NATIONAL INSTITUTE OF FASHION TECHNOLOGY CAMPUS

ACADEMIC PROJECT

ROLE: individual design of a CAMPUS from DESIGN TO MOCKUP DEVELOPMENT

INTRODUCTION

Since its inception in 1986, the institute has played a pioneering role in envisioning and evolving Fashion business education in the country. With growing demand for skilled manpower from the Fashion business industry across the country

AIM:

The best possible design with the use of new technologies related to the project, which would enhance the beauty of the design. To make whole project environment friendly as much as possible acc. To site ,climatology and other factors .

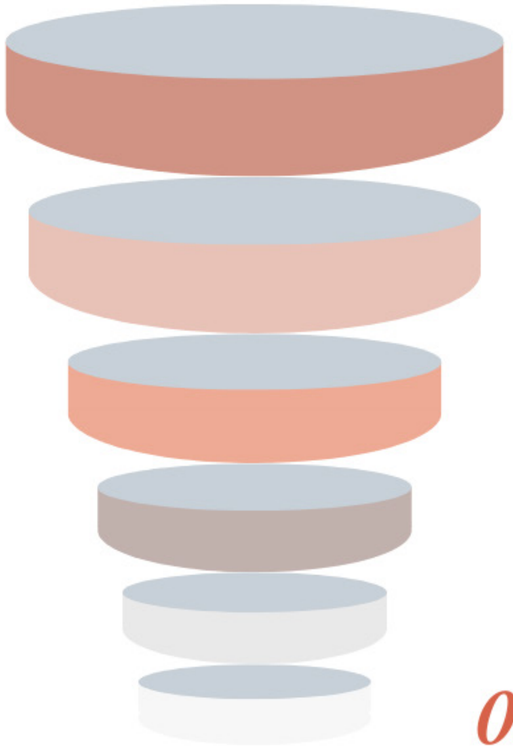
OBJECTIVE:

To provide world class institute and will encourage it to generate more internal resources, promote innovation and result in an overall improvement in the standard of education and research.

RISING AND FALLING BACK ON EARTH

DESIGN METHODOLOGY

6 Layer DESIGN PROCESS



01 UNDERSTAND
STUDY SITE CONSTRAINT
UNDERSTAND THE OBJECTIVES

02 RESEARCH
THE INFORMATION ARCHITECTURE
THROUGH CASE STUDY

03 ANALYZE
USERS AND AFFINITY, CIRCULATION
MAPPING

04 SKETCH
IDEATION OF CONCEPTS

05 WIREFRAME
ALL LEVELS OF PROTOYPE FOR
PLANS,SECTIONS,ELEVATIONS

06 MOCKUP
CREATING 3D INTERFACE MOCKUPS
RENDERED VIEWS

SITE STUDY

Contextual Analysis - Climatic conditions and orientation of the site, natural feature within the site
Accessibility to the site (various potential points of entry), **Connectivity** (nearest modes of public transportation which would cater the users).
Existing land use surrounding the site.
SWOT(Strength, Weakness, Opportunities and Threats) analysis of the project with respect to site

HOW TO ADD VALUE ?

turn biggest weakness into desired strength

pain point

design solution

most used spaces like hostel areas , outdoor areas to be placed in this place to receive the prevailant winds.

more vegetation placed , less used spaces here to act as buffer from the intense sun rays

push the building far away from main road as buffer.
more trees on the wst side for protection from noise and heat

more vegetation placed , less used spaces here to act as buffer from the intense sun rays

morning used spaces like student dorms and canteens to be placed on the eastern sid eto taake in the healthy morning sun

keep semi open and outdoor activity area in the south eastern side inorder to take the sea breeze to enrich the space .

PAIN POINTS --> CONSTRAINTS

END USER ANALYSIS:

DEVELOPING COMMUNITY

shaping places for interaction.
making an impact on the campus.
designing for connections.

providing freshness,access and variety.
creating dining for all apetites.
weaving the vitality of dining into the life of campus.

DINING

SERVING

supporting student leaders.
supplying students with their core needs.

creating a natural place to socialize.
fostering study, discussion and collaborative learning

integrationg and revealing sustainable design strategies

GATHERING

INTELLECTUAL

comfortable,ergnomic,safe ,healthy, psycho social spacesfor a holistic campus

providing for flexibilty and ease of use.
lively public space for events

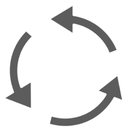
nurturing culture and exploration

climate responsive

ponds and water body

walking lawn

recreational space



circulation

focus

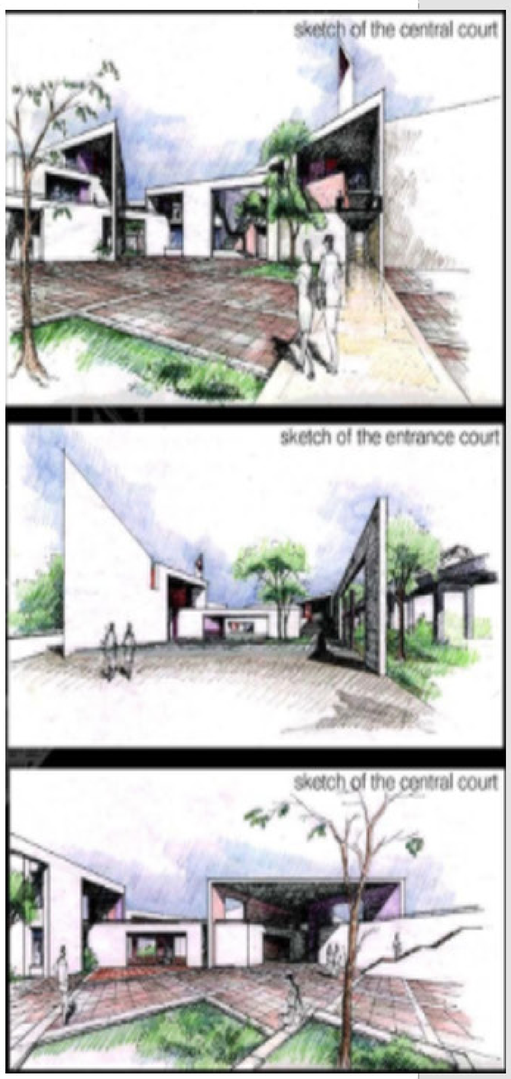
GOAL

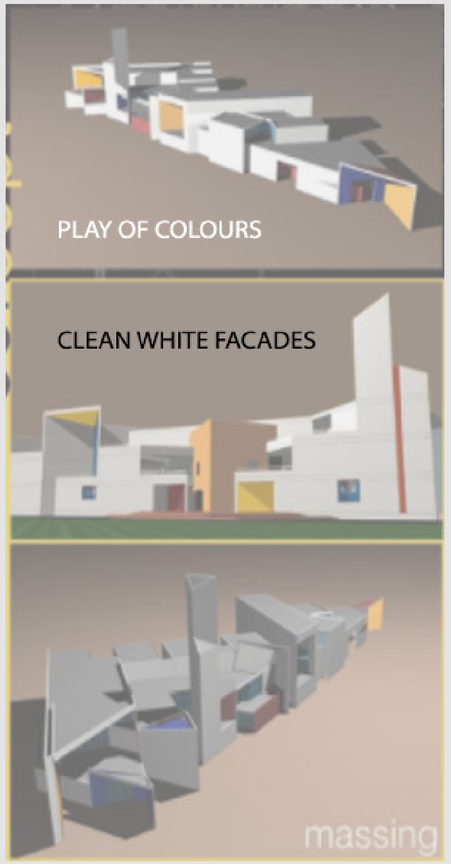
DESGIN A VIBRANT CAMPUS LIFE

CASE STUDY

- **Context –** Study of the setting of the case study such as site, land use of the project precinct, Environmental and cultural background, Climatic conditions and considerations, important landmarks in proximity to the project, accessibility and connectivity.
- **Design Process –** Study of various architectural design processes and considerations involved in evolving the design for the project. Outline of the program for the project .
- **Critical analysis of the project –** Pros and cons of the case study with respect to all the above mentioned criteria's.

N I F T
CAMPUS
CHENNAI

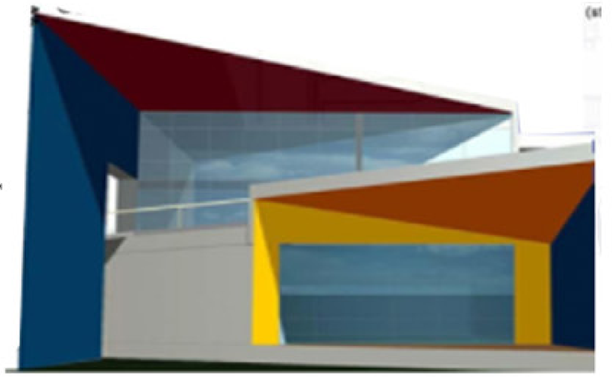




WHY DID I CHOOSE THIS ?

CONCEPTUAL APPROACH:

