

# NIFT-CHENNAI

NATIONAL INSTITUTE OF FASHION TECHNOLOGY

## SITE SELECTION

## SITE INTRODUCTION

PROJECT - NIFT, CHENNAI  
 OWNERSHIP - MINISTRY OF TEXTILES, GOVT OF INDIA.  
 ARCHITECT - SANJAY MOHE, SHANKAR BHARATN  
 SITE AREA - 4.5 acres  
 BUILT UP AREA - 14,54,8 sq m  
 PLOT COVERAGE - 37%  
 No of floors - G+2  
 LOCATION - near Tidel Park, OMR road.  
 AWARDS - Journal of the Indian institute of architecture.



A institute to encourage the fast -Growing Garment industry and to provide education in clothing design.

### Site

The site is traingular flanked by road on two sides and elevated railway lines on the third old Mahabalipuram road intersect the railway line in a sharp angle-It is reason of the site corners points to the approach from the city.

NIFT Chennai was established in the year 1995. Completing a wonderful journey of more than two decades, the center has set up a remarkable and ideal platform for the aspiring and creative young generation in the field of Fashion with Design, technology and Management

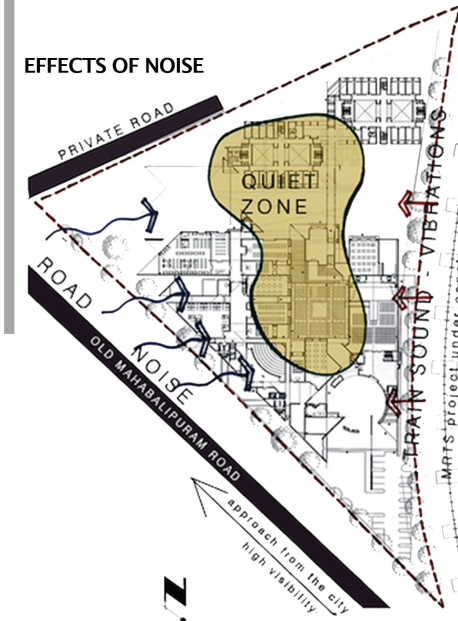
### PROGRAMMES

- Bachelor Programmes (B.DES)-Design**
- Fashion Design - 30
  - Leather Design - 30
  - Accessory Design - 30
  - Textile Design - 30
  - Knitwear Design - 30
  - Fashio Communication (B.F.Tech)-Technology - 30
- Masters Programmes**
- Masters of Design - 30
  - Masters of Fashion Management - 30
  - MAsters of Fashion Technology - 30

### Academic Blocks:

- Lecture Rooms -6
  - Weaving Cloth
  - Pattern Making
  - Knitwear
  - Fashion Design
- Labs**
- Pattern MAKing lab - 5 No
  - Weaving Studio -1 No
  - Computer Lab -2 No
  - Knitwear Lab -1 No
  - Garment -1 No
  - Construction -3 No
  - Footwear Lab -1 No

### EFFECTS OF NOISE

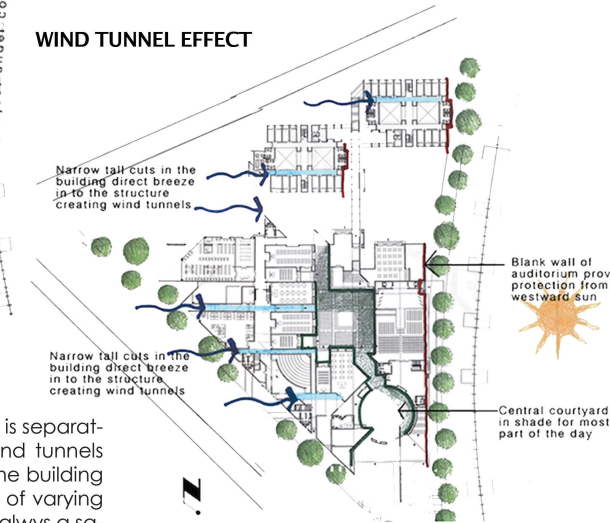


### OFFSITE / ONSITE Features:

**Benefits:**  
 Easily accessible situated on the aea called as the techno Park of the city. Close proximity to the MGR film city and Tidel Park and has drawn attention due to its location.

**Nuisances:**  
 Though it is located in heavy traffic road on either side the zoning is perfectly done with no noises disturbances by the traffic.

### WIND TUNNEL EFFECT



### WIND TUNNEL EFFECT:

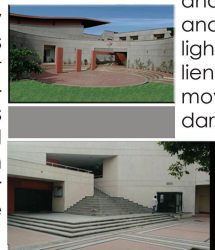
The campus has been laid out that the building is separated by deep through fissures that serves as wind tunnels and as light wells. Light flows into the heart of the building and bring a sense of layering by defing planes of varying light intensity. A heightened awareness of light, always a salient feature of sensitive architecture, is affected by a movement path that take through a progression of light and dark zones.

- The distance from central Railway station to NIFT is about 20 km and similarly .Airport is 20 km
- From Chennai Moffusil Bus Terminal (CMBT) Koyembedu ,the sistance to NIFT is 10 km.
- NIFT has connected by train from Park Station to Tiruvamiyur station.
- main access is through the OMR road inside the campus.



