

INTRODUCTION

Fashion is a UNIVERSAL LANGUAGE. Not just limited to design of apparels and accessories, it is an act of man. Design must reflect what people are thinking, feeling or doing. Fashion reflects the contemporary social aspects. It is a reflection of the way of life.

JUSTIFICATION

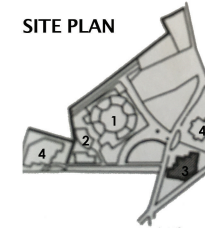
Keeping in mind that the FACT that ARCHITECTURE and FASHION go hand in hand to turn the world of style and exhibition into a complete shape, there lies immense opportunities to contribute heavily in this booming field of education and cater to the AESTHETIC FOUNDATION for the fashion technology to thrive upon, an effort to enable the dazzling construction of fashion – world to grow, with architectural framework beneath.

ARCHITECTURAL SCOPE

- Fashion institute is a place where there is lots of possibilities for creativity to take place.
- Designing an environment which makes the whole experience enjoyable.
- Understanding the nuances, design process and role of architecture in the design of education institutions.
- Studying and experiencing the working of an institution.
- Evolving an Architectural vocabulary for Each department.
- Understanding Spatial implications of specialized activities.
- Translating the vision of the institute into Architecture-interactivity.
- Experimenting with new approaches towards architecture-interactivity.
- Touching upon issues of Imageability and Place making.
- This school becomes a tangible icon of this wave of change that is sweeping the society. Architecturally, it shall stand for all the ideologies that are of core importance to the organization.

SITE INTRODUCTION

SITE PLAN



1. Main campus
2. Workshop Area
3. Auditorium
4. Ladies Hostel

COURSES-UG

- FASHION DESIGN
- FASHION COMMUNICATION
- KNITWEAR DESIGN
- TEXTILE DESIGN
- B FASHION DESIGN

COURSES-PG

- MASTER DEGREE IN FASHION MANAGEMENT
- MASTER DEGREE IN DESIGN

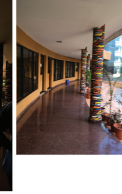
About Kannur Campus

Kannur or Cannanore is a place of Looms and lore in the God's own country, Kerala, which is an apt place for a Fashion institute. NIFT Kannur started functioning from a temporary campus in 2008 and moved to its current permanent campus in 2012. It is a serene campus located away from busy towns but active within. The sprawling campus of 10 acres houses the academic block which is an architectural masterpiece that rises like a spiral from 2 floors to 8 floors. The infrastructure was given by the State Government of Kerala. This allows a reservation of 20% supernumerary seats for the students of the state domicile.

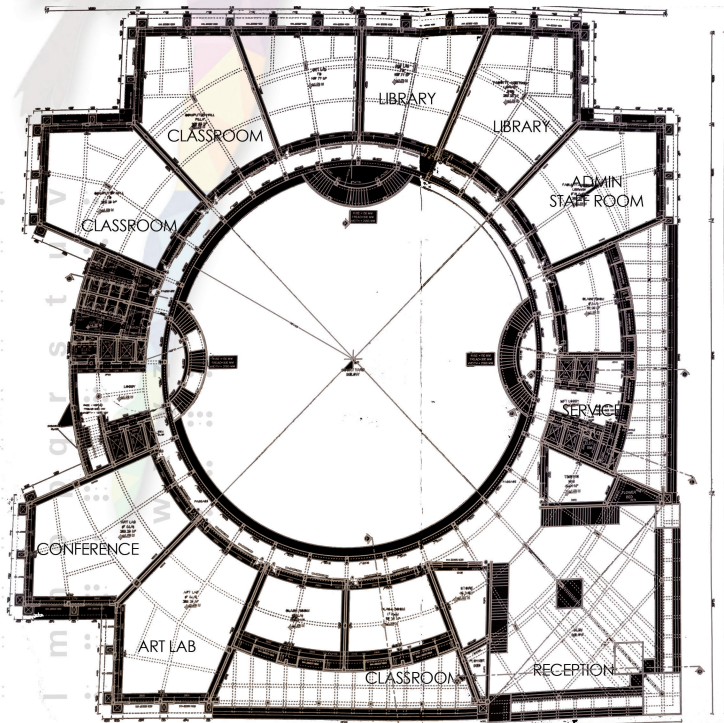
AREA STATEMENT
37,000Sqm
9.14Acres

- NIFT Kannur
- NH-66
- Kannur

Total no of people studying in that institution around 700 students.