FOCUSING LEARNING NOT ONLY FROM CLASSROOMS BUT FROM NATURE TO EVERY NODE .
FOCUSES MORE ON COMMON SPACES TO PROMOTE



OVERLOOKING AND OVERLAPPING SPACES

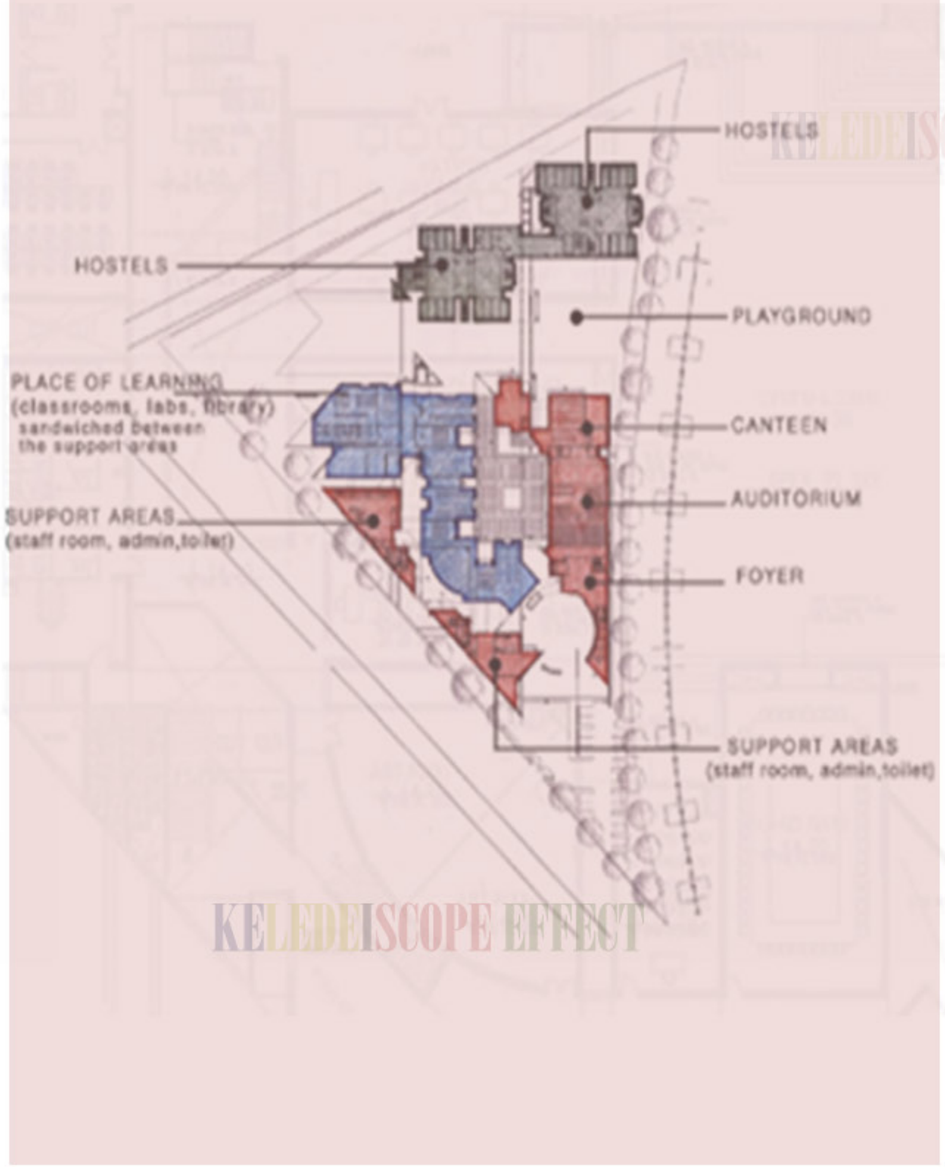
KELEDEISCOPE EFFECT

KELEDEISCOPE EFFECT
KELEDEISCOPE EFFECT

WIND TUNNEL EFFECT

The campus has been laid out such that the building is seperated by deep through fissures that serve ad wind tunnels and as light wells.Light floods into the heart of the building and brings a sense of layering by defining plnaes of varying light itensity.A heightened feature of sensitive architecture, is affected by a movement path that takes one thriugh a progression of light and dark zones.

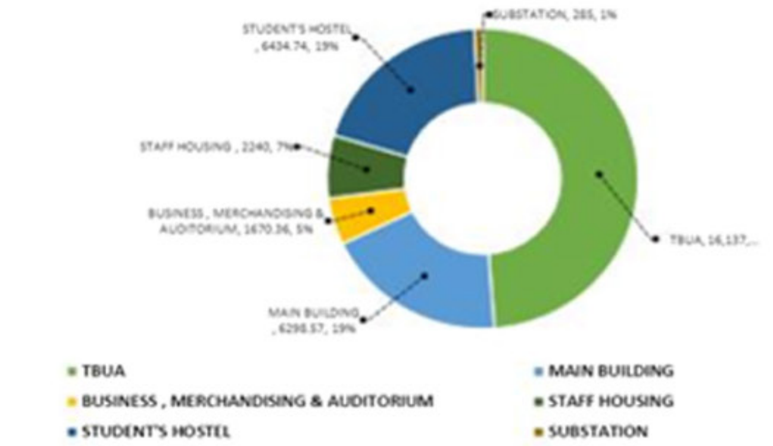
SECTIONS PLAYING ON MULTIPLE LEVELS TO OVERCOME MONOTONITY



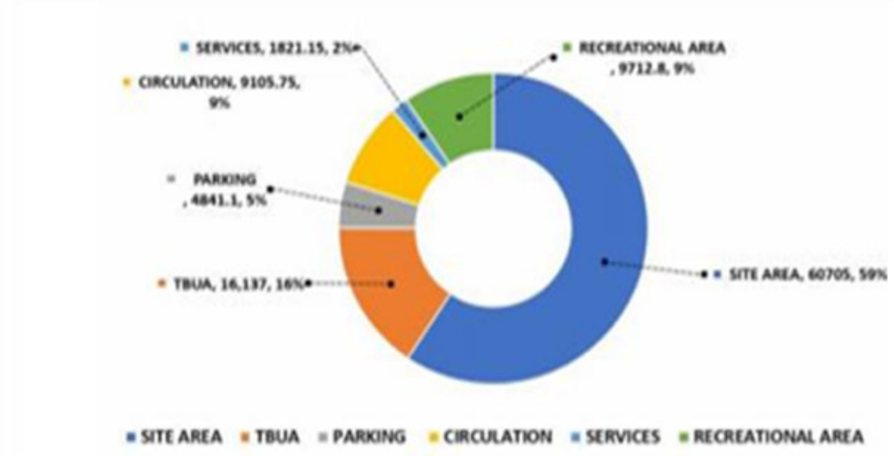
KEY POINTS I LEARNT

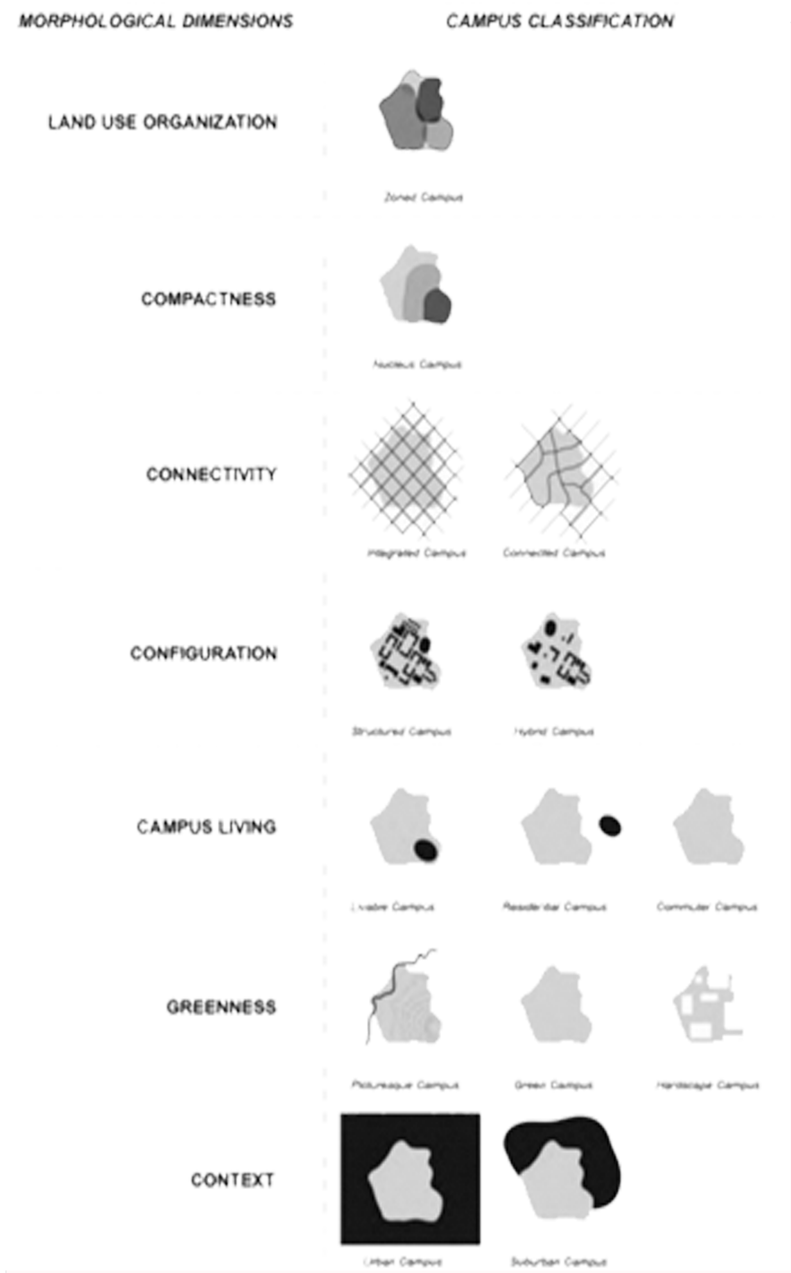
-SPACE FOR FUTURE EXPANSION.
-CONSIDERING THE PLACEMENT OF THE ACADEMIC BLOCK WITH RESPECT TO EXPOSURE TO SOUND POLLUTION .
-INTERNAL CONNECTIVITY WITHIN BLOCKS THOUGH BRIDGES AND SPACES CONSISTING THE RECREATIONAL ACITVITES IS A VIABLE OPTION.
-THROUGH THE TRANSITION OF SPACES WE CAN CREATE A PLAY WITH VOLUME, LIGHT , COLOURS PROVIDING SPACES FOR PHOTOSHOOTS.
- .
-

AREA ANALYSIS W.R.T TBUA AREA



AREA ANALYSIS W.R.T SITE AREA

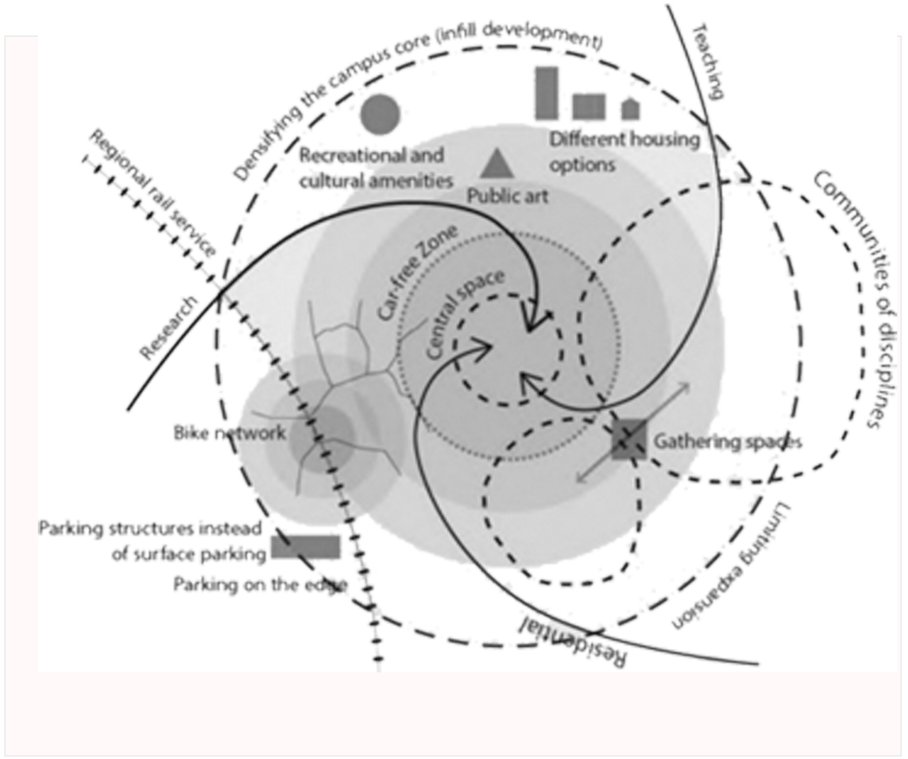




RISING AND FALLING OF STRUCTURES (INSPIRATION FROM THE WAVES)

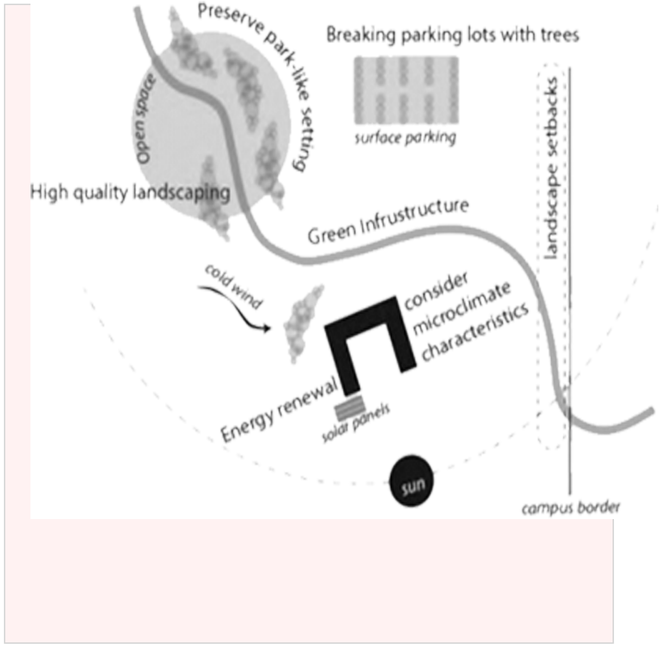
strengthening the connection with earth and greenery .