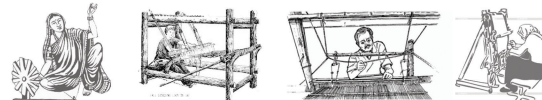
### THE COLLAPSING CUBE TOY THE KALEIDOSCOPE EFFECT

The concept was inspired by a toy cube .A white cube that magically breaks into multigacceled primistic coloured forms by simple manipulations and collapses back into a ubiquitous white cube .This was captured in built form in the many faceted traingular pockets in the building that revealed its colours as a person drove by. These traingular traingular pockets acts as wind-catchers and buffer for the spaces within channeling the wind and keeping it out of the chennai harsh sun..By an ingenious combination of geometry and use of colour ,a system of aesthetic is developed that presents a difference combination and composition depending on the point from whic from which it is revealed making a fashion statement.



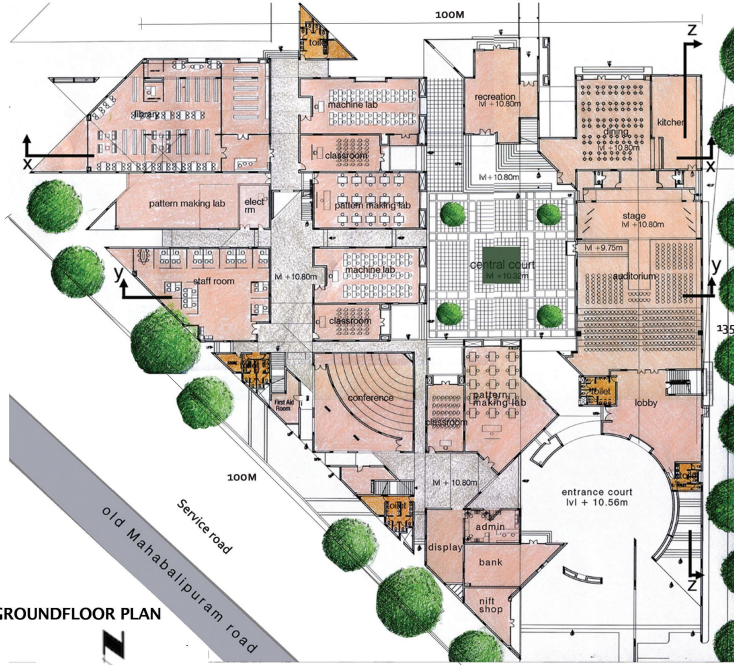
## CASE STUDY 01

GURURAJ DBS | sem iv | Dr. M G R Educational and Research Institution



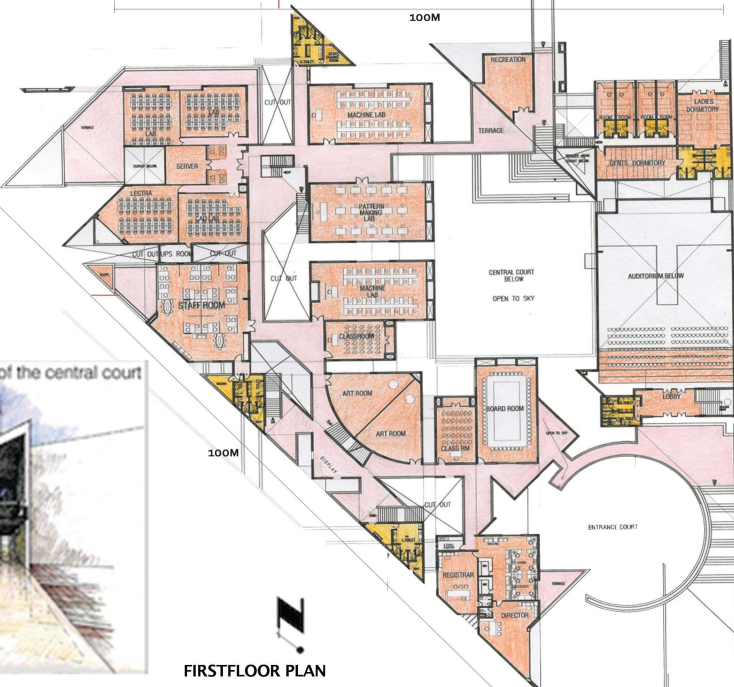
## GROUND FLOOR PLAN

- LIBRARY consists of the reference section ,stack area and palces to display materials. The library canaccomodates 30 students .
- The capacity of the AUDITORIUM is 320 and the area is 1420 sqm.
- The CONFERENCE ROOM iks provided in rakings of 15 cm riser .It has two entries and is used for formal functions.
- CANTEEN open into the courtyard bft there are no opening provide d towards the courtyard ,it is a covered structure. and has a capacity to accomodatae 75.

