

beirut house of fashion

fashion creation office

P.5 PRESENTATION

gina goedert

GROUP 1 - BEIRUT, ANCHORED

COMPLEX PROJECTS





index

01	introduction
02	research
03	concept
04	project
05	developement
06	building technology



PORT BLAST INFLUENCE ON URBAN LAYERS
BEIRUT'S FUTURE DEVELOPMENT

THE GROUP
BEIRUT, ANCHORED



BEIRUT

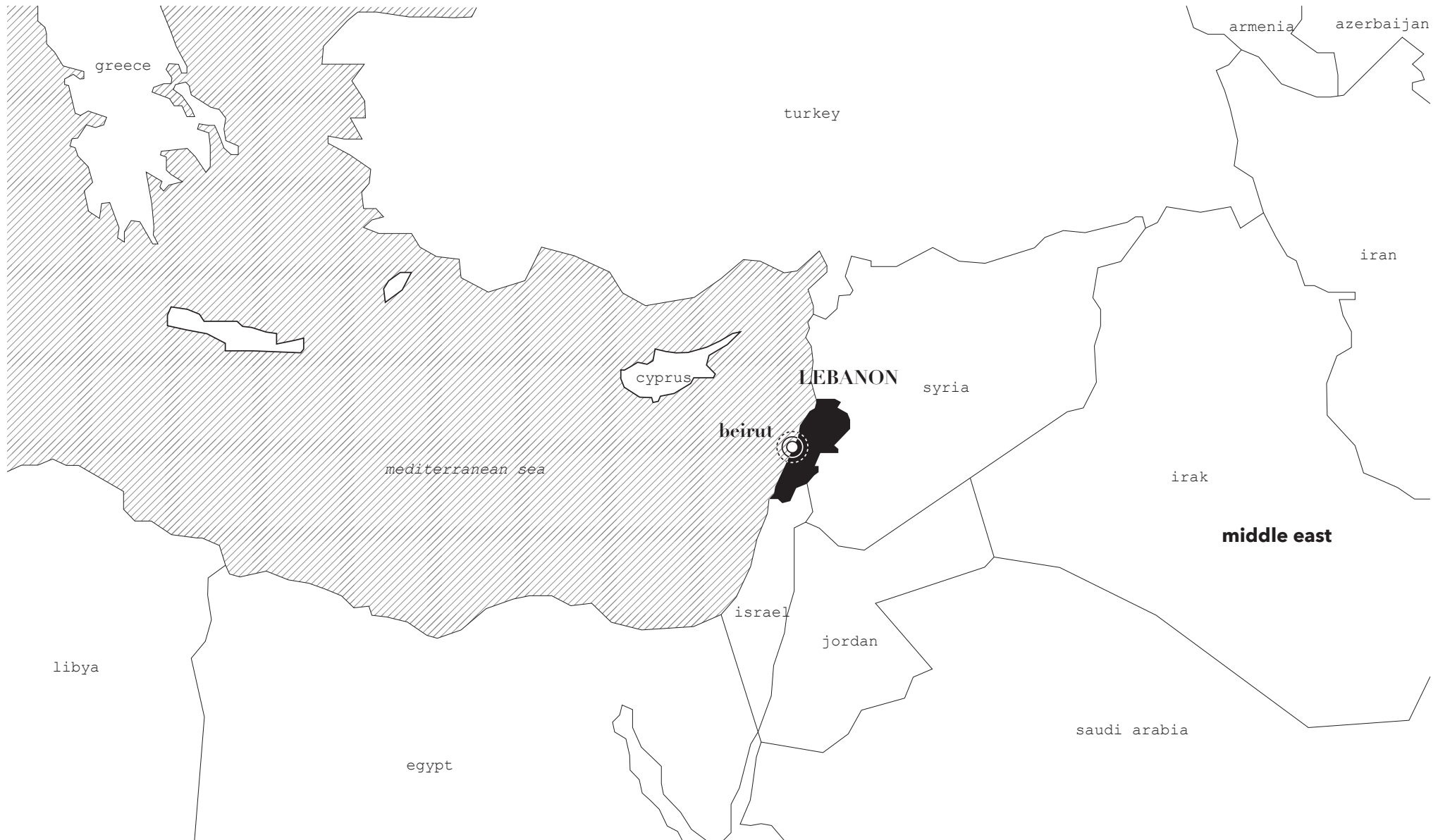
SITE OF ACTION



“ As an architect you design for the present, with an awareness of the past,
for a future which is essentially unknown.”
- NORMAN FOSTER

The PAST

RESEARCH BEIRUT



RESEARCH

BEIRUT: GATEWAY TO MIDDLE EAST



RESEARCH

HARBOUR: TRADING CENTER



RESEARCH

ECONOMIC HISTORY



OIL BOOM



**FAVORABLE INTEREST
RATES**



**LOCATION FOR TRADE
BETWEEN WESTERN
WORLD & MIDDLE EAST**

A high-angle, black and white aerial photograph of a dense urban area in Beirut. The image shows a variety of multi-story buildings, some with flat roofs and others with more complex architectural features. In the lower center, there is a prominent circular plaza with a tall, slender clock tower in the middle. The surrounding streets are narrow and filled with buildings, creating a sense of a tightly packed city center.

BEIRUT: BUSINESS AND BANKING HUB

RESEARCH

FASHION HUB OF THE MIDDLE EAST





BEIRUT

“Paris of the Middle East”

INTRODUCTION

BEIRUT FASHION HUB



INTRODUCTION

BEIRUT FASHION METROPOLIS





Paris of the Middle East



The City of Ruins



Paris of the Middle East



The City of Ruins

INTRODUCTION

CIVIL WAR



1975 - 1990

CIVIL WAR

INTRODUCTION

JULY WAR



1975 - 1990

CIVIL WAR

2006

JULY WAR

HISTORY

GLOBAL ECONOMIC CRISIS



1975 - 1990

CIVIL WAR

2006

JULY WAR

2007-2008

**GLOBAL
ECONOMIC CRISIS**

INTRODUCTION

CONSEQUENCES



POLITICAL UNRESTS



SOCIAL PROBLEMS



WASTE & ENERGY CRISIS

RESEARCH
PROTESTS



HISTORY

COVID-19 PANDEMIC



1975 - 1990

CIVIL WAR

2006

JULY WAR

2007-2008

**GLOBAL
ECONOMIC CRISIS**

2019

**COVID-19
PANDEMIC**

INTRODUCTION

COVID-19 PANDEMIC



30 %
Lebaneses
lost their jobs

42 %
between 20-24
years of age

18%
of establishments
have terminated

INTRODUCTION

IMPACT ON TEXTILE WASTE CRISIS





**Globally, there's one garbage truck of textile waste dumped
at a landfill or burnt every second.**

PORT EXPLOSION



1975 - 1990

CIVIL WAR

2006

JULY WAR

2007-2008

**GLOBAL
ECONOMIC CRISIS**

2019

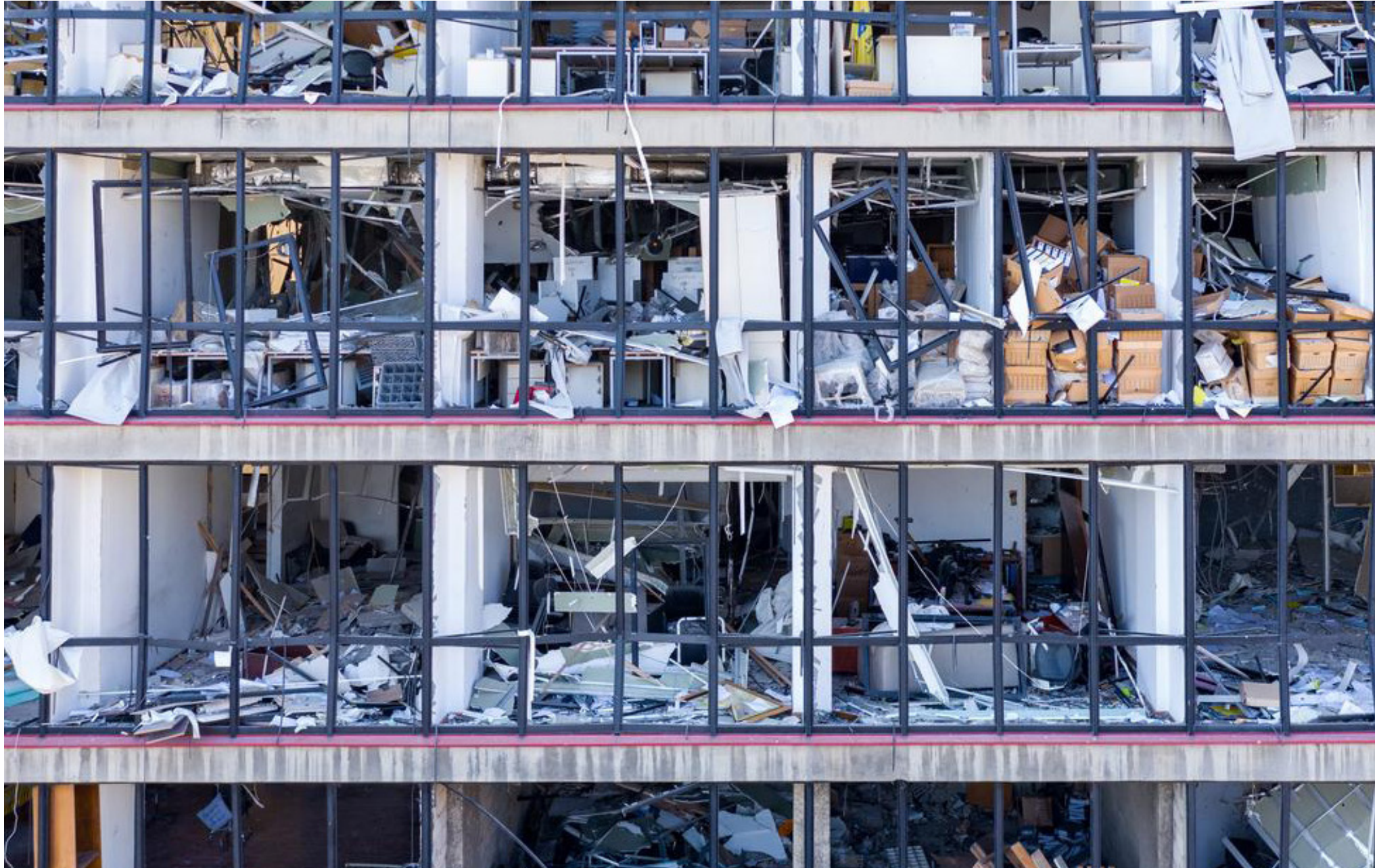
**COVID-19
PANDEMIC**

2020

PORT EXPLOSION

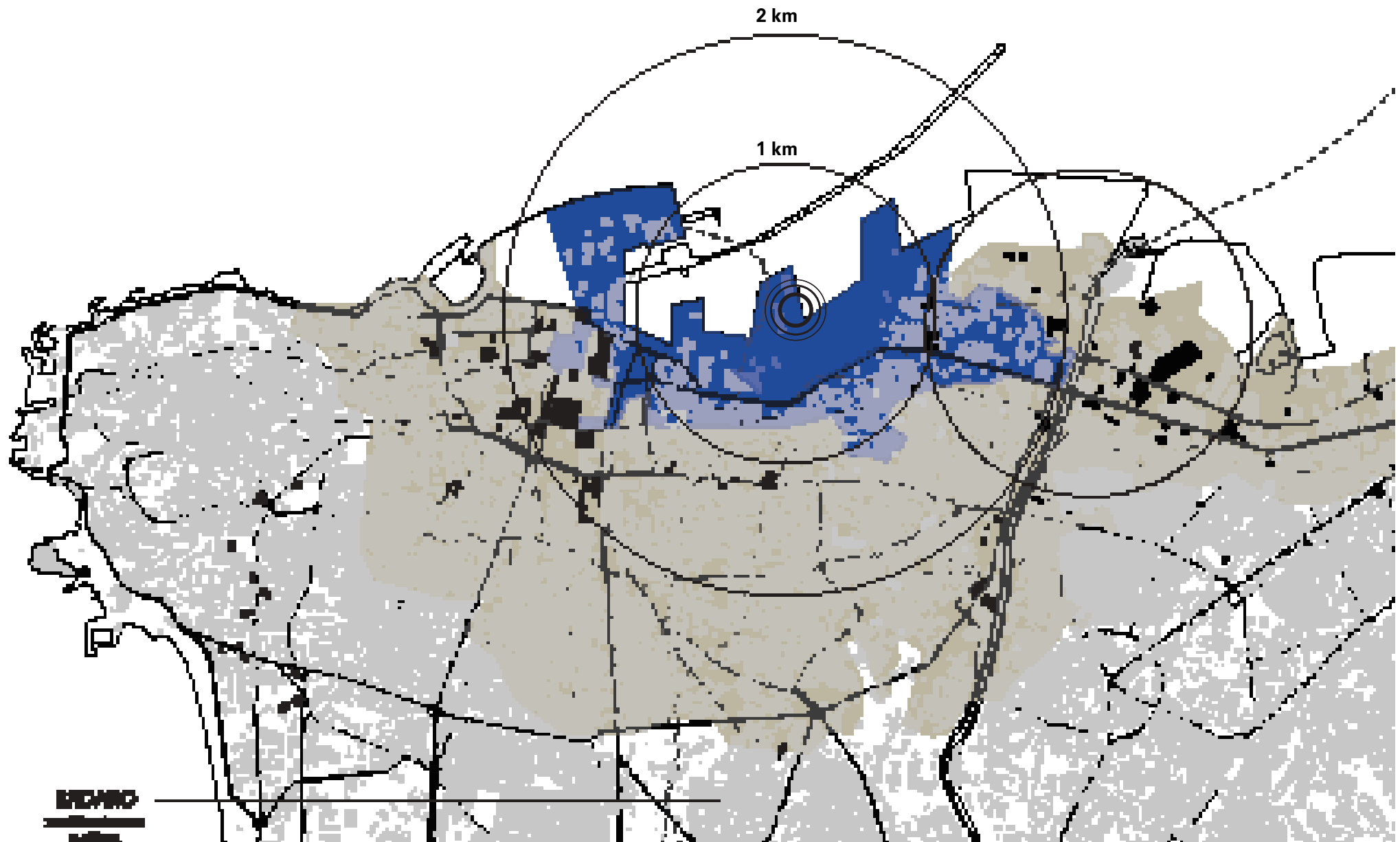
RESEARCH

INFRASTRUCTURAL DAMAGE



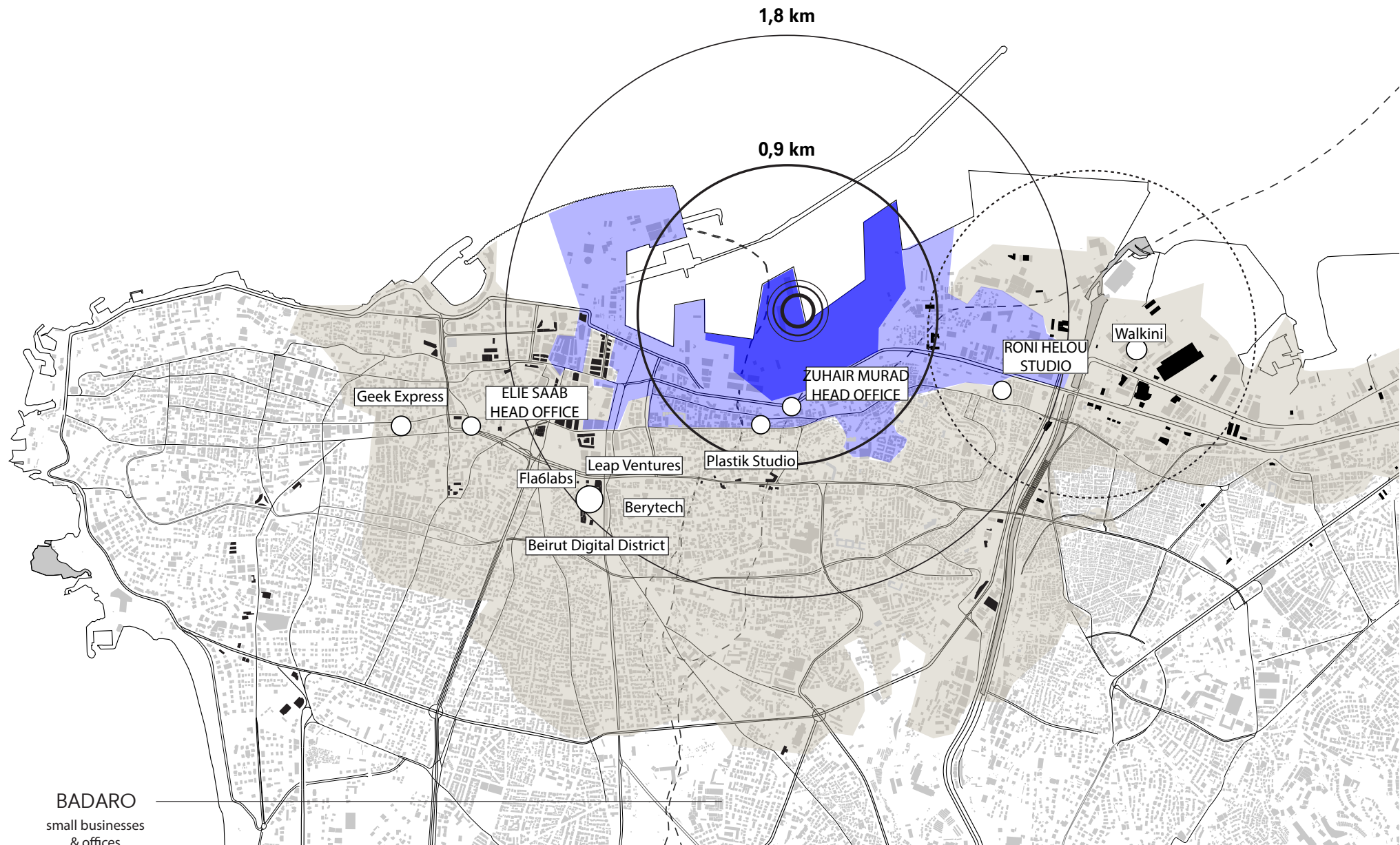
INTRODUCTION

DAMAGED AREA



INTRODUCTION

AFFECTED START-UPS & FASHION OFFICES




RESEARCH

IMPACT OF PORT BLAST



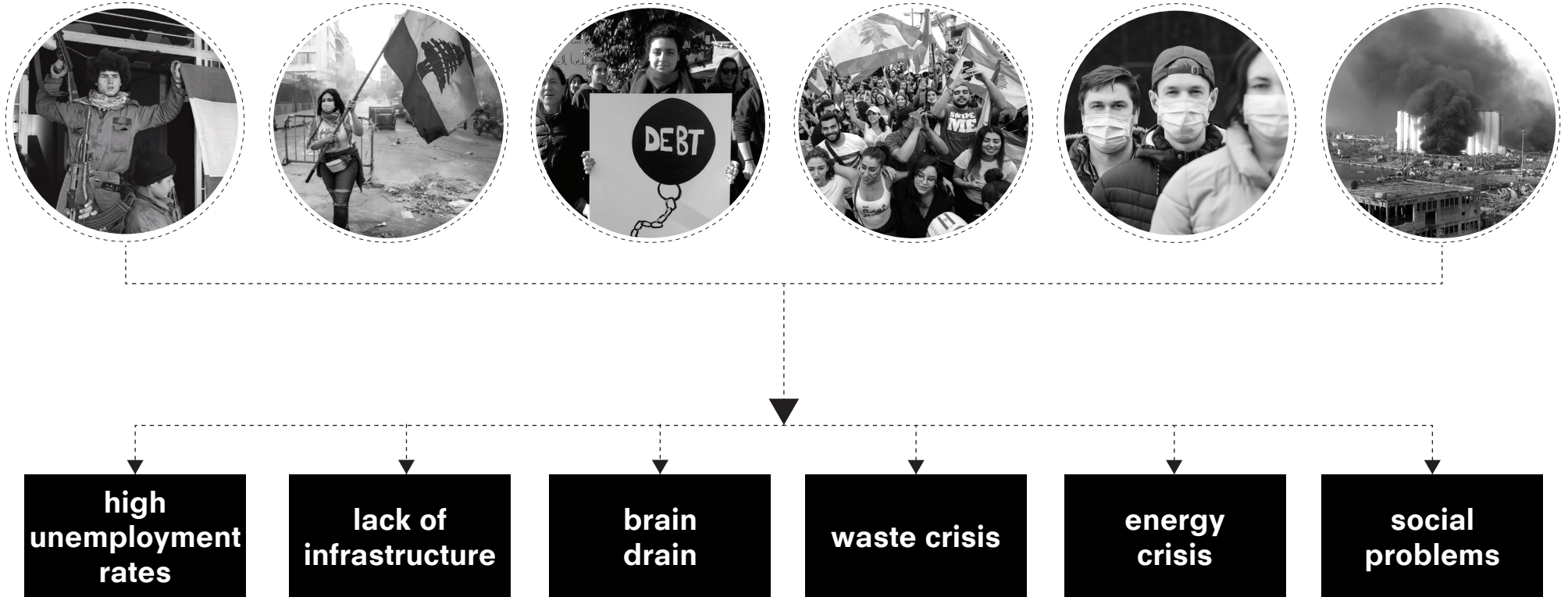
RESEARCH

IMPACT OF PORT BLAST

A photograph of a man standing in a room with significant damage to the wall. The wall is partially missing, revealing a large section of red brick. A cluster of white light bulbs hangs from the ceiling. The floor is covered in a patterned tile. A ladder is visible on the left side of the frame. The man is wearing a black t-shirt, black shorts, a black cap, and a white face mask. He is standing with his hands in his pockets, looking towards the camera. The room has a pink door and a pink window frame. The overall scene suggests a state of disrepair and the aftermath of a disaster.

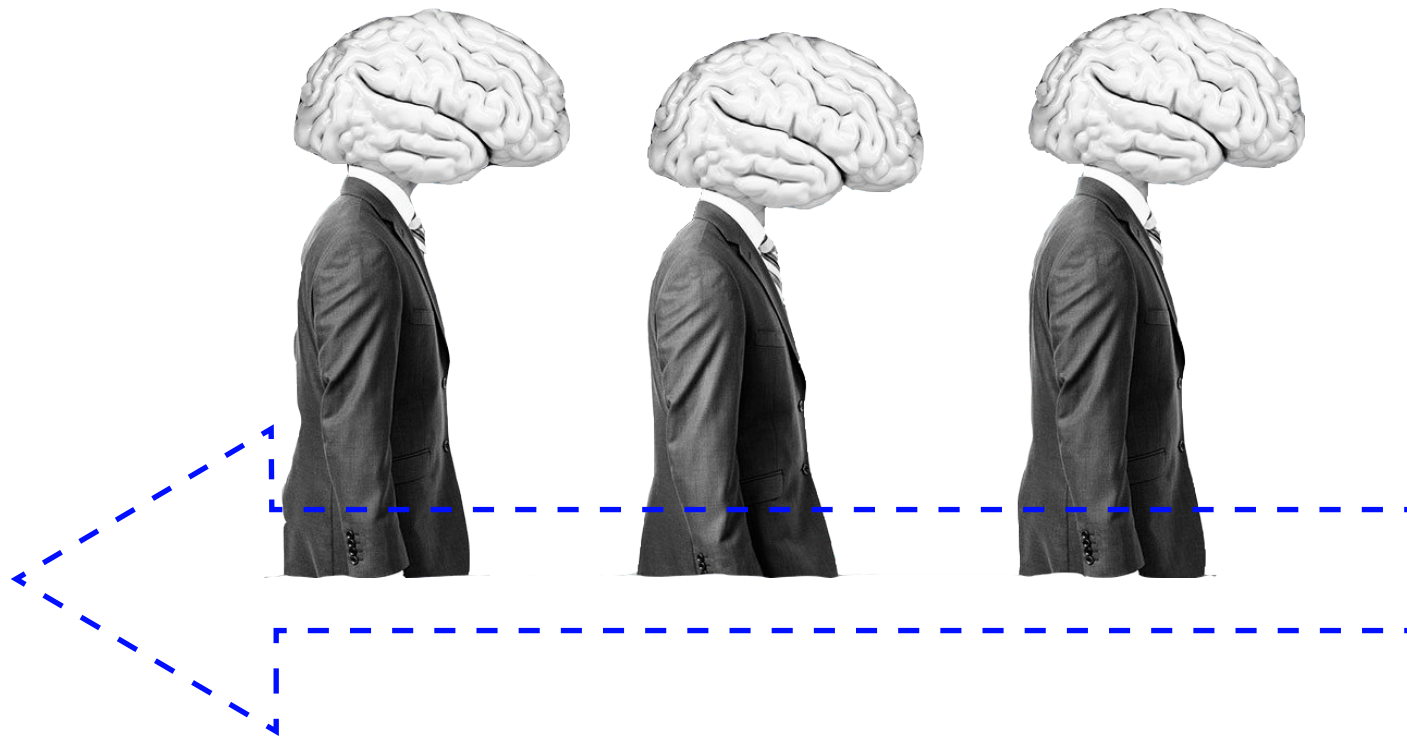
**This blast has set us back even further
than covid and the economic crisis."**
- Eli Rezkallah, Plastic Studios

RESEARCH CONSEQUENCES



RESEARCH

BRAIN DRAIN





RECONSTRUCTION?

