a statement on Wednesday.

The Delhi Development Aunthority (DDA) has already demarcated 10 acres in Maidan Garhi in south Delhi for the proposed fashion hub, work on which is expected to begin in the current financial year.

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SCALE

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FASHION HUB

CASESTUDY

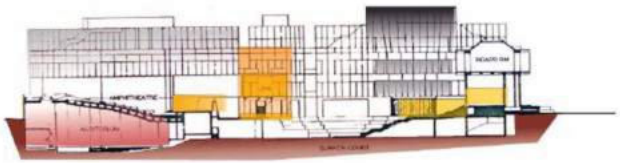
NATIONAL INSTITUTE OF FASHION TECHNOLOGY,NEW DELHI(NIFT)

OWNERSHIP: MINISTRY OF TEXTILE, GOVT. OF INDIA
PRINCIPLE ARCHITECT: B.V. DOSHI
SITE AREA: 11560 Sqm. (3 Acre)
BUILT UP AREA: 13,570 Sqm. (Including Basement)
YEAR OF COMPLETION: 1986
LOCATION: HAUZ KHAZ, DELHI

IT IS SITUATED ON AN INSTITUTIONAL ZONE IN HAUZ KHAS.
ACCESS IS FROM NORTH– EAST AND SOTH–WEST SIDE OF CAMPUS. THE MAIN ACCESS IS FROM MEHRAULI ROAD AND CAN BE ACESSED FROM KHEL GOAN MARG.

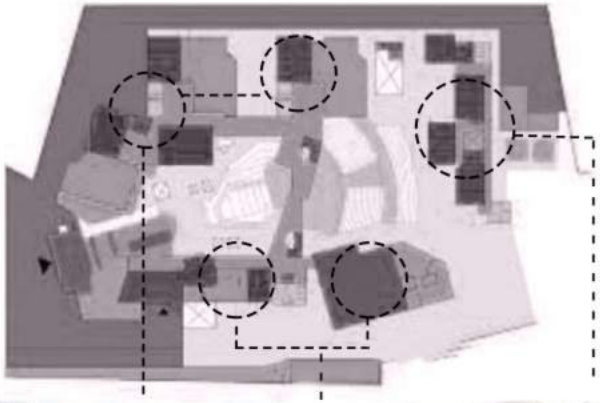
SURROUNDINGS

SOUTH – HAUZ KHAS APPARTEMNTS AND CLASSICAL DANCE INSTITUTE
SOUTH EAST – GULMOHAR PARK
EAST – GREEN PARK



SECTION SHOWING CIRCULATION WITHIN CAMPUS

ZONING



ADMINISTRATIVE BLOCK

HOSTEL BLOCK

ACADEMIC BLOCK

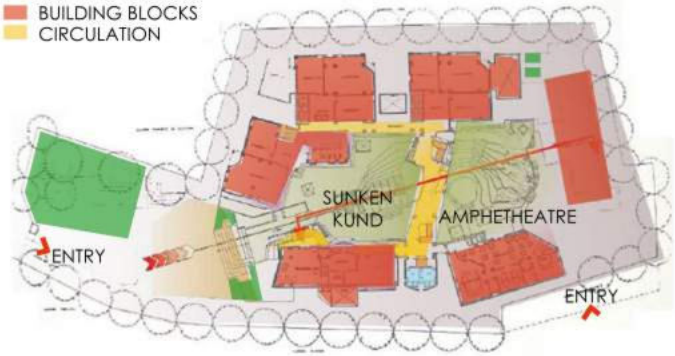
1. THE IS DIVIDED IN THREE BASIC ZONES
2. ACADEMIC BLOCK OCCUPY THE LEFT SIDE OF PLAN
3. ADMINISTRATIVE BLOCK ALONG WITH LIBRARY AND CANTEEN ON RIGHT HAND SIDE
4. THE HOSTEL BLOCK IS PLACED RIGHT AT THE BACK OF THE SITE

PLANNING

THE PLANNING REVOLVES AROUND THE TWO COURTS– THE SUNKEN COVERED WITH A STEPPED KUND AND THE AMPHITHEATRE.

ORIENTATION

GREEN SPACES
BUILDING BLOCKS
CIRCULATION



SITE PLAN

BUILDING IS ALIGNED WITH ITS LONG SIDES ALONG NW AND SE AXIS,FACILITATING GOOD GOOD EXPOSURE TO THE SUN AND BREEZE, AT TIMES CAUSING GLARE. OPENINGS FOR LIGHT AND VENTILATION HAS VEEN SACRIFICED FOR ASTHETIC CONSIDERATIONS THAN CLIMATIC COMFORT.

GROUND FLOOR: RECEPTION, LECTURE ROOMS, CANTEEN
FIRST FLOOR: HEADQUARTERS, LECTURE ROOM, LABS, STUDIOS AND RESOURCE CENTRE
SECOND FLOOR: HEADQUARTERS, LECTURE ROOM, LAB, STUDIOS
LOWER GROUND FLOOR: STORAGE, ELECTRIC ROOM, WORKSHOP, STUDIOS, AND OTHER UTILITIES

LANDSCAPING

1. THE INSTITUTE GIVES FEELING OF RICHLY LANDSCAPED ENVIRONEMNT
2. A SERIES OF HIGHT AND LOW PLATFORMS, SOFT AND HARD LANDSCAPING HAVE BEEN USED IN THE AMPHITHEATRE
3. SOFT LANDSCAPING IS DONE IN SURROUNDING AREA OF KUND AND HAS CUTOUTS FOR LIGHTING

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SPATIAL AREA STUDIES

DIFFERENT AREAS	DESCRIPTION	DIMENSIONS(meters)
Pattern Making Lab	Used by students while practically designing, detailing and producing Complete garment. Each department has one lab	12 X 18 (Meant for 18-20 students)
Class Rooms	Used for everyday classes. Supported by Lecture room and lab.	7 X 10 (Meant for 15- 20 students)
Lecture Rooms	Used for presentations or lectures.	4.5 X 6 (Meant for 10-12 students)