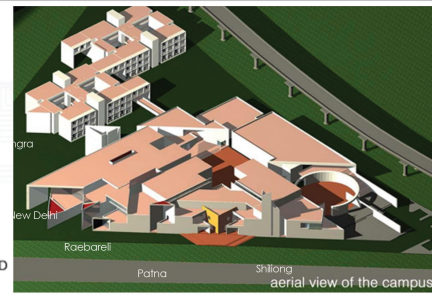
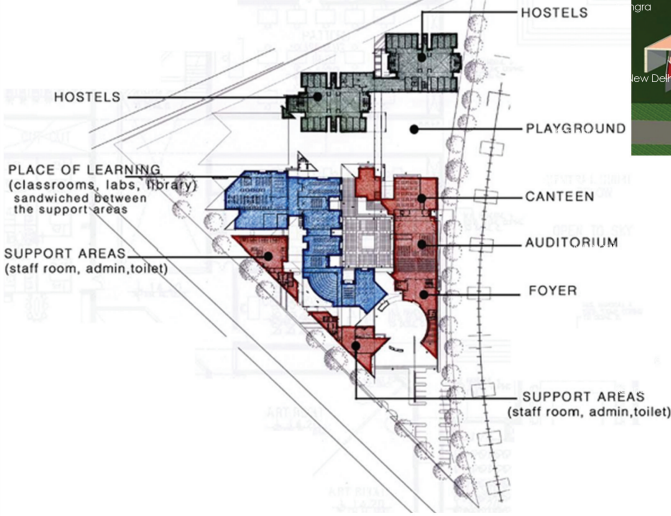


## FIRST FLOOR PLAN

- The COMPUTER CENTRE has four labs placed adjacent to each other .Each lab has a capacity of 32 and area of 92 sqm.



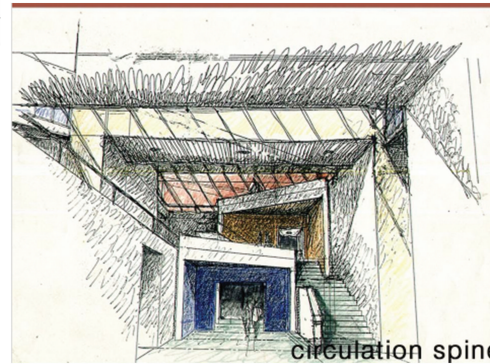
## ZONING



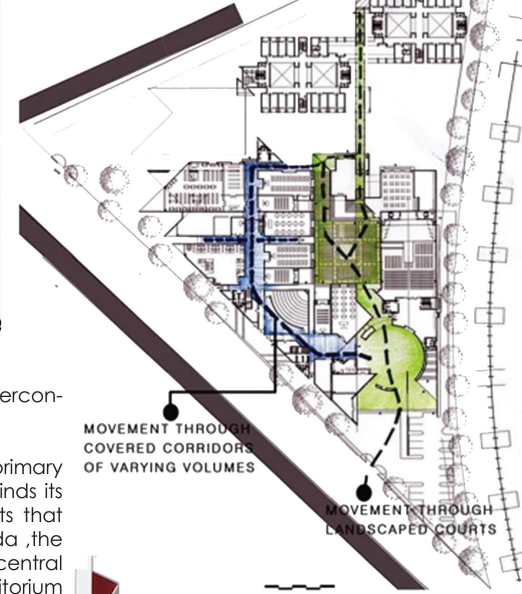
## INTERACTION SPACES:

**ENTRANCE COURT:**  
The circular entrance court is emphasized by directional wall that divides the entry into two -entry to academic block -entry to auditorium.

**CENTRAL COURT:**  
Central courtyard consists of split lawns.It acts as an amphitheatre ,so students can sit in the various levels are percise the exhibitions.Central courtyards is the focal element all the blocks are facing towards the court.



## MOVEMENT OF SEQUENCE



- Movement through the campus is by two district interconnected networks
- Movement through covered circulation.
- Movement through hte open- to - sky spaces primary spine along which every element of the campus finds its point of reference.It is unctuated by many events that give it specific sence place -the entrance rotounda ,the central square ,play ground ,the hostel court .The central court is flanked by a large blank wall of the auditorium that serves as the projection screen.The internal circulation ia at two level.



# NIFT-DELHI

NATIONAL INSTITUTE OF FASHION TECHNOLOGY

## SITE SELECTION

Address :Hauz Khas, Near Gulmohar Park, New Delhi, Delhi 110016

The institute is situated in the Hauz Khas institutional zone. It lies on the way to Asian Games Village from green park. Access is from north east and south west side of the campus. Site is irregular in shape and is surrounded by classical dance institute, Hauz Khas housing, Gulmohar park. The main access is from the Mehrauli Road which goes from AllMS to Qutab Minar. it can also be accessed from the Khel Gaon Marg which goes to the Asian Games Village. surrounded by Hauz Khas Apartments, Spastic Society building and the Classical Dance Institute.

## SITE INTRODUCTION

PROJECT OWNERSHIP ARCHITECT SITE AREA BUILT UP AREA BASEMENT LOCATION YEAR OF COMPLETION

- NIFT, NEW DELHI
- MINISTRY OF TEXTILES, GOVT OF INDIA.
- STEIN. DOSHI & BHALLA.
- 11,560 SQ MT. (3 acre)
- 13,570 SQ MT. (INCLUDING BASEMENT)
- HAUZ KHAS NEW DELHI.
- 1986 (provide education in clothing design.)