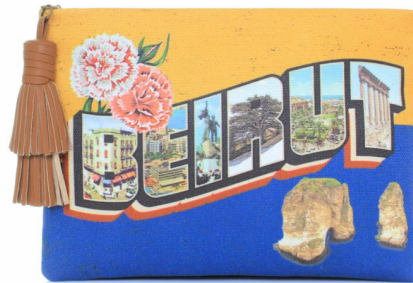
RESEARCH

NEW HOPE?



RESEARCH

SARAH'S BAGS



RESEARCH

RONI HELOU



RESEARCH FABRIC AID



650,000

CARBON EMISSION REDUCED (K.G)



310,000

ITEMS SOLD IN RETAIL



100,000

DIRECT BENEFICIARIES

33,000

PLASTIC BAGS RECYCLED PER BIN

400,000

ITEMS COLLECTED

100

FULL TIME EMPLOYEES

RESEARCH USERS



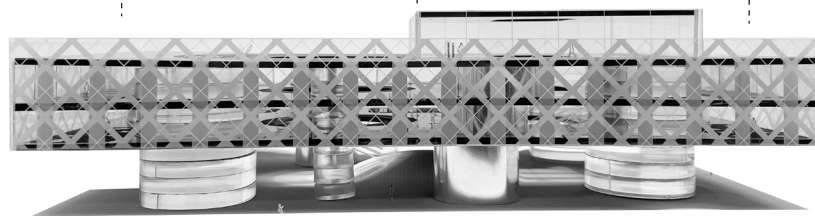
fashion designers



social entrepreneurs



start-ups



How can workspace be reimaged in
order to contribute to the regeneration of
Beirut's fashion ecosystem?

PROJECT STATEMENT



**Creative Centre providing workspaces & resources
for innovations and growth of Beirut's Fashion**

PROJECT PROJECT AMBITIONS



support
young local fashion
talents, start-ups and social
entrepreneurs



provide
workspaces & resources

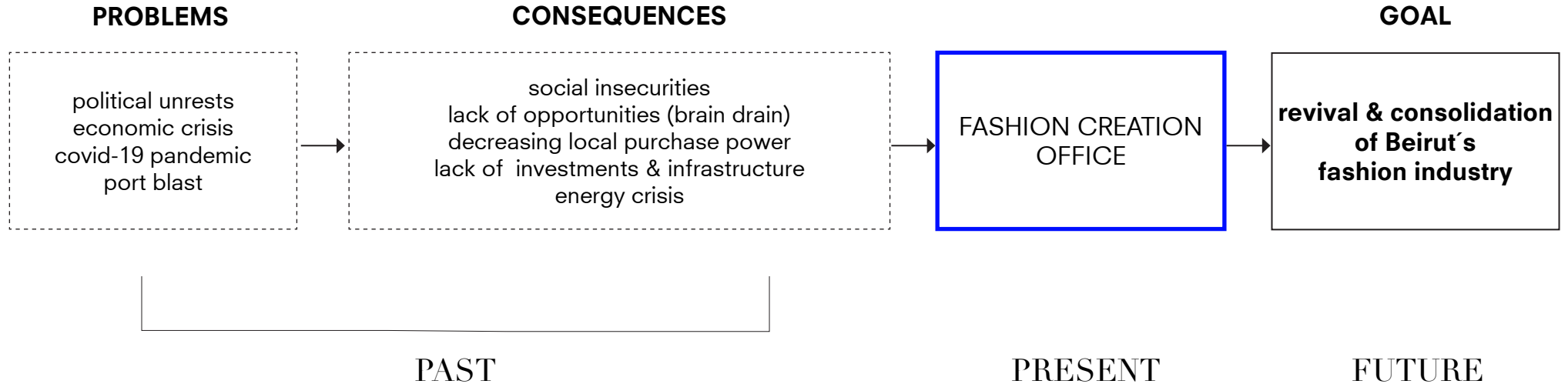


promote
sustainable fashion

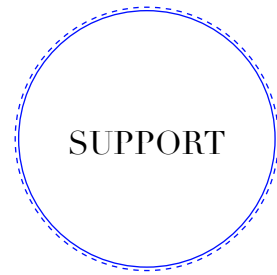


centre for Lebanese fashion
industry

PROGRAM BACKGROUND



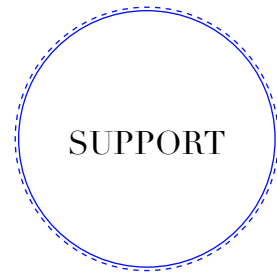
PROJECT PROGRAMMATIC CONCEPT



fashion



PROJECT PROGRAMMATIC CONCEPT



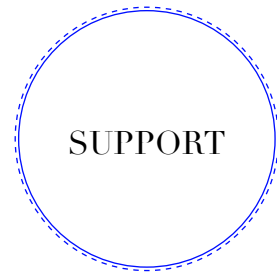
fashion



office



PROJECT PROGRAMMATIC CONCEPT



fashion



office



interaction

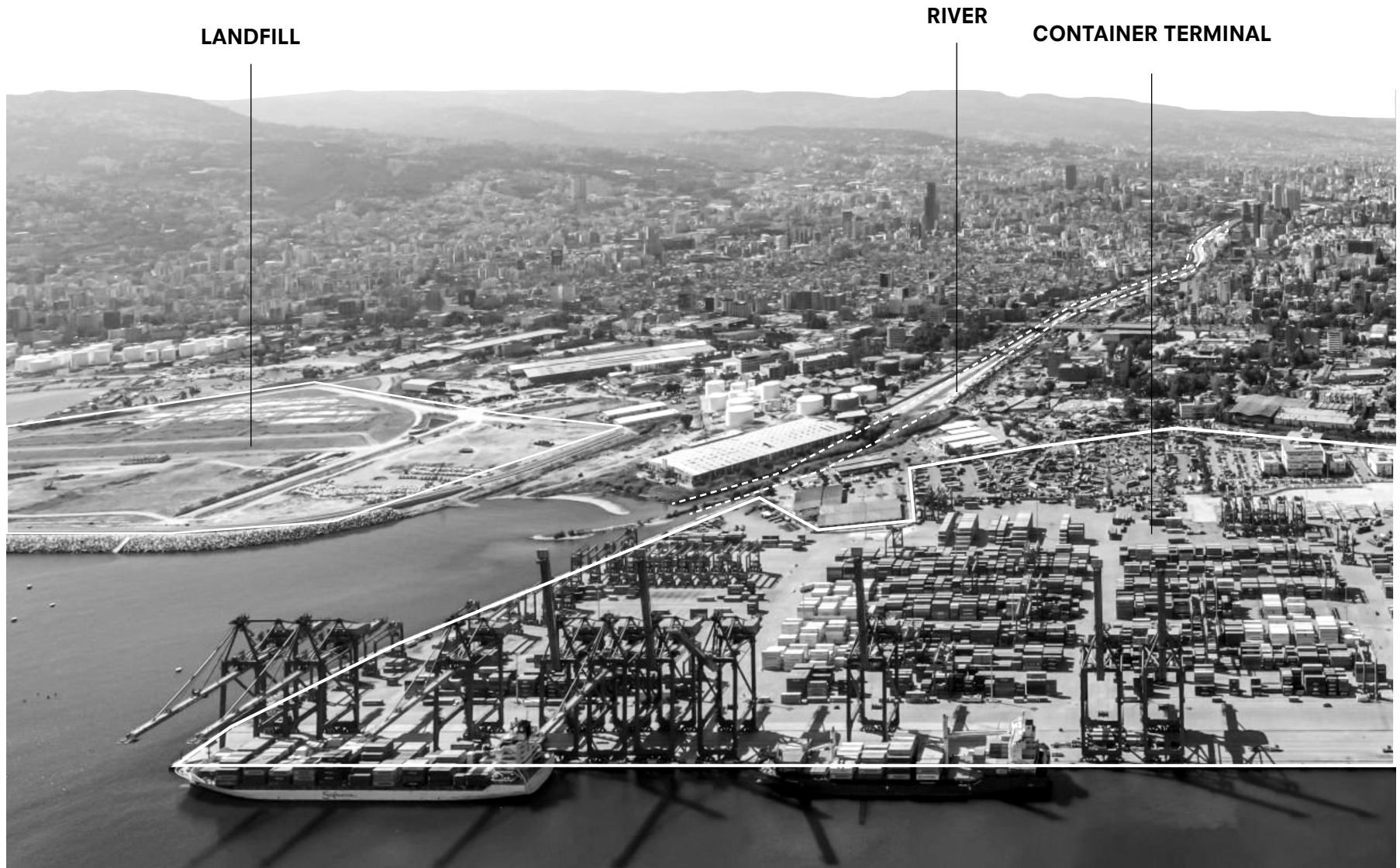


SITE

SITE SITE OF ACTION

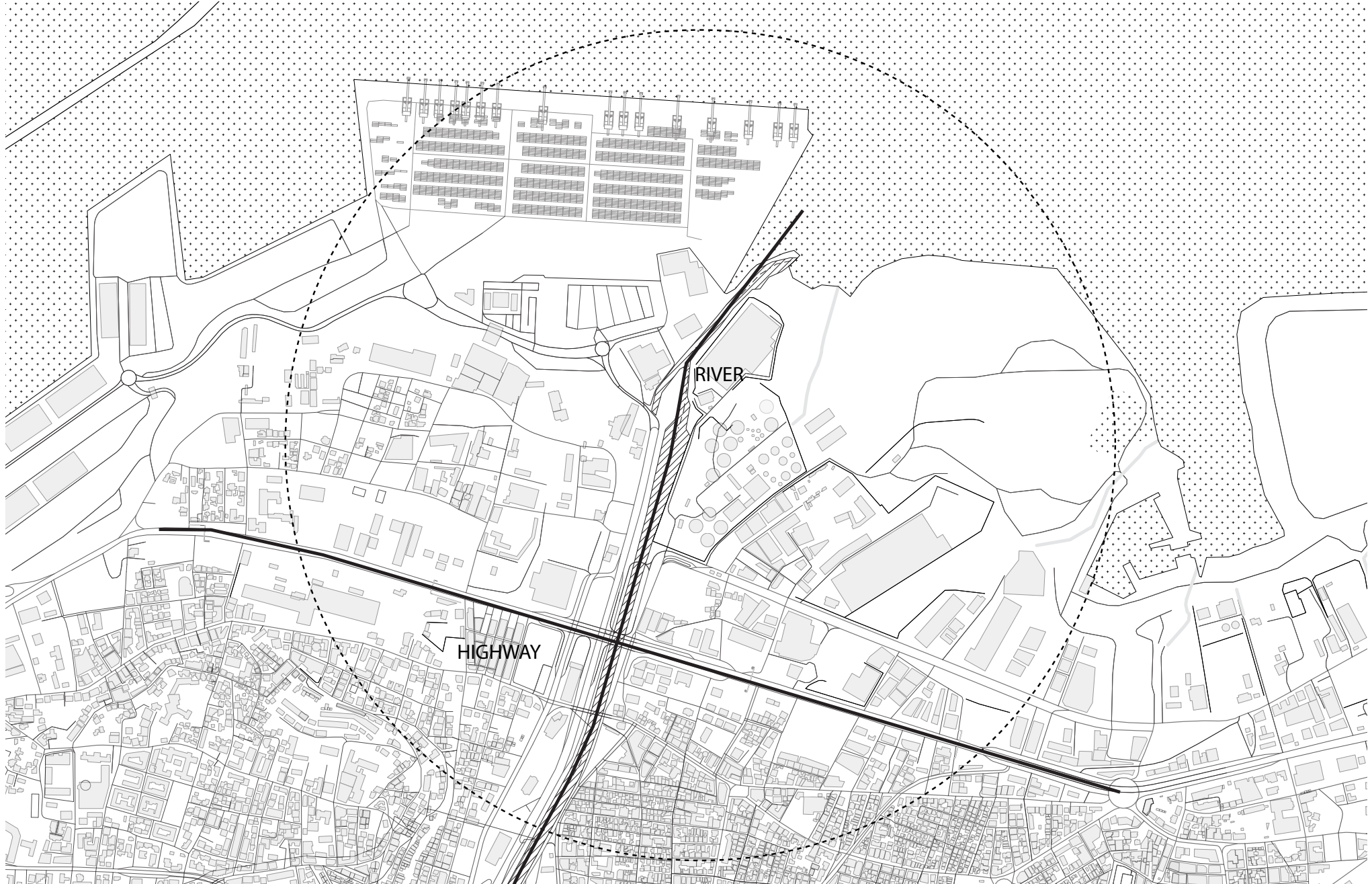


SITE MAIN FEATURES



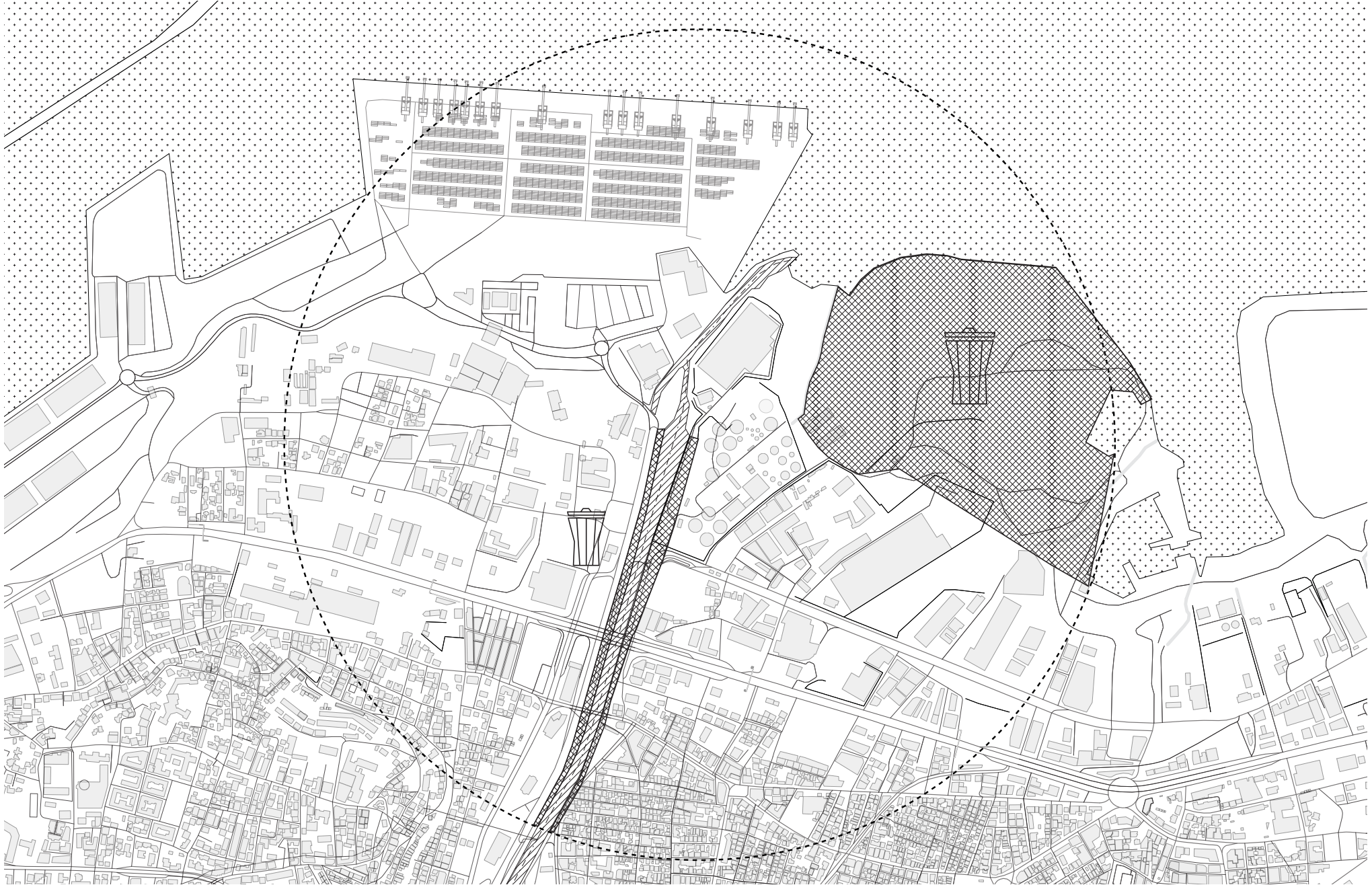
SITE

PROBLEM: DISCONNECTIVITY



SITE

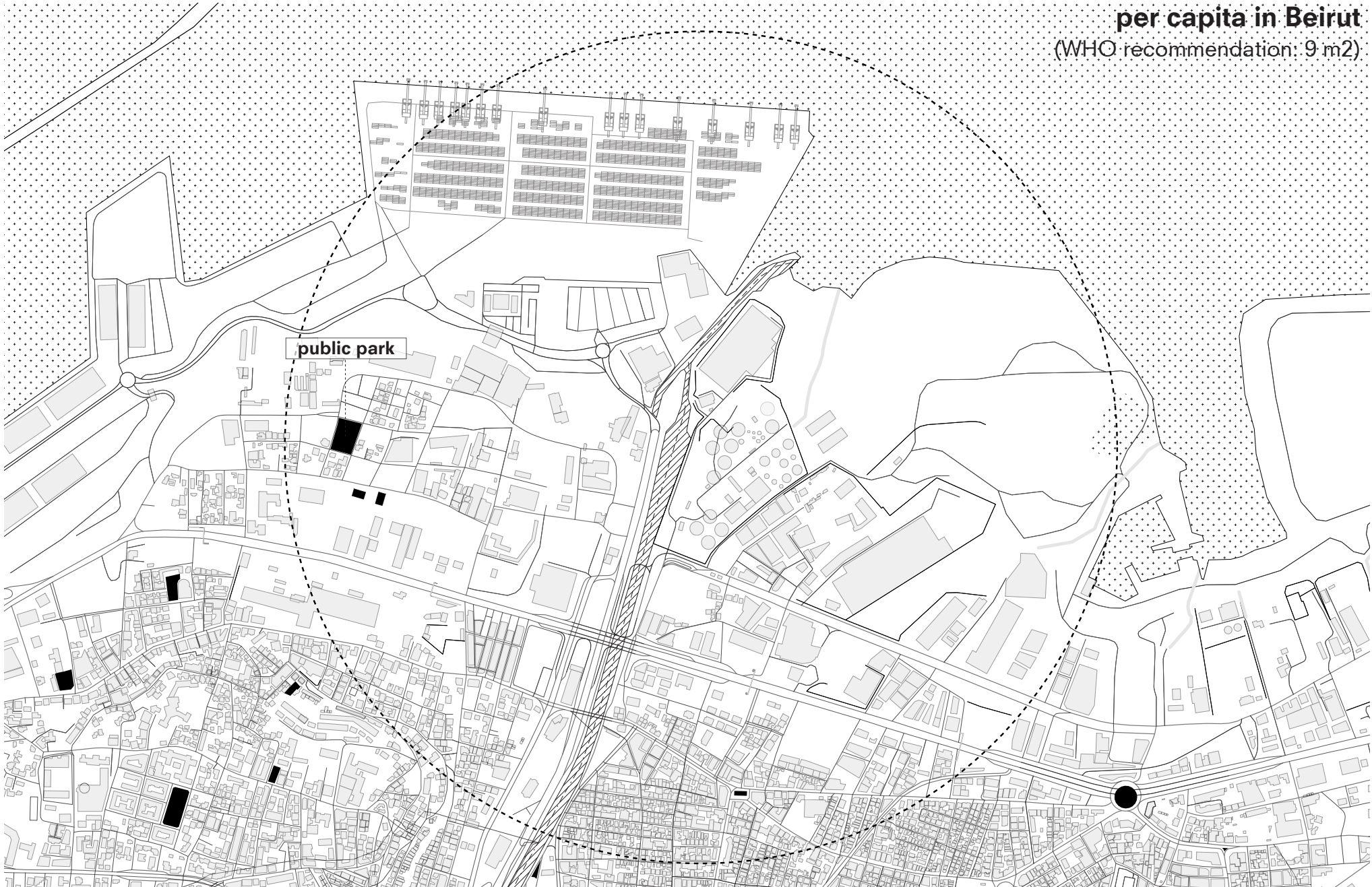
PROBLEM: LAND & RIVER POLLUTION



SITE

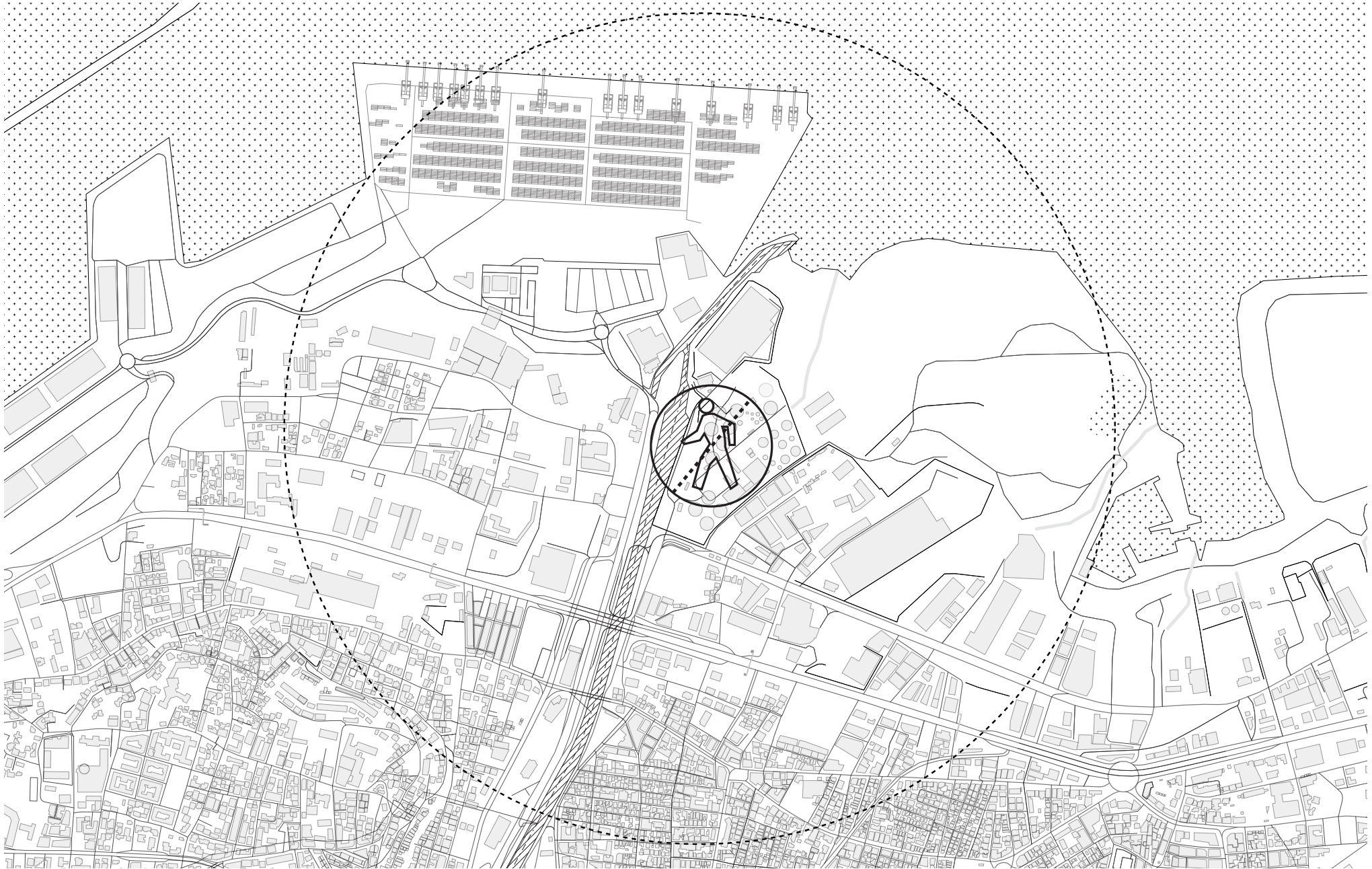
LACK OF GREEN PUBLIC SPACE

per capita in Beirut
(WHO recommendation: 9 m²)