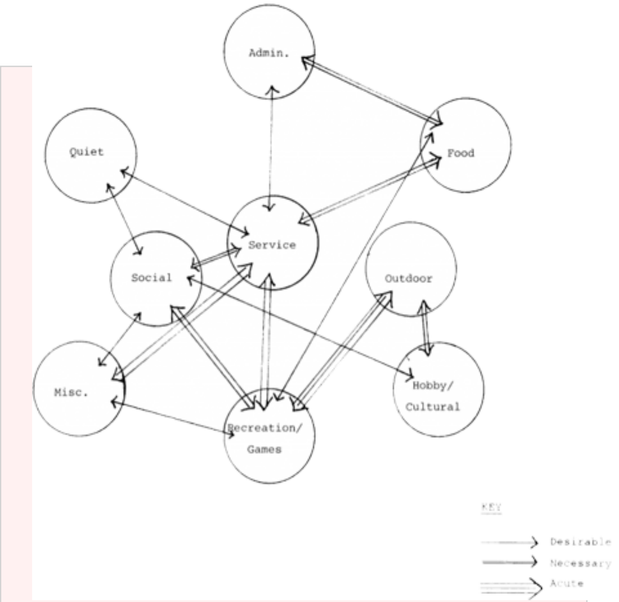
journey mapping

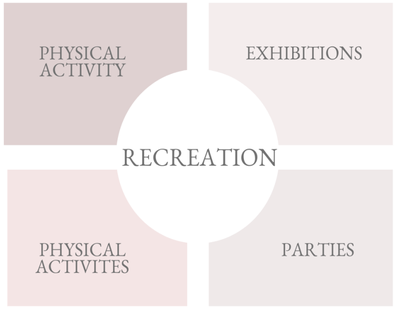


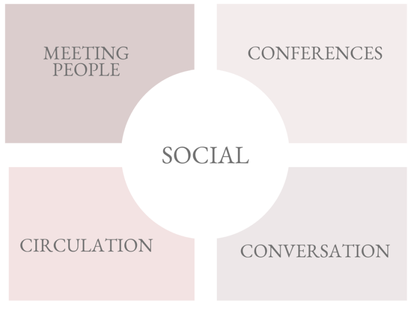
student group

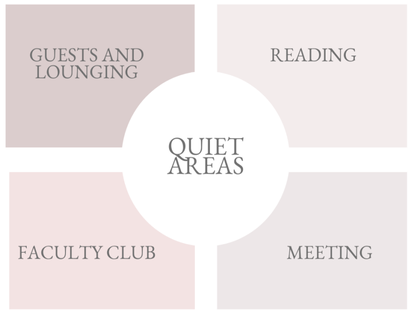
AFFINITY MAPPING

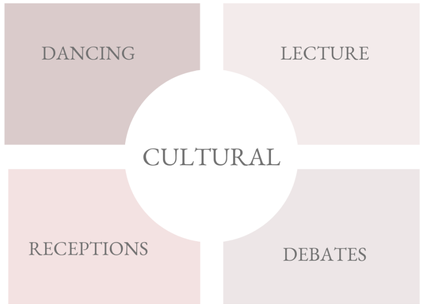


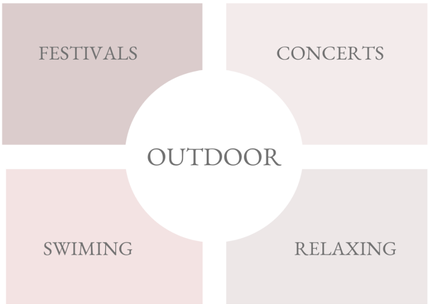




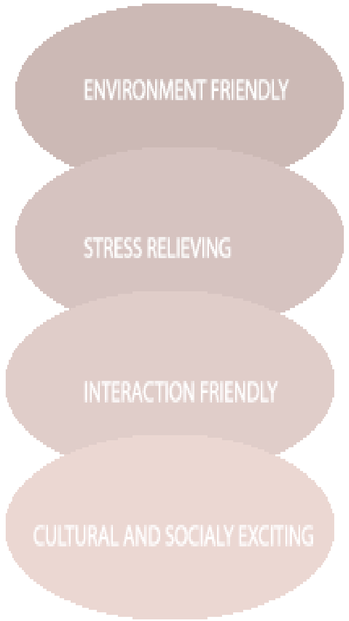








PSYCHOLOGICAL NEEDS OF ALL USERS



USER CENTRED DESIGN

MODE OF DESIGN APPROACH:

MORPHOLOGICAL APPROACH AS A CRUX

The use of functional categories, which provide a framework for the modification of user needs.

The use of spatial variations, which provide a vehicle for the storage and transmission of architectural knowledge and experience;

Understanding how different forms may need to be adjusted when they are applied to particular circumstances;

Modifying a building's function, meaning, etc., pertaining to the design method. In this case, architectural morphology is a synthesis of overall exemplars.

Analytical variation in dealing with architectural building forms. In this case, morphology is noticeable and may consist of typical instances, functional parameters, or the ideal exemplars of the category.

Developing design possibilities by identifying individual attributes of existing forms that may be recombined in innovative ways.

ideation

COLLABORATIVE LEARNING

OAT spaces , outdoor interactive areas

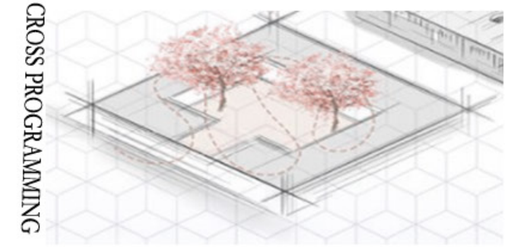
EXPLORE ------ EXPERIENCE ------LEARN

ACADEMIC SPACE - INTERACTION ZONES - OPEN SPACES-WORKSHOP SPACE-CULTURALLY VIBRANT ZONE- CAFETERIAS AND DINING-QUIET ZONES-MEDITATION ZONES - PLAYING AREA- AQUAPONICS

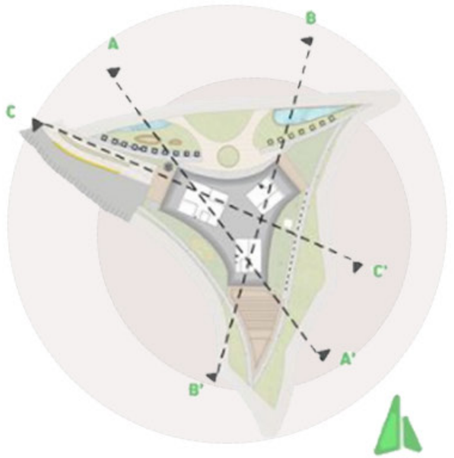
EXPERIENCE BY A SPINE THAT CONNECTS THOUGH ALL PROGRAMS FORCING THE STUDENTS TO LIVE IN THE DIFFERENT ENIVRONMENTS THE CAMPUS PROVIDES

INCORPORATES PRINCIPLES OF PONDY AND ITS FEATURES .
SHOWS TIMELESSNESS

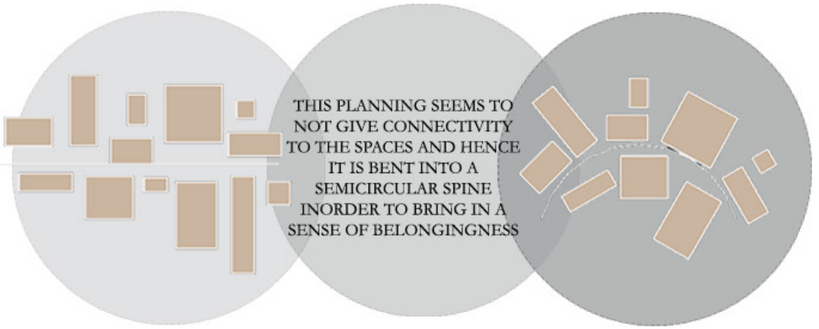
CROSS PROGRAMMING



pulic and student usable market space



HORIZONTALITY OF FORM -
walking through streetsof pondy



THIS PLANNING SEEMS TO NOT GIVE CONNECTIVITY TO THE SPACES AND HENCE IT IS BENT INTO A SEMICIRCULAR SPINE INORDER TO BRING IN A SENSE OF BELONGINGNESS