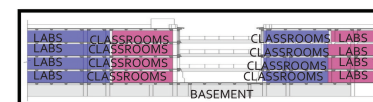
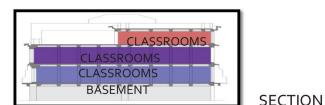
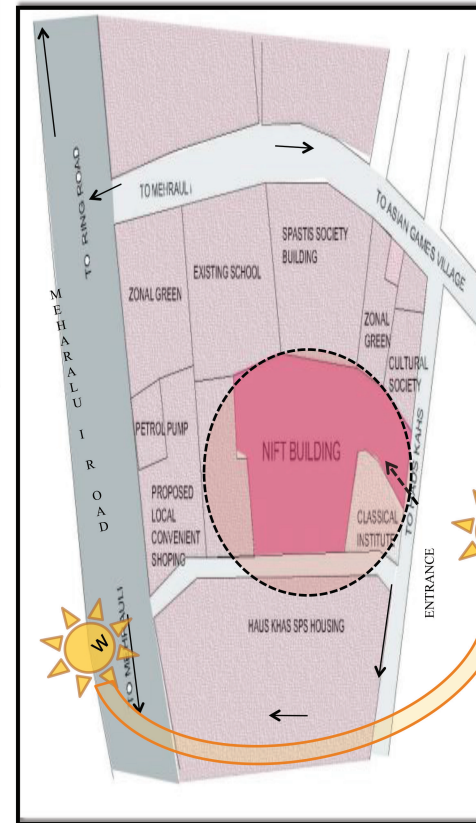
A institute to encourage the fast -Growing Garment industry and to provide education in clothing design.

## ORIENTATION

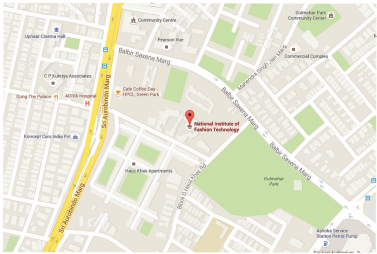
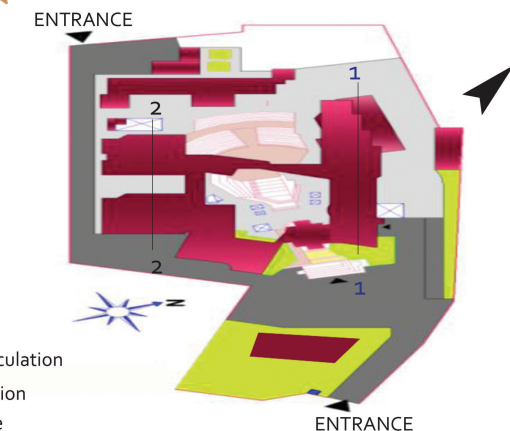
Building is aligned with its long sides along NW and SE axis, facilitating good exposure to the sun and breeze, at times causing glare. Different blocks of building complex are placed according to the site lines. All the peripheral building lines are parallel to the site lines. Openings for light and ventilation have been sacrificed for aesthetic considerations than climatic comfort.

## STRUCTURE

This complex is based on frame structure - square module has been followed up.. The roofing is done with waffle slabs (1.7mx1.7m) thus providing a column free space of 6.85 sq.m The external thickness Acts as adequate sun protection for the Windows, providing insulation.

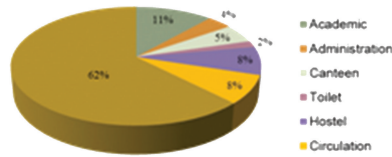
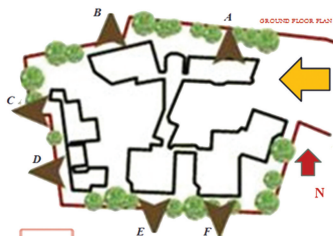


- vehicular circulation
- on construction
- amphitheatre
- green areas
- built up spaces

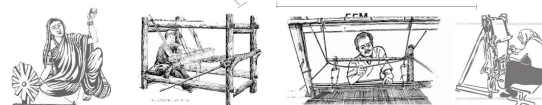


## SITE PLANNING

The building covers almost the entire site leaving very less green area. The plan follows the site boundary with a setback of 6m maintaining its character. The opening are designed such that they maintain a visual unity in their form and proportion. Academic clusters have been grouped together to form units comprising classrooms, labs, common lobby, and service spaces. Flat land with artificial contours. Proper segregation of functions as building blocks are places in certain set of zones which is determined by the function character of the building block. The planning revolves around the two courts- the sunken cover with a stepped kund and the amphitheatre. Although apart from the zonal green there is not any substantial green area to be landscaped, the institute gives a feeling of richly landscaped environment. Two types of circulation pedestrian and vehicular. An inner road leads to the main car park just outside the main entrance. The entry to the campus is from two sides. Front and back.



