

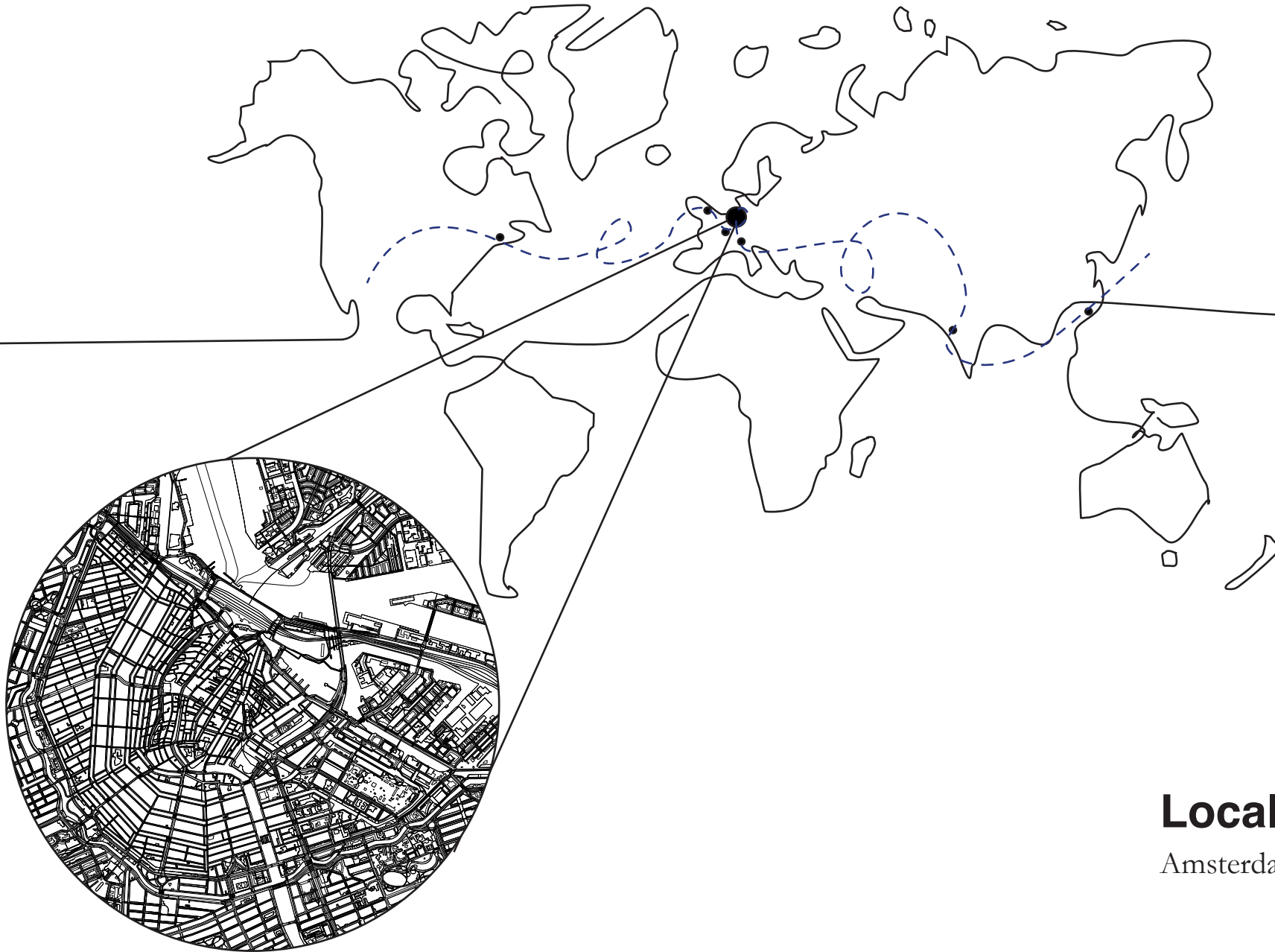
**WHEN FASHION MEETS THE
CITY:**

**THE POTENTIAL OF THE
FASHION HUB IN THE
FUTURE SUSTAINABLE CITY
DEVELOPMENT
RESEARCH**

Alicja Rudnicka
Delft University of Technology

Global Problem

Intro

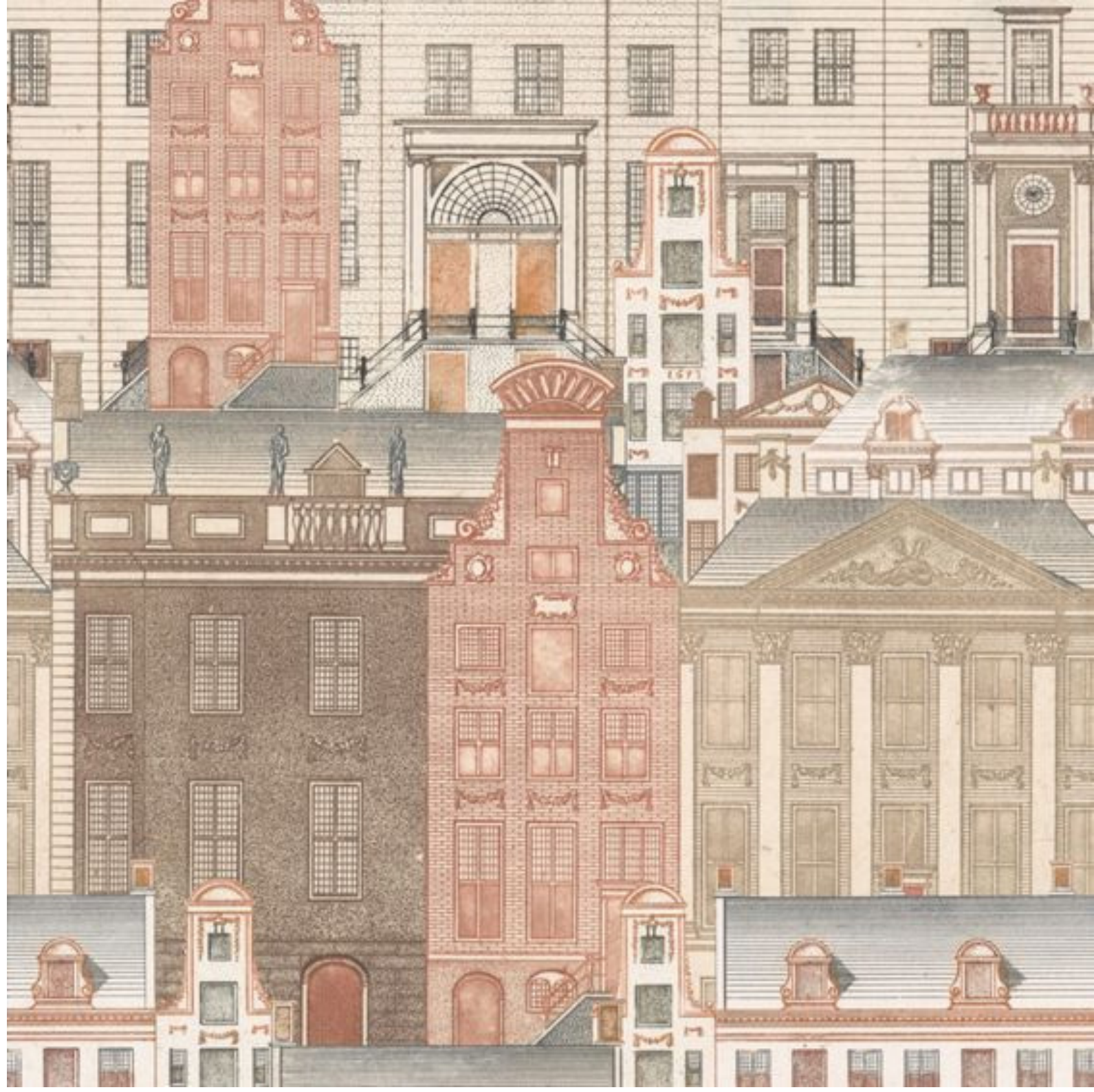


Local Problem

Amsterdam

Amsterdam Case

Added value?



What does it take to become Fashion Capital?

Allen Scott - necessary characteristics for fashion-city status in the twenty-first century

1.the city has to have flexible manufacturing base



2.skilled specialists and subcontractors



3.training and research institutes



4. a media and publicity infrastructure



5. local design traditions



6. and strong relationships with other cultural industries in the region



BUT.... Is there something more?

mass customization

modern baby boomers

architectural and urban design of public spaces for fashion should communicate to the people, it should engage them to interact, and it should challenge the public to subvert their traditional values towards sustainable and circular fashion

environment full of galleries and cultural spaces

gay index

new target group

avoiding conspicuous consumption, instead prioritising life's essential

revolution the cost-efficiency technology of mass production

locality as a key to social engagement

research Conclusion

REFUSE RETHINK REDUCE REPAIR REMANUFACTURE REPURPOSE RECYCLE

Hethorn, in her research, defines the fashion city as a *“locale where style, power, identity, consumption, and production practices, symbols, and myths coalesce within a space inhabited by individuals and ideas, in addition to fashion-related products and processes.”*

PRODUCTS AND PROCESSES WITHIN THE CITY

Allen Scott has crafted a comprehensive list of imperative attributes for a city to attain the status of a fashion city in the twenty-first century.

CRITERA

Godart posits that a *“that ”a fashion city can only be defined through the existence of fashion weeks covered by global media, allowing cities to achieve a central position in the global structure of fashion”*.

FASHION EVENTS SPACES

Gilbert and Casadei predominantly emphasize the transition from manufacturing-centric hubs to design-oriented fashion centers.

MANUFACTURE AND DESIGN CENTERS COMBINED TOGETHER

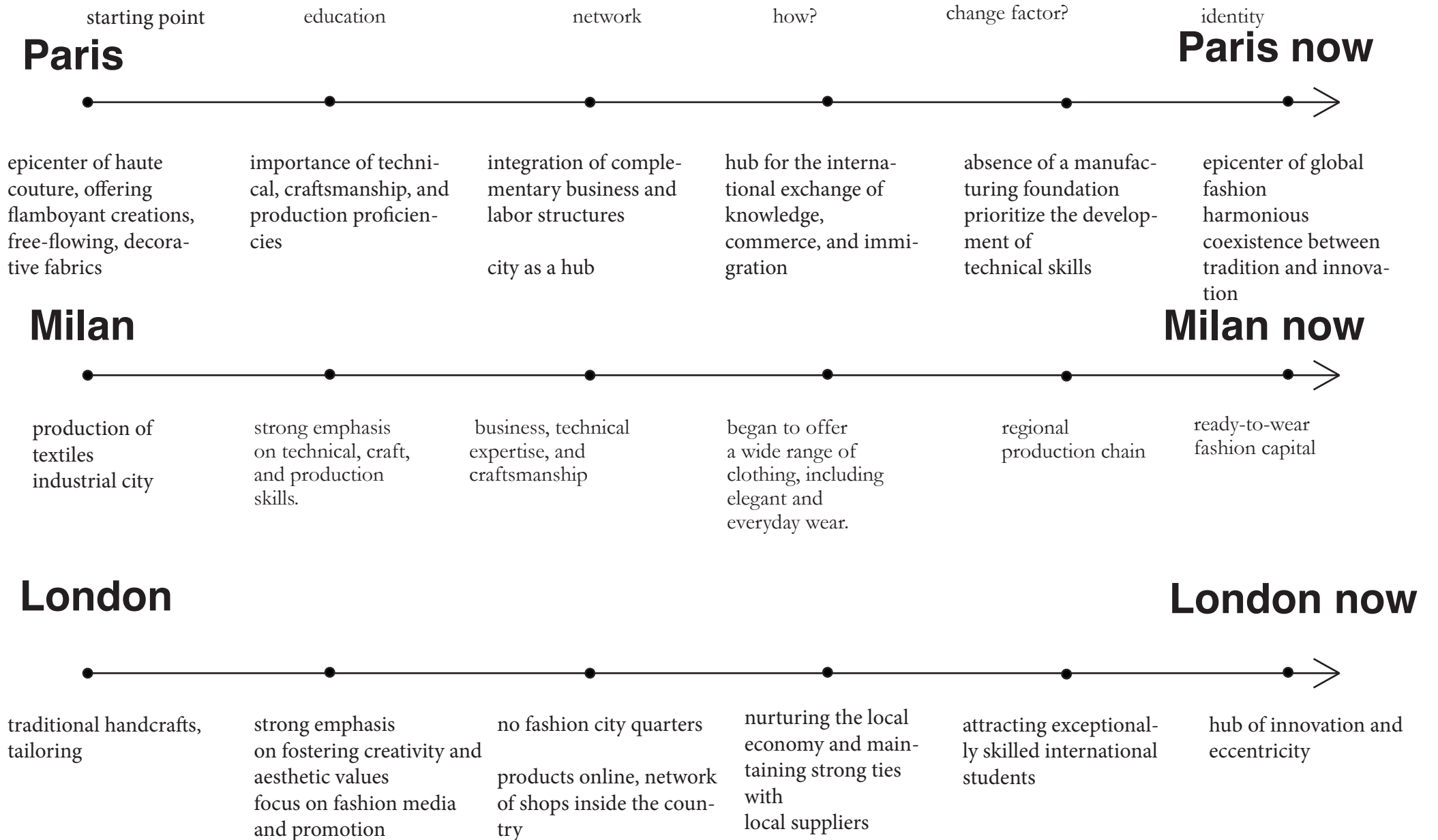
Richard Florida

stress significance of creative clusters, cultural production, and the so-called “creative class” and proximity from the city center

PROXIMITY TO CITY CENTER- CREATIVE HUB

Methods and Strategies

based on research



What space will we want

What is missing?

existing

meeting point of skilled specialists
and designers

knowledge exchange and cultural
engagement

site connections

need to develop

manufacturing base - ateliers and
labs

catwalk flexible space

recycle center

redesign

material bank

information pavilions

bridge collection points

1.the city has to have
flexible manufacturing
base



2.skilled specialists and
subcontractors



3.training and research
institutes



4. a media and publicity
infrastructure



5. local design traditions



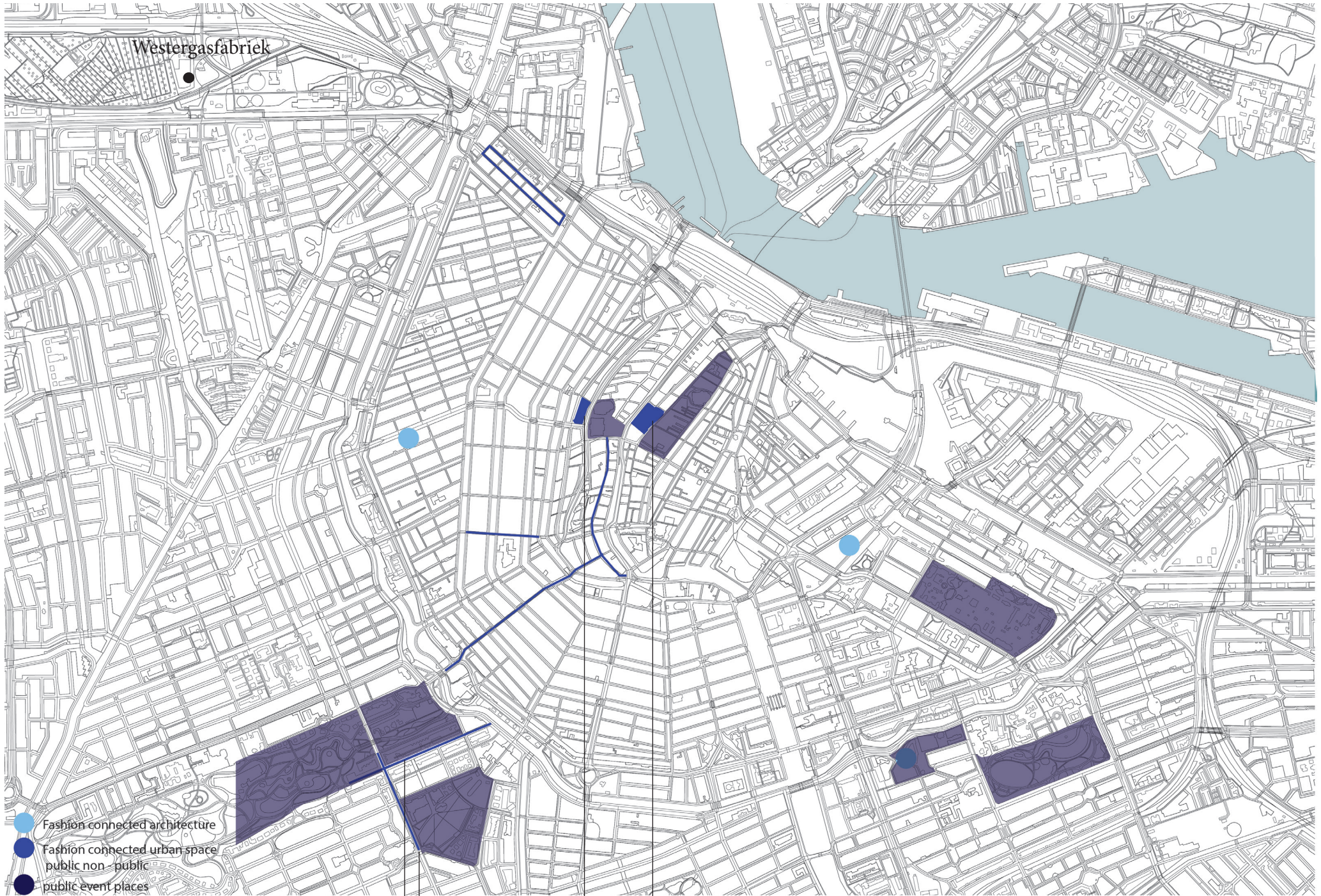
6. and strong
relationships with other
cultural industries in the
region



Amsterdam Case

existing structures
local infrastructure





Westergasfabriek

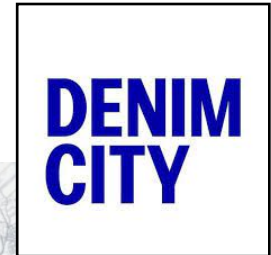
- Fashion connected architecture
- Fashion connected urban space public non-public
- public event places

Willemsparkweg Van Baerlestraat Magna Plaza De Bijenkorf

Amsterdam case

Timeline

1750	First production sewing factories in Amsterdam
1939-45	underground textile trade
1947	First Fashion Week in Amsterdam
1950	jeans become popular in EU, establishing Meester Koetsier and Charles Montaigne schools
1970	International brands are moving to Ams
1989	G-Star Raw
1992	Amfi
2012	Doughnut Economy
2014	Denim Days
2019	Climat Act: "reduce the greenhouse gas emissions by 49% by 2030"
2021	Roadmap Amsterdam Climate Neutral 2050
2023	



In 2040, Amsterdam will no longer use natural gas and we aim for all traffic to be emission-free as early as 2030.

Amsterdam Case

Policy Goals

Building plans

developing office parts into mixed-use residential communities,

redeveloping industrial; riverfronts and building more high-rises,

public transport networks.

Amsterdam Circular Strategy 2020-2025

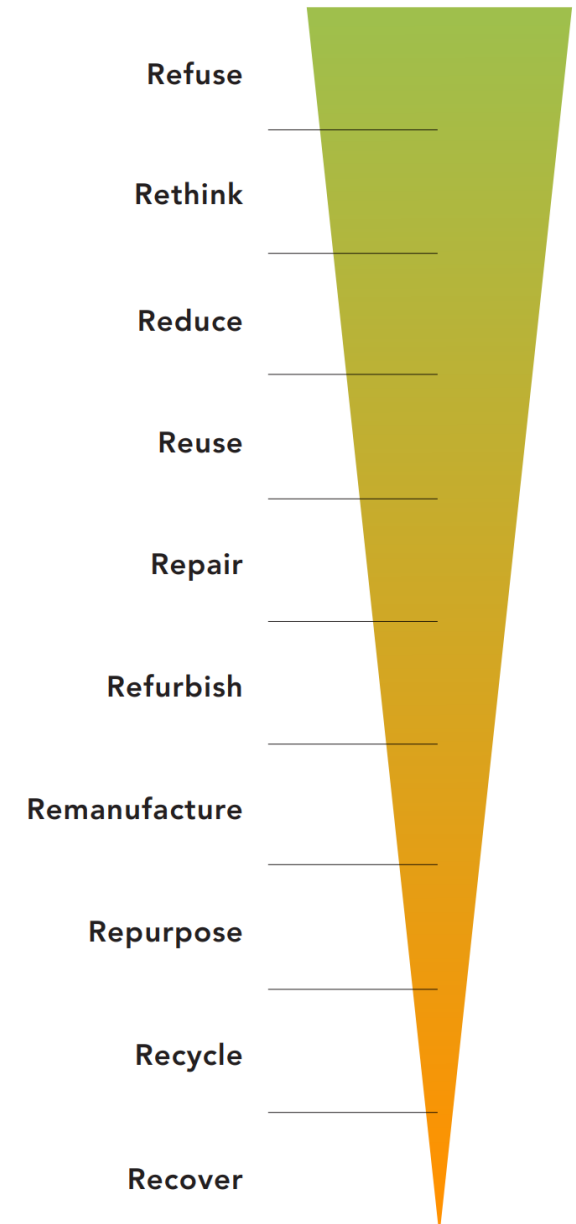
The aim is to halve the use of new raw materials by 2030 and to achieve a fully circular city by 2050.