GROUND FLOOR PLAN



ENTRY



NIFT- KANNUR

NATIONAL INSTITUTE OF FASHION TECHNOLOGY



Evolution of clothes
From animal skins, woven material, silk, status, fashion, work, warfare, religious and sports clothing.

EVOLUTION OF FASHION

GREEK/ROMAN DESIGN [1800-1820] NEOCLASSICAL STYLE

The public fascination with classical art, architecture and civilization inspired the Neo-classical style. The emphasis was on the high waist.

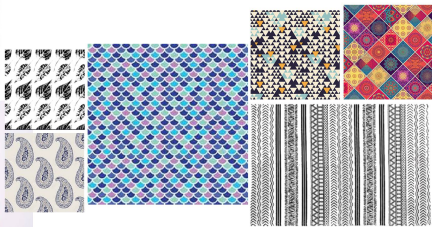
These slender, columnar silhouettes mimicked the marble-white sculptures in color and drapery. Textiles in a linen weave texture, even when made of cotton, hemp, or other non-flax fibers, are also loosely referred to as "linen".



Usage of linen material

BEFORE CIVIL WAR [1821-1861]

The first commercial sewing machines of the 1850s redefined "handmade." Simple and complex clothing became much faster to make and intricate decoration easier to apply. Hand sewing began to disappear from school instruction. Printed cotton became more affordable than linen, due in part to mechanized weaving and printing. However, there was also a human toll. Enslaved people in the American South produced much of the raw material.



printed, pattern and more colours came into existence

FASHION PLATES [1861-1880]

with a cherry on top
FLAME SCARLET • SAFFRON
SUNLIGHT • CORAL PINK



others twist
ORANGE PEEL • SAFFRON
SUNLIGHT • CORAL PINK



horns or grapes dairy
GRAPE COMPOTE • SAFFRON
SUNLIGHT • CORAL PINK



fruit dairy
BISCAY BAY • SAFFRON
SUNLIGHT • MOSAIC BLUE



med one of the dahlia
CINNAMON • FLAME SCARLET
SUNLIGHT • CHIVE



sweet of the pie
GRAPE COMPOTE • CINNAMON
SAFFRON • SUNLIGHT



READY-MADE / HAND-MADE [1881-1899]



DESIGNER DECADE [90's ONWARDS]



The brightly colored female profile of the 1860s evolved from round skirts to a more oval shape, created by wearing a bustle at the back. Men's fashion, in contrast to women's, was repetitive in style. Consumers could buy mass-produced suits in the relatively new department stores and have them tailored to fit. Most children's clothing had a unique look by the mid-1800s.

Handmade and ready-made clothing were both available to most economic classes. By the 1890s, a trolley ride took consumers to Philadelphia department stores or on shorter trips to local dry goods stores all over the county. In 1888, Sears, Roebuck and Company published its first mail order catalog. Consumers could shop for men's suits, shirts, women's blouses, children's clothing, undergarments and fabric for home sewing without leaving home.

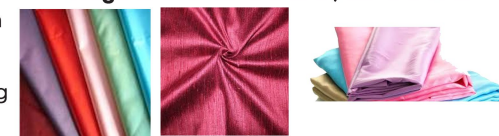


CONCEPT

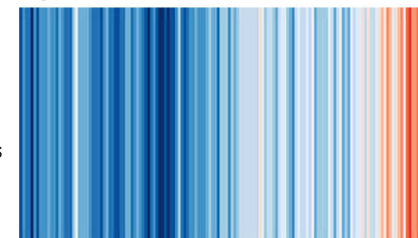
Fashion and interior decoration had much in common. Bustles were made of wire mesh, coiled spring or horsehair, the same materials used to upholster furniture. The colors used in parlors also appeared in women's dresses, made possible by the new synthetic dyes. This explosion of colors was also used in men's accessories, such as with vests, ties, and, sometimes, hats.



Usage of contrast material, lash material



Usage of Silk material came into existence



Usage of Stripes came into existence



The decade that stretches from 2010 to 2019 brought about some of the largest shifts in fashion we've ever seen, culminating in the full realization of concepts that had been set in motion over previous years. Perhaps the greatest shift was the fact that streetwear and luxury fashion finally co-mingled in ways that had never been accomplished before.