- A** G FLOOR-FASHION COMMUNICATION  
1<sup>ST</sup> FLOOR-JAYKAR HALL  
2<sup>ND</sup> FLOOR-HEAD OFFICE  
3<sup>RD</sup> FLOOR-LIBRARY
- B** G FLOOR- CAFE  
1<sup>ST</sup> FLOOR-FASHION MANAGEMENT STUDIES  
2<sup>ND</sup> FLOOR- ADMINISTRATION HEAD OFFICE  
3<sup>RD</sup> FLOOR-NATIONAL RESOURCE CENTRE
- C** G- FOUNDATION PROGRAMME  
1<sup>ST</sup> E-ADMINISTRATION DELHI CENTRE  
2<sup>ND</sup> E-FASHION TECHNOLOGY  
3<sup>RD</sup> E-FOUNDATION PROGRAMME  
4<sup>TH</sup> E- FOUNDATION PROGRAMME
- D** G,E- FOUNDATION PROGRAMME  
1<sup>ST</sup> E-ADMINISTRATION DELHI CENTRE  
2<sup>ND</sup> E- FASHION TECHNOLOGY  
3<sup>RD</sup> E- FASHION COMMUNICATION  
4<sup>TH</sup> E- FASHION PROGRAMME
- E** G FLOOR- FASHION AND LIFE STYLE ACCESSORIES  
1<sup>ST</sup> FLOOR- FASHION AND TEXTILE  
2<sup>ND</sup> FLOOR- FASHION AND APPERAL  
3<sup>RD</sup> FLOOR- FASHION AND APPERAL
- F** G FLOOR- FASHION TECHNOLOGY  
1<sup>ST</sup> FLOOR- FASHION TEXTILE  
2<sup>ND</sup> FLOOR- FASHION AND APPERAL  
3<sup>RD</sup> FLOOR- FASHION AND APPERAL



## SITE

Admin block located at the back of the site

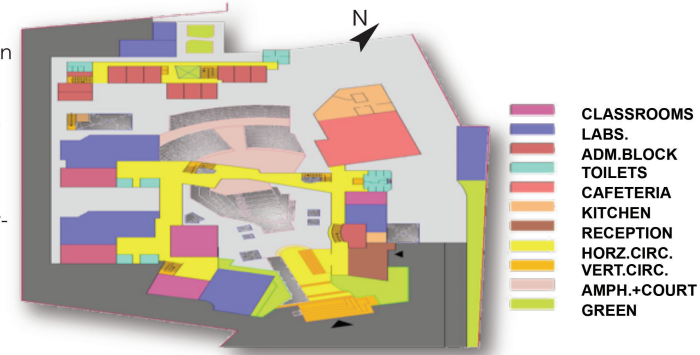
Amphitheatre surrounded by the academic blocks and admin



Hostel Block located at the back of the site=on construction

academic block with canteen on the ground floor

Different blocks acquire different shapes and forms depending upon the functions they are accommodating. Permeability of the blocks, due to accessibility from all the sides. The building blocks are concentrated around the sunken court thus generating activity and creat-



- CLASSROOMS
- LABS.
- ADM.BLOCK
- TOILETS
- CAFETERIA
- KITCHEN
- RECEPTION
- HORZ.CIRC.
- VERT.CIRC.
- AMPH.+COURT
- GREEN

GROUND FLOOR PLAN

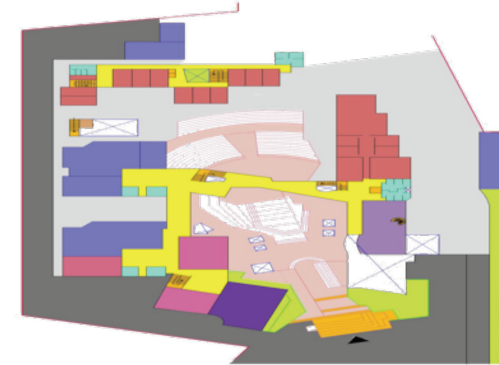


Bike parking situated near the front entrance of the building

Lecture Room situated near the front side of the building



Car Parking located at the front of the main building



- LANGUAGE AND MODELLING ROOM
- LABS.
- TOILETS
- ART ROOM
- EXHIBITION HALL

FIRST FLOOR PLAN

**ENTRANCE PLAZA**  
The double height gateway like gate gives way to the academic as well as admin-

**FOYER**  
It is a series of steps with seating at various levels from the entrance plaza giving an informal atmosphere to the area.



**AMPHITHEATRE**  
There are two open courtyards in the campus separated by a common wing corridor. The sunken court in the front is used for sports and also working place for the students. The amphitheatre at the back is used by the students for working. Total seating capacity is for 300 students. Area covered by Amphitheater = 319.35 sq.mts.



sunken court



amphitheatre

### MATERIALS USED FOR THE BUILDING

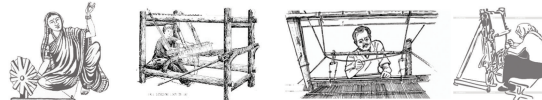
**STRUCTURE** - R.C.C and brick walls.  
**CLADDING** - Random rubble stone masonry on some part of the plinth, walls in some places, imported float glass used as a special material as a non reflecting glass used as a complete wall, steel frame screened with reflected glass, and use of vibrant colors in the interiors spaces.  
**FLOOR FINISH:** Block granite and white marble check flooring in reception hall, Kota green and Jaisalmer yellow in corridors, Plain cement floor finish in classrooms and laboratories, chip flooring in exhibition hall, stone in open spaces.  
**FACADE TREATMENT:** The exterior although uniformly finished in grey-colored grit, the interiors come as a surprises, with composition in white, grey and greens of the court reflected in the glass wall.  
**WINDOWS:** jharokhas of traditional architecture and new materials and expression creating an interesting blend.