Sustainability and energy

80% of the energy used by households comes from solar and wind energy

- Use renewable and secondary building materials

Circular processing ladder



Research Translation

possible site interventions





Survey among Amsterdam
residents (via the OIS panel):

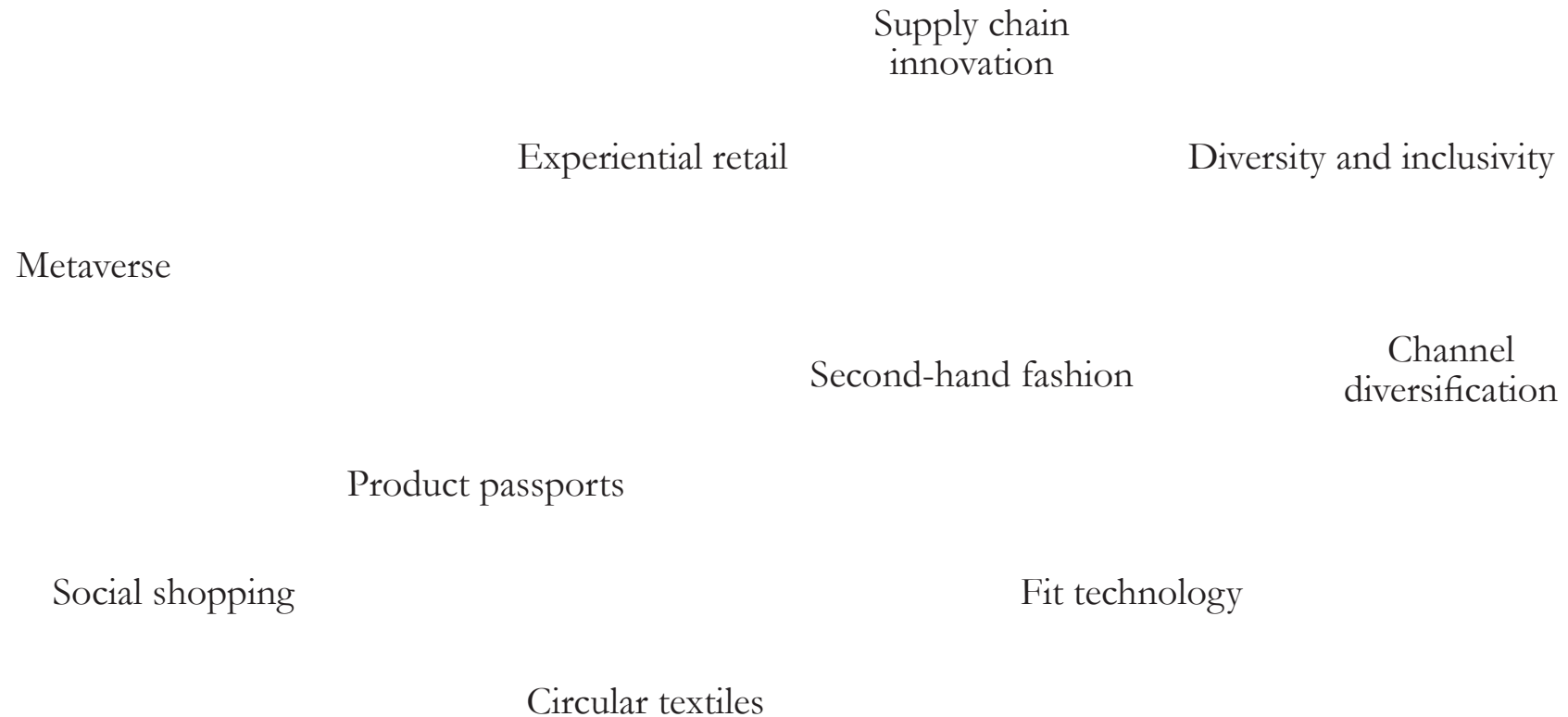
**More than three-quarters
of Amsterdam residents
are positive about the idea
of buying fewer new
products for the benefit
of the environment.**



Survey among Amsterdam
residents via the OIS panel:

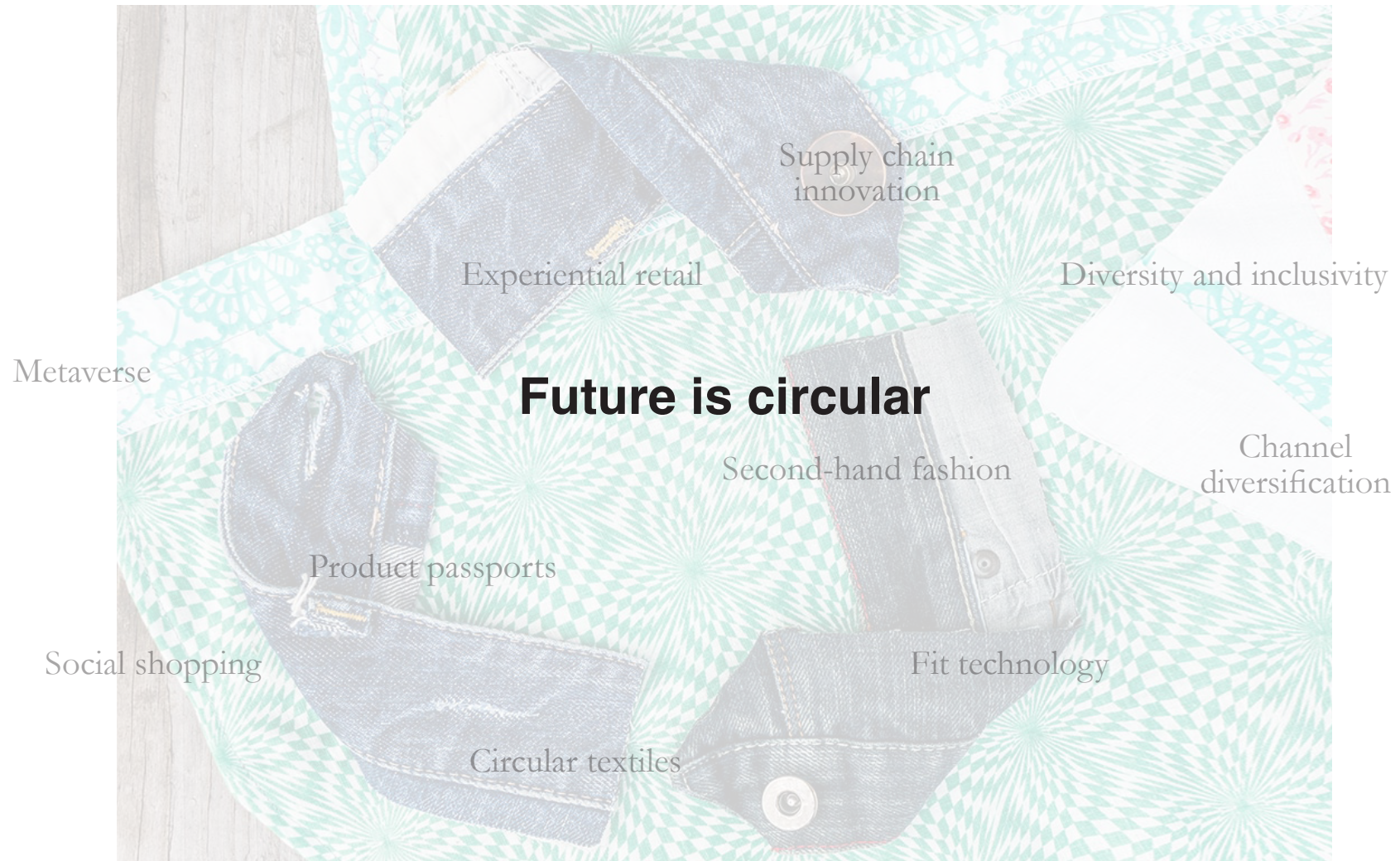
**More than half
of the Amsterdam
residents surveyed
bought something
second hand
in the last year.**

To tackle the bigger problem what is the future of fashion?



To tackle the bigger problem what is the future of fashion?

Answer



Concluding Part What to do in Amsterdam

Intro

1

FASHION NETWORK NODE

create a place for designers with
developed spaces for experiments

2

FROM RUNWAY TO KNOWLEDGE

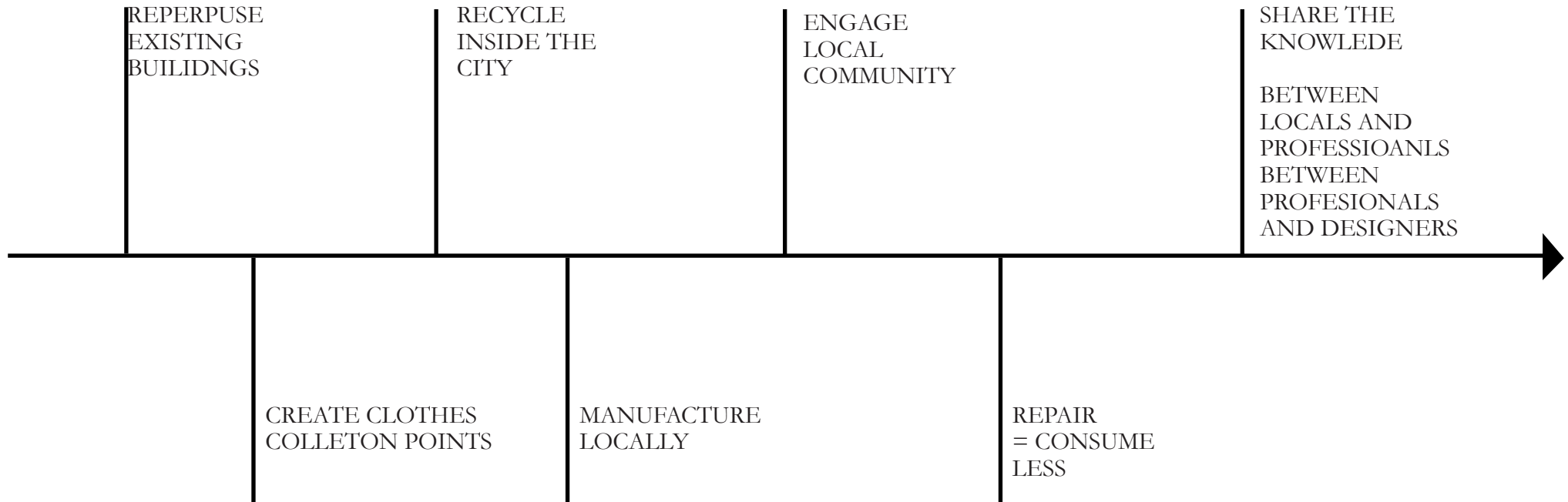
creating runway spaces and
opportunities to present projects
and educate about them

3

CONNECT INICIATVES with LOCALS

Chosen strategies

Intro



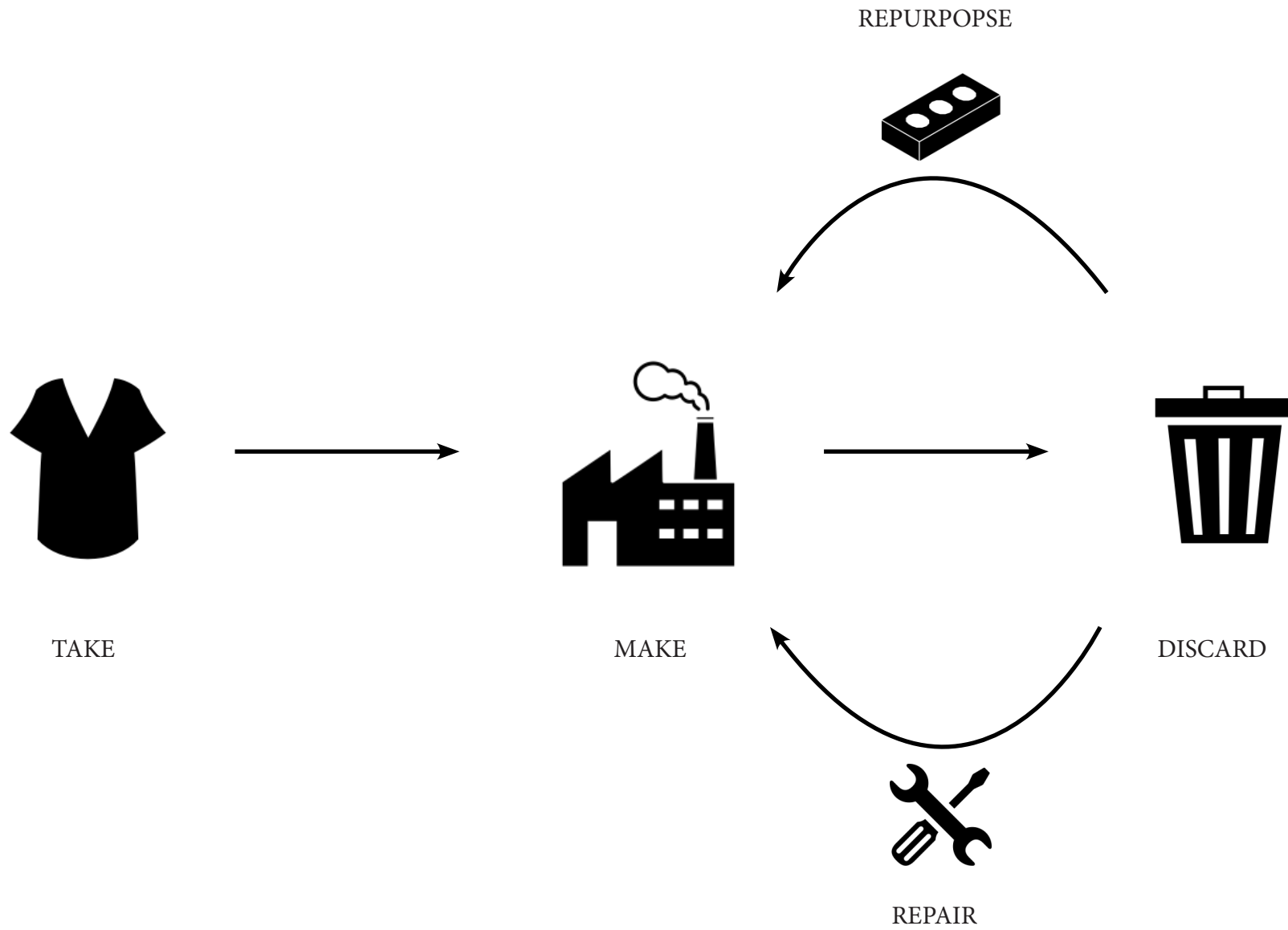
City Scape solutions

Intro



Idea principles

Intro



Program Requirements

Intro

CITY

public space/ squares fashion oriented
small landscape architecture
recycle bins
renew fashion shops
vintage market
A
CONSUMPTION
Fabric store
Shops (atelier + shop typology)

Library (books etc)

Recycling Centre
focused on denim recycling
polyester segregation
sorting facility
reused material bank
repair shops network

OUTSIDE

RESEARCH &
DEVELOPMENT
8.Learning Centre:
Advanced Manufacturing/ Research/
Experimentation Centre
Teaching Spaces (specialist and public courses/
workshops) - collab with univ
Library
Archive of all work produced
Yarn/Textile Discovery/Shop Centre
Sample/Pattern library

PUBLIC CO-PRODUCTION:
Public/ Customization/ Workshop/ Open
Labs

SITE

PUBLIC PROGRAM
Exhibition/museum
Event Hall (flexible for large and small events)
Cafe
runway

FASHION HUB
1.Administration:
offces
individual attelies for rent
Meeting rooms
Kitchens/socializing spaces
Computer/digital Labs
2. Collaborative ateliers for rent
3.Residential area
4.fabric Production Spaces
Weaving workshop
Knitting workshop
Embroidery
Tufting Lab
Laser Engraving
Lasercutting
Finishing Textile Handling
Digital Textile Printing
Dying Lab/Screen Printing (+trad.
Techniques)
Experimentation Lab
Computer Labs (large scale printing/Scanning)
Finishing Lab (Washing/Drying)

Program Division

Intro

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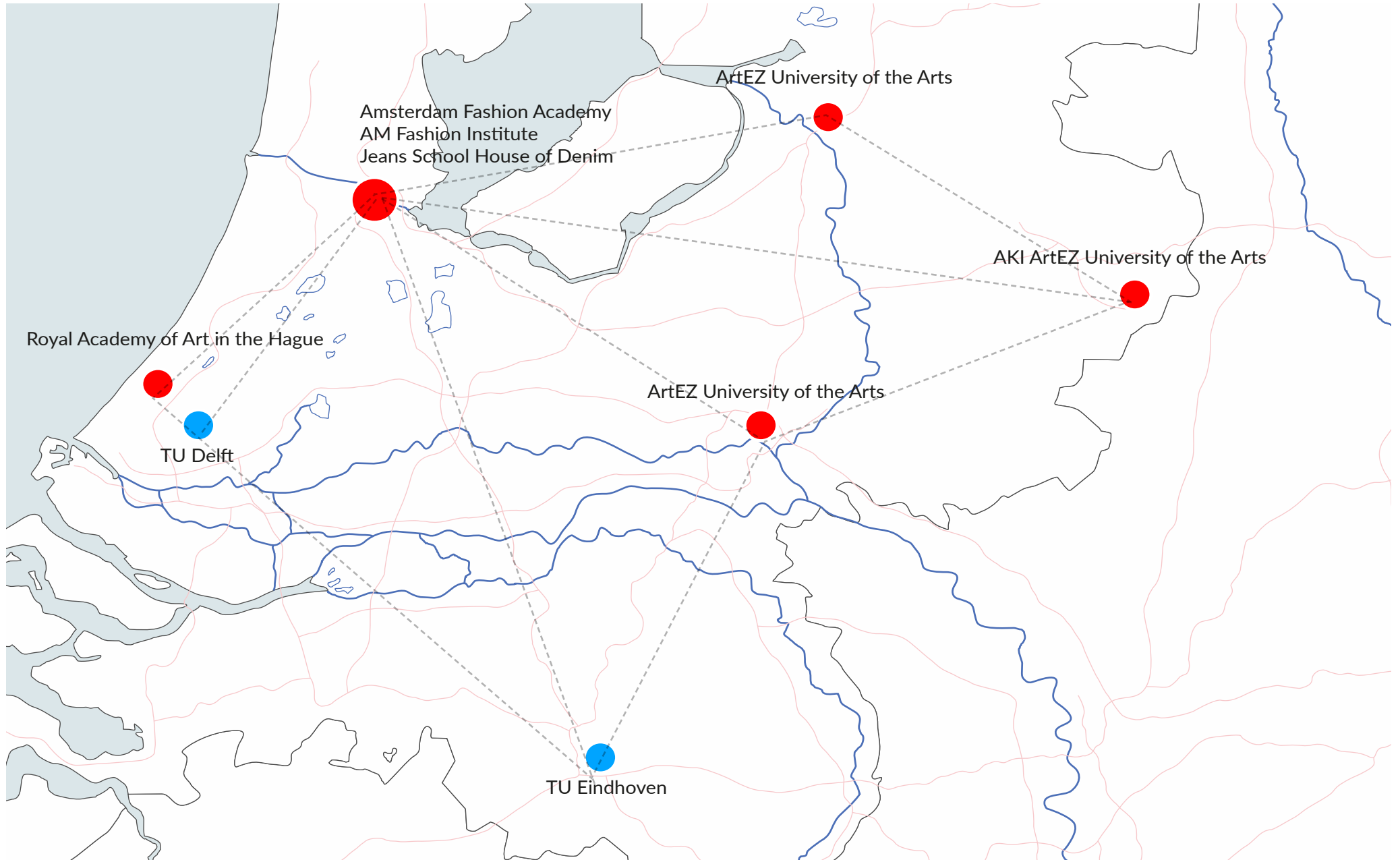
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Finishing Lab (Washing/Drying)