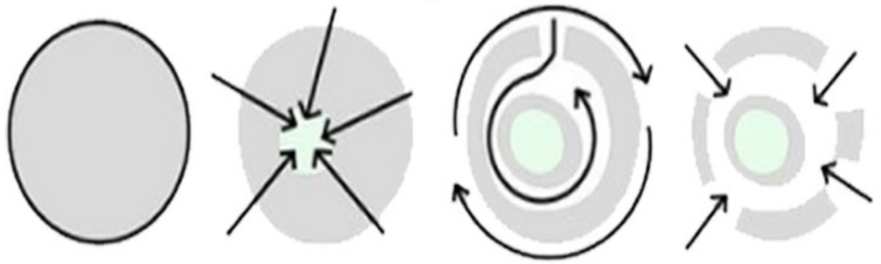
UPLIFTING TRADITIONAL VALUES

elements of pondi clay pottery , wooden decor ,puppet making , lace making

CONNECTING SPACES THROUGH SPINE

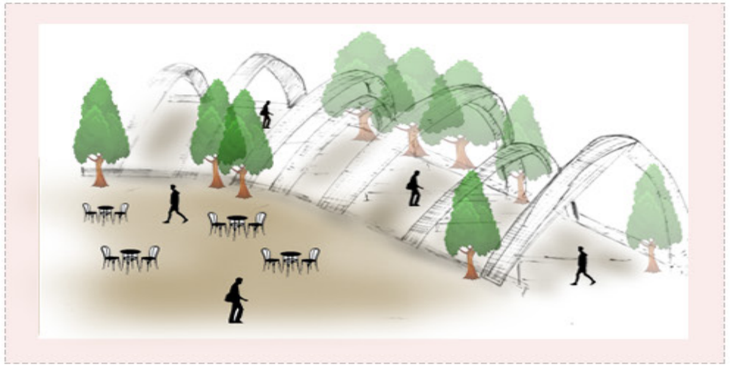
AMALGAMATION OF SCHOOL AND CULTURE

flow of spaces

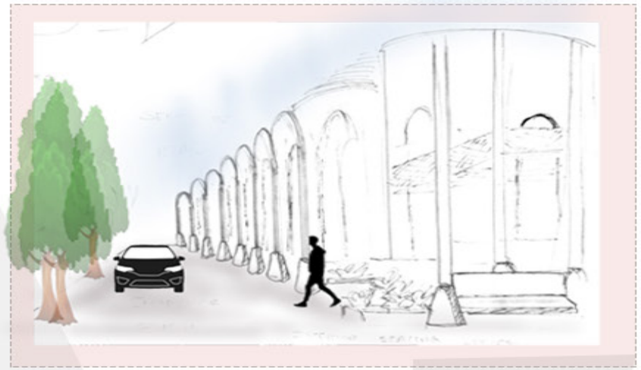


VISUALISATION

of spaces



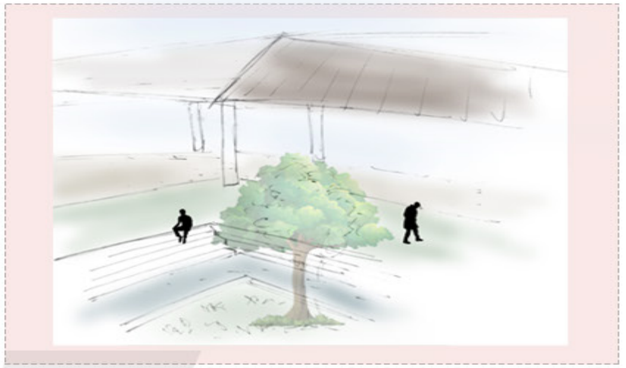
MARKET PLACE THATS PLACED INFRONT OF THE SITE USED BY THE PUBLIC ON THE WEEKENDS AND ALSO BY THE STUDENTS.



SERIES OF ARCHES

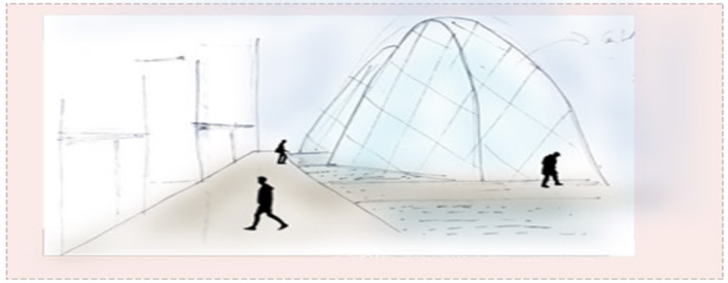
ENTRANCE PORCH

ADMIN SPACE AND LOUNGING AREA

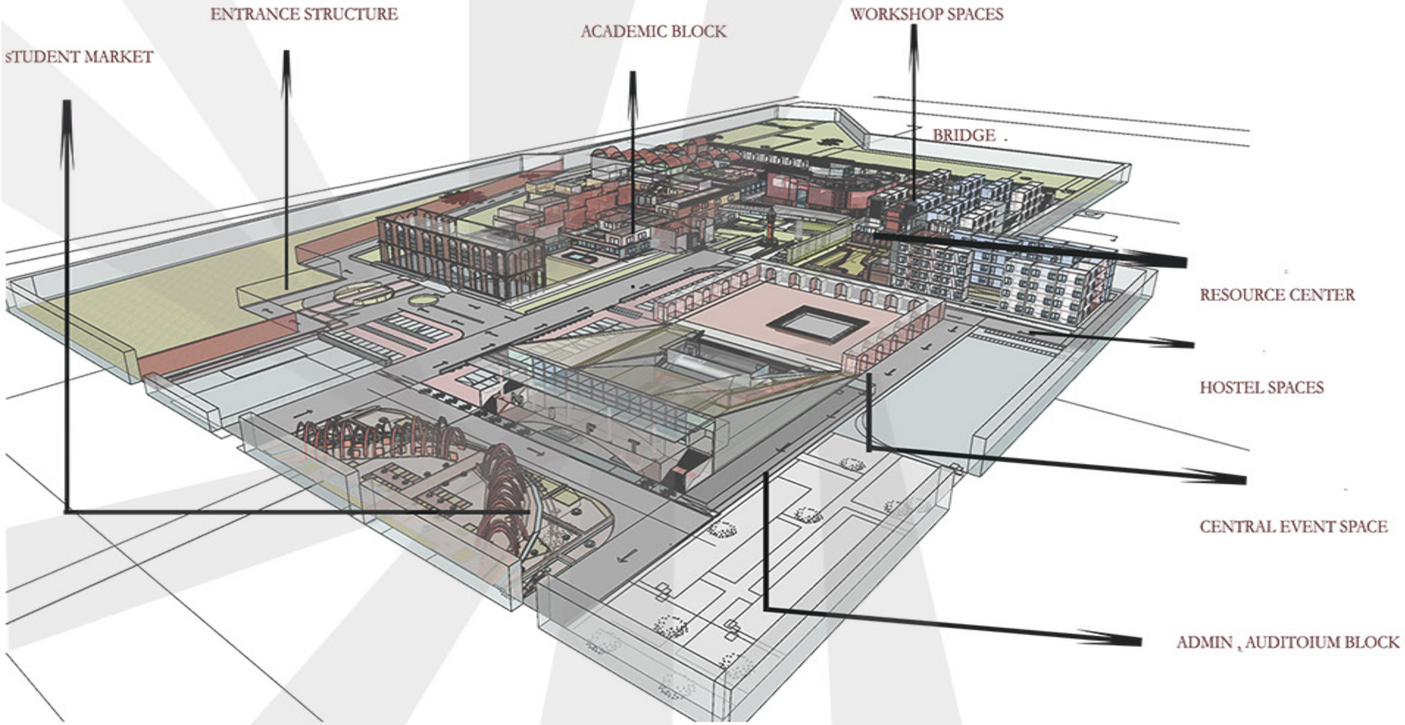


COURTYARDS THATS FOUND IN THE ACADEMIC PLACE ACTS AS A PLACE OF RESPITE

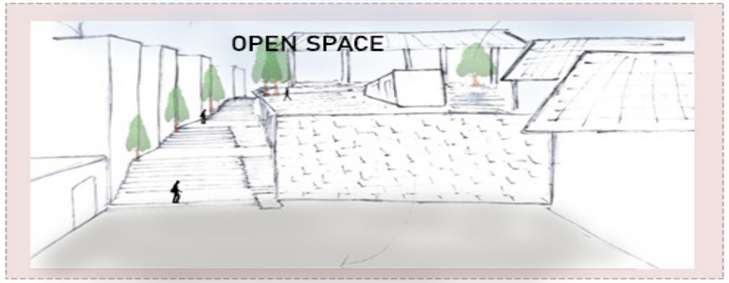
PROMOTES INTERACTION BY PROVIDING TABLES AND CHAIRS THAT ALSO PROVIDES SPACE FOR EATING SINCE THE MARKET ALSO ACCOMODATES FOOD STALLS.