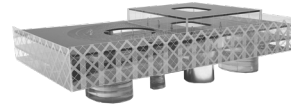


SITE

PEDESTRIAN UNFRIENDLY



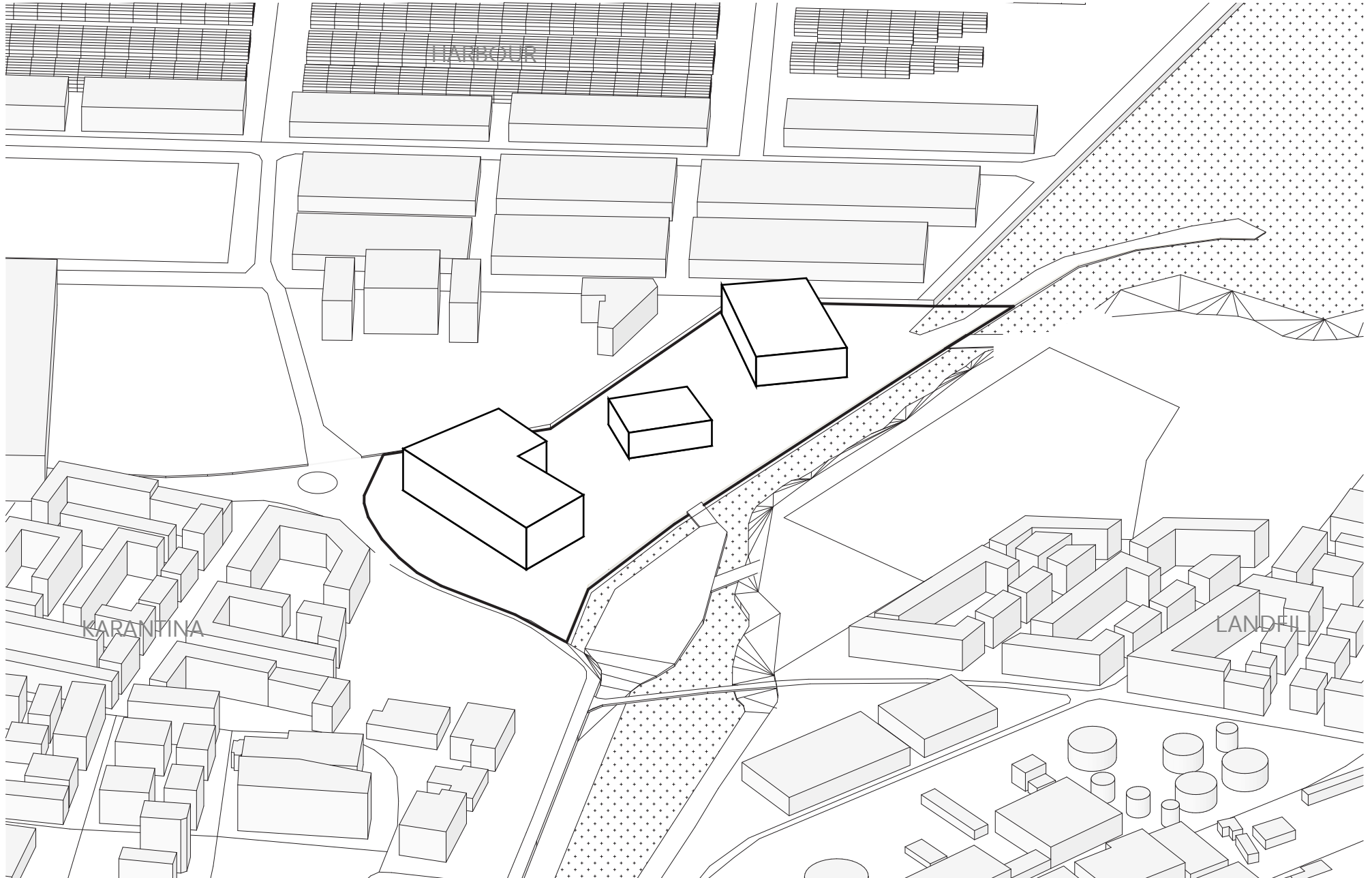
SITE SITE LOCATION



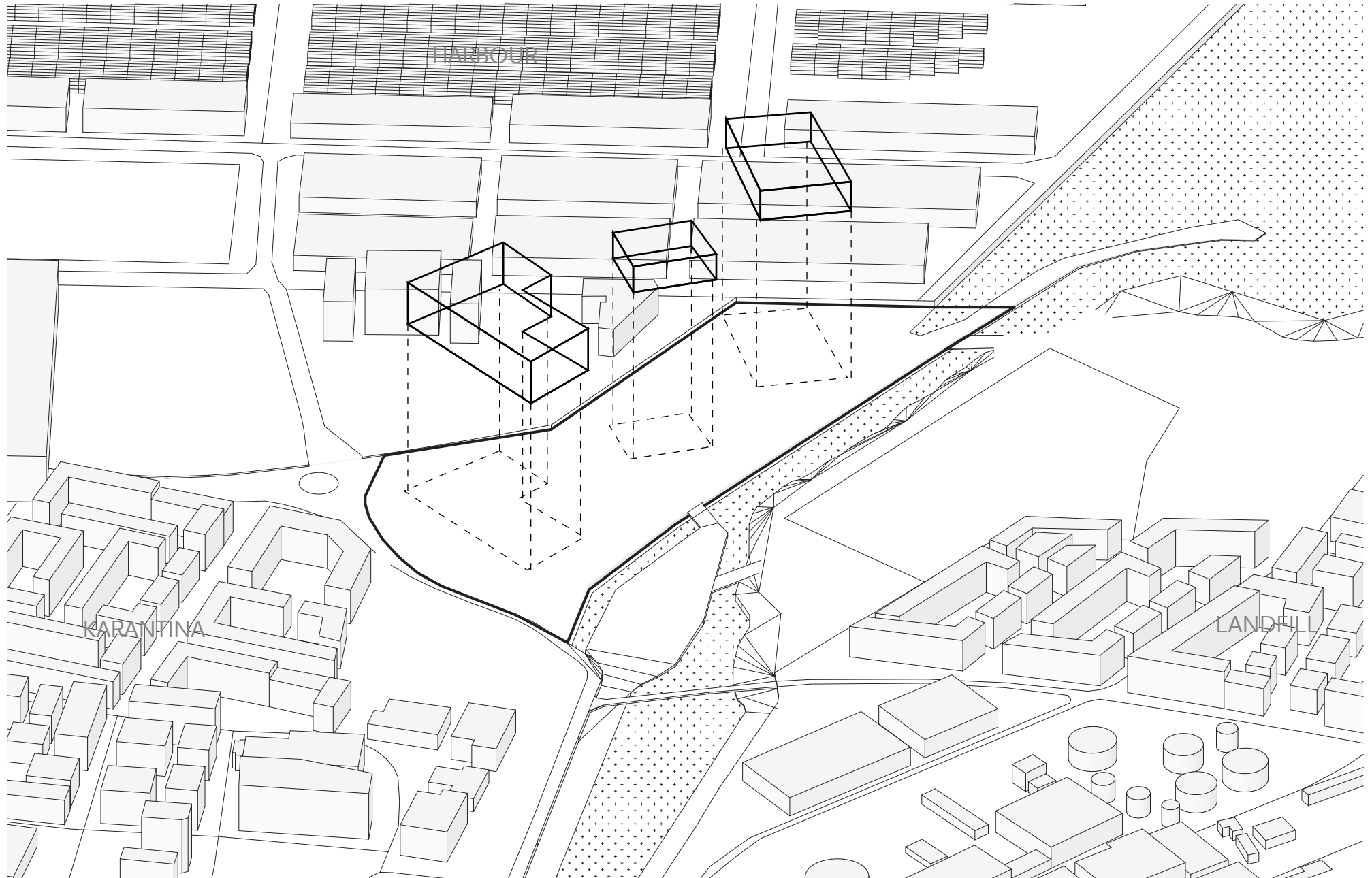
SITE CURRENT SITUATION



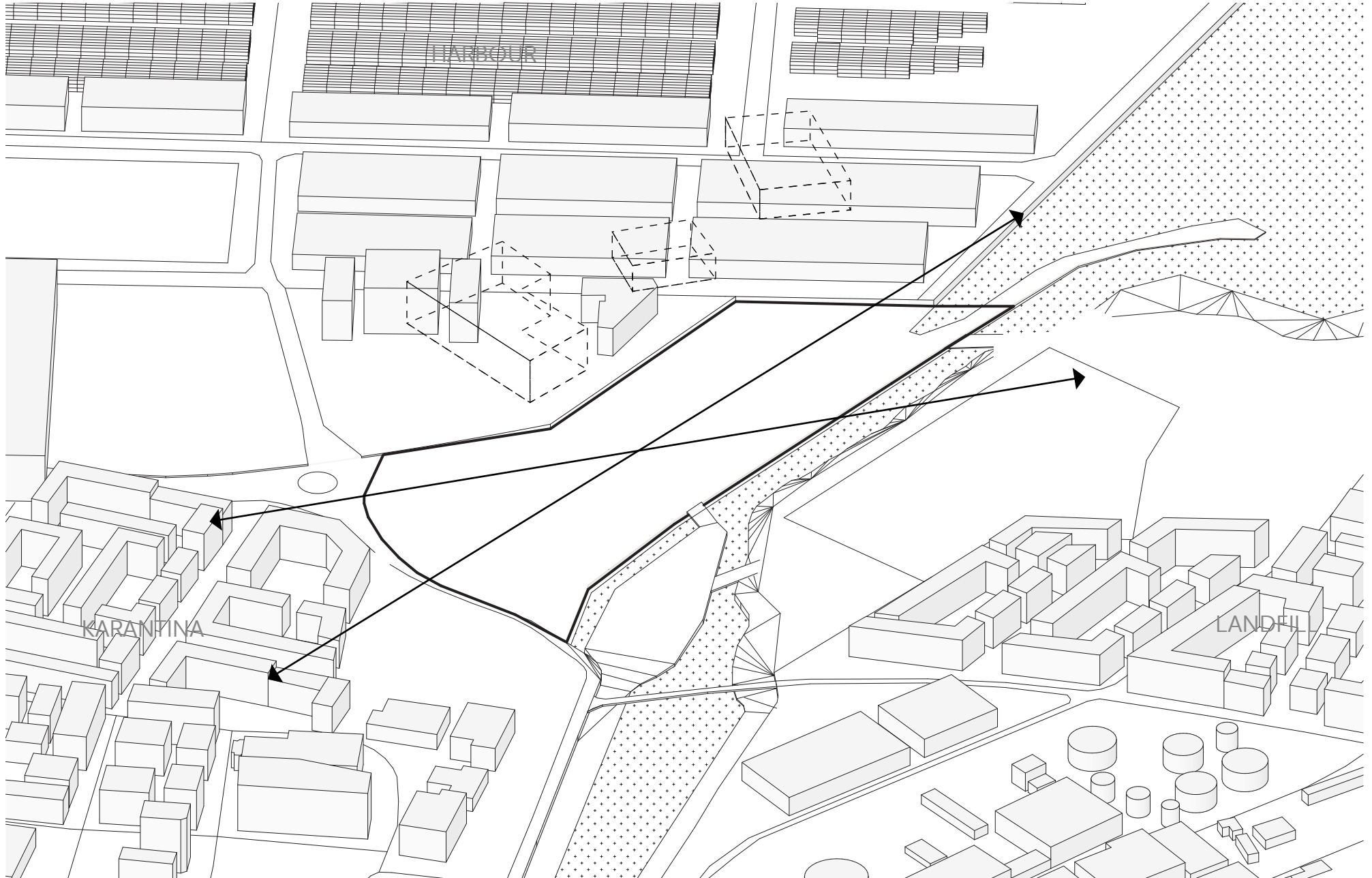
SITE EXISTING BUILDINGS



SITE PROPOSED DEMOLITIONS

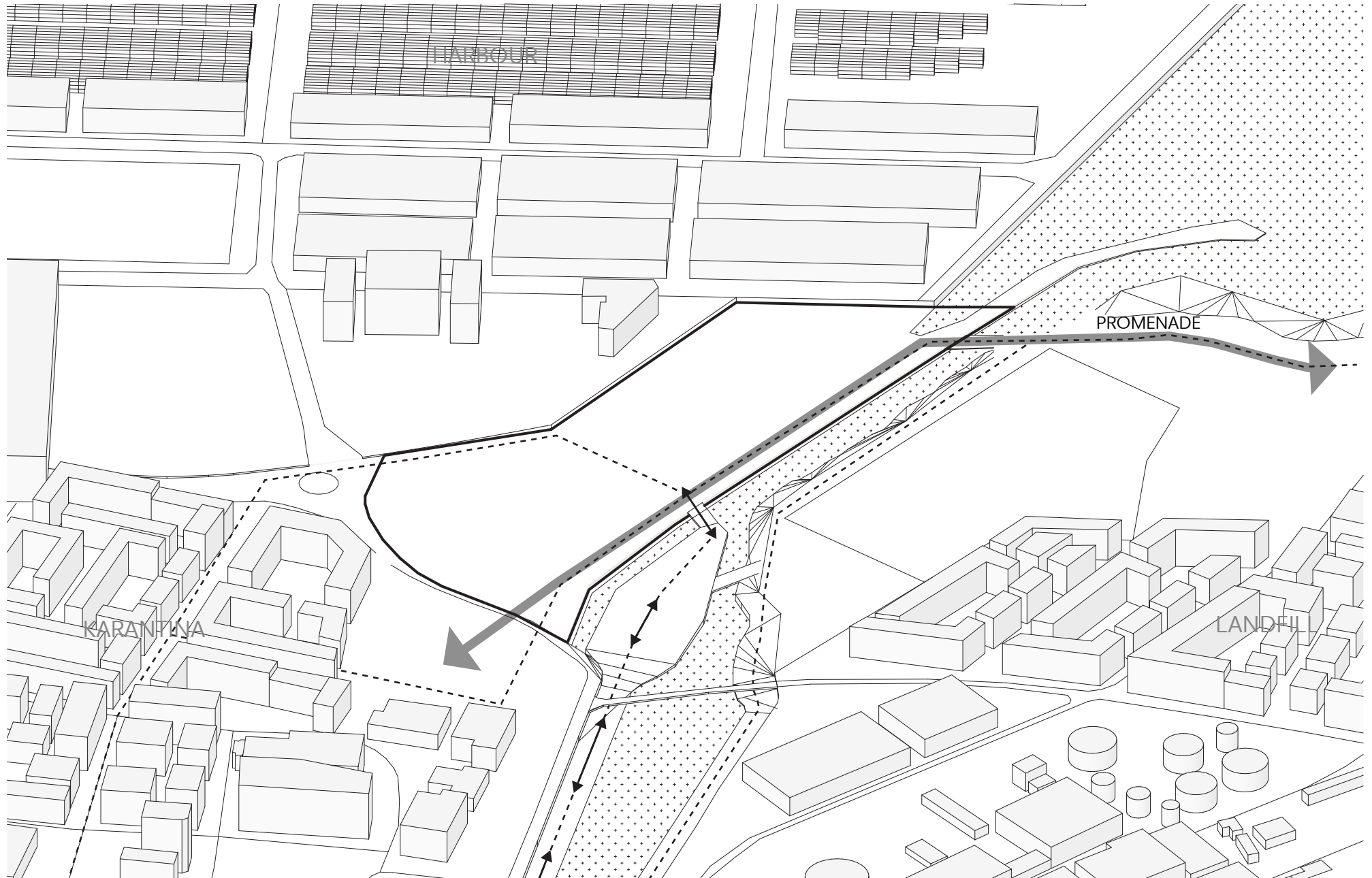


SITE OPENING CONNECTIONS

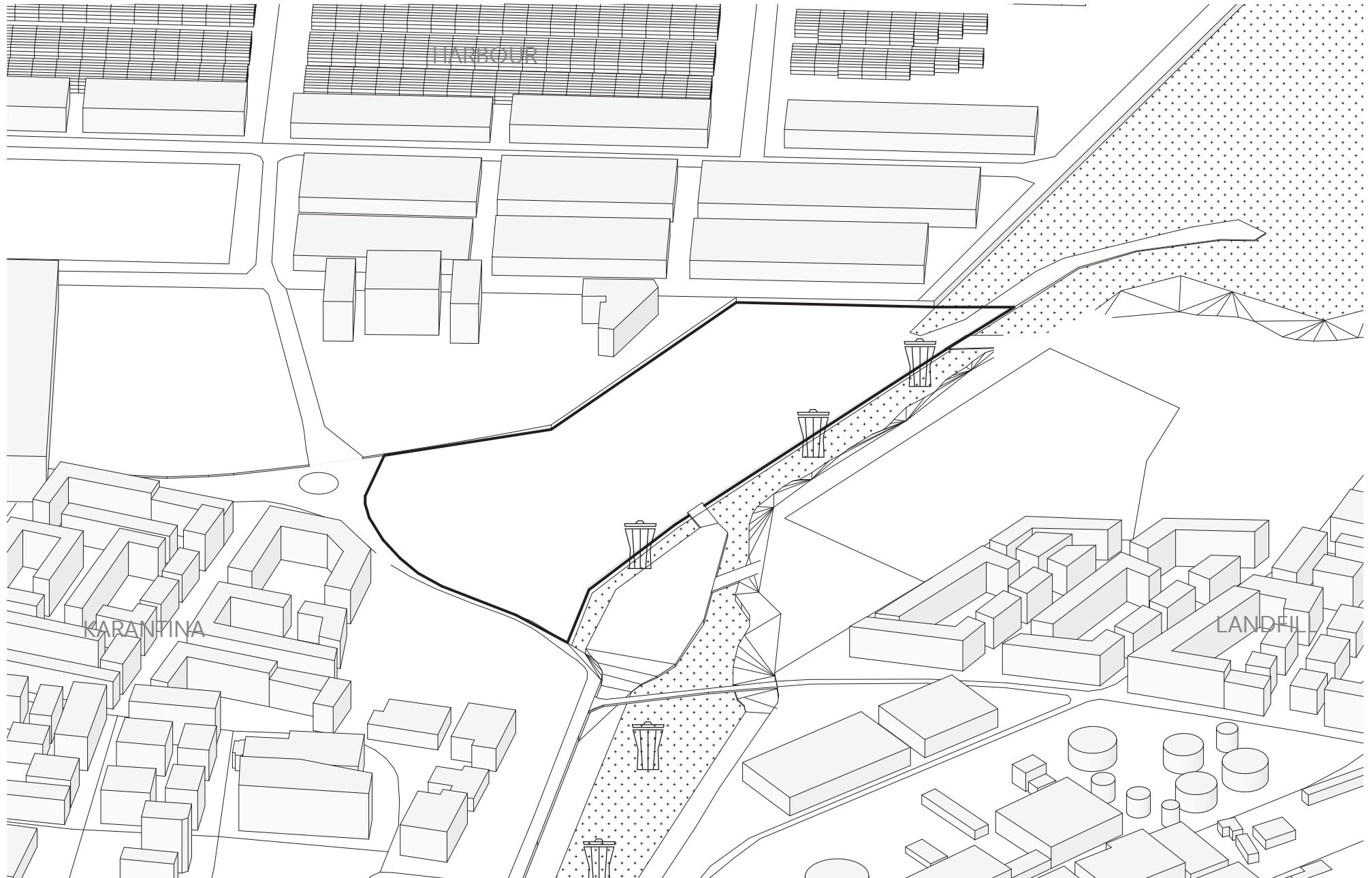


SITE

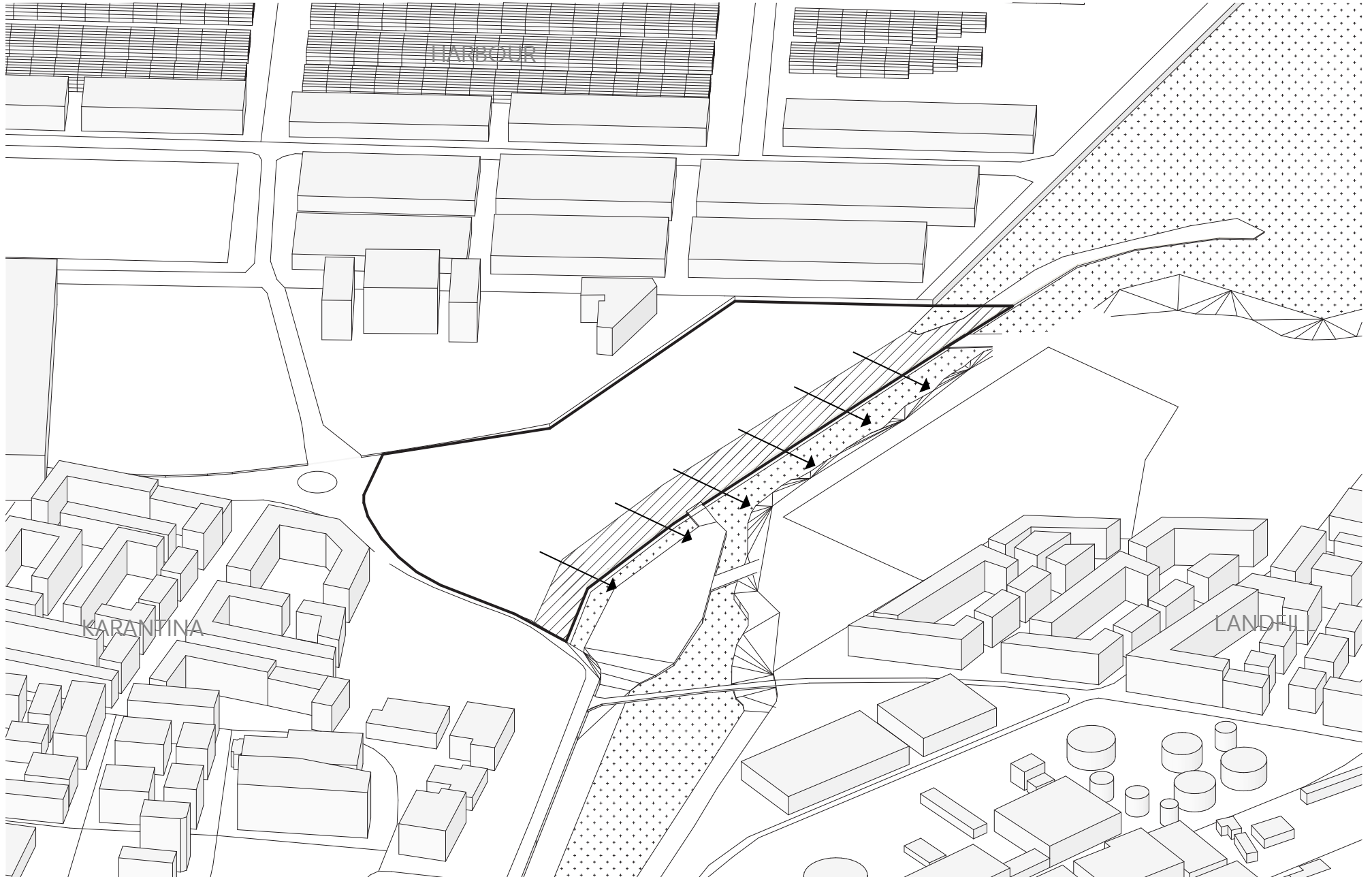
CREATING PEDESTRIAN NETWORK



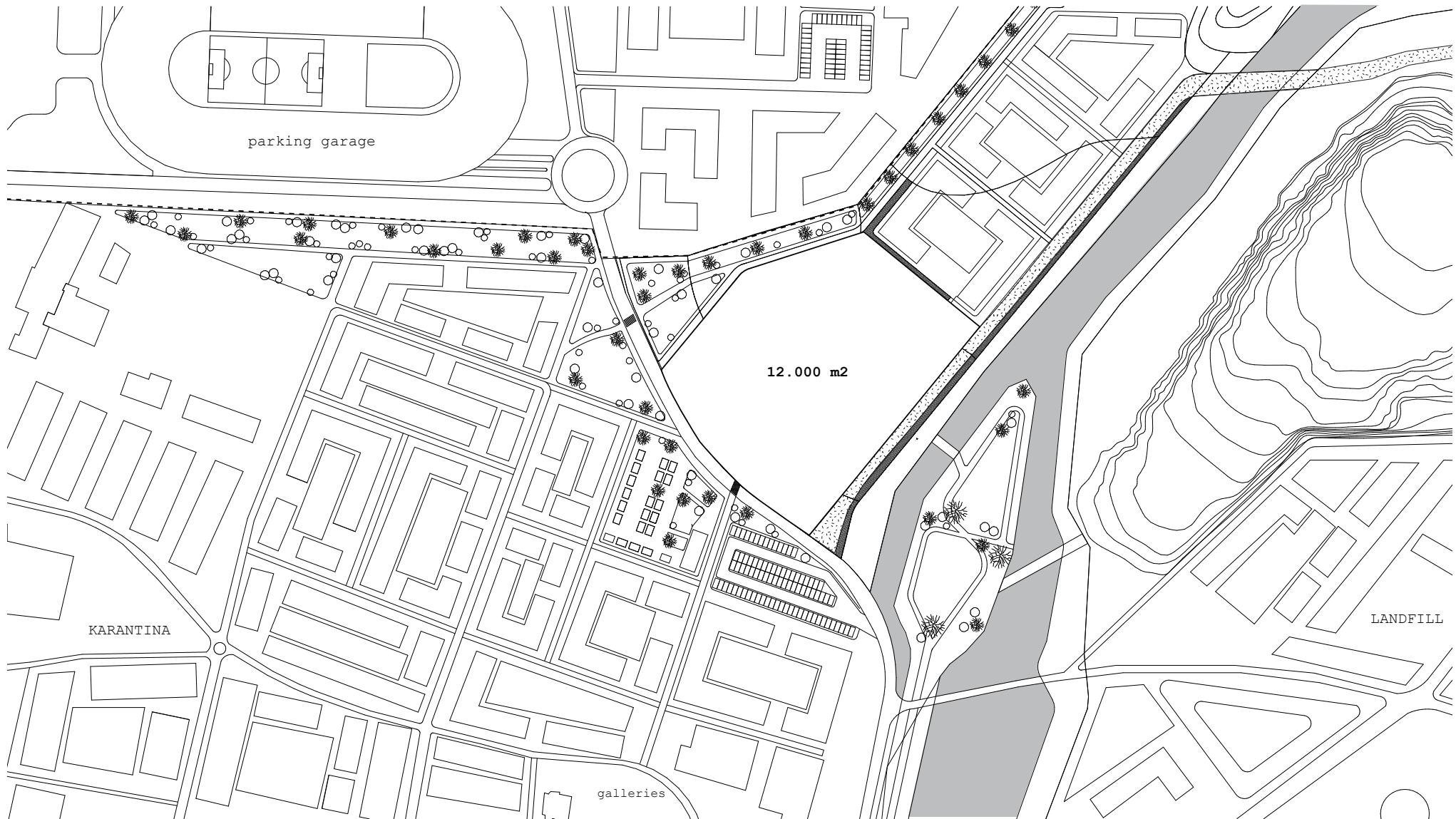
SITE CLEANING THE RIVER



SITE OPENING RIVER FRONT



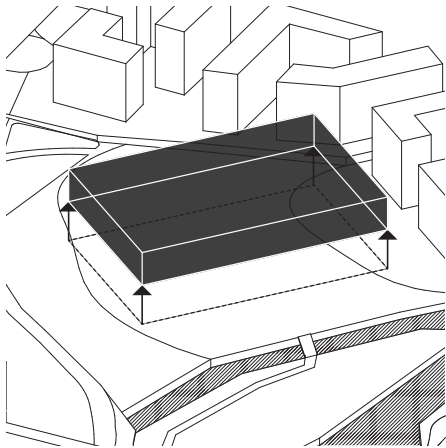
SITE SIZE



DESIGN CONCEPT

DESIGN

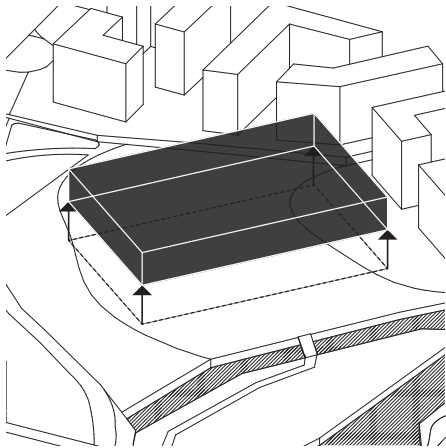
DESIGN INGREDIENTS



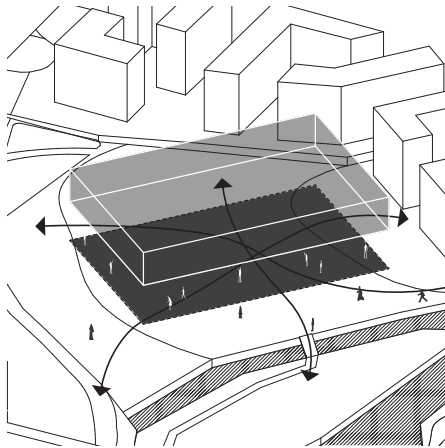
UPLIFTED STRUCTURE

DESIGN

DESIGN INGREDIENTS



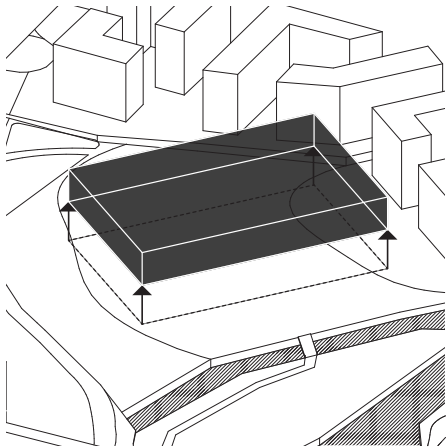
UPLIFTED STRUCTURE



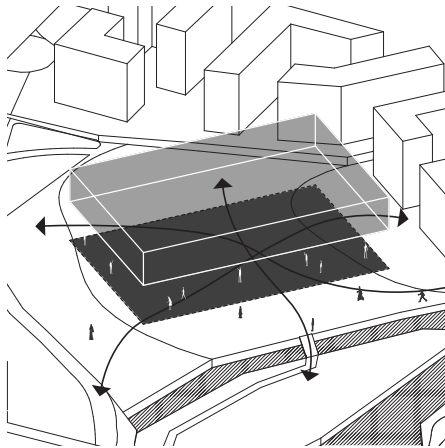
URBAN PLAZA
with green public spaces

DESIGN

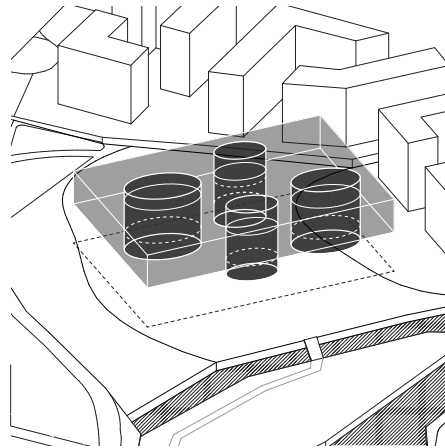
DESIGN INGREDIENTS



UPLIFTED STRUCTURE



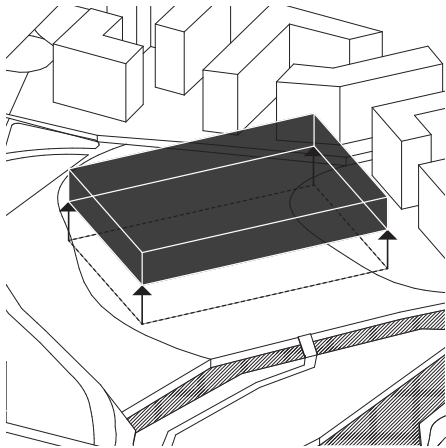
**URBAN PLAZA
with green public spaces**