INFERENCE

UNDERSTANDING THE RELATIONSHIP BETWEEN BUILT AND UNBUILT SPACES AND THE ACTIVITIES THAT IT CAN BE USED FOR

THE SITE IS WELL SEGREGATED INTO VARIOUS ZONES WITH RESPECT TO FUNCTIONS

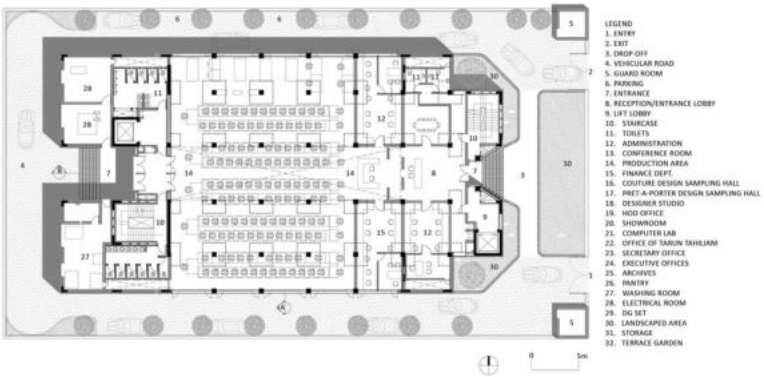
CIRCULATION PATTERN IS MINIMIZED TO GET A EFFICIENT DEISGN

UNDERSTOOD THE VARIOUS SPATIAL REQUIREMENTS NEEDED IN A FASHION HUB

TARUN TAHILIANI HEADQUARTERS,GURUGRAM

BUILDING TYPE: COMMERCIAL
LOCATION: SECTOR–37, GURUGRAM
CLIENT: TAHILIANI DESIGN
ARCHITECT: S.P.A DESIGN
SITE AREA: 800 SQM.
BUILT UP AREA: 4000 SQM.
PROJECT YEAR: 2005–2008
MAXIMUM HEIGHT: 15M FROM THE GROUND

TAHILIANI DESIGN HEADQUARTERS IS A THREE STORIED STRUCTURE IN EXPOSED RCC AND BRICK. IT HOUSES SPACE FOR APPAREL PRODUCTION, ADMINISTRATION, STUDIOS FOR DESIGNERS, AND A SHOWROOM.



GROUND FLOOR PLAN

BASEMENT: ASSEMBLY PRODUCTION AND EMBROIDERY AREA
GROUND FLOOR: ASSEMBLY PRODUCTION AND EMBROIDERY AREA
FIRST FLOOR: DESIGN STUDIOS AND THE SAMPLING
SECOND FLOOR: TRIAL ROOMS, SHOWROOM, PERSONAL DESIGN STUDIO AND OFFICES FOR THE EXECUTIVES

SPATIAL AREA STUDY

DIFFERENT ACTIVITIES	DESCRIPTION	AREA (SQM.)
Production Area	Used for sewing For 140 people	180 SQM.(ONE FLOOR) (15 X 12)
1 Sewing Machine Area	Used for sewing	0.42 Sqm.0.6 X 0.7)
Design Studio	Used by designers for designing	27.5 Sqm.(2.5 X 11)
Showroom/ Display area	Used for displaying the collection	10 Sqm. (4 X 2.5)
Sampling Hall	Used for 34 people	60 Sqm. (4 X 15)

INFERENCE

THE USE OF OPEN SPACES TO ENHANCE WORK ENVIRONMENT

THE AREA REQUIREMENT OF VARIOUS AREAS REQUIRED IN A FASHION HUB LIKE SHOW ROOM, SEWING AREA, STUDIO ETC

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FASHION HUB

SITE ANALYSIS

PROPOSED SITE FOR FASHION HUB AT MAIDANGARHI NEW DELHI

THE SITE IS LOCATED IN J ZONE IN SOUTH DELHI IN MAIDANGARHI VILLAGE NEAR INDRA GANDHI
NATIONAL UNIVERSITY. IT IS LOCATED ON THE FACILITY CORRIDOR FOR RECREATIONAL, COM-MERCIAL AND SEMI-PUBLIC ZONE.

EVOLUTION OF SITE

2004

2010

2016

2020

BUILDING BYLAWS (AS PER DDA)

SITE AREA: 36,900 Sqm. (9.1 acre)
FAR: 1.5
MAXIUM BUILT UP AREA: 55,350 Sqm.
GROUND COVERAGE: 35% (12,915 Sqm.)
MAXIUM HEIGHT: 37m (12 Floors)
SETBACKS: FRONT – 15m
REAR – 12m
SIDES – 12m
PARKING:1.33 ECS/100Sqm.(800 CAR PARKS)
RESIDENTIAL
ACCOMODATION(30% BU) – 16,605 Sqm.