Connections

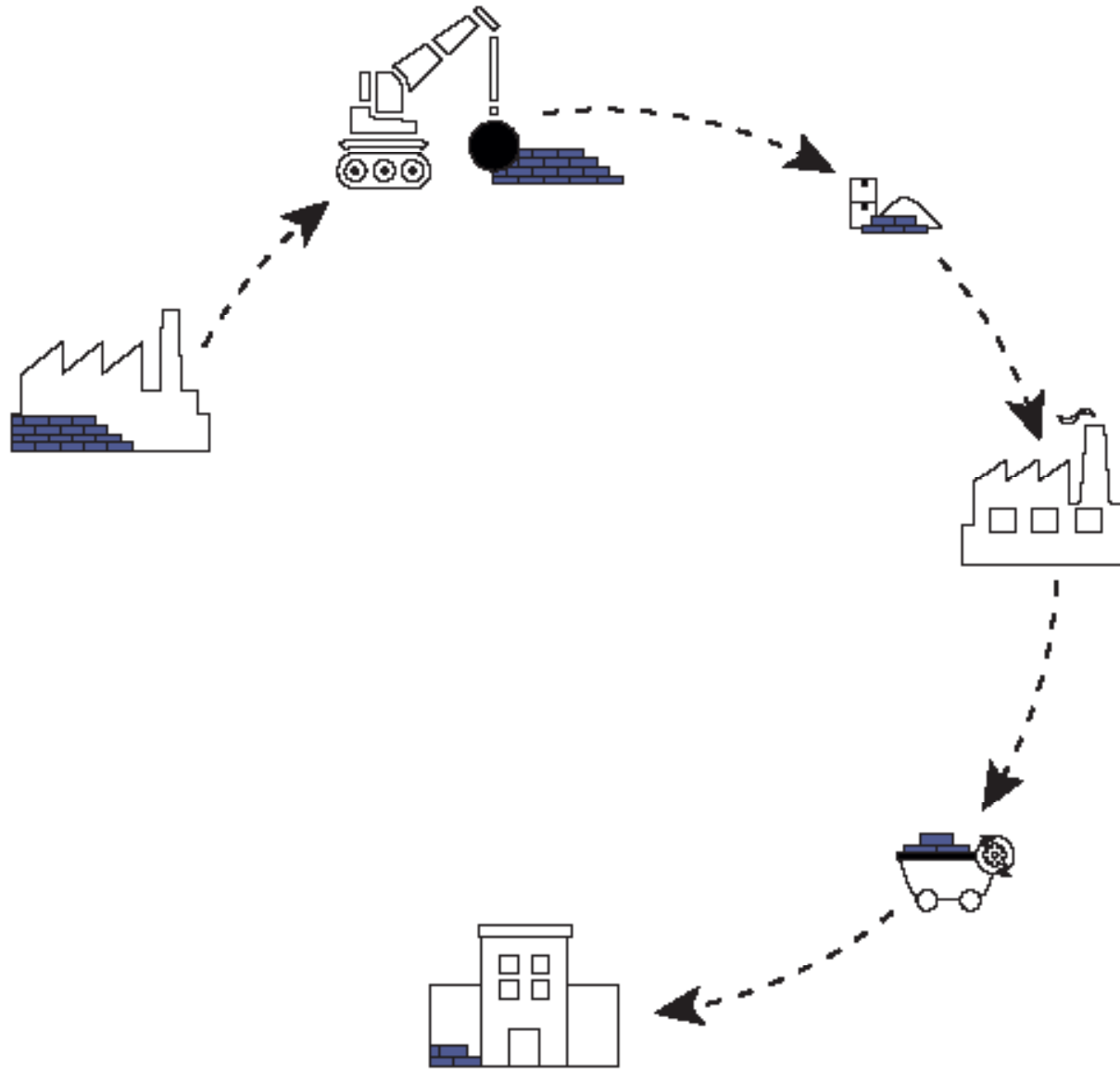
National scale

USUN STATKI



Reusing buildings - urban mining

Intro



Glossary

Construction and Tectonics

Geometry

Structural
Skin

Constructing
Volume

Construction
Reconstruction
Deconstruction

Fabric
Pattern

Weaving

Construction

Tectonics

Wrapping

Pleating

Printing

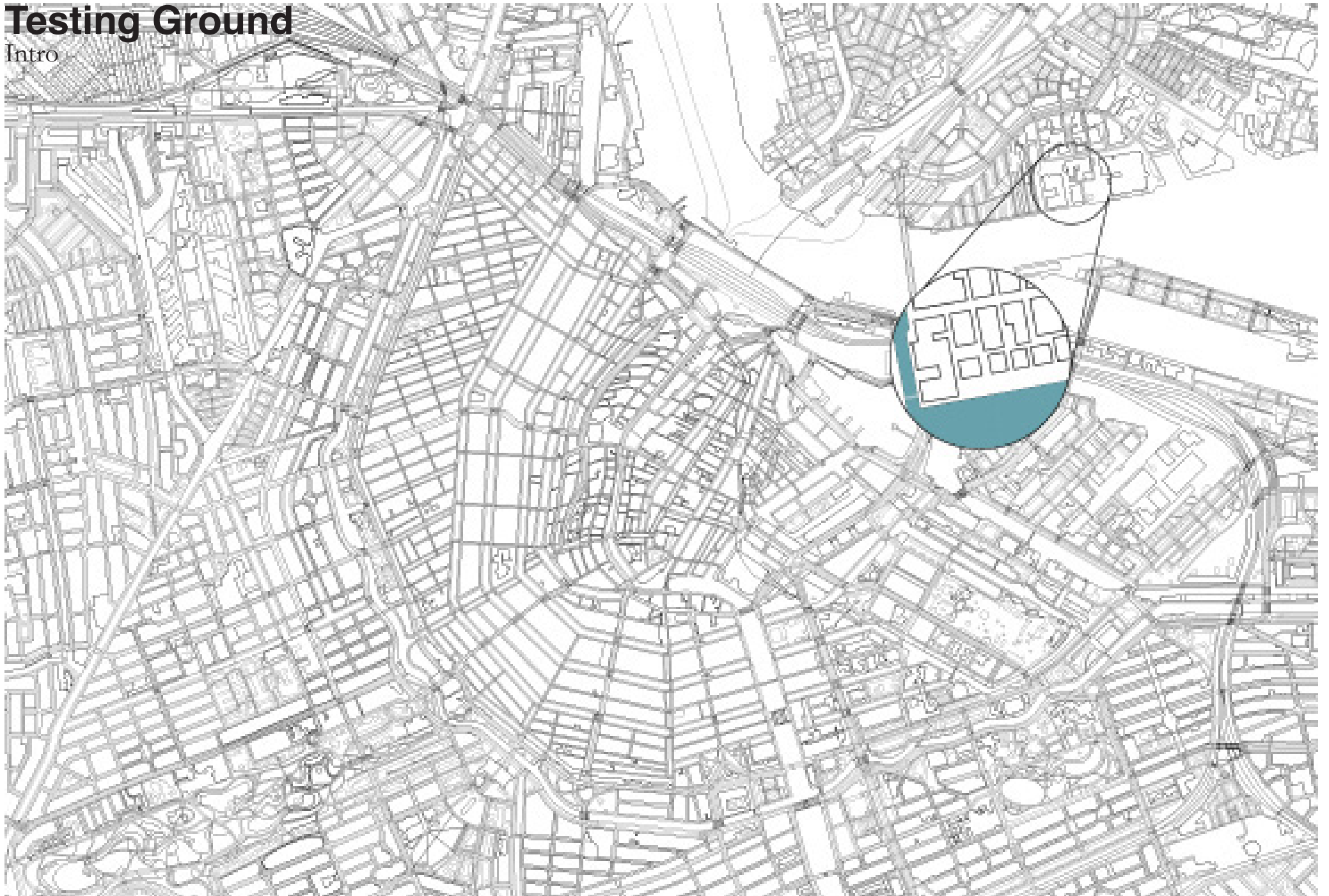
Draping

Folding

Weaving

Testing Ground

Intro



Testing Ground Connections

Public Transport



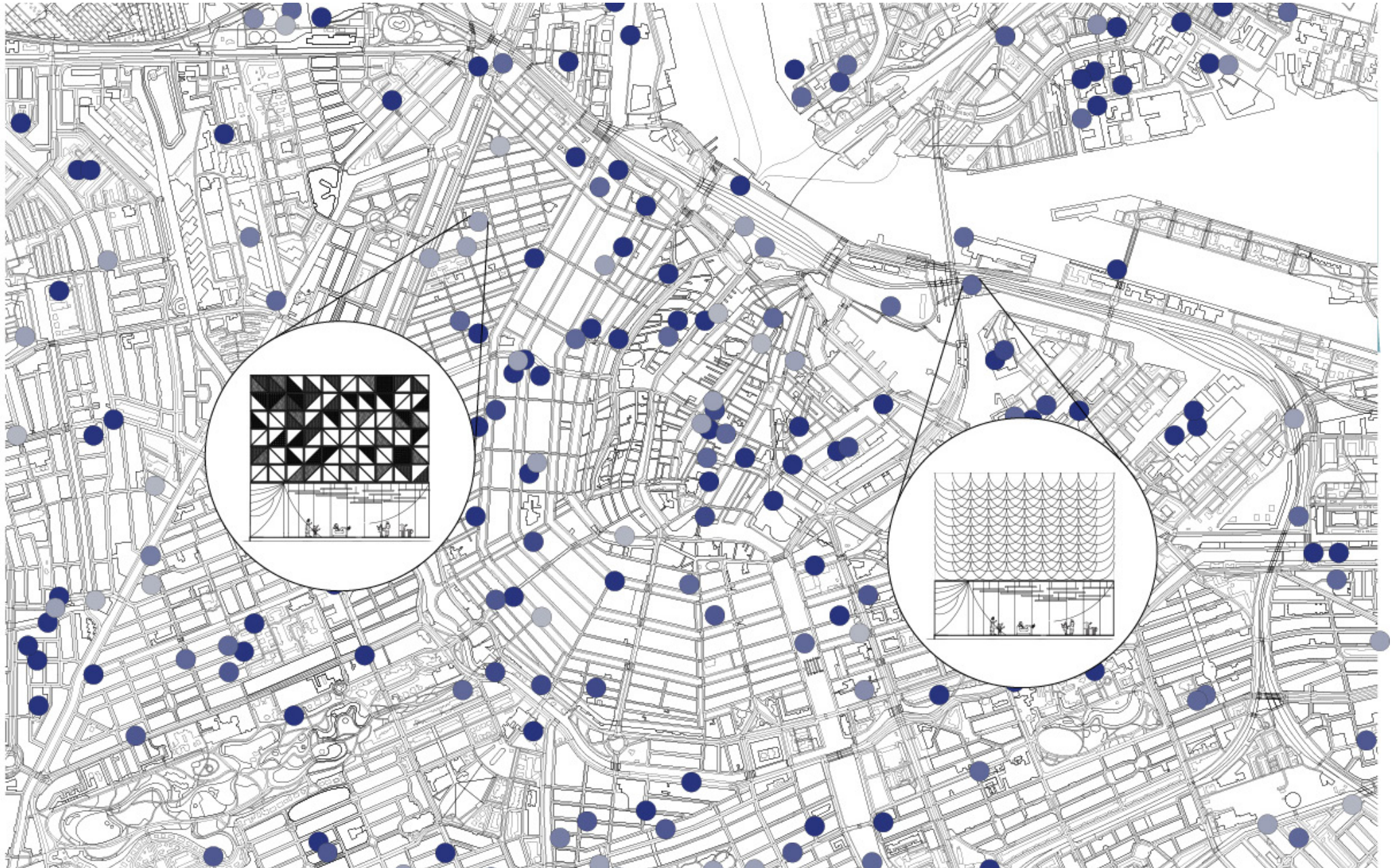
Vacant Spaces

City scale



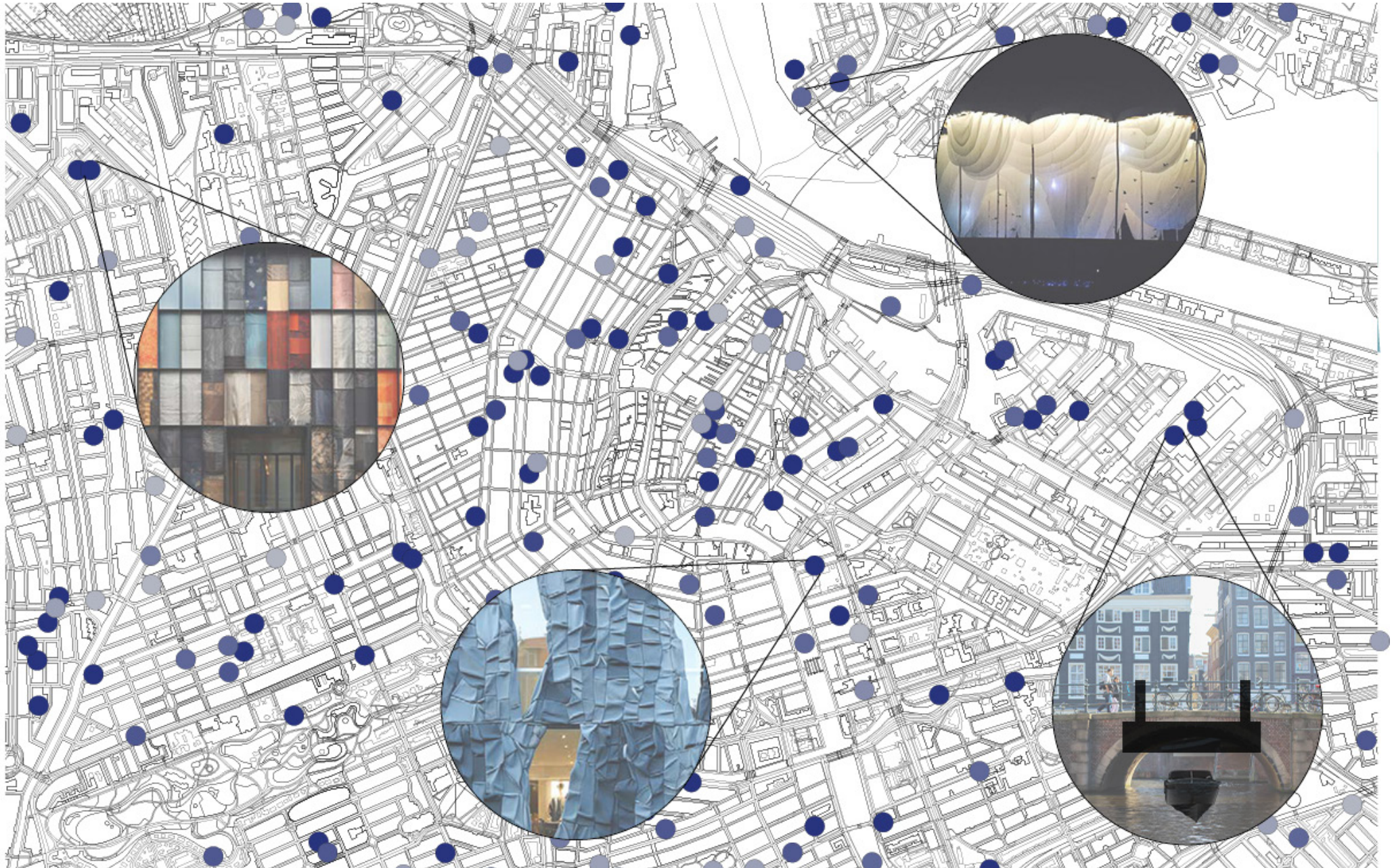
Vacant Spaces

Possibilities



Vacant Spaces

Possibilities



