

Main Project

## City Runway - Fashion [Inc.]ubator /Studio Work of Architectural Design/

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### / PROLOGUE /

"In January 2001, DuPont restructured its apparel, home textiles and related businesses into a fully integrated strategic business unit. The new organization is designed for flexibility and speed and places heavy emphasis on focused marketing.

DuPont Apparel and Textile Sciences encompasses the breadth and depth of DuPont products, technology and science for the apparel and textile industries. By virtue of its consolidation, the business unit gains unprecedented global scope and a level of combined knowledge and experience that are unparalleled in the marketplace."

[/Web page link-www.dupont.com/corp/news/releases/2000/nr10\\_30\\_00.html/](http://www.dupont.com/corp/news/releases/2000/nr10_30_00.html/)

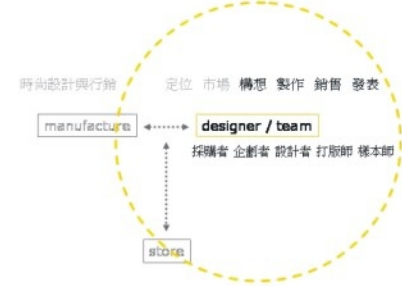
Based on the organisation of DuPont company, I premise the new textile department and its Research and Development Department as the enterprise of this fashion incubator. The main purpose of the fashion incubator is to provide an omni-bearing environment with instant technology and high quality materials for parasitical developing companies and individual studios or designers. The tenants would stay for a certain schedule until the development and marketing of new products being done.



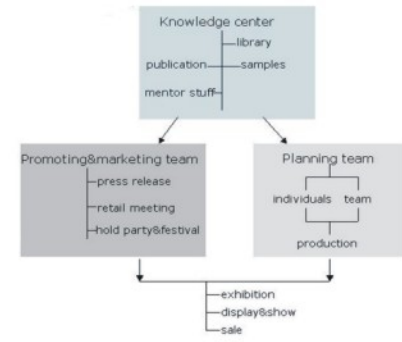




POSITION



DEPARTMENT SUPPORT

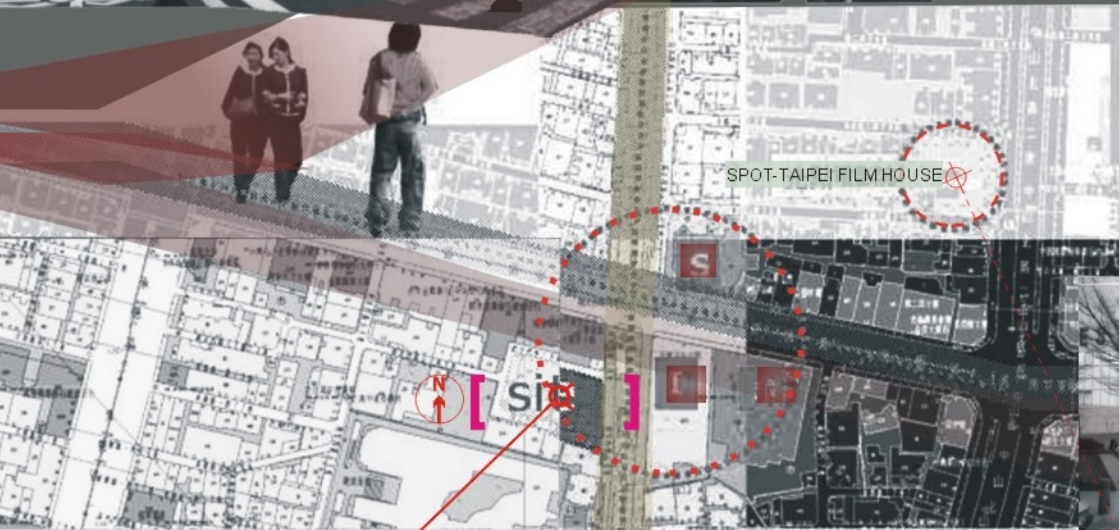


/ ORGANIZATION /

The incubator can be regarded as a organization of three main departments- knowledge centre, planning team and promoting / marketing team. The Dupont enterprise would provide the resource for knowledge centre, including the tech data, materials and mentor staff, so that the main core in the incubator-the design teams can focus on developing ideas, and after that, promoting and marketing the new products.