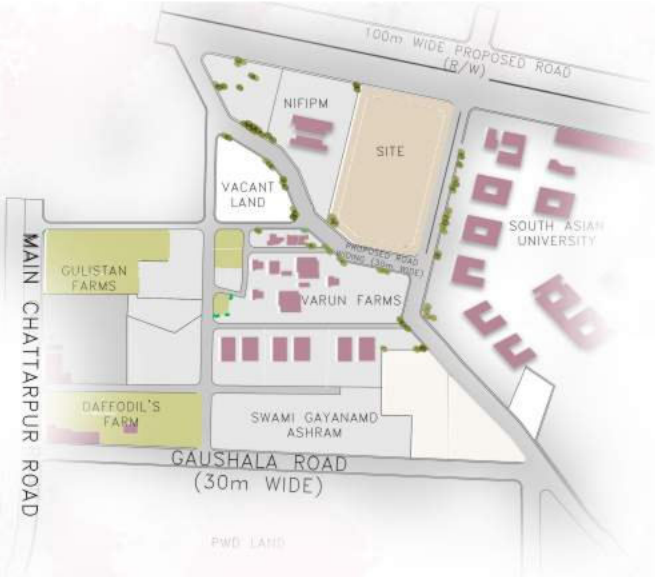
SITE PROXIMITY

INDRA GRANDHI INTERNATIONAL AIRPORT – 13Km

NEAREST BUS STOP – RAJPUR EXTENSION BUS STOP – 3.7Km

NEAREST METRO STATION – CHATTARPUR METRO STATION – 5Km

EXISTING SITE CONTEXT



PROPOSED CHANGES AS PER DDA MASTER PLAN 2021

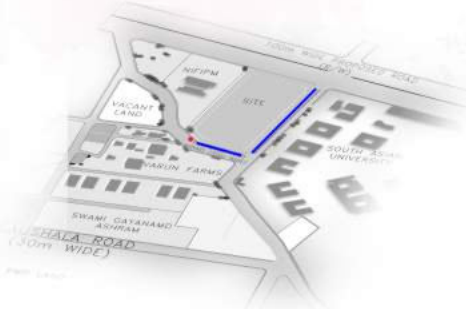
SITE DIMENSIONS IN M.

SITE PHOTOGRAPHS

CONTEXT

NATIONAL INSTITUTE FOR INTEGRATED PEST MANANGEMNET

SITE CONDITIONS AND DESIGN RESPONSE



SERVICES
THE ELECTRICITY IS SUPLIED FROM BRPL WHICH COMES FROM FIROZABAD
THE WATER COMES THROUGH WATERTANKS OR THROUGH BORING

SEWERAGE LINE
TRANSFORMER

VIEWS FROM SITE
THE IS A DEVELOPING SITE WITH INSTITUTIONAL AREA NEARBY SO THERE IS NO SUCH GOOD VIEWS FOR THE PROJECT, THE DESIGN WILL HAVE INWARD LOOKING SPACES TO CREATE VIEWS WITHIN THE SITE

VIEWS FROM SITE
POTENTIAL

SOUTH ASIAN UNIVERSITY IS A LARGE UNIVERSITY WITH NUMEROUS YOUNG STUDENTS WHICH WILL ATTRACT A LARGE AMOUNT OF PEOPLE INTO THE SITE

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SCALE
1:5000

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FASHION HUB

CONCEPT

THE IDEA IS TO DESIGN A FASHION HUB THAT IS INSPIRED BY THE TWO MAJOR ELEMENTS OF FASHION – THE **RUNWAY** AND THE **FABRIC** WHICH WILL BE THE MAIN FOCUS OF THE PROJECT ALSO MAKING A PARALLEL CONNECTION BETWEEN ARCHITECTURE AND FASHION TOWARDS MAKING OF A CONDUCIVE ENVIRONMENT FOR THE USERS.

CONCEPT

CREATING CONNECTION BETWEEN ARCHITECTURE AND FASHION

FASHION + ARCHITECTURE

RUNWAY + CLOTH

SHELTER IDENTITY

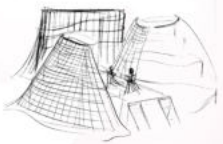
FORM FOLLOWS FASHION (ASTHESTICS AS THE COMMON FACTOR IN APPROACH TO THE DESIGN OF BUILDING AND CLOTH)

THE IDEA IS ACHIEVED BY USING OF CURVES IN THE BUILT FORM AND DRAPPING THE BUILT FORM WITH THE PLEATES TO CREATE A IDENTITY FOR THE FASHION HUB

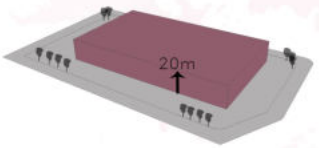
CONCEPTUAL SKETCHES

USE OF PLEATES TO CREATE THE SKIN

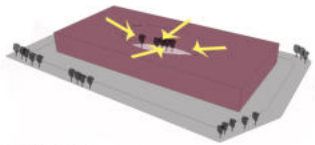
CREATING A CURVED FORM WITH A CENTRAL RUNWAY



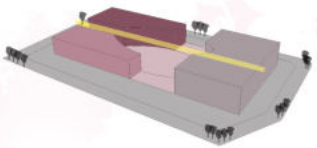
FORM DEVELOPMENT



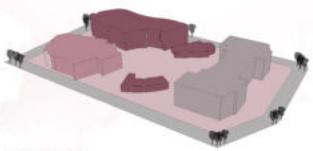
STAGE1: SPACE DEMAND
SITE AREA: 36,900 Sqm
MAX. GROUND COVERAGE– 12,915 Sqm(35%)



