

MULTI-LEVEL FASHION PARK

(The Nexus Tower – Signifying the Connection Between Commerce and Education)

A THESIS

Submitted in partial fulfillment of the requirements for the award of
Bachelor of Architecture degree

By

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DEPARTMENT OF ARCHITECTURE
SCHOOL OF BUILDING AND ENVIRONMENT

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY (DEEMED TO BE UNIVERSITY)
Accredited with Grade “A++” by NAAC | 12B Status by UGC | Approved by AICTE
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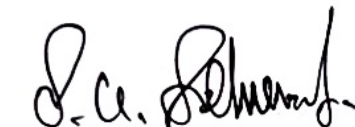
BONAFIDE CERTIFICATE

This is to certify that Thesis Report is the bonafide work of **R. Anushree (39210006)** who carried out the Thesis entitled "**Multi-level Fashion Park (The Nexus Tower – Signifying the Connection Between Commerce and Education)**" under our supervision from December 2023 to May 2024.



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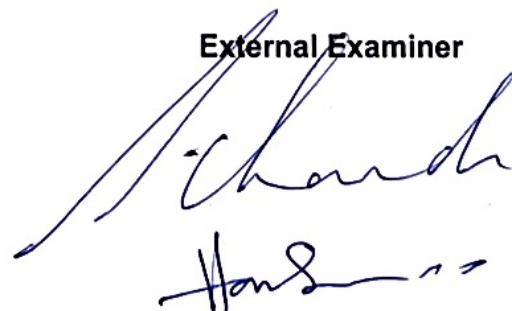
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DECLARATION

I, **R. ANUSHREE** hereby declare that the Thesis Report entitled “Multi-level Fashion Park (The Nexus Tower –Signifying the Connection Between Commerce and Education)” done by me under the guidance of **Dr. S. Ebin Horrison** (Internal Guide), **Ar. Selvendiran** (Internal Review Member) and **Ar. Kurian George** (External Guide) Sathyabama Institute of Science and Technology is submitted in partial fulfillment of the requirements for the award of Bachelor of Architecture Degree.

DATE: 23.05.2024

PLACE: Chennai



SIGNATURE OF THE CANDIDATE

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I am pleased to acknowledge my sincere thanks to Board of Management of **Sathyabama Institute of Science and Technology** for their kind encouragement in doing this Thesis and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr.Devyani Gangopadhyay**, Dean and Head of the Department, School of Building and Environment, Our Design Chair **Ar. Sarath C Kanth** ,Thesis Coordinator **Dr. S. Ebin Horrison** for providing me necessary support and details at the right time during the progressive reviews.

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R. ANUSHREE

THESIS SYNOPSIS

A Multi-level Fashion Park is a one-stop location where the art and science of designing, making, displaying, and selling clothing are all combined. In order to boost the localization of technology and advancement in the field of education in the textile sector, fashion development and retail shall be a coordinated movement in addition to high specification, working and educational space.

Essentially, Fashion Hub is a multifunctional project that encompasses the various fields within the fashion sector. Despite its prominence in the global market, the Indian fashion industry is still an extremely disorganized sector of the economy. There isn't a single instance of a place where all of the fashion industry's operations are integrated, there is a need for such a project to bring some order to the industry, given how the modern world is changing and how important design is to the fashion industry.

This project aims to develop a mixed-use design solution which tries to re-interpret the way an educational institute with commercial space are designed in India. The designing of spaces is going to be done by creating a hierarchy in terms of public, semi-public and private, that's where the essence of marketing and sales is brought in by introducing retail spaces that will turn the entire site into an active space evening during the non-working hours. The school will act as a podium for new realities which result from the process of creativity and innovation and focuses on fostering and stimulating the creative minds.

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CHAPTER 1

INTRODUCTION

1.1 WHAT IS FASHION

Fashion includes all external displays of civilized behaviour that gain widespread popularity over a limited time. It is basically the styles that are accepted and used by a particular group of people at a given time. It is what designers create for a select population and which later becomes a trend.

1.2 WHAT IS FASHION DESIGNING

Fashion design is the art of applying design and aesthetics into clothing construction and natural beauty to clothing and accessories. Fashion has always been influenced by culture and different trends which eventually change with time. Hence this field has varied overtime and place. A fashion designer is trained to be specialized in clothing, accessory or jewelry design or may work in more than one of these design areas. Their talent, vision and practice play an enormous role in how people present themselves.

1.3 FASHION CAPTIALS

The big “four of fashion” refers to the cities that are usually leaders in innovative designs and clothing. The term fashion capital is nowadays used for the cities that hold fashion weeks. The cities that host are notable for being fashion capitals are located in the west.



Fig 1.1: Milan



Fig 1.2: Paris



Fig 1.3: London



Fig 1.4: Newyork

1.4 ECONOMIC IMPACT ON FASHION INDUSTRY

The fashion industry has a huge economic influence because of the number of jobs and opportunities it creates and the amount of money it generates. This is extremely beneficial to the economy. India's textile heritage is rich and diverse, with each area having its local clothing and traditional costumes. Fashion is the fast-growing sector in India, with international events such as Fashion Week and Yearly fashion shows in the country's major cities. India is a major exporter of textiles and accessories to the global fashion industry. Indian cultural patterns and materials are an important element for fashion companies and garment makers all over the world. India is one of the most important participants in the world fashion field when it comes to materials and manufacturing of clothes.

1.5 NECESSITY OF FASHION PARK IN INDIA

To help young designers in developing and displaying their work on a world-wide scale are all benefits of designing a fashion park. It has the possibility to educate and employ a large number of people, resulting in better economic performance and betterment of the society.

1.6 FASHION AND ARCHITECTURE

The idea of fashion is inseparable from architectural design. The parallel tendencies between these two disciplines may intuitively be imagined as wildly different, however, both practices express ideas of personal, social and cultural identity that are reflective of the ambition of the age and are engaged in the creation of the contemporary city. The temporalities, materiality, techniques, rhythms, operational scales and spatial vocabularies of fashion and architecture are often portrayed as incongruent and discordant due to their profoundly different speeds.

Hence, their connection is inclined to constant changes in styles and tastes based on the architect and designer. There are certain people in the fashion design field who believe that fashion has a huge influence on architecture. According to Quinn, art and architecture are inspired by fashion

and as such in many circumstances a dress can be a metaphor for architecture. Although fashion designers and certain individuals perceive architecture as fashion.

In reality, fashion is transient, unlike architecture which is permanent. This relationship shows that there are certain similarities and connections that bind both fashion and architecture together. This relationship is liable to constant change in styles and tastes.

Each society needs to have its own expression which related to its values, principles, and ethics. Architecture and fashion have been ways to achieve that need. This perspective reinforces the link between fashion and architecture through the use of common language and terms that are used to describe works in both practices through the subjective senses of touch and sight.

1.7 HOW PUBLIC AND PRIVATE PARTNERSHIP WORK HELP IN THIS PROJECT?

Public-private partnerships (PPPs) in redeveloping a government bus depot into a mixed-use building involve collaboration between government entities and private sector companies. The government typically provides the land and regulatory support, while private developers contribute expertise, funding, and project management. In such a project, the public sector benefits from the efficient allocation of resources and the creation of public amenities without significant financial burdens.

Meanwhile, private partners gain access to prime real estate and potential profit from commercial spaces. The partnership aims to create a multi-functional space that includes retail, residential, and recreational areas, enhancing urban infrastructure and boosting economic activity.

This collaboration ensures that public needs, such as transportation facilities, are integrated with commercial interests, promoting sustainable urban development. By leveraging each other's strengths, public and private entities can transform a bus depot into a vibrant community hub, fostering economic growth and improving the quality of life for residents.

1.8 HOW TRANSIT HUBS CAN BE USED FOR A DEVELOPMENT OF NEW ARCHITECTURAL TYPOLOGY?

Transit hubs can play a pivotal role in the development of new architectural typologies by serving as focal points for mixed-use developments that integrate transportation, residential, commercial, and recreational spaces. Here's how:

Integration of Multiple Functions:

- **Mixed-Use Development:** Transit hubs, such as train stations, bus depots, and metro terminals, can anchor mixed-use developments. By incorporating residential units, offices, retail spaces, and entertainment venues within or around the transit hub, developers create a vibrant, self-sustaining environment that reduces the need for long commutes.
- **Seamless Connectivity: Architectural** designs can focus on seamless transitions between different modes of transportation (e.g., buses, trains, bicycles) and various functional spaces. This encourages efficient movement of people and fosters a dynamic, interconnected community.

Urban Density and Land Use Efficiency:

- **High-Density Development:** Transit hubs are ideal for high-density developments. By building upwards, developers can maximize land use, creating vertical communities that house more people and businesses within a smaller footprint. This approach not only conserves land but also supports sustainable urban growth.
- **Land Value Optimization:** The proximity to transit options significantly increases land value, making it economically viable to develop high-quality, multi-functional buildings. This attracts investment and stimulates further urban development.

Environmental and Social Sustainability

- **Reduced Carbon Footprint:** By situating residential and commercial spaces near transit hubs, reliance on private vehicles decreases. This leads to lower carbon emissions and promotes the use of public transport, cycling, and walking.
- **Public Spaces and Green Areas:** Transit-oriented developments can incorporate public parks, plazas, and green rooftops, enhancing urban greenery and providing communal spaces. This fosters social interaction and enhances the quality of urban life.

Architectural Innovation and Design

- **Adaptive Reuse and Flexibility:** Transit hubs encourage innovative architectural solutions that are adaptable to changing needs. This includes flexible spaces that can serve different purposes over time, such as transforming office areas into residential units or vice versa, depending on demand.
- **Iconic Structures:** Designing buildings around transit hubs provides opportunities to create iconic architectural landmarks that define the cityscape. These structures often become symbols of urban identity and progress.

Economic Growth and Community Development

- **Economic Stimulus:** The development around transit hubs generates economic activity by attracting businesses, retailers, and services. This creates job opportunities and boosts the local economy.
- **Inclusive Development:** Transit-oriented developments often include affordable housing and essential services, ensuring that various socio-economic groups benefit from improved access to transportation and urban amenities.

1.9 NEED OF THIS PROJECT IN CHENNAI

Chennai is a major commercial city, yet it has relatively few design hubs relative to other cities since there is a lack of emphasis on the value and recognition of design education. From Madras to Chennai, the city has historically embraced diversified industries. It serves as a centre for the production of software, IT-enabled services, clothing and textiles, vehicles and auto parts, engineering, and leather goods. A project that can increase the value economically is strongly encouraged as the city has the ability to transform itself accordingly.

1.10 AIM

To design a fashion park that would provide people with access to information about sustainability and fashion, serving as a launchpad for aspiring designers looking to advance their careers in the fashion business. As a result, this design focuses on fusing fashion, art, culture, and architecture to create a multifunctional fashion centre that would include a retail store, an institute, a transportation hub, and a community gathering place—or, to phrase it another way, a local landmark.

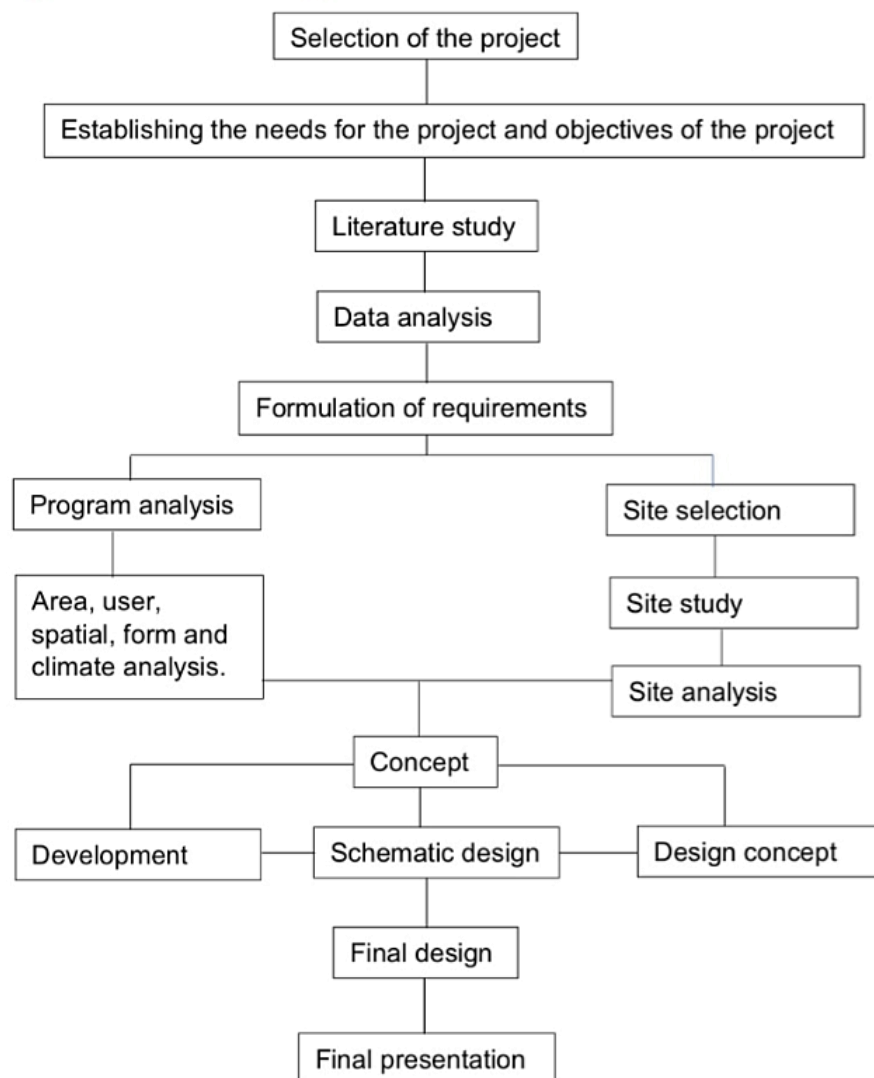
1.11 OBJECTIVE

- To cater to the infrastructure needs of the fashion houses, exporters, manufactures, designers, etc
- To Understand the functional hierarchy of the entire space.
- To understand the overall urban environment through buildings, their settings, landscape, social and economic purposes.
- To understand all the processes involved in fashion technology with its own characteristics spatial requirements.
- To create a new landmark.

1.12 SCOPE

- To understand the activities which takes place right from designing the outfit to manufacturing – exhibit – merchandising.
- Exploration of the urban context and the building
- Understanding how architecture and fashion can be linked tangibly.
- To satisfy the needs of the surrounding locality to make it a more social gathering space.

1.13 METHODOLOGY



1.14 WHY A FASHION RELATED BUILT STRUCTURE?

Due to globalization India has become one of the fastest growing countries in all aspects. The Indian film industry and the fashion industry are the most important veins connecting India with the other countries. India provides very rare and authentic fashion that is unique to the land, owing to this, it is important that the Indian designers are paid for their work in an equivalent manner. Indian fashion is very easily bought and sold in the other countries in the name of popular fashion, without actually showing the origin of the stuff. Also, it is very important to make the people aware about the process that involves in the production of the garments they put or the accessories they wear. Hence, the project is an attempt to make people aware about the Indian fashion and the process, and produce respect for the same and to make India emerge as a major hub for international fashion events.

1.15 ARCHITECTURAL CHALLENGE

A number of shopping malls, garment industries, research and development centers for the textile industries somehow fail to provide an architectural Icon, which the fashion industry can relate to and identify with as a symbol of their profession. The challenge would be to create a space and buildings with which would keep the glamorous image of the fashion would. "But at no cost would ignore the functional aspect of it. The idea would be to explore the kind of setup a place like a fashion deserves. The building has to be symbolic of the professional stream they are catering to which is the very forward and forever beaming with new ideas.