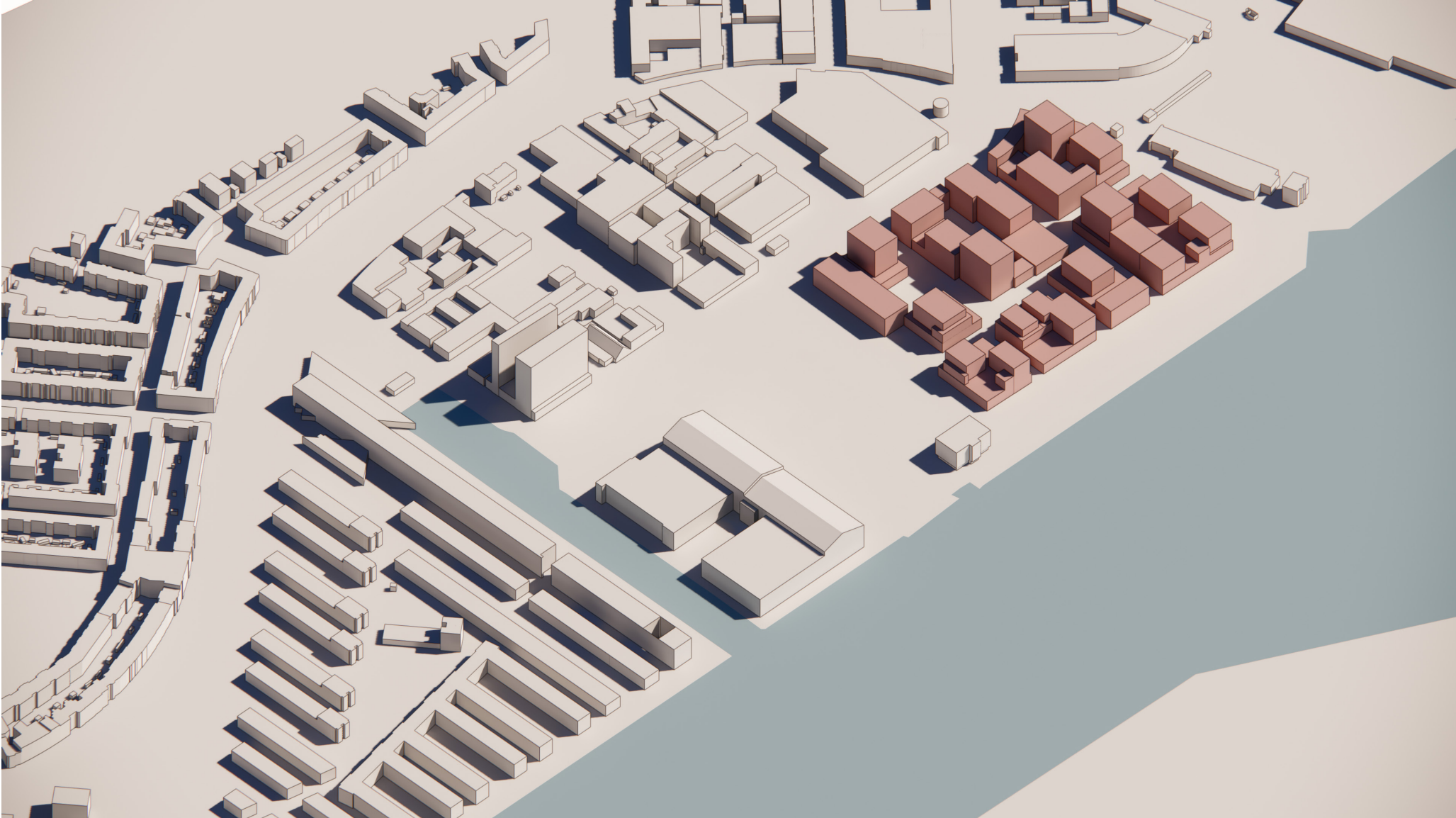
New dynamics of Amsterdam

Intro

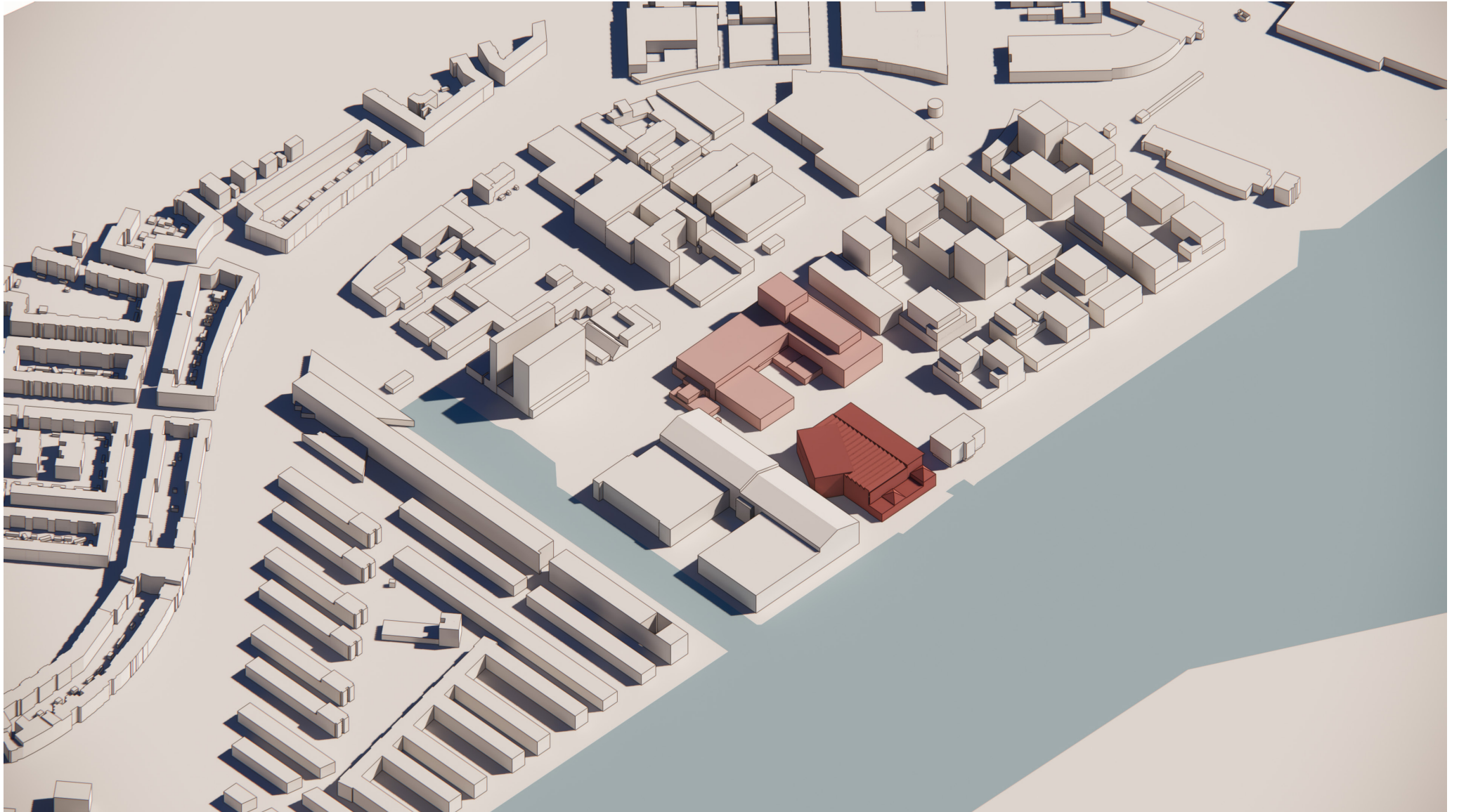


Masterplan Model 3d

Intro

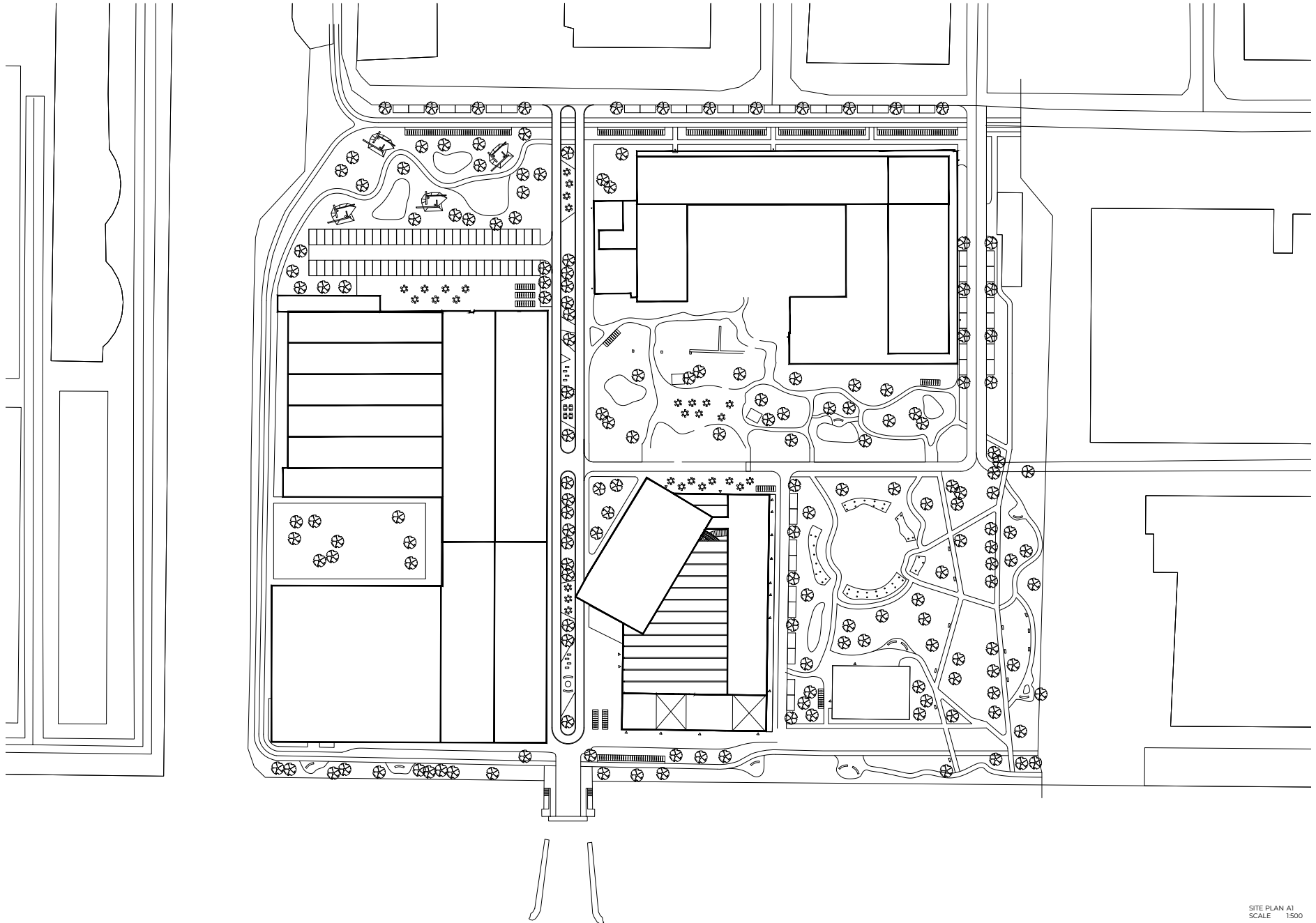


Masterplan



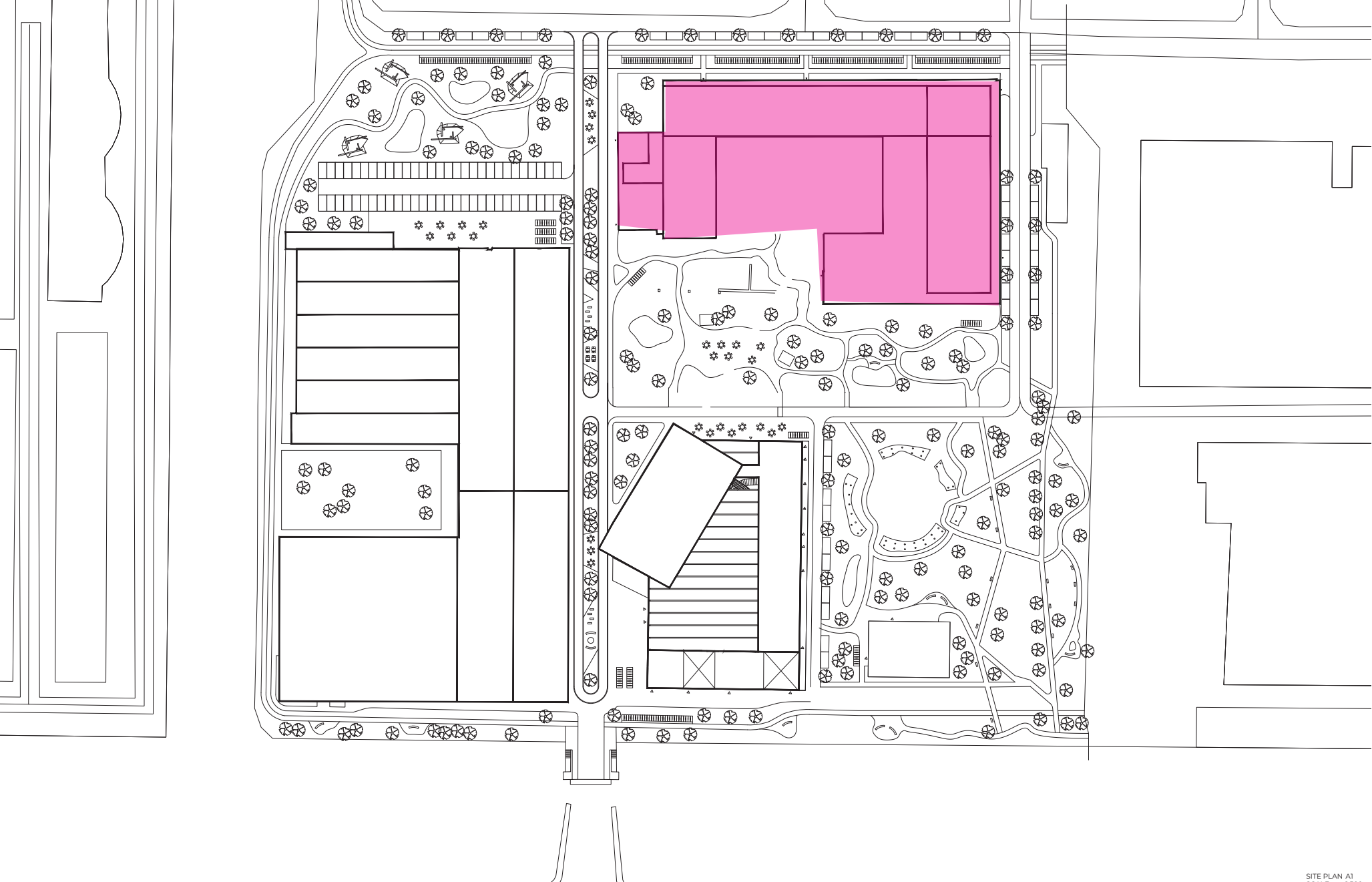
Masterplan

Intro



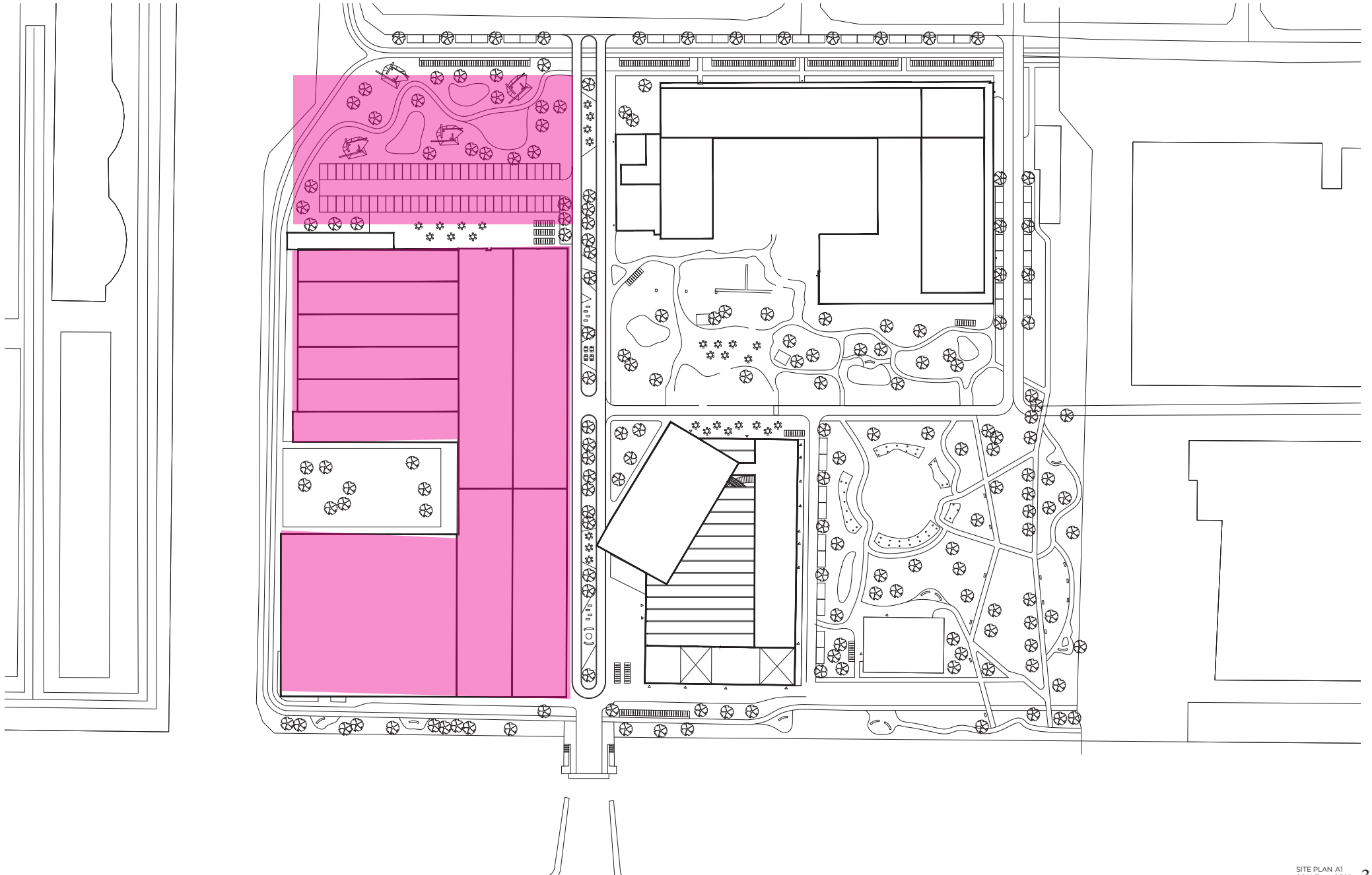
Masterplan Explanation

Intro



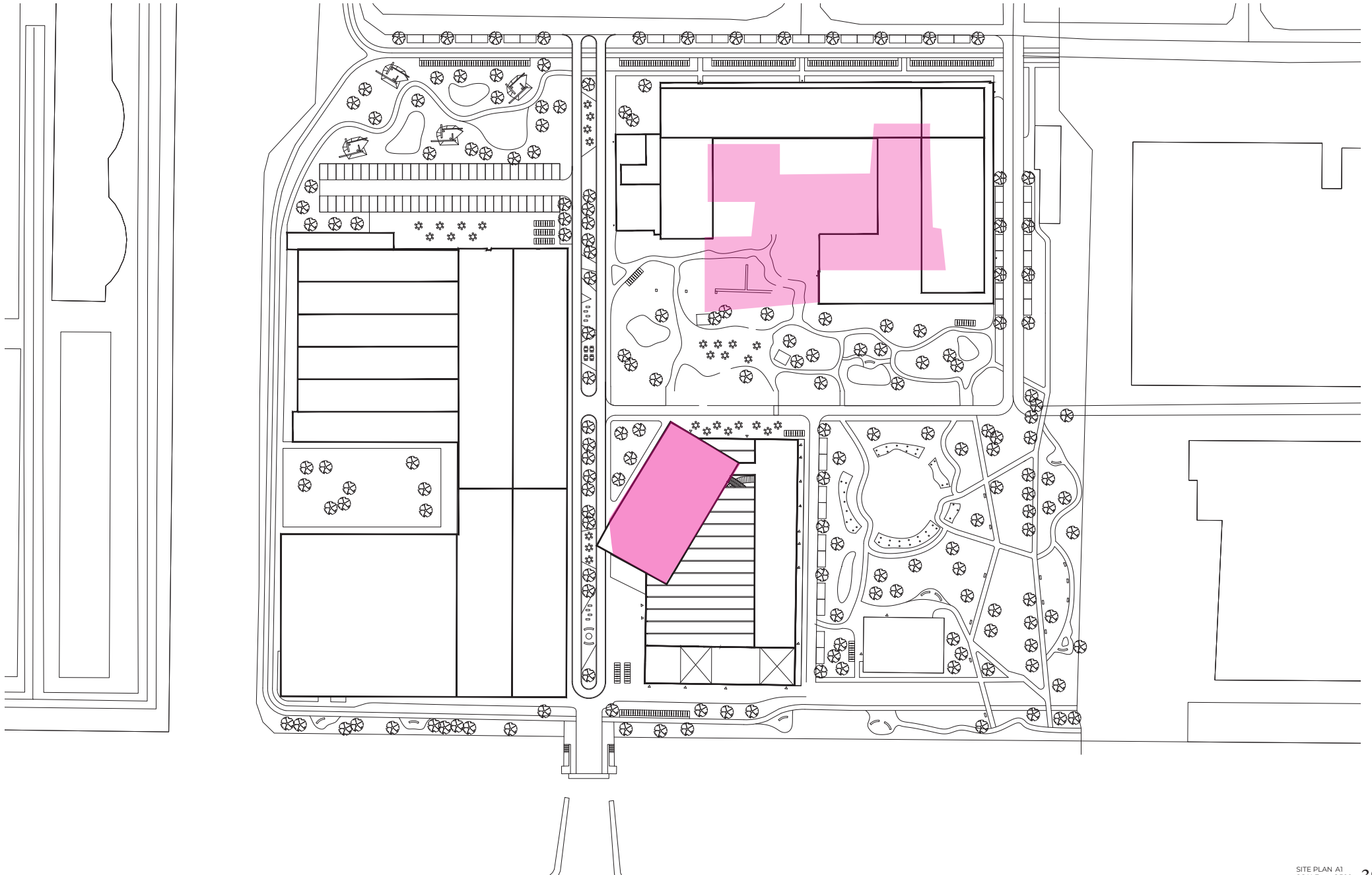
Masterplan Explanation

Intro



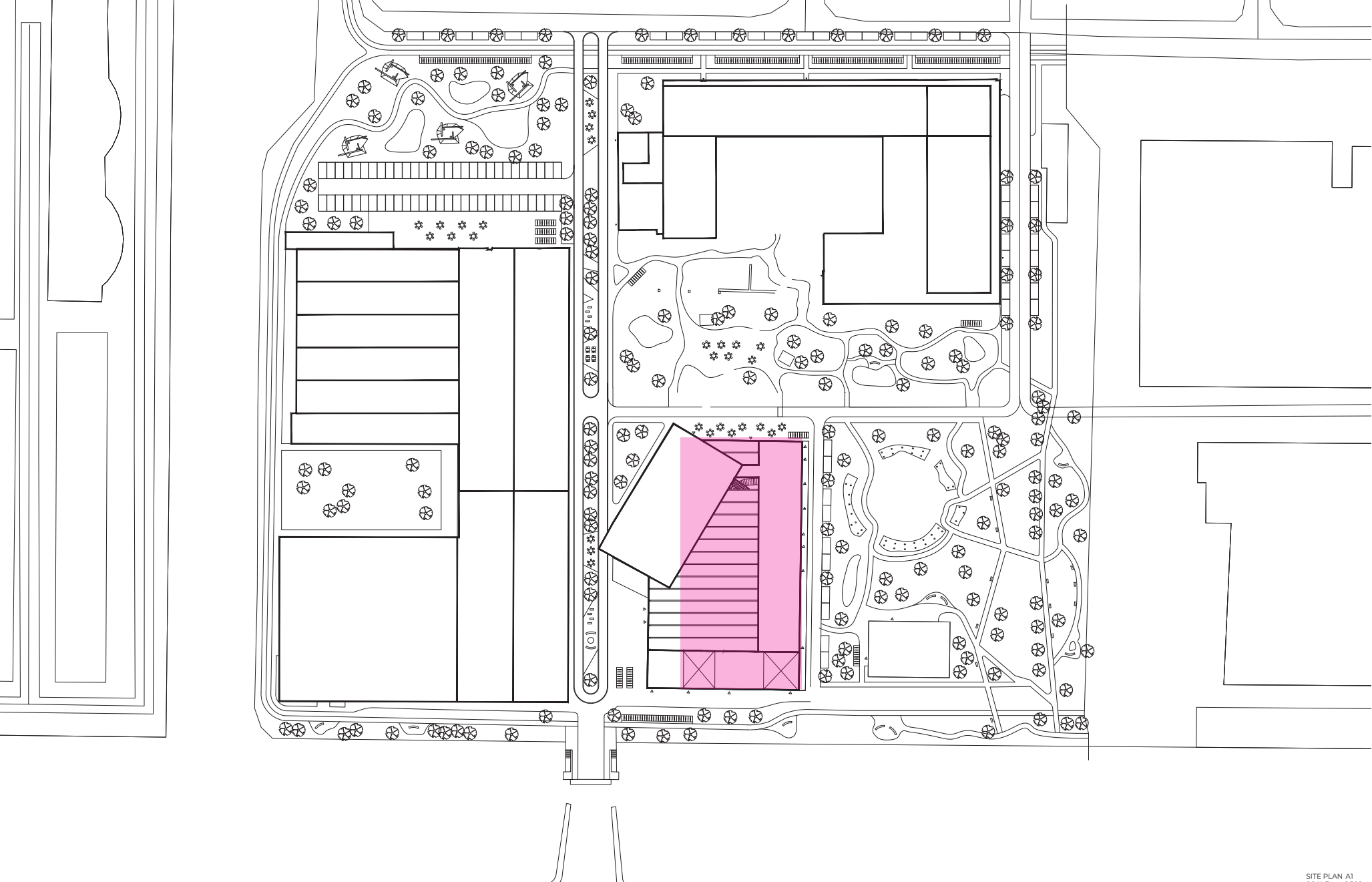
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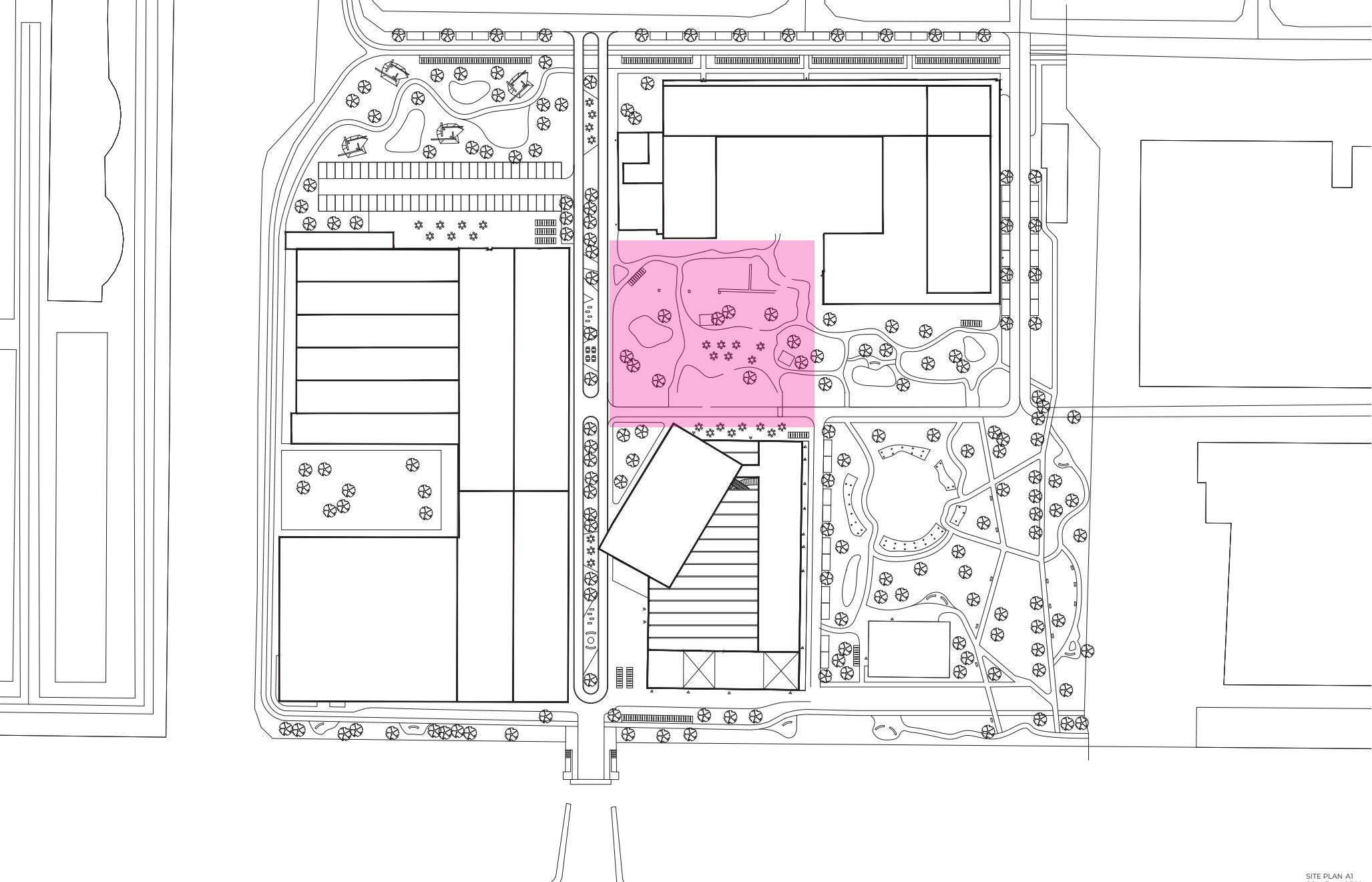
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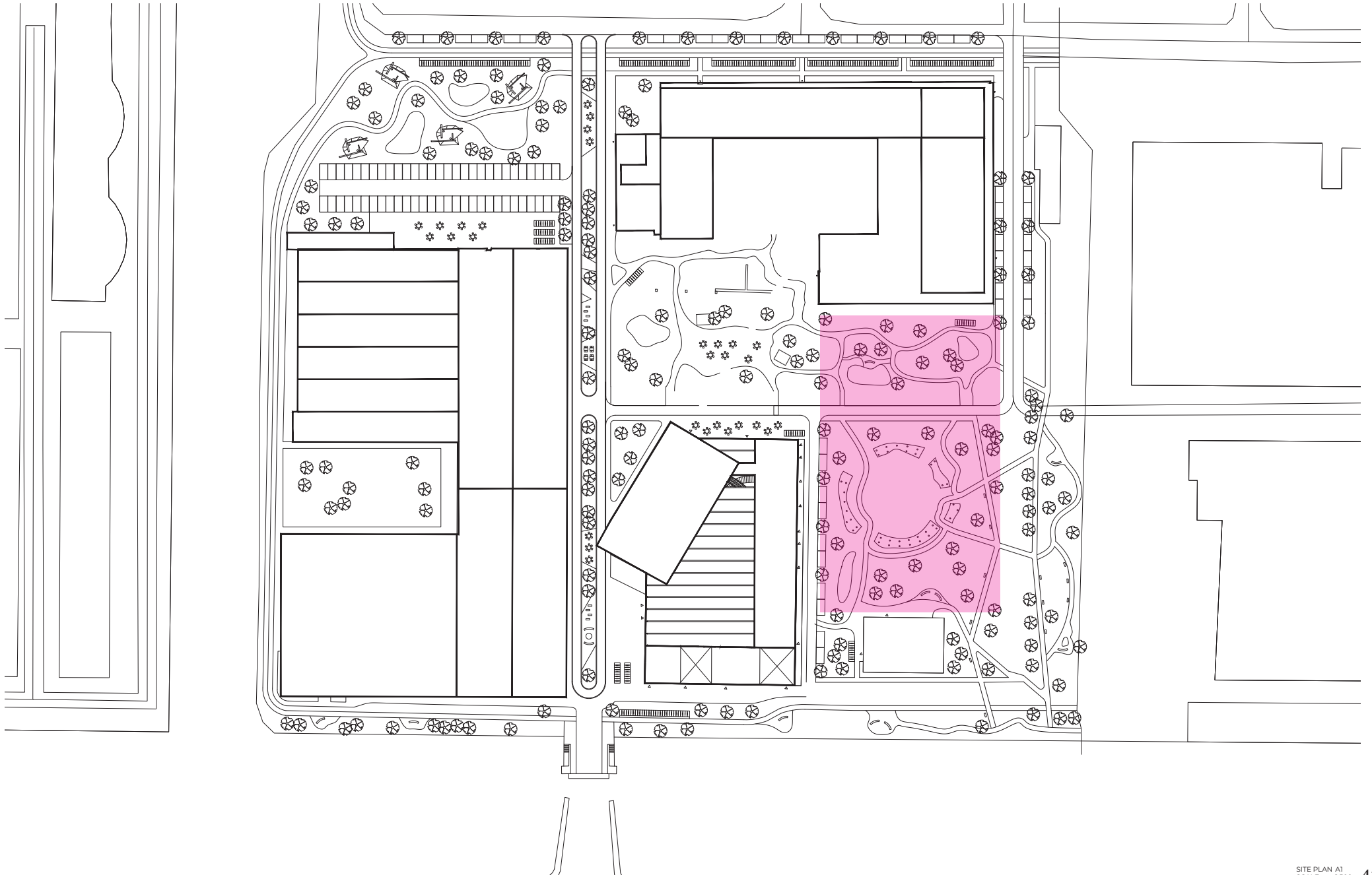
Masterplan Explanation