FASHION AVENUE



/ SITE /

Next to the entrance of Zhong-shan metro station on Nanjing E. Road, the site interlaces with two kinds of different context. On the one part, it is located on the one of the most popular shopping districts, surrounding by three fashion department stores, and deeply influenced by the fashion stream . On the other part, it is also faced a green belt extended to several blocks, providing a convenient outdoor walkway for local residents.



CULTURAL / GREEN BELT

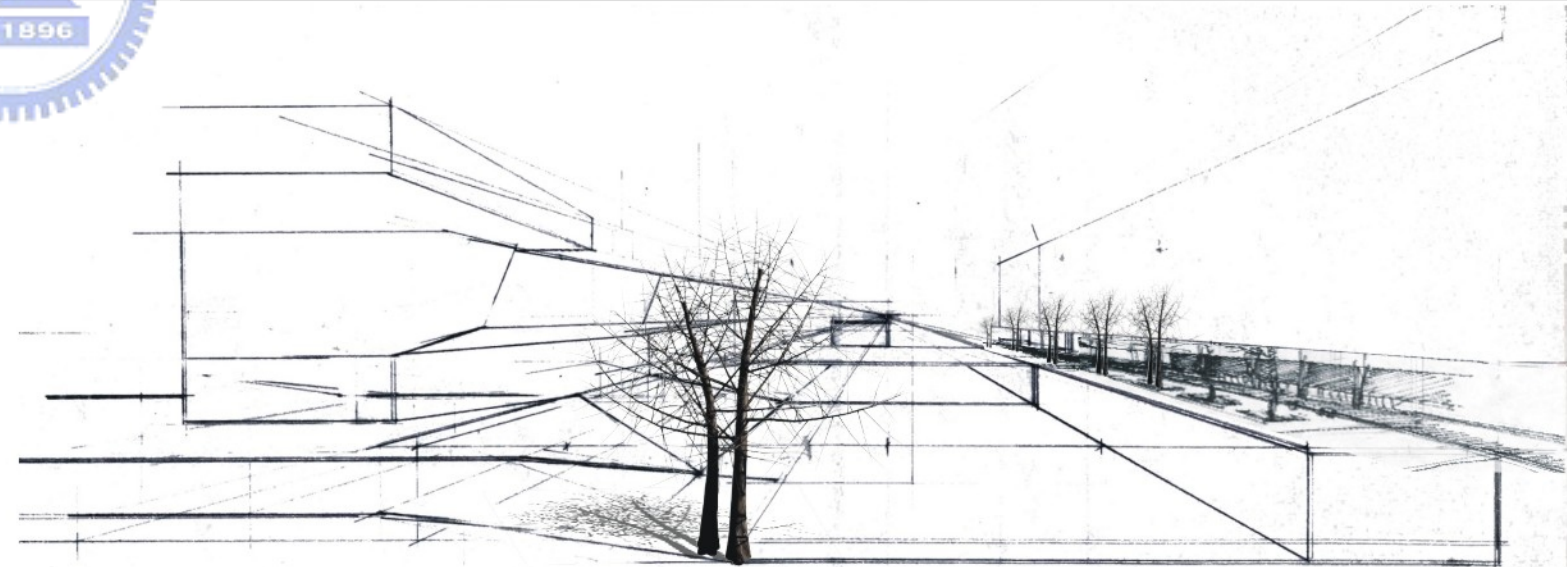
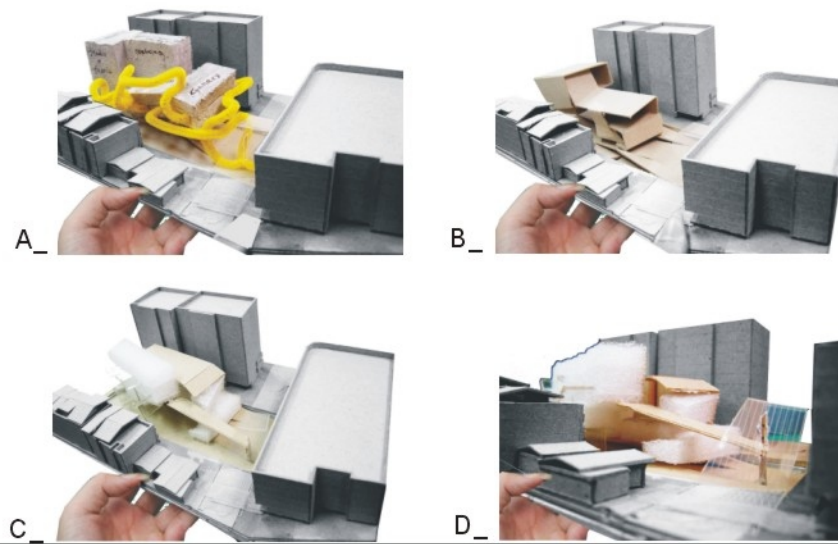