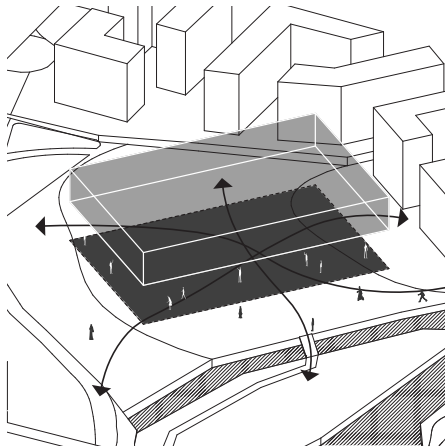
ALLOCATED FASHION SPACES

DESIGN

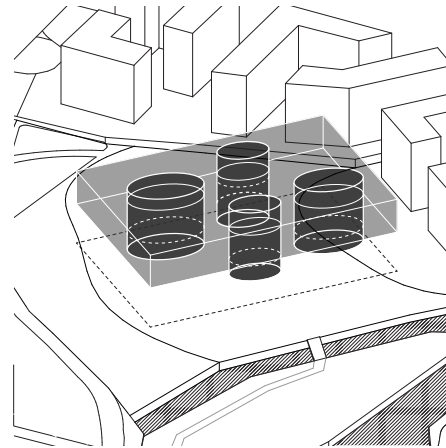
DESIGN INGREDIENTS



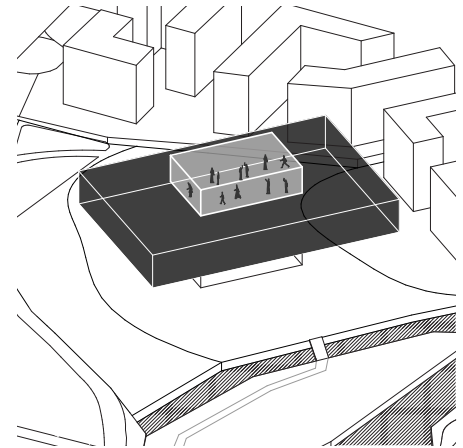
UPLIFTED STRUCTURE



**URBAN PLAZA
with green public spaces**



ALLOCATED FASHION SPACES



HIGHLIGHTED ROOFTOP

DESIGN CONCEPT

PROGRAM DIVISION

office



administrative facilities for Beirut's fashion
associations and organisations

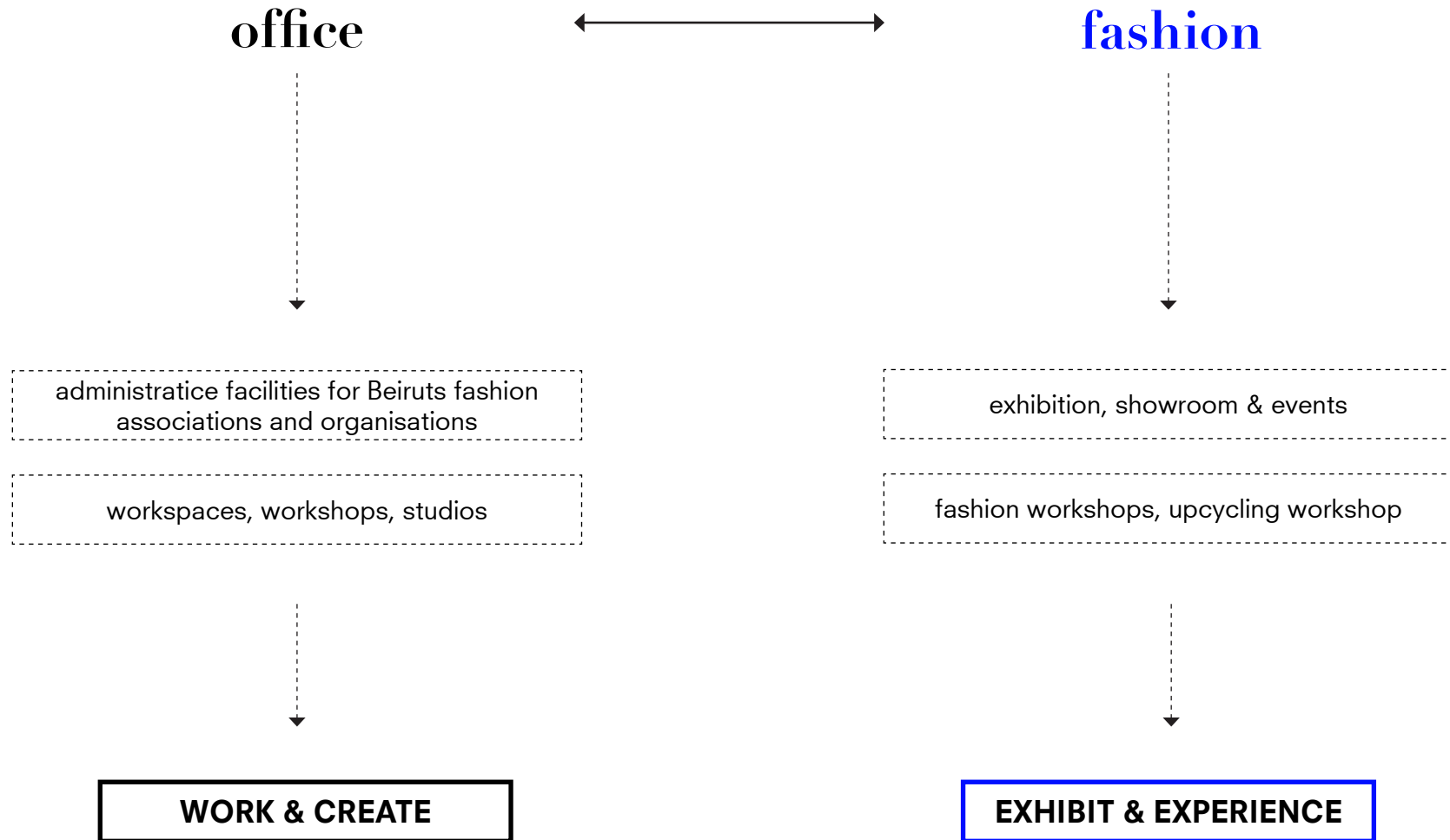
workspaces, workshops, studios



WORK & CREATE

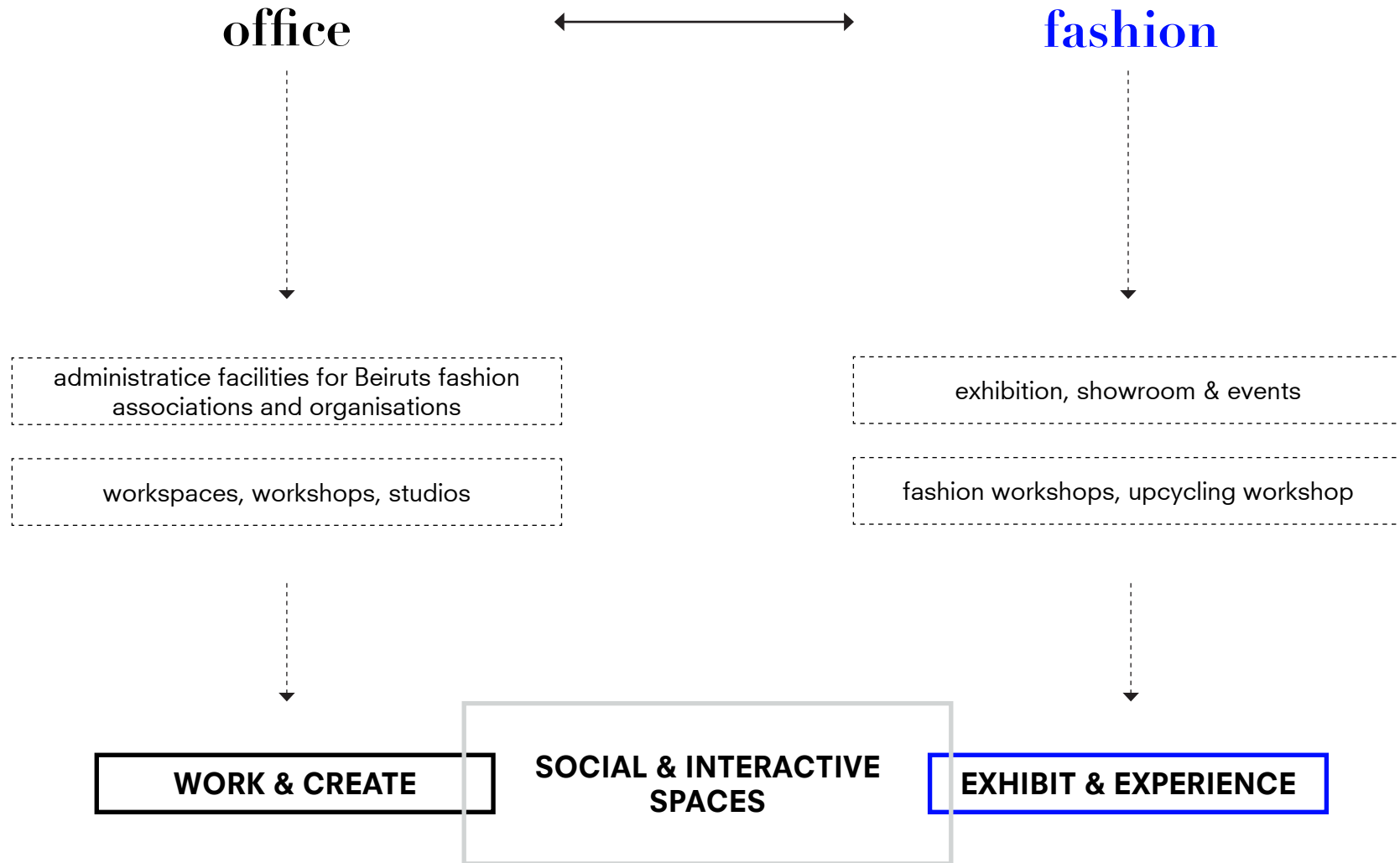
DESIGN CONCEPT

PROGRAM DIVISION



DESIGN CONCEPT

PROGRAM DIVISION

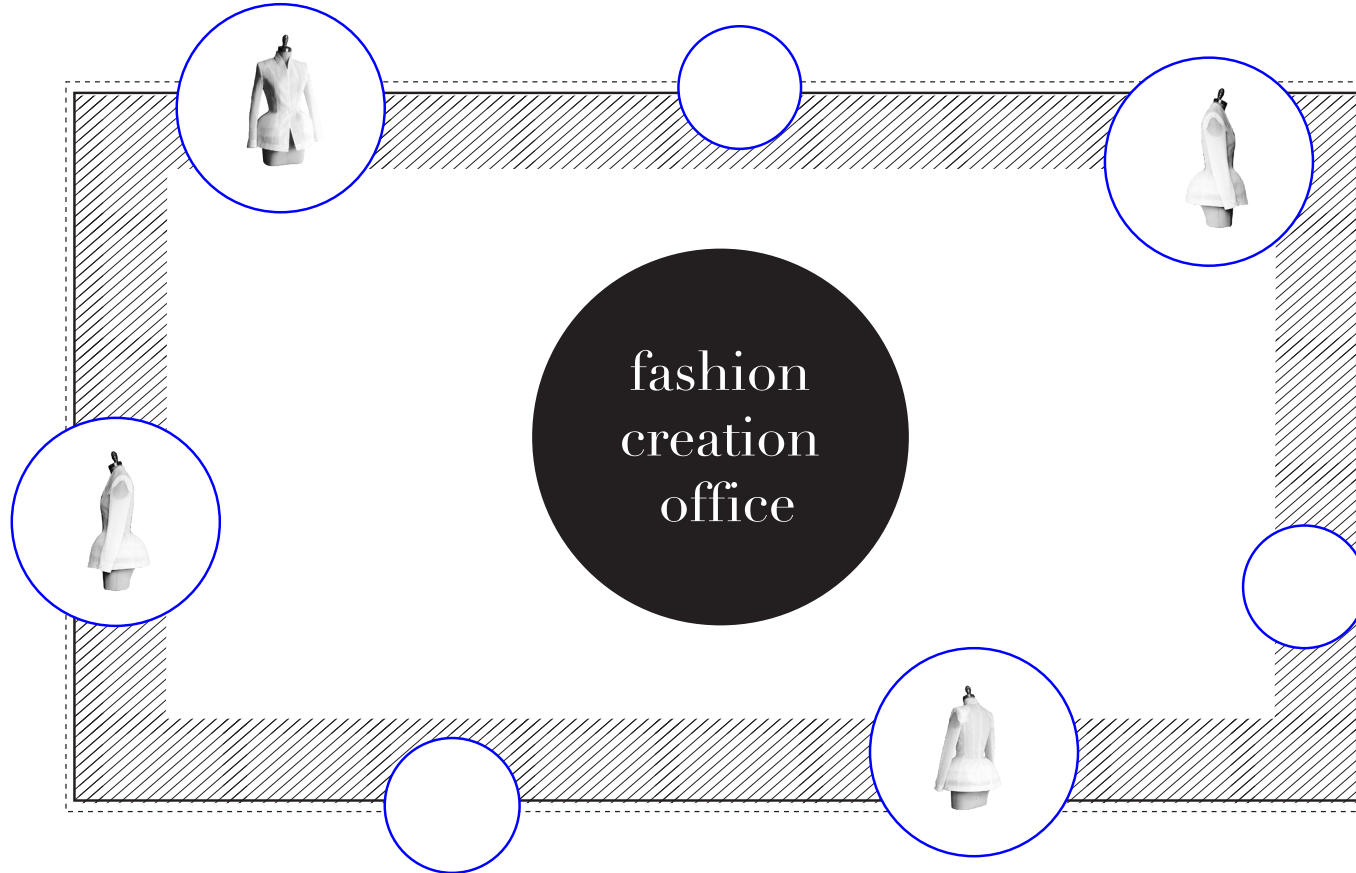


CONCEPT

CONFINED FASHION SPACES

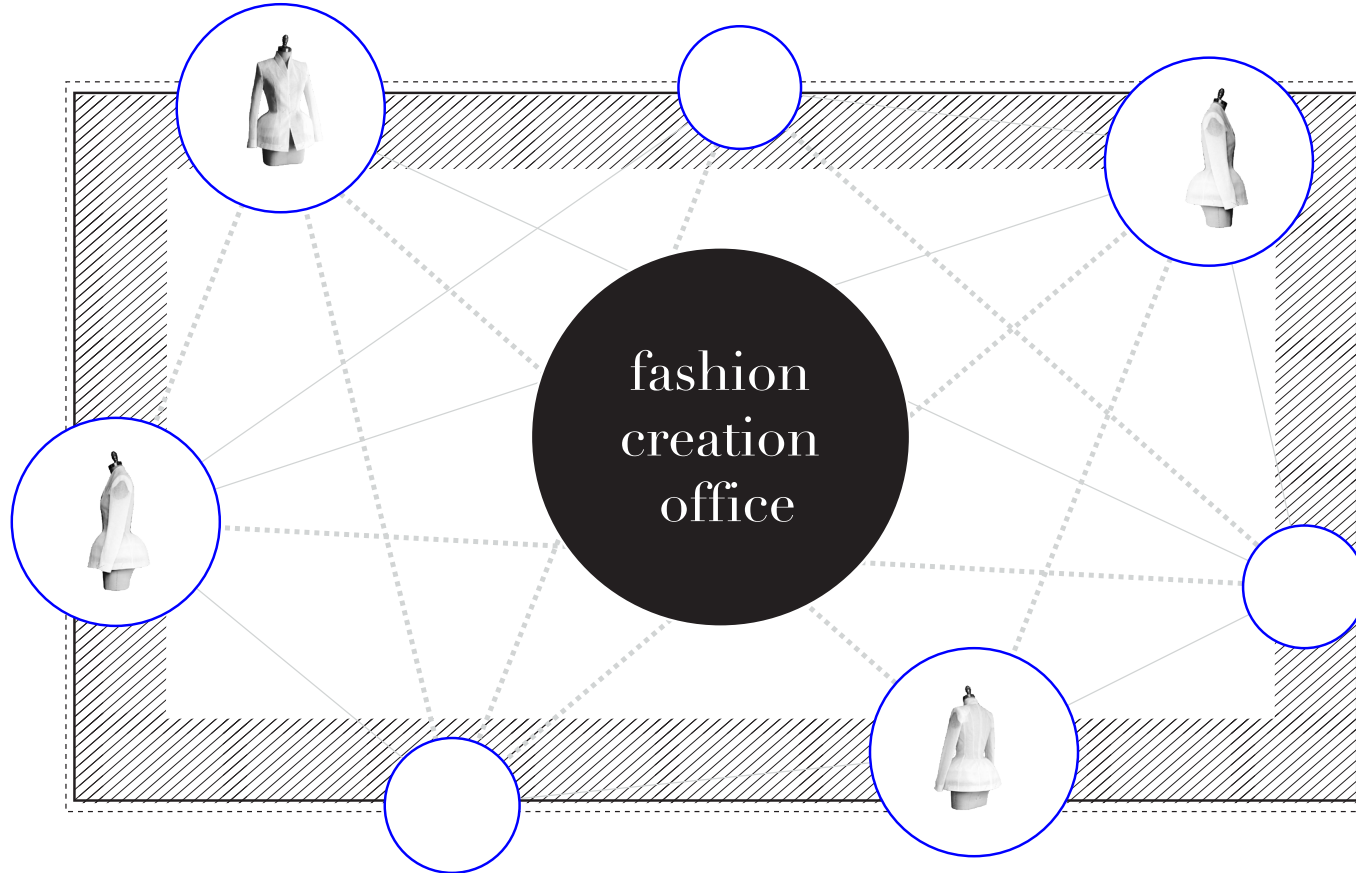


CONCEPT OFFICE



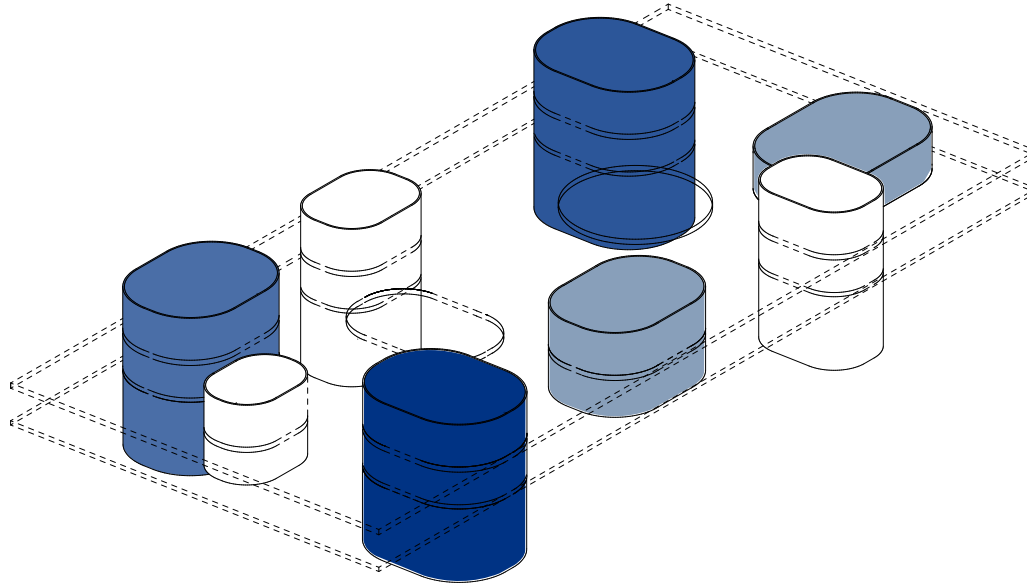
CONCEPT