CHAPTER 2

LITERATURE CASE STUDIES

2.1 INTRODUCTION

Fashion is the widest sense, comprises all outward manifestation of civilized behaviour which general acceptance for a limited period of time. From the moment when man discovered the function of clothes as a protection against the vegans of nature, it cannot have been long before they began to consider their aesthetic aspect. Fashion is a popular style of practice, not only in clothing, also in footwear, accessories make up hairstyle and body. Fashion is a distinctive often constant trend in the style in which a person dresses. It is the prevailing style and behaviour and the newest creation of textile designers. The fashion industry is a product of the modern age.

By the beginning of the 20th century, with the rise of new technology, such as suing machine, the rise of global capitalism and the development of factory system of production and the proliferation of retail outlets such as department stores clothing had increasingly come up to be a mass produced in standard size and sold at fixed prices.

Where is the birthplace of fashion? One might a Paris of course, but it is not a matter of course throughout the centuries, many countries and towns have claimed to be the leaders of the taste. Fashion arrived on the banks of the scene by circuitous router and Italy, Spain and later, England were stations on its own journey through Europe, today it is an international highly globalized industry.

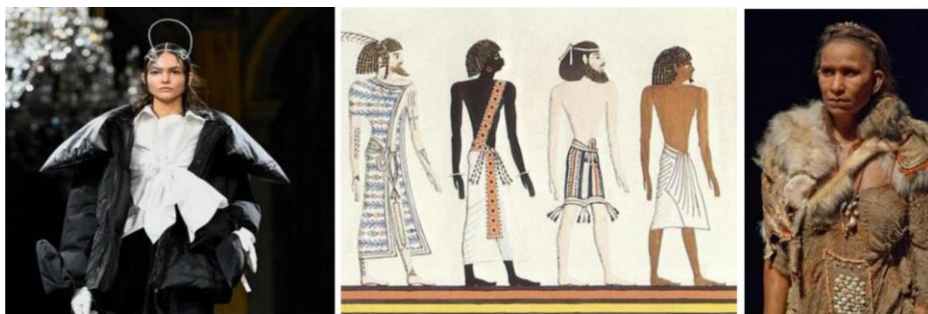


Fig 2.1: Image showing the evolution of fashion. Source : Google

2.2 WHAT IS A FASHION PARK

A fashion park is a retail destination that combines elements of a traditional shopping mall with unique features focused on fashion and lifestyle. Unlike typical shopping centers, fashion parks often feature open-air layouts, landscaped walkways, and aesthetically pleasing environments to enhance the shopping experience. They host a diverse range of fashion retailers, from high-end luxury brands to mainstream labels and boutique stores, offering a wide selection of clothing, accessories, and footwear. Additionally, fashion parks may include entertainment facilities, dining options, and cultural attractions to attract visitors beyond shopping. The design and layout of a fashion park are carefully curated to create a vibrant atmosphere conducive to leisurely browsing and socializing. Overall, fashion parks aim to provide a dynamic and immersive shopping experience that goes beyond traditional retail environments.

2.3 USER GROUP OF FASHION INDUSTRY

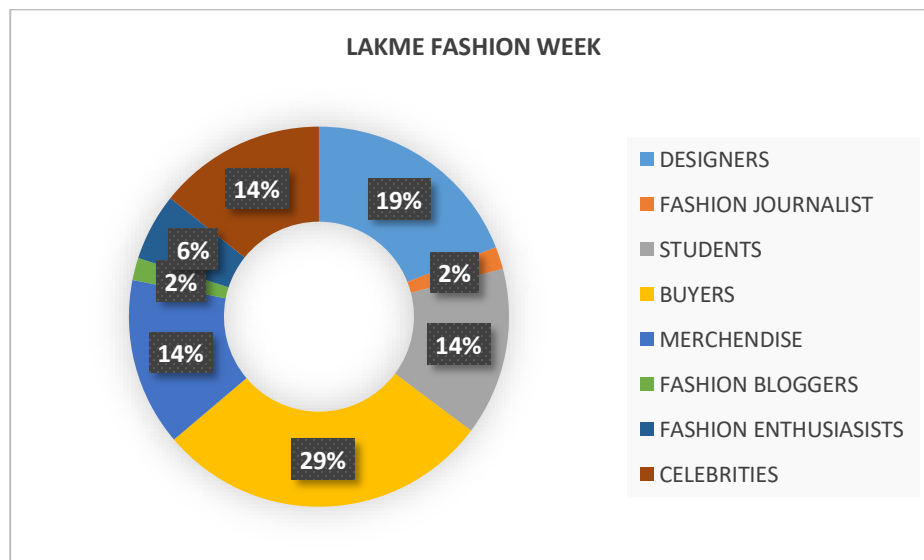


Fig 2.2: Image showing the percentage of active user participation at Lakme fashion week

The pie diagram above (Fig 2.2) enables us to analyze and comprehend the different active user groups within the fashion and retail industry

2.4 CASE STUDIES

2.4.1 WESTGATE MALL AND TOWERS, SINGAPORE

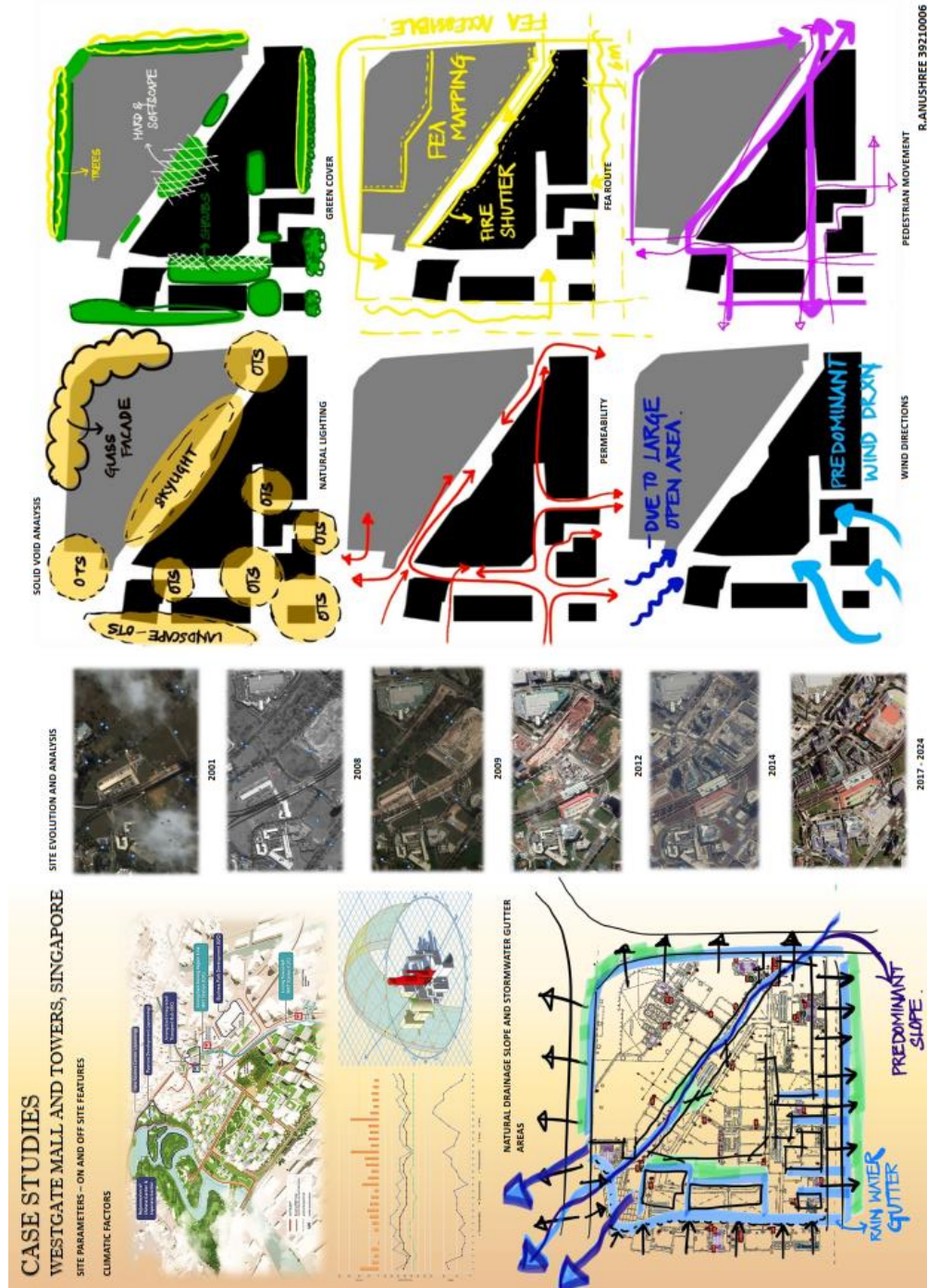


Plate 1: Study of Westgate Mall and Towers, Singapore

CASE STUDIES

WESTGATE MALL AND TOWERS, SINGAPORE

GREEN MARK PLATINUM CERTIFIED BUILDING – FOR LOW CARBON FOOTPRINT AND ITS GREEN FEATURES

Energy Savings

Optimized facade design reduces thermal gain to the building, resulting in a 10% reduction in energy consumption.

Energy efficient lighting system with a mix of LED and CFL lighting.

Energy efficient air conditioning system with a mix of VAV and VRF systems.

Energy efficient water heating system with a mix of gas and electric water heaters.

Eco-Friendly Construction

Use of green concrete and recycled aggregate in the building's structure.

Use of green concrete and recycled aggregate in the building's structure.

Use of green concrete and recycled aggregate in the building's structure.

Water Sustainability

Use of rainwater harvesting system for irrigation and toilet flushing.

Use of rainwater harvesting system for irrigation and toilet flushing.

Use of rainwater harvesting system for irrigation and toilet flushing.

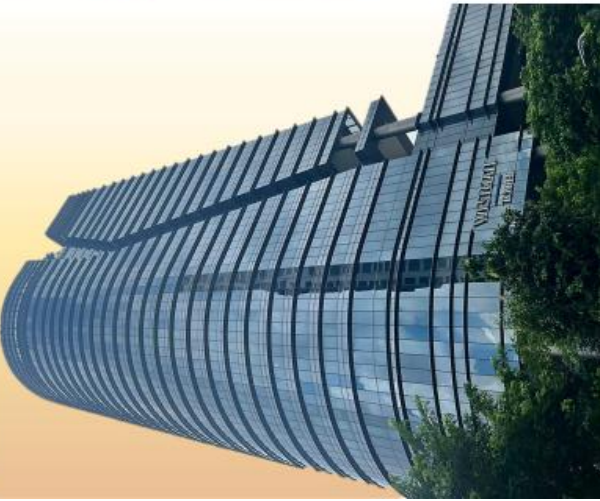
Other Green Features

Use of green concrete and recycled aggregate in the building's structure.

Use of green concrete and recycled aggregate in the building's structure.

Use of green concrete and recycled aggregate in the building's structure.

The segregation of the building with a common roof but various blocks helps it blend much with the exterior environment and doesn't not have the feel being enclosed under a massive opaque structure. The diagrams beside helps us understand how the building with open spaces and landscape helps to blend it along with the adjacent buildings and the tall and long corridors, extends themselves to the site periphery where a large open landscape garden area falls as an transition space for the two Malls.



STRUCTURAL ANALYSIS :

The area with opening and void record a beam depth of more than 600mm. The entire structure works with flat slab method giving a column free retail space and making all MBE structural lightness easier instead of penetrating them in the slab. The sky light area are covered with beams and columns and no light area as a horizontal line to give stability to column. The cores acts as shear walls to maintain stability for the supporting structures.