Usage of synthetic fibre, silk, satin and cashmere were most common

CONCEPT 01



EVOLUTION OF FASHION

The main idea is to incorporate the evolution of fashion into the fashion related courses

- There are 5 different courses
- Fashion design
- Fashion communication
- Knitwear design
- Textile Design
- B.Fashion design

The main concept is to merging the Evolution of Fashion- Within these Fashion courses.

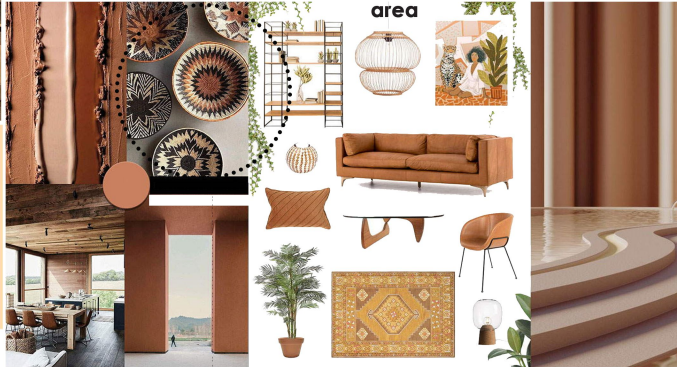
FASHION DESIGN @FIRST FLOOR [GREEK/ROMAN DESIGN NEOCLASSICAL STYLE

- Good Drawing Skills
- Creativity
- Artistic Thinking
- Innovative Skills
- Observation skills to look for Detailing
- Competitiveness
- Good Communication Skills



Usage of Tan color

Usage of furnitures in Admin area



Installation in corridors

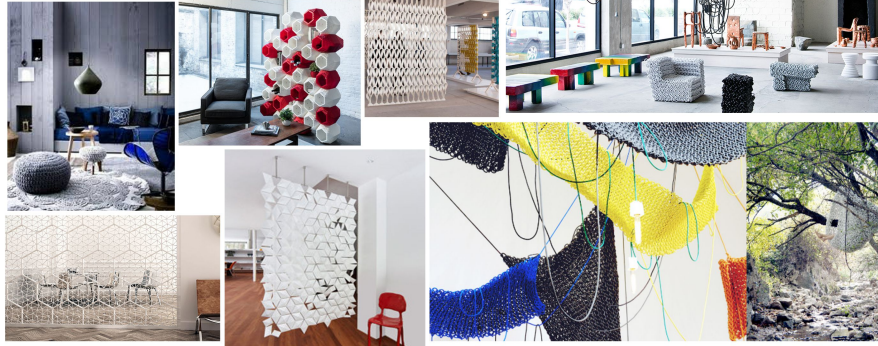


Fashion Communication is a specialized programme that enables students to acquire communication skills pertinent to the Fashion and Lifestyle industry. Five exit levels are envisaged overall: Graphic Design, Visual Merchandising, Retail Space, Design, Styling and Photography, Fashion Journalism, Public Relations/Events and Fashion Advertising.

Usage of printed, pattern and more colour

FASHION PLATES

Knitting is a method by which yarn is manipulated to create a textile or fabric; it is used in many types of garments. Knitting may be done by hand or by machine.



KNITWEAR DESIGN @THIRD FLOOR

READY-MADE / HAND-MADE TEXTILE DESIGN @FOURTH FLOOR

Textile design is essentially the process of creating designs for woven, knitted or printed fabrics or surface ornamented fabrics. Textile designers are involved with the production of these designs, which are used, sometimes repetitively, in clothing and interior decor items..



BACHELOR OF FASHION TECHNOLOGY @FIFTH FLOOR

DESIGNER DECADE

Bachelor of Fashion Technology or B.F. Tech. is a graduate degree which focuses on the art and science of fashion and design.

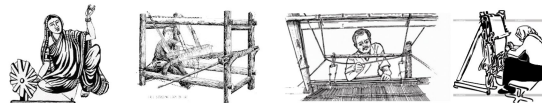


Usage of fibre, silk, satin material etc..