Intro



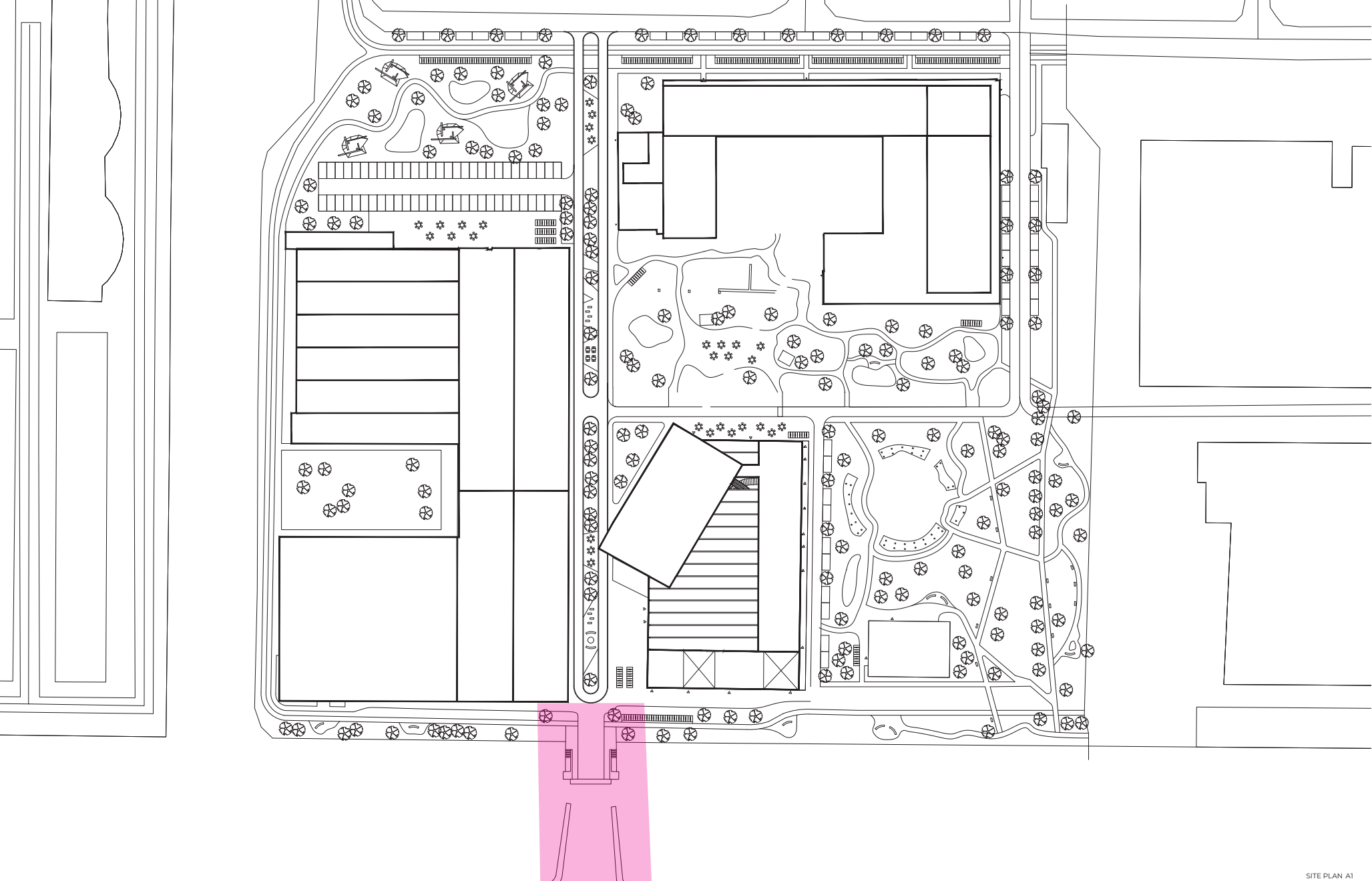
Masterplan Explanation

Intro



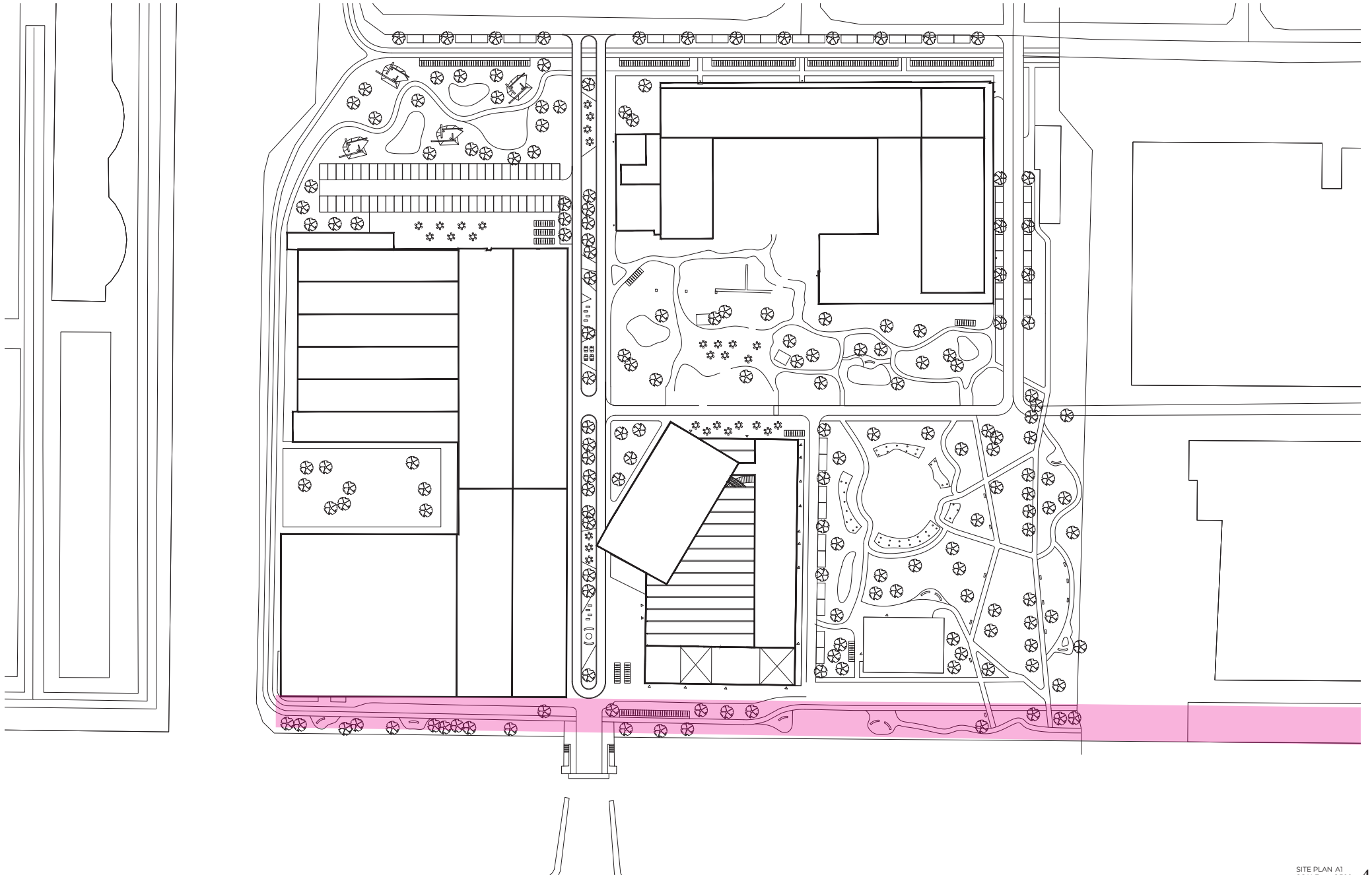
Masterplan Explanation

Intro



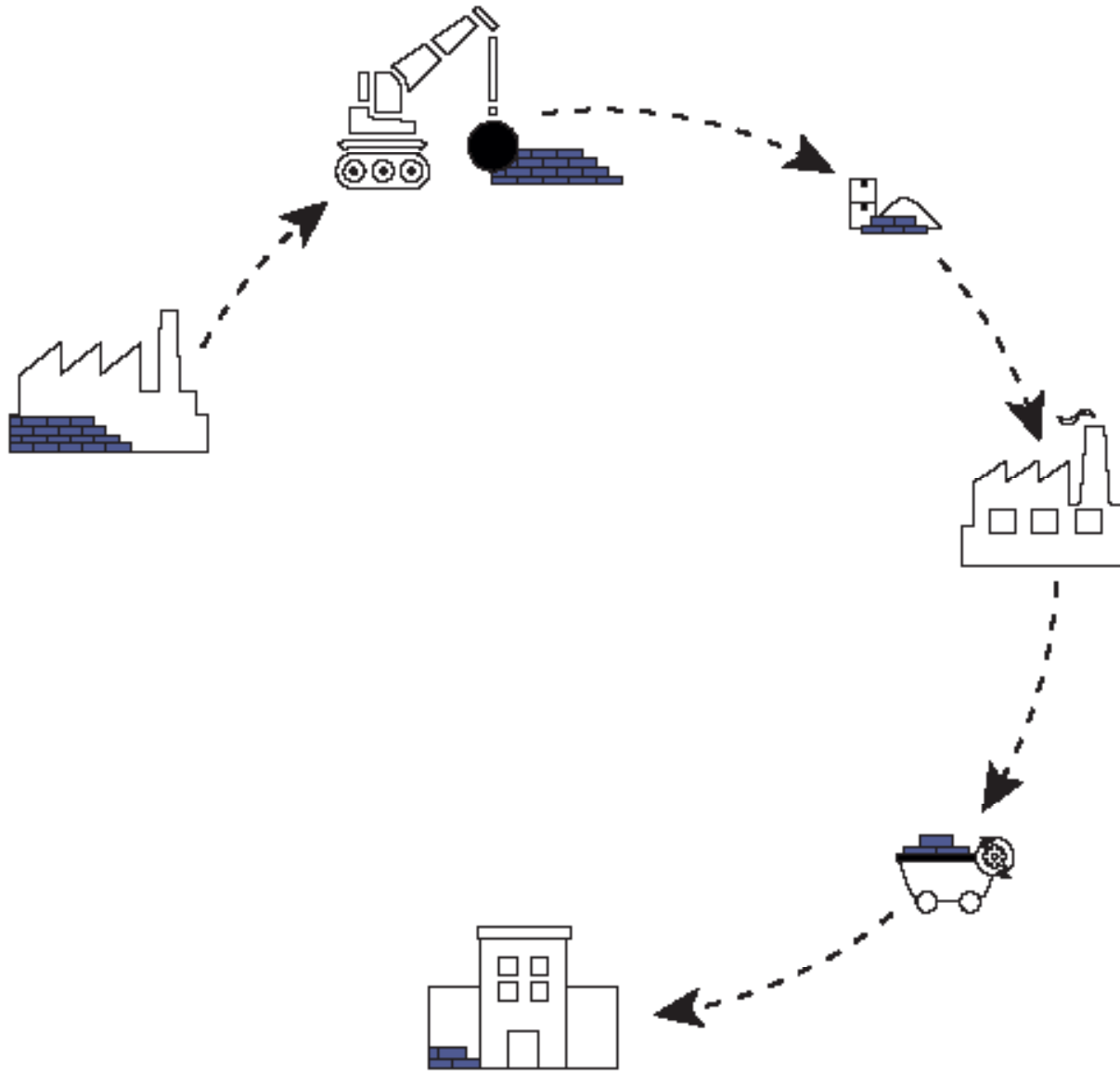
Masterplan Explanation

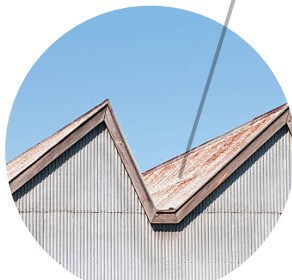
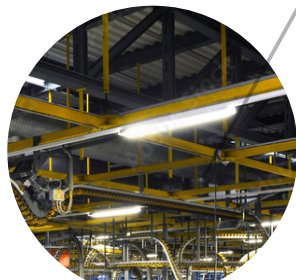
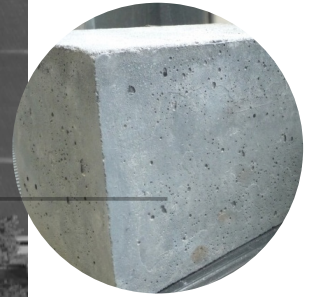
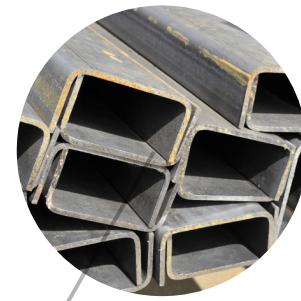
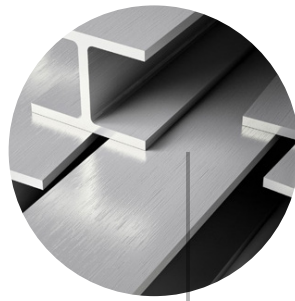
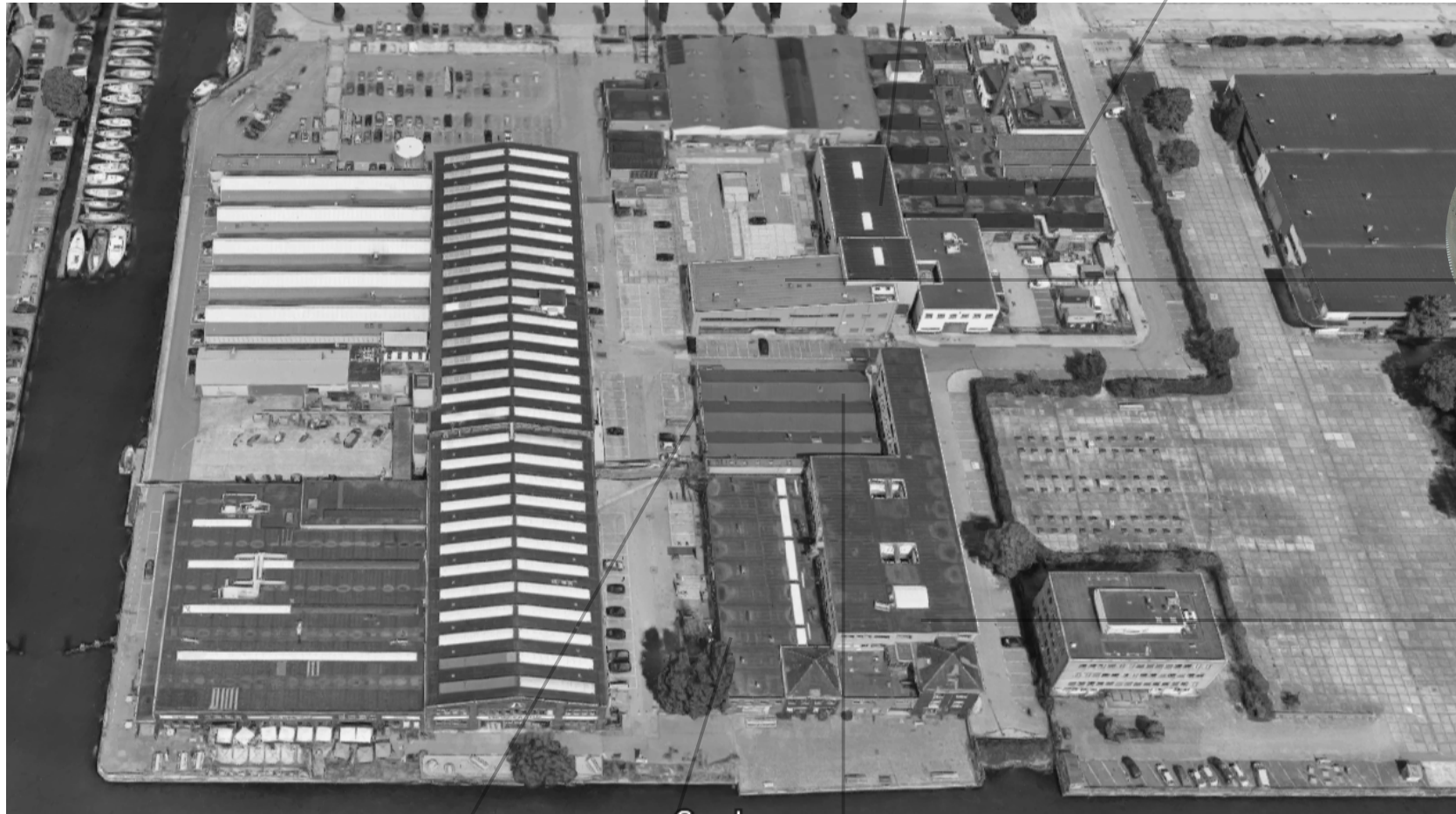
Intro



Construction Process

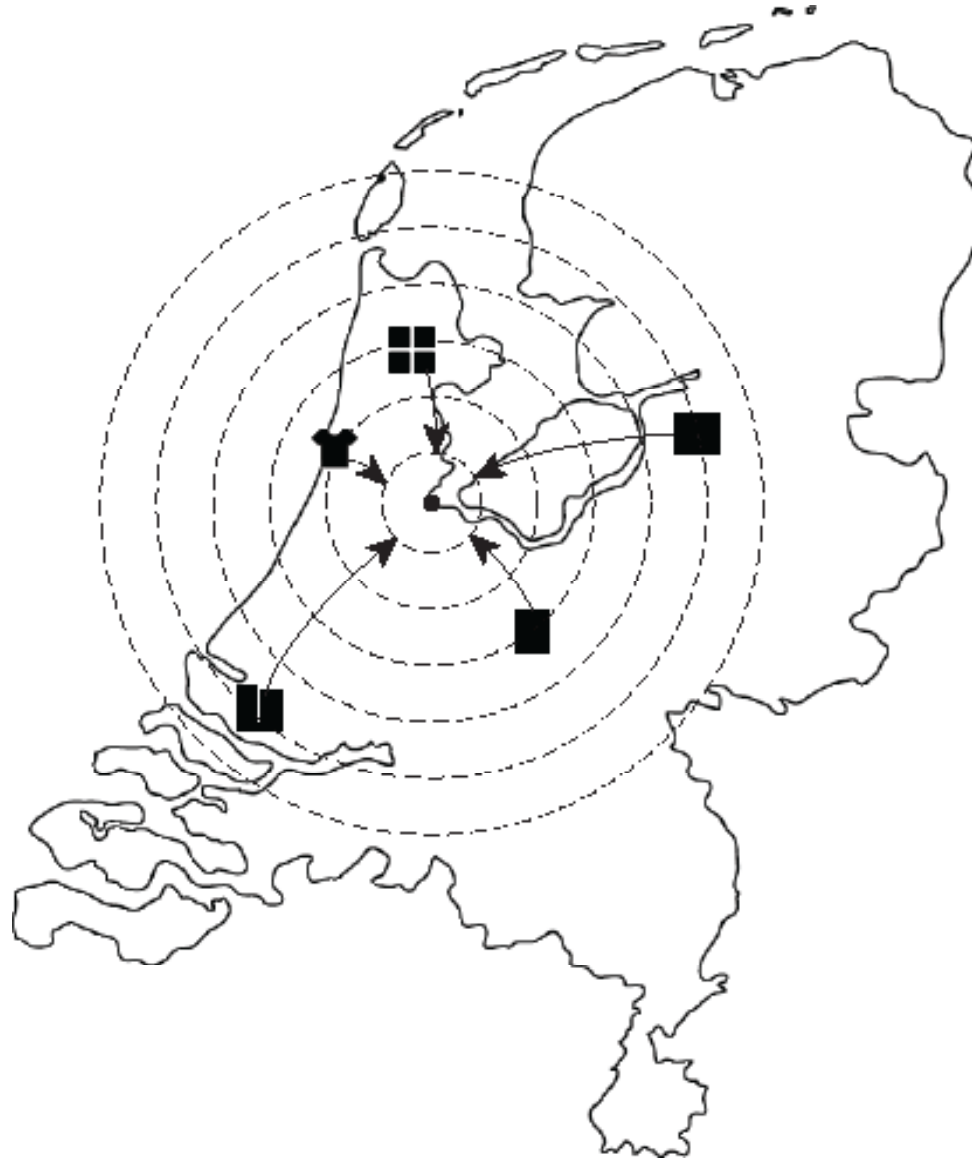
Intro





Where does the materials come from?

National scale

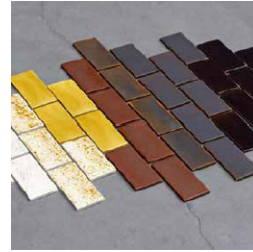


Material Bank

Intro



Composite products



Waste-coated Tiles



Blocks (reused cotton fiber)



Denim insulation



Mycelium



Newspaper wood



Textile Board



Reused leather materials



CLT

Main Building idea

Intro



Main building principles

Intro
Pfefferorn, in her research, defines the fashion city as a *“locale where style, power, identity, consumption, and production practices, symbols, and myths coalesce within a space inhabited by individuals and ideas, in addition to fashion-related products and processes.”*

PRODUCTS AND PROCESSES WITHIN THE CITY

Godart posits that a *“that ”a fashion city can only be defined through the existence of fashion weeks covered by global media, allowing cities to achieve a central position in the global structure of fashion”*.

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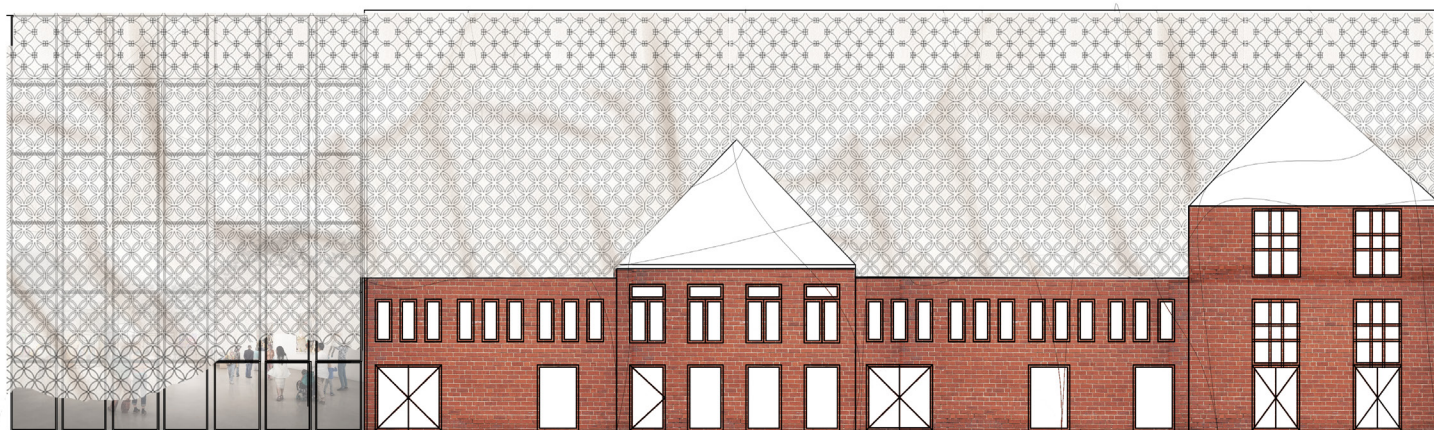
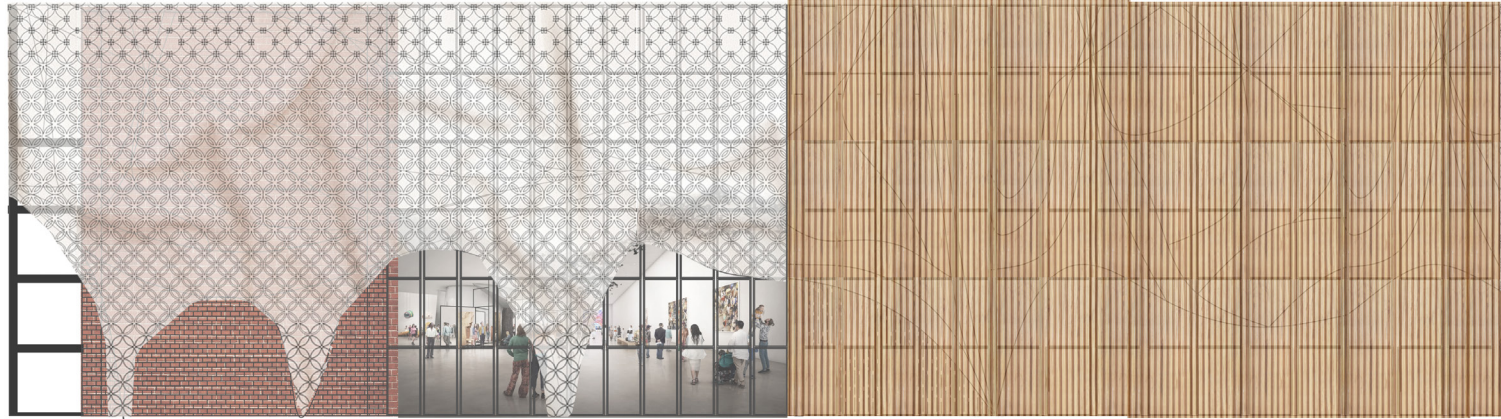
MANUFACTURE AND DESIGN CENTERS COMBINED TOGETHER

Richard Florida

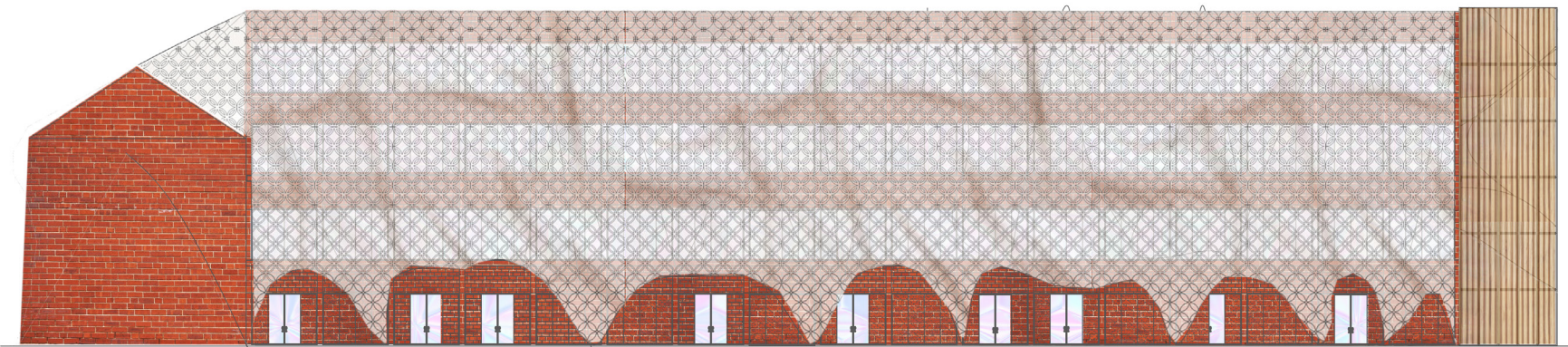
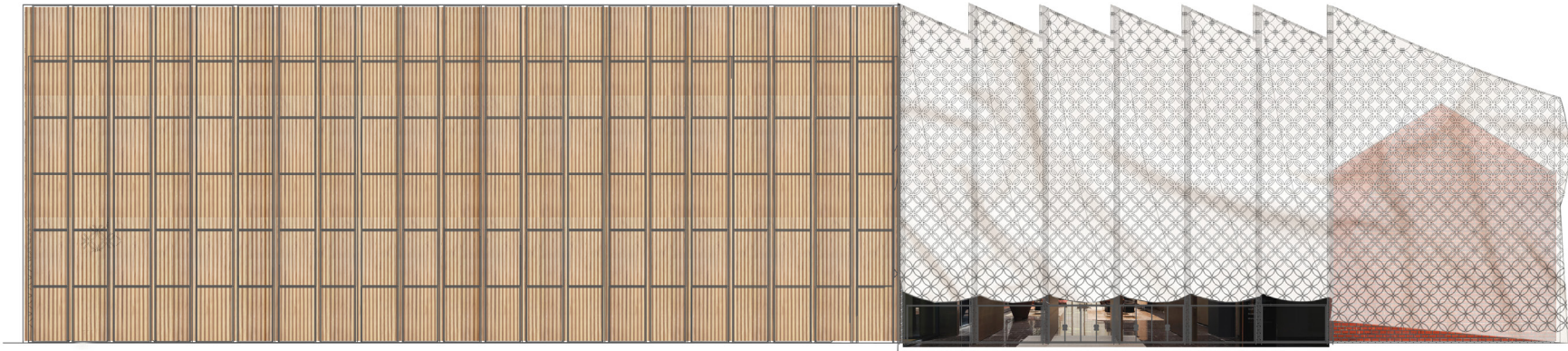
stress significance of creative clusters, cultural production, and the so-called “creative class” and proximity from the city center

PROXIMITY TO CITY CENTER- CREATIVE HUB

Main building elevations

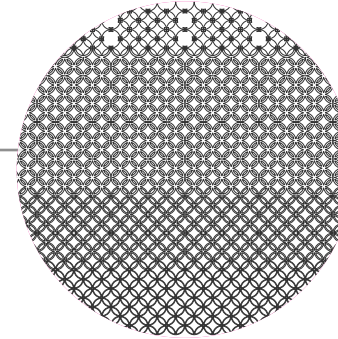
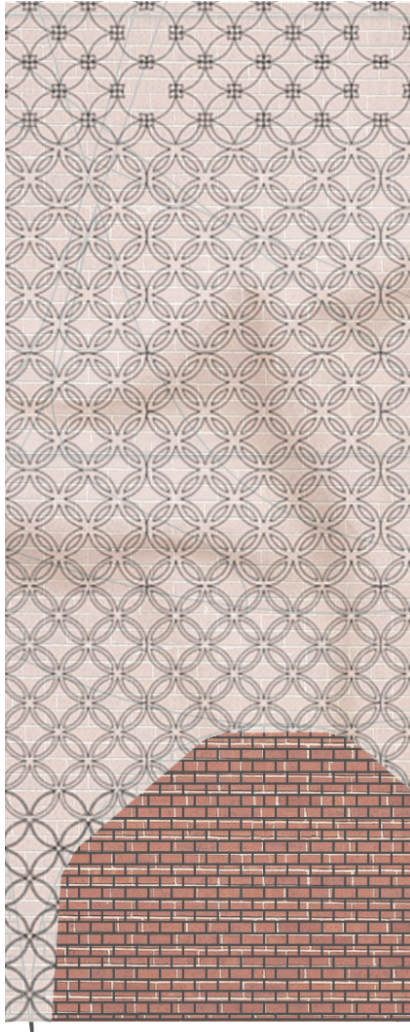


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Main Building elevation material

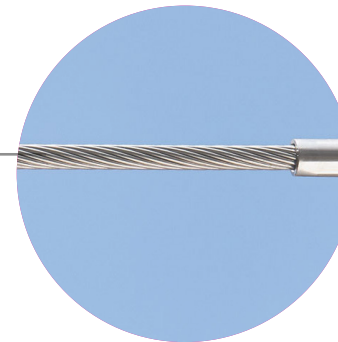
Intro



3d printed nylon mesh

Metal Hydroxides – These are the most common halogen free flame retardants. They can be used in a wide range of polymers including polyolefins, TPE, PVC and some engineering materials such as nylon.