Plate 2: Structural Analysis of Westage Mall and Towers, Singapore

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2.4.2 NATIONAL INSTITUTE OF FASHION TECHNOLOGY, CHENNAI

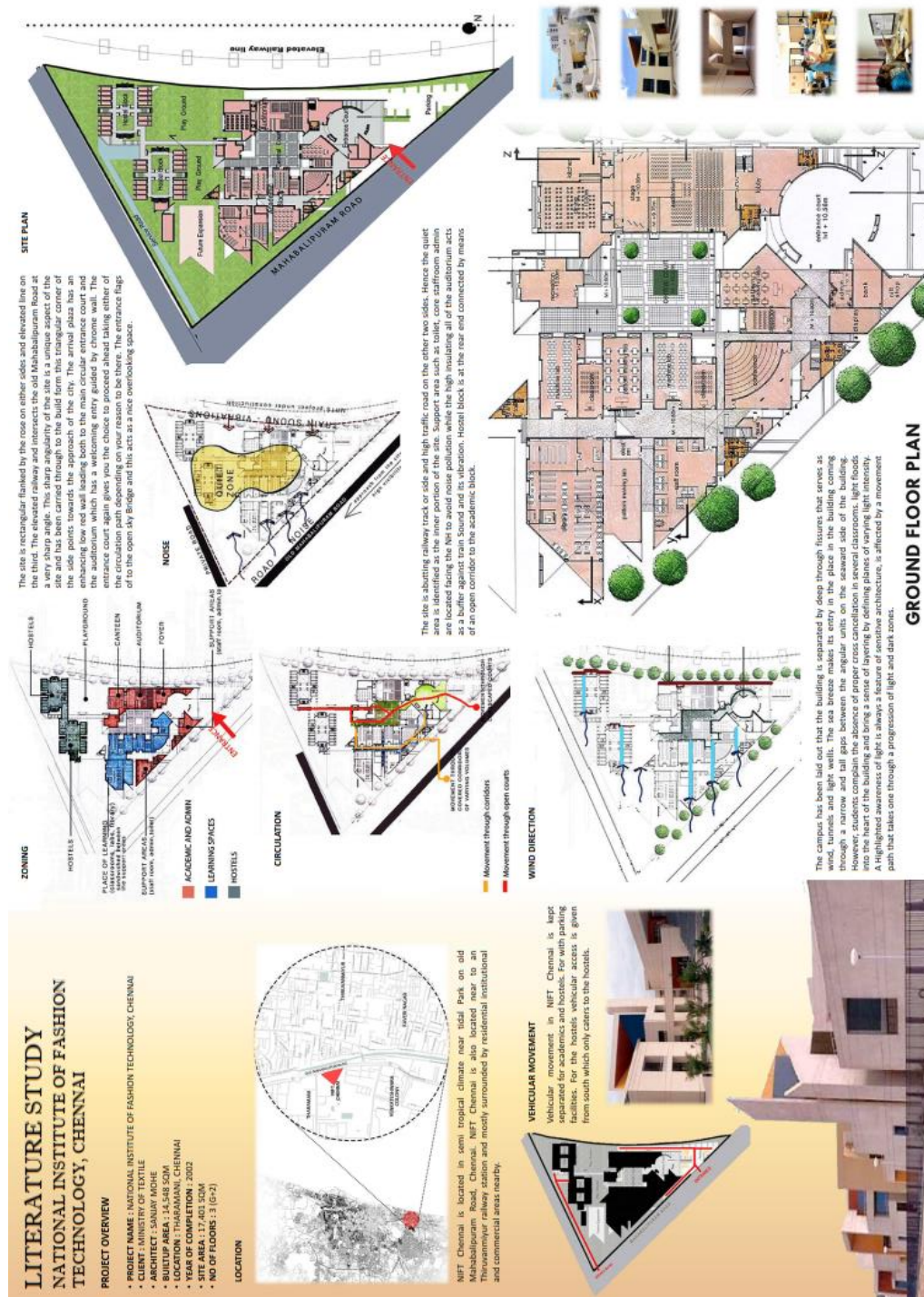


Plate 3: Study of National Institute of Fashion Technology, Chennai

2.4.3 PEARL ACADEMY OF FASHION, JAIPUR

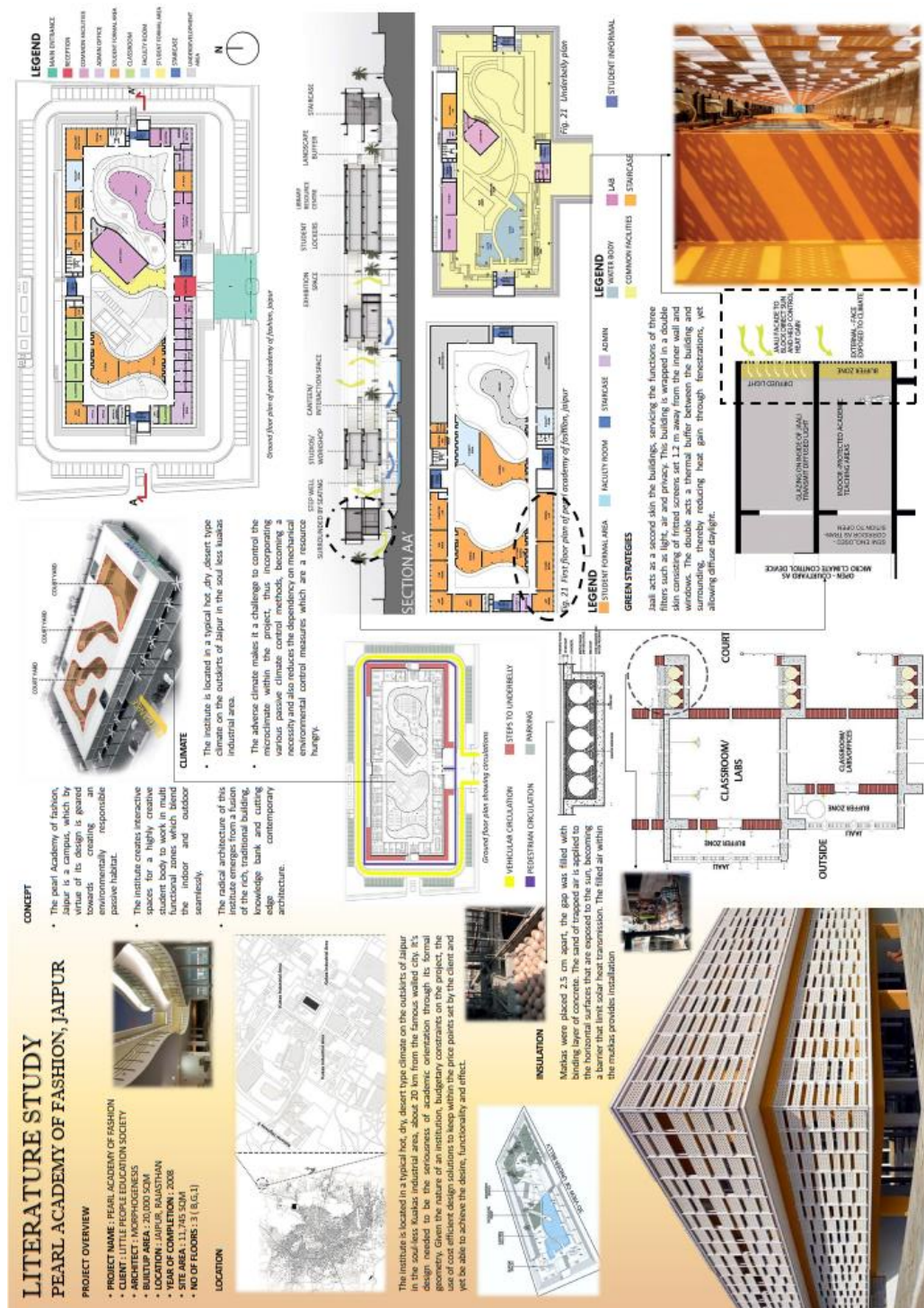


Plate 5: Study of Pearl Academy of Fashion, Jaipur

2.4.4 XINHEE DESIGN CENTRE, CHINA

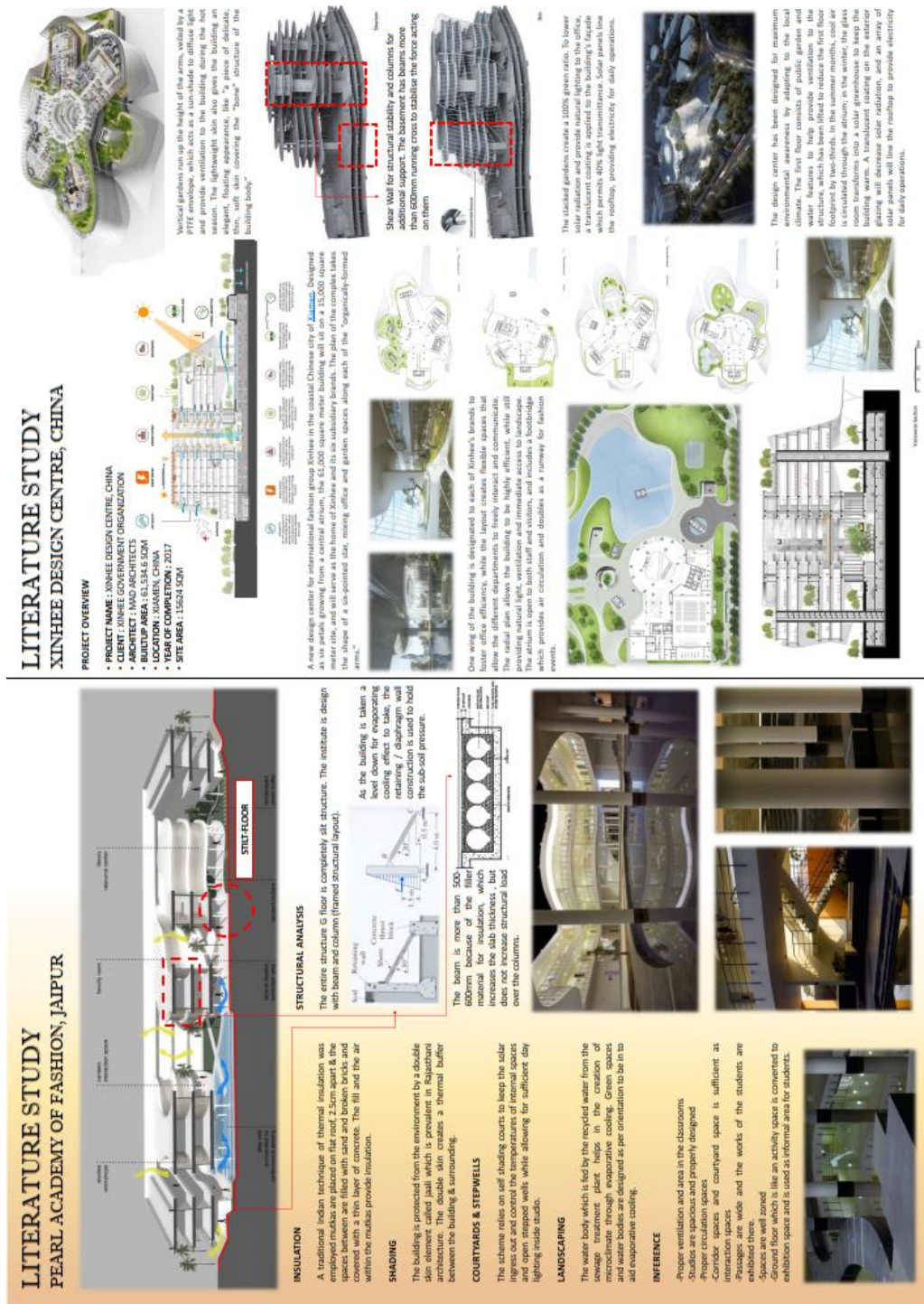


Plate 6: Study of Xinhee Design Centre, China

2.4.5 COMPARITIVE ANALYSIS

COMPARATIVE ANALYSIS

S.NO	FEATURES	WESTGATE	APERIA	PEARL ACADEMY OF FASHION	XINHEE DESIGN CENTRE	NIFT CHENNAI
						
1	LOCATION	JURONG, SINGAPORE	KALLANG, SINGAPORE	JAPUR, RAJASTHAN, INDIA	XINHEE, CHINA	THARAMANI, CHENNAI
2	BUILT UP AREA	91700 m2	70740 m2	20000 m2	61334 m2	24548 m2
3	SECTOR / TYPOLOGY	MIXED USE - RETAIL, LEISURE, WORKPLACE	MIXED USE - RETAIL, LEISURE, WORKPLACE	INSTITUTION	COMMERCIAL - OFFICE	INSTITUTION
4	SITE CONTEXT	LOCATED IN A COMMERCIAL ZONE SURROUNDED BY DENSE RESIDENTIAL AREA	LOCATED IN A DENSE MIXED RESIDENTIAL AREA	LOCATED IN A INSTITUTIONAL ZONE	LOCATED IN A COMMERCIAL AREA	LOCATED IN A HIGH INSTITUTIONAL AREA
5	ACCESSIBILITY	OBLIQUE - VEHICULAR ACCESS DIRECT - PEDESTRAIN ACCESS	OBLIQUE - VEHICULAR ACCESS DIRECT - PEDESTRAIN ACCESS	DIRECT - PEDESTRAIN AND VEHICULAR ACCESS	DIRECT - PEDESTRAIN AND VEHICULAR ACCESS	DIRECT - PEDESTRAIN AND VEHICULAR ACCESS
6	DESIGN PRINCIPLES	WESTGATE SINGAPORE FEATURES A MODERN AND SLEEK DESIGN. THE ARCHITECTURE FOCUSES ON CREATING A VIBRANT AND INVITING SHOPPING ENVIRONMENT.	APERIA MALL EMPHASIZES SUSTAINABLE AND GREEN DESIGN. INTEGRATING NATURE INTO THE ARCHITECTURE.	PEARL ACADEMY OF FASHION MIGHT PRIOTRIZE A BLEND OF CONTEMPORARY AND FUNCTIONAL DESIGN TO FOSTER CREATIVITY.	XINHEE DESIGN CENTRE COULD SHOWCASE AWAY-GARDE DESIGN PRINCIPLES, REFLECTING INNOVATION AND CREATIVITY	NIFT CHENNAI'S ARCHITECTURE MAY FOCUS ON FUNCTIONALITY AND EFFICIENCY, CONSIDERING ITS ROLE AS AN EDUCATIONAL INSTITUTION
7	PLANNING	- THE PLANNING AND SEGREGATION OF SPACES ARE VERY DISTINCT. - OFFICE BLOCKS IN BOTH THE GROUND AND 4TH LEVEL. - PUBLIC CAN ACCESS TO THE ENTRANCE OF THE OFFICE TOWERS AND OFFICE EMPLOYEES CAN DIRECTLY ACCESS THE MALL THROUGH THE 3RD GARDEN STOREY.	- THE PLANNING AND SEGREGATION OF SPACES ARE VERY DISTINCT. - SEPARATE AND PRIVATISED ACCESS TO THE OFFICE BLOCKS IN BOTH THE GROUND AND 4TH LEVEL. - PUBLIC CAN ACCESS TO THE ENTRANCE OF THE OFFICE TOWERS AND OFFICE EMPLOYEES CAN DIRECTLY ACCESS THE MALL THROUGH THE 3RD GARDEN STOREY.	- PLANNING IS BASED ON STUDENTS FORMAL, INFORMAL, ADMINISTRATION AND COMMON AREA. - HAS AN INWARD AND ORGANISED ARRANGEMENT OF SPACES.	- PLANNING OF EACH PETAL IS DEFINED TO A PARTICULAR FASHION BRAND THAT HOSTS ITS HEADQUARTERS - THE CENTRAL CORRIDOR AND ATRIUM ACTS AS A THE PUBLIC GATHERING AREA WHEN THE FASHION EVENTS ARE HOSTED.	- PLANNING WAS ENTIRELY BASED ON CLUSTERING ALL THE CLASSROOMS IN THE CENTRE TO AVOID THE NEED FOR LONG DISTANCE TRAVEL ALONG THE MAIN ROAD AND THE NEARBY RAILWAY LINE - LARGE SHEAR WALLS CONSTRUCTED WERE AS BUFFERS
8	LIGHTING	AMPLE AMOUNT OF DAY LIGHT IS BEEN USED DUE TO THE PLANNING OF THE MALL INTO MULTIPLE INDIVIDUAL BLOCKS WITH A COMMON ROOF.	THE ATRIUM AND THE CORRIDORS ARE DESIGNED WITH SKYLIGHTS TO BRING IN AS MUCH AS NATURAL LIGHTING INTO THE BUILDING	THE LIGHTING ARE USED USING THE JALI TO CREATE A SENSE OF PRIVACY AND TO THE HEAT OF THE BUILDING. SHEDDING WIND DUE TO ITS CLIMATIC CONDITION	THE GLASS FACADE HELPS IN BRINGING IN THE NATURAL LIGHT	THE LONG WIDE CORRIDORS, THE DAY, AND THE EXTENDED EAVES HELPS IN BRINGING DAYLIGHT EVEN IN THE CLUSTERED SPACES.
9	VENTILATION	THE RETAIL UNITS ARE COMPLETELY CENTRALISED WITH AIR-CON AND THE LANDSCAPE AND ATRIUMS ARE LEFT WITH NATURAL VENTILATION. THE OFFICE TOWER IS COMPLETELY AIR-CON'D	AIRCON AND USES AIR NOSTRIL TO THROW IN MORE AIR	USES PASSIVE STRATEGIES LIKE CREATING THE STACK EFFECT THROU THE WATER BODY AND THE OPEN ATRIUMS FOR THE HOT AIR TO ESCAPE	COMPLETELY CENTRALISED WITH AIRCON AND THE CENTRAL ATRIUM IS OPEN TO SKY	THE VOIDS AND ORIENTATION HELPS IN NATURAL VENTILATION AND ARE ALSO SUPPORTED WITH MECHANICAL WINDS ALSO.
10	GREEN AWARDS	BCA GREEN GOLD AWARD , LEED GOLD	BCA GREEN PLATINUM AWARD	LEED PLATINUM		
11	GREEN STRATEGIES	NATURAL VENTILATION, PEDESTRAIN FRIENDLY APPROACH THAT IS CONNECTING THE BUILDING FROM THE MRT INTERCHANGE TO VARIOUS PARTS OF THE NEIGHBOURHOOD AND THE LANDSCAPING	NATURAL VENTILATION AND LIGHTING, INSTALLED SOLAR PANEL AND THE ENERGY GENERATED FROM IT, THE GREEN TERRACE AND PASSIVE COOLING STRATEGIES THAT ARE ADOPTED.	THE USE OF MATRAS FOR INSULATION, THE JALI THAT WORKS AS DOUBLE SKIN, THE LANDSCAPING AND RECYCLING OF THE SEWAGE ETC		
12	UNIVERSAL DESIGN	YES	YES	YES	YES	YES
13	MATERIALS	CONTEMPORARY MATERIALS SUCH AS GLASS, STEEL, AND CONCRETE ARE LIKELY DOMINANT IN THE CONSTRUCTION.	ECO-FRIENDLY MATERIALS MAY BE USED, AND THE ARCHITECTURE COULD FEATURE ELEMENTS LIKE GREEN WALLS AND ENERGY EFFICIENT SYSTEMS	THE USE OF INNOVATIVE MATERIALS, MATRINS, ALUMINIUM JALI, CONCRETE CONSIDERING THE NATURE OF A DESIGN SCHOOL, IS PROBABLE.		DURABLE AND COST-EFFECTIVE MATERIALS SUITABLE FOR AN EDUCATIONAL INSTITUTION MAY BE UTILIZED SUCH AS SIMPLE MODERN MATERIALS.
14	CULTURAL INFLUENCE	THE DESIGN MIGHT DRAW INSPIRATION FROM SINGAPORE'S MODERN COSMOPOLITAN CULTURE.	THE DESIGN MAY REFLECT SINGAPORE'S COMMITMENT TO SUSTAINABILITY AND ECO-FRIENDLY PRACTICES	THE DESIGN MAY REFLECT THE ARTISTIC AND CULTURAL ASPECTS ASSOCIATED WITH FASHION AND DESIGN EDUCATION	THE DESIGN MIGHT BE INFLUENCED BY BOTH LOCAL AND GLOBAL DESIGN TRENDS	THE DESIGN MAY INTEGRATE ASPECTS OF CHENNAI'S CULTURAL HERITAGE.

