

BOUN

PROJECT RUNWAY

A Fashion Pavilion Design

<https://competitions.uni.xyz>



Img 1: Pleats, a common element of garment fashion has now being adopted in architecture of conventional buildings

The Parallel

It all started back in Greece, when gender was applied to columns and emulated fabric into its fluting; establishing an inter-woven relationship between fashion and architecture. **Both disciplines shelter the body, react to spacial volume, play with scales and work on transfiguration of 2D concepts into 3D reality.** Other than the physical components, they affect and are affected by economics, politics and culture.

Peirre Balmain, Gianfranco Ferre, Fernado Garcia, Versace and Coco Chanel share something in common. **Before securing the title of fashion moguls of the industry, each of these individuals shared an architectural background.** Though there exists numerous similarities, a crucial disparity subsist as well. Beyond a difference in scale, fashion endures an ephemeral character, looking for the next innovation and rejecting past notions.

It can be said that architecture and fashion are cut from the same cloth. If fashion is the source of knowledge then architecture is structure that is responsible for sheltering and enhancing its quality.



Img 1: Work culture and environment of a fashion student

Institutionalisation

1826, was the year in which Charles Frederic set up the first ever fashion house in Paris. Since then, fashion has evolved from mere garment production into a full fledged industry. A number of institutes have come up all over the world, offering courses in various arenas of designing. Fashion designing is no longer only the designing and creation of a garment, but it is a world in itself involving fashion, design, creativity, technology as well as business.

Fashion education sector is booming and has grown enormously over the last decades. [In some cases institutions have experienced enrollment increases tripling student populations.](#) This has given rise to fierce competition to secure jobs after colleges.

Although, we have witnessed increasing competition in the field of design, yet this isn't the major contributor towards unemployment after graduation. Are fashion students getting stitched up? How?



Img 3: Public pavilion designed for okayama university in Japan

Issue

The underlying root cause of **global fashion education issue** is as experts have stated, 'the project runway effect'. While many young people are attracted to working as a fashion designer due to increased visibility. Its popularity is not matched by a corresponding increase in fashion designer jobs.

There **exists a gap between academic and market/realworld education** in current college curriculums. Most of the graduates lack basic stitching and sewing skills that makes job procurement out of question. While the other half falls short in experience in terms of presentation, client interaction and spectator engagement.[\[1\]](#)

Isn't there a solution to create an integrated business-education model?

What's next for Fashion Industry

?



wander wood pavilion

img.4: pavilion as an amalgamation of fashion and architecture

Brief

How should fashion schools integrate business learning into a creative education? Can we create a medium to formulate a bond between students and accomplished designers? How can fashion students develop a business mindset from early college age?

Brief: The challenge here is to design a pavilion to integrate academic knowledge with industrial experience amid fashion institutes. The structure should be able to achieve modular properties for easy assembly and dismantling.

The fashion pavilion should be able to host runway shows and exhibitions showcasing designs of students. It should strive to become a window to express their art and at the same time provide an experience and opportunity to interact with spectators as well as accomplished designers.



Multipurpose

Ability to host various kinds of fashion events.



Fusion

A combination of institutional as well as commercial side of fashion industry



Open

Creating interactive and open spaces



Lighting + Acoustics

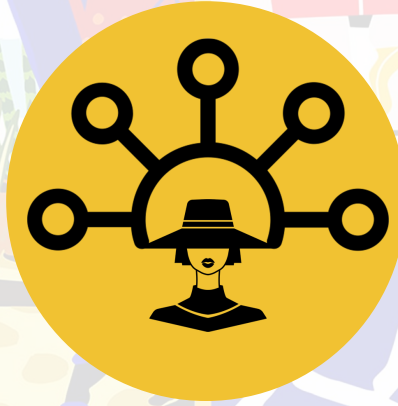
Both play an important part in making the design stand out

Objectives

The pavilion should be able to accommodate 400-500 people manage 4-5 runway shows at once. It should become a significant part of the university that become an essential element in fashion education worldwide.

Experience

Creating a space to understand the impact and importance of fashion design on society



50%

Exhibit

Spaces to exhibit designs and inspirations

Runway

Creating an innovative public ramp for a fashion show and exhibiting.

Stage

A stage setup to compliment the designs as well as the surrounding

Exhibition Area

Space to present designs after runway.



50%

Interact

Spaces for spectator-designer interaction

Designer x Designer Interaction

Opportunity to interact/learn/mentor with **established** designers.

Design Enthusiasts Spaces

Spaces to interact with **design, makers** and **designers**.

Spectator Spaces

Seating and witnessing spaces that blend and expands with the structure.

Programmatic Outline

The above guidelines are provided for the ease of designing, participants are free to explore new functions as per their design requirement.



Finland

Finland is a Northern European nation bordering Sweden, Norway and Russia. Its capital, Helsinki, occupies a peninsula and surrounding islands in the Baltic Sea.

The country is gradually progressing in fashion, especially cities like Helsinki and Espoo. MARIMEKKO, SOPHIE SÄLEKARI, lumi are few of the finnish designers that have made their mark on fashion industry.



Img 5: Aerial view of city of Espoo

Espoo, Finland

Espoo is the second largest city and municipality in **Finland**. It is part of the **Finnish Capital Region**, along with the cities of Helsinki, Vantaa, and Kauniainen, and most of its population lives in the inner urban core of the Helsinki metropolitan area.