INTERACTIVE SPACES



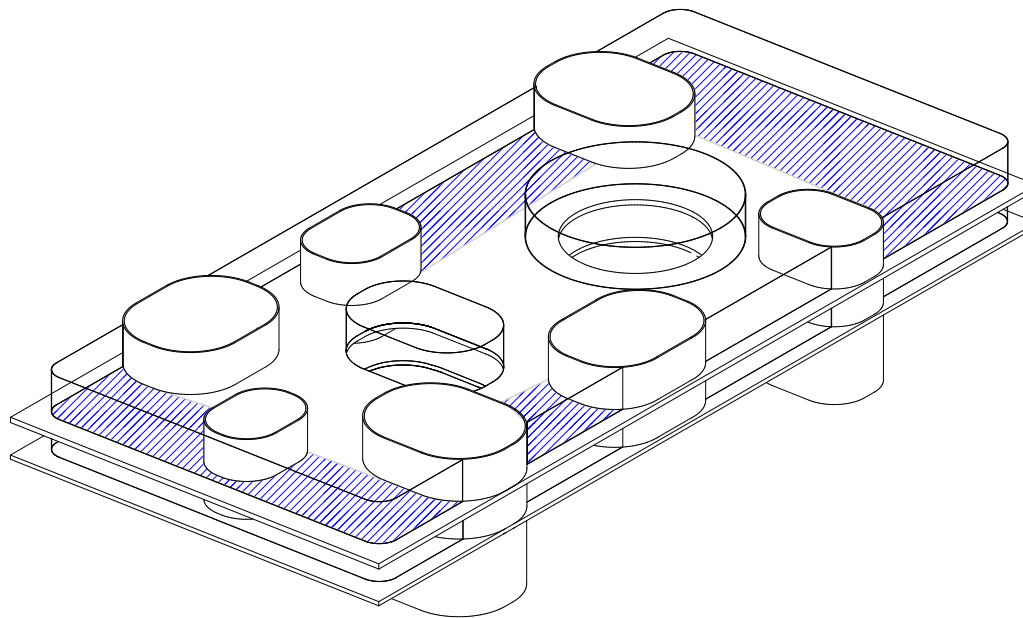
CONCEPT

FASHION ORGANISATION IN TUBES



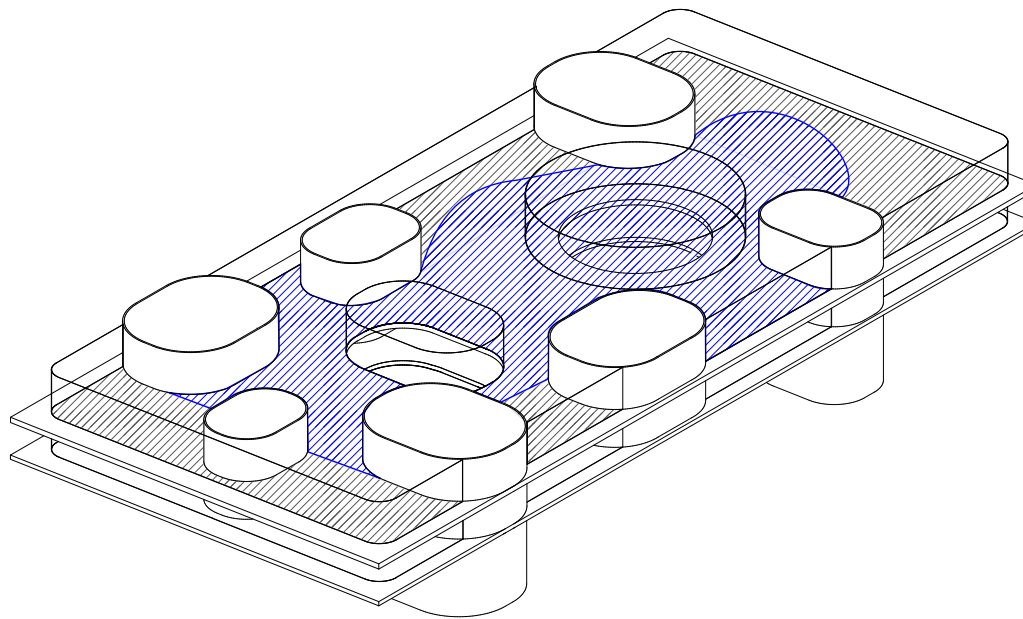
CONCEPT

OFFICE SPACES



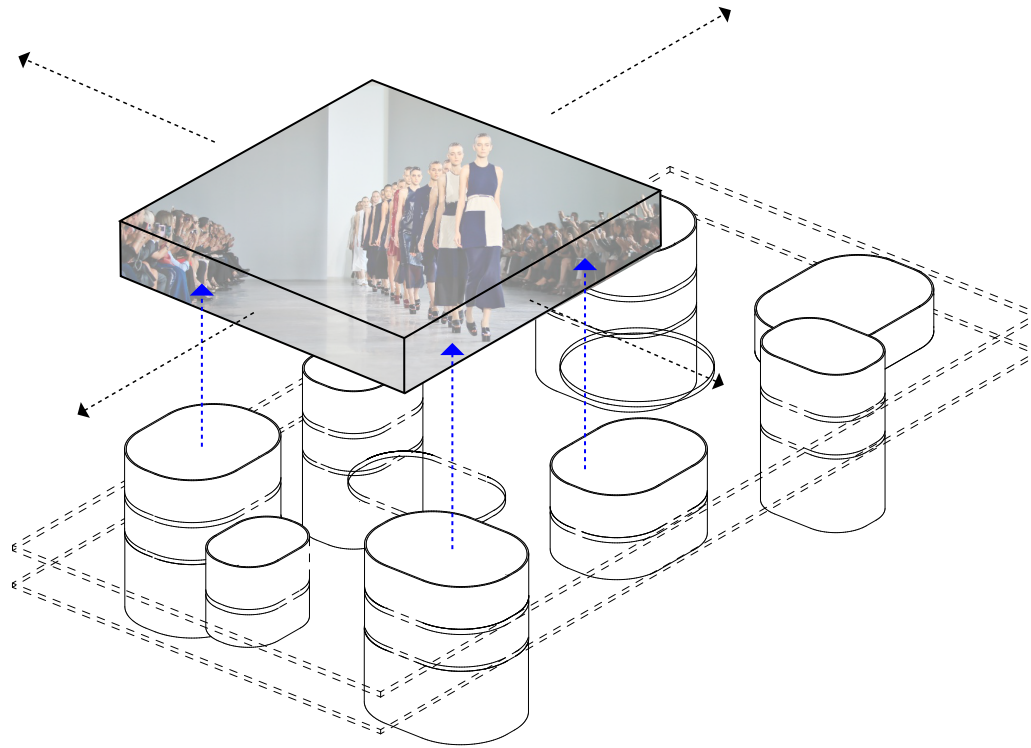
CONCEPT

INTERACTIVE SOCIAL SPACES



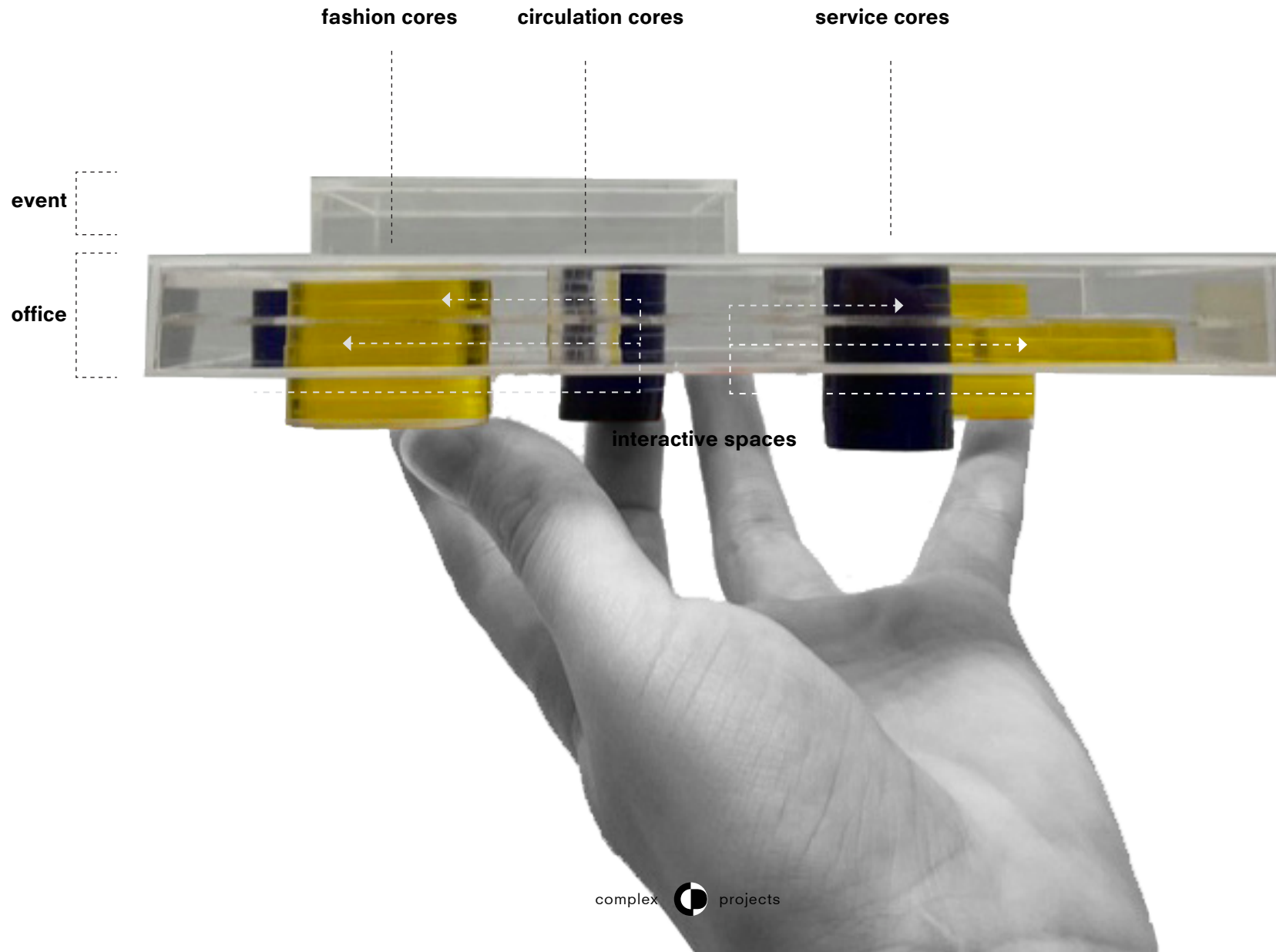
CONCEPT

PINACLE OF CREATIVITY



CONCEPT

CONNECTING FUNCTION



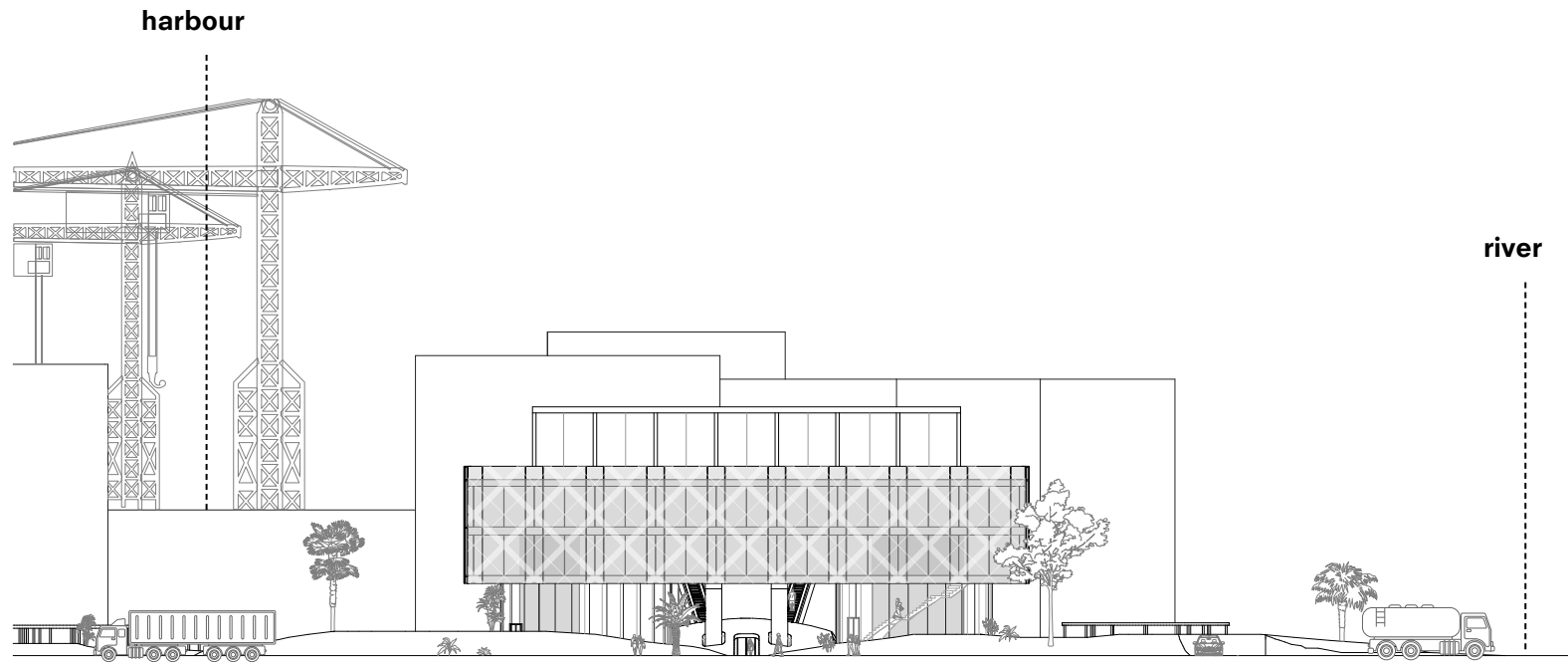
DESIGN IMPLEMENTATION

DESIGN

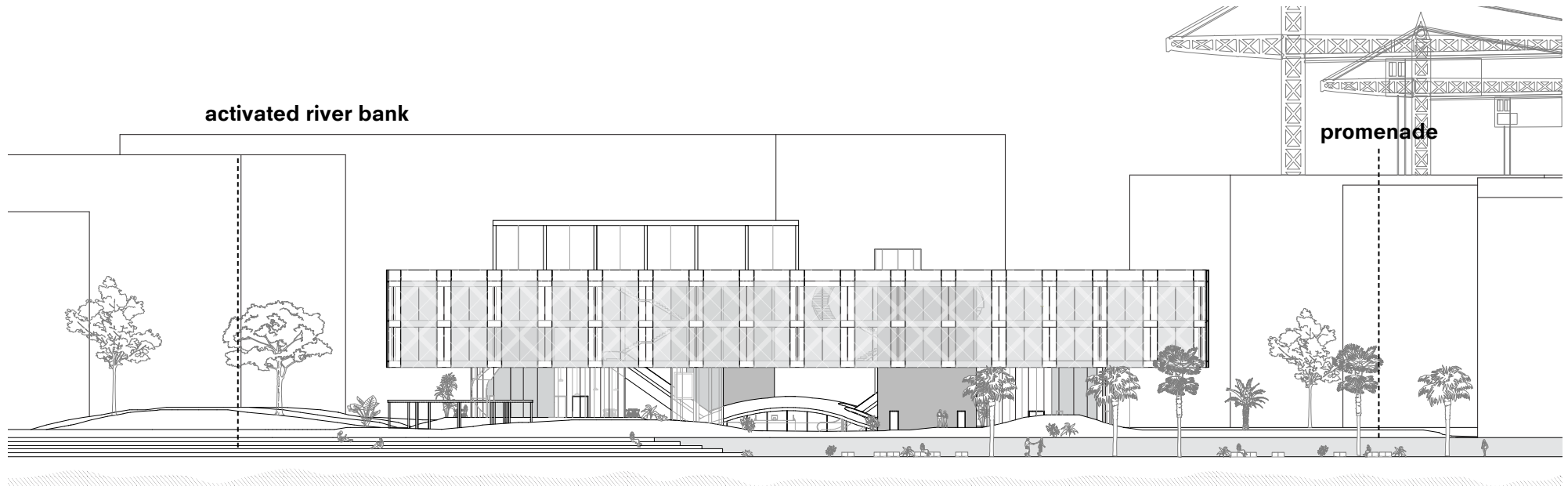
BUILDING POSITION



DEVELOPMENT ELEVATION SOUTH

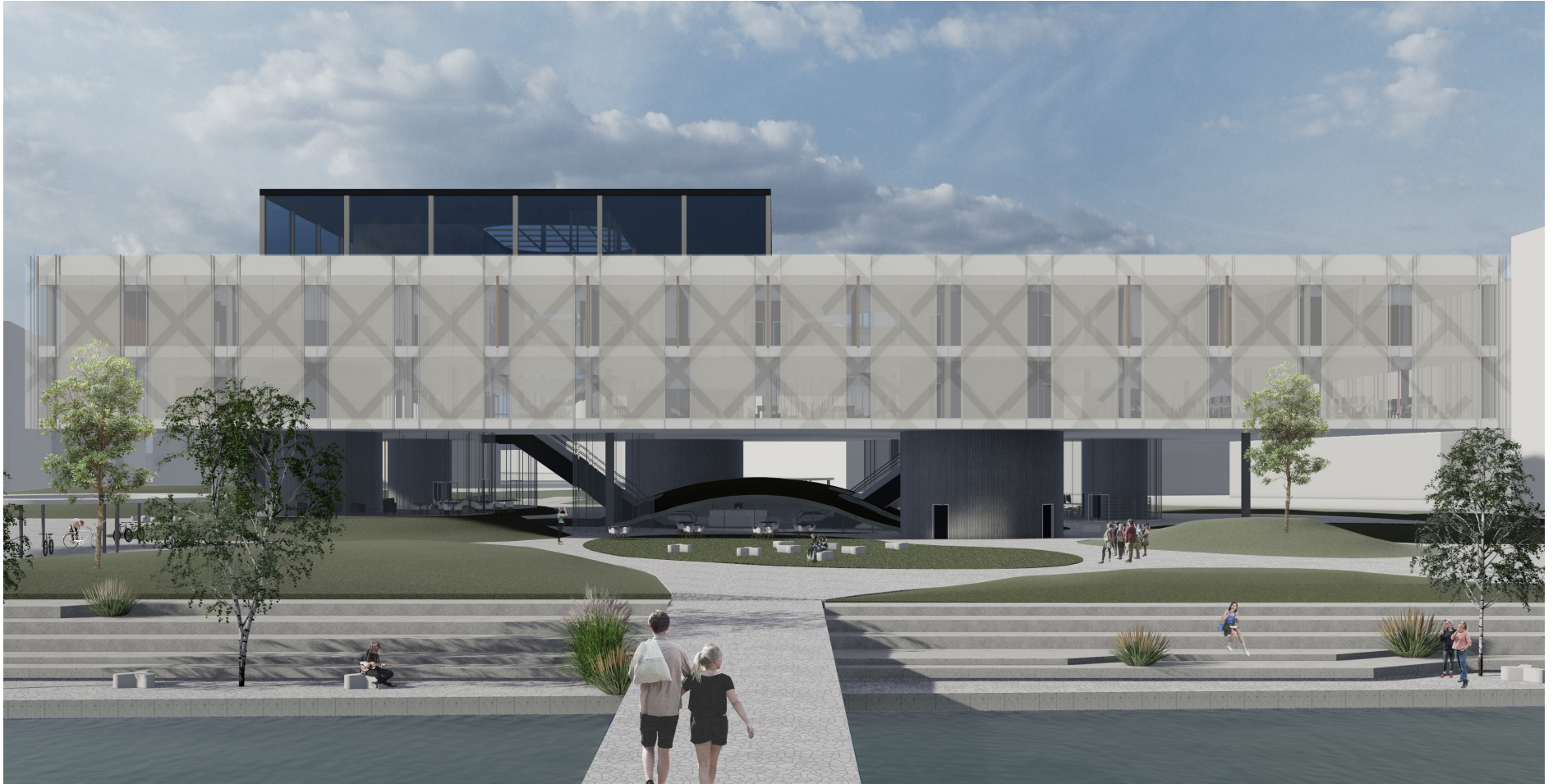


DEVELOPMENT ELEVATION EAST



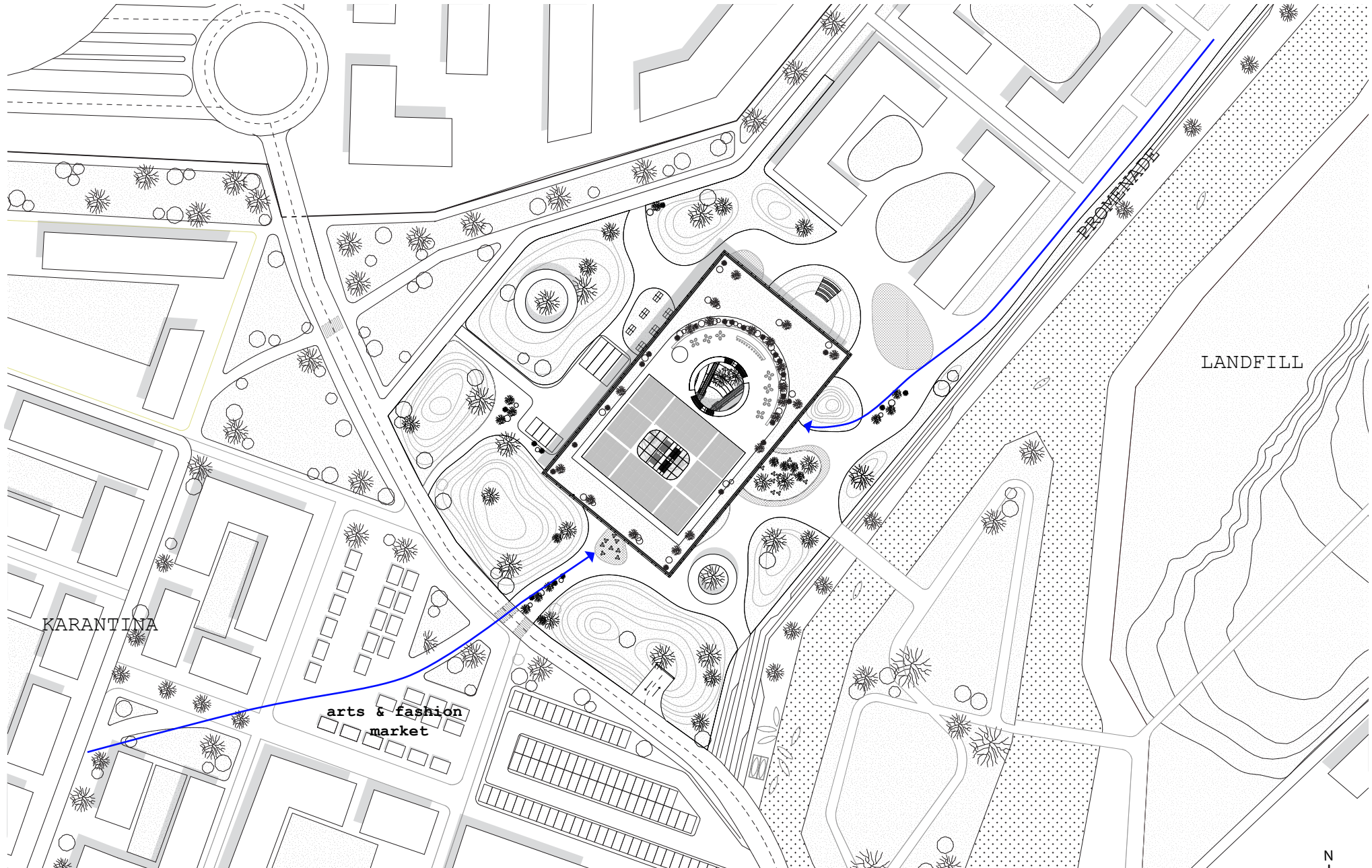
DESIGN

ACCESSIBLE RIVER BANK



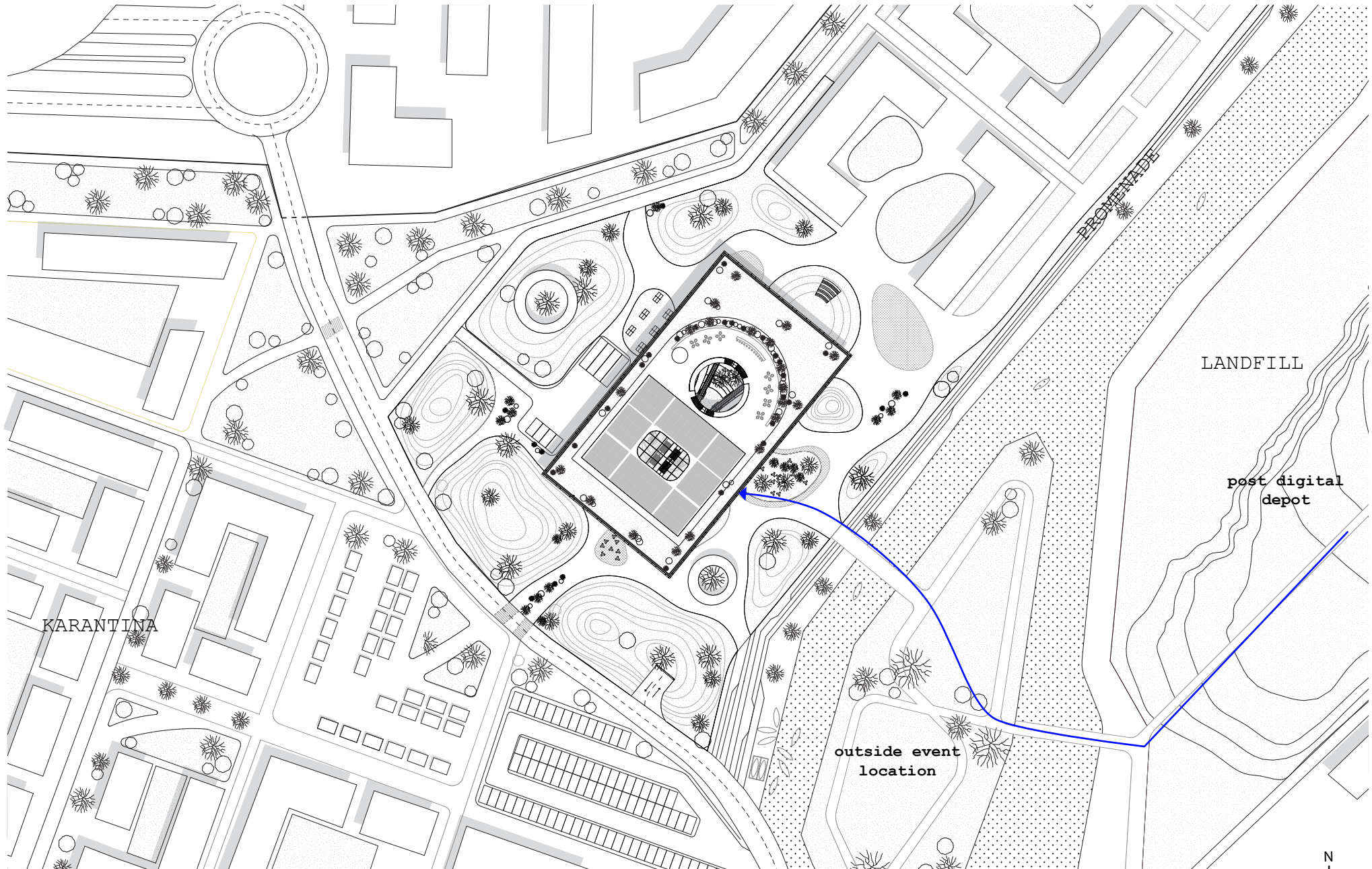
DESIGN

URBAN CONNECTIONS



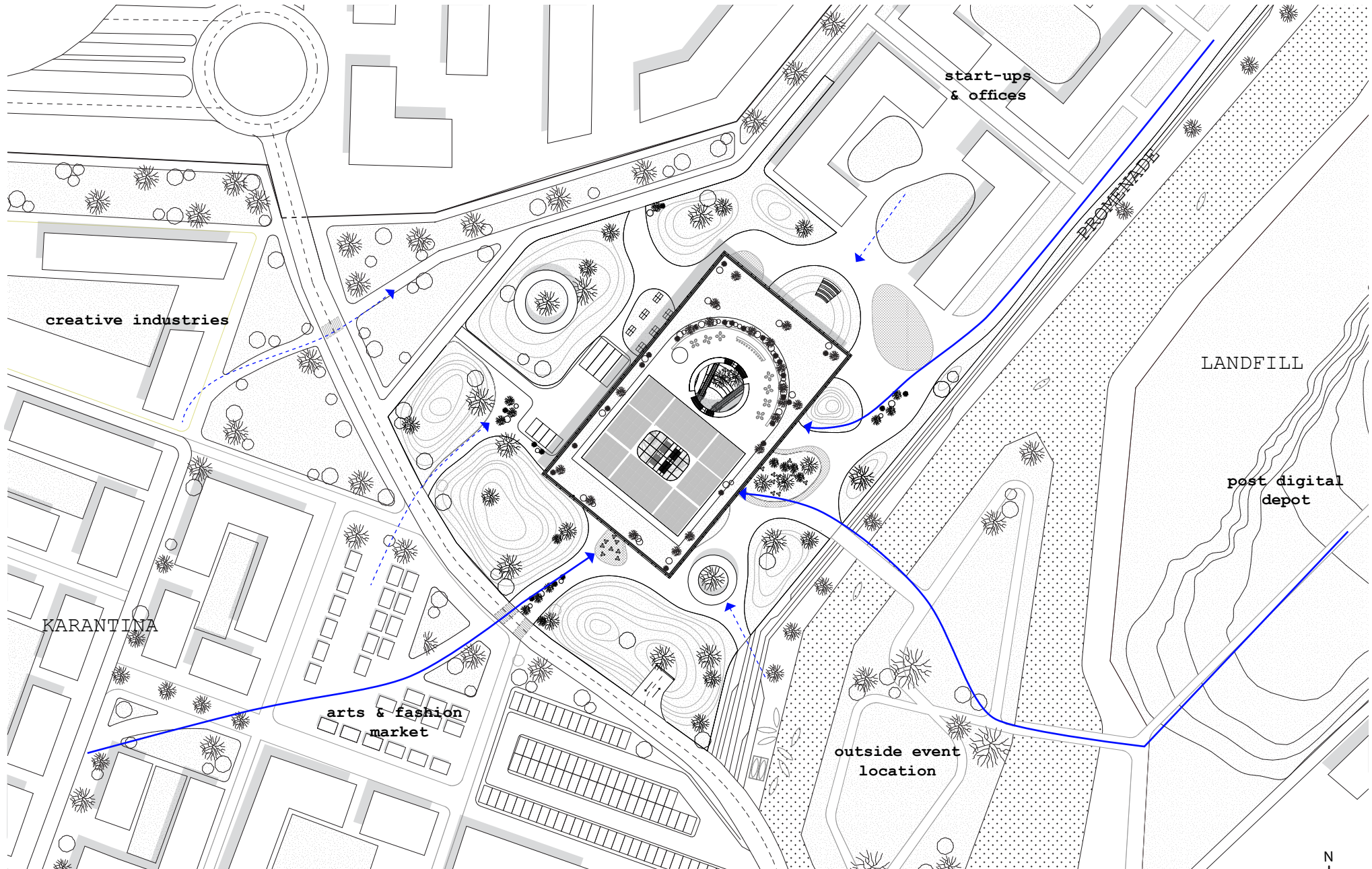
DESIGN

URBAN CONNECTIONS