Flame-Retardant coating for fabrics - till 1,5h



Tension elements for lightweight structures

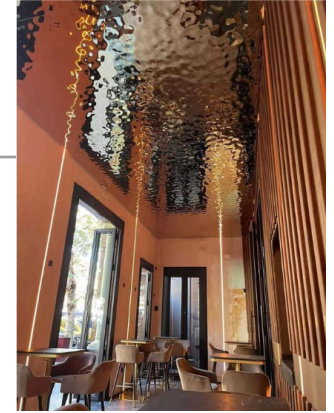
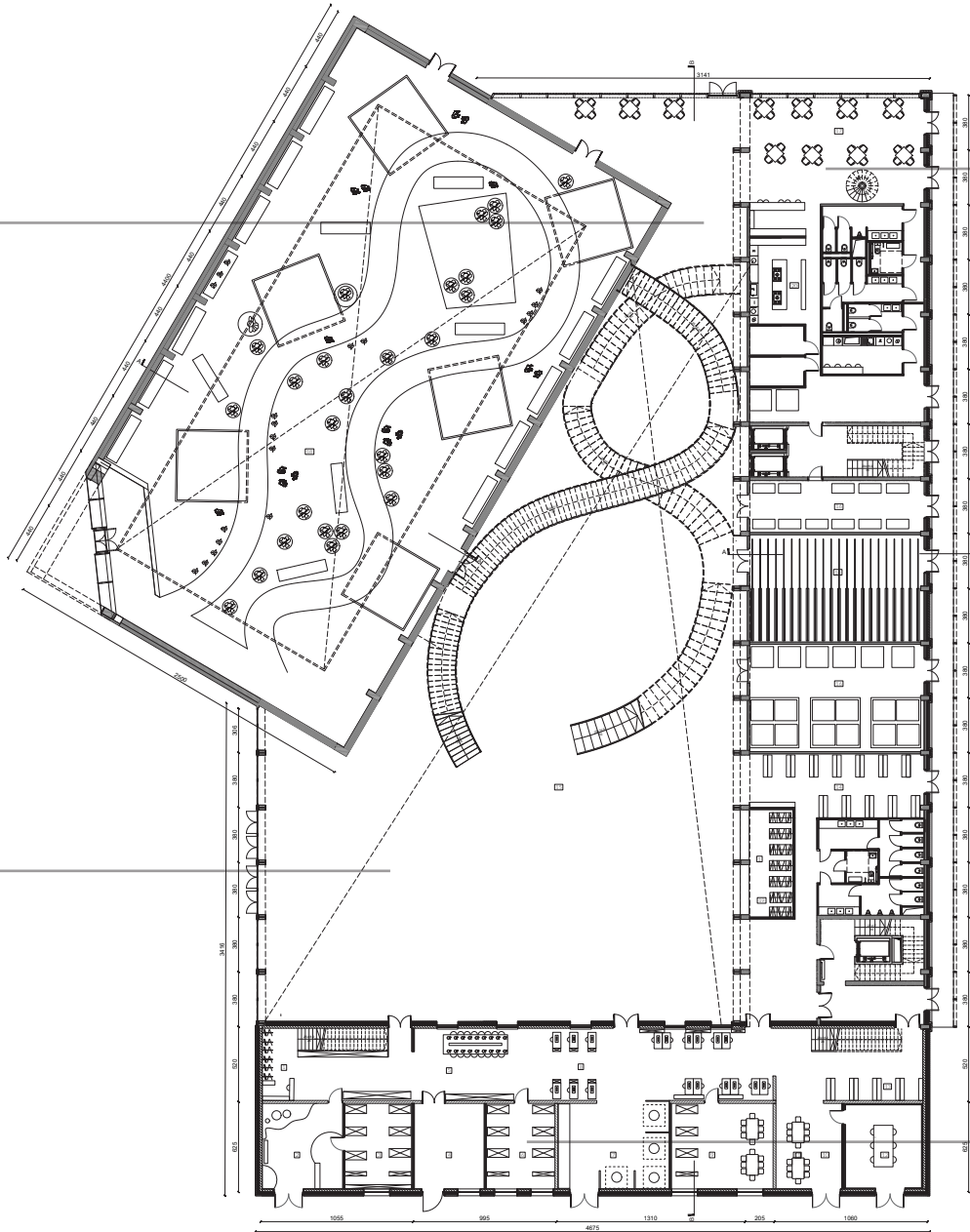
-vertical cables
-horizontal pipes that keeps the shape



reclaimed bricks with metal clips and wires

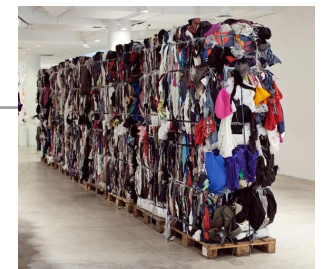
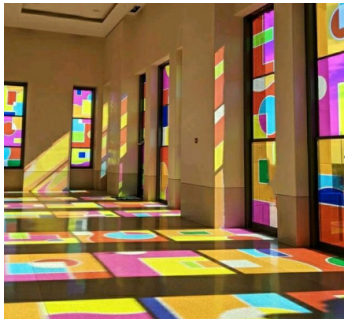
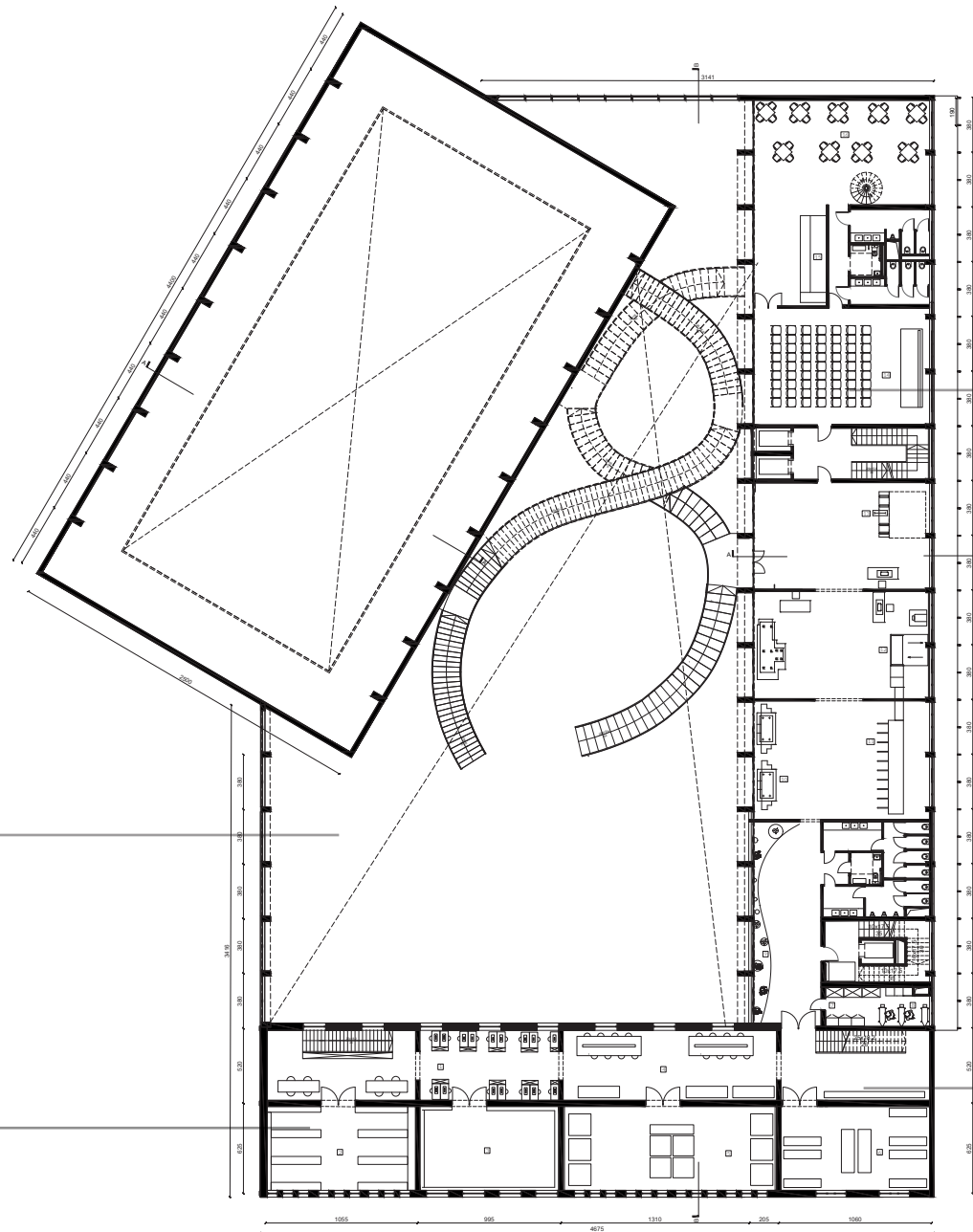
Plan gr

Intro



Floor 1

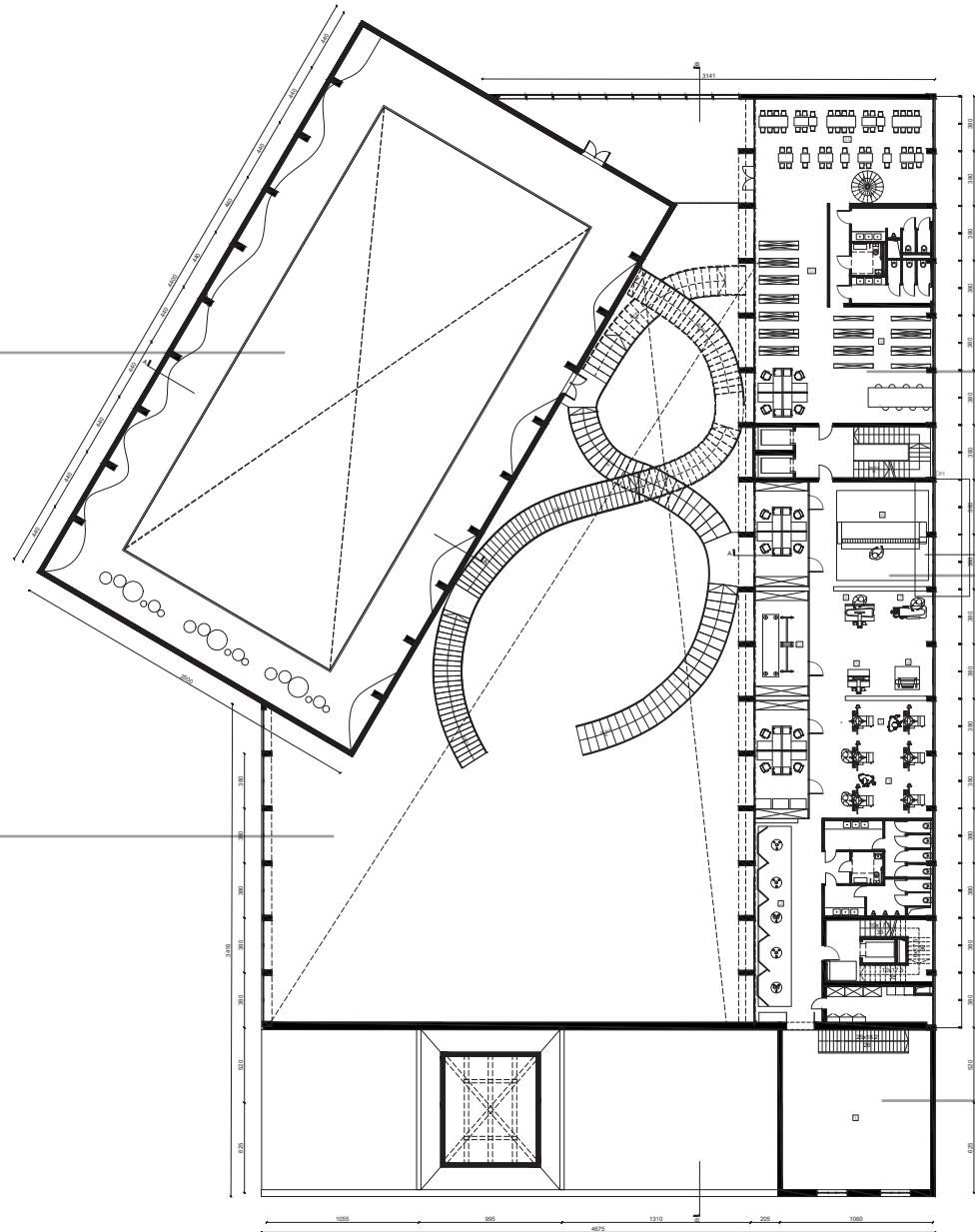
Intro



tufting lab
screen printing
samples & threads storage
patchwork
fabric segregation & recycle

Floor 2

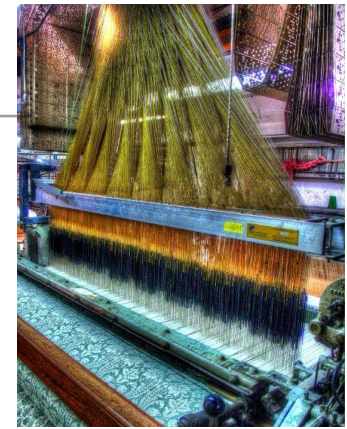
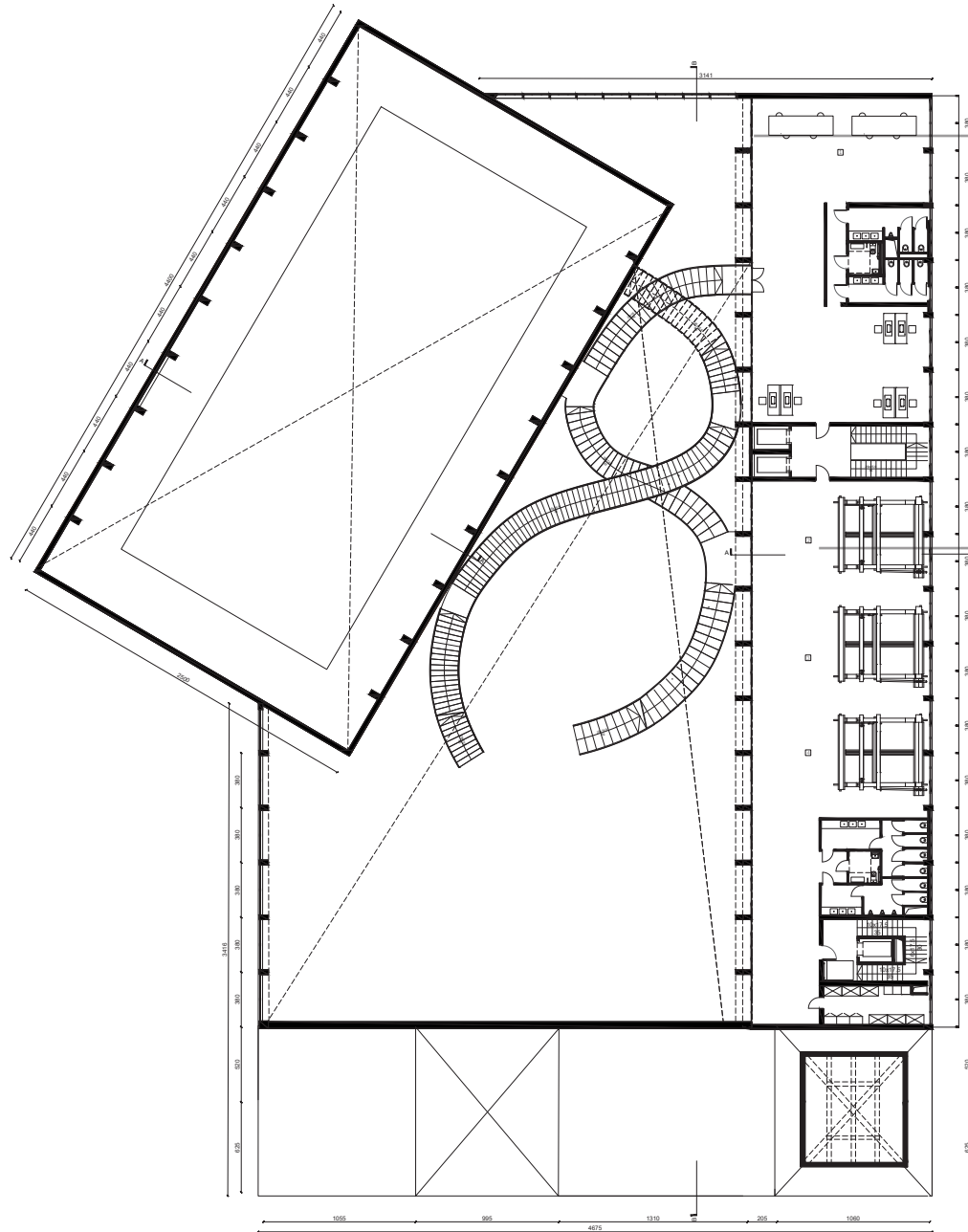
Intro



1. flexible space
2. exhibition hall
3. modern embroidery

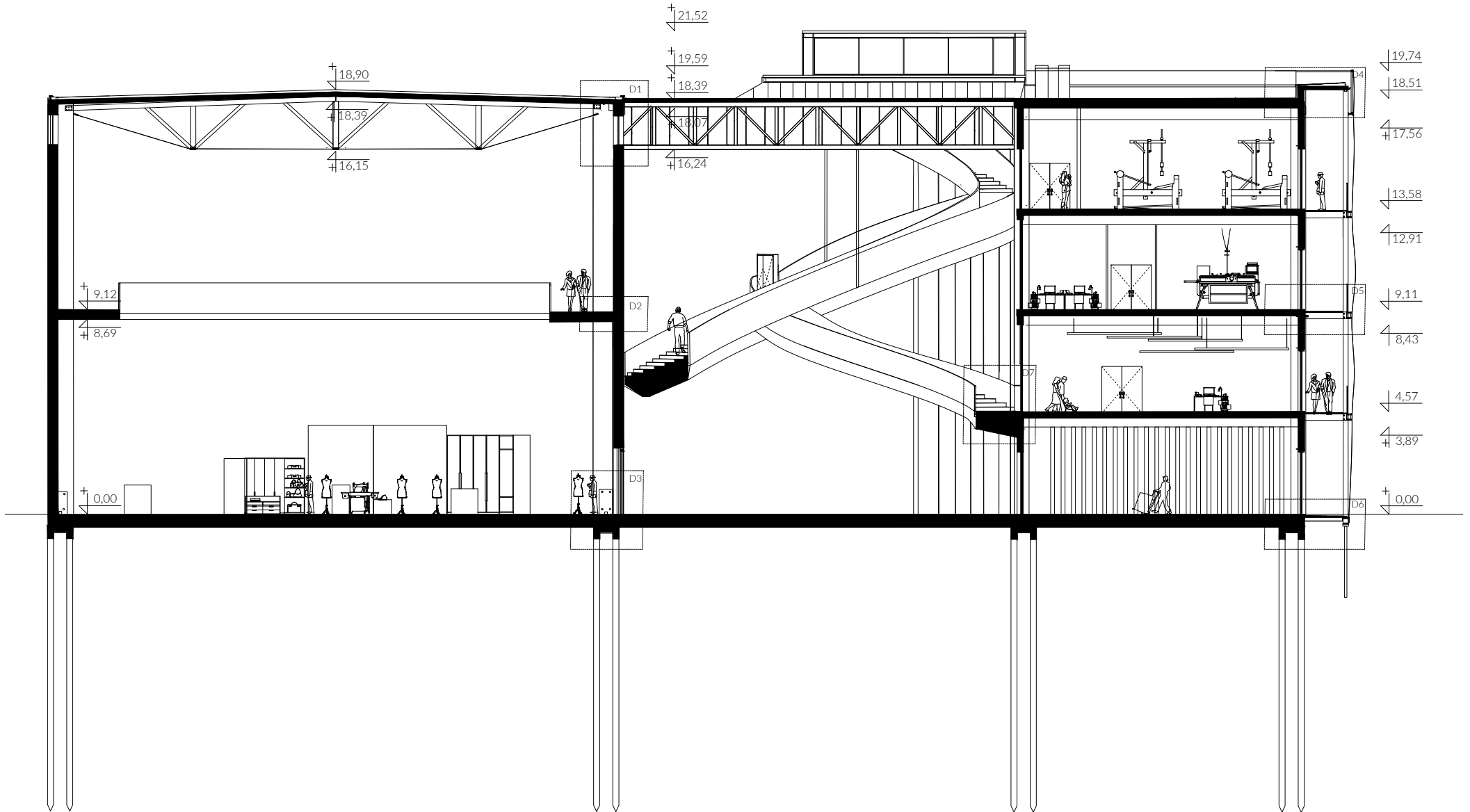
Floor 3

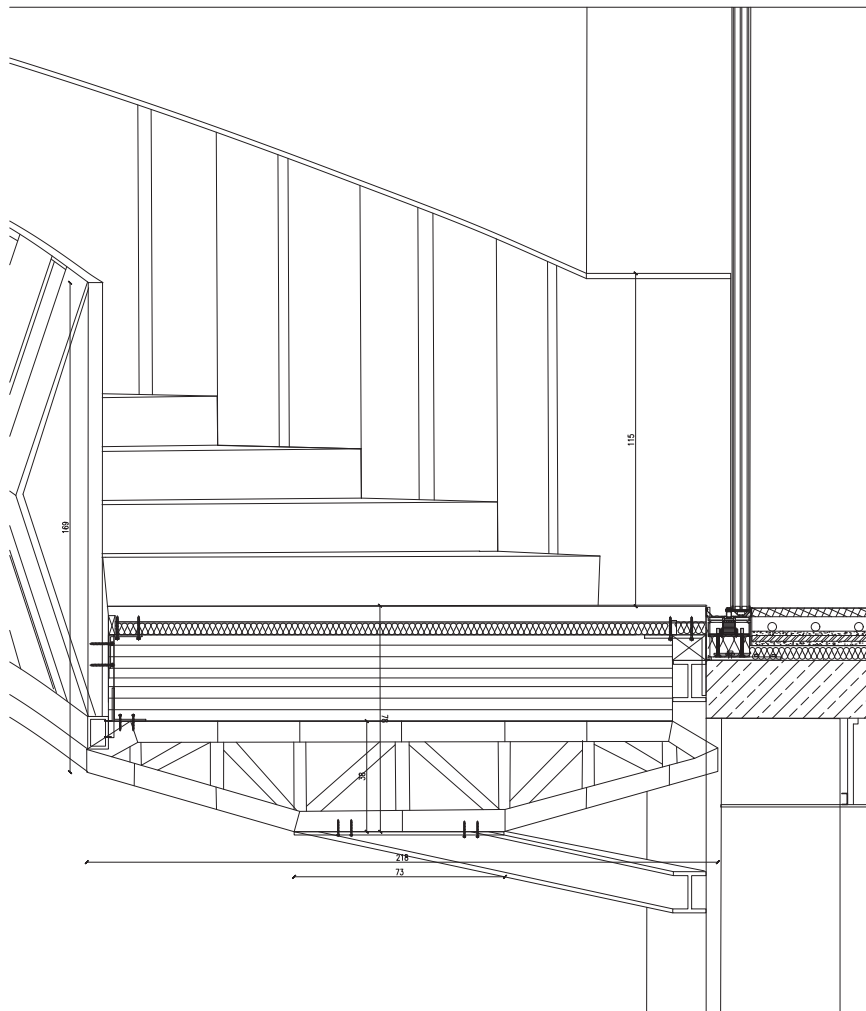
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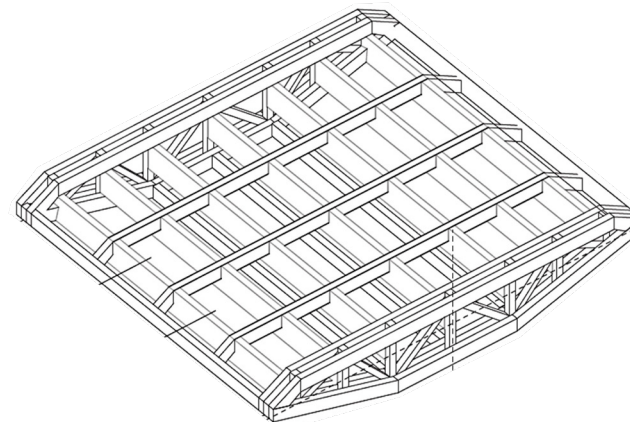
Section 1

Intro





DETAL 7 A2
SCALE 1:10



ON (R)EVOLUTION IN THE NETHERLANDS

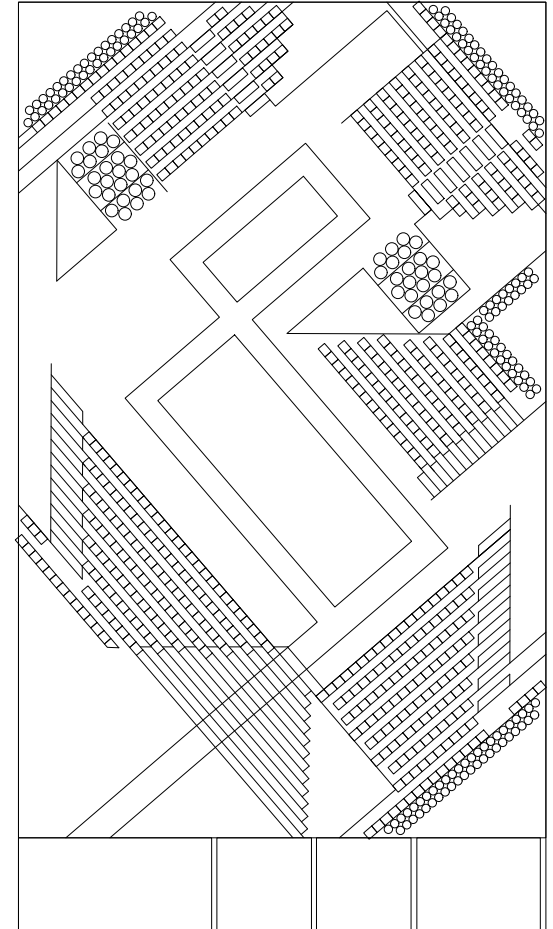
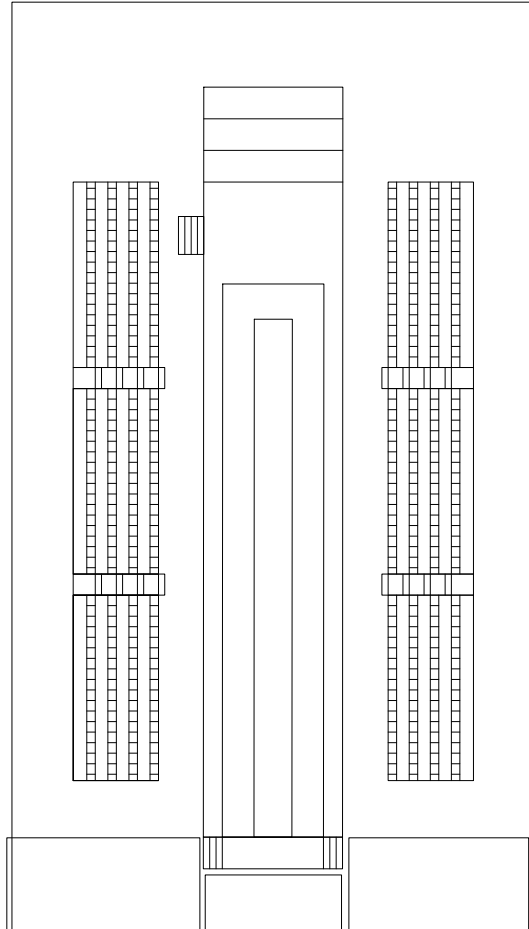
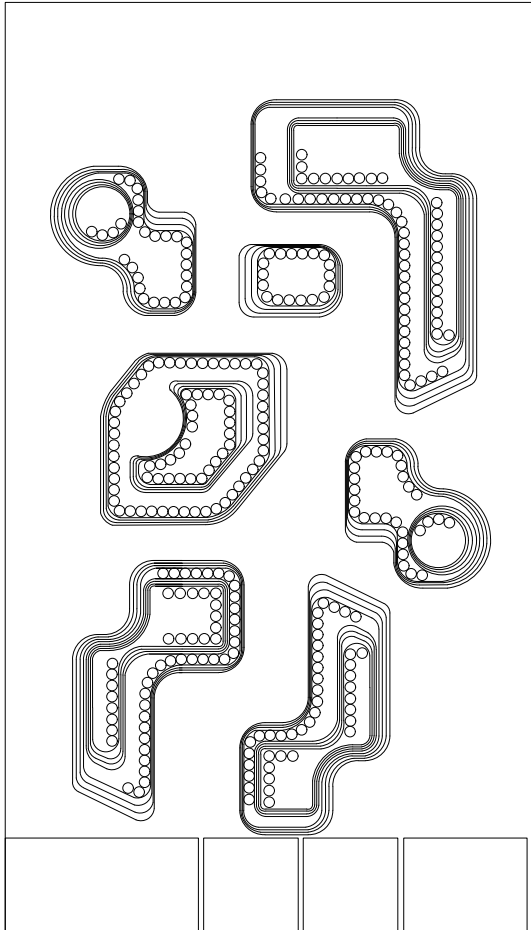


