THESIS REPORT ON

SABYASACHI FASHION STUDIO (LUCKNOW,UTTAR PRADESH)

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF:

BACHELOR OF INTERIOR DESIGN BY

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THESIS GUIDE

(AR. URVASHI TIWARI)

SESSION

2021-22

TO THE SCHOOL OF ARCHITECTURE AND PLANNING BABU BANARASI DAS UNIVERSITY

LUCKNOW.

SCHOOL OF ARCHITECTURE AND PLANNING BABU BANARASI DAS UNIVERSITY, LUCKNOW (U.P.).

CERTIFICATE

I hereby recommend	that the thesis entit	led"SABYASACH	I FASHION STUDIO,
(Lucknow)" under the	e supervision, is the	e bonafide work of	the students and can be
accepted as partial	fulfillment of the r	equirement for the	degree of Bachelor's
degree in interior des	sign, school of Arcl	hitecture and Plann	ing, BBDU, Lucknow.
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		Not Accepted	
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Certificate of thesis submission for evaluation

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6.	Thesis prepar	ation guide was referred to for preparing th	e thesis.	Yes / No
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9.	The thesis has	been prepared without resorting to plagiar	ism	Yes / No
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SYNOPSIS

FASHION STUDIO (for Sabyasachi)

A fashion design studio is a workplace for designers to conceptualize, design, and possibly create apparel and relevant products. Some are referred to as an atelier workshop.

Fashion studio is basically a multipurpose project enveloping the different disciplines of fashion industry. Major aspects is it going to cater are:-

Exhibition of fashion products.

Production of commercial area.

Fashion education.

Indian fashion is recognized as one of the areas tat have tremendous potential for the growth in times to come . Considering the potential in the industry and the need for the proper utilization of resources, there is a frequent urge of having a well-developed infrastructure ensuring optimum growth of fashion industry.

- Fashion studio's are dedicated to scouting ,training and promotion of fashion talents.
- With fashion hub, emerging designers have the entire know how, a network of professionals and a considerable contact list.
- Fashion studio thereby refers to a place where fashion designers or fashion photographers conduct their work.
- A fashion designer's studio on the other hand is the space where a fashion designers designs and makes his/her clothes.



Fashion is a popular style or practice, especially in clothing, footwear, accessories, makeup, body piercing, or furniture. Fashion is a distinctive and often habitual trend in the style in which a person dresses. It is the prevailing styles in behaviour and the newest creations of textile designers. Because the more technical term costume is regularly linked to the term "fashion", the use of the former has been relegated to special senses like fancy dress or masquerade wear, while "fashion" generally means clothing, including the study of it. Although aspects of fashion can be feminine or masculine, some trends are androgynous.

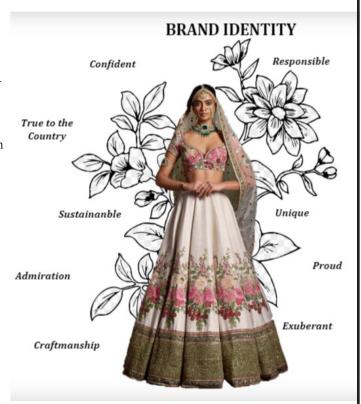
What is studio?

A studio is a place where we try to accommodate every component of a particular industry related to the previous on –going and future developments. A studio also consists of seminars rooms, production rooms, show rooms, resource centre etc. depending on the need of industry.

About sabyasachi

When it comes to Indian weddings, Sabyasachi is the designer who every girl wants to be dressed in. Known for excellent craftsmanship and preserving the Indian heritage through his designs, he has attracted Indian as well as international followers. Instagram is one of the strongest tool for marketing to the brides of today followed by Facebook.

Sabyasachi Mukherjee operates through four flagship stores in India and sells through third party retailers worldwide. Known for his bespoke bridal wear, the label offers beautiful masterpieces worn by famous Bollywood and Hollywood celebrities. With collaborations with Christian Louboutin, Pottery barn and Forevermark, Sabyasachi Mukherjee has already established his name in the global market. Despite of his fame in the fashion industry. he does not have a platform to offer his products and services in the US. This project aims to launch Sabyasachi flagship store and to establish his presence in the US. Opening the store in the US, will open doors to the brides to receive the exceptional service offered to Sabyasachi brides and with incorporating with a different culture to attract the non Indian audience as well.



Fashion and interior

There has always been a strong, unbreakable link between interior design and fashion. Not only do they both share the same aesthetic concepts as space, shape and form but they are both an accessible artistic expression for the masses.

It's this artistic expression which stretches the connection beyond the aesthetic into something deeper, something psychological. Interior design and fashion both represent something personal, helping individuals to be creative, unique and to help us understand other people and the world around us. No wonder they share the same trends and aspirations.





Use of same material.











Same colour trends

AIM

- To create a working environment aesthetically appealing interactive, creative and inspiring platforms for various
- professionals pertaining to fashion industry.
- To make it comfortable for all employs to work in and the client to visit.
- To understand all the processes involved in fashion technology with its own characteristics spatial requirements.
- Understanding the functional hierarchy of the entire space yet not undermining the design of each section and their
- arrangement.







OBJECTIVE

- To develop a fashion studio that has mix of fashion, business, entertain, culture and leisure and powerful identity.
- To develop a space that is synonymous to fashion, a statement of time.
- To incorporate spaces that will help that nurture and help the upcoming fashion designers providing them with marketing
- To provide a good working environment for the creation ,workshop , retail to provide an intractive place.
- To provide facilities for conducting research into various foreign fashions trends in order to keep abreast with fast moving fashion sense.

WHY FASHION STUDIO?

India has excelled in thought leadership by providing a pool of creative and technically competent professionals. Fashion hub provides a common platform for apparel production, retail, fashion events and exhibitions. The world has been moving amazingly fast and becoming fiercely competitive in all the spheres of human activities.

The situation calls for the massive expansion of fashion industry . The urgent need of time is to lay emphasis on quality apparel designing and showcasing the same to stive vigorously for global excellence and acceptability.

The common platform allows designers to easily blend into a global network of the trade and fashions, as well as acquire a greater appreciation of local industry.



NEED OF TOPIC

- To develop a space that is synonymous to fashion, a statement of time.
- To give the Indian fashion business grand leap
- Hence, the project is an attempt to make people aware about fashion and the process, and produce respect for the same.

SCOPE This fashion studio is a center of commerce which will include.

- Administrative offices
- Design and production workspaces.
- Research area/liberary
- Photography studio.
- Retail area
- Breakout area
- Recreational areas.

SITEANALYSIS

INTRODUCTION

A FASHION DESIGN STUDIO IS A WORKPLACE FOR DESIGNERS TO CONCEPTUALIZE, DESIGN, AND POSSIBLY CREATE APPAREL AND RELEVANT PRODUCTS. SOME ARE REFERRED TO AS AN ATELIER WORKSHOP. IN THE FASHION STUDIOS, FASHION DESIGNERS, ARTISANS AND ILLUSTRATORS ENGAGE IN CONCEIVING, DESIGNING AND DEVELOPING NEW CLOTHING, SHOES, JEWELRY, OR FASHION ACCESSORIES. AMONGST OTHER THINGS, THEY DEVELOP CONCEPT BOARDS, STUDY FABRIC CONSTRUCTIONS, AND EVALUATE

COLOR TREND CHOICES.