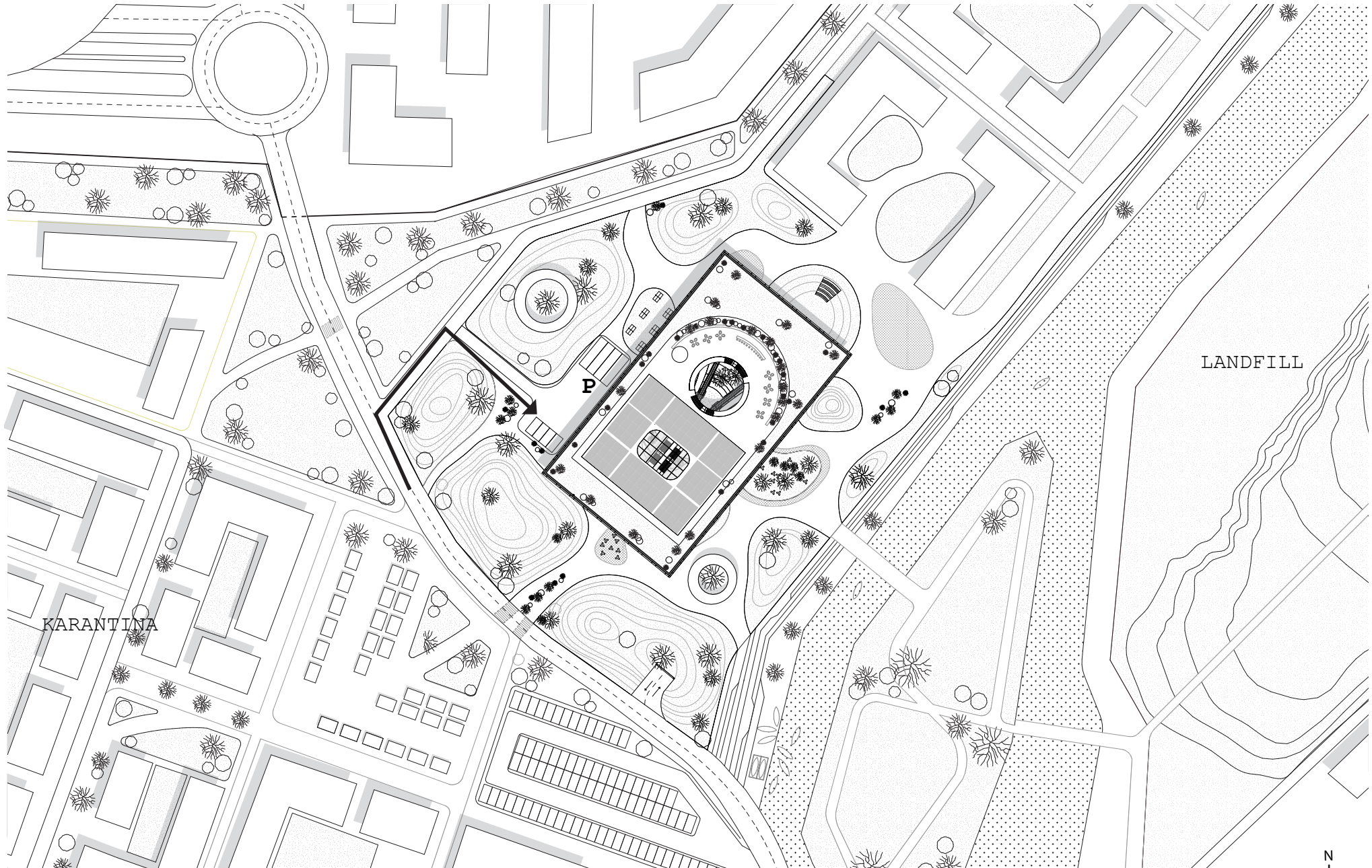


DESIGN

URBAN CONNECTIONS

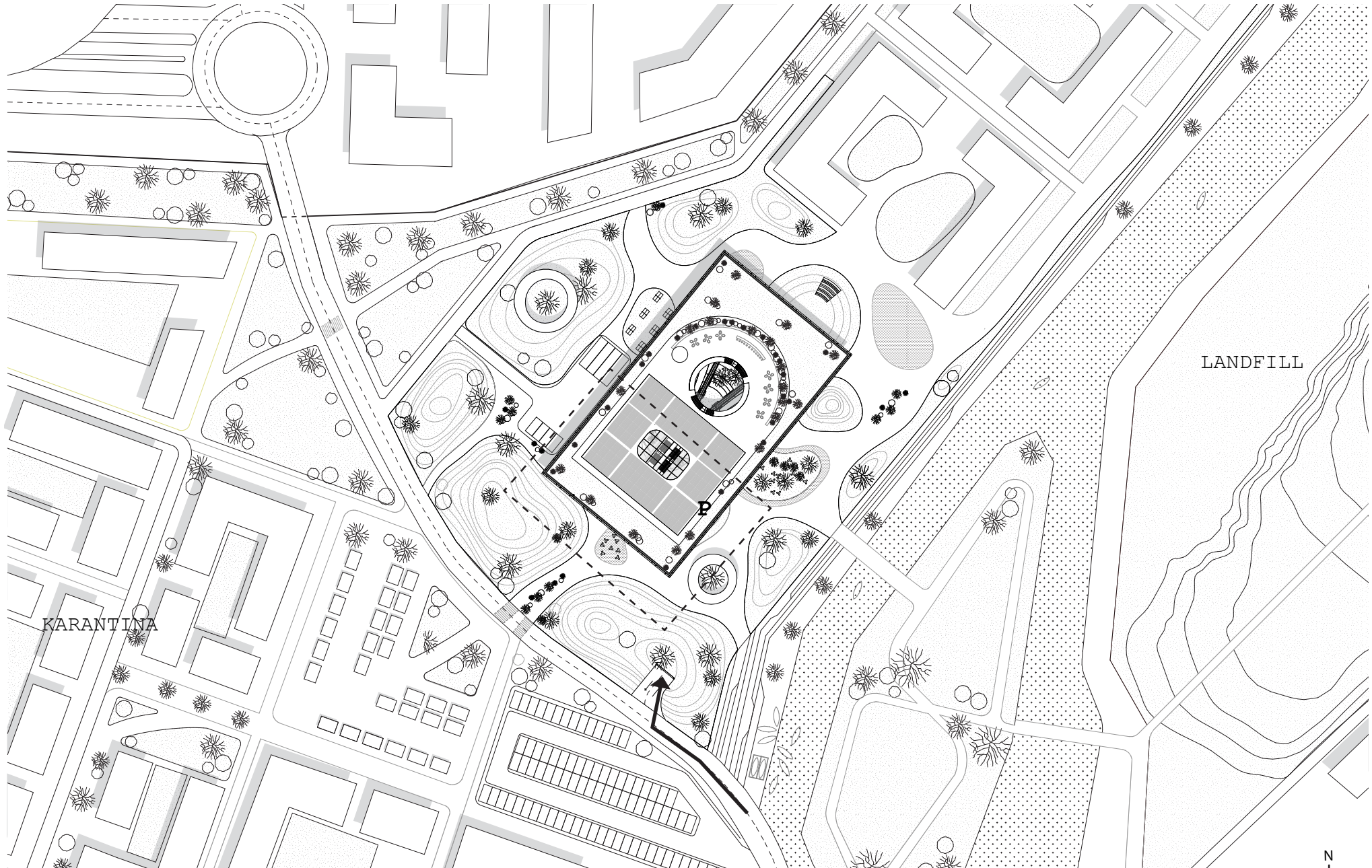


DESIGN TRUCK ACCESS



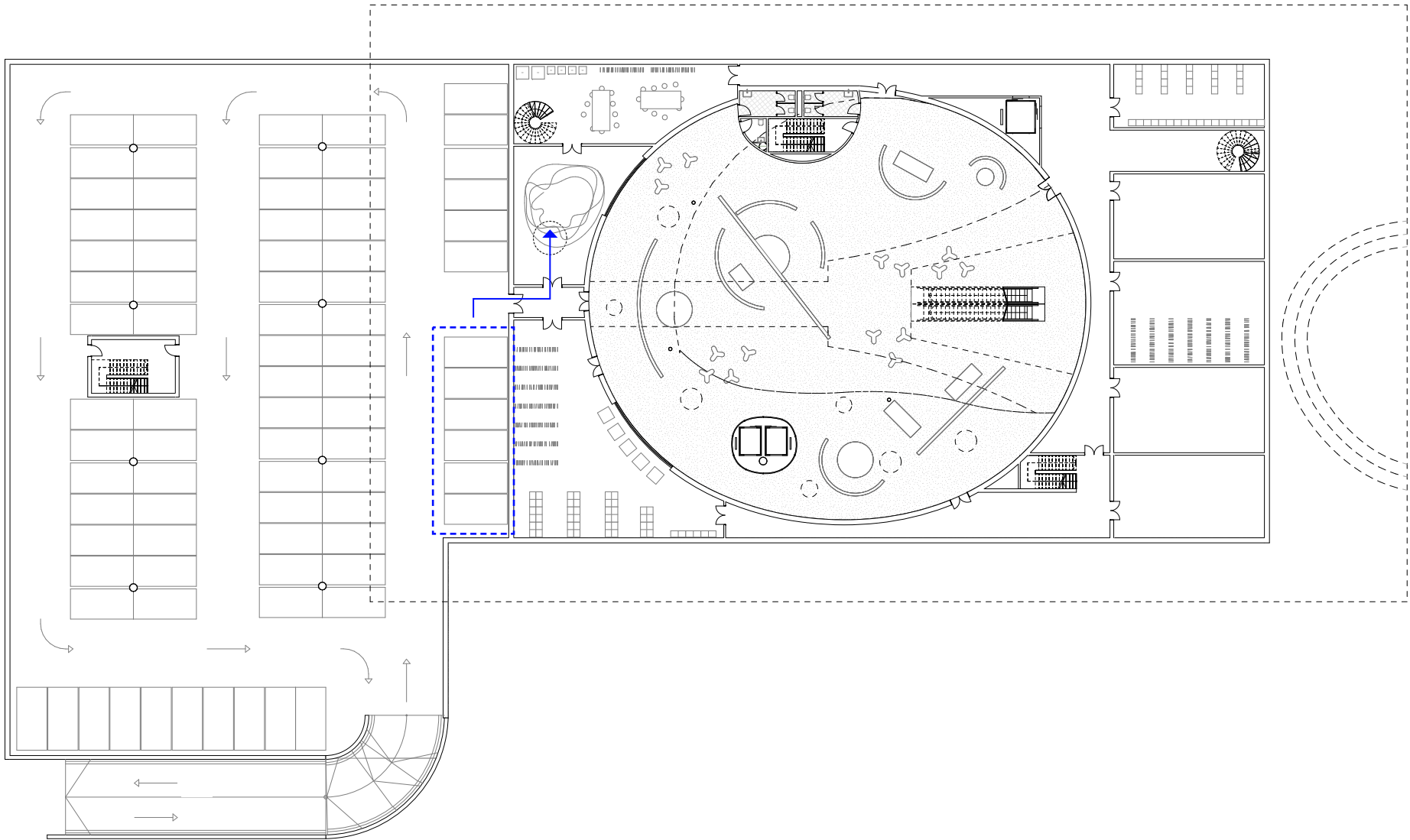
DESIGN

CAR ACCESS

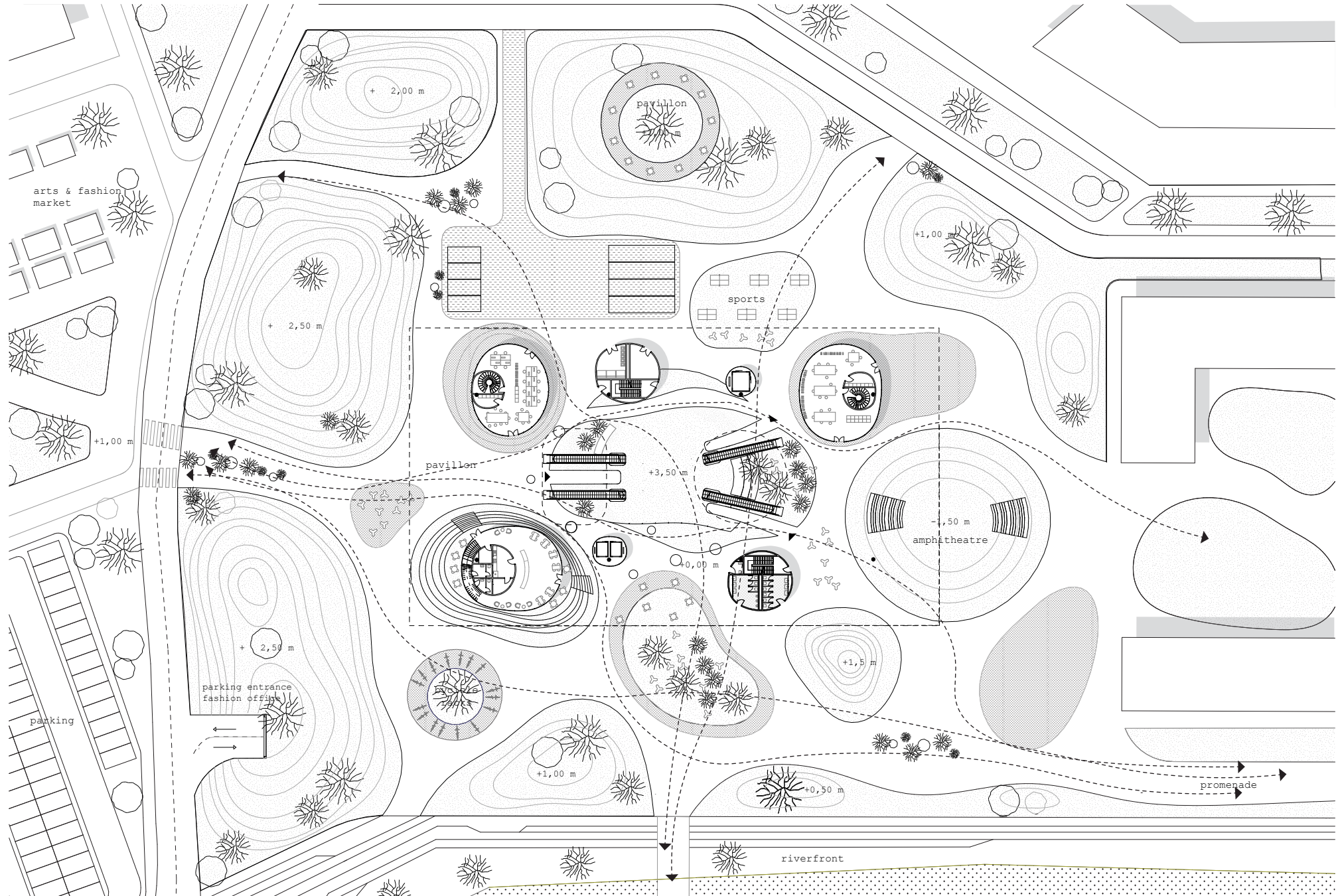


DESIGN

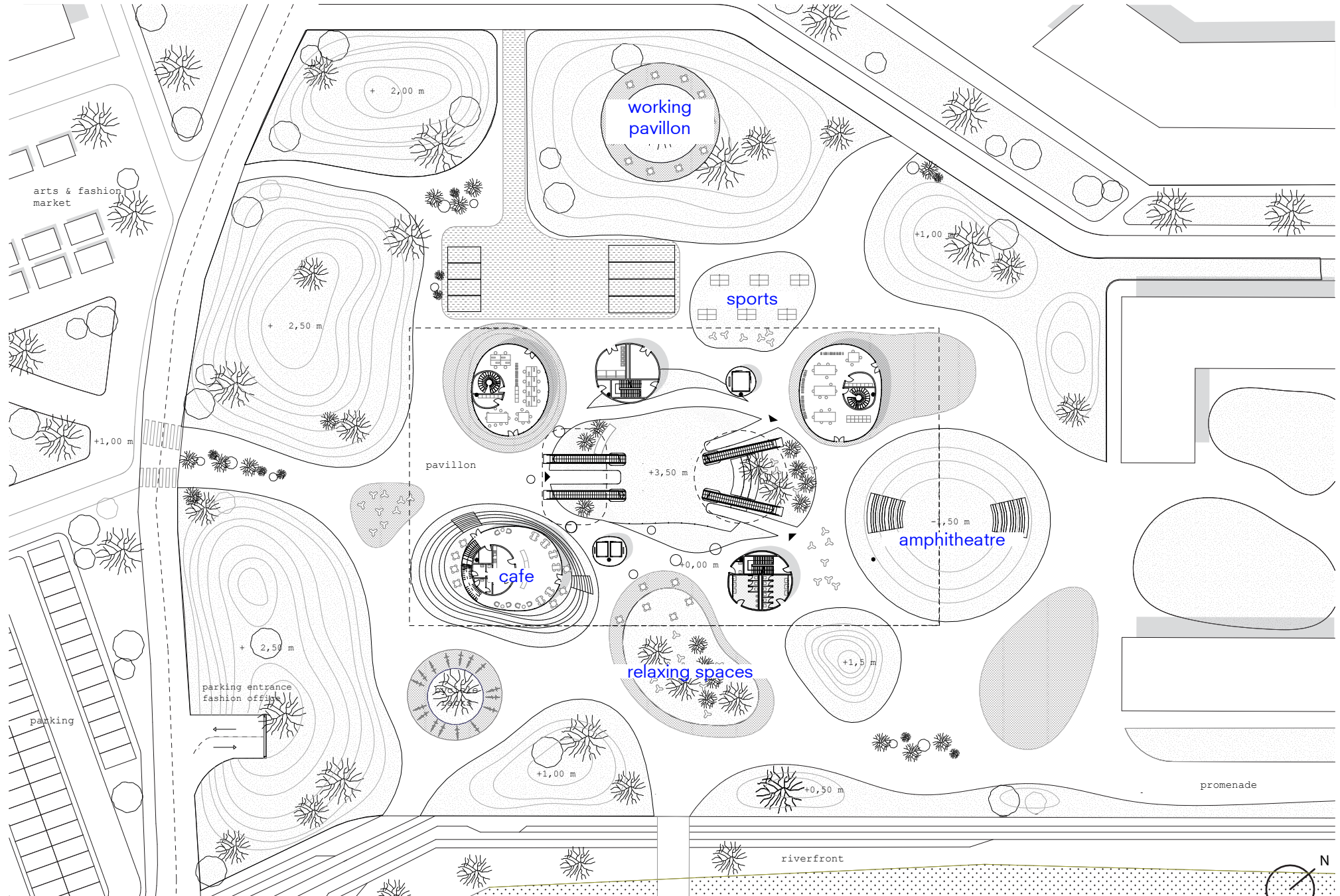
CLOTHES DROP-OFF



DESIGN URBAN PLAZA

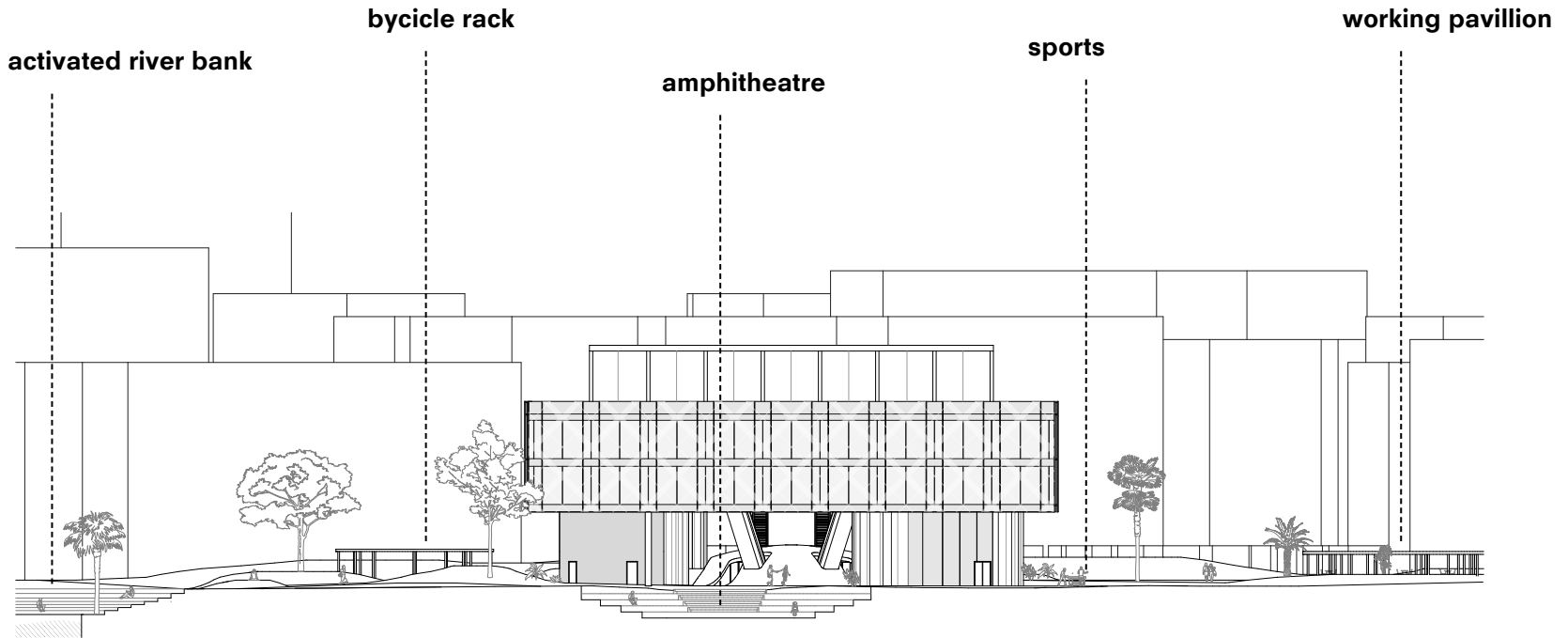


DESIGN URBAN PLAZA



DEVELOPMENT

TOPOGRAPHY INTEGRATED FUNCTIONS



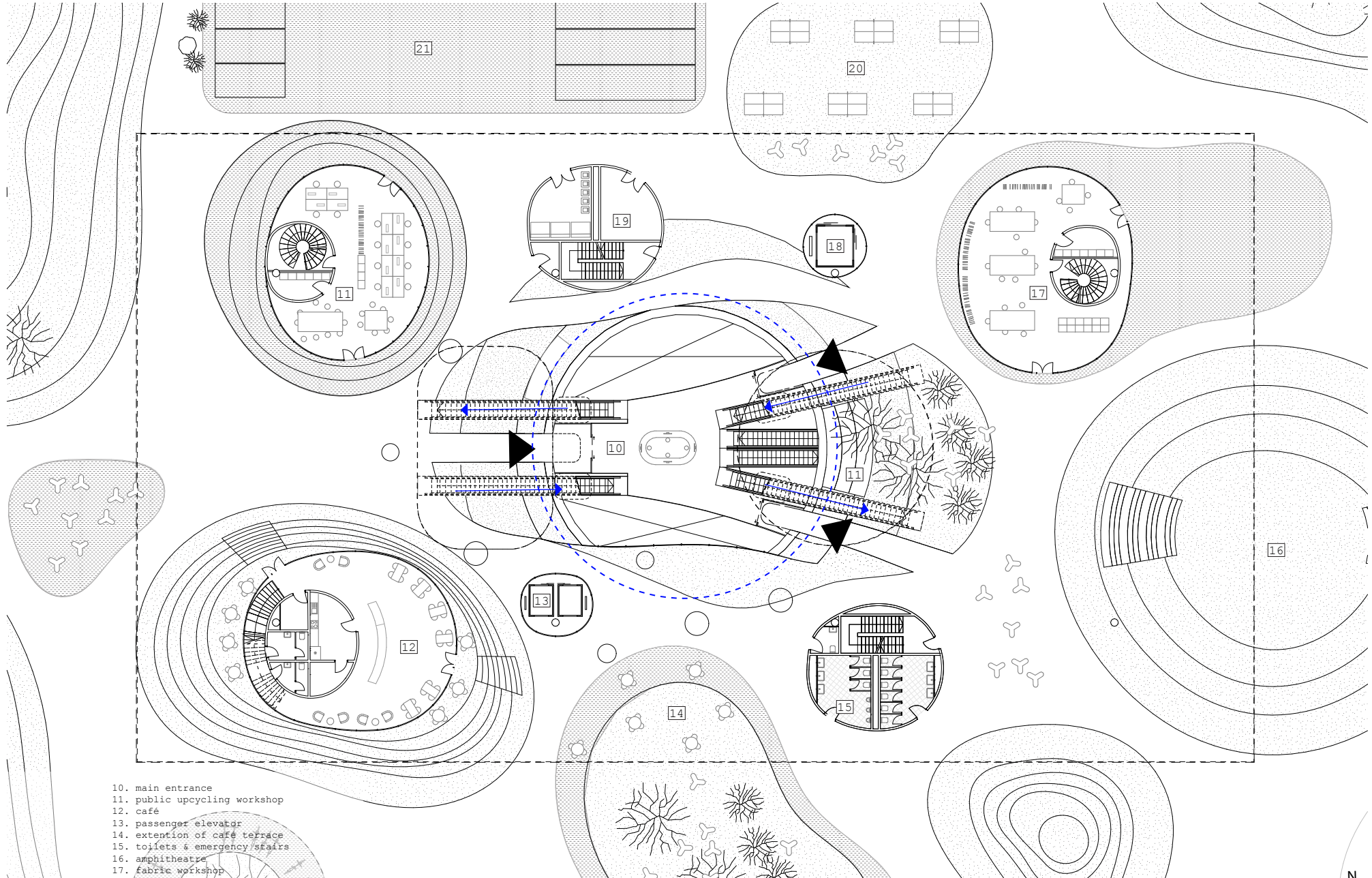
DESIGN

GROUND FLOOR EXPERIENCE

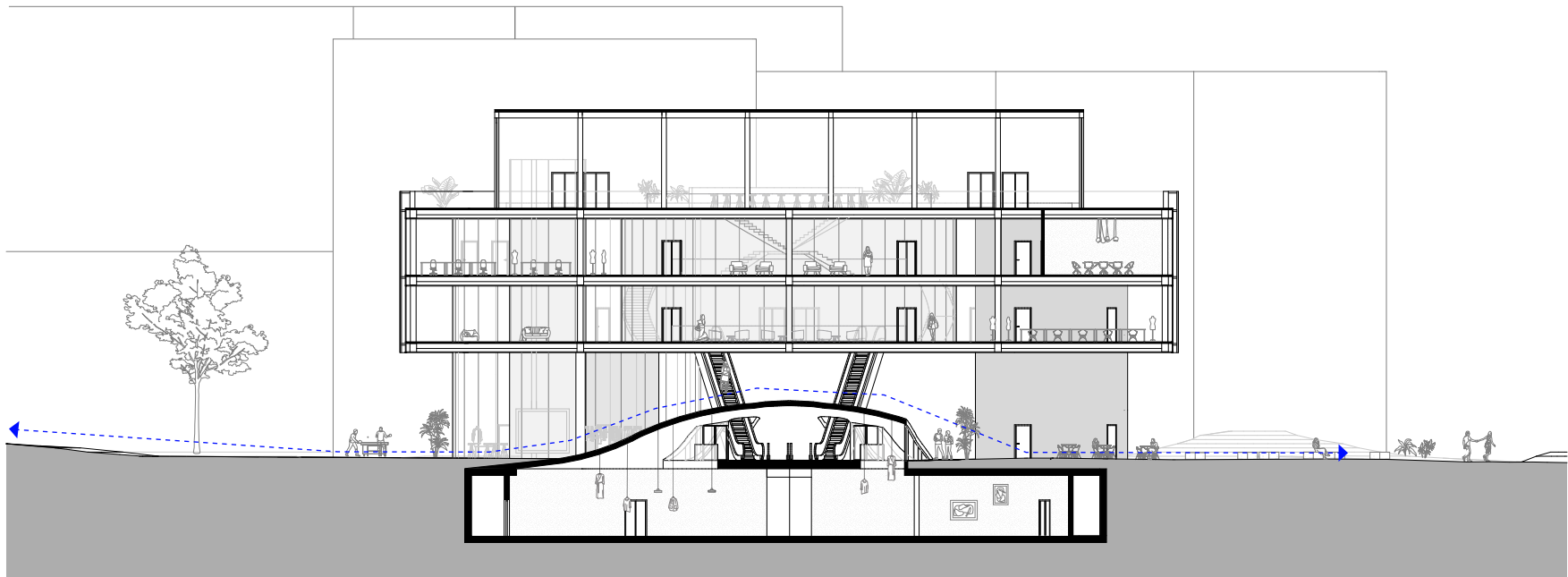


DESIGN

GROUND FLOOR

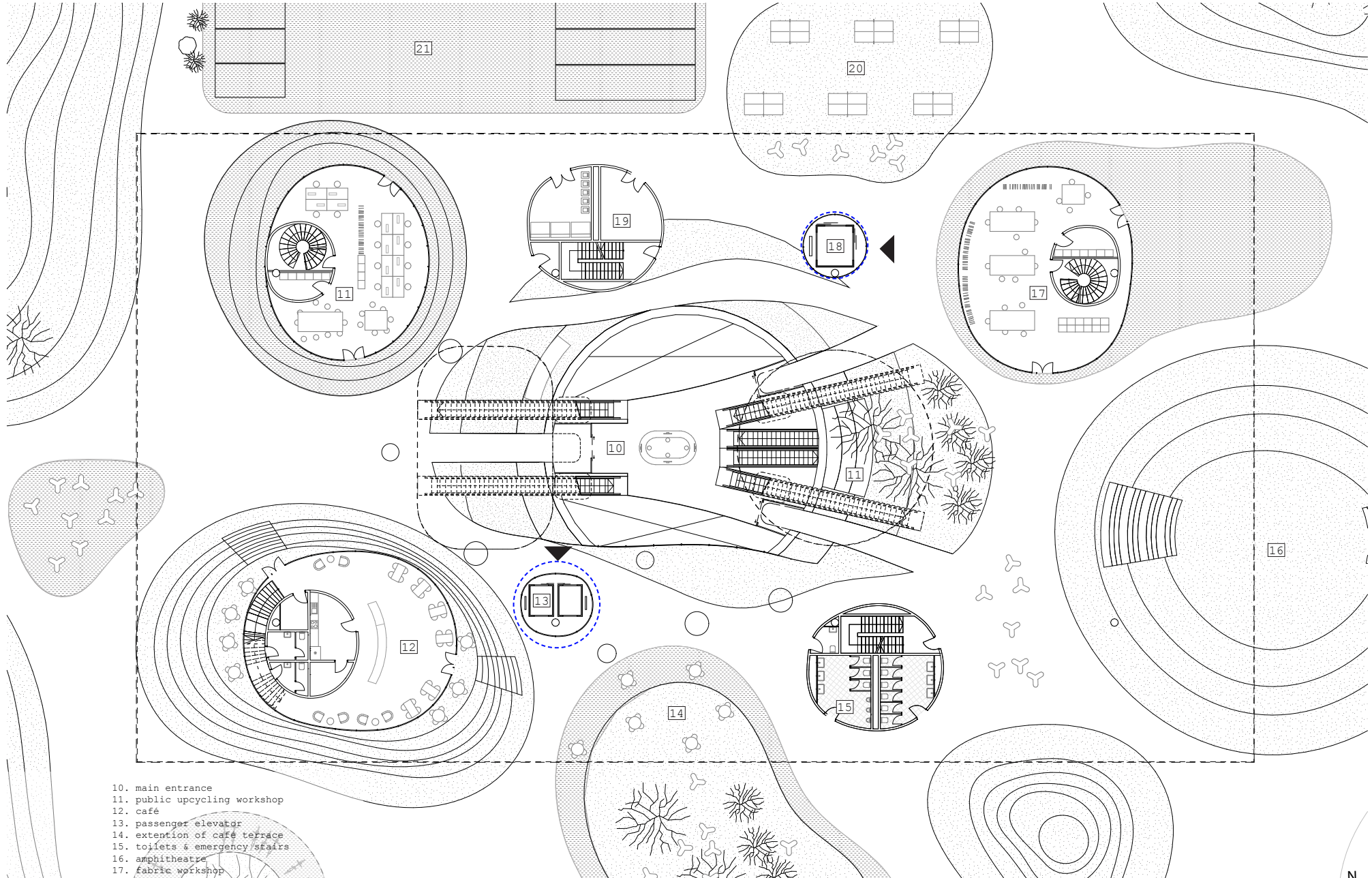


DEVELOPMENT MAIN ENTRANCE

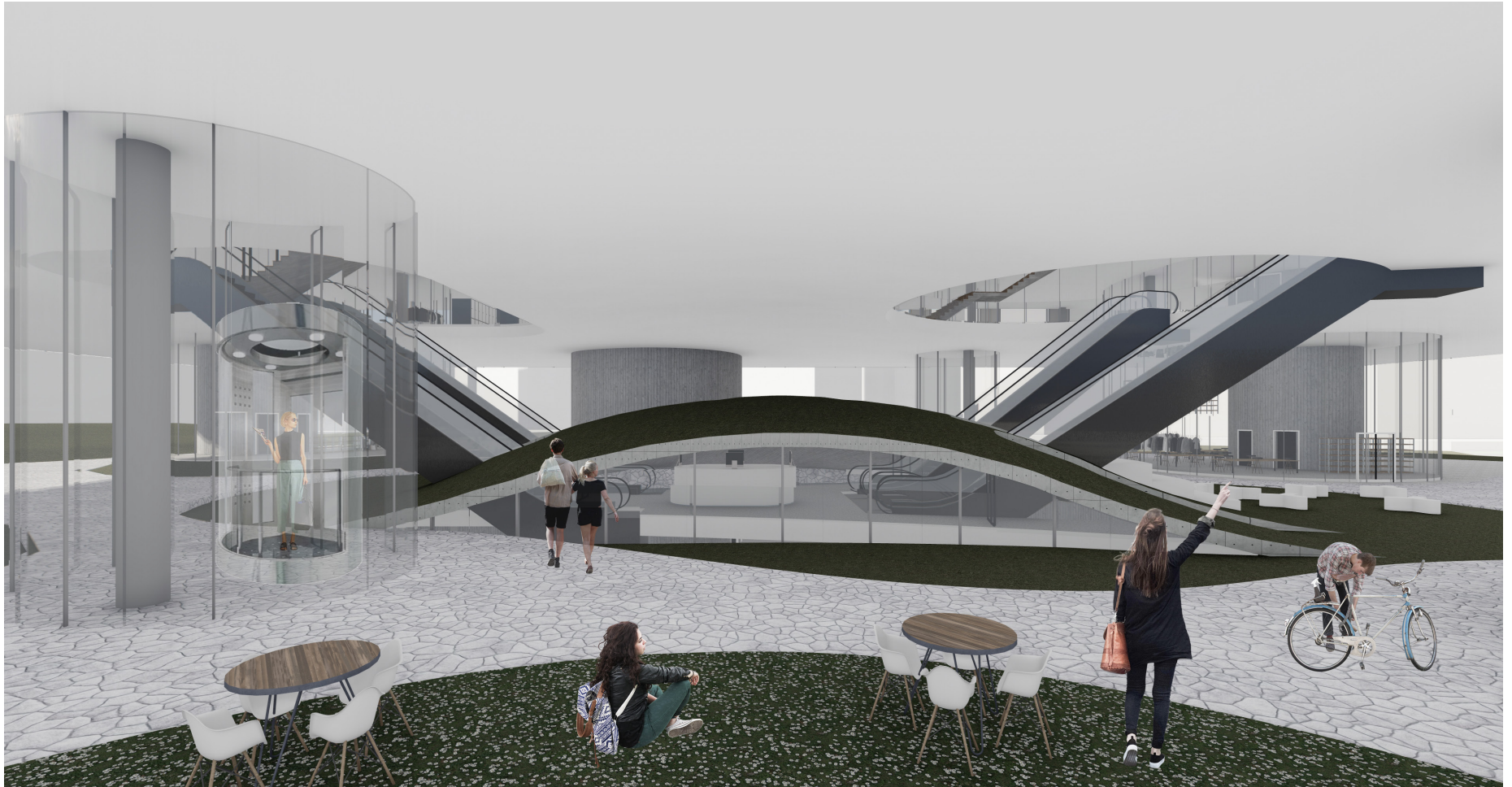


DESIGN

GROUND FLOOR

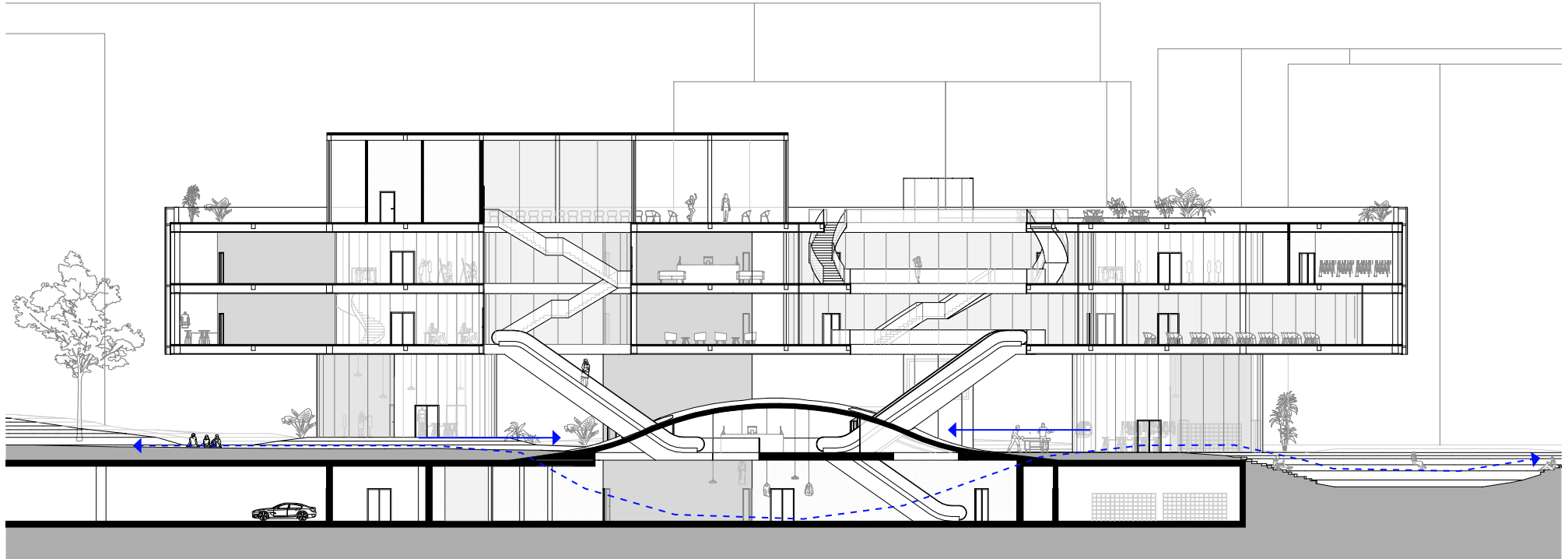


DESIGN MAIN ENTRANCE



DESIGN