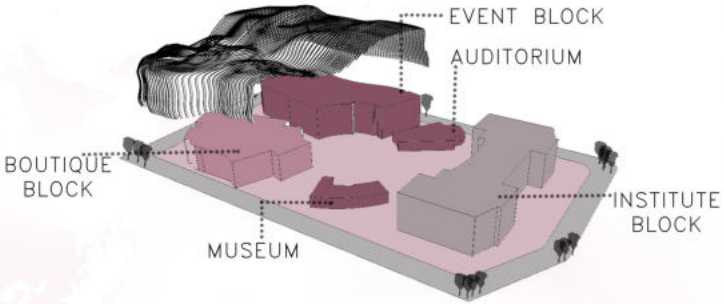
STAGE2:
CREATING INWARD LOOKING SPACES AS THERE IS NO SUROUNDING VIEW



STAGE3:
SEGREGATING THE DIFFRENT FUNCTIONS AS PER THE USER AND CREATING A CENTRAL RUNWAY WHICH BECOMES THE FOCAL POINT

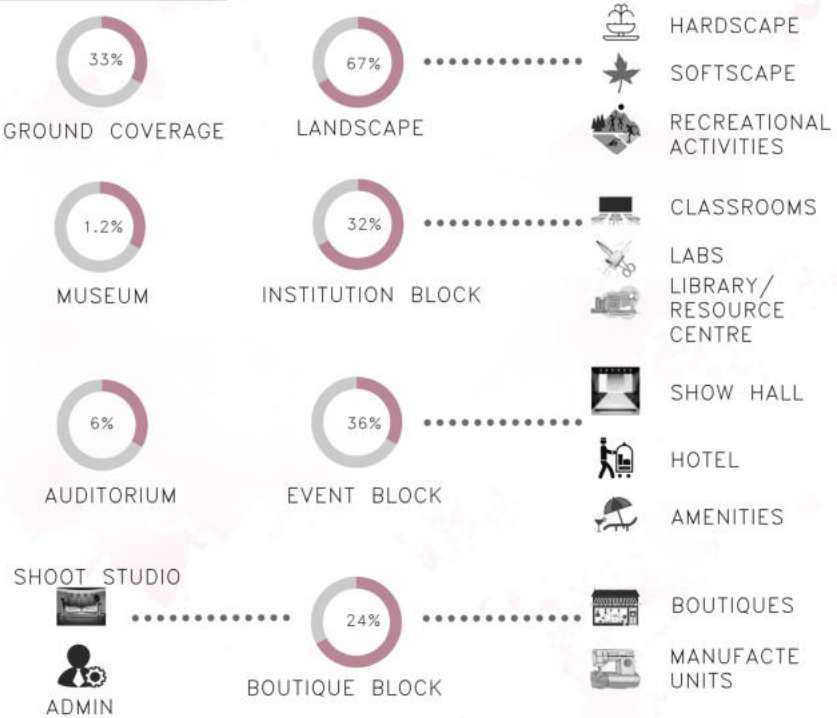


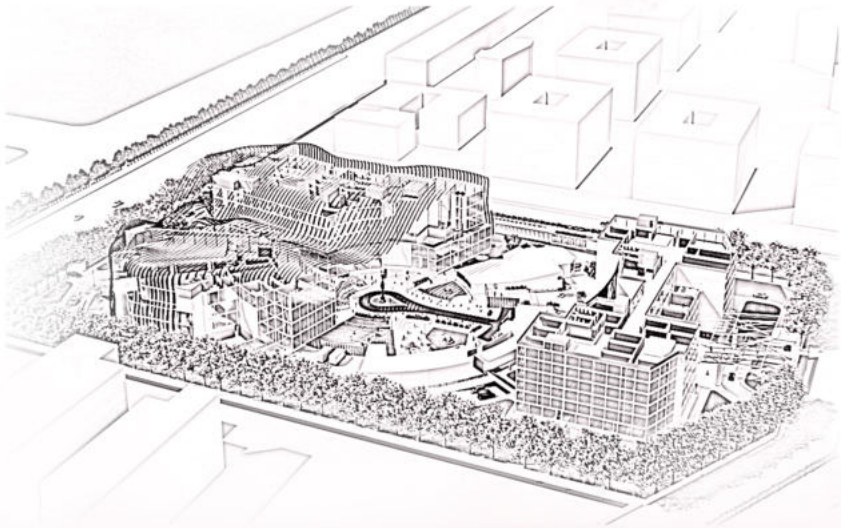
STAGE4:
CREATING CURVES IN THE FORM



STAGE5:
DRAPPING THE BUILDING WITH ALUMINIUM STRIPS TO GIVE THE SENSE OF THE CLOTH AND TO CREATE A IDENTITY OF SPACE

AREA PROGRAM





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SCALE
1:5000

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FASHION HUB

SITE PLAN

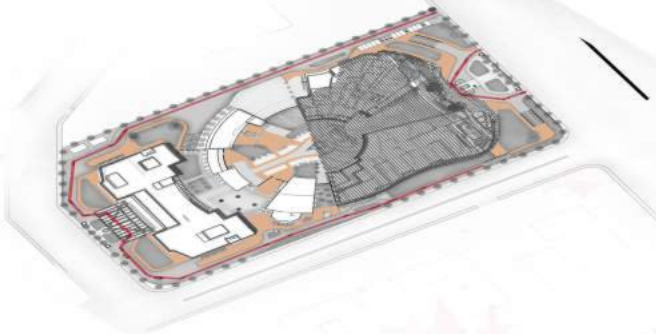
PROPOSED

SITE AREA: 36,900 Sqm. (9.1 acre)
FAR: 1.5
MAX. BUILT UP: 55,350 Sqm.
GROUND COVERAGE:12,915 Sqm.
MAXIUM HEIGHT: 37m
SETBACKS:
FRONT – 15m
REAR – 12m
SIDES – 12m
PARKING:800 CAR PARKS
RESIDENTIA – 16,605 Sqm.

ACHIEVED

FAR: 1.3
MAX. BUILT UP: 43,000 Sqm.
GROUND COVERAGE(33%):10,871 Sqm.
SETBACKS:
FRONT – 15m
REAR – 12m
SIDES – 12m
PARKING:
SURFACE – 20 CAR PARKS
BASEMENT – 800 CAR PARKS
RESIDENTIA –11,253Sqm.

VEHICULAR/FIRE TENDER
PEDESTRIAN



MOVEMENT PLAN

LEGEND

1. BOUTIQUE BLOCK
2. EVENT BLOCK
3. OPEN EXHIBITION
4. SPILL OUT (MANUFACTURE UNIT)
5. LOADING/UNLOADING
6. RUNWAY
7. OPEN MUSEUM DISPLAY
8. MUSEUM
9. AUDITORIUM
10. INSTITUTION BLOCK
11. SUNKEN COURT
12. RESTURANT OUTDOOR SEATING