GLASS HOUSE FACING SEA THAT ALSO PROMOTES AQUAPONICS WITH THE WATER BODY FOUND IN FRONT OF IT



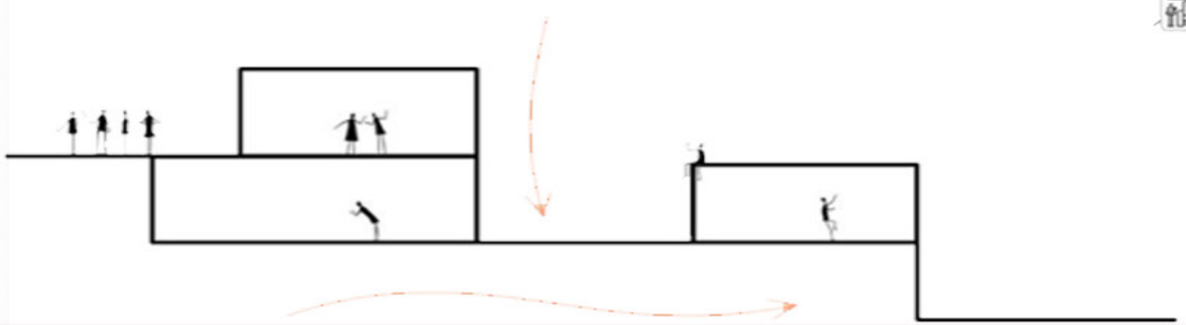
STORY BOARD

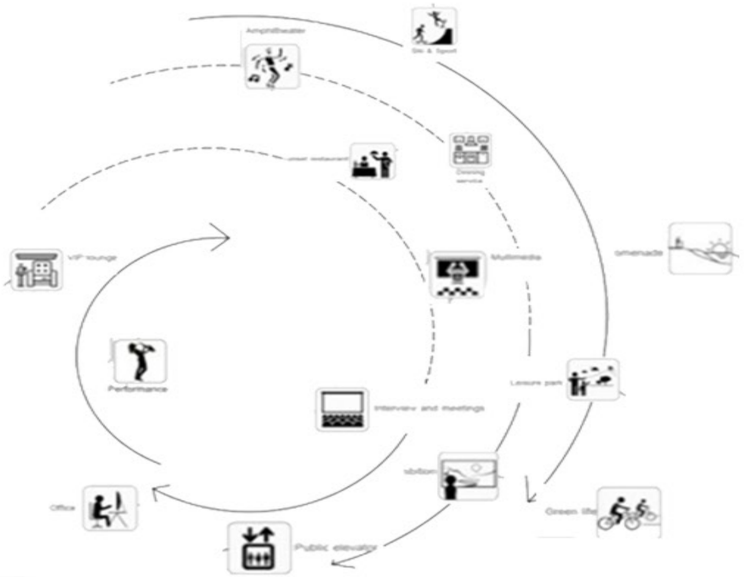


COURTYARDS AT DIFFERENT LEVELS

OVERLOOKING SPACES

PLAZA AREA FOR COMMON
GROUPING OF STUDENTS

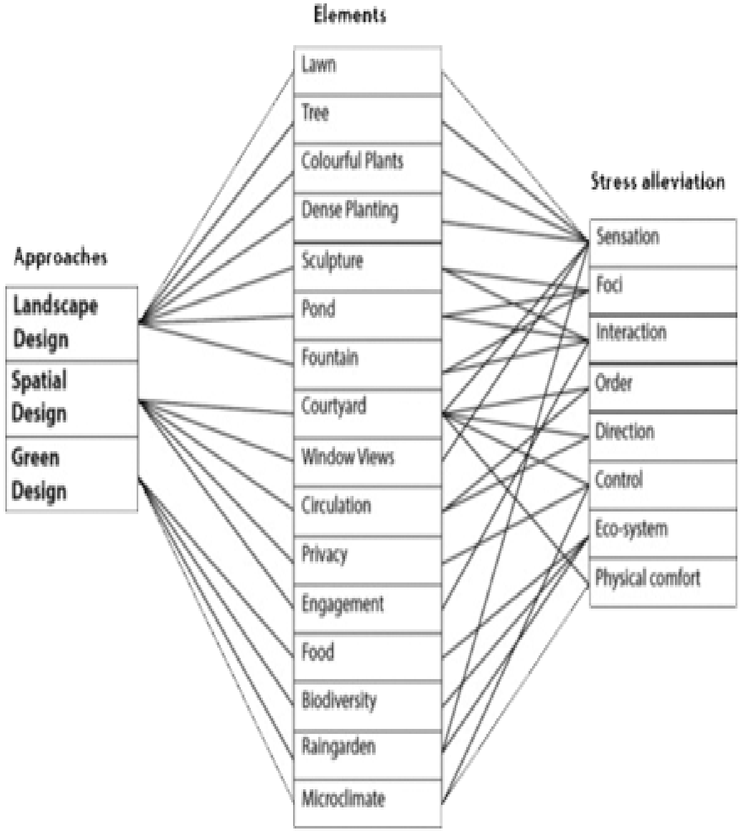




CONNECTIONS THROUGH COURTYARD and OAT

GOALS:

-To teach the students about the service aspects of community life.
-To enhance human relationships through a process of improvements of social skills, group experiences and a refinements of habits, attitudes and appreciations.



OBJECTIVES:

-To design a facility that the students would enjoy indulging in.
-To design a facility that would demonstrate its uniqueness of purpose among campus buildings.

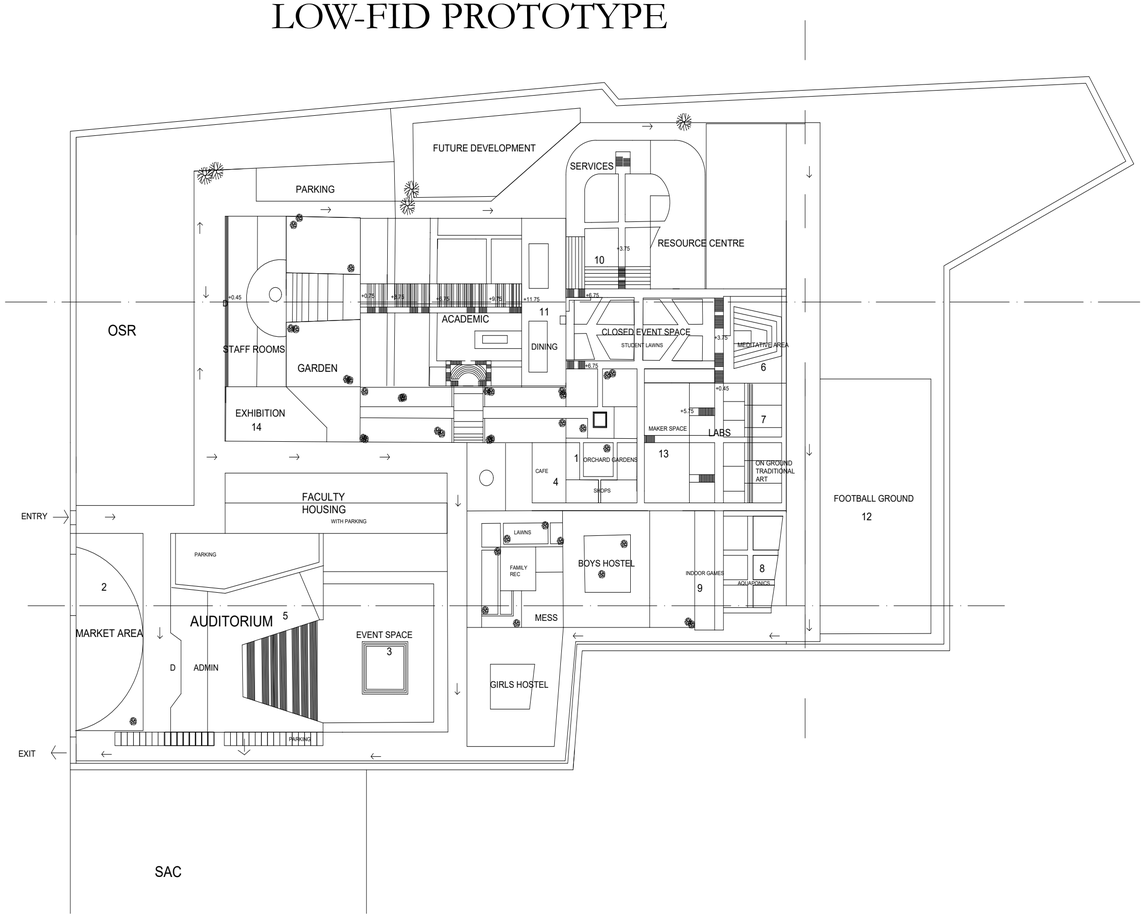
DESIGN of spaces:

master plan

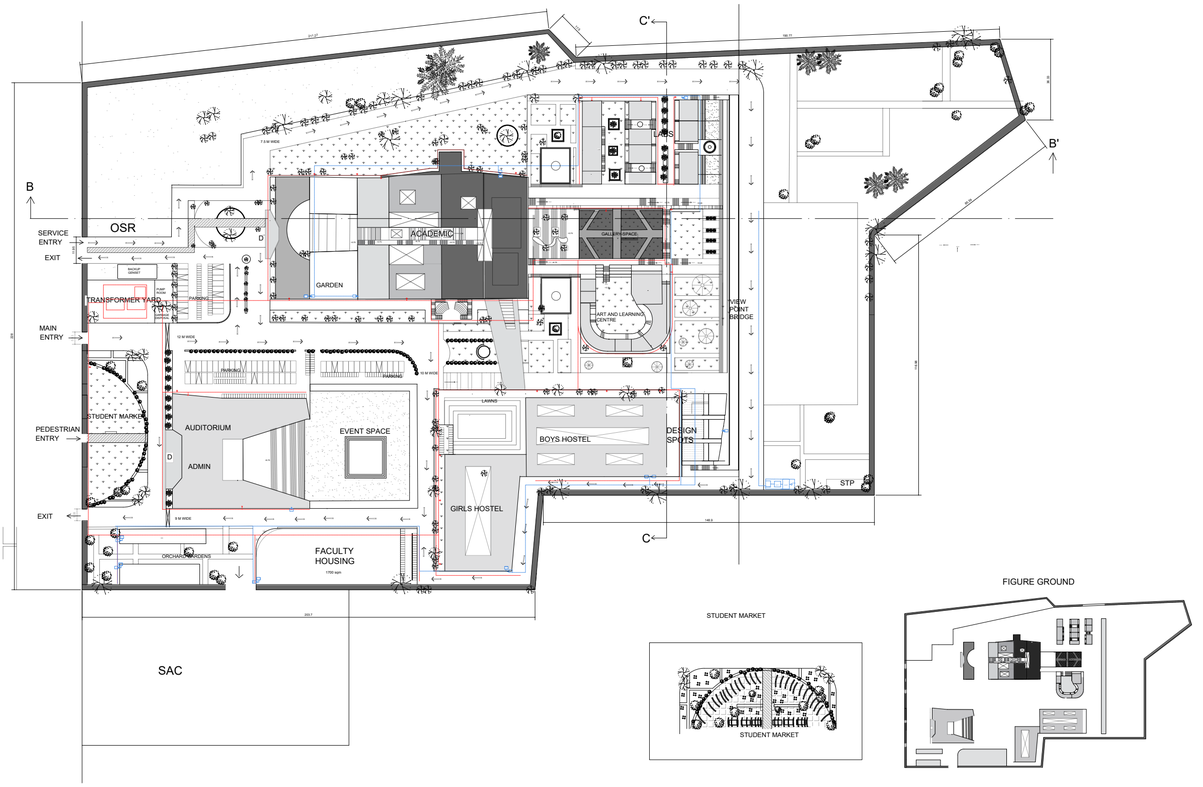
THE TRANSITIONAL SPACES CONNECTS THE LEVELS BUT ALSO PROMOTES COMMUNITY ENGAGMENT.

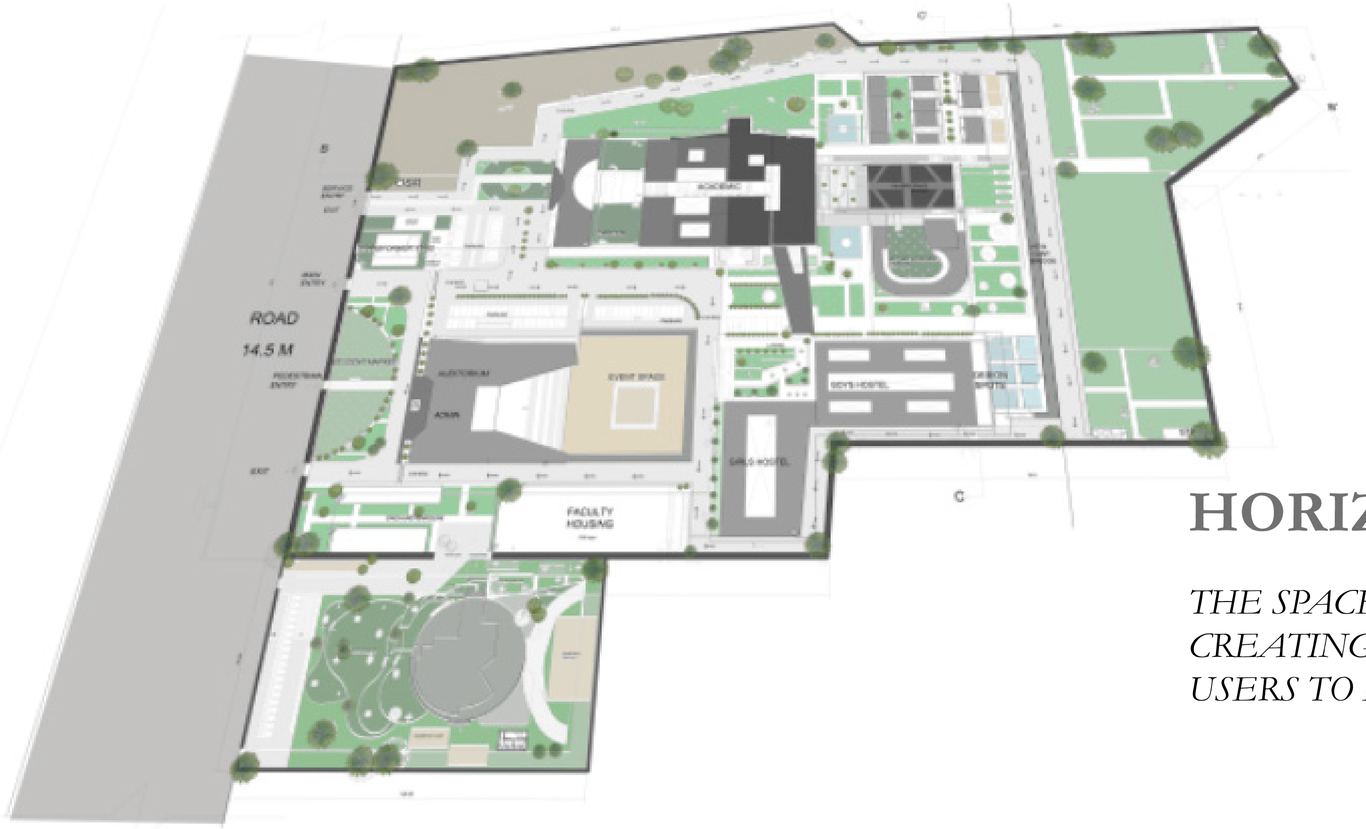
CENTRAL ROOF GARDEN REPRESENTING CENTRAL GARDENS OF PONDICHERRY.