Taipei main station





STUDY MODELS

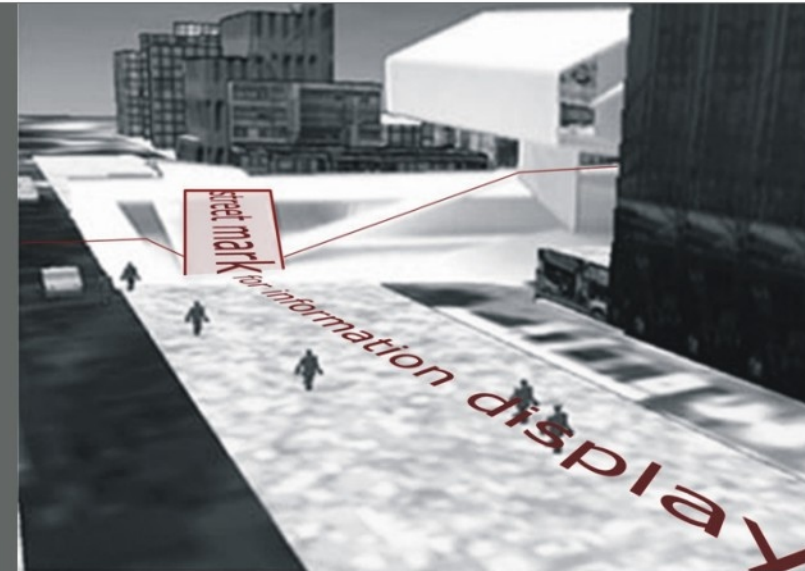
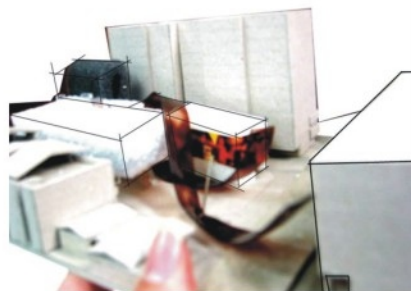