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SCALE
1:500

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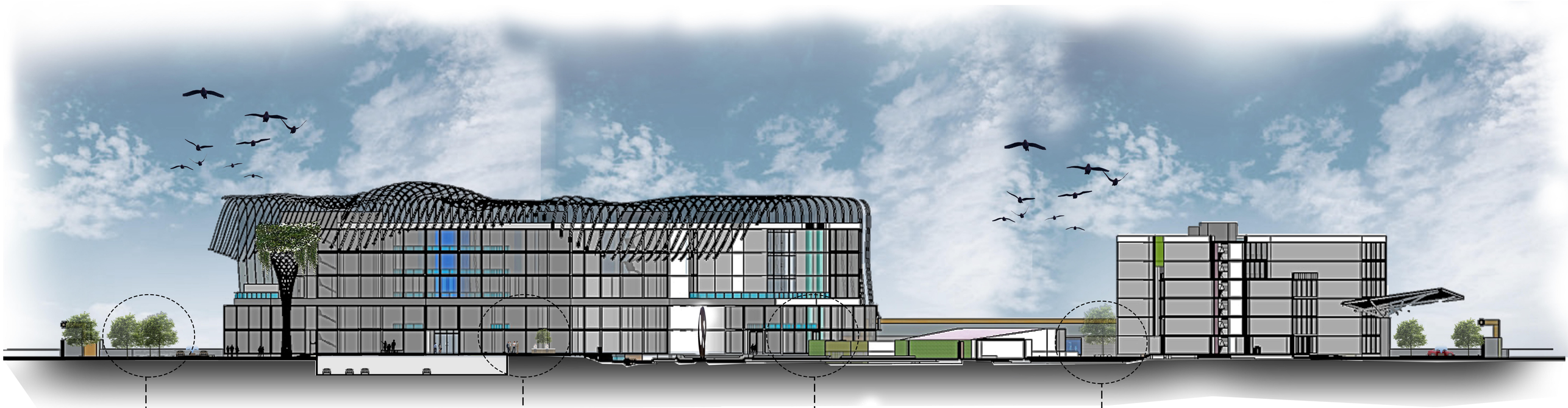
FASHION HUB

SITE SECTION



ENTRANCE TO THE FASHION HUB
(+,−00)

PLAZA WITH SEATING CONNECTED WITH EVENT AND BOUTIQUE BLOCK
(+ 600)

VIEW FROM THE RUNWAY
(−300 FROM +,−00)

SUNKEN COURT CONNECTED WITH THE INSTITUTE BUILDING
(−2500 FROM +,−00)

KEY PLAN

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FASHION HUB

GROUND FLOOR

AREA PROGRAMME

PERMISSIBLE GROUND COVERAGE (35%) – **12,740 Sqm**
GROUND COVERAGE ACHIEVED (33%) – **10,871 Sqm**

BUILDING A (2,648 Sqm)
1. BOUTIQUES (10) – 458 Sqm.
2. MANUFACTURING AREA – 326 Sqm
3. EXHIBITION HALL – 315 Sqm
4. ATRIUM – 297 Sqm
5. CANTEEN – 169 Sqm
6. CIRCULATION – 946 Sqm

BUILDING B (3,744 Sqm)
1. SHOW HALL (800 SPECTATORS) –1200Sqm
2. PRE EVENT AREA – 218 Sqm
3. BACKSTAGE – 590 Sqm
4. SERVICES – 173 Sqm
5. CIRCULATION – 880 Sqm
6. RESTURANT (86 PERSONS)– 337 Sqm
7. LOBBY FOR HOTEL – 252 Sqm

BUILDING C (2,933 Sqm)
1. ENTRANCE LOBBY – 88 Sqm
2. DINNING ROOM – 134 Sqm
3. ADMIN – 450 Sqm
4. LIBRARY – 852 Sqm
5. RESOURCE CENTRE – 315 Sqm
6. LECTURE ROOMS(3) – 149 Sqm
7. SEWING LABS (2) – 92 Sqm.
8. STUDIO (1) – 42 Sqm
9. FACULTY CABIN (1) – 35 Sqm

MUSEUM – 440 Sqm
AUDITORIUM – 800 Sqm

VIIEW FROM THE MAIN ENTRY

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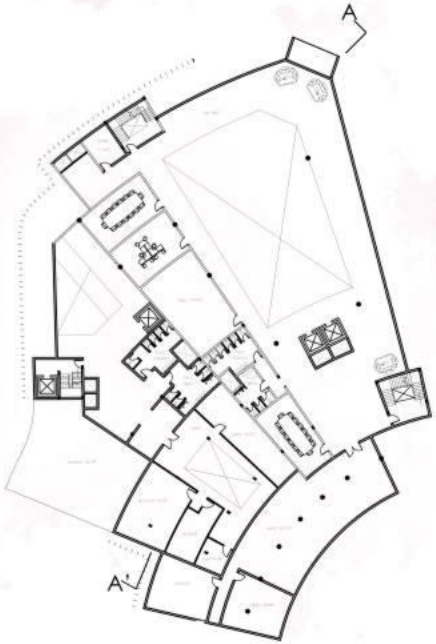
FASHION HUB