R.ANUSHREE 30210006

N.ANUSHREE 39210006

Plate 7: Plate representing Comparative Analysis

CHAPTER 3

DATA COLLECTION AND STANDARDS

3.1 GENERAL BUILDING REQUIREMENT STANDARDS

- **Approach to plinth level**

The plinth or any part of the building or out house shall be so located with respect to the surrounding ground level that adequate drainage of the site is assured. The height of the plane shall not be less than 450 mm from the surrounding ground level in case of independent houses are not less than 300 mm in case of other buildings.

- **Interior Courtyards and Covered Parking**

Every interior courtyard shall be raised with at least 150 mm above from the determined ground level and shall be satisfactorily drained.

- **Ramped Approach**

Ramp shall be finished with non-slip material to enter the building. Minimum width of the ramp shall be 1800 mm with the maximum gradient 1:12. Length of the ramp shall not exceed 9 m having 800 mm height handrail on both sides, extending 300 mm beyond top and bottom of the ramp. Minimum gap from the adjacent wall to the hand rail shall be 50 mm.

- **Stepped Approach**

For step approach size of the tread shall not be less than 300 mm and maximum riser shall be 150 mm. Provision of 800 mm hand on both sides of the step approach, similar to the ramp approach.

- **Exit/ Entrance Door**

Minimum and clear opening of the entrance door shall be 900 mm and it shall not be provided with a step that obstruct the passage of a wheelchair user. Threshold shall not be raised more than 12mm.

- **Entrance Landing**

Entrance landing shall be provided adjacent to ramp with the minimum dimension 1800mm x 2000mm. The entrance landing that adjoins the top end of a slope shall be provided with floor materials to attract the attention of visually impaired person's (limited to coloured floor material whose colour and brightness is conspicuously different from that of the surrounding floor material or the material that emits different sound to guide visually impaired persons. Finishes shall have a non-slip surface with a texture traversable by a wheel chair. Kerbs wherever provided should blend to a common level.

- **Corridor connecting the entrance/exit for the differently abled**

The corridor connecting the entrance/exit for differently abled leading directly outdoors to a place where information concerning the overall use of the specified building can be provided to visually impaired persons either by a person or by signs, shall be provided as follows:

- Guiding floor materials shall be provided or device that emits sound to guide visually impaired persons.
- The minimum width shall be 1500mm.
- In case there is a difference of level, slope ways shall be provided with a slope of 1:12.
- Handrails shall be provided for ramps/slope ways.

- **Stair-ways**

One of the stair-ways- near the entrance/exit for the differently abled shall have the following provisions:

- The minimum width shall be 1350 mm.
- Height of the riser shall not be more than 150 mm and width of the tread 300mm.
- The steps shall not have abrupt (square) nosing.
- Maximum number of risers on a flight shall be limited to 12.
- Handrails shall be provided on both sides and shall extend 300 mm on the top and bottom of each flight of steps.

- **Lifts**

Wherever lift is required as per bye-laws, provision of at least one lift shall be made for the wheel chair user with the following cage dimensions of lift recommended for passenger lift of 13 person's capacity of NBC 2005, BIS. Section 4.9.3 Table no1- Desirable Lift size.

Clear internal width 1100 mm Clear internal depth 2000 mm. Entrance door width 900 mm.

- A hand rail not less than 600mm long at 1000mm above floor level shall be fixed adjacent to the control panel.
- The lift lobby shall be of an inside measurement of 1800 mm x 2000 mm or more.
- The time of an automatically closing door should be minimum 5 seconds and the closing speed should not exceed 0.25 m/sec.
- The interior of the cage shall be provided with a device that audibly indicates the floor, the cage has reached indicates that the door of the cage of entrance or exit is either open or closed.
- Graphic or Braille signage, as per the Harmonized Guidelines, shall be provided in the lift lobby.

- **Toilets**

One special W.C. in a set of toilets shall be provided for the use of differently abled with essential provision of washbasin near the entrance for the differently abled.

- The minimum size shall be 1500 mm x 1750 mm.
- Minimum clear opening of the door shall be 900mm and the door shall swing out.
- Suitable arrangement of vertical/horizontal handrails with 50mm clearance from wall shall be made in the toilet.
- The W.C. seat shall be 500mm from the floor.

Sl. No.	Sanitary Unit/ Fittings	For Personnel	
1.	Water closet	One for every 25 persons or part thereof, exceeding 15 (including employees and customers). For female personnel 1 for every 15 persons or part thereof, exceeding 10.	
2.	Drinking Water Fountain	One for every 100 persons with a minimum of one on each floor.	
3.	Wash Basin	One for every 25 persons or part thereof.	
4.	Urinals	Nil up to 6 persons 1 for 7-20 persons 2 for 21-45 persons 3 for 40-70 persons 4 for 71-100 persons From 101 to 200 add at the rate of 3%; For over 200 persons add at the rate of 2.5%.	
5.	Cleaners' Sink	One per floor minimum, preferably in or adjacent to sanitary rooms.	

Table 1: Sanitation requirements for Shops and Commercial Offices. Source: TNCDDBR 2019

Sl. No.	Sanitary Unit	Boarding Institutions		Other educational Institutions	
		Boys	Girls	Boys	Girls
1.	Water Closet (W.C.)	One for 8 boys or part thereof	One for 6 girls or part thereof	One for 40 boys or part thereof	One for 25 girls or part thereof
2.	Ablution Taps	One in each W.C.	One in each W.C.	One in each W.C.	One in each W.C.
3.	Urinals	One per every 25 pupils or part thereof	--	One per every 20 pupils or part thereof	--
4.	Wash Basins	One for every 8 pupils or part thereof	One for every 6 pupils or part thereof	One for every 40 pupils or part thereof	One for every 40 pupils or part thereof
5.	Baths	One for every 8 pupils or part thereof	One for every 6 pupils or part thereof	--	--
6.	Drinking Water Fountains	One for every 50 pupils or part thereof	One for every 50 pupils or part thereof	One for every 50 pupils or part thereof	One for every 50 pupils or part thereof
7.	Cleaner's Sink	One per Floor minimum	One per Floor minimum	One per Floor minimum	One per Floor minimum

Table 2: Sanitation requirements for Educational Occupancy. Source: TNCDDBR 2019

Sl. No.	Sanitary Unit	For Public		For Staff	
		Male	Female	Male	Female
1.	Water Closet	One for 100 persons upto 400 persons. For over 400 persons, add at the rate of 1 per 250 persons or part thereof	Two per 100 persons upto 200 persons. For over 200 persons add at the rate of 1 per 100 persons or part thereof	One for 15 persons. Two for 16-35 persons	One for 1-12 persons. Two for 13-25 persons add at the rate of 1 per 6 persons or part thereof
2.	Ablution Taps	One in each W.C.	One in each W.C.	One in each WC	One in each WC
3.	Urinals	One for 50 persons or part thereof	—	Nil upto 6 persons One for 7-20 persons Two for 21-45 persons	—
4.	Wash Basins	One for every 200 persons or part thereof	One for every 200 persons or part thereof	One for 1-15 persons Two for 16-35	One for 1-12 persons Two for 13-25 persons
5.	Drinking Water Fountain	One per 100 persons or part thereof			
6.	Cleaner's sink	One per floor			
7.	Shower / Bathing	As per trade requirement			

Table 3: Sanitation requirements for Auditorium. Source: TNCDDBR 2019

- **Proper signage**

Appropriate identification of specific facilities within a building for the differently abled persons should be done with proper signals.

- Visually impaired persons make use of other senses such as hearing and touch to compensate for the lack of vision, whereas visual signals benefit those with hearing disabilities. Signs should be designed and located so that they are easily legible by using suitable letter size (not less than 20 mm high).
- For visually impaired persons, information board in brail should be installed on the wall at a suitable height and it should be possible to approach them closely.
- To ensure safe walking, there should not be any protruding sign which creates obstruction in walking.
- Public Address System may also be provided in busy public areas.
- The symbols/information should be in contrasting colour and properly illuminated because people with limited vision may be able to differentiate amongst primary colours.
- International Symbol Mark for wheel chair be installed in a lift, toilet, staircase, parking areas, etc., that have been provided for the differently abled.

- **Setbacks**

Setbacks requirement for buildings such as Secondary schools, Colleges, Higher Educational, Technical & Research Institutions, Students hostels & Dormitories, Research Institutions, Art galleries and Public libraries are mentioned below.

Sl.No.	Description	Continuous Building Areas	Other areas
1	2	3	4
A.	Minimum road width	7.20m	Minimum 7.2m for schools upto higher secondary level and industrial training institutes. For others, min. 9 m
B.	Maximum Height	18.30m.	
C.	Normally Permissible FSI	2.0	
D.	Minimum Setbacks	Where Street Alignment/new road is prescribed, it shall be from that street alignment/narrow line. In the case of others, it shall be from the property boundary.	
(i)	Front Setback	6m	6m
(ii)	Side Setback	Nil	6m
		For schools - 2m	
(iii)	Rear Setback	Nil	6m
		For schools - 2m	

Table 4: Planning Requirements of Institutional Buildings. Source: TNCDBR 2019

- **Corridor width**

The minimum width of corridor or verandah for institutional building and commercial offices are mentioned below.

Sl. No.	Building use or type	Minimum width of corridor verandah
(i)	Residential buildings	1.0 m
(ii)	Assembly buildings such as Auditoriums, Kalyanamandapams, cinema theatres, Religious buildings, temples, mosques or churches and other buildings of public assembly	2.0 m
(iii)	Institutional buildings	
a)	Government offices	2.0 m
b)	Hospitals	2.4 m
c)	Educational Buildings such a schools, colleges, Research Institutions	2.0 m
d)	Commercial buildings such as private offices, Nursing Homes, etc.	2.0 m
e)	All other buildings including hotels	1.5m

Table 5: Planning Requirements of Corrdiors or Verandah. Source: TNCDBR 2019

- **Parking requirements**

(c) Colleges
1 car space for every 100sq.m of class room area or part thereof and 1 two-wheeler space for every 50sq.m of class room area or part thereof.

Table 6: Parking Standards for Educational Institution. Source: TNCDBR 2019

3.2 PLANNING GUIDELINES FOR RETAIL

- **Occupation in stores** - 1 person per 5 to 6 sqm; 1 person per 1.8 sqm in peak hours.
- **Shelf Units** - Shelf units should not be higher than 1.8 m and not lesser than 0.3m.

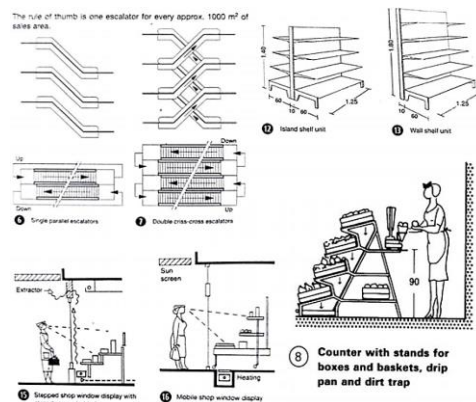


Fig 3.1: Image showing the minimum standard requirements for shelf units. Source : NBC

- **Shop Width**

This is the most important dimension as it involves column spacing and frontage of stores. The most common used shop widths are 6 m, 7.6 m, 9.14 m the last being the most flexible one.

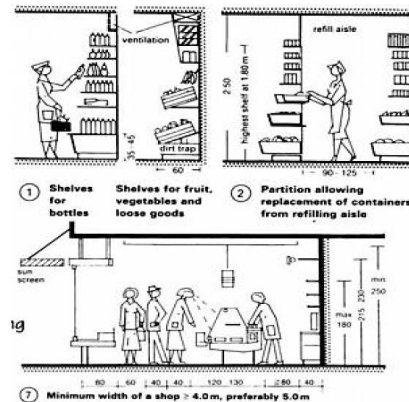


Fig 3.2: Image showing the minimum standard requirements for shops. Source : NBC

- **Minimum Heights**

For shop spaces of the following are as follows:

- Up to 400 sq m retail floor space: 3.0m
- Over 400 sqm retail floor space: 3.30m
- Over 1500 sqm retail floor space :3.50m

- **Structural Grid**

- Large units between 7.3m to 10.9m
- Frontage & 9.14m depth.
- Small units between 5.18m to 5.8m frontage and total depth.

- **Booths**

- Booths are smaller in size than shops having min area 6sq.m.
- Booth's frontage varies from 2,2.5 & 3m.

- **Showrooms**

Showrooms are larger in size than shops having minimum area 95 sqm.

- **Departmental Stores**

Department stores are large complex shops, invariably extending over several floor levels, selling a wide variety of goods, particularly clothes.

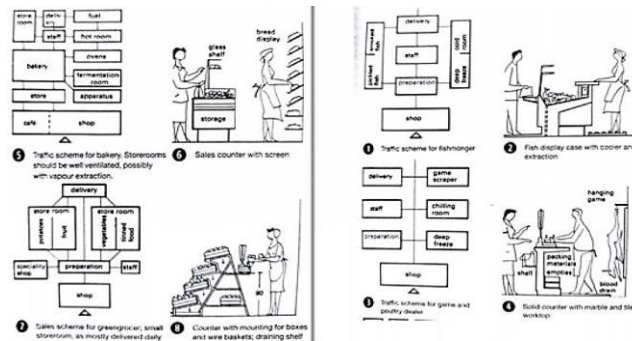


Fig 3.3: Image showing the minimum standard requirements for Departmental Stores. Source : NBC

- **The Retail Store**

For the benefit of more reactionary readers the diagram across indicates the basic design criteria related to contemporary pushcart planning. The model depicted comes equipped with jaguar founders and custom made a tall fin of any description. Programming and design process for a retail store. Developing a alternative is important.

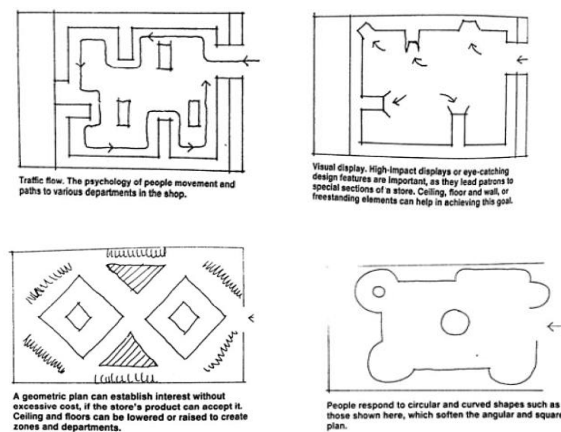


Fig 3.4: Image showing the display, lighting and arrangement patterns for a Retail Store. Source : NBC

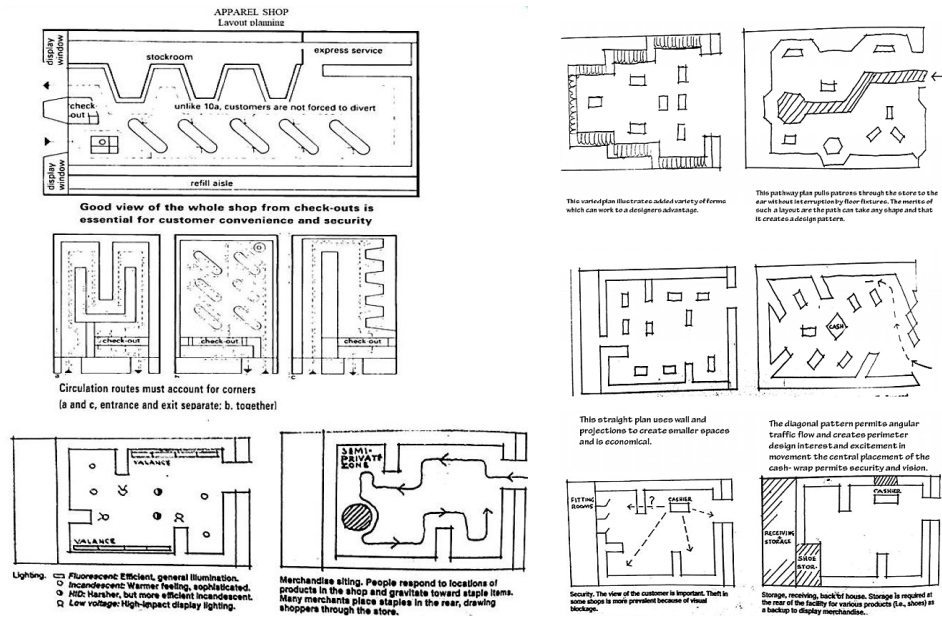


Fig 3.5: Image showing the planning layout for a Retail Store. Source : NBC

- Assisted service

Customers may select & inspect the goods openly displayed on wall & island units. Sales staff are at hand for providing general information, service & scale. On completion of a sale the assistant takes the goods & cash to a cash counter for packing & payment.