LOW-FID PROTOTYPE



MID-FID PROTOTYPE

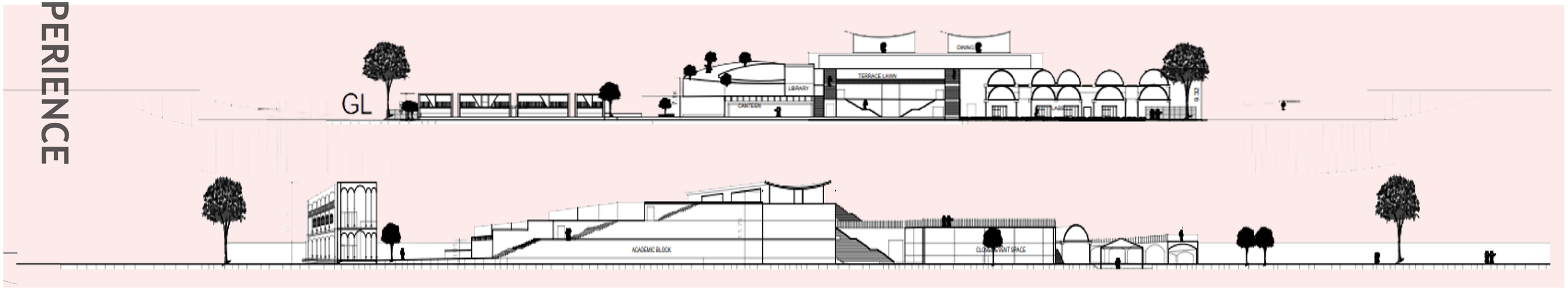




HORIZOTAL EXPERIENCE

THE SPACES INTERCONNECTED BY LEVELS CREATING A SENSE OF INTRIGUE FOR THE USERS TO EXPLORE THE CENTER .

VERTICAL EXPERIENCE



admin - auditorium

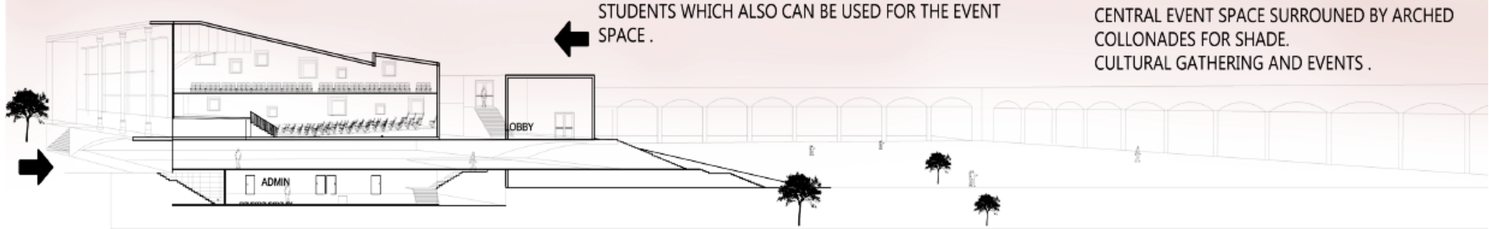
VIEW OF THE OVER-LOOKED EVENT SPACE

VIEW OF THE ROOF WALK

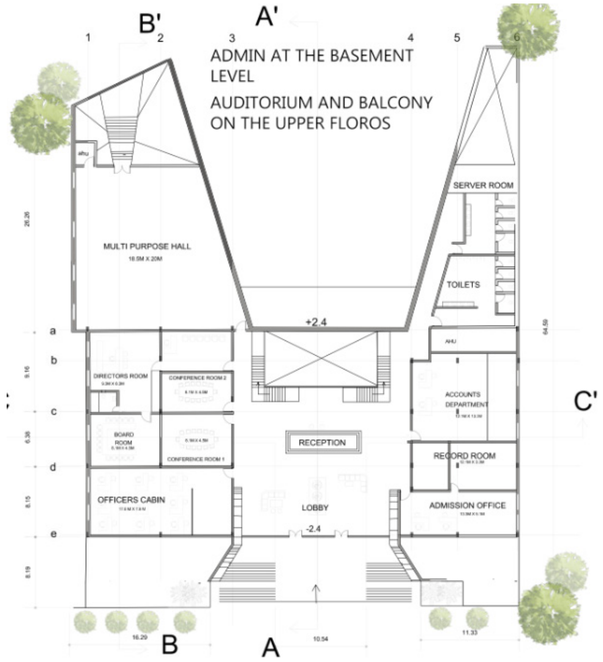
AS SOON AS WE ENTER THE BLOCK IT EITHER LEADS TO THE ADMIN IN THE BASEMENT LEVEL OR GIVES A DIRECT VIEW TO THE EVENT SPACE THAT IS CONNECTED ON THE OTHER SIDE OF THE STRUCTURE

THE ROOF WALK
THE ROOF WHICH IS SLOPED FROM THE GROUND WITH A SLOPE RATIO OF 1:8 IS WALKABLE AND USABLE BY THE STUDENTS WHICH ALSO CAN BE USED FOR THE EVENT SPACE .

CENTRAL EVENT SPACE SURROUNED BY ARCHED COLLONADES FOR SHADE.
CULTURAL GATHERING AND EVENTS .

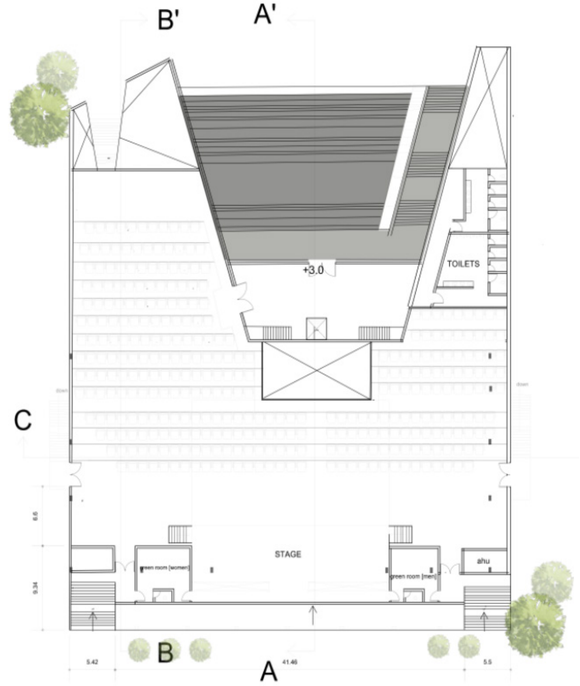


SECTION AA'