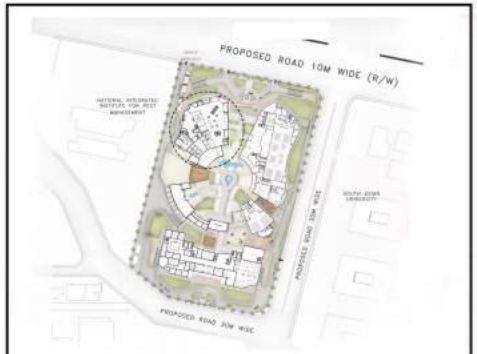
BOUTIQUE BLOCK

GROUND FLOOR PLAN

FIRST/SECOND FLOOR PLAN



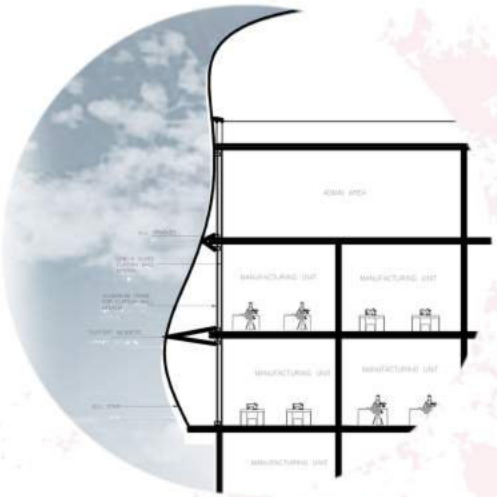
IRD FLOOR PLAN



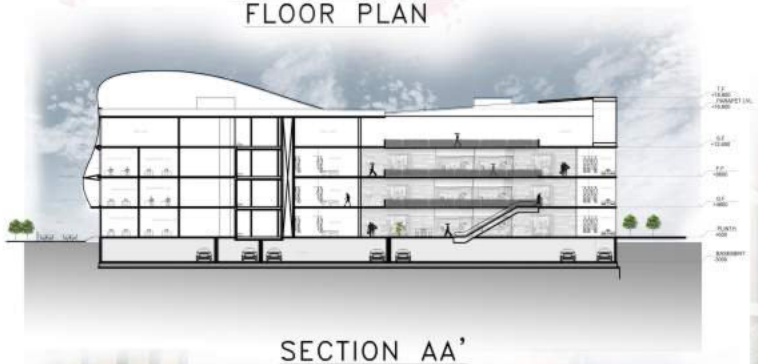
KEY PLAN

AREA PROGRAM

BUILT UP – 8663 Sqm
NO. OF BOUTIQUES (30) – 1374 Sqm
MANUFACTURING UNIT – 974 Sqm
EXHIBITION HALL (3) – 945 Sqm
ADMIN – 270 Sqm
SHOOT HALL (2) – 403 Sqm
CONFRENCE ROOMS (3) – 168 Sqm



DETAIL SECTION OF FACADE



SECTION AA'

VIEW OF OPEN COURT SEATING(MANUFACTURING UNIT)

VIEW OF THE ENTRANCE PLAZA

VISHAKHA SINGLA
A1904015018

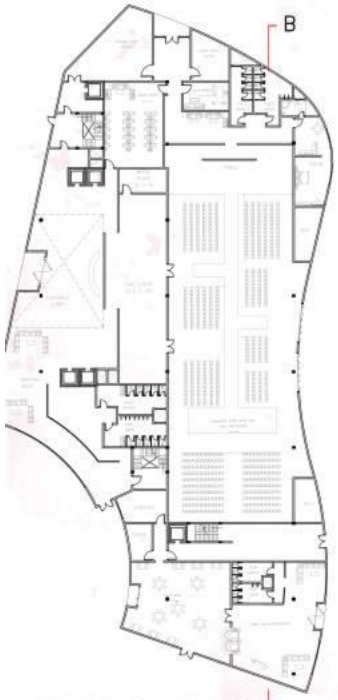
GUIDED BY
AR. JASPREET KAUR

SCALE
1:250

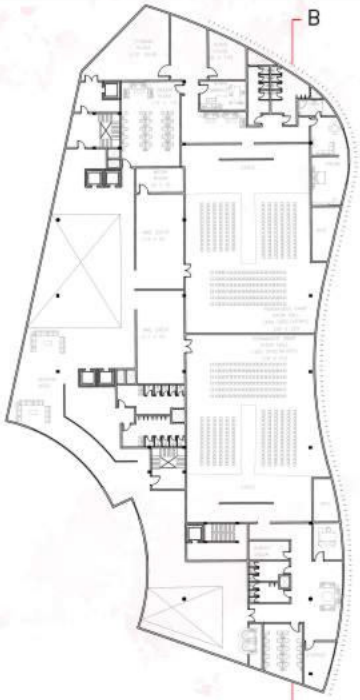
N

FASHION HUB

EVENT BLOCK

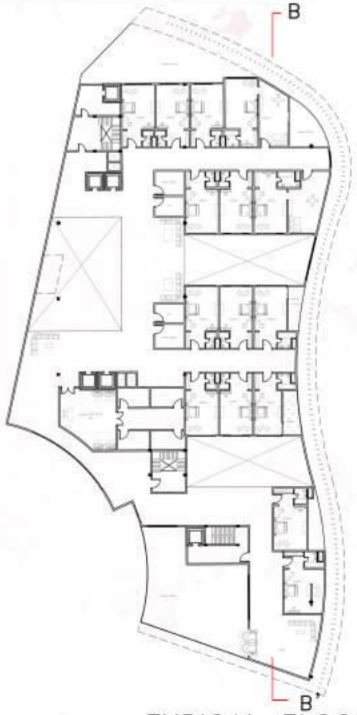


GROUND FLOOR PLAN

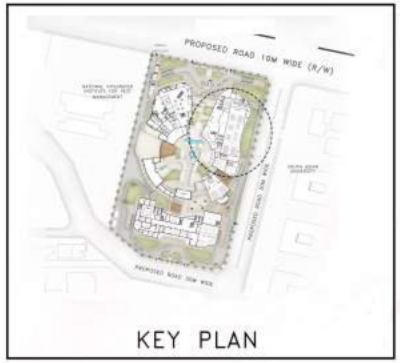


FIRST FLOOR PLAN

SECOND FLOOR PLAN



TYPICAL FLOOR PLAN



KEY PLAN

AREA PROGRAM

BUILT UP – 14,997 Sqm
SHOW HALL (800 SPECTATORS) –1200Sqm
SHOW HALL (400 SPECTATORS) –1200Sqm
PRE EVENT AREA – 218 Sqm
RESTURANT (86 PERSONS)– 337 Sqm
NO. OF ROOMS (44) – 2883 Sqm

SECTION BB'