PERSPECTIVE VIEW FROM THE OPEN PLAZA AND UNDERGROUND STREET

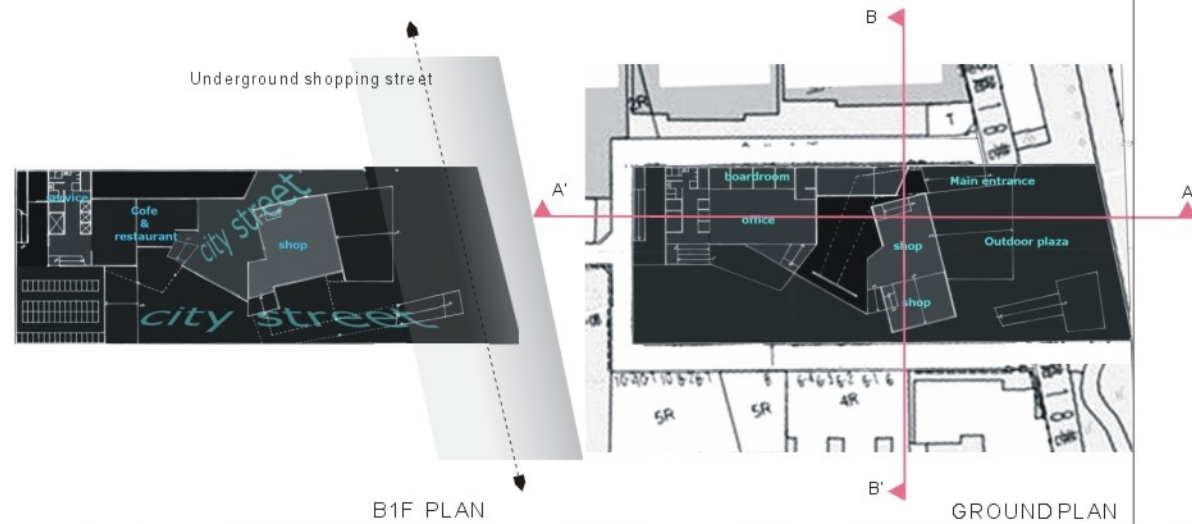
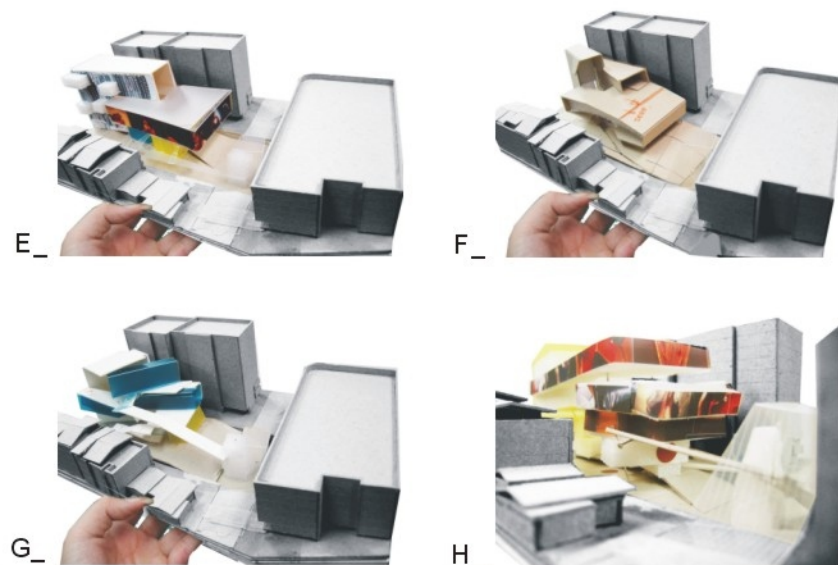
/ CONCEPT /

For responding the complex context of this site, a concept of a city runway is figured out to represent this interlaced situation. By overlapping different kinds of programs into one space, a prototype space of "street" is formed to translate the interaction of runway shows, public passing, official business, shop shopping, fashion gallery visiting and design working.

ORIGINAL STUDY MODEL



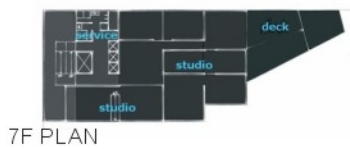
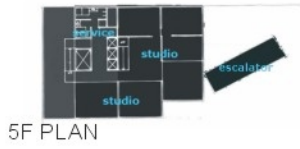
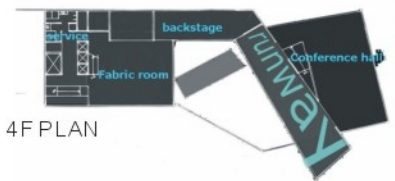
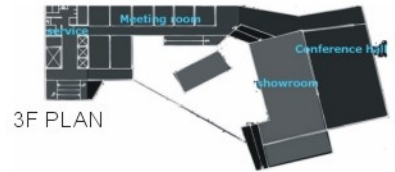
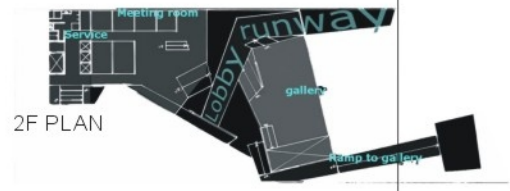
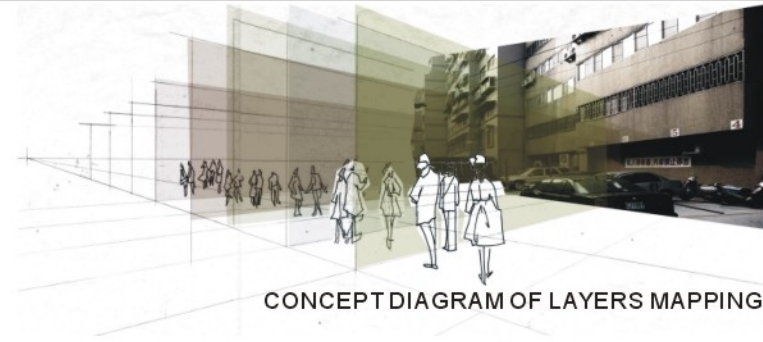
Street mark for information display