SITE OVERVIEW

In this project i took a site (two floors)of a multiplex building. the building is located in lucknow,UTTAR PRADESH.

It is a ten floor building excluding basement.

I come up with the idea of designing the two floor into a fashion studio i will be taking ground floor and first floor for my project.



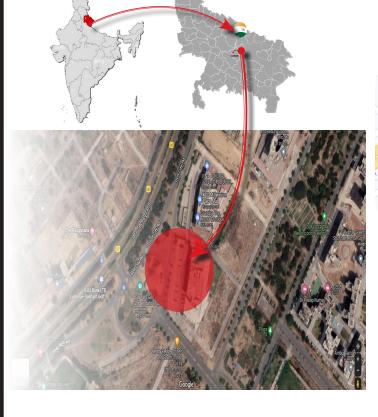
SITE LOCATION

- MULTIPLEX BUILDING
- LOCATION-SUSHANT HIGH-TECH CITY, AMAR SHAHEED PATH.LUCKNOW UTTER PRADESH.

INTRODUCTION TO LUCKNOW

The city of Lucknow is situated in the plains of Northern India, on the banks of the Gomti River. It is the capital of Uttar Pradesh, the most popular state of India The city is famous for its rich Nawabi culture and traditions and its intricately

carved buildings



AMENITIES

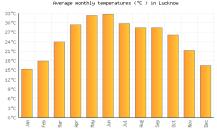
- Airport: Approx. 6 km
- Hazaratganj: Approx. 12 km
- Railway Station: Approx. 7 km



SITE PLAN



CLIMATE

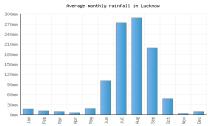


AIR TEMPERATURE

The average monthly maximum temperature during the year's hottest-

month (May) is 41.2°C

while the average monthly minimum temperature during the year's coldest month (Jan) is 8.9°C



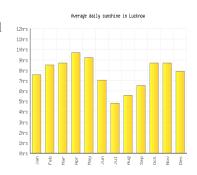
RAINFALL

Rainfall starts with the arrival of the monsoon season in the middle of June. Regular rains continue up to mid-September. The total annual rainfall is 940 mm

SOLAR RADIATION AND SUNSHINE

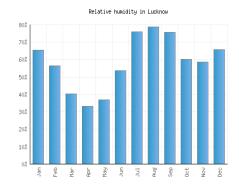
The sky is mostly clear throughout the year. The average solar radiation on a horizontal surface in June is 20.2~MJ/m2 per day. Lucknow experiences 8 to 10 hours of sunshine for nine months (from October to June) and 5 to 6 hours during the

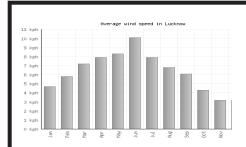
remaining three months. The sky remains normally overcast during the rainy season.



RELATIVE HUMIDITY

The relative humidity during the summer can be less than 25%; during the most humid months, the relative humidity is in the range of 78% to 82%, whereas the air temperature is in the range of 32.5°C to 34°C





WIND SPEED

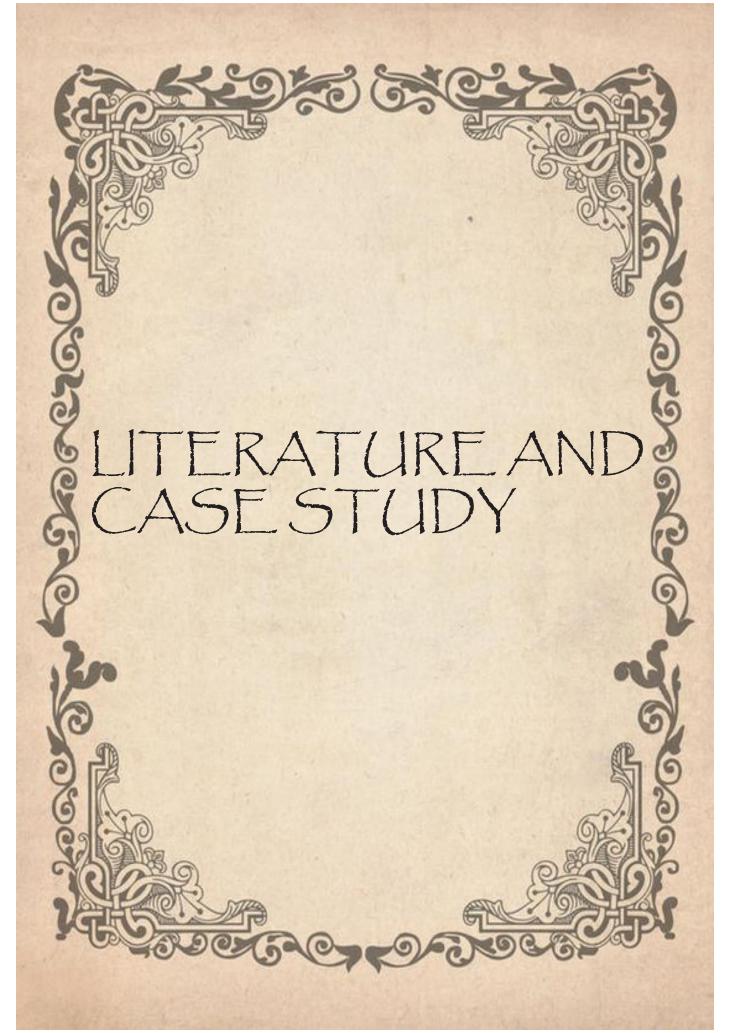
The wind speed is in the range of 8 to 10 km/hour

from May to September . The predominant wind direction is east.

CLIMATIC DATA FOR LUCKNOW

Lucknow lies within a composite climate zone, having four main seasons: the summer, which is hot and fairly dry; the monsoon, which is less hot but humid; the period of moderate temperatures and humidity; and the slightly cold winter period. The climatic lata for the last twenty years, published by the Central Building Research Institute, Roorkee, is summarized below (CBRI, 1989)

	January	February	March	April	May	June	July	August	September	October	November	December
Avg. Temperature °C (°F)	14.9 °C	18.6 °C	24.3 °C	30.3 °C	32.8 °C	32.3 °C	29 °C	28.4 °C	27.7 °C	25.5 °C	21.2 °C	16.4 °C
	(58.9) °F	(65.4) °F	(75.7) °F	(86.6) °F	(91.1) °F	(90.2) °F	(84.1) °F	(83.1) °F	(81.8) °F	(77.9) °F	(70.1) °F	(61.6) °F
Min. Temperature °C (°F)	9.1 °C	12.2 °C	16.9 °C	22.6 °C	26.1 °C	27.5 °C	26.2 °C	25.8 °C	24.5 °C	20 °C	14.9 °C	10.3 °C
	(48.3) °F	(54) °F	(62.4) °F	(72.6) °F	(78.9) °F	(81.5) °F	(79.2) °F	(78.4) °F	(76.2) °F	(68) °F	(58.8) °F	(50.6) °F
Max. Temperature °C	21.3 °C	25.2 °C	31.5 °C	37.7 °C	39.2 °C	37.1 °C	32.3 °C	31.7 °C	31.4 °C	31.1 °C	27.7 °C	23.1 °C
(°F)	(70.3) °F	(77.4) °F	(88.8) °F	(99.9) °F	(102.6) °F	(98.9) °F	(90.2) °F	(89) °F	(88.5) °F	(88) °F	(81.9) °F	(73.5) °F
Precipitation / Rainfall	19	25	14	9	17	129	310	265	165	34	2	10
mm (in)	(0.7)	(1)	(0.6)	(0.4)	(0.7)	(5.1)	(12.2)	(10.4)	(6.5)	(1.3)	(0.1)	(0.4)
Humidity(%)	67%	60%	44%	30%	38%	54%	79%	82%	80%	66%	58%	64%
Rainy days (d)	2	2	2	2	3	8	18	18	13	2	0	1
avg. Sun hours (hours)	8.4	9.6	10.6	11.5	11.9	10.7	8.4	8.0	8.4	9.6	9.6	9.0