### LANDSCAPE

The institute gives a feeling of richly landscaped environment. Site boundary is lined with deciduous and ever-green trees. A series of high and low platforms, soft and hard landscaping have been used in the amphitheatre court. In surrounding areas of kund soft landscaping is done and it is paved with cutouts for basement lighting.

### CONCLUSION

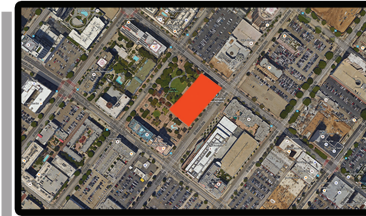
The idea is to create a relationship between the built & the unbuilt spaces. There are evidences of blend of traditional and contemporary architecture. Aesthetics are cared for, sometimes at the stake of comfort if not function. The site is well-segregated into various zones w.r.t the functions.



# Fashion Institute of Design & Merchandising

## SITE

LOCATION : FIDM Los Angeles  
919 South Grand Avenue  
Los Angeles CA, 90015  
AREA : 12,000 sq ft  
ARCHITECT : CLIVE WILKINSON Architects



Located on Grand Avenue along with the Walt Disney Concert Hall and the Museum of Contemporary Art (MOCA), FIDM Los Angeles is just steps from Staples Center, L.A. LIVE, and the Grammy Museum, and surrounded by galleries, restaurants, and coffee shops in the heart of Downtown's entertainment district.



The main reception of the FIDM Building



State of industry type classrooms creates a creative learning environment



Different types of spaces created using different colours of flooring ,creating a lively atmosphere, classrooms are not only kept enclosed, but also working environment is provided along the pathways.



FIDM was created in direct response to the growing needs of the fashion industry in California. From the beginning, FIDM's mission was to build industry relationships in order to benefit both the industry and the students.

### FACILITIES PROVIDED IN THE CAMPUS

The FIDM museum and gallery hosts world class exhibitions and features an extensive ,hands on study collection. The musium is in the ground floor of the campus.



### MEDIA ROOM



Juicy Couture wall Window galleries feature student work as well as permanent tribute to Juicy Couture.



FIDM is one of the few colleges in the world training Fashion Knitwear students on a high tech knitting machine designed by Stoll.



The students store carries everything from FIDM logo merchandise to school supplies.



Library material Room



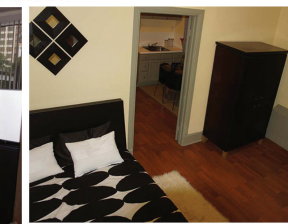
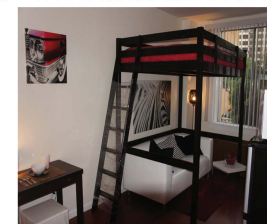
Park used for gatherings and watching movies

To emphasize the Southern Californian desert location, a theme of water was employed in different ways, culminating in the raised 'pool' platform where students can relax and work on laptop equipped loungers.



The FIDM library is the largest fashion library on the west coast, and the premier information hub for all things related to fashion & design related.

### STUDENTS HOUSING APARTMENT



Two types of apartment plans  
-Studio type apartment  
-Dorm - style apartment



## CASE STUDY 05

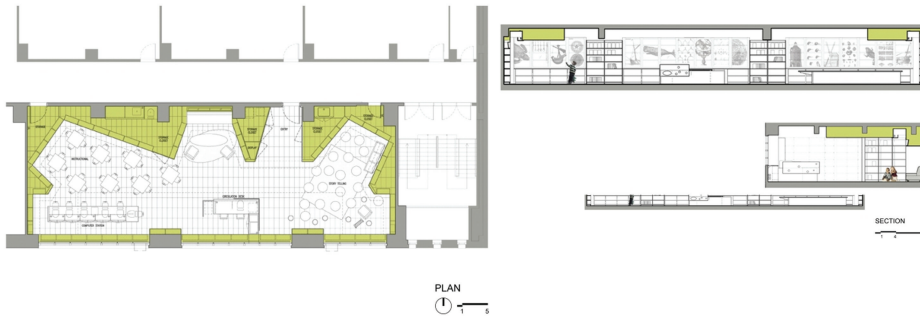
# CASE STUDIES FOR INDIVIDUAL SPACES

## CASE STUDY FOR LIBRARY

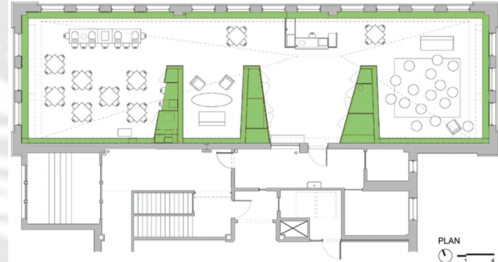
The Robin Hood Foundation itself is a large organization dedicated to fighting poverty in New York City. One of their specific projects, though, is something I hadn't seen before: partnering with the New York City Board of Education to rehabilitate and rejuvenate the city's school libraries.