Ideas of Interior Spaces



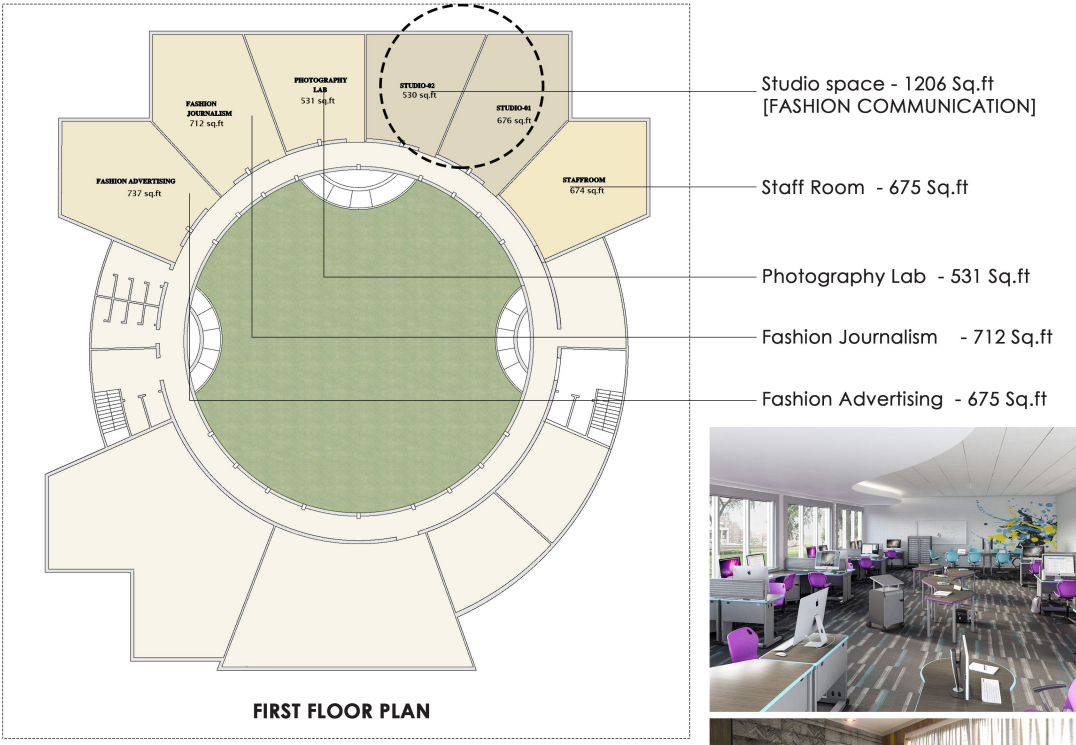
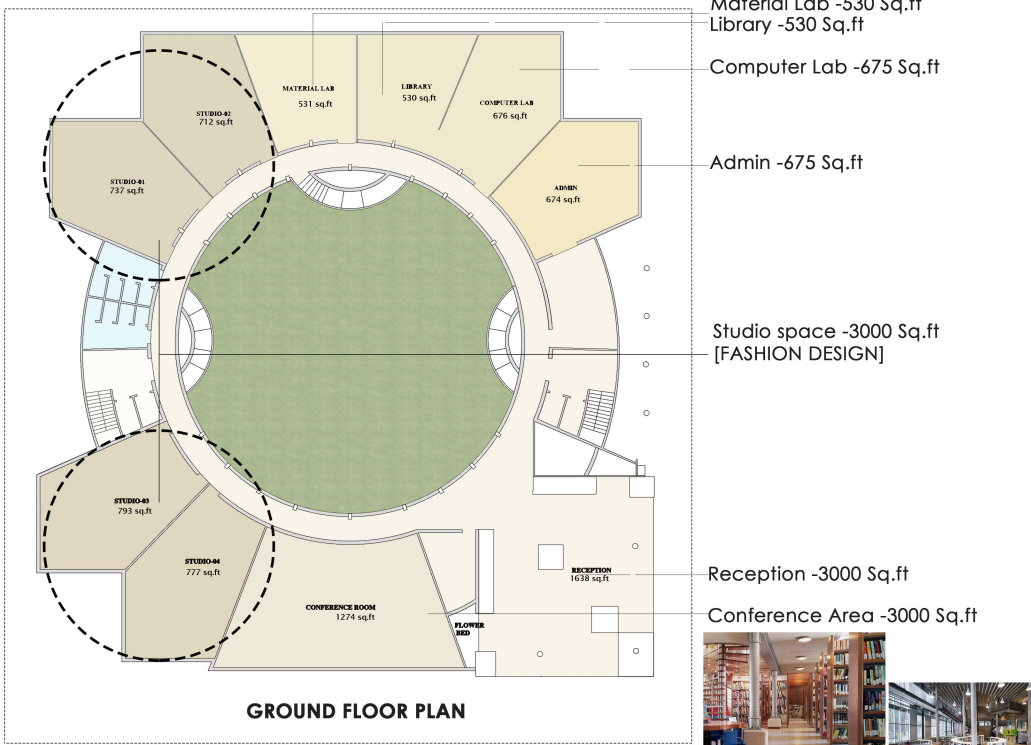
| YEAR | MATERIALS ORIGIN | PERIODS |
|------------|--|---|
| 1800-1820 | TAN COLOURS WAS COMMONLY USED | [GREEK/ROMAN DESIGN NEOCLASSICAL STYLE] FASHION DESIGN @FIRST FLOOR |
| 1821-1861 | PATTERNS,PRINTS, COLORS CAME INTO EXISTENCE | BEFORE CIVIL WAR FASHION COMMUNICATION @SECOND FLOOR |
| 1861-1880 | CONTRAST COLORS AND NYLON WERE COMMONLY USED | FASHION PLATES KNITWEAR DESIGN @THIRD FLOOR |
| 1881-1899 | STRIPES PATTERN AND SILK WERE COMMONLY USED | READY-MADE / HAND-MADE TEXTILE DESIGN @FOURTH FLOOR |
| AFTER 90's | SYNTHETIC FIBRE, SATIN COMMONLY USED | DESIGNER DECADE BACHELOR OF FASHION TECHNOLOGY @FIFTH FLOOR |