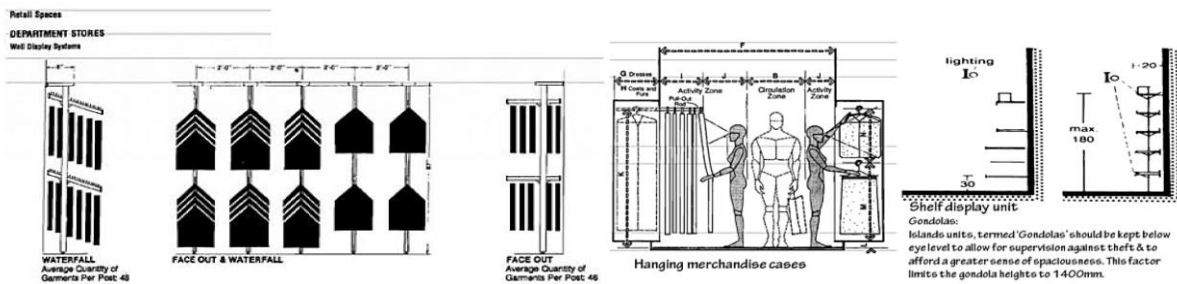


Fig 3.6: Image showing the wall display systems for a Retail Store. Source : NBC

- **Storing and display Cabinets**

Customers pick the goods from open shelves & take them for packing and payment to checking out point without any contact with shop staff.

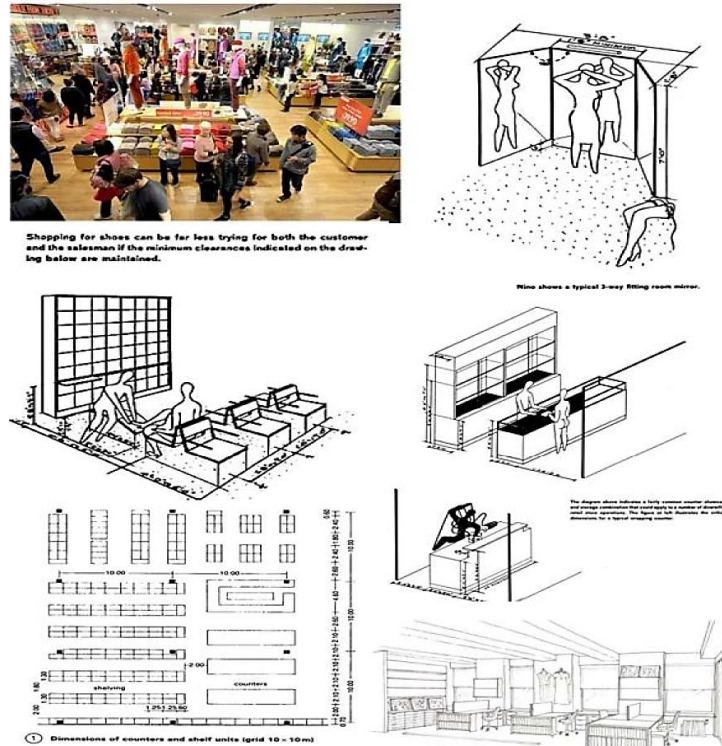


Fig 3.7: Image showing the details of Storing and Display Cabinets. Source : NBC

- **Counters**

Counters are usually provided with a glass top & with display shelf below. They vary in width from 525-650 & in height from 700-900mm. When counters are to hold cash register base should have a minimum flat surface area of 550x550mm square. The space under the register pedestal can be used to store paper bags & stationery.

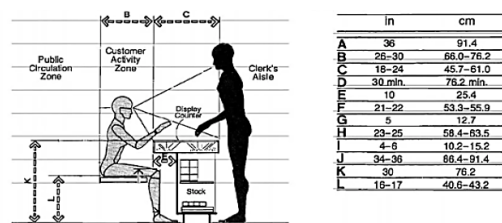


Fig 3.8: Image showing the details of Store counters. Source : NBC

- **Public Aisle Widths**

The drawing illustrates the clearances suggested between counters on opposite sides of a main side. The total clearance suggested is between 2972 and 3048mm. This allows an activity zone for standing customers facing the lower counter and a larger activity zone for standing and/or seated customers facing the upper counter, as well as a generous through circulation lane between the two.

The clearance in front of the merchandise case at the left takes into consideration a kneeling figure removing merchandise from a low self, while the clearance in front of the case on the right is only a minimum of 457mm, which accommodates a person standing parallel to the case, either looking or handling merchandise displayed on the top surface.

Although the maximum clearance between cases could be as much as 2286mm, a restricted minimum clearance of 1295mm, could be used if one is willing to accept some body contact or sidestepping required by a third person to pass between people engaged in activities on either side.

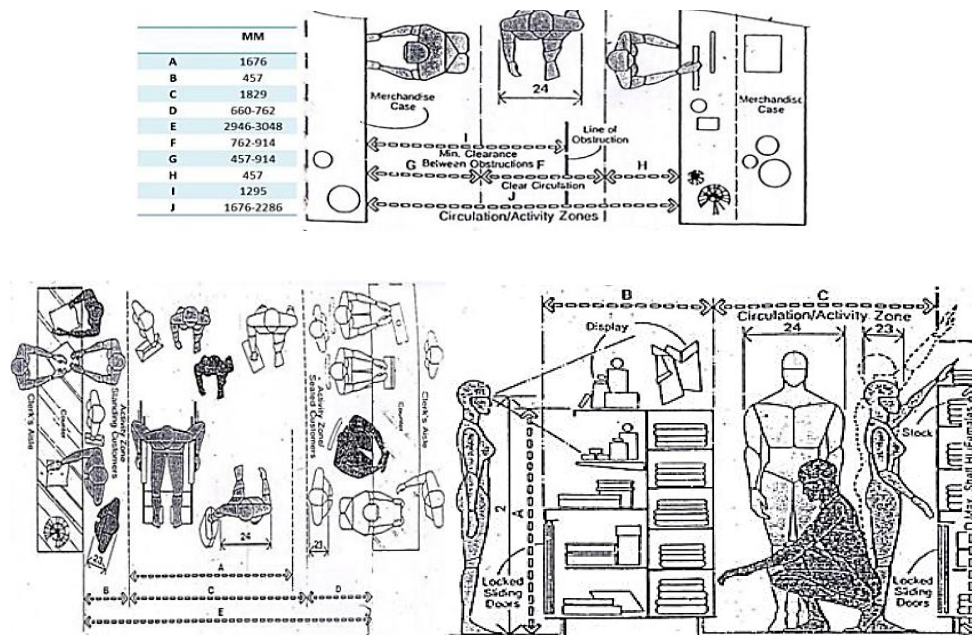


Fig 3.9: Image showing the details of Public Alley requirement in a Retail store. Source : NBC

- **General Anthropometric Data of Viewing Angle** - The optimum height of viewing planes located at 305mm intervals, with the viewer stationed 300mm away from the show window.

The sets of data are presented: one concern the viewing planes related to a viewing to a viewer of small body size, and the other, planes related to a viewer of small body size, and the other, planes related to a viewer of larger body size.

The eye level of the former was based on 5th percentile female data and the Inciter on 95th percentile male data. As in other situations, the diagram should not be taken too literally, since it does not take into account head movement or the scanning capability of the eye, each of which can significantly increase the area that the eye can see. By using the geometric approach implied in the diagram, the size of optimum viewing planes can be established with the viewer in different locations.

The drawing explores visual relationships related to interior displays.

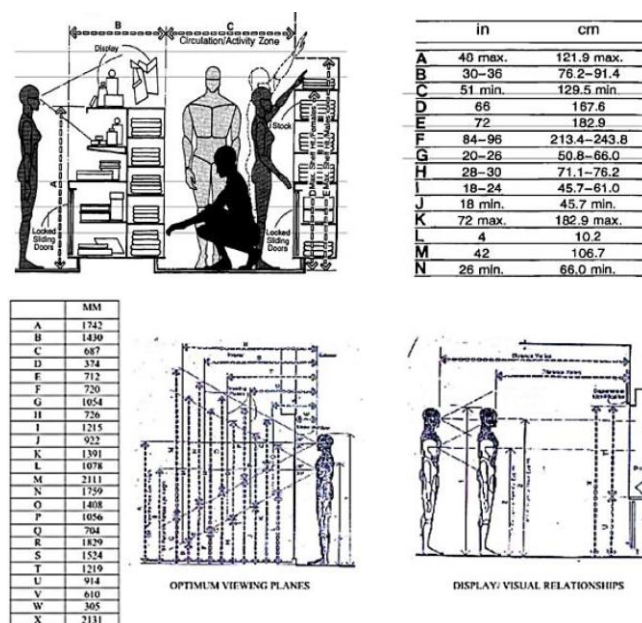


Fig 3.10: Image showing the details of general Anthropometric data of Viewing Angle used in Marketing. Source : NBC

CHAPTER 4

SITE STUDY AND ANALYSIS

4.1 ABOUT THE SITE

Anna Nagar West Depot & Terminus is located in one of the premium Residential locations of Chennai. The Depot is located along 100 feet Road and spread across 7.16 acres and operating 325 trips with fleet strength of 197 buses. Bus Depot is in close proximity to Thirumangalam Metro station, the neighbourhood is dotted with Institutions, Retail and Commercial developments. Bus Depot/ Terminus is under the ownership of MTC and currently under Institutional Land use as per Master Plan for CMA 2026. The bus Depot/ Terminus is equipped with Bus Parking, Administration Building, Workshop, Fuel Station, Resting Room, Wash Room, etc

The subject site i.e., Anna Nagar West Bus Terminus/ Depot is located along Inner Ring Road in Block No: 39, TS No: 148 Villivakkam Town, Aminjikarai Taluk with survey numbers 148. The site admeasures 7.19 acres as per the FMB record

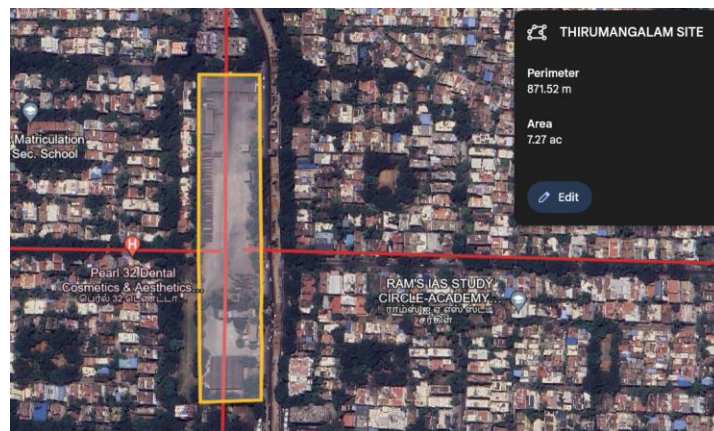


Fig 4.1: Image of the selected site at AnnaNagar West. Source : Google Earth

The Site is completely surrounded with residential and institutional complexes and upcoming mixed residential sectors also. The site selected is an existing bus depot which has recently been used as 2-wheeler parking area during the morning hours and as bus parking depot at the night. The redevelopment of this site is proposed with respect to Land use classification.

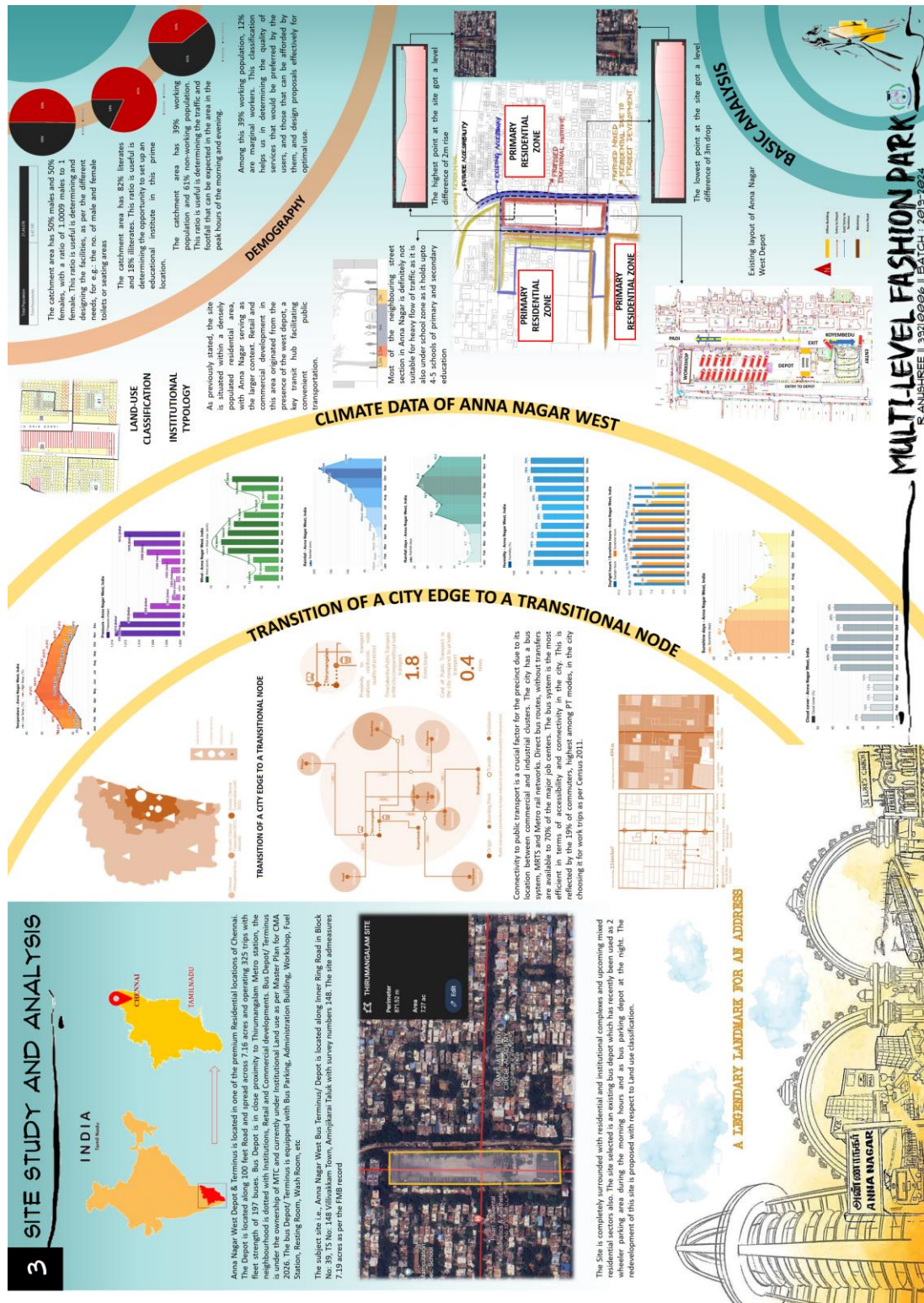


Plate 8: Site Study and Documentation

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CHAPTER 5

ARCHITECTURAL DESIGN

5.1 ABOUT THE PROJECT

- Site: Anna Nagar West Depot
- Site Area: 7.1 Acres
- Typology: Mixed – use typology (Commercial + Institution)
- Design Intent:

Aware of Anna Nagar's renowned shopping scene, an increasing number of individuals have been relocating there solely to explore. This trend sparked the concept of constructing a mixed-use building model, aiming to reduce carbon emissions, enhance urban architecture, and preserve the neighborhood's ambiance.