Design Firm : Pentagram  
 Client : The Robin Hood Foundation  
 Location City : New York, New York  
 Project Area : N/A  
 Open Date : 2004  
 Project Budget : N/A  
 Photo Credits : Peter Mauss/Esto (P.S. 10, P.S. 36, P.S. 93, P.S. 287) Kevin Chu/KCJP (P.S. 86)  
 Design Team : Michael Bierut (Principal in Charge), Tamara McKenna, Andrea Wang

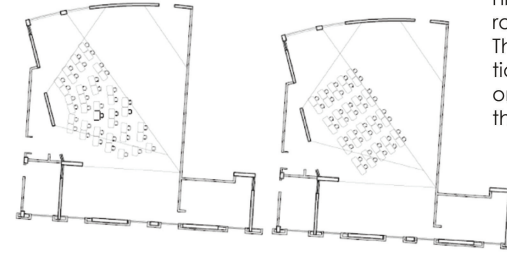


"This bold inexpensive graphic solution helps to personalize the library space. The graphics and color reinforce a fresh and comforting library environment for the young readers. The impact of the happy faces overlooking the young readers was very refreshing."



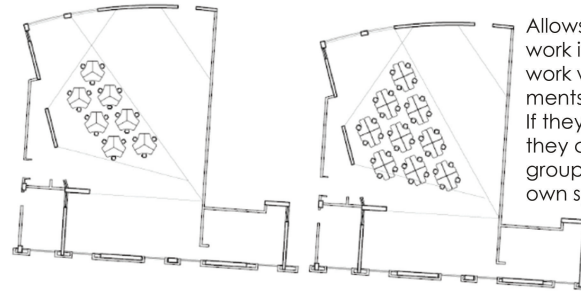
## INTERACTIVE STUDIO AND ARRANGEMENTS

### Linear Arrangement



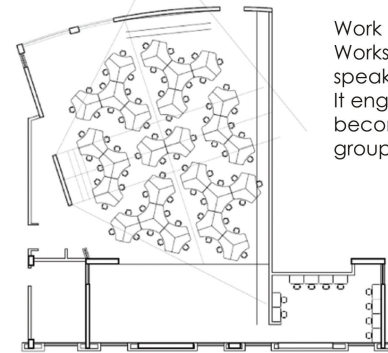
Make students lose focus and creates a higher number of disruptions in the classroom. This structure does not encourage interaction between students and focuses more on the student as an individual completing their own work.

### Group Arrangement



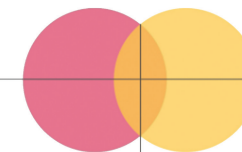
Allows for students to do individual work if they are required, or they can work with partners on specific assignments. If they are creating larger projects they can work as a whole table group to complete it, each with their own specific task.

### Star Arrangement

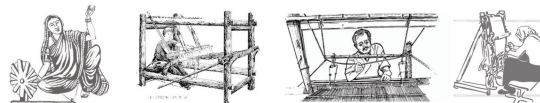


Work better with smaller class sizes. Works well with promoting public speaking and classroom debate. It engages students because they all become one member of the same group.

Architecture  
the physical



Interaction Design  
the digital

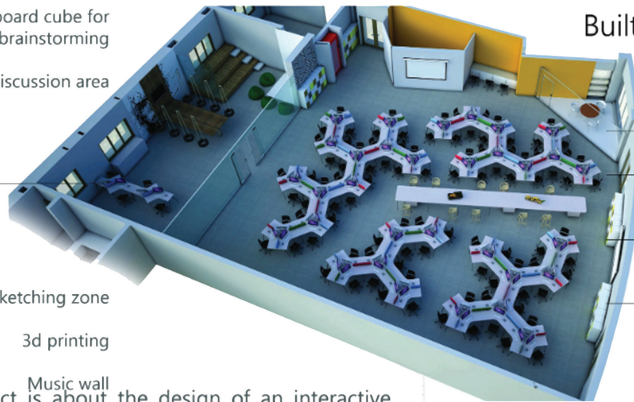


# CASE STUDIES FOR INDIVIDUAL SPACES

## CASE STUDY FOR INTERACTIVE SPACES STUDIOS IIT DELHI

### FLOOR PLANS TO BE DESIGNED

- Green wall
- White board cube for brainstorming
- Group discussion area
- Digital sketching zone
- 3d printing



### Interactive Built Environment



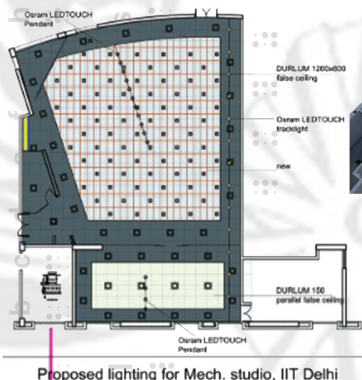
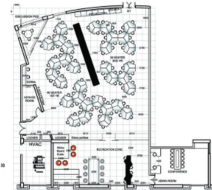
- Discussion pod
- Star seating arrangement to foster interactions amongst students
- Workbench for quick and dirty prototyping
- Interactive wall for teaching and learning

This project is about the design of an interactive studio space for students with lively work environment with an understanding of interactive technologies and how such technologies might operate as architectural elements in the creation of interactive experiences. In short, it is about bringing the design practices of interaction design and architecture together.