Fashion is emerging into spotlight in espoo. Other than being a home to multi million dollar brands, the fashion education sector of espoo has not been so far along.

School of Arts, Design and Architecture - **Aalto University** ranks 3rd in world ranking, just after london college of fashion and fashion institute of technology. The university shares a unique relationship with both fashion and architecture. **And therefore it has been named after Alvar Aalto, a prominent Finnish architect.**



Ima 6: Selected Site Location

Site Plan

The site is located within a km distance of Aalto university. The placement of the site amidst university land and near residential area plays a strategic advantage regarding its visibility and accessibility.

Site Area 4660sqm | Coordinates [60°11'12.8"N 24°48'41.6"E](#) | Only regulations to be followed:

Height restrictions - 16m, Set backs of 10m on all 4 sides,

Guidelines

You have to deliver an architectural outcome on the following site, based on the given outlines.

- Recommended number of sheets/presentation images/boards:

5 (Five) of size [**2362px x 3544px**] or [**400mm x 600mm in 150 dpi**] in portrait digital format (**JPEG only**).

Minimum 3 (Three) & No maximum sheet limit. Each image should be less than **15MB**. (Do not submit PNG format)

Minimum requisite submission are sheets/boards + Cover image containing:

- Site plan (Compulsory)
- Key conceptual sections x 1 (Minimum)
- 3D views x 4
- Cover image / Thumbnail of size 2000px x 1000px or larger in aspect ratio 2:1.
- Answering 6 FAQs #
- This is the link for new file sizes, [here](#).

#The FAQ's have to be answered as instructed in the FAQ document in the 'additional resources folder'.

Deadlines

Discover the competition schedule and deadlines on the competitions page or on this link - [Schedule](#).

Resources

This competition contains additional resources that contains a set of files useful to complete the competition submission. This folder is made available on your profile dashboard automatically as soon as you register.

This additional resources folder of this competition contains: Submission Format files in PSD | AI | InDD, FAQs, High Res maps, and CAD file of the site plan.

Rules

- + The competitions is open for **students and professionals** from all the disciplines of design.
- + The team limit for this competition is **4 members maximum per team**.
- + You can register more than one team but they have to be registered separately.
- + Ensure that the final sheets submitted **do not include your name or any other mark of identification**. Your submission is linked to your user account which stands as your identification.
- + This is a design **ideas challenge only**. There is no built commission/realization associated with the problem.
- + In case of publication in yearbook we will reach out separately for selected entries.

Pro-Tips

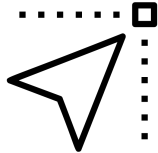
- + Use exploded views to discuss multi levelled conceptual models better.
- + Mention sheet number on corner of every sheet.
- + Plagiarism of any idea / form / design / image will be disqualified with a notice.
- + All the sheets or images will be viewed on a digital device. **e.g.** Laptop screen or projector. Uploaded sheets or images will not be physically printed for evaluation. The submission hence should be prepared for digital viewing only.
- + Submit JPEG images only. (PNG will not function)



Awards

Grants of up to a total of **20,000\$** can be won on this challenge. Learn more about the full conditions on the competition page [here](https://competitions.uni.xyz).

The entries will be judged by an international jury of the competition on the following criteria:



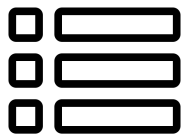
Presentation

The fundamental to a good entry is a good presentation.



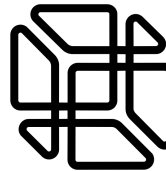
Concept/Idea

Quality of thought and intent in pre-design phase.



Spaces/Programme

How the spaces are calculated and ordered.



Design Outcome

The final architectural outcome of the solution.

Judging Criteria

The judging panel can also add other criteria based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfil above given criteria first in their design.

About



BOUN Serves as a unit block for UNI in the field of furniture design. It serves as a platform for experimentation and conceptual exchange of ideas for furniture designs happening at various levels. The program intends to get designers

from around the world and encourage them to share their extraordinary design ideas.

Through our furniture design competition at BOUN, we intend to create a dialogue among designers where they have

full freedom to create contextual and user-centric design. Our furniture design awards will identify and acknowledge young and budding designers from across the globe. This approach towards design would serve in refurbishing the profession's identity and will help the product to reach masses through our leading media and industry partners.

Queries: support@uni.xyz

Discover other competitions: <https://competitions.uni.xyz>

Facebook: <https://www.facebook.com/unidesigntogether/>

Instagram: <https://www.instagram.com/uni.xyz/>

Discover FAQ's about this competition on our help forum here: <https://help.uni.xyz/>

A person in silhouette is measuring a mannequin wearing a lace dress in a workshop setting. The person is standing on the left, reaching towards the mannequin on the right. The mannequin is wearing a white lace dress with a green measuring tape around its waist. The background shows shelves with books and a plant. The text 'PROJECT RUNWAY' is overlaid in the top right corner, and 'Fashion meets Architecture' is overlaid in the center. The text 'Available on: Institutional Access™' is overlaid in the bottom right, and the URL 'https://competitions.uni.xyz' is overlaid at the very bottom.

BOUN
PROJECT
RUNWAY

Fashion meets Architecture

Available on:
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<https://competitions.uni.xyz>