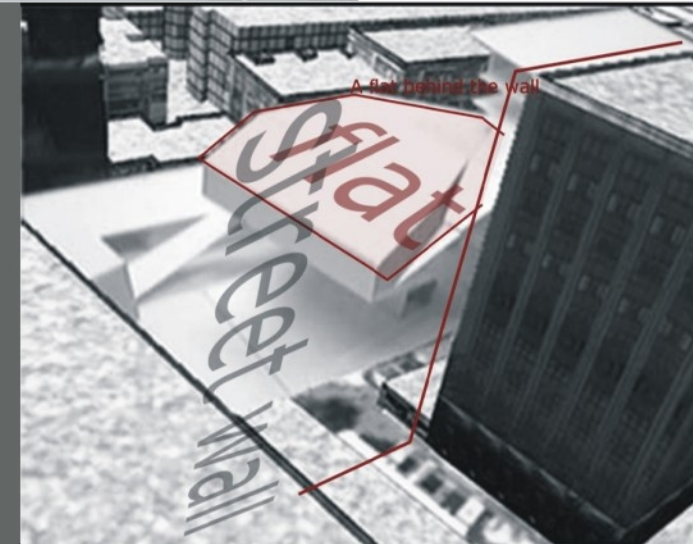
B1F PLAN

GROUNDPLAN

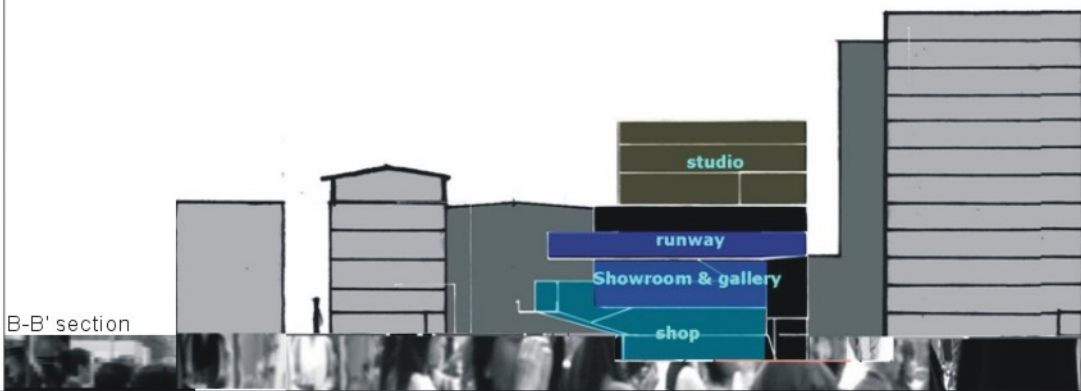




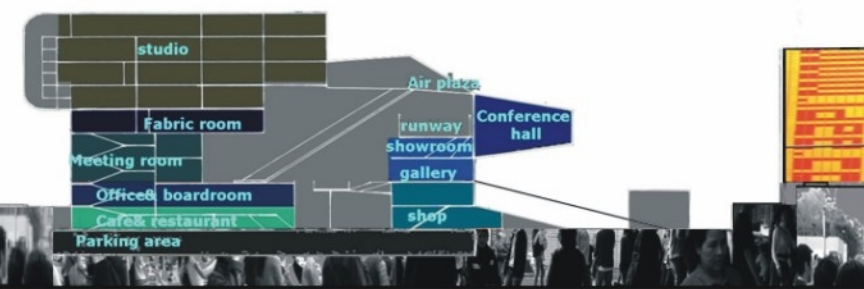
Double floor urban plaza-floating/underground