The future potential could be a research on students who used this space for one semester Vs existing classrooms and mint it to derive a statistic of their learning experience.

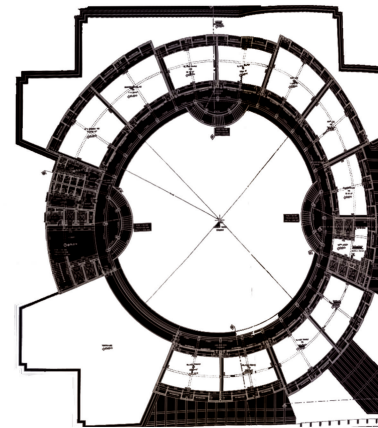
Major benefit would remain as the fresh perspective to look at a classroom as space. This design was intended to make even the surrounding contribute for innovative learning methodologies. The result is an interactive modular interior, combining flexibility and functionality for total customisation. The users are able to rearrange internal objects in order to create a finished room specific to their needs. Their arrangement determines the function of the space, whether it's a workshop for four or a lecture for. Different functions can also be combined to accommodate every possible request, for instance a lecture with an exhibition or workshop. The design language is simple, geared towards clarity and function.



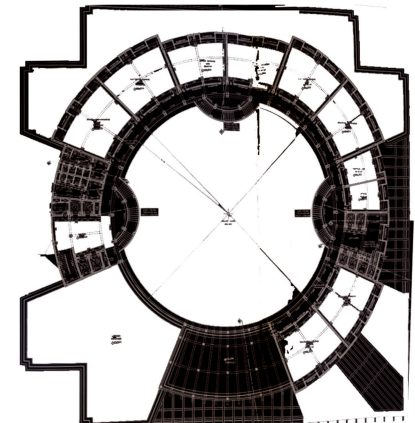
Since the project is in progress, all standards for lighting and HVAC has been taken care of and is being worked out on site. Detailed information report has been worked out for brand and specific modals of furniture, luminaire, digital equipment, computer systems etc.



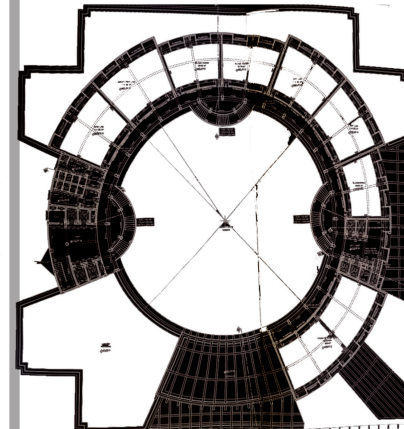
In addition, care has been taken to focus on interaction between users and their surroundings, and with digital specialists regarding an impending interactive video wall.



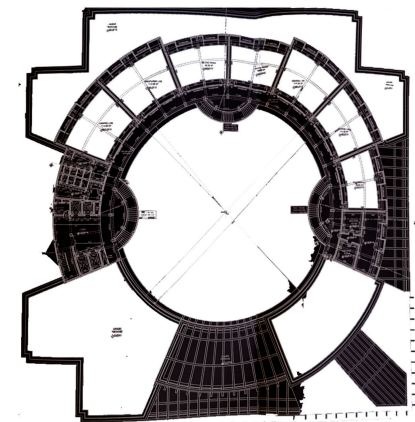
FIRST FLOORPLAN



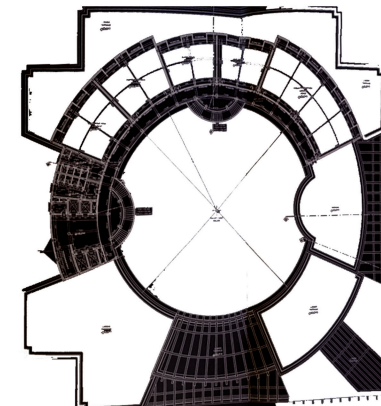
SECOND FLOORPLAN



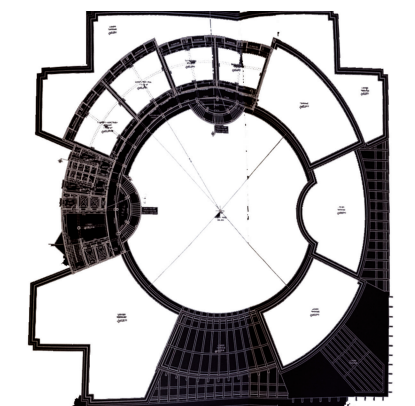
THIRD FLOORPLAN



FOURTH FLOORPLAN



FIFTH FLOORPLAN



SIXTH FLOORPLAN  
CASE STUDY 07