The concept revolves around embracing the idea of creating a cohesive community atmosphere skin to a next-door neighborhood, where individuals can engage in activities such as socializing in parks, conversing with neighbours, and making purchases. At the apex of the structure, there will be classrooms and educational institutions tailored for the younger generation. This topmost floor will serve as a green oasis, seamlessly blending with the verdant surroundings of Anna Nagar.

By incorporating green spaces and educational facilities, the design aims to foster a sense of connectivity and well-being within the community. This holistic approach not only promotes environmental sustainability but also provides opportunities for intellectual growth and social interaction. Ultimately, the goal is to cultivate a vibrant and harmonious environment that enhances the quality of life for residents and visitors alike, while preserving the unique character of Anna Nagar.

- Area Split – up:

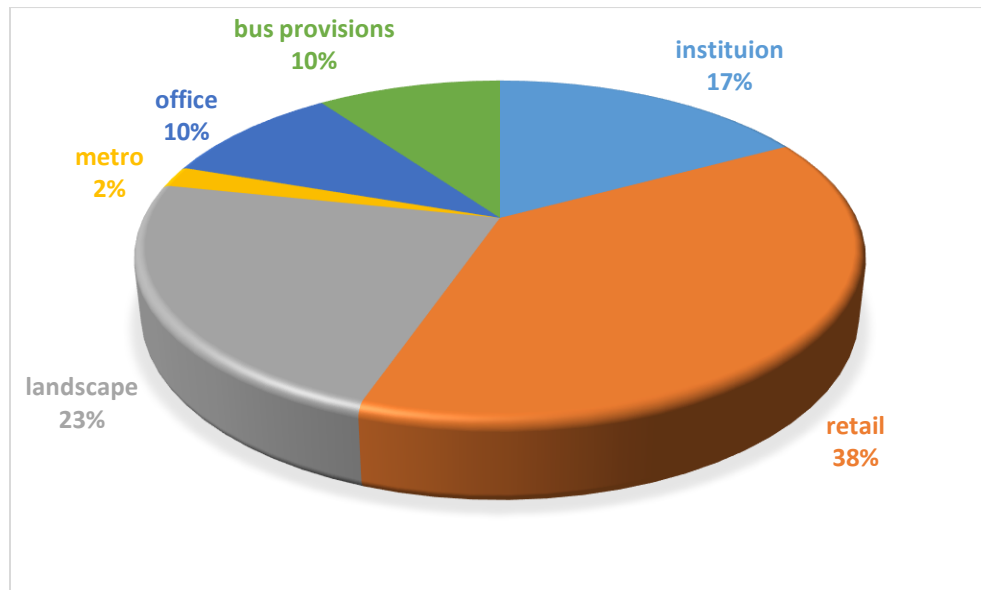


Fig 5.1: Area split-up of the built entity. Source : Author.

- Necessity of this project: To help young designers in developing and displaying their work on a world-wide scale are all benefits of designing a fashion park. It has the possibility to educate and employ a large number of people, resulting in better economic performance and betterment of the society.

5.2 DETAILED DRAWINGS

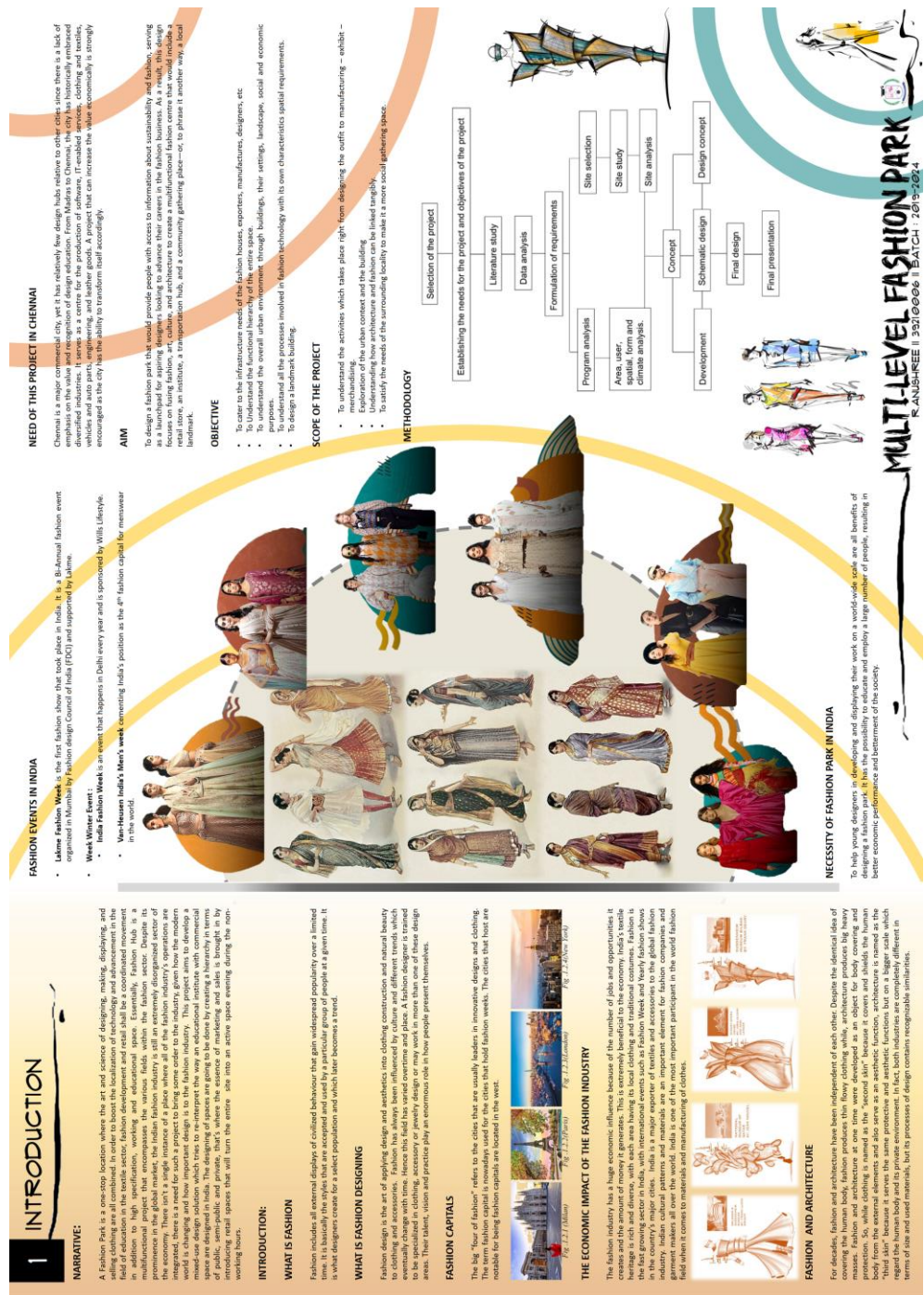


Plate 10: Introduction

5 SPATIAL REQUIREMENTS				
S.NO	SPACES	NO.OF-UNITS	UNIT AREA	TOTAL AREA
ADMINISTRATION				
1	DEAN OFFICE	1	20	20
2	REGISTRAR OFFICE	1	40	40
3	LOUNGE	1	100	100
4	VICE CHANCELLOR	1	40	40
5	CHANCELLOR	1	50	50
6	SURVILLANCE ROOM	1	50	50
7	MEETING ROOM (24sqm/PERSON)	1	100	100
8	ADMIN OFFICE (6sqm/PERSON)	1	120	120
9	STAFF TOILET	2	25	50
	TOTAL			570
AUDITORIUM				
1	LOBBY	1	200	200
2	SEATING (1.3sqm/PERSON)	800	1	800
3	STAGE (0.4sqm/PERSON)	1	150	150
4	BACKSTAGE	80	1	80
5	PROJECTOR ROOM	1	30	30
6	STORAGE	1	80	80
7	GREEN ROOM	2	50	100
8	TOILET	1	200	200
	TOTAL			1640
PUBLIC FACILITIES				
1	RETAIL - STANDALONE	6	600	3600
2	RETAIL - BIG TENANCY AREA	4	1000	4000
3	RETAIL - MEDIUM TENANCY AREA	12	600	7200
4	RETAIL - SMALL TENANCY AREA	20	300	6000
5	F&B (SEATING)	10	30	300
6	F&B (KITCHEN - 0.8sqm/PERSON)	10	80	800
7	SERVICE - PG	1	30	30
8	WOK	10	10	100
9	BUS DROP-OFF STAND	2	50	100
10	BUS WORKSHOP SHED	1	1000	1000
11	INCUBATION OFFICE	10	1500	15000
12	ANGULAR DISPLAY AREA STANDALONE	1	300	300
13	F&B (KITCHEN + SEATING)	6	200	1200
14	EXHIBITION SPACE/FEASIBLE STUDIOS	1	1500	1500
15	CIRCULATION			1447.7
	TOTAL			58107.7

ACADEMIC AREA				
DEPARTMENT OF FASHION DESIGN				
1	CLASSROOM	2	120	240
2	STUDIOS	2	350	700
3	PATTERN MAKING LAB	2	360	720
4	SPECIAL MACHINE LAB	2	550	1100
5	FACULTY AND OFFICE ROOM	1	50	50
	TOTAL			2810
DEPARTMENT OF ACCESSORY DESIGN				
1	CLASSROOM	2	120	240
2	STUDIOS	2	350	700
3	MATERIAL LAB	2	590	1180
4	ACCESSORY LAB	2	100	200
5	FACULTY AND OFFICE ROOM	1	50	50
	TOTAL			1680
DEPARTMENT OF TEXTILE DESIGN				
1	CLASSROOM	1	120	120
2	STUDIOS	1	400	400
3	DYEING AND PRINTING LAB	2	550	1100
4	WEAVING MACHINE LAB	2	550	1100
5	FACULTY AND OFFICE ROOM	1	50	50
	TOTAL			2220
DEPARTMENT OF FASHION COMMUNICATION				
1	CLASSROOM	1	120	120
2	STUDIOS	1	400	400
3	COMPUTER LAB	2	900	1800
4	FACULTY AND OFFICE ROOM	1	50	50
	TOTAL			1470
DEPARTMENT OF FASHION TECHNOLOGY				
1	GARMENT CONSTRUCTION LAB	2	580	1160
2	FACULTY AND OFFICE ROOM	1	50	50
	TOTAL			1210
	ACADEMIC TOTAL			9390
CIRCULATION				
1	CIRCULATION			2098.7
2	COMMON LOBBY	1	800	800
	TOTAL			3898.7
RESOURCE CENTRE AND ADDITIONALS				
1	LIBRARY	1	1000	1000
2	SERVER ROOM	2	30	60
3	RESEARCH LAB	2	550	1100
4	PHOTOCOPY AND STATIONARY	1	20	20
5	STUDENT GALLERY	2	550	1100
6	CATERING + KITCHEN DINING	1	4000	4000
	TOTAL			7280
	GRAND TOTAL			80886