BASEMENT LEVEL

-3.0M



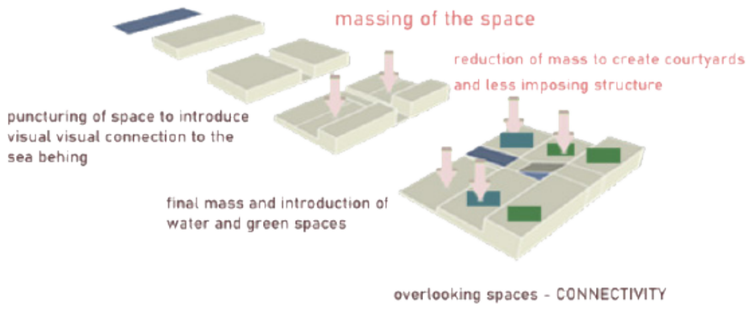
FIRST LEVEL

+3.72M

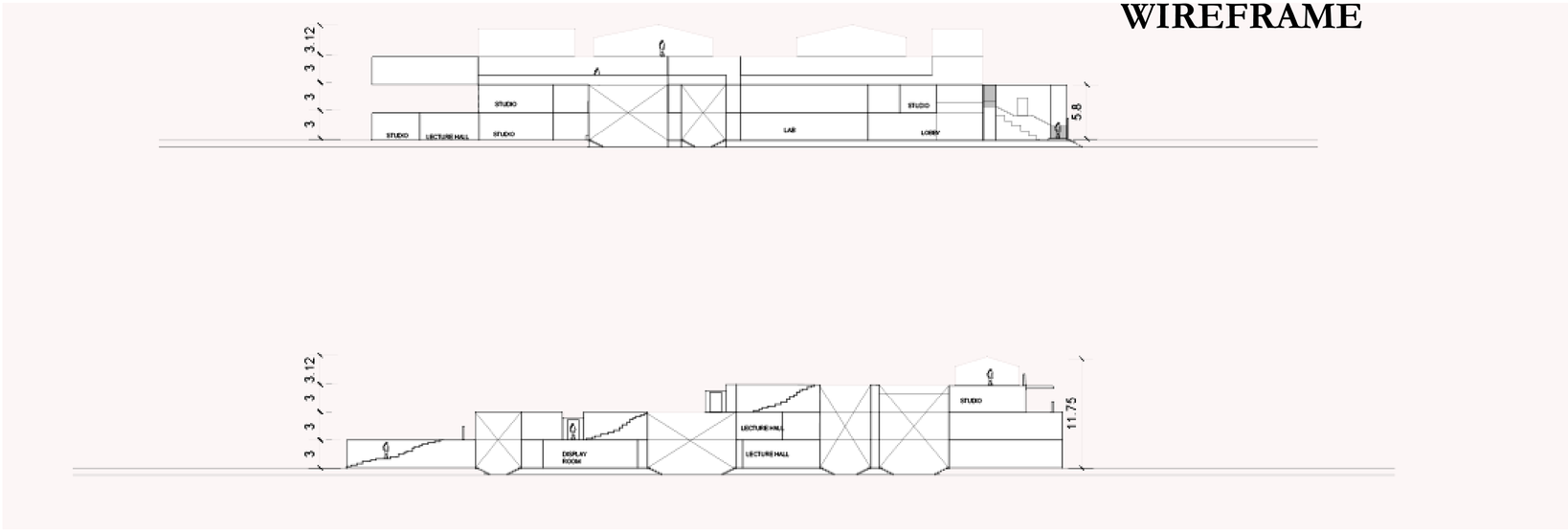
academic

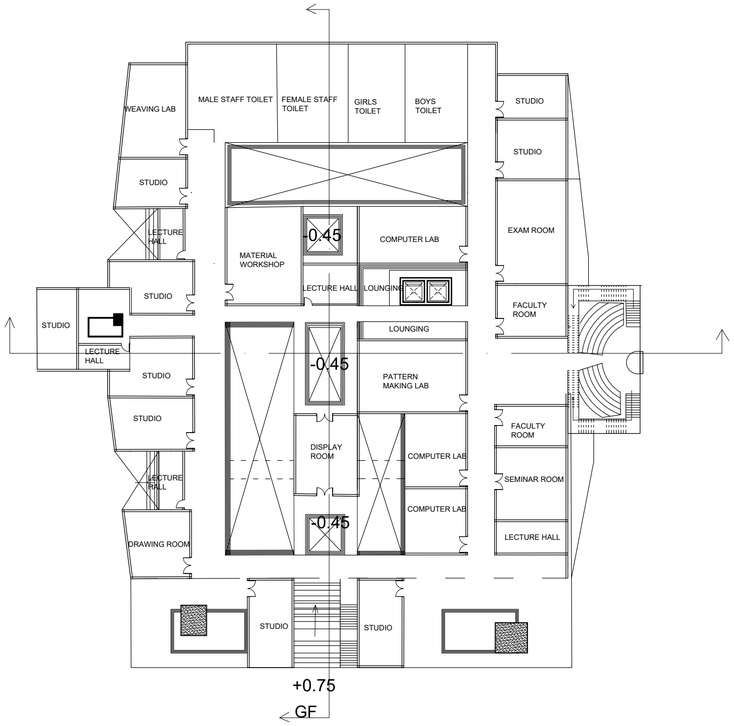
MULTIPLE COURTYARDS BEING INTERCONNECTED ON ALL THE LEVELS MAKING SPACES ACCESSIBLE PHYSICALY AND VISUALY . THE BLOCKS RISES AND FALS AND EMERGES FROM THE GROUND .

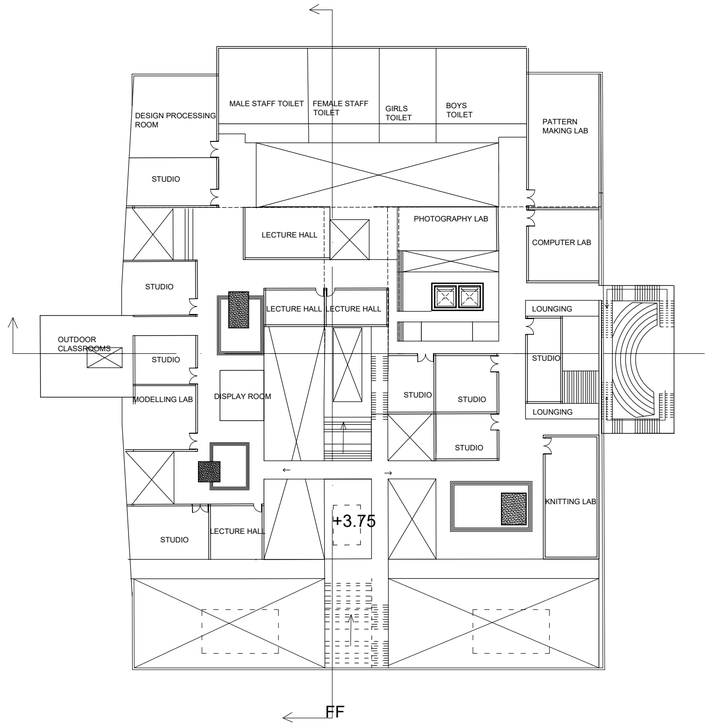
IDEATION



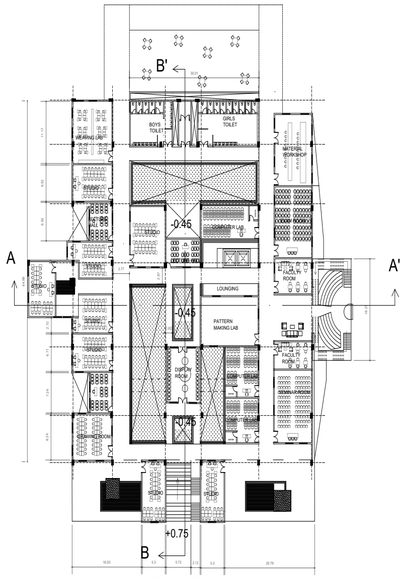
WIREFRAME

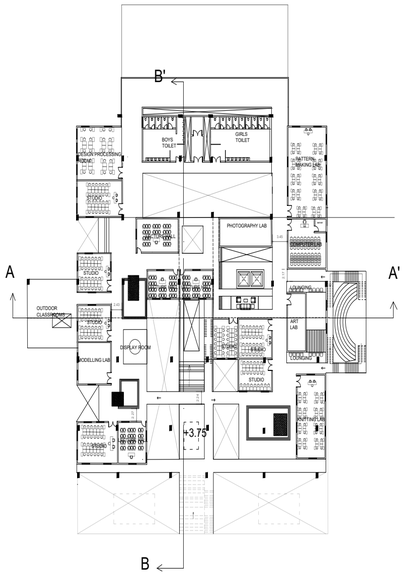


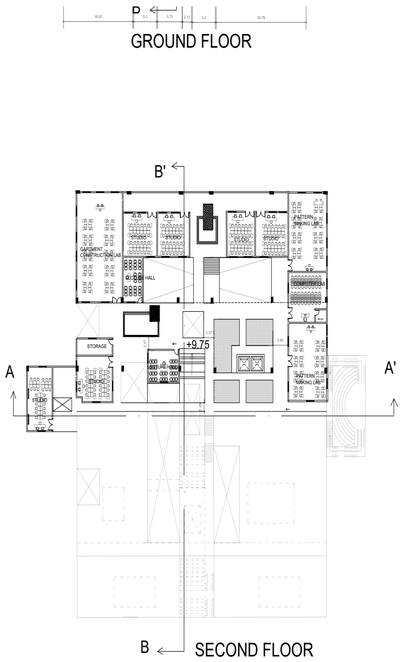




LOW-FIDELITY PROTOTYPE

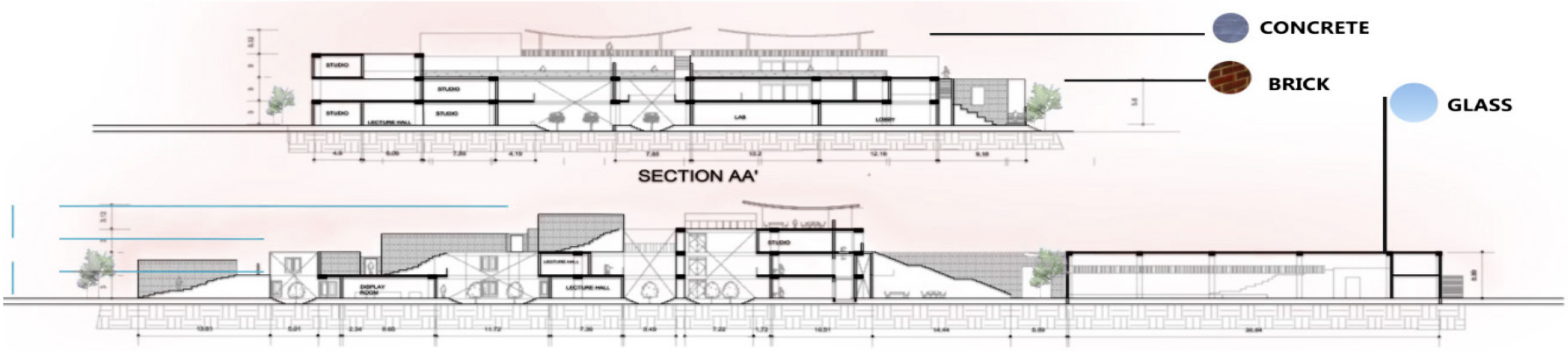






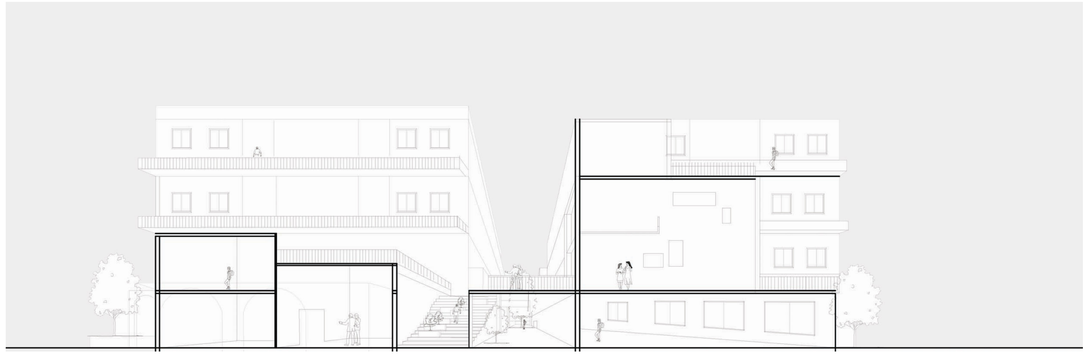
THIS BLOCK IS CONSIDERED TO BE EVER CHANGING AS THE WATER LEVELS IN THE COURTYARD AND THE HUES AND INTENSITIES OF THE DIFFERENT MATERIALS USED ARE EVERCHANING WITH THE SEASONS MAKING IT TIMELESS.

MID-FIDELITY PROTOTYPE



hostel space

THE MAIN CONCEPT WAS TO CRETAE A LARGE COMMUNITY , SEVERAL SMALL ONES . THE CENTRAL PART IS THE ONLY SPACE THAT CONECTS THE BUILDING .
INNER COURTYARD PROVIDES A SAFE AND QUIET PLACE TO RELAX FROM SURROUNDING HUSTLE .