NIFT- KANNUR

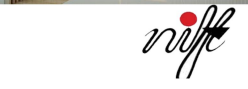
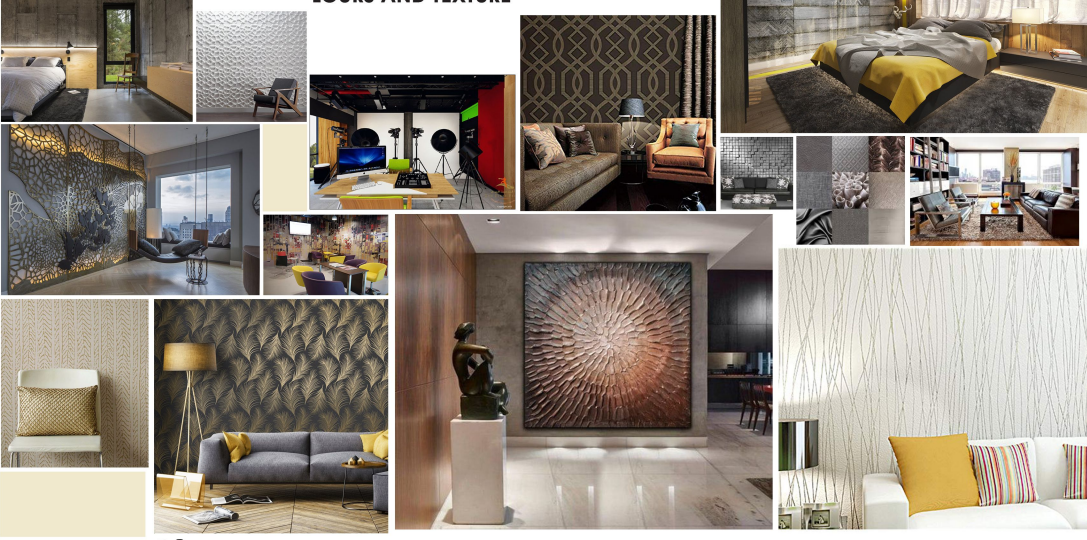
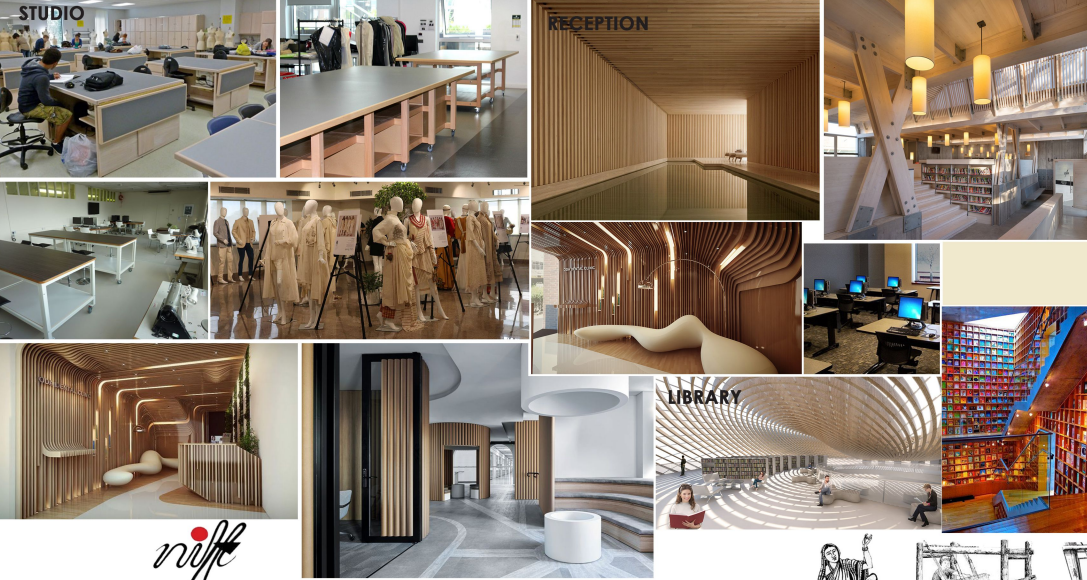
NATIONAL INSTITUTE OF FASHION TECHNOLOGY