MULTI-LEVEL FASHION PARK
 RAJASHREE I 1310006 I BATCH - 2013-2014

Plate 12: Spatial Requirement

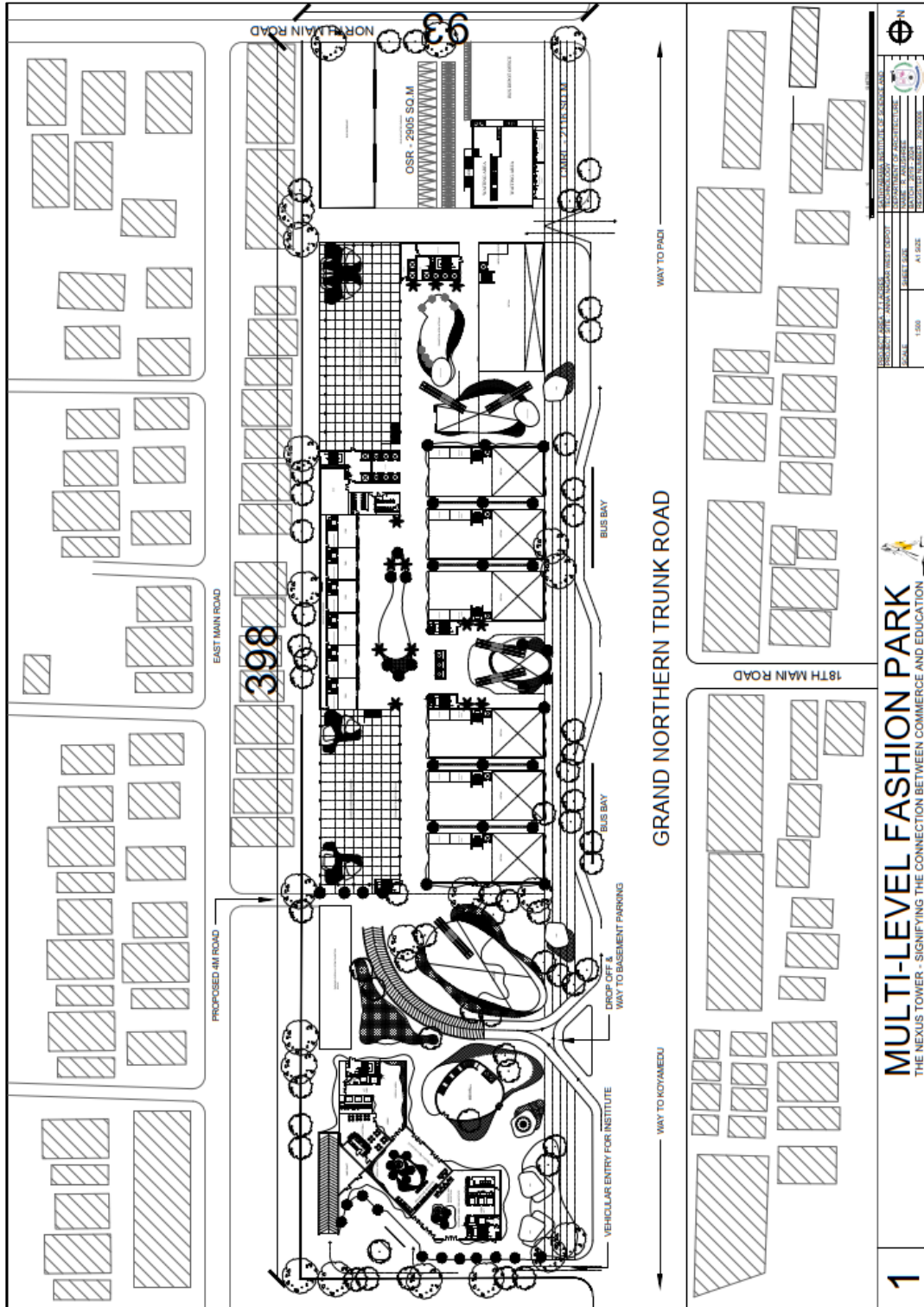


Plate 13: Master Plan

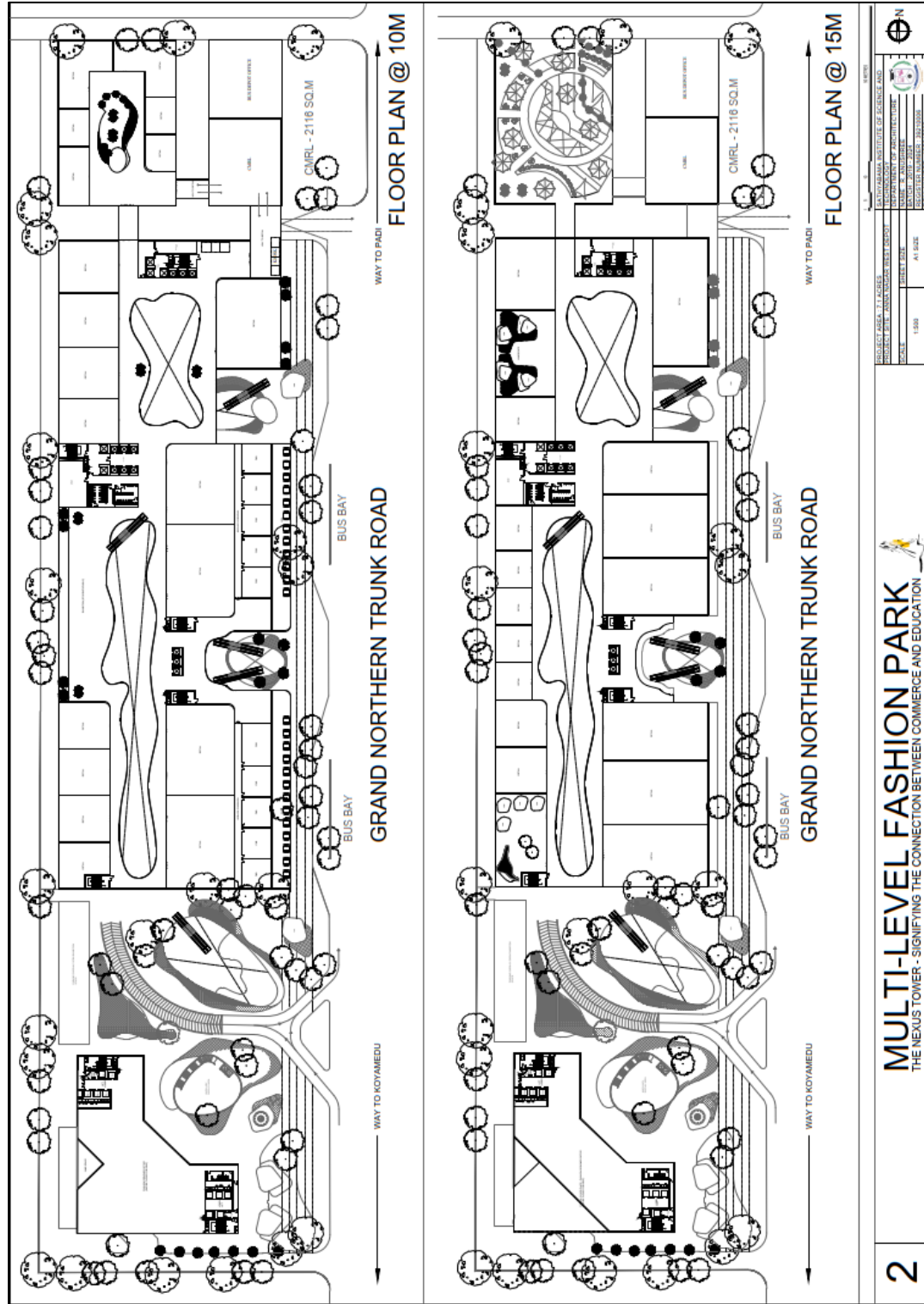


Plate 14: Floor Plan

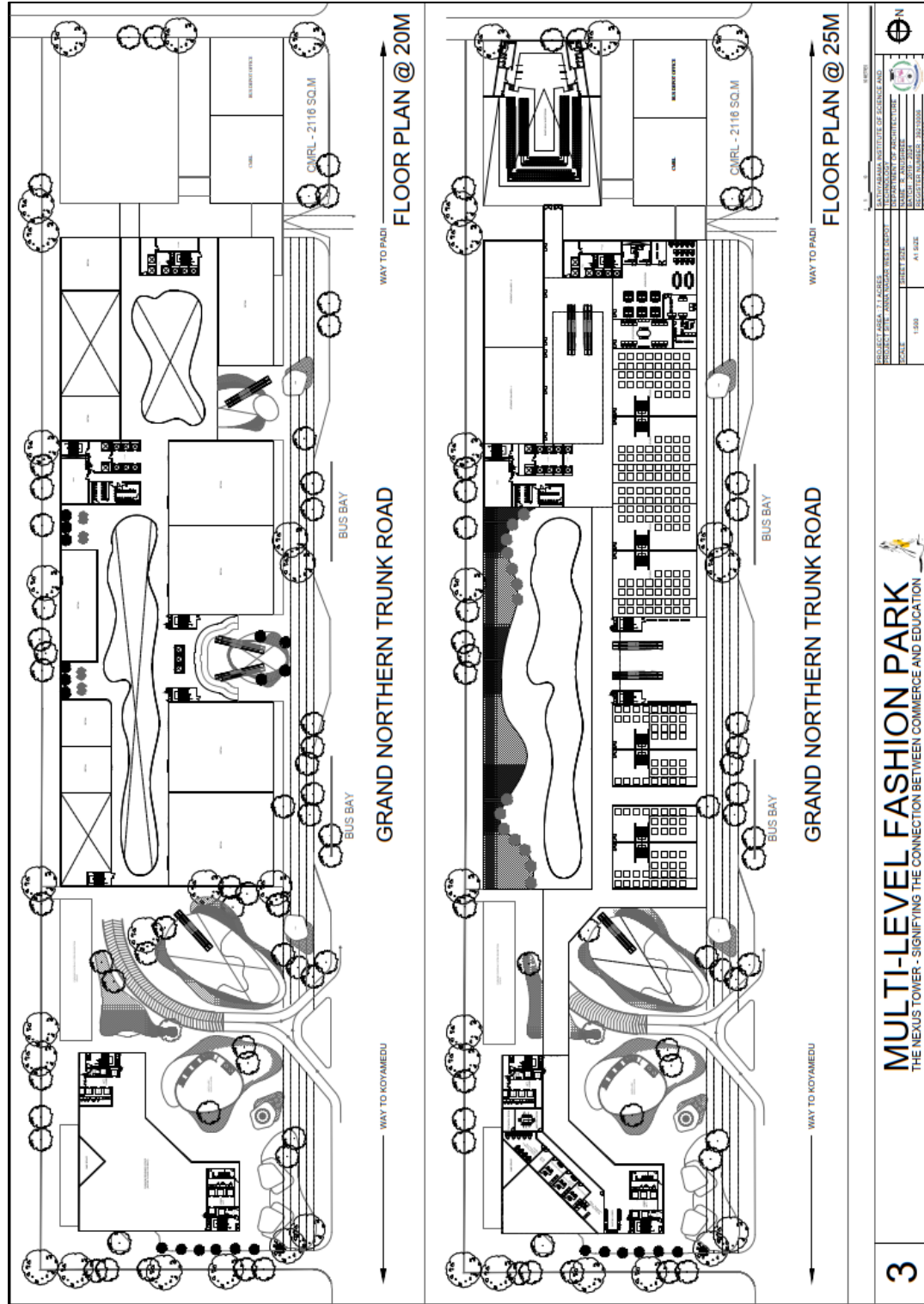


Plate 15: Floor Plan

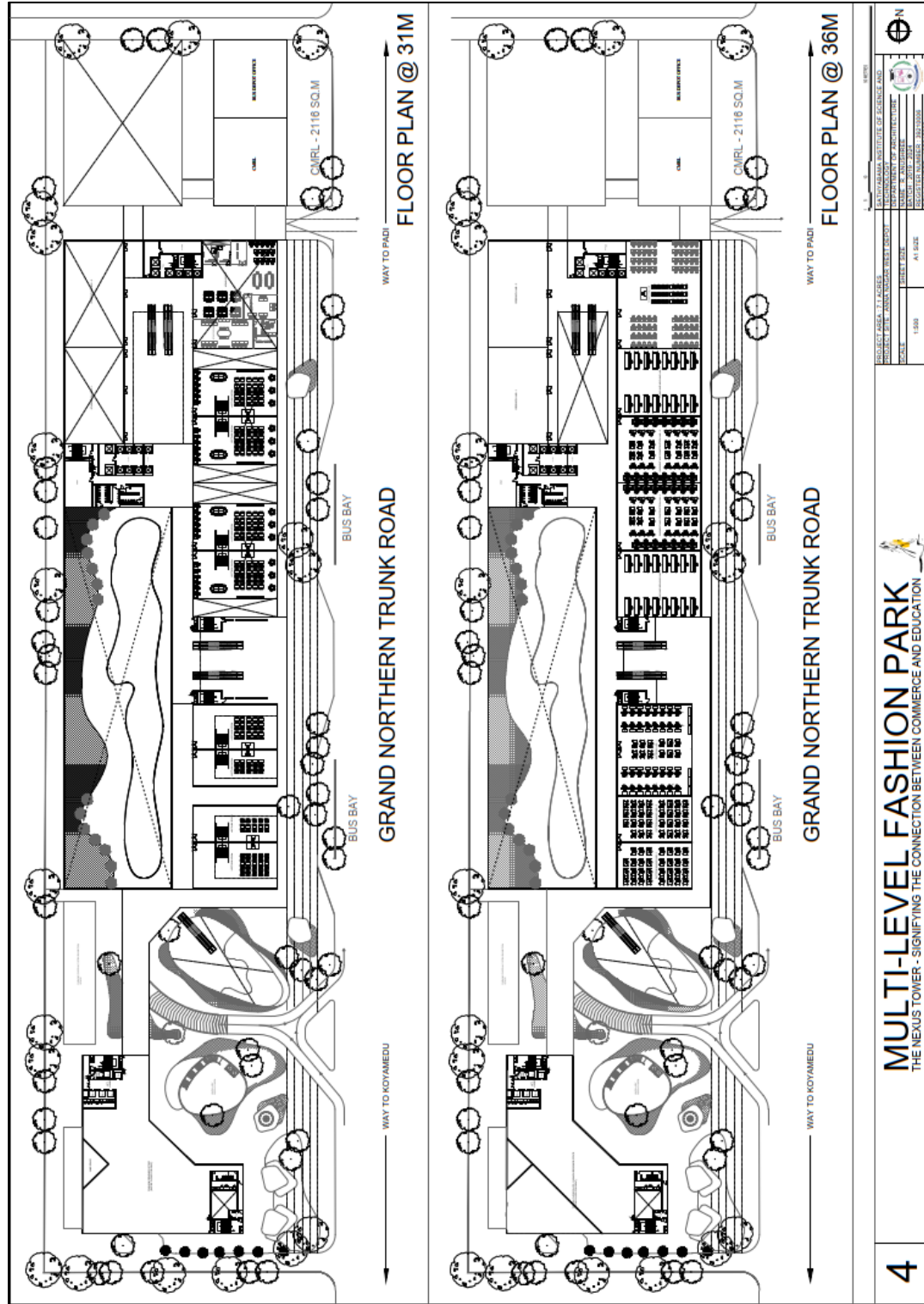


Plate 16: Floor Plan

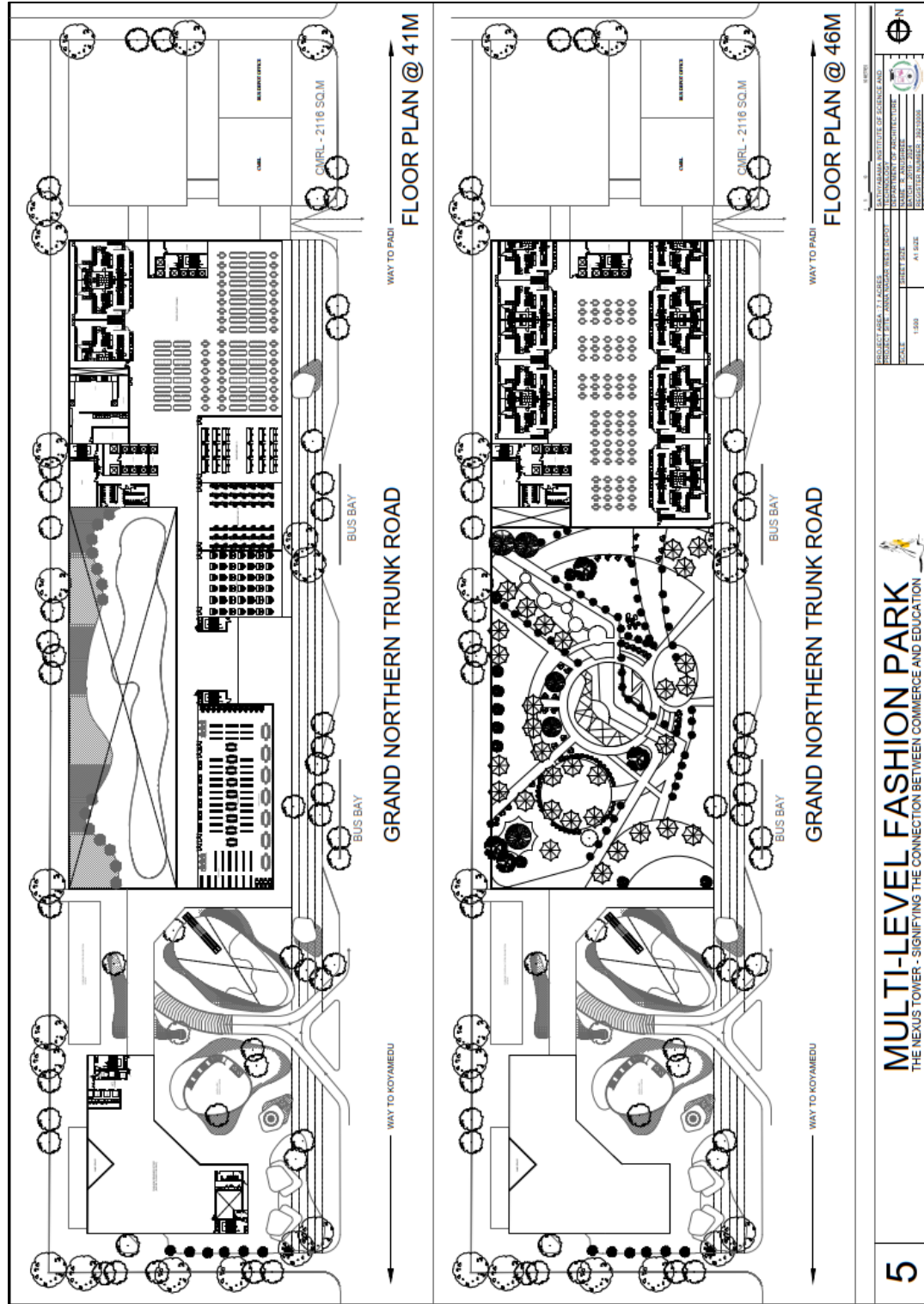


Plate 17: Floor Plan

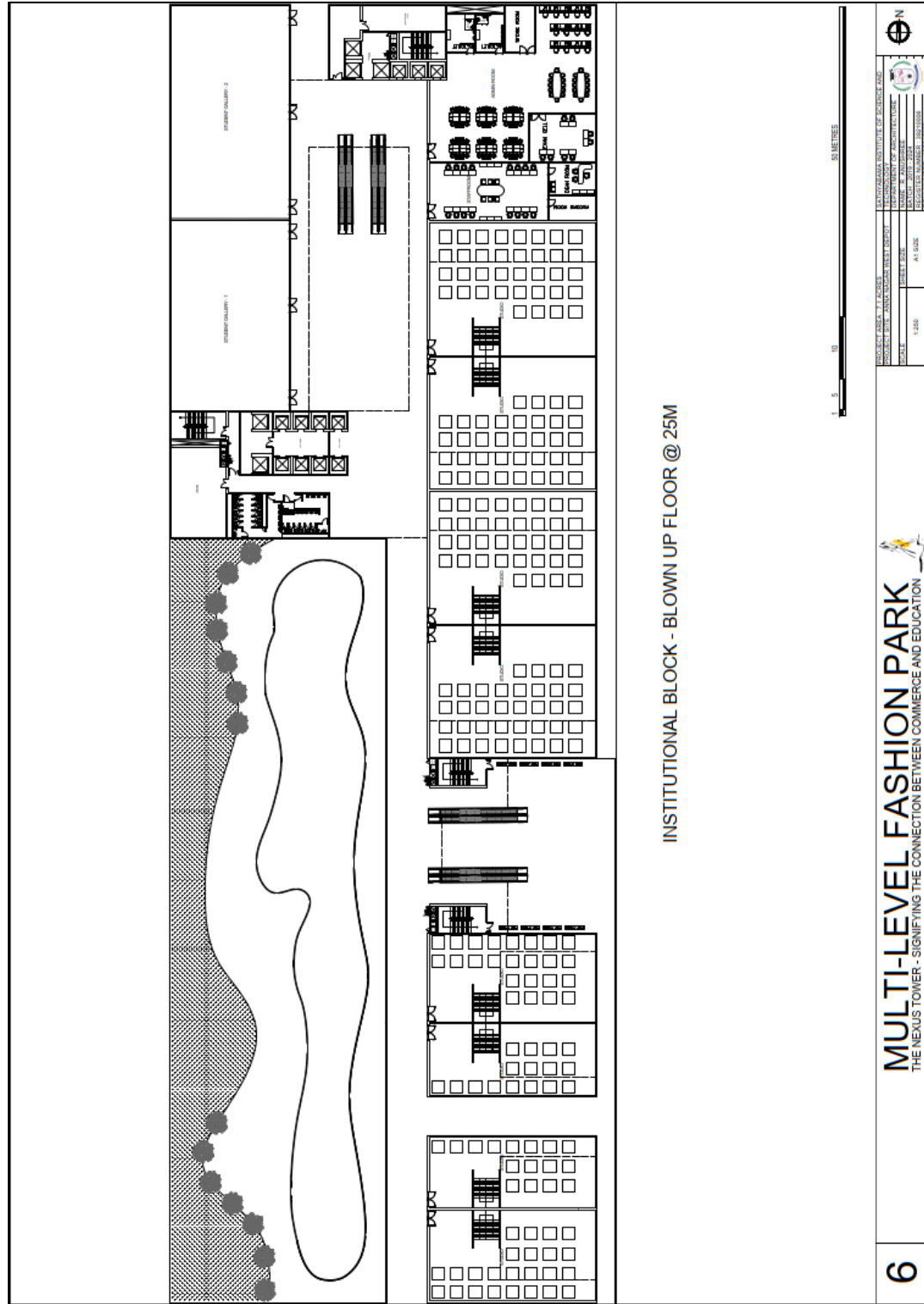


Plate 18: Floor Plan

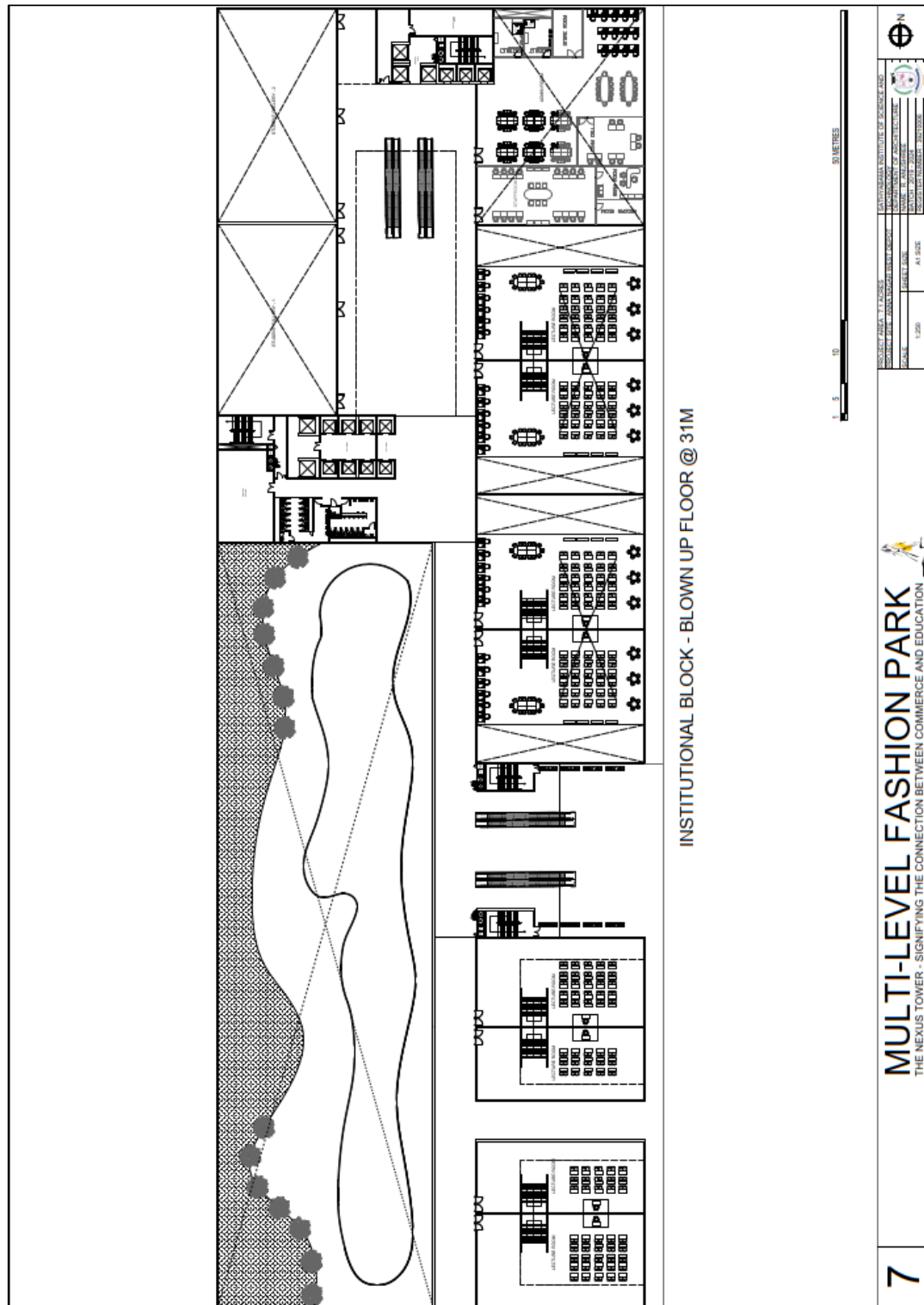


Plate 19: Floor Plan

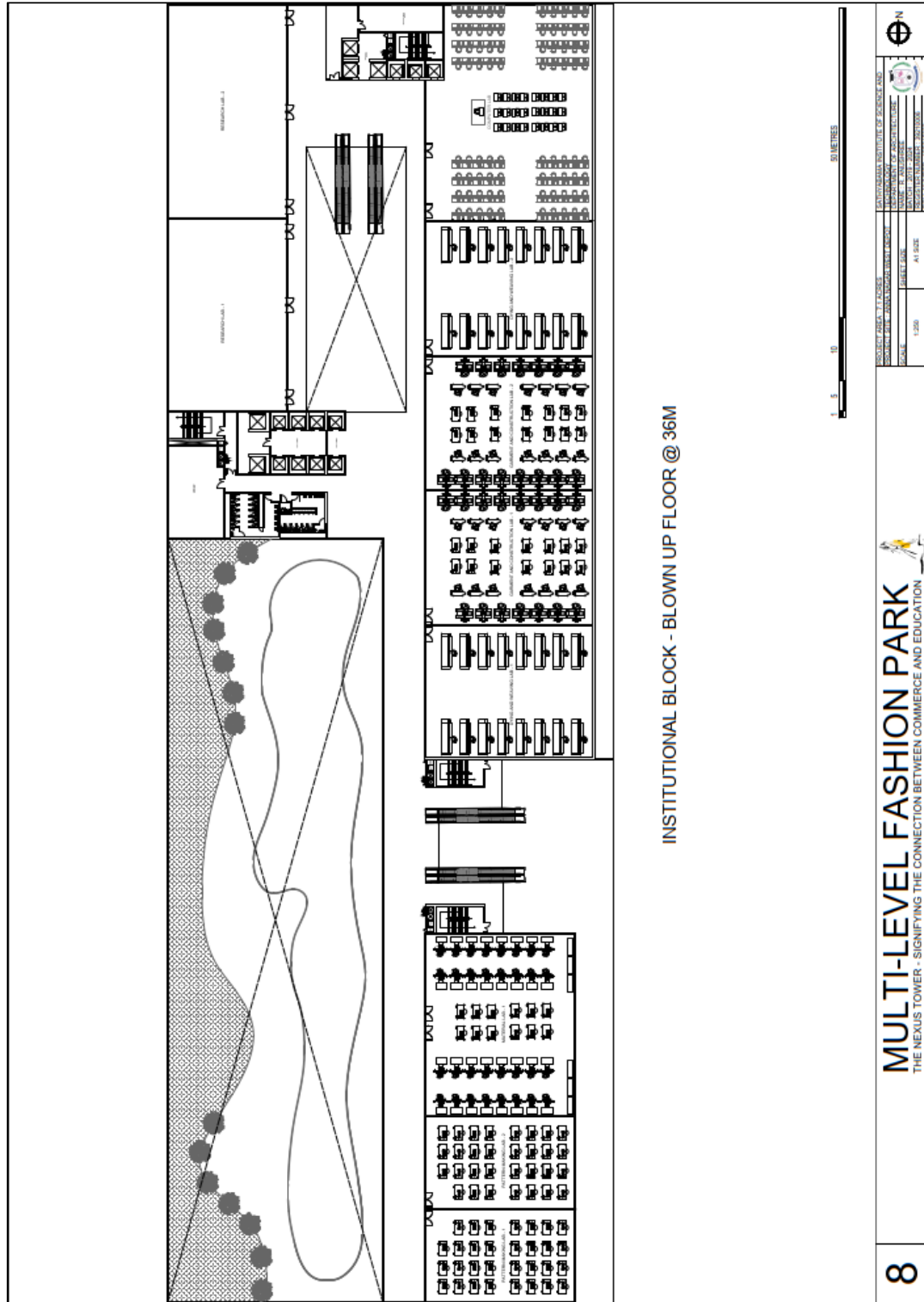


Plate 20: Floor Plan

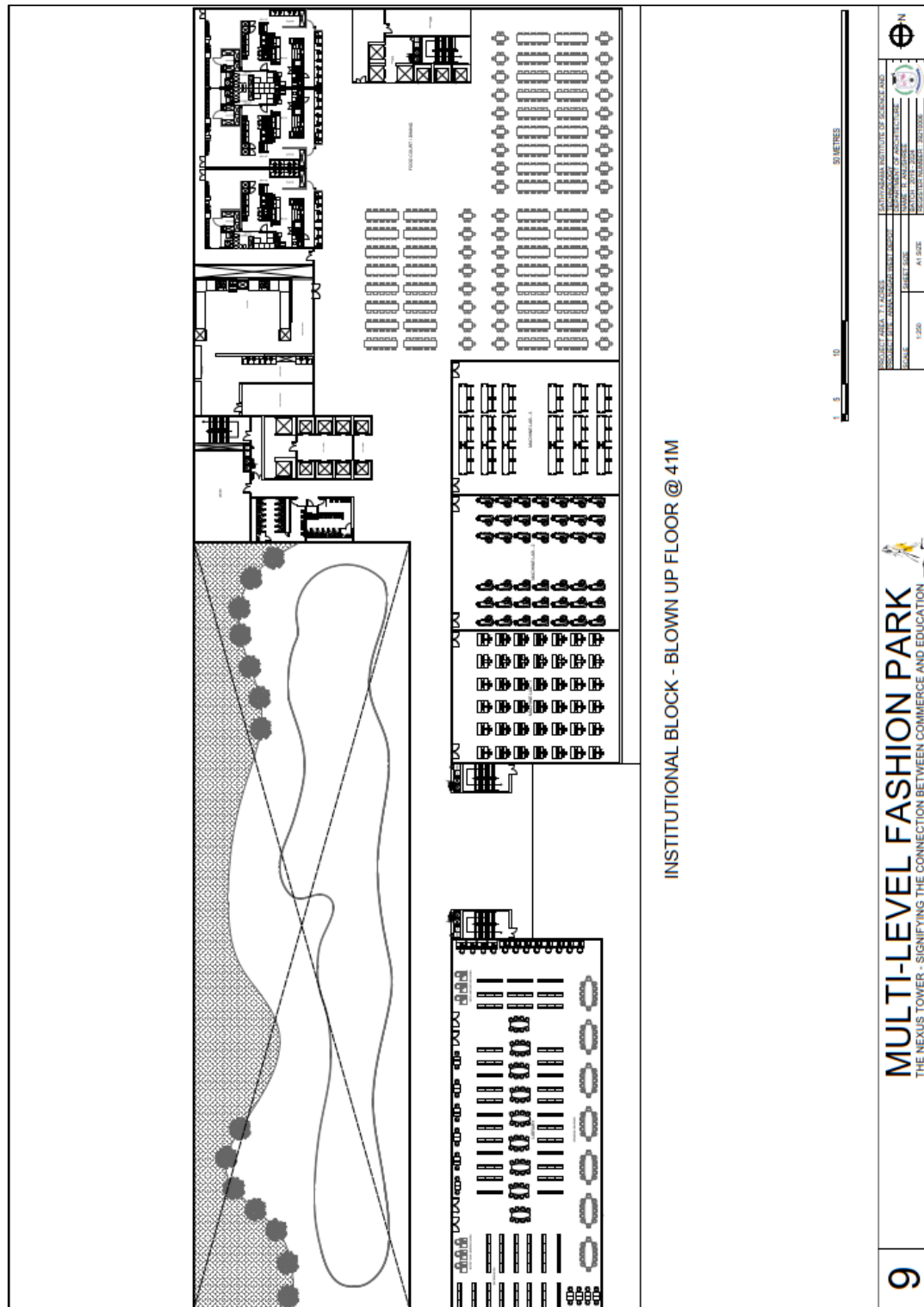


Plate 21: Floor Plan

5.3 CONCLUSION

The redevelopment of the Anna Nagar West Depot land into a retail and fashion institute represents a strategic initiative aimed at enhancing Anna Nagar's economic and social landscape. This project is designed to create significant job opportunities, stimulate local development, and serve as an exemplary model for the transformation of government lands.

Job Opportunities and Economic Growth:

The establishment of a retail and fashion institute in this prime location is poised to create numerous employment opportunities, spanning from educational staff and administrative roles to retail positions and support services. This influx of jobs will boost the local economy, attracting talent and investment to the area.

Urban Development and Modernization:

The incorporation of educational facilities alongside commercial spaces encourages a blend of learning and business innovation, fostering a culture of creativity and entrepreneurship. The project's design includes flexible spaces for meetings and conventions, further enhancing its role as a community hub.

Green Spaces and Sustainability:

A key focus of the project is on addressing urban greenery through expansive open landscapes and breakout areas. The terracing effect within the atriums and cut-out levels ensures that green spaces are integrated throughout the building, providing a natural, calming environment that contrasts with the bustling urban surroundings. This commitment to sustainability not only improves the aesthetic appeal but also promotes environmental well-being, making Anna Nagar a more attractive place to live and work.

Conclusion:

In conclusion, the retail and fashion institute in Anna Nagar West Depot is a multifaceted project that promises to significantly uplift the area. Through job creation, urban modernization, and a strong emphasis on sustainability, it not only enhances the local community but also serves as an ideal model for the redevelopment of government lands. This initiative reflects a forward-thinking vision that aligns with contemporary urban needs and sets a high standard for future projects.

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