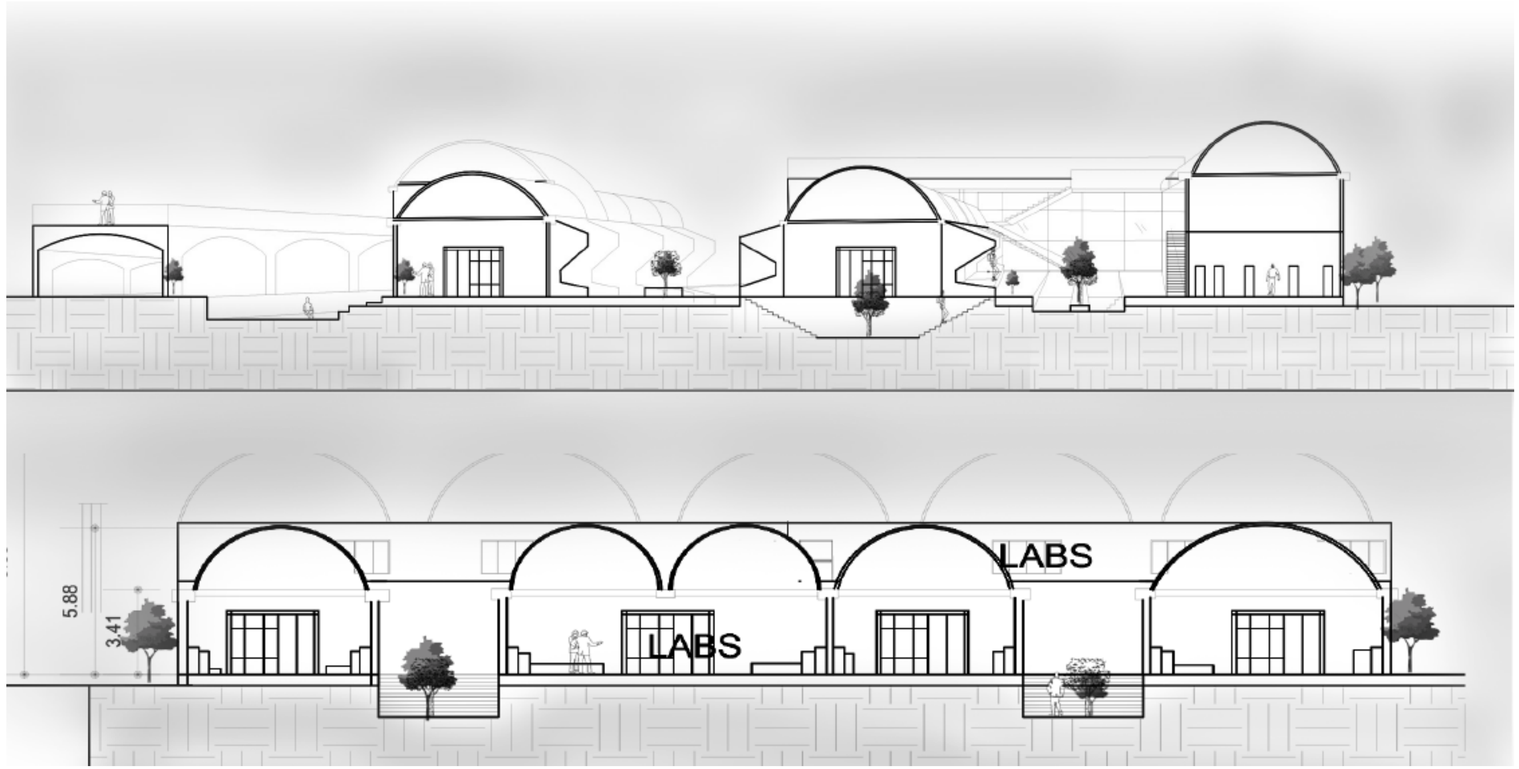


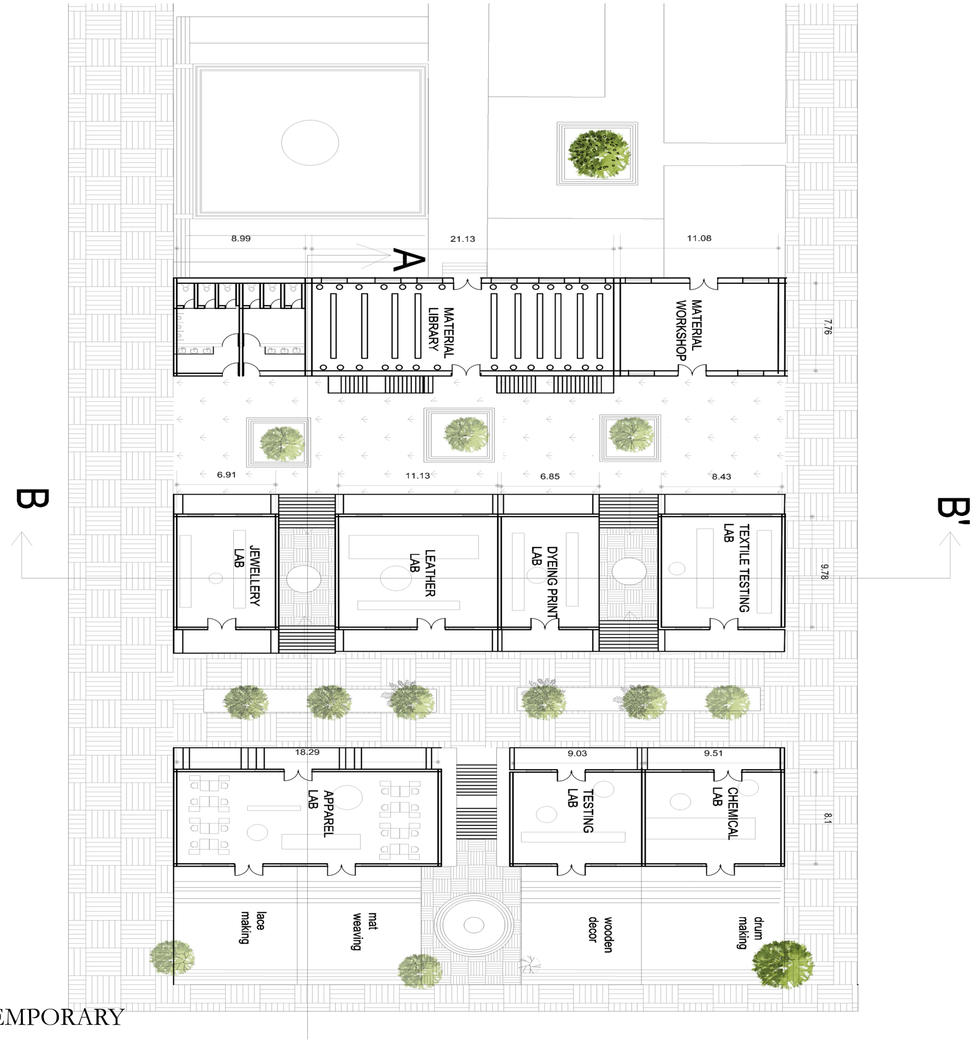
CULTURALLY ENGAGE THE STUDENTS

IMPART KNOWLEDGE OF
VEGETATION WITH AQUAPONICS AND
GLASS HOUSE

THE AREA INSIDE HOSTEL SHOULD FEEL SAFER AND GIVE A SENSE OF ENCLOSURE ,SOCIETY ,COMMUNITY ,AND PESDESTRIANISM , LAWN .
THERE ARE PRIVATE , SEMI PRIVATE , OPEN SPACES FOR ALL STUDENTS AND ALSO PUBLIC PLACES AVAILABLE.

hostel space





STRUCTURE

-LOAD BEARING WALLS FOR THE ONE AND 2 STOREY STRUCTURE
-BARREL VAULT ROOFS GIVING IT THE TOUCH OF TRADITIONAL SPACE .

PRINCIPLE

-A SENSE OF BALANCE IS EVOKED BY THE TRADITIONAL AND CONTEMPORARY TOUCH.
-EMPHASIS ON OPEN CLOSED SPACE RELATIONSHIP.

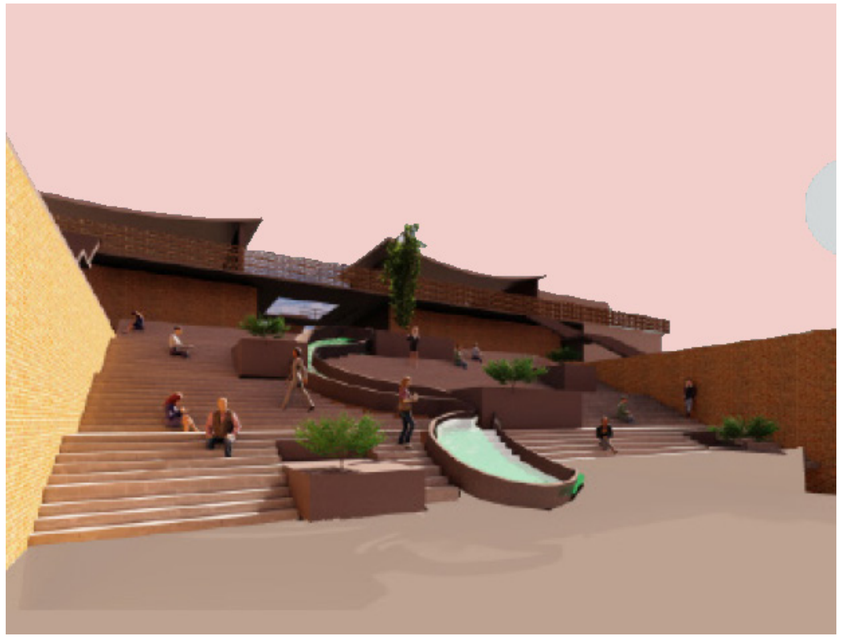
3D interface DESIGN EXPERIENCE

MOCKUPS

Market place is a place of cross programming with the students and the public for establishing entrepenership within them .

overview bridge that demarcates the crz zone by being a strong view point to the sea on the other side of the site .

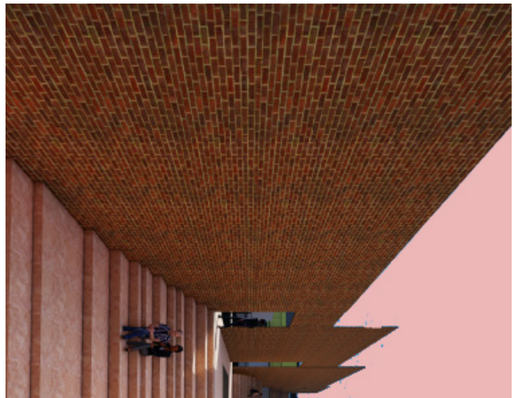
central place of respite that connects to different activity zones within the site that acts as an identification landmark other than being an emotional spot of social connectivity and entertainment .



REFLECTIONS :

derive a design methodology for the campus design based on establishment of appropriate structures for the design process, can include the development and application of new design methods, techniques, and procedures; and some reflection on the nature and extent of design knowledge and its application to design problems.

create spaces to enhance interaction among students and to improve student,staff relationship so as to develop the skills.



emphasis on the importance of understanding the relationship between openspace and built form & site planning principles involving landscaping circulation network and parking.

to understand the importance of spatial planning within the constraints of Development Regulations in force for the site area.