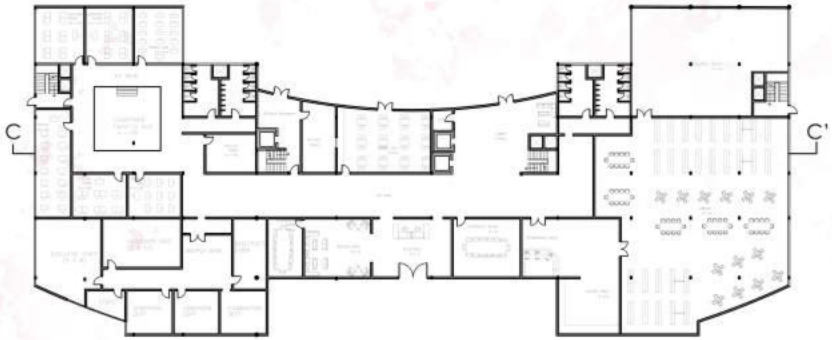
VIEW OF THE EVENT BLOCK

VISHAKHA SINGLA A1904015018	GUIDED BY AR. JASPREET KAUR	SCALE 1:250

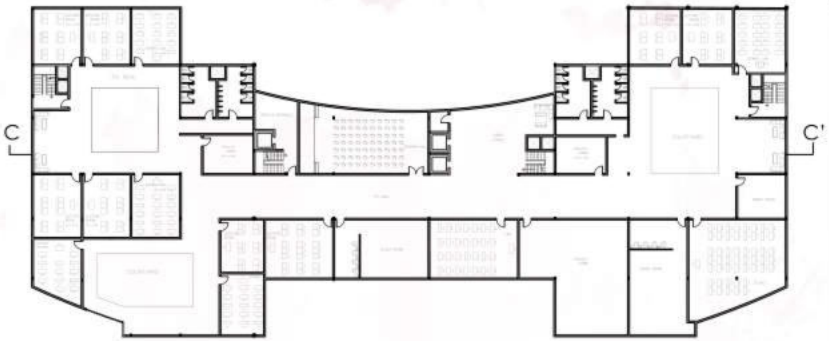
N

FASHION HUB

INSTITUTION BLOCK

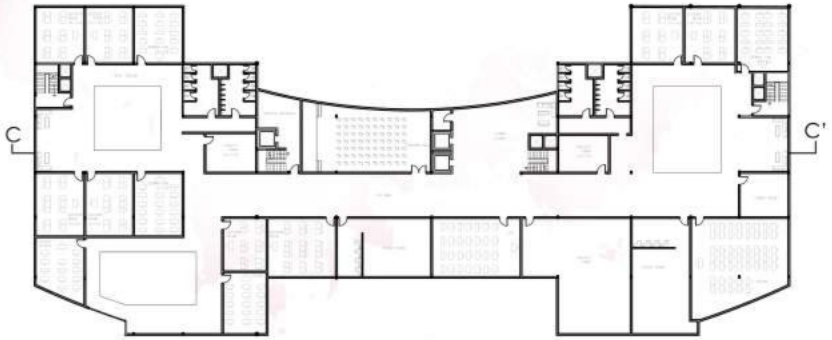


GROUND FLOOR PLAN

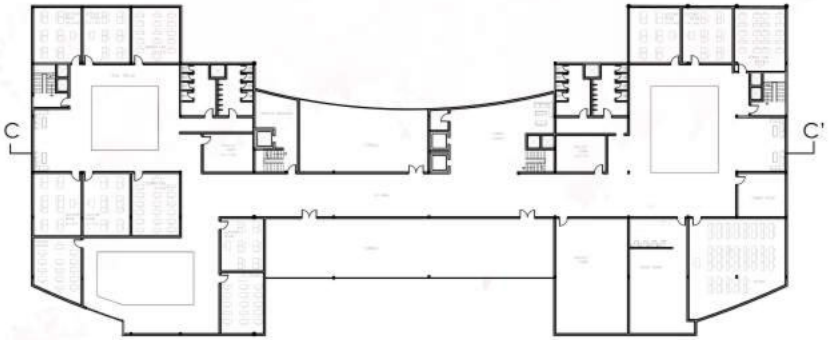


FIRST FLOOR PLAN

KEY PLAN



SECOND/THIRD FLOOR PLAN



TYPICAL FLOOR PLAN

AREA PROGRAM

BUILT UP - 16,850 Sqm
Designed for 800 - 1000 Students
DINNING ROOM - 134 Sqm
ADMIN - 450 Sqm
LIBRARY - 852 Sqm
RESOURCE CENTRE - 315 Sqm
LECTURE ROOMS(33) - 2000 Sqm
SEWING LABS (14) - 1,112 Sqm.
STUDIO (10) - 800 Sqm
FACULTY CABIN (12) - 600 Sqm

SECTION CC'