EXTENTION OF URBAN PLAZA



DESIGN EXHIBITION SPACE



DESIGN

VISUAL INSIGHT



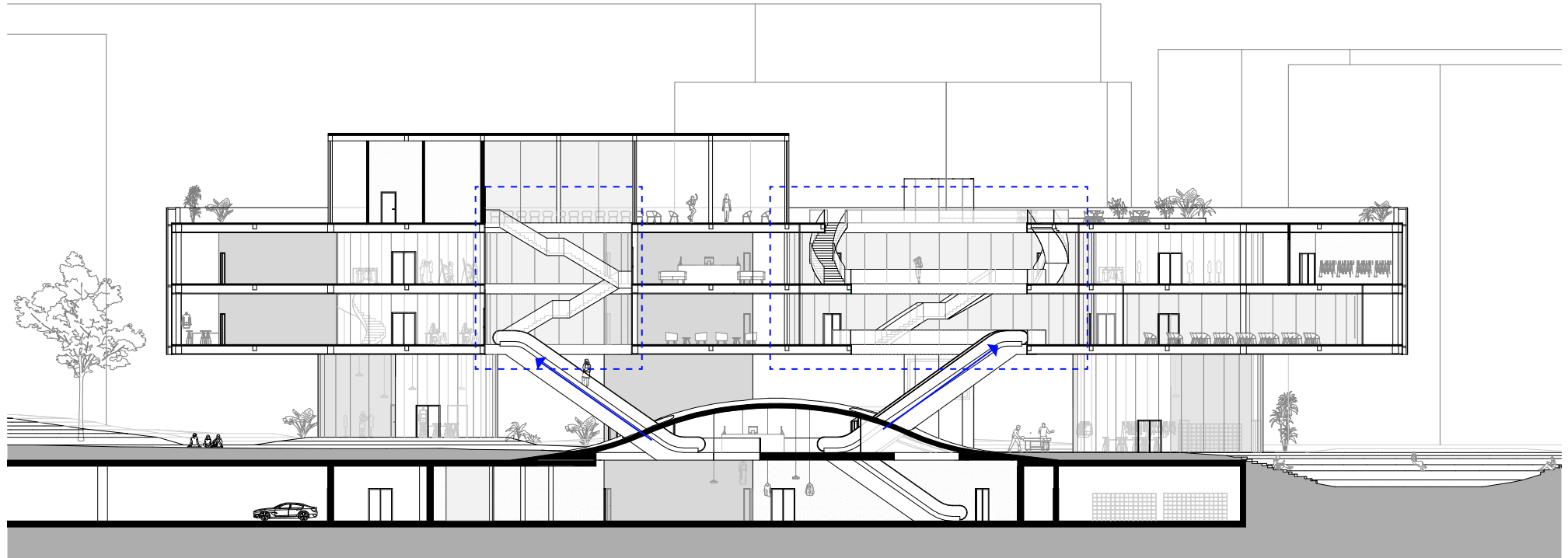
Lebanese fashion archive



Recycled clothes storage

DESIGN

ACCES TOP FLOORS

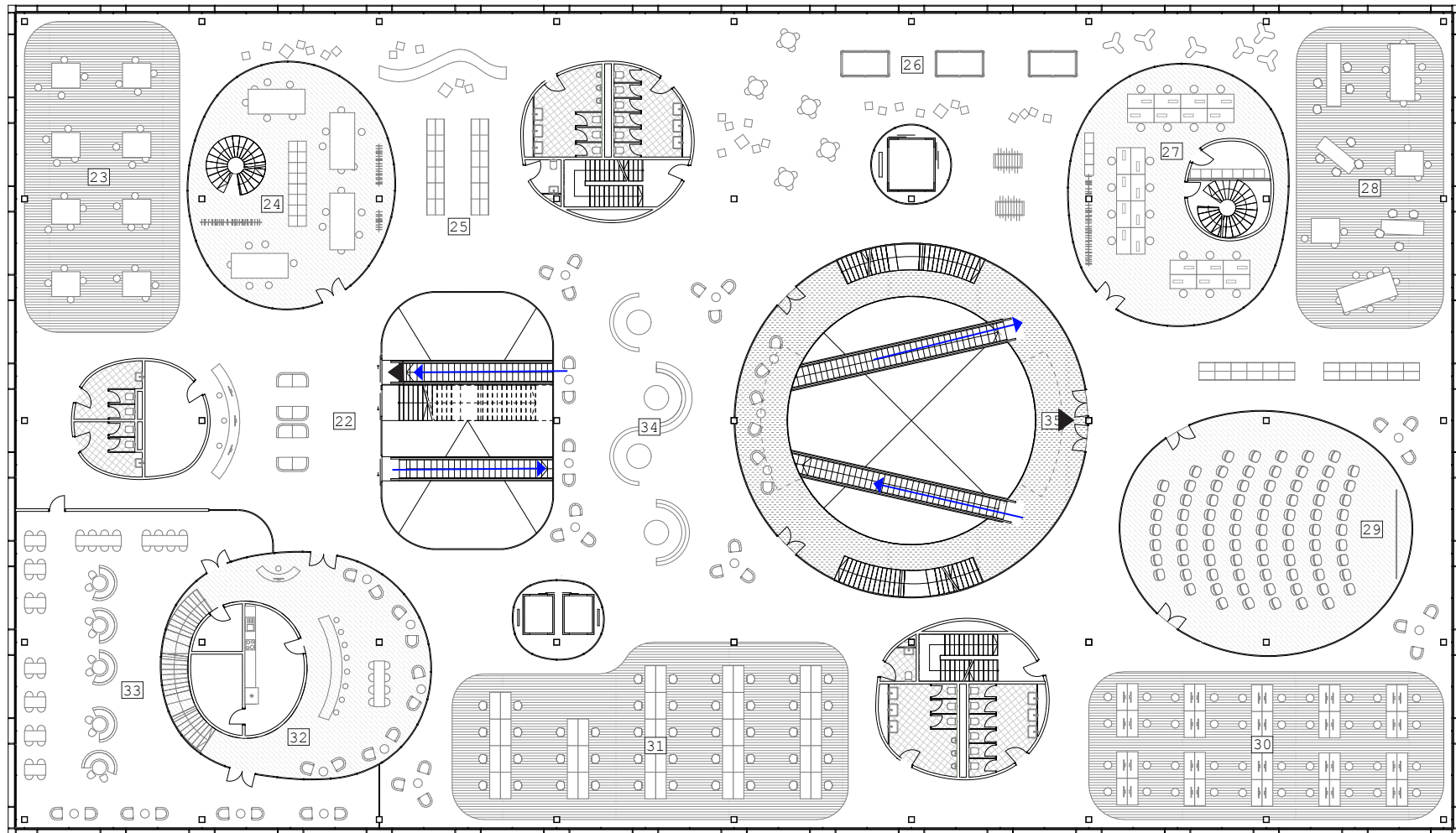


DESIGN ATRIUM



DESIGN

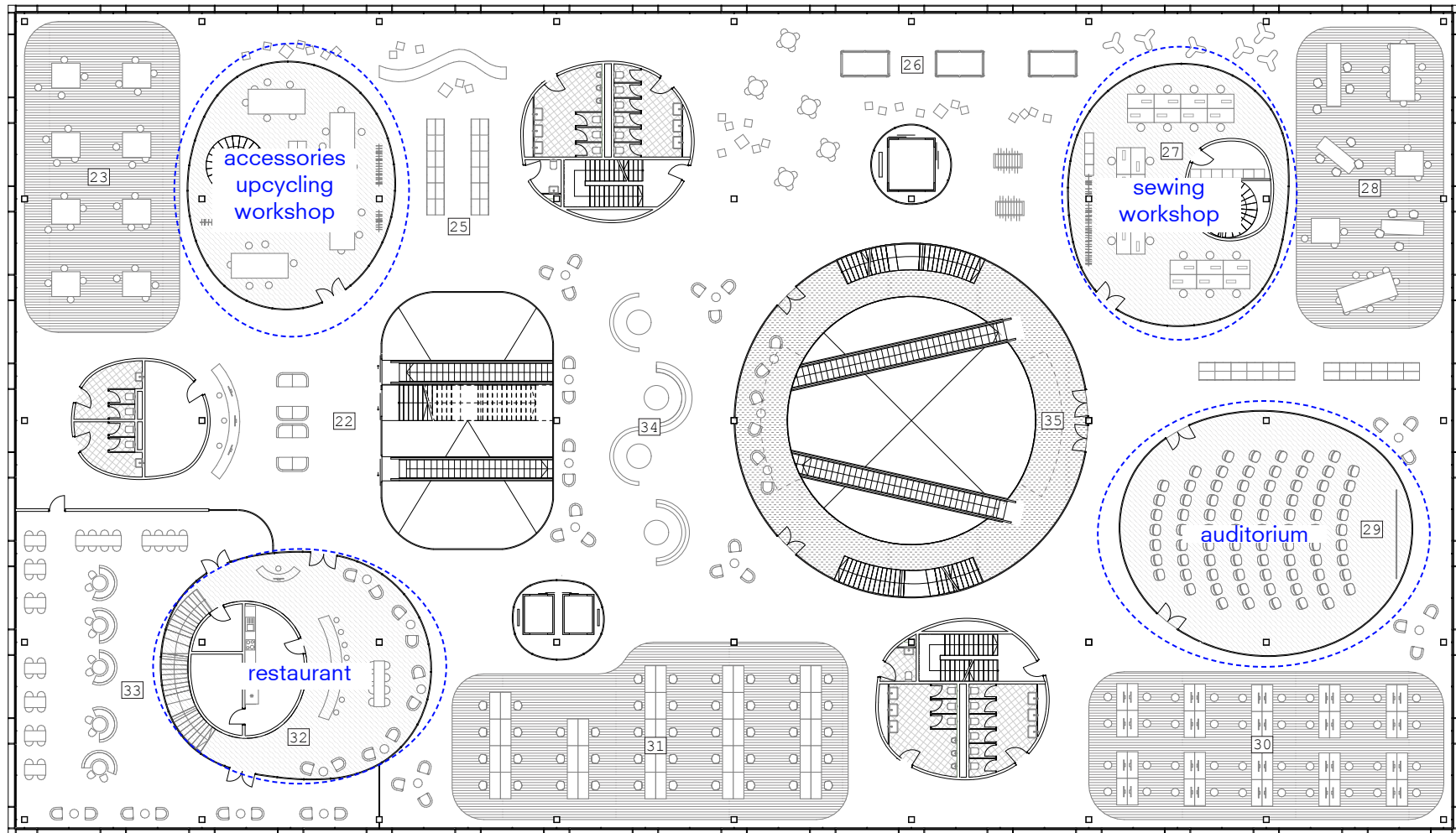
FIRST FLOOR ACCESS



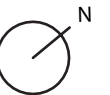
- 22. entrance & reception
- 23. group workspaces
- 24. upcycling accessories workshop
- 25. user storage
- 26. recreational area
- 27. sewing workshop
- 28. group workspaces
- 29. auditorium
- 30. computer workspaces
- 31. individual workspaces
- 32. restaurant bar & kitchen
- 33. restaurant
- 34. exhibition area
- 35. second entrance & atrium

DESIGN

FASHION CORES



- 22. entrance & reception
- 23. group workspaces