Flat behind the street wall as a plaza



B-B' section



A-A' section





**+ SECRET BASE**

Working mix Living!  
Professional division → Information recombination  
/Studio  
/Production facility  
/communication area



**+ LIBRARY**

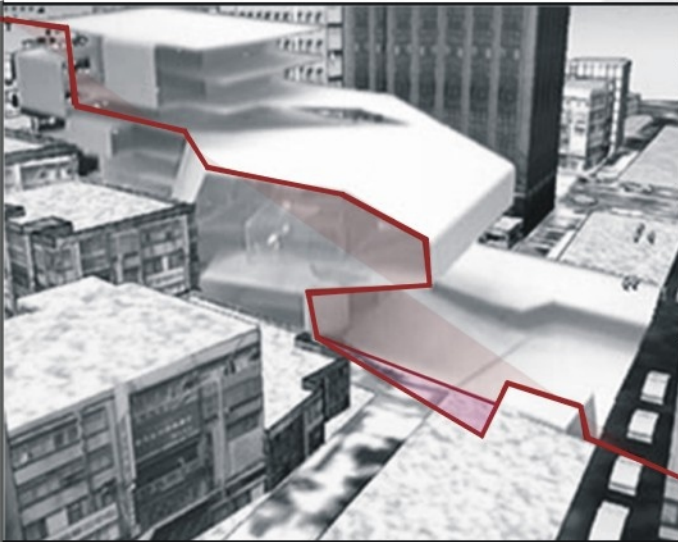
/Fabric wall  
/Publication room  
/Check platform

**+ METROPOLIS**

Contracted city  
/Office  
/Press room  
/Boardroom  
/Conference room  
/Mentoring lounge  
/Starbucks  
/Restaurant

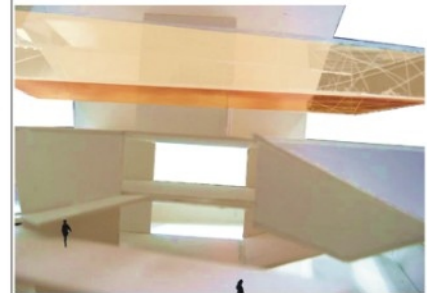
**+ STAGE**

Performance tube  
/Lobby  
/Outdoor plaza  
/Fashion gallery  
/Scenario show  
/Runway  
/Shop



Waving continuous surface-elevation as section

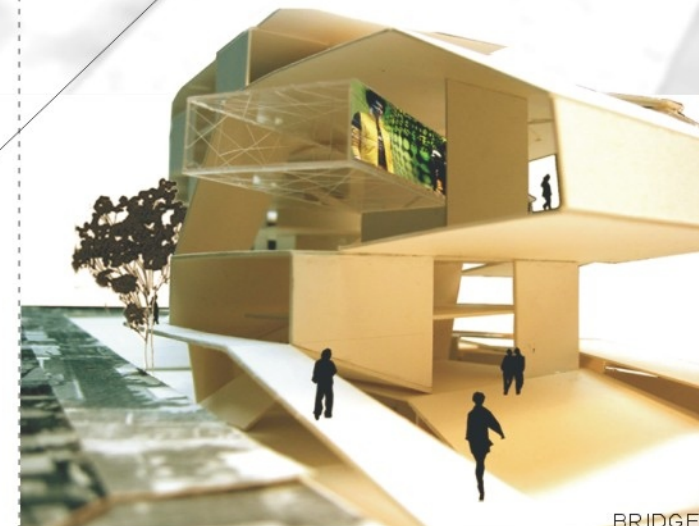
CONCEPTUAL SECTION



LOBBY RUNWAY V.S RUNWAY



LOBBY RUNWAY



BRIDGE TO SHOP AND RUNWAY