SUNKEN COURT

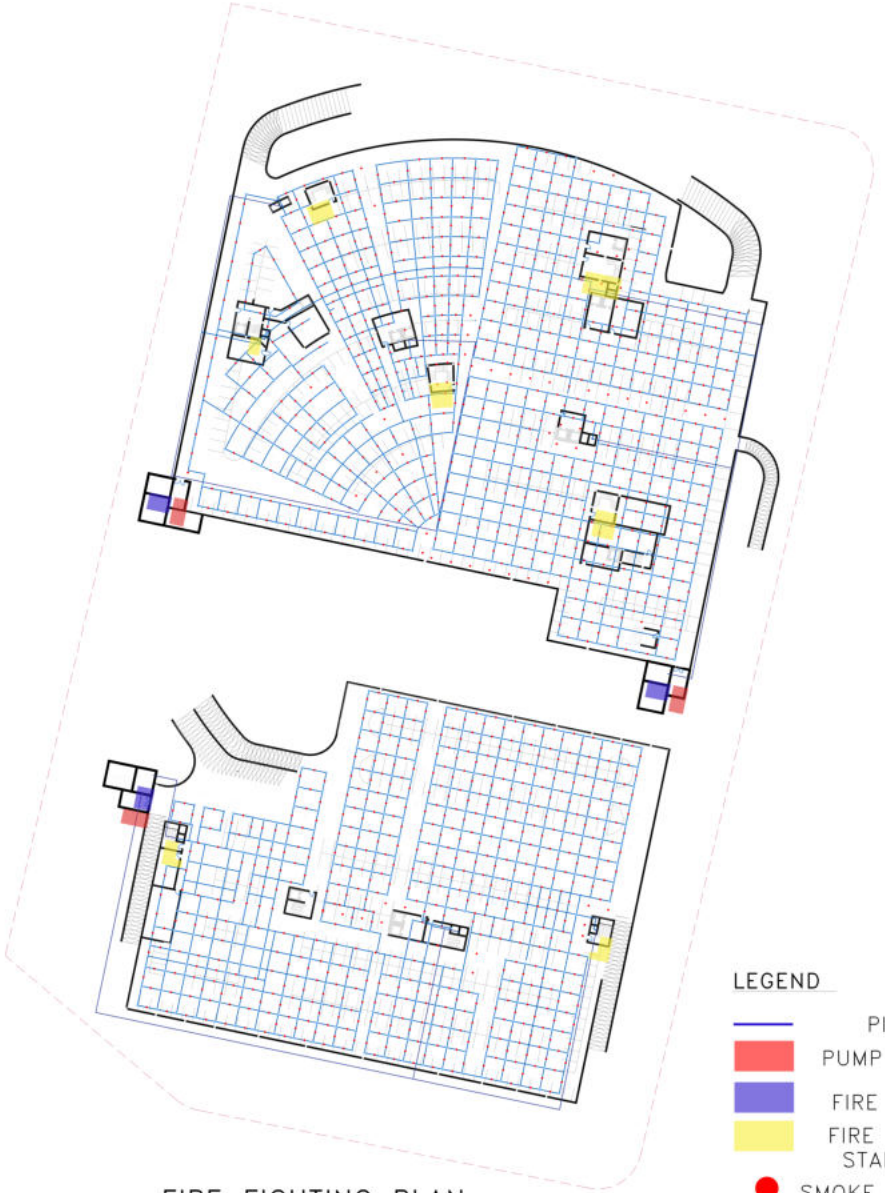
VISHAKHA SINGLA A1904015018	GUIDED BY AR. JASPREET KAUR	SCALE 1:250	N

FASHION HUB

BASEMENT PLAN

BASEMENT PLAN

TOTAL NO. OF CAR PARKS IN
INSTITUTION BLOCK – 350 CARS
TOTAL NO. OF CARS IN EVENT BLOCK – 400 CARS



FIRE FIGHTING PLAN

LEGEND

- PIPE
- PUMP ROOM
- FIRE TANK
- FIRE ESCAPE STAIRCASE
- SMOKE DETECTOR
- SPRINKLER HEAD

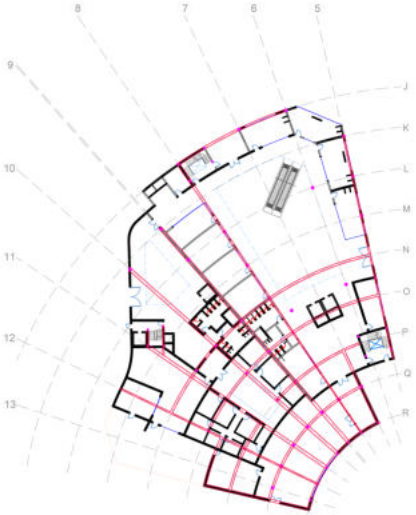
VISHAKHA SINGLA A1904015018	GUIDED BY AR. JASPREET KAUR	SCALE 1:500

N

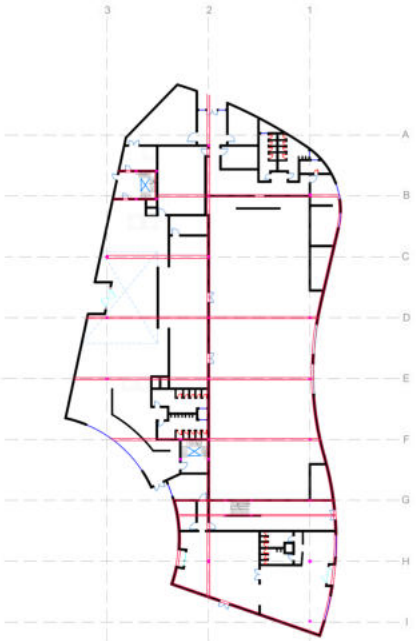
FASHION HUB

STRUCTURE/SERVICE PLAN

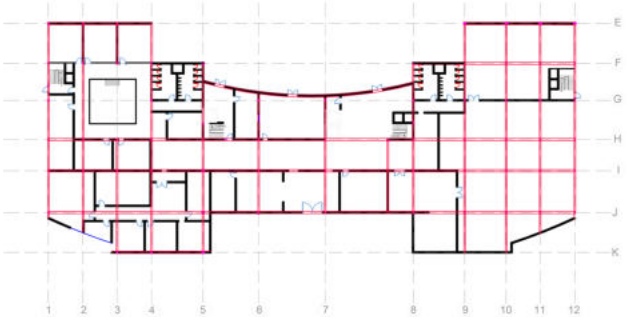
STRUCTURE PLANS



BOUTIQUE BLOCK



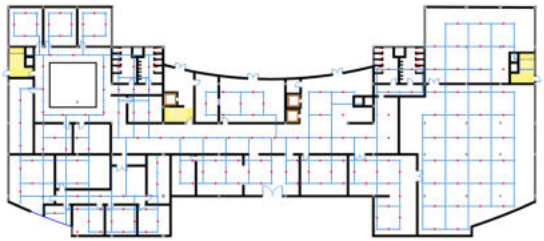
EVENT BLOCK



INSTITUTION BLOCK

FIRE FIGHTING PLANS

BOUTIQUE BLOCK



INSTITUTION BLOCK

LEGEND

- PIPE
- FIRE ESCAPE STAIRCASE
- SMOKE DETECTOR
- SPRINKLER HEAD

VISHAKHA SINGLA A1904015018	GUIDED BY AR. JASPREET KAUR	SCALE 1:500	N