- 24. upcycling accessories workshop
- 25. user storage
- 26. recreational area
- 27. sewing workshop
- 28. group workspaces
- 29. auditorium
- 30. computer workspaces
- 31. individual workspaces
- 32. restaurant bar & kitchen
- 33. restaurant
- 34. exhibition area
- 35. second entrance & atrium

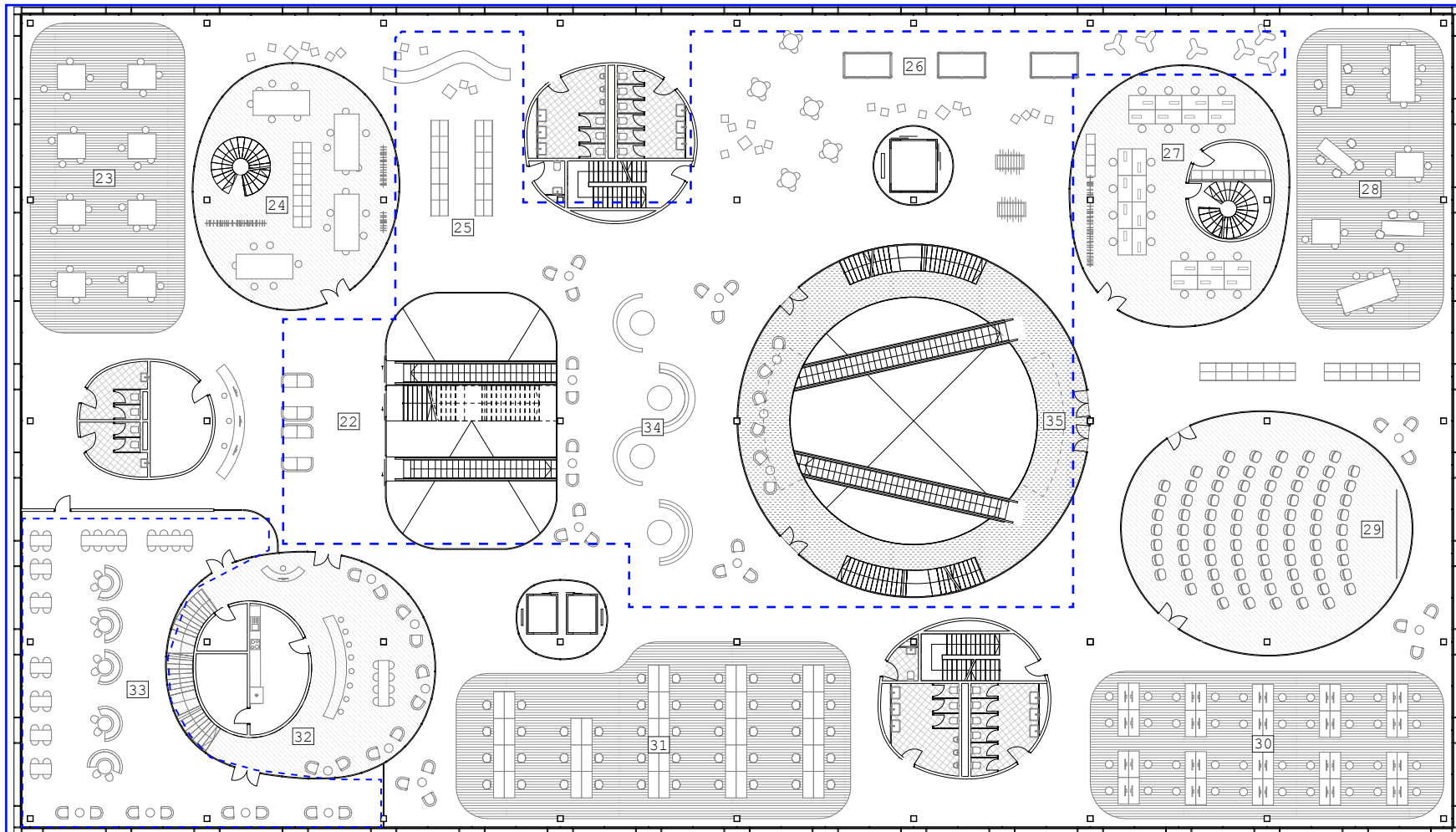


DESIGN AUDITORIUM



DESIGN

INTERACTIVE SPACES



- 22. entrance & reception
- 23. group workspaces
- 24. upcycling accessories workshop
- 25. user storage
- 26. recreational area
- 27. sewing workshop
- 28. group workspaces
- 29. auditorium
- 30. computer workspaces
- 31. individual workspaces
- 32. restaurant bar & kitchen
- 33. restaurant
- 34. exhibition area
- 35. second entrance & atrium



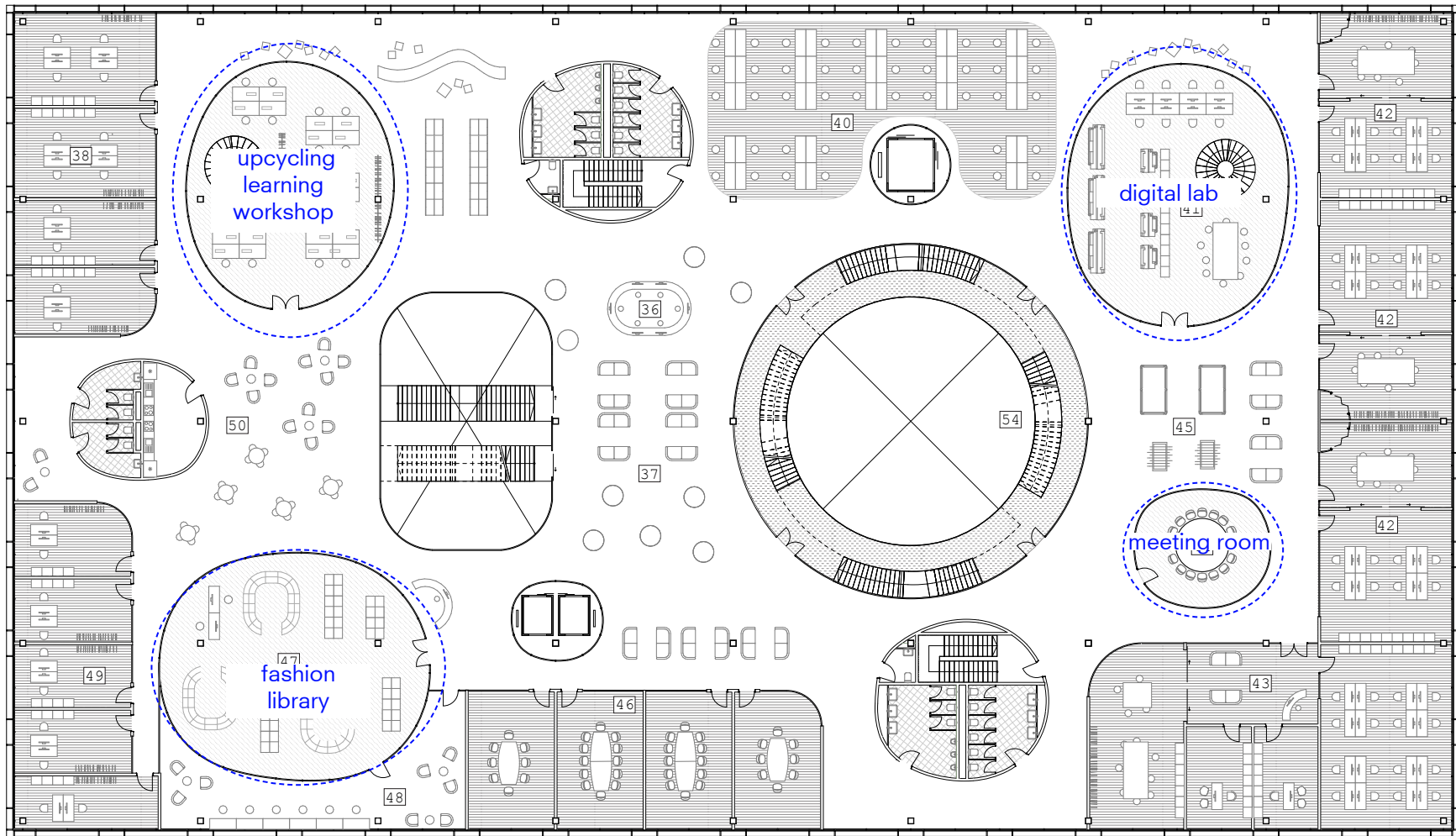
DESIGN

FLEXIBLE WORKSHOPS