MOOD BOARD

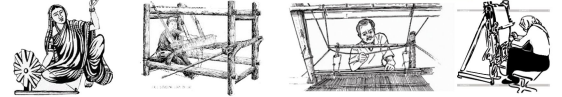


FASHION DESIGN- USAGE OF TAN COLOURS

FASHION COMMUNICATION- USAGE OF PATTERNS, COLOURS AND TEXTURE

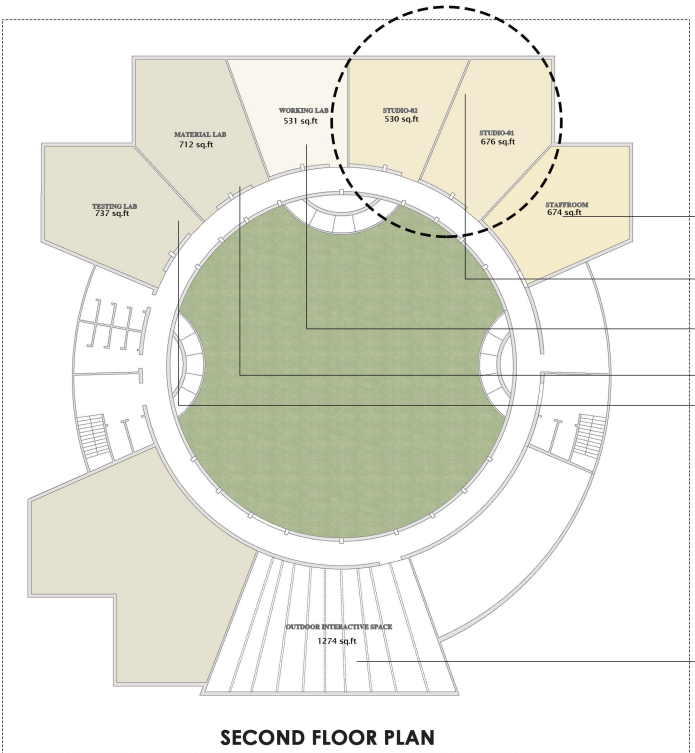


NATIONAL INSTITUTE OF FASHION TECHNOLOGY



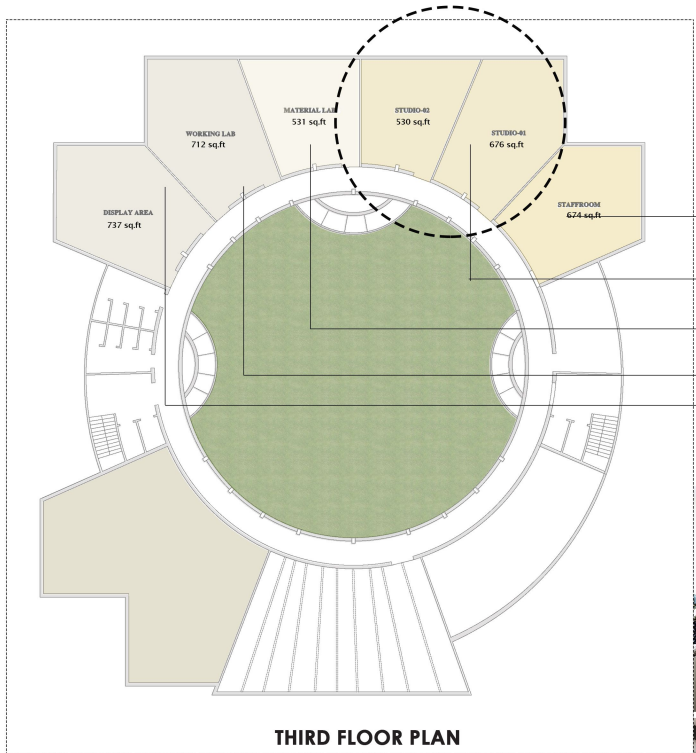
MOODBOARD 03

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



Admin -675 Sq.ft
 Studio space - 1206 Sq.ft
 [KNITWEAR DESIGN]
 Working Lab - 531 Sq.ft
 Material Lab - 712 Sq.ft
 Testing Lab - 737 Sq.ft
 Interactive Space - 1274 Sq.ft

SECOND FLOOR PLAN



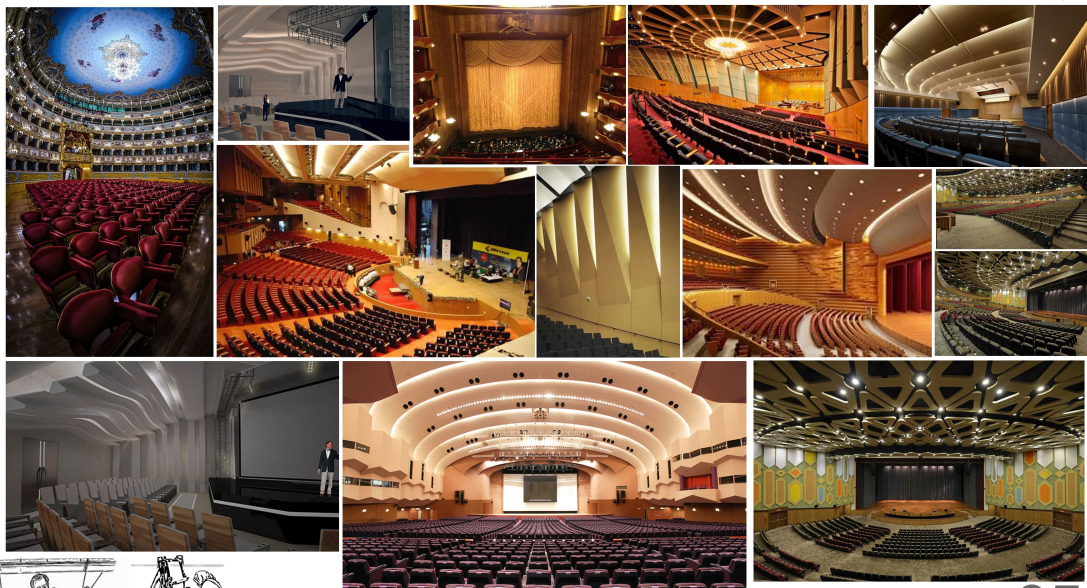
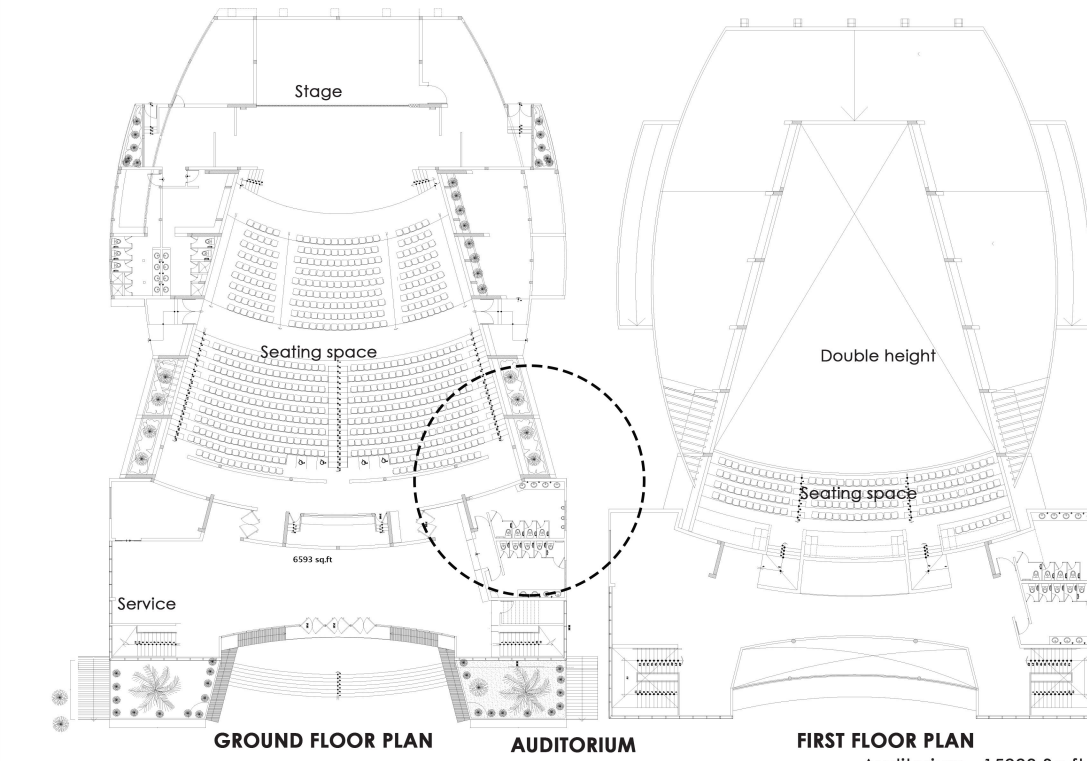
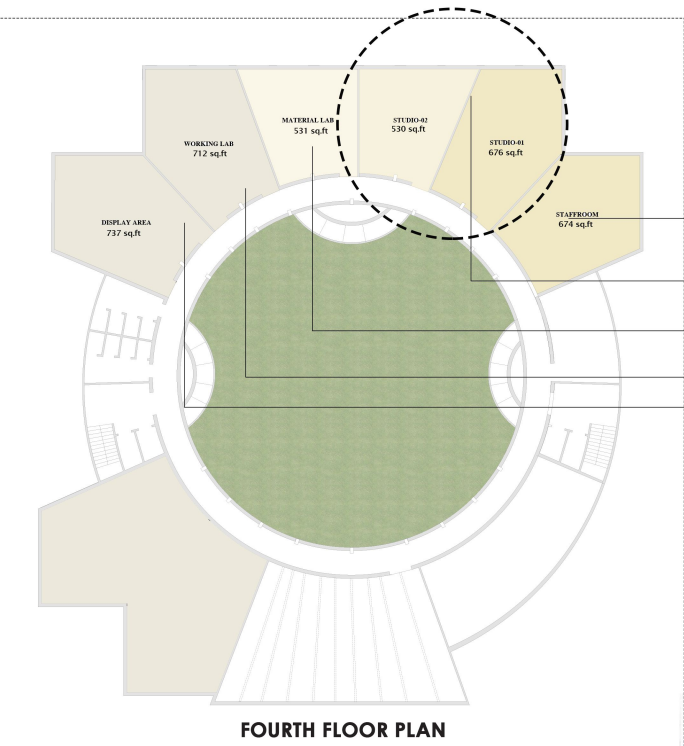
Admin -675 Sq.ft
 Studio space - 1206 Sq.ft
 [TEXTILE DESIGN]
 Working Lab - 531 Sq.ft
 Material Lab - 712 Sq.ft
 Display Area - 737 Sq.ft

THIRD FLOOR PLAN

KNITWEAR DESIGN - USAGE OF CONTRAST COLOURS AND NYLON

TEXTILE DESIGN - USAGE OF STRIPES AND SILK MATERIAL





BACHELOR OF FASHION TECHNOLOGY - USAGE OF SYNTHETIC FIBER, SATIN, SILK