AMSTERDAM



Cube variation

Intro





Geometric Pattern Cork Fabric COF-248 From \$95.00 USD



Classical Tiles pattern Cork Fabric COF-243 From \$95.00 USD



Cracked Soil Pattern Cork Fabric COF-246 From \$95.00 USD

CORK

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Geometric and Areca Palm leafs pattern Cork Fabric COF-244 From \$95.00 USD

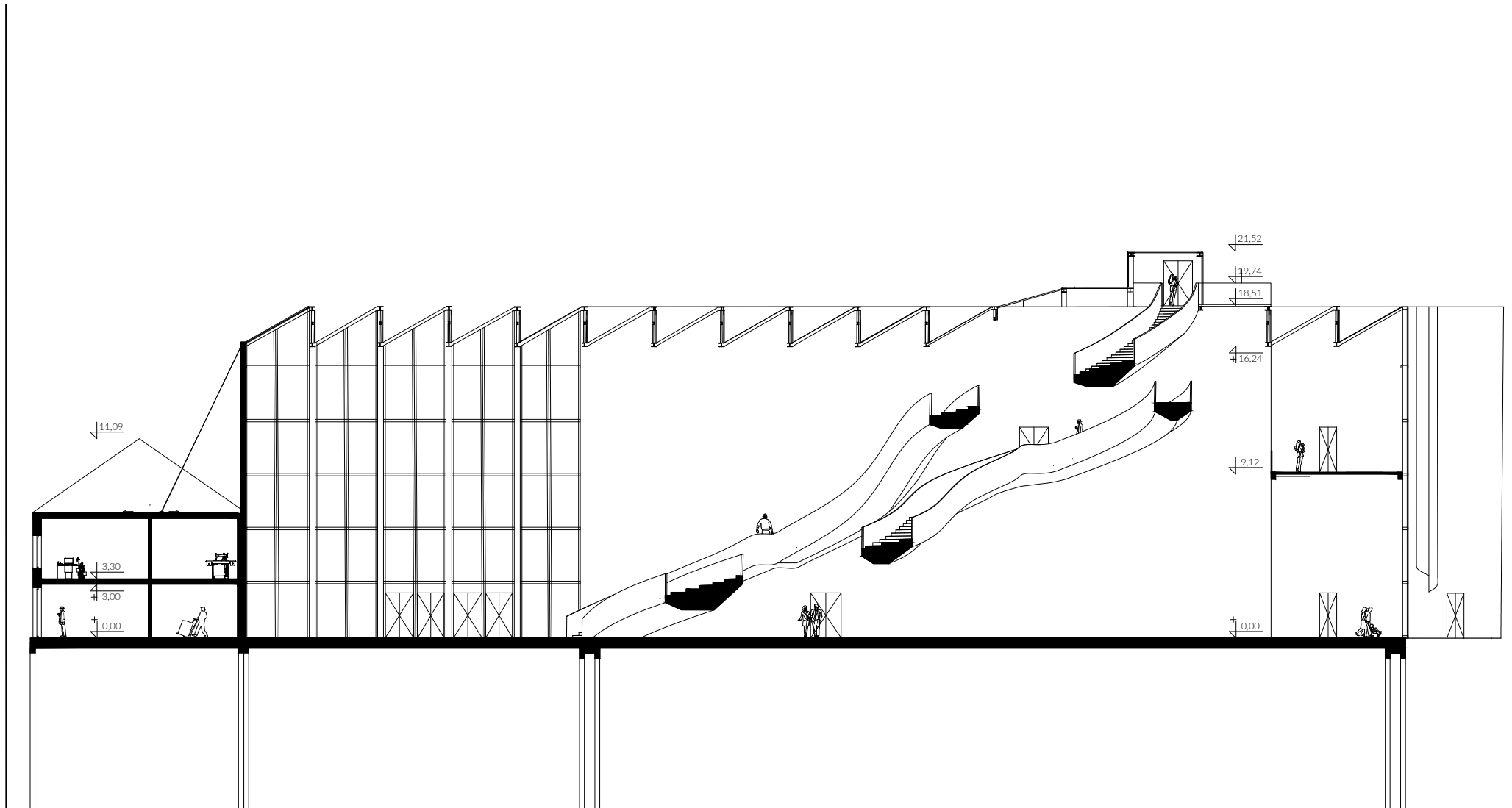
Symmetrical Tile Motif Pattern Cork Fabric COF-043 From \$95.00 USD

Areca Palm leafs pattern Cork Fabric COF-042 From \$95.00 USD



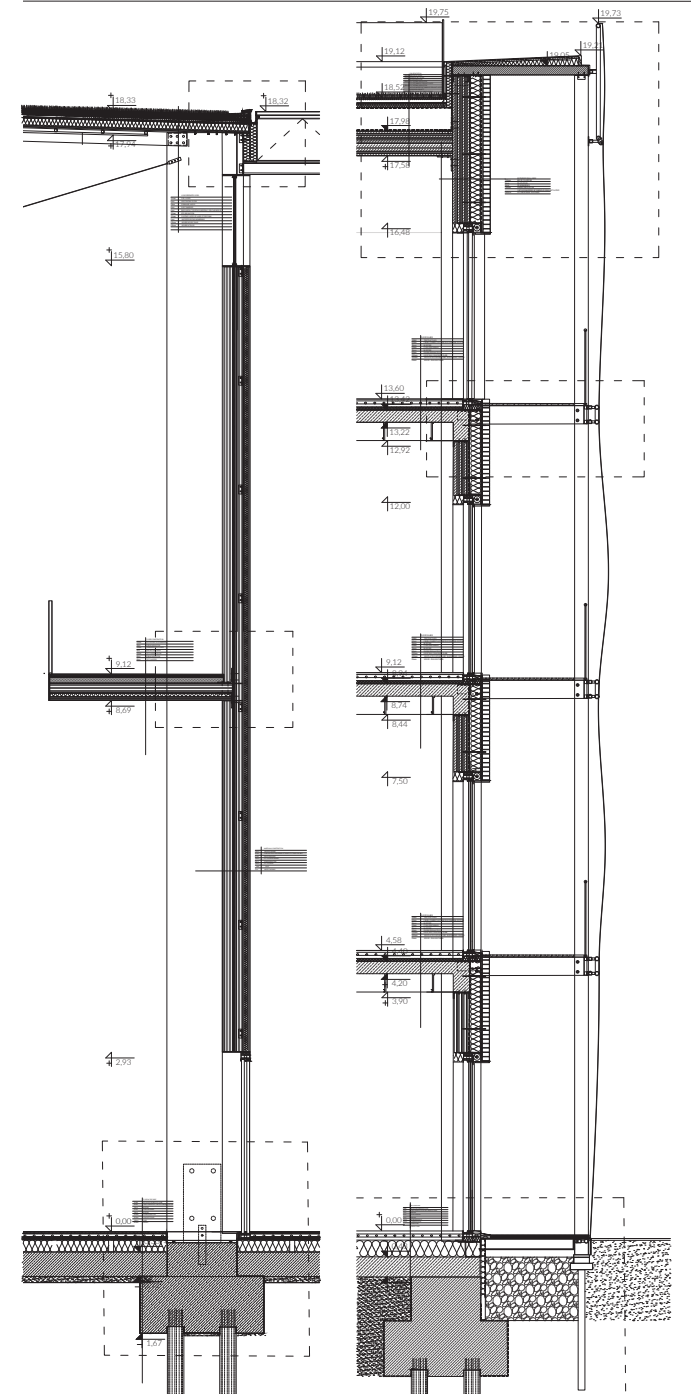
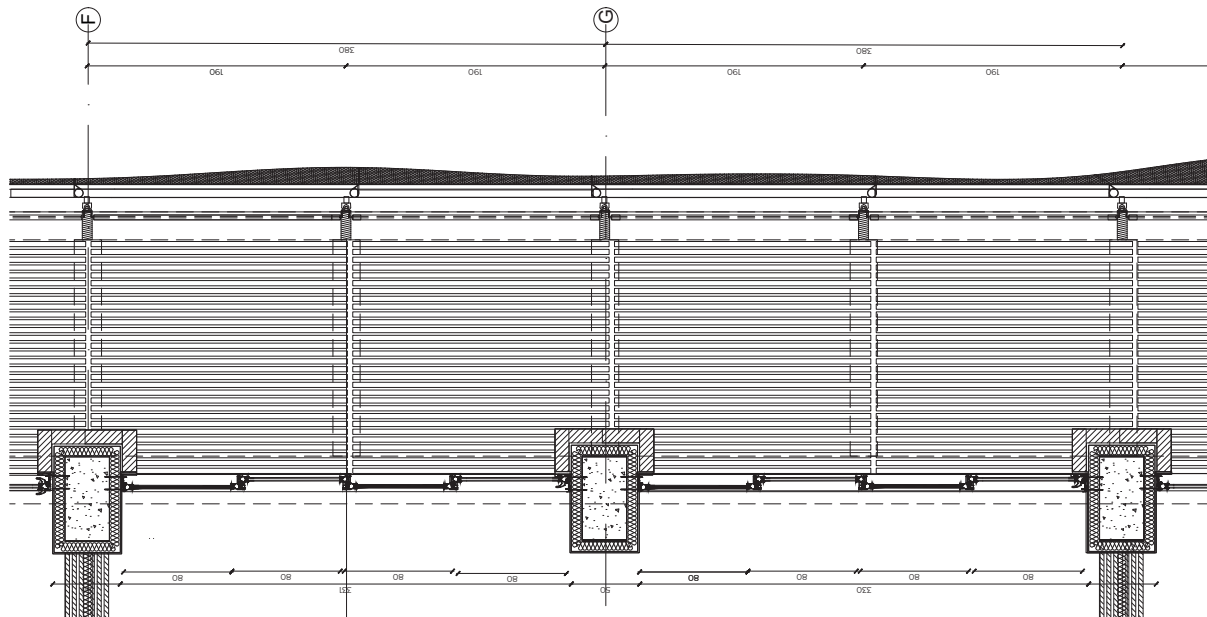
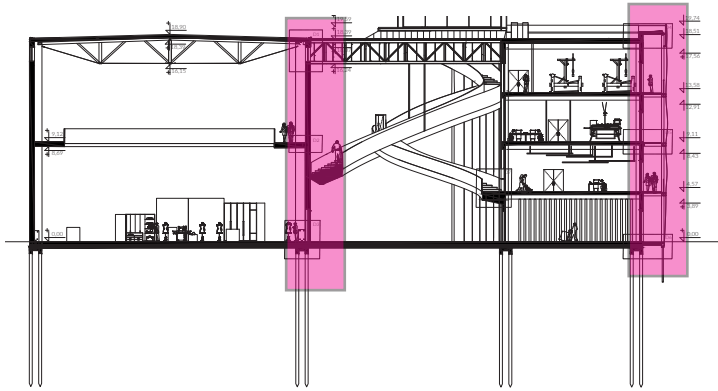
Section 2

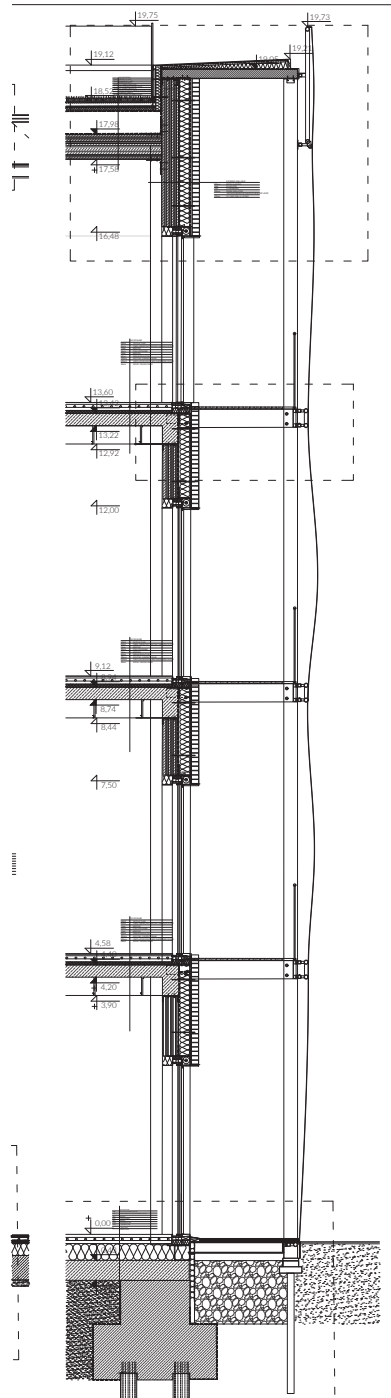
Intro



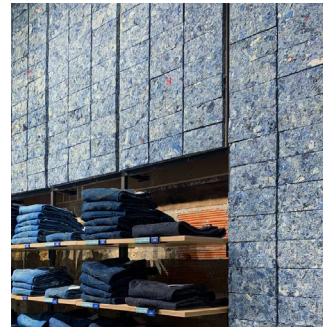
section 1:20

Intro





Name: flat panels - Veena Sahajwalla
 wood veneer look or a ceramic-style finish
 tested for qualities such as fire and water resistance flexibility,
 acoustic and load-bearing capabilities



Name: FabBRICK
 very good mechanical resistance almost like a concrete block.
 it has a good insulating quality, acoustic and thermal
 good resistance to fire.

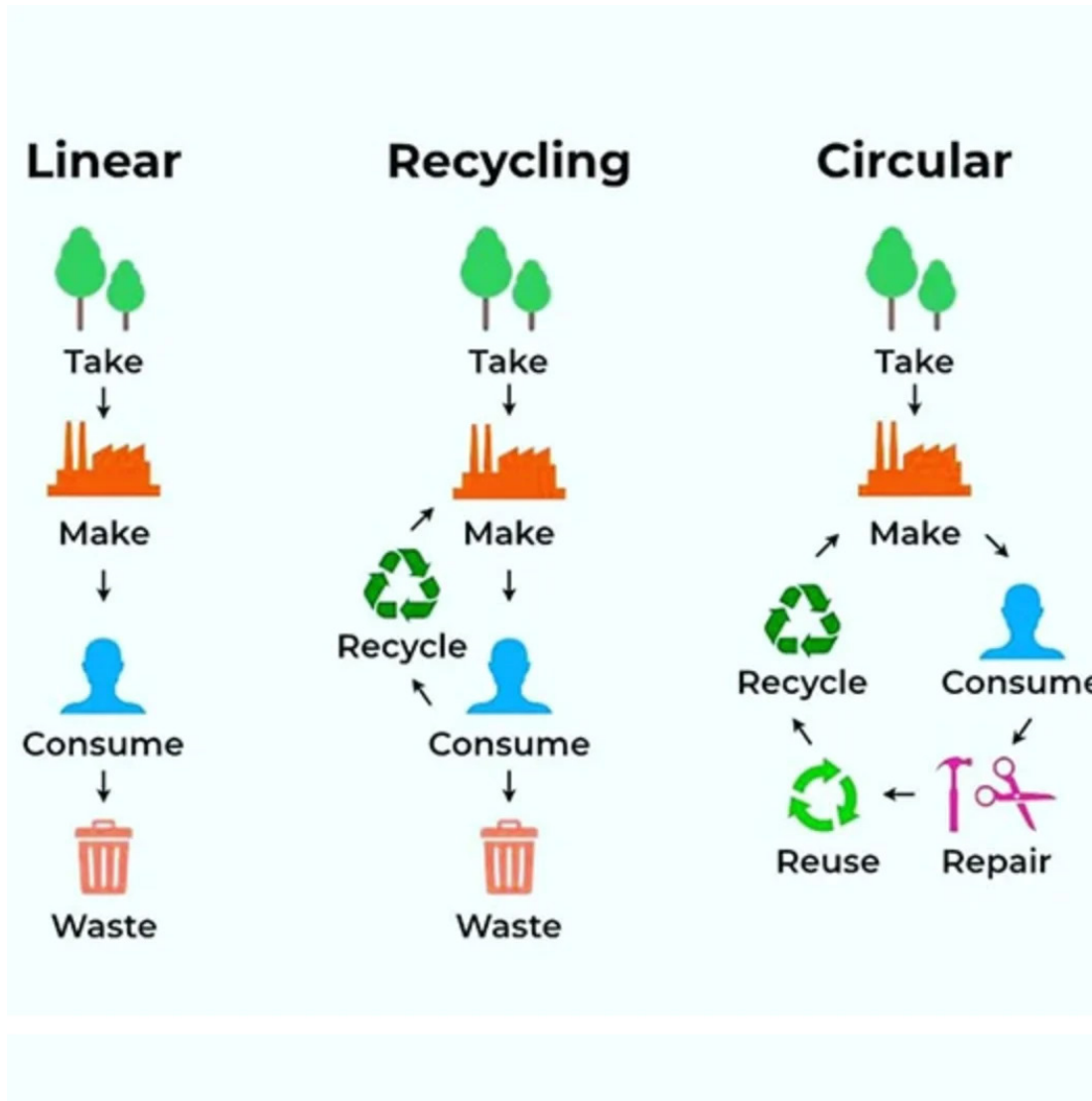


Name: RecyBuildMat project
 Used for:
 The material comes from conventional clothing waste of all kinds.
 1 kilo of recycled fibers is used per every square meter of material.
 residue formed by relatively long fibers and in the form of non-woven fabric, when mixed with cement, it gives advantageous mechanical performance, such as great deformability and resistance to breakage.



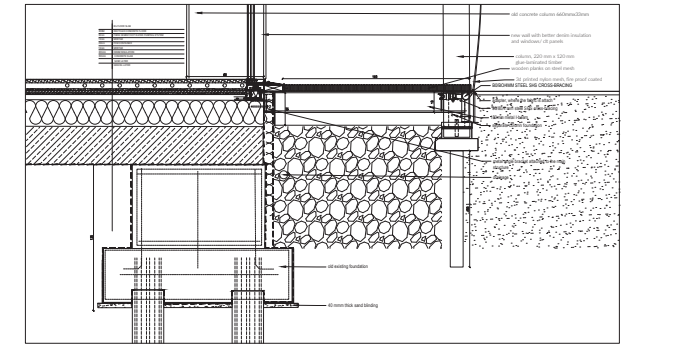
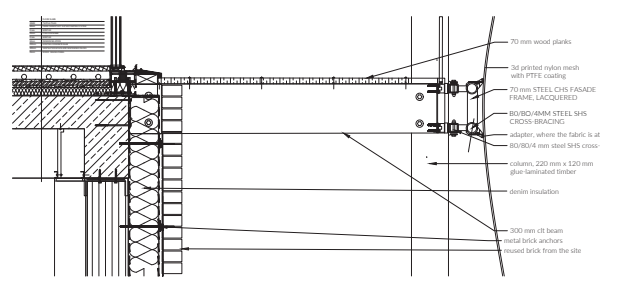
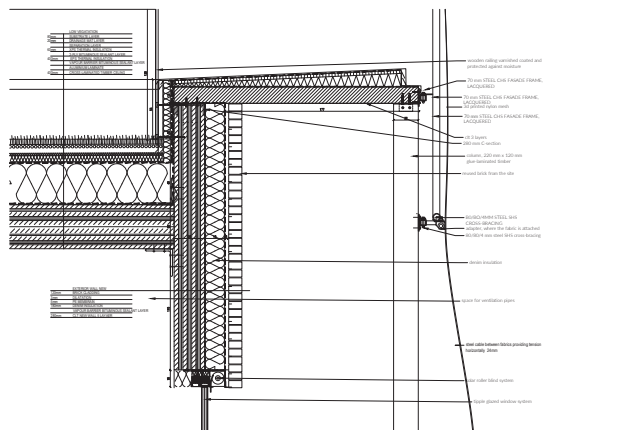
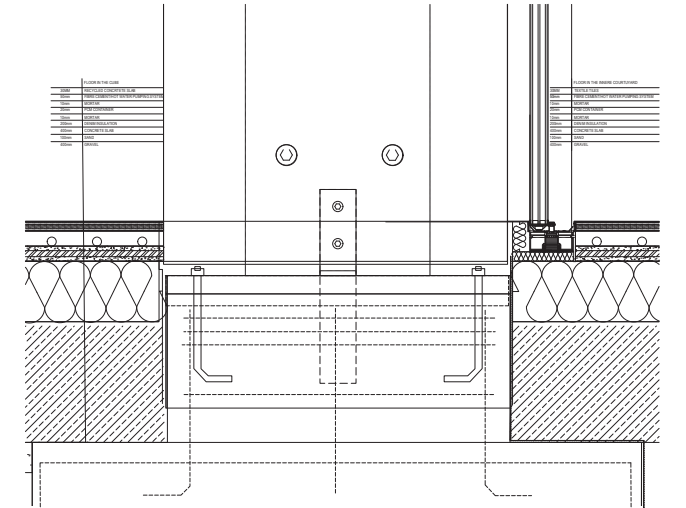
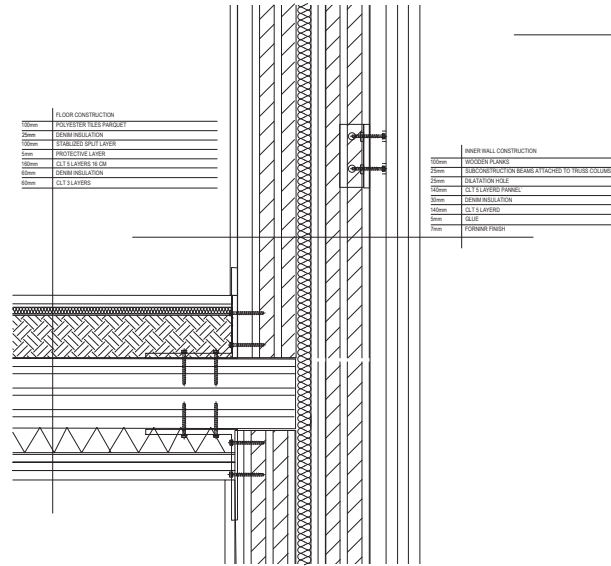
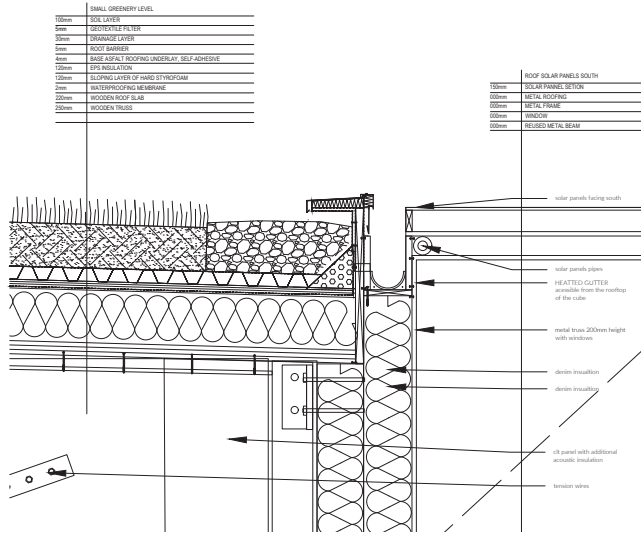
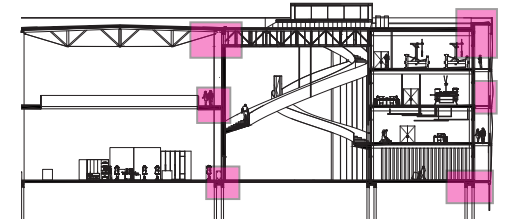
Name: BioBasedTiles
 3x stronger than concrete block
 20% lighter than concrete block
 Lower CO₂ emissions than traditional cement
 Suitable for floors and walls on both interior and exterior surfaces

But why should we opt for those solutions?



