Abstract

Thesis focus
The thesis deals with the integration of event spaces within the urban fabric. Rather than internalizing event spaces in the atriums of shopping centers, proliferating a condition of detachment of such activities from the street, the event space here can be read as a spatial extension of the street. This offers the opportunity to enhance street life with a variety of fashion related activities. Thresholds between inside and outside are dissolved as the domain of the city is drawn into the building via the creation of a central arcade where events may be held.

Main constituents of program
The fashion incubator houses enablers – facilities, resources, expertise, and working spaces for designers to realize their designs in the most efficient way. Different types of selling spaces that provide suitable testing grounds for new concepts are incorporated, offering designers a platform to market their creations. Event spaces will allow exposure of their collections to the public through fashion shows and retail installations.

Proposed design
The design hinges upon the notion of fashion as an event, driven by show, and transcending garments. More than simply a temporary activity, the event marks a change in the total environment and the aim is to capture the thrill and sense of occasion as in a 20-minute catwalk show. The architecture is one that celebrates the event, where infrastructure for events is worked into the design. Flexible tectonic solutions that allow different permutations and configurations of space are explored to allow event spaces to co-exist with selling spaces.