LITERATURE STUDY

INTRODUCTION

Museum dedicated to the work of legendary couturier yves saint laurent, The first dedicated fashion museum in africa. The museum located on rues yves saint laurent, next door to the jardin majorelle -12 acre botanical garden that formerly belonged to artist jacque majorelle, but bought and restored by saint laurent and berge in the 1980's. The building has been designed by the French architectur firm Studio KO, founded by architects Olivier Marty and Karl Fournier. Situated on Rue Yves Saint Laurent, adjacent to the famous Jardin Majorelle, the new building spans over 4,000 m2 and is more than just a museum.

YVES SAINT LAURANT FASHION MUSEUM

LOCATION

Marreakesh, Marocco, Africa

ARCHITECTS

studio KO

CLIENT

LA Foundation

TYPE

Fashion museum

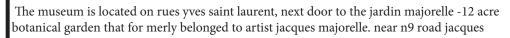
SITE AREA

2Acre

BUILT-UP AREA

4000sq.mt

SITE CONTEXT



The museum 4km away from the marrakesht.

Fruit is a Longe Alare for Lon

ACCESS

Marreakesh International Airport : 8 km

Bus Stand: 1 km

Railway Station:2km

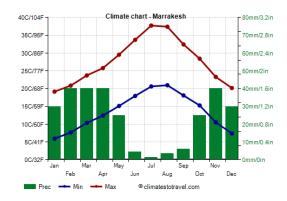
City Centre: 4 km

CLIMATE

In Marrakech, the charming imperial city of Morocco, the climate is subtropical semi-desert, with mild winters and very hot summers.

The city is located at 460 meters (1,500 feet) above sea level, an altitude sufficient to lower a bit the nighttime temperatures. On the other hand, owing to the distance from the sea, temperature fluctuations between night and day are remarkable.

The southerly wind descends from the High Atlas Mountains, whose highest point is Jebel Toubkal, 4,167 meters (13,671 feet) high, bringing sudden temperature increases. The wind can lift sand and dust from the desert, reducing visibility.



ARCHITECTURE

Duality between curved and straight lines; and between loose and precise approaches to cutting fabric. The facade of the building appears as an intersection of cubes with a lace-like covering of bricks, creating patterns that recall the weft and warp of fabric. As with the lining of a couture jacket, the interior is radically different: velvety, smooth and radiant.



CONCEPT



To showcases work of the legendary French fashion designer, the Musée Yves Saint Laurent Marrakech (mYSLm). It houses an import ant selection from the Fondation Pierre Bergé - Yves Saint Laurent's impressive collection, which comprises 5,000 items of clothing, 15,000 haute couture accessories as well as tens of thousands of sketches and assorted objects.

PLANNING AND DESING OF THE SPACE

The buildings design in corporates reference to the couturier's work,while also making use of local materials and building technique Externally, the museum has the characteristic opacity and impermeability of the medina, with its blind box volumes of exhibition spaces, auditorium, bookshop and subterranean conservation suites. Everything is turned in on itself, away from the searing desert heat and light, except for a café which addresses a courtyard tempered by water and planting.

It features permanant and temporary exhibition space, a research library with over 6000 volume a 150 seat auditorium and a bookstore and terrace cafe. In addition the museum houses a conservation archive and laboratory that will store and upkeep part of the extensive collection of clothing haute couture accessories and drawings belonging to the foundation.







The exterior of the long, low building complex of the Yves Saint Laurent Muscum pays homage to this typical colour palette with ts terrazzo base and artistic brick facade, and also to the typically Arabian architectural tradition of shielding the interior from the road. In the relief-like facade, the architects from Studio KO celebrate the complex plays of light and shadow below the southern sun.





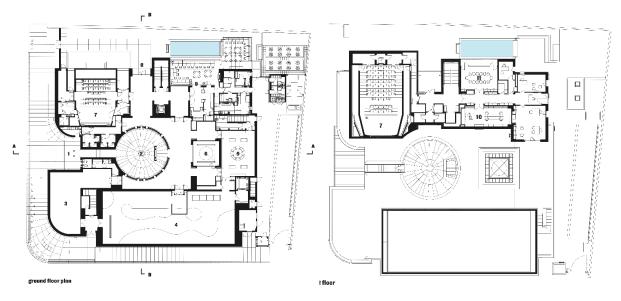


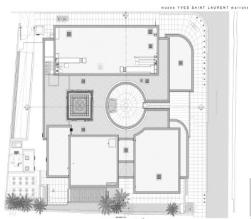
The exterior incoprates with terracotta brick dessigned to recall the wrap and weft of fabric, as well as curved and angular volume in earthen coloured terrazzo. Large gold YSL logo in the entrance courtyard which u can see from the street.

Following the onset of twilight, the logo is effectively showcased by two Beamer projectors each equipped with 12W LED modules. Two Lightscan projectors installed at eaves height, one with neutral white light (4000K) and the other with warm white (3000K), create a soft moonlight effect on the museum's circular outside wall.

GROUNG FLOOR PLAN

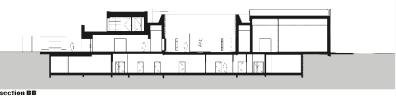
FIRST FLOOR PLAN





1.ENTRANCE COURTYARD 2.MAIN HALL 3.TEMPORARY EXHIBITION 4.PERMANENT EXHIBITION 5.BOOKSHOP 6.INTERNAL COURT YARD

7.AUDITORIUM 8.EXIT 9.CAFE 10.LIBERARY 11.MEETING ROOM



ROOF PLAN



section AA





BUILDING FEATURES

FACADE

The facade of the building appears as an intersection of cubes with a lace-like covering of bricks, creating patterns that recall the weft and warp of fabric. Walls of pinkish terrazzo formed from an aggregate of local stones erupt with geological puissance to meet and meld with a more intri cately contrived geometric armature of red terracotta brick, handmade and fired in the northern Moroccan town of Tétouan. As if it were a piece of fabric, the woven texture of the brick facade was artfully hand drawn. Parts of the pattern were invented, other motifs allude to historical precedents, including a minaret in Iran. Life-size mock-ups were used to evaluate the effects of sun and shadow at different times of day. Between the terrazzo and brick is a thin band of bush-hammered concrete, which forms part of the building structure and bears the weight of the brick section. A supple curve draws you into the circular entrance courtyard, softening the sense of brute fortification, as does the gleaming gold canopy, pinned like a solitary brooch on a sober jacket.



ENTRANCE HALL

The museum entrance hall has smooth white walls that are designed to evoke the velvety lining of couture jacket. The monochromatic stained glass window that circle the curved lobby wall are inspired by traditional Moroccan style stained glass.

The inside is markedly different, like the lining of a luxurious couture jacket: luminous, velvety and smooth.



ENTRANCE COURTYARD

"The building is like a discovery of unexpected things," says Olivier Marty, principle architect of Studio KO. The circular courtyard, which the architects describe as a "decompression chamber," flanked by prismatic stained-glass windows as a nod to Saint Laurent's love for Matisse.





FXHIRITION

The museum's 400-square-metre permanent exhibition space, is designed by scenographer Christophe Martin, and showcases 50 couture creations.

The exhibition's spot-lit models are backdropped by black painted walls, where an audiovisual installation is projected. The installation brings to gether written and spoken words, photographs, interviews, music and film extracts that contextualise

exhibited garments.

Inside: an exhibition space completely in black – a black box that accommodates the key works of the creative genius Yves Saint Laurent and a scenographic concept that celebrates the opulence and diversity of the haute couture designs of the fashion designer who passed away in 2008, and was one of the most influential couturiers of the 20th century. Fifty selected robes, skilfully illuminated, confront visitors to the pitch-black darkness – clothed on mannequins assuming the appearance of protagonists on a theatre stage







In terms of lighting and also due to conservational considerations, the decision was taken for LED technology. Akari-Lisa Ishii, the lighting designer who transformed Christophe Martin's scenographic concept into LED lighting tools from ERCO explains. "LEDs generate hardly any heat or UV radiation, which is a very important aspect when illuminating sensitive and highly valuable textiles."

LIBERARY

Christophe also designed the museum's bookstore, which is lined with lacquered shelving the same colour as saint opium perfume bottle.

The library displays a selection of books related to Morocco, Berber culture, architecture, botany and costume. The ceiling is made from laurel branches using a traditional Moroccan technique that has been reinterpreted by Studio KO



AUDITORIUM

An oak lined 1.50 seat auditorium will showcase a programme of flims, fashion shows and documentaries as well as live music ,the auditorium will host symposuims about botany and beber culture, fashion and costume.

An ergonomic approch was involved when designing the space, which is comfortable including visually and acoustically and where aesthetic elements and an extremely sophiscated technological system are in harmony The result is a multifaceted technical jewel and a highly versatile, immersive space. Managed the hall's sound isolation, designing a double-skin room envelope and lobby access through specially designed doors, which block intrusive noise levels up to 20 decibels.

Adjustable acoustic walls, highly responsive lighting, and cutting-edge projection and sound systems provide exceptional performance flexibility, allowing the room to effortlessly adapt to each event. The theatre features a portable sound reinforcement system, 48-channel digital mixing console, digital recording and playback equipment, simultaneous translation device.





CAFE

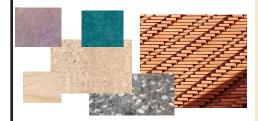
Interior designer Yves Taralon designed the museum's 75-seat cafe, which features pale-coloured wood, plaster light fixtures, white marble and wicker furniture with canary yellow upholstery





MATERIAL

Traditional moroccan materials such as glazed bricks, zellige tiles, granite, laurel branches and oak are incorporated in a contemporary way in other areas, including the museum's cafe. library, stairwells, courtyards and hallways.



LIGHTING

In terms of lighting and also due to conservational considerations, the decision was taken for LED technology.

Akari-Lisa Ishii, the lighting designer who transformed Christophe Martin's sceno-graphic concept into LED lighting tools from ERCO explains. "LEDs generate hardly any heat or UV radiation, which is a very important aspect when illuminating sensitive and highly valuable textiles."





INFERENCE

- 1. The location is ideal for the project. Great exmaple for the responding to the site.
- 2. The entrance of the project invites the people from the street. The project is successful as fashion museum.
- 3. The project consist of many other activities related to fashion which make the building more functional.
- 4. The exterior facade incoprates with terracotta brick dessigned to recall the wrap and weft of fabric.
- 5. Interior has smooth white walls that are designed to evoke the velvety lining of couture jacket.
- 6.The exterior brick wall were designed well which create intresting pattern to interior.
- 7. Well played with light and shadow.



SABYASACHI FLAG SHIP

LOCATION

near qutub minar complex, mehrauli,

INTERIOR DESIGNER sabyasachi mukherjee

ГҮРЕ

Flagship store

YEAR OF COMPLETE ON :2008

AREA:1250 SQ.MT

NO.OF FLOORS:G+1

NTERIOR STYLE: Traditional culcutta style with paintings.

CLIMATE:humid sub tropical climate

PHILOSPHY:Nostalgia is always the important factor in all his work, and it plays a huge role. It has all the traditional qajar artof persian. He believes in showcasing the real stories of indian art and craft to the world.

INTRODUCTION

Sabyasachi mukerjee operates through four flagship store in india and sell third party retailers world-wide.known for his bespoke bridal wear, the label offers beautiful master piece worn by .bolly-wood andhollywood celebrities, with collaboration with christian louboutin, pottery barn anf forever mark, sabyasachi has already stablished his name in the global market. despite of his fame in the fashion industry, he does not have platform to offer his product and services in US. will open door to the brides to receive the exceptional services offered to sabyasachi brides and with incoporates with a different culture to attract the non-indian audience as well. sabyasachi's design are inspired by different indian architecture and art every collection is based on story which are inspired from indian history and culture.



- multi designer store
- flagship store

Connectivity and access

- 1.India Gandhi International airport:12km
- 2.Bus stand: 1km
- 3.Railway station: 12km

Plain site near to Qutub minar complex. Ideal site for the project can easily on main road. The site is surrounded by many other flagship store of Indian famous designer.

LOCATION

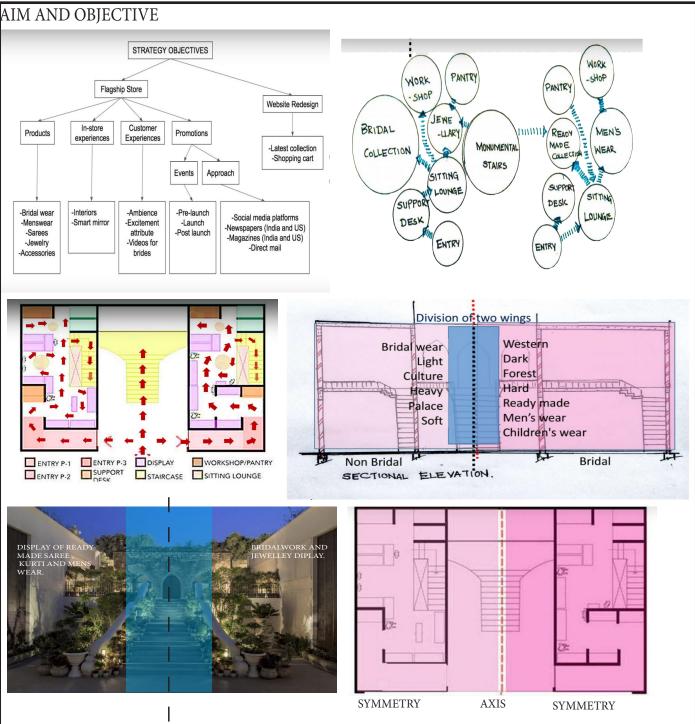




CLIMATE

- humid sub-tropical climate.
- Average temperature ranges from 19-32 depending on the weather
- Summer are hot, winter are quite cold, with most amount of rain during

	January	February	March	April	May	June	July	August	September	October	November	Decemb
Avg. Temperature °C	13.5 °C	16.9 °C	22.5 °C	29.2 °C	32.7 °C	33 °C	29.9 °C	28.7 °C	27.8 °C	25.4 °C	20.5 °C	15.4 °
(°F)	(56.3) °F	(62.4) °F	(72.6) °F	(84.5) °F	(90.9) °F	(91.3) °F	(85.8) °F	(83.7) °F	(82.1) °F	(77.7) °F	(69) °F	(59.7)
Min. Temperature °C (°F)	7.7 °C	10.6 °C	15.2 °C	21 °C	25.3 °C	27.6 °C	26.6 °C	25.8 °C	23.9 °C	19.2 °C	14.2 °C	9.3 °C
	(45.8) °F	(51) °F	(59.4) °F	(69.8) °F	(77.6) °F	(81.6) °F	(79.9) °F	(78.5) °F	(75.1) °F	(66.5) °F	(57.5) °F	(48.7)
Max. Temperature °C	20 °C	23.5 °C	29.8 °C	36.7 °C	39.6 °C	38.2 °C	33.7 °C	32.3 °C	32.2 °C	31.8 °C	27.4 °C	22.2 °
(°F)	(68) °F	(74.4) °F	(85.7) °F	(98.1) °F	(103.3) °F	(100.8) °F	(92.6) °F	(90.1) °F	(90) °F	(89.3) °F	(81.3) °F	(72) °
Precipitation / Rainfall	23	33	20	14	20	74	208	183	99	13	5	8
mm (in)	(0.9)	(1.3)	(8.0)	(0.6)	(0.8)	(2.9)	(8.2)	(7.2)	(3.9)	(0.5)	(0.2)	(0.3)
Humidity(%)	67%	60%	47%	29%	32%	46%	71%	77%	71%	55%	54%	61%
Rainy days (d)	2	3	3	3	4	7	15	15	8	2	1	1
avg. Sun hours (hours)	8.2	9.4	10.6	11.5	12.1	11.8	9.5	9.0	9.3	10.1	9.6	8.8



The first wing displays all of Sabyasachi's signature bridal works that are stunningly beautiful and worth taking a look at. Besides the wedding attires, there is a collection of fine jewellery designed by Kishandas & Co to match with the selected outfit. The store also has a collection of the bespoke trunks by Trunks Company, Jaipur for the most stylish wedding trousseau.

As one enters the second wing, one can easily spot a mesmerising display of readymade sarees and kurtas, each one appearing more delicate intricacies and more rich embroidery than the other. For this type of collection, Sabyasachi has also provided witl exceptional assortments of accessories so that the attire looks and feels complete.

INTERIOR



The reception area is curated as painstakingly as the rest of the store. One of the 112 antique carpets used in the decor is framed on the walls while an antique chest holds ittar bottles sourced from different parts of the country.



collection of antique chandeliers, of the 57 in total used in the store, seen from under the staircase in Sabyasachi's flagship store in New Delhi.

Hand-painted tiles climb up the walls in the entryway while antique furniture finds its place along the length of it.



The staircase leading up to the men's section is a collector's dream. Filled with antique brass utensils, rare Tanjore paintings and art from The Sabyasachi Art Foundation, it creates a truly spectacular experience.

The dressing rooms are no less luxurious than the rest of the store with wallpaper by Sabyasachi for Nilaya by Asian Paints on the walls creating an opulent backdrop. On the right is a leather-clad safe by Trunks Company, Jaipur.

BRIDAL DISPLAY AREA



MENS DISPLAY AREA



The gallery wall along the staircase of Sabyasachi's store is fashioned like a museum with art from the Sabyasachi Art Foundation, antique Dutch plates,

vintage chandeliers and hand retouched studio portraits adorning it.



Just as you step out of the dressing room, a large wall-to-wall mirror with marquee lights creates a theatrical setting complete with antique rugs on the floor.





the resonance is old-world hybridised with Aladdin's Cave of Wonders, harking back to imperial times when fashion and art were the same. One can find unconventional things at the store, such as hand-fired Portuguese tiles and antique mirrors.





FURNITURE









Victorian pedestal dining table, the furniture is used ancient vintage style or victorian style.

Old Vintage Antique Chest Of Drawers With A Mirror holding ittar bottles.

colonial furniture are also used.

LIGHTING





hand-painted chandeliers, mirrors and mood-lighting.

The dressing room has fun superstar mirror lights. The ones you see in actors vanity vans and model changing areas. They really bring out your inner superstar.

The dim chandeliers set the mood.

MATERIAL

- 1) 63 pieces of art by the Sabyasachi Art Foundation
- 2) 57 hand-painted chandeliers
- 3) 732 ittar bottles
- 4) 112 antique carpets
- 5) 5 rare Tanjore paintings
- 6) 214 vintage Dutch plates
- 7) 318 hand retouched studio portraits
- 8) 42 pieces of calendar art
- 9) Wallpaper by Sabyasachi for Nilaya by Asian Paints

10) Colonial, turn of the century and French period furniture sourced globally.



COSTUMER EXPERIENCE

Ambience

The customers will enter into n experiential store where they can experience the ambience through five senses

Sight:

As soon a customer enters the store, they can experience the Indian heritage through their eyes.

Touch:

Feel the garments, intricate embroidery, artifacts and art work of traditional artwork

Smell.

The vase and the urli in the store will be replaced with fresh flower's attar bottles in the store. The smell of the attar will give a very strong yet pleasant smelt

Taste:

The store will offer different types of authentic tea and the famous chai Accompanying the tea will be Indian snacks like samosas. Also choice of sherbet will be offered.

Hear

Indian classical locals or instrumental music (sitar) with a slow tempo and soothing effect.





DESIGN PARAMETERS

- 1. Reception Lobby 2. Waiting lounge 3. Exhibition 4. Experiential sitting
- 5. Men's section 6. Women's section 7. Children's section 8. jewelry' section
- 9. Trial room's 10. Toilet's 11. VIP bridal room 12. Store manager cabin
- 13. Fitting room 14. Store room 15. Pantry 16. Workshop 17. Display window



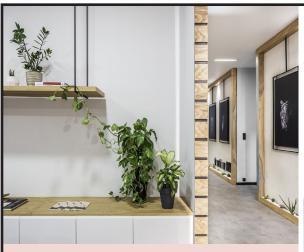




INFERANCE

- 1.One of the best designer store in india to look forward for any party wear.
- 2.Ideal site for the project can easily pull the tourist.
- 3. The grand entrance something that comes to eyes first unique and attractive. Interior experience make you feel royality. Interior is decorated with light and indian traditional stuffs.
- 4. The customers will enter into an experiential store where they can experience the ambience through five senses.
- 5. The staffs and the designer sabayasachu mukarjee make every client statisfied with their beautiful and

detailed designer products.



ELISSA STAMPA FASHION DESIGN OFFICE

LOCATION -ISTANBUL, TURKEY.

Architects: Aks architecture construction

Area: 360 m²

Year: 2018

Photographs: Alt Kat

City: Istanbul

Country: turkey

LOCATION

LOCATION -ISTANBUL, TURKEY

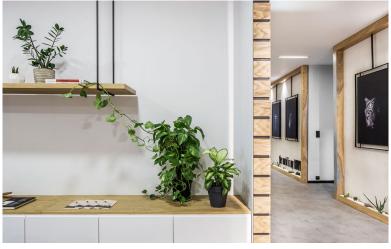


INTRODUCTION

Elissa stampa fashion office conduct their work. and functions both as a workspace and a production area. designer designs and makes their designed clothes.

Slash architects

tThe main aim of the slash architects have been to expand the possibility of exhibition walls The display windows of the showroom changes according to the agenda of the office and acts as an information interface. The flexibility of the facades of all of the spaces within the office create a cozy environment.

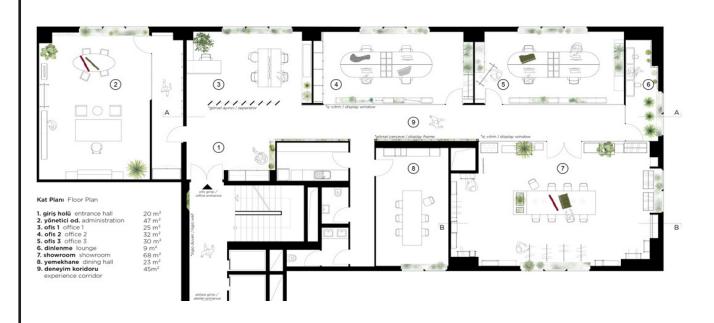


ENTRANCE

Office entrance has wooden panels that acts as semi-opaque exhibition wall where the trendy colors of the year are exhibited. The entrance welcomes the visitors with a small waiting area that is enhanced by the usage of green shelves where the organic and natural attitude of the design office is displayed

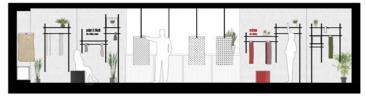








A Kesiti - Section A



B Kesiti - Section B

WORKING AREA

Main program of the office consist of two open office working areas and a showroom that acts as a meeting space. the open up the main circulation axis and divide the office into two. On one side the open-office spaces are located. and on the other side the service units and the main showroom space are planned In the end of this main circulation corridor a chill out area is designed as a staff lounge.





CORRIDOR





The corridor we are encountered with the display window of the showroom, where all of the visitors of the office will experience. The space 1S designed to enhance the brand knowledge of the office creating a new corporate identity. Showroom is used to exhibit all of the textile charts designed by the textile office. The inner façade walls act as exhibition surfaces.





Material Used:

- 1. Real Oak Wood is used.
- 2. Durable and thin steel has been used for the furnitures
- 3. Pulver colored pipes used for show-room













The circulation of the office is designed as an experience corridor, as all the main office program is left transparent facing this corridor The open-office facades have semi transparent bookshelves that can be dynamically modified through the usage of the office employees. They act as a window display for the office staff while at the same time they maintain privacy of the office interior The bookshelves that have an elegant touch of natural wood and steel have features such as mirrors, frames, shelves and textile baskets which bring a functional usage to the separators The vista of the employees have been refined with the integration of visuals.



INFERANCE

- 1. Function both as a workarea and production area.
- 2. The display windows of the showroom changes according to the agenda of the office and acts as an information interface.
- 3. The flexibility of the facades of all of the spaces within the office create a cozy environment.



STUDIO FOR SABYASACHI

ABOUT SABYASACHI

Sabyasachi ("the Brand") is synonymous with ethnic bridal wear. The name depicts extravagance and luxury. Sabyasachi Couture Private Limited was incorporated in 2006 by Sabyasachi Mukherjee, an Indian fashion designer. What has made the designer such a successful one is his eye by creating embellishment looks by fusing colors, patterns, and texture.

Sabyasachi Mukherjee is Kolkata-based fashion designer, jewelry designer, retailer, and couturier. Mukherjee's fashion career started in 1999, with his label Sabyasachi.





PRODUCTS OF SABYASACHI



WHAT IS FASHION STUDIO?

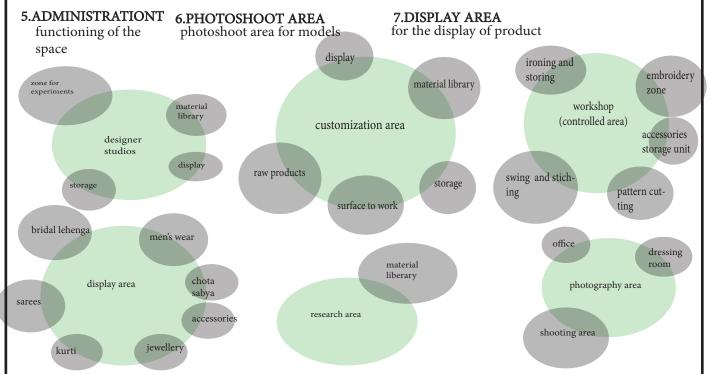
FASHION STUDIO IS COMPOSED FROM TWO MAIN SPACES-RETAIL AND CREATION.

AREA PROGRAMMING

1.DISIGNER STUDIO 2.WORKSHOP Place for main designer, to produce product customers can interact co- designer.

3.CUSTOMIZATION with designers

4.RESEARCH AREA material liberary, research for products







INDIAN ART AND CRAFT



The traditions of Indian arts and crafts are rooted deeply in the lap of history. Since Indus-valley civilization in 3000 BC, several forms of arts and crafts have been originated and flourished. A significant development has taken place in the realms of textile, stone crafts, metal craft, painting, music, pottery craft, wood craft and many more. These art forms began as an expression of inner creativity but in later course, they evolved as full vocation. The artifacts were made for different purposes viz. for trade and commerce, royalty and common people. The journey of the development of arts and crafts has passed through several stages involving several beliefs and traditions.

Indian Paintings - Walk Through the Different Shades



Cave Art

cave art, generally, the numerous paintings and engravings found in caves and shelters dating back to the Ice Age (Upper Paleolithic), roughly between 40,000 and 14,000 years ago. See also rock art.

Phad paintings are the most complex and elaborate of the pictorial devices used for story telling in India. They were traditionally used as movie scrolls, with special emphasis on each scene. They narrated the stories of local folk deities such as Pabuji, Devnarayan, Ramdev pir, Dharamraj, etc.



warli

Sourced in the Thane and Nasik region of Maharashtra, Warli paintings are around 2500 years old art form that is known to represent mundane routines of the people living in the tribe and the beauty of nature Daily activities such as dancing, farming, praying, etc became the center of creation for the artists making Warli paintings.

Madhubani Painting
As it is practiced in the Mithila region of Bihar and Nepal, it is called Mithila or Madhubani art. Often characterized by complex geometrical patterns, these paintings are known for representing ritual content for particular occasions, including festivals, religious rituals, etc.



Gond

The origination of Gond paintings goes back to the Gondi tribe located in central India. Artists develop enthralling depictions representing the mythological stories, oral narrations, conventional songs, crucial happenings, cultural rituals, and natural aesthetics using the appealing dash and dot patterns. The ecstasy, affluent specificity, and vivacious motifs of Gond paintings put them amongst the most appealing epitomes of Indian folk art. Traditionally, the colours were made using natural ingredients like plant sap, leaves, soils, mud, cow dung, etc. However, today's artists utilise the water colors to make mesmerising paintings on canvas or paper.



This folk art of India is sourced from the region of Odisha. Themes of Pattachitra paintings were basically the depiction of mythological and religious epics such as Mahabharata and Ramayana. The term Pattachitra comes from two words; Patta that means leaf and Chitra that refers to painting. So, Pattachitra means painting on a leaf, which was the literal meaning when this art form was originated. The mind-boggling attributes of Pattachitra artworks include vivid outlines, vivacious colours, adorned borders, and flamboyant designs.

Kalamkari

India is known to shelter and nourish different civilisations in its lap from time to time. Mughals came to India and ruled a major chunk of the nation for hundreds of years. Kalamkari is the gift of Persia that was introduced in Indian art in the 15th century. The name, Kalamkari itself got its origination from two words 'Kalam' meaning pen and 'Kari' that means artistry. This enchanting artistry is incredibly passed on through generations and is still practiced in the Andhra Pradesh state. Kalamkari paintings are known to showcase the spectacular animal depictions, flower representations, and blissful Mehrab patterns. Intriguingly, these artworks also come in Kalamkari textiles and are made using shades like black, mustard, rust, indigo, and green.

Miniature

Another product of the Mughals, miniature paintings are popular because of the sharp brushwork, in-depth work, blissful styles, and highly appealing looks. Originated in the 16th century, miniature paintings are also celebrated because of a splendid fusion of Islamic, Indian, and Persian art attributes. Artists used the natural stone colours on a paper-based canvas, also known as wasli. The ingredients that are utilised to craft such highly vivacious paintings gold, silver, colours extracted from minerals, valuable stones, and conch shells.

Pichwai

Made on the cloth paper, Pichwai paintings have their origin in Deccan, Aurangabad, and Nathdwara (Rajasthan) regions. Artists who started making Pichwai paintings were mainly focused on narrating the majestic stories of Krishna to the commoners. This art form is also practiced and available in the present scenario. Foreign art collectors show special interest in acquiring Pichwai artworks making these paintings as the major exporting product of Nathdwara. Artists today live in a closed community with regular communication because making Pichwai artwork is mainly a collective effort more than an individual's contribution. If you ever want to see the depth of spirituality blended in an Indian artwork, Pichwai artworks are the best examples.

Kalighat

Coming from the state of Rasagullas and Misthi, Kalighat is another Indian folk art, which is still practiced. This form of Indian art is relatively new and was originated in 19th century in West Bengal, in the environs of Kalighat Kali Temple, near Calcutta (now Kolkata). Artists used to create enthralling designs on a paper. These artists were known as 'Patuas' who were mainly focused to show the mundane life routine of common people and depiction of religious deities. The style these artists choose remains subtle but very gratifying. Colours used in the creation process of these paintings were mainly natural. Some of the preferred colours to make Kalighat paintings red, white, blue, indigo, and ochre













MATERIALBOARD



FLOORING MATERIAL



micro topping texture concrete finish-3mm thick medium grey semi gloss finish cloudy texture



black marble with white inlay for slab FINISH: Glossy finish



Walnut wood ribs for flooring AVAILABLE SIZES: 6x36inch thickness-8mm



porcelain tile size-300x300mm matte finish



pine wood-8mm thick size-48x8inch glossy finish



ceramic Tile size-300x300mm glossy finish

CEILING MATERIAL



wooden plank ceiling AVAILABLE SIZES : 8"x84"inch



Gypsum board for ceiling AVAILABLE SIZES : 2440mm x 1220mm x 15mm





COLOUR PALLETE







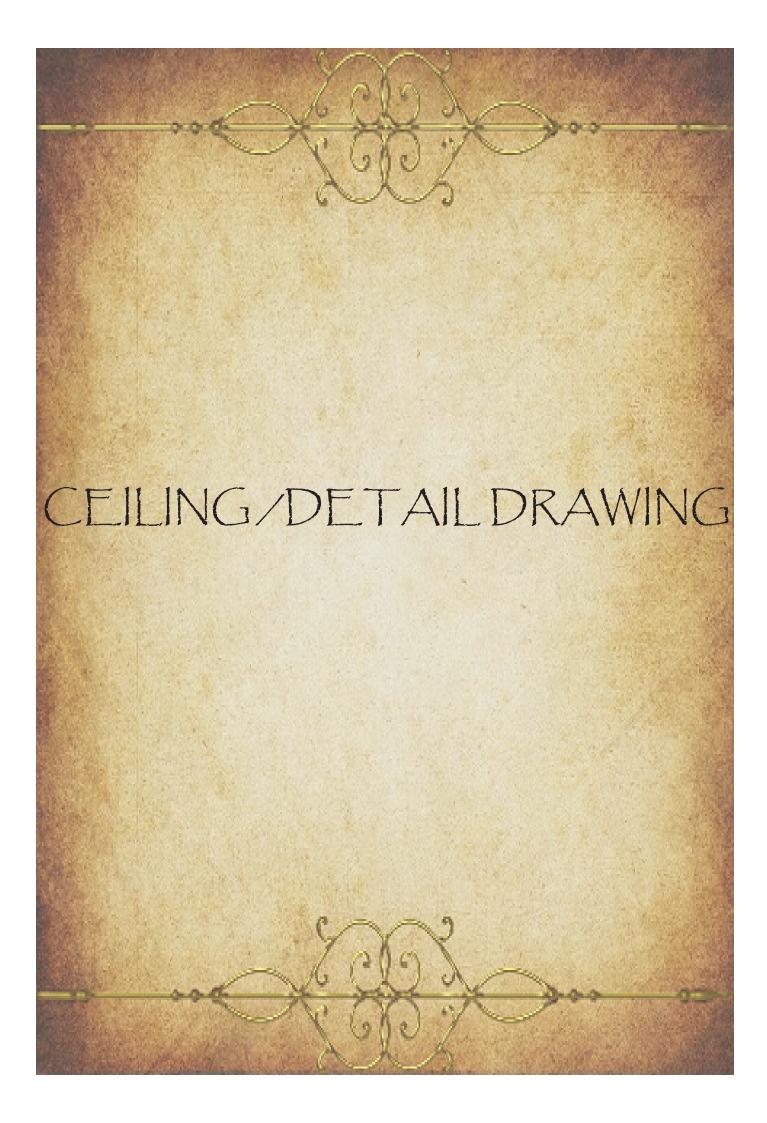
WALLPAPERS





ELEVATION/SECTIONAL ELEVATION

FLOORING DETAIL (OPTIONAL ELECTIVE)



3D RENDERS





DISPLAY AREA





RESEARCH AND LIBERARY AREA





HELPING DESK AND WAITING AREA





EXPERINCE AREA





MEN'S WEAR AREA





SAREE DISPLAY AREA





BREAKOUT AREA





PANTRY

RECREATIONAL AREA





DISCUSSION AREA





GRAND STAIR CASE





CONFERENCE ROOM



DISPLAY AREA





JWELLERY AREA





VIP BRIDAL WEAR AREA





CHANGING ROOM

PHOTO STUDIO





WAITING AREA

WORKING DESK



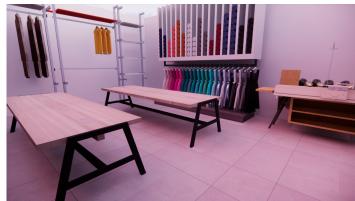
PHOTO SHOOT AREA



MAKEUP ROOM

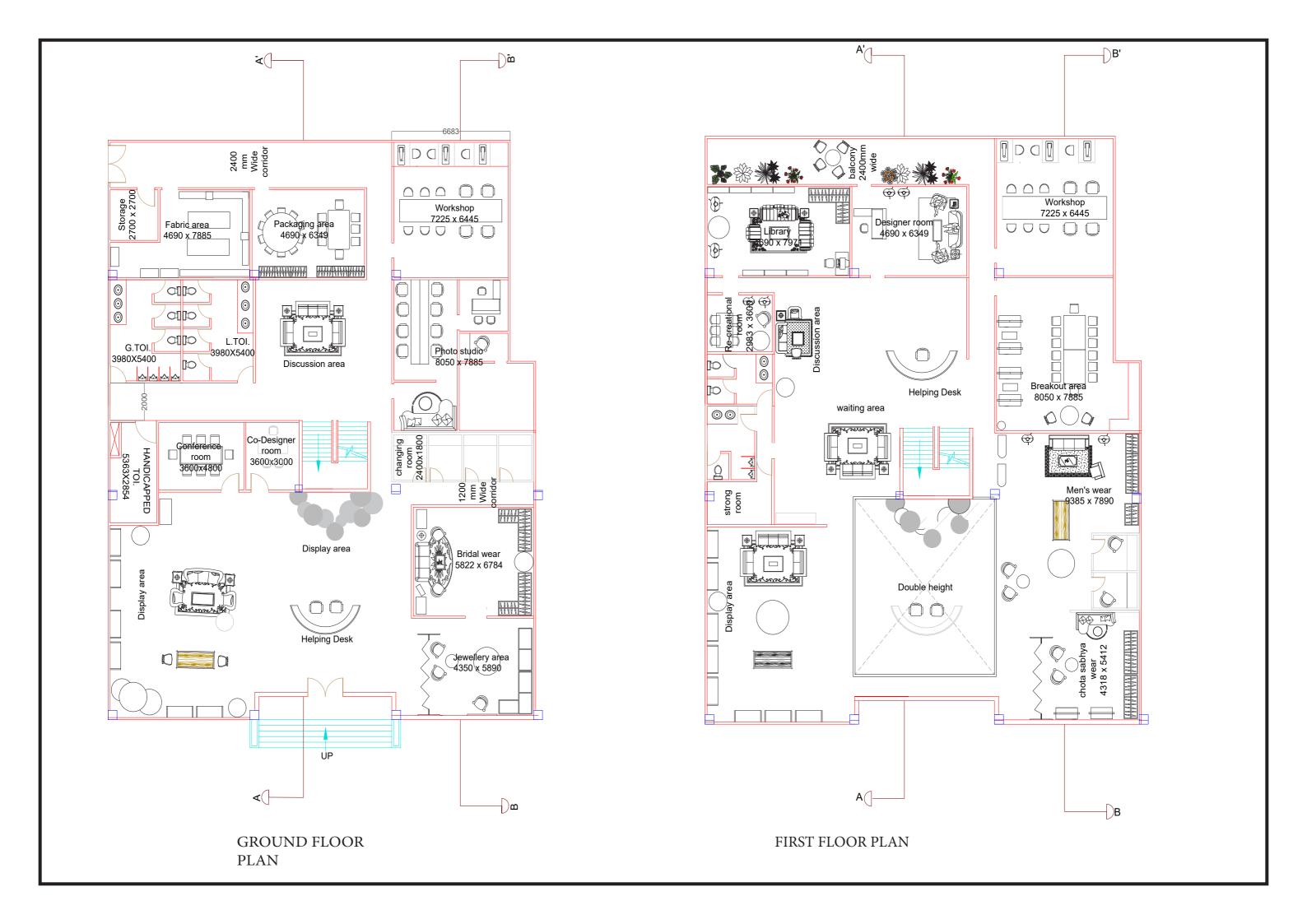


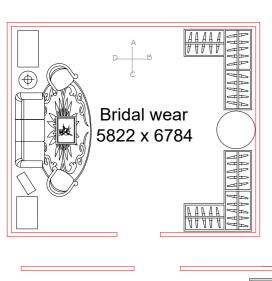
PACKAGING AREA

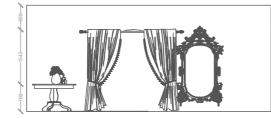


FABRICATION AREA

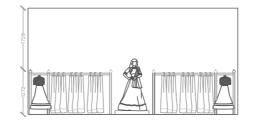
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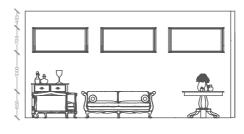




ELEVATION OF WALL A

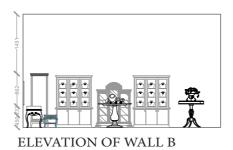


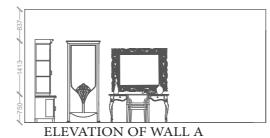
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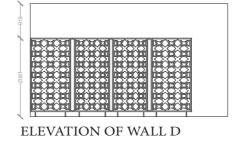


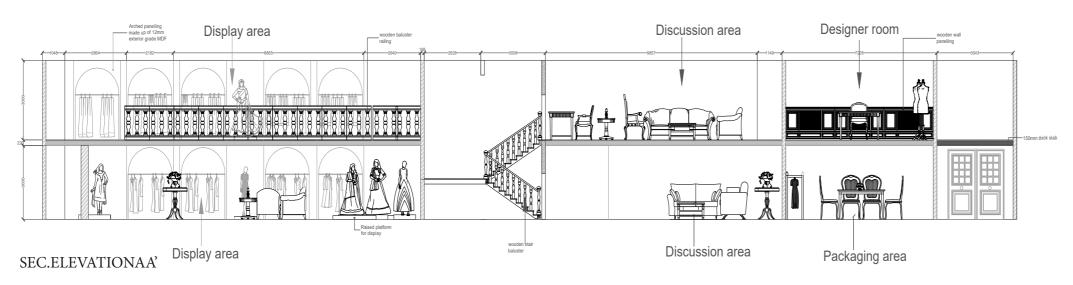
ELEVATION OF WALL D

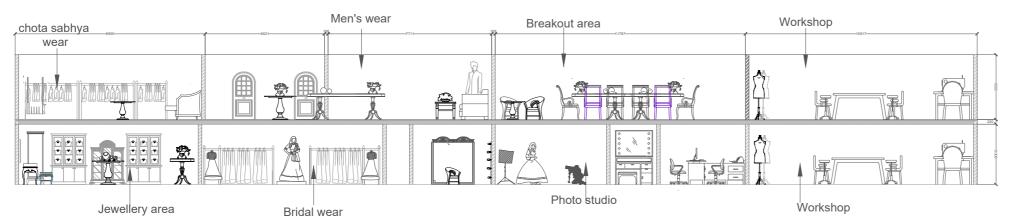


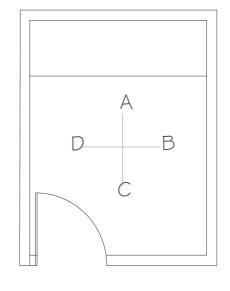




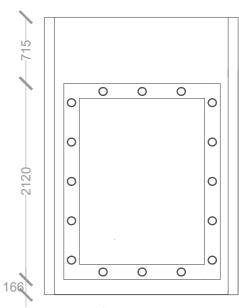




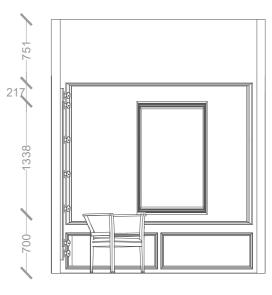




PLAN



ELEVATION OF WALL A



ELEVATION OF WALL B

SEC.ELEVATIONBB'