Details 1,2,3,4,5,6

Intro



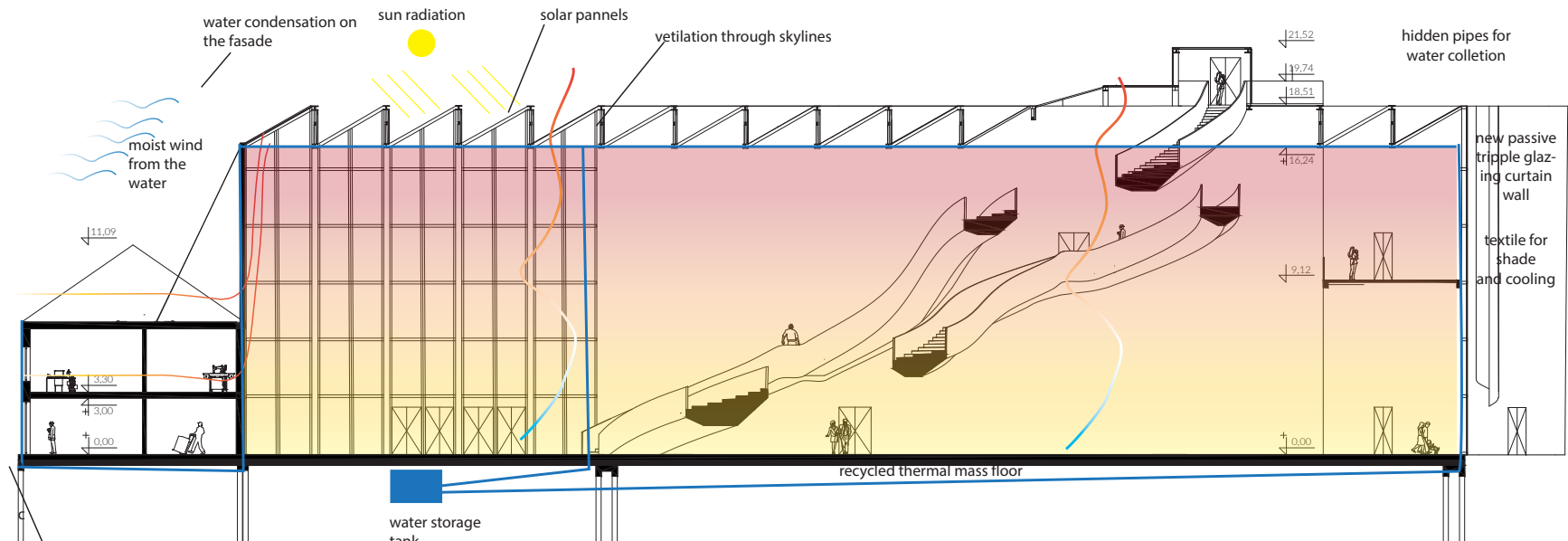
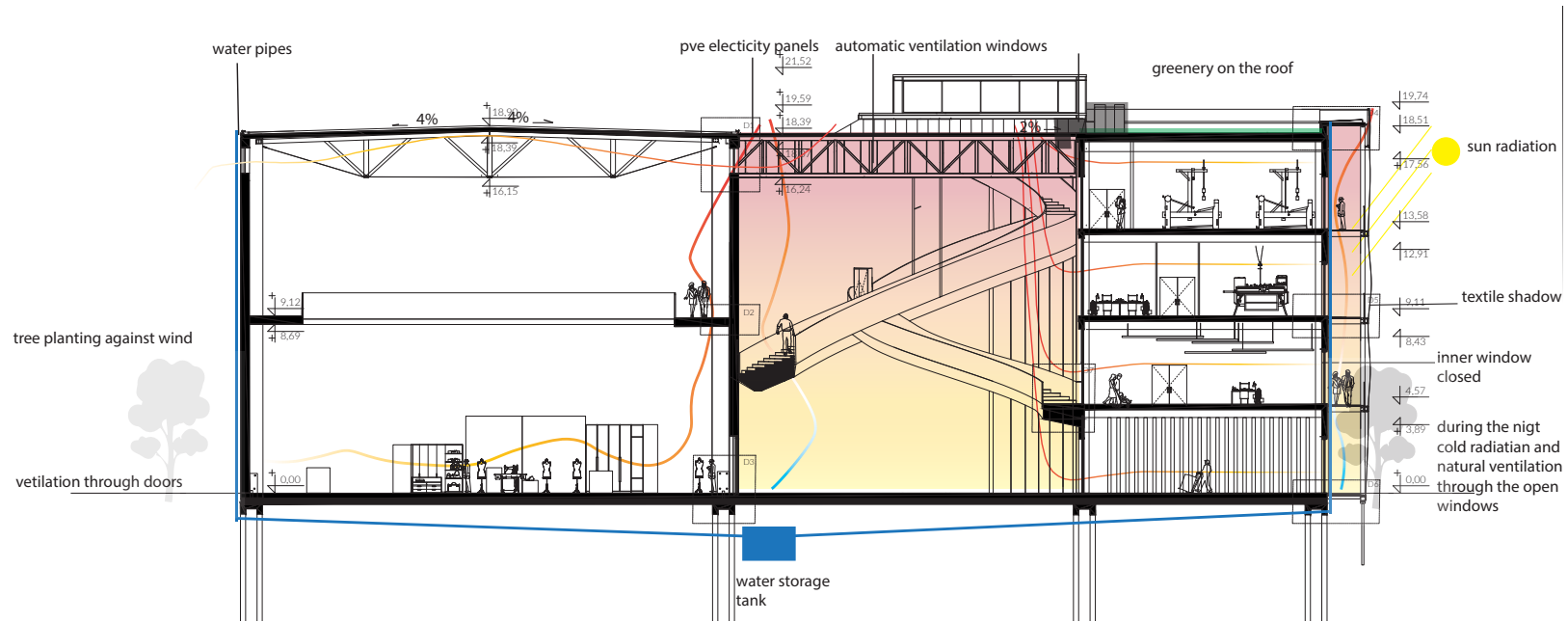
DETAIL 4 A3 SCALE 1/10

DETAIL 5 A3 SCALE 1/10

DETAIL 6 A3 SCALE 1/10

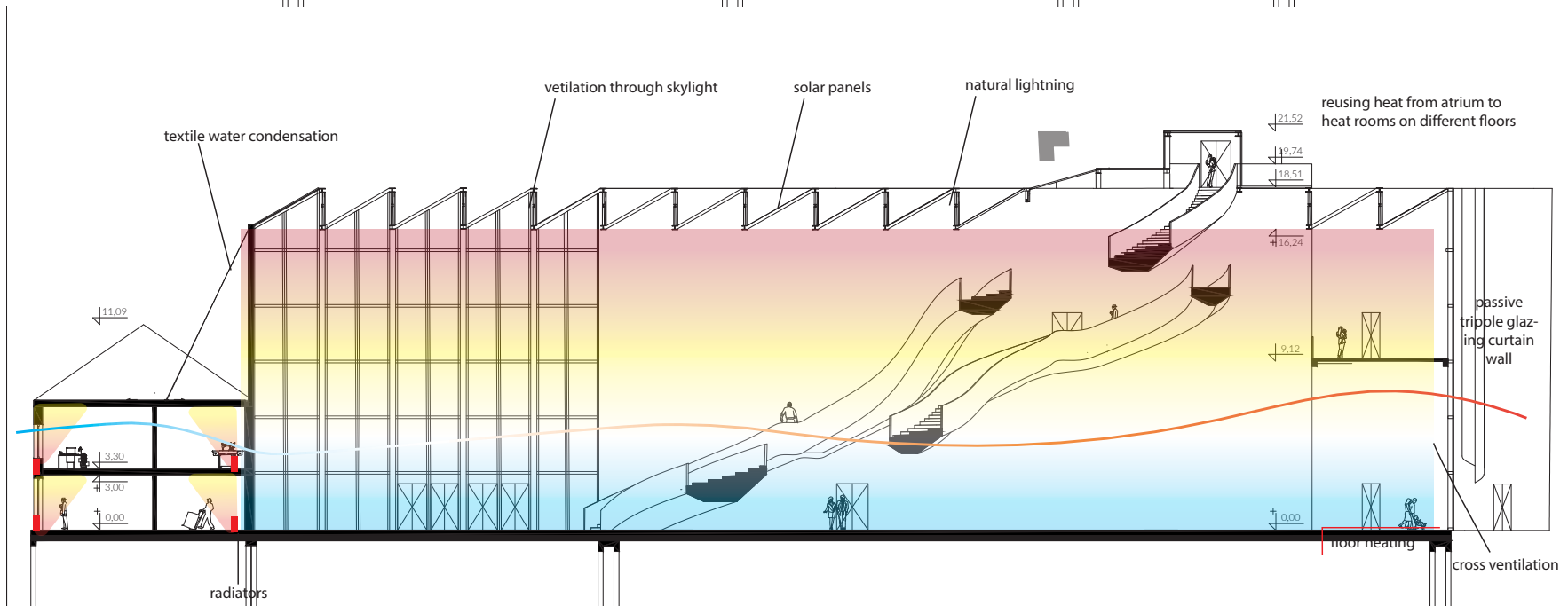
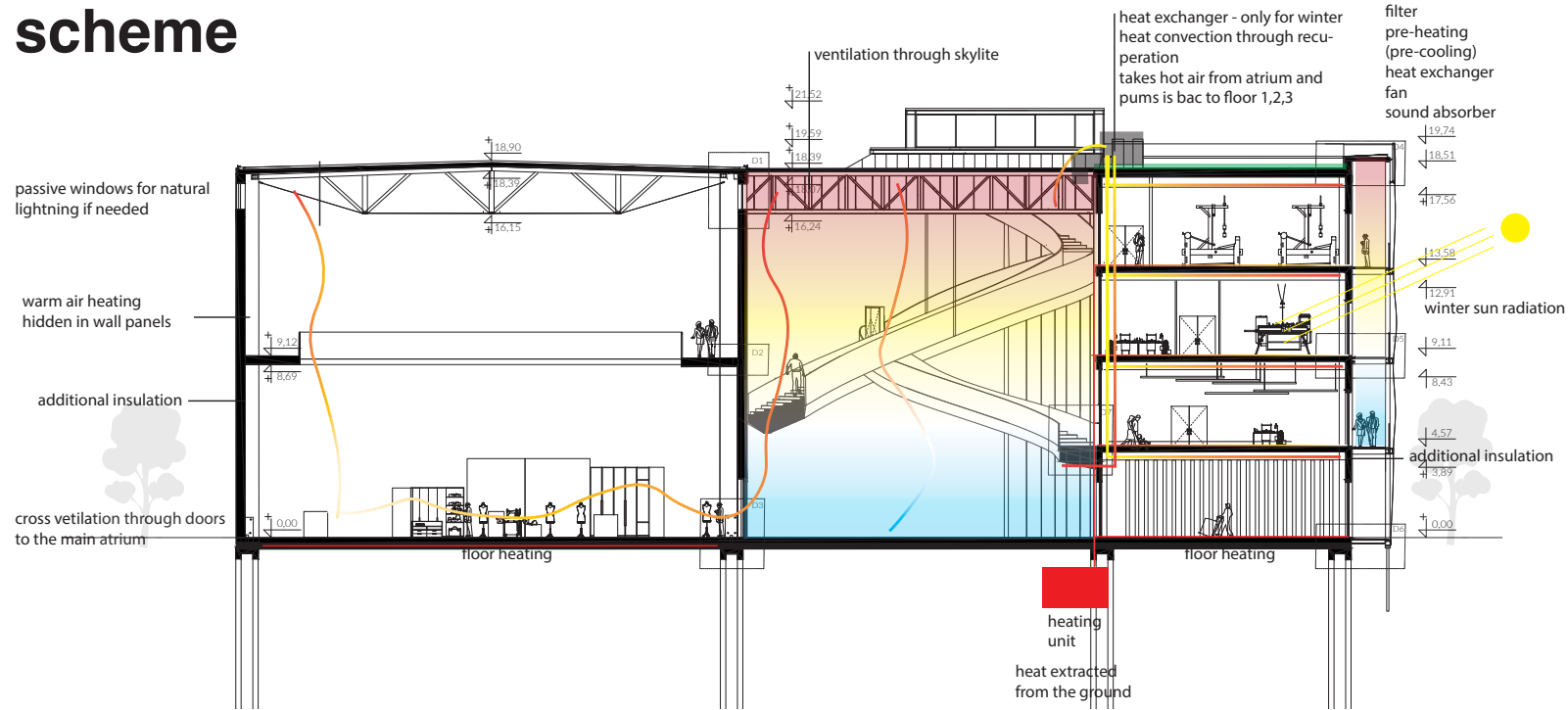
Used solution climat

Summer



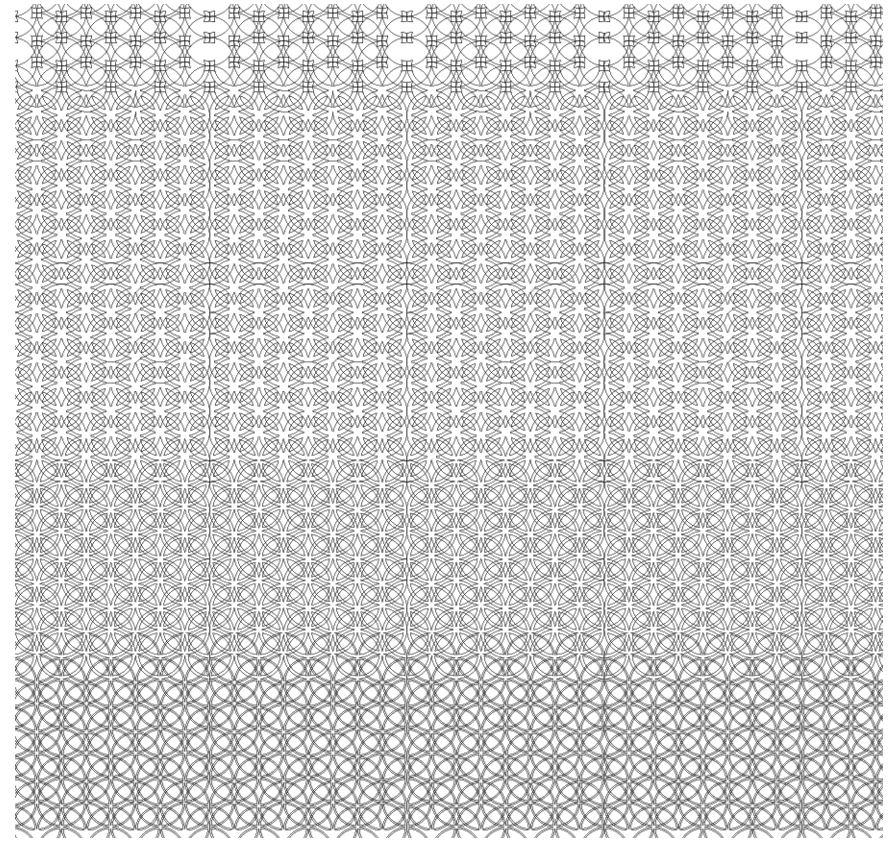
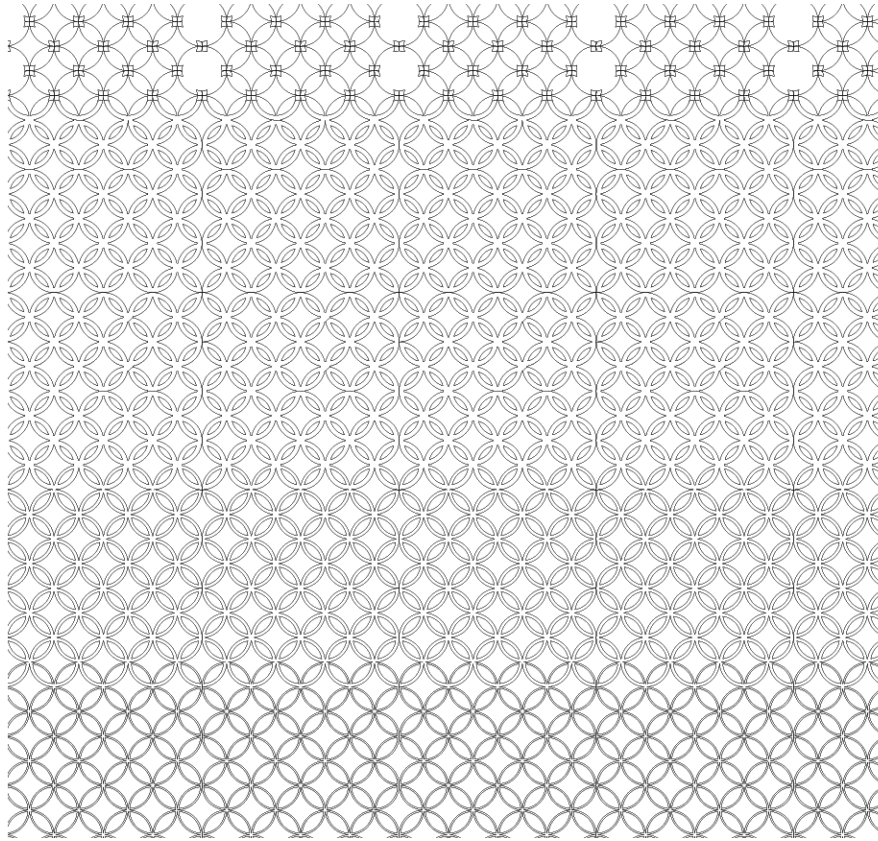
Climat scheme

Winter

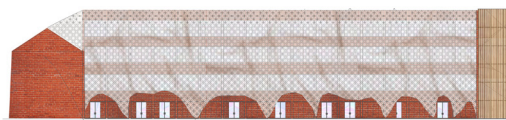


Climat vs fasade design

Patern densification



west



east

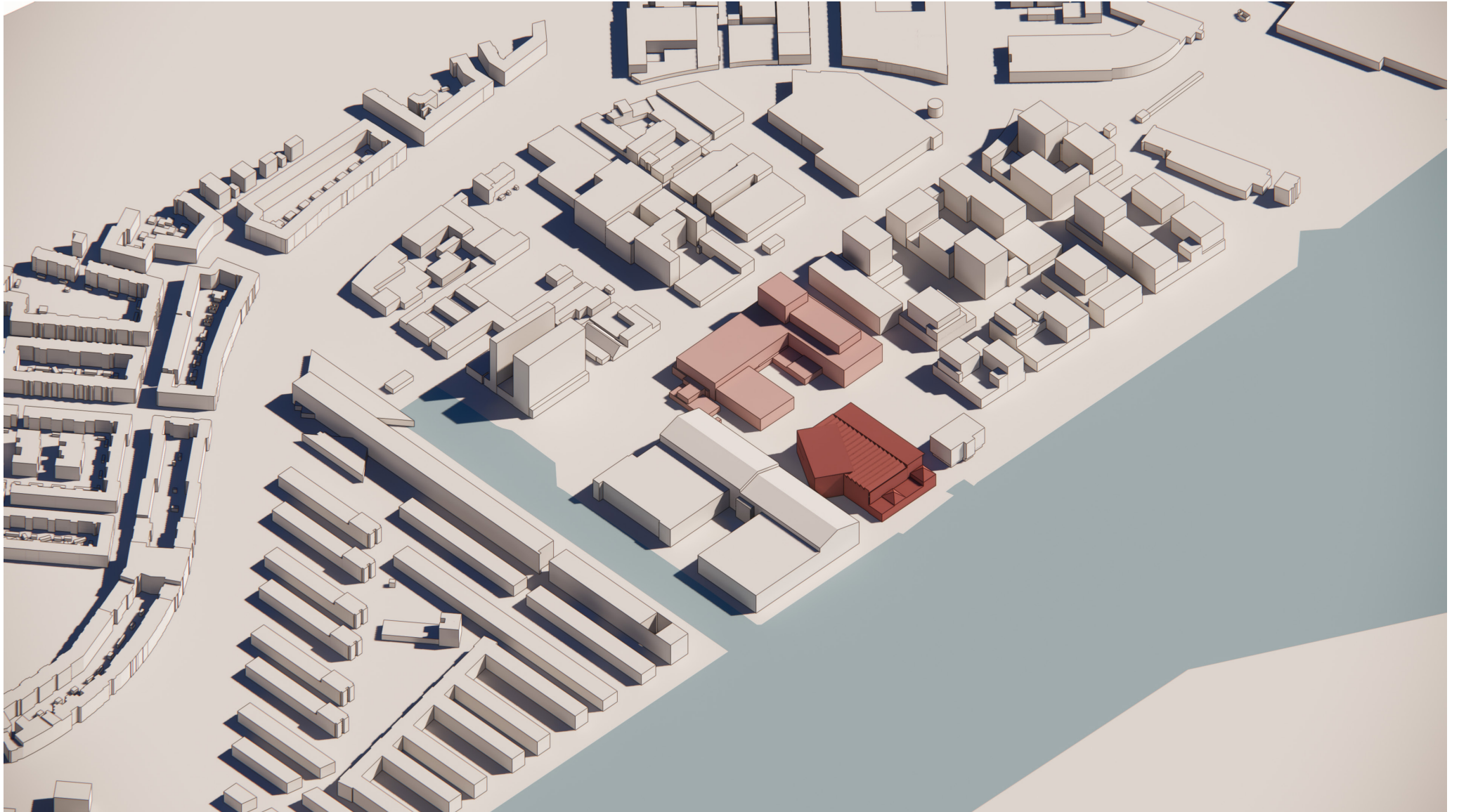


south

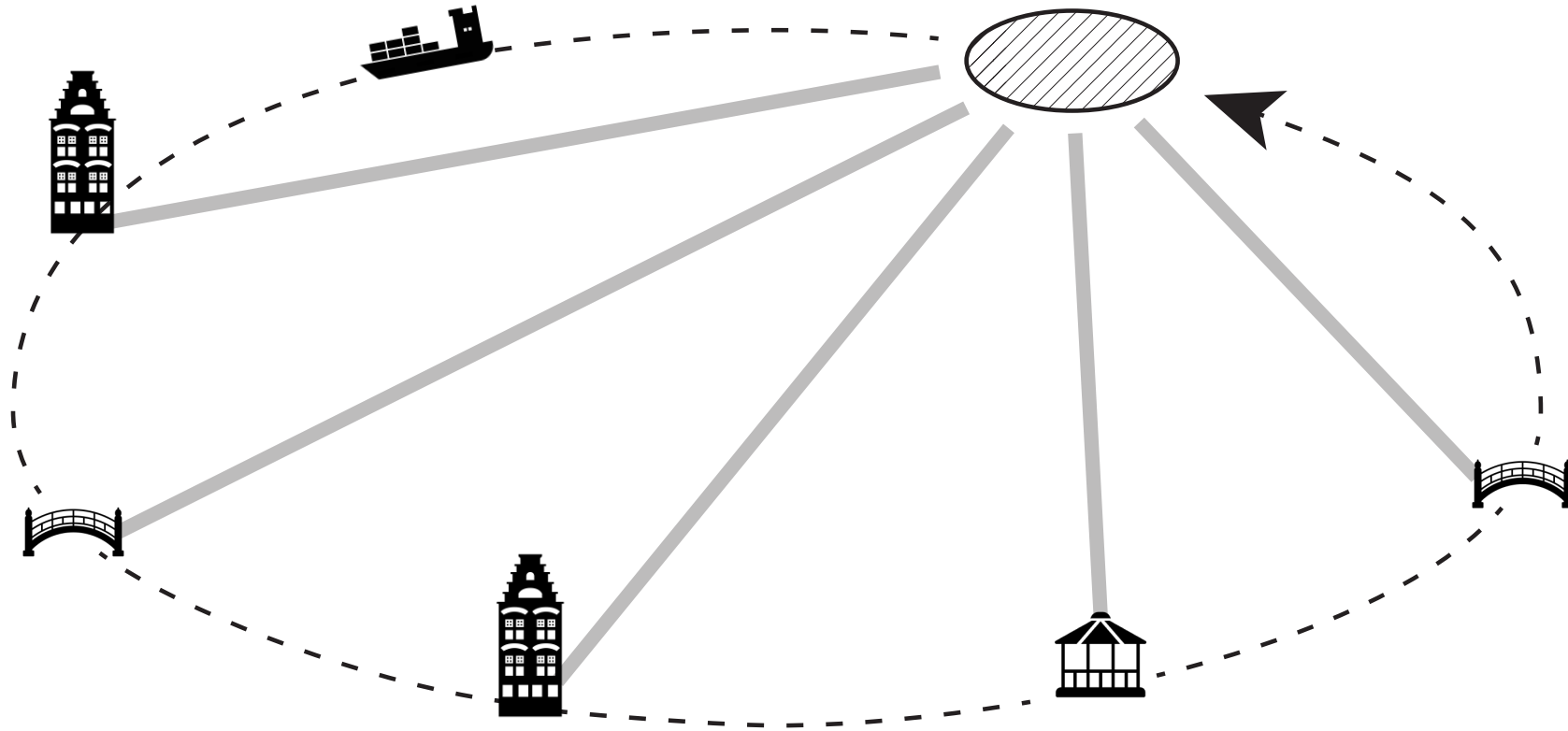


north

Zoom out for masterplan



How does it work wwith existing structure



Answer to the big Q - is there a future of fashion in Amsterdam?

Fashion is a mirror, reflecting the culture. - Bill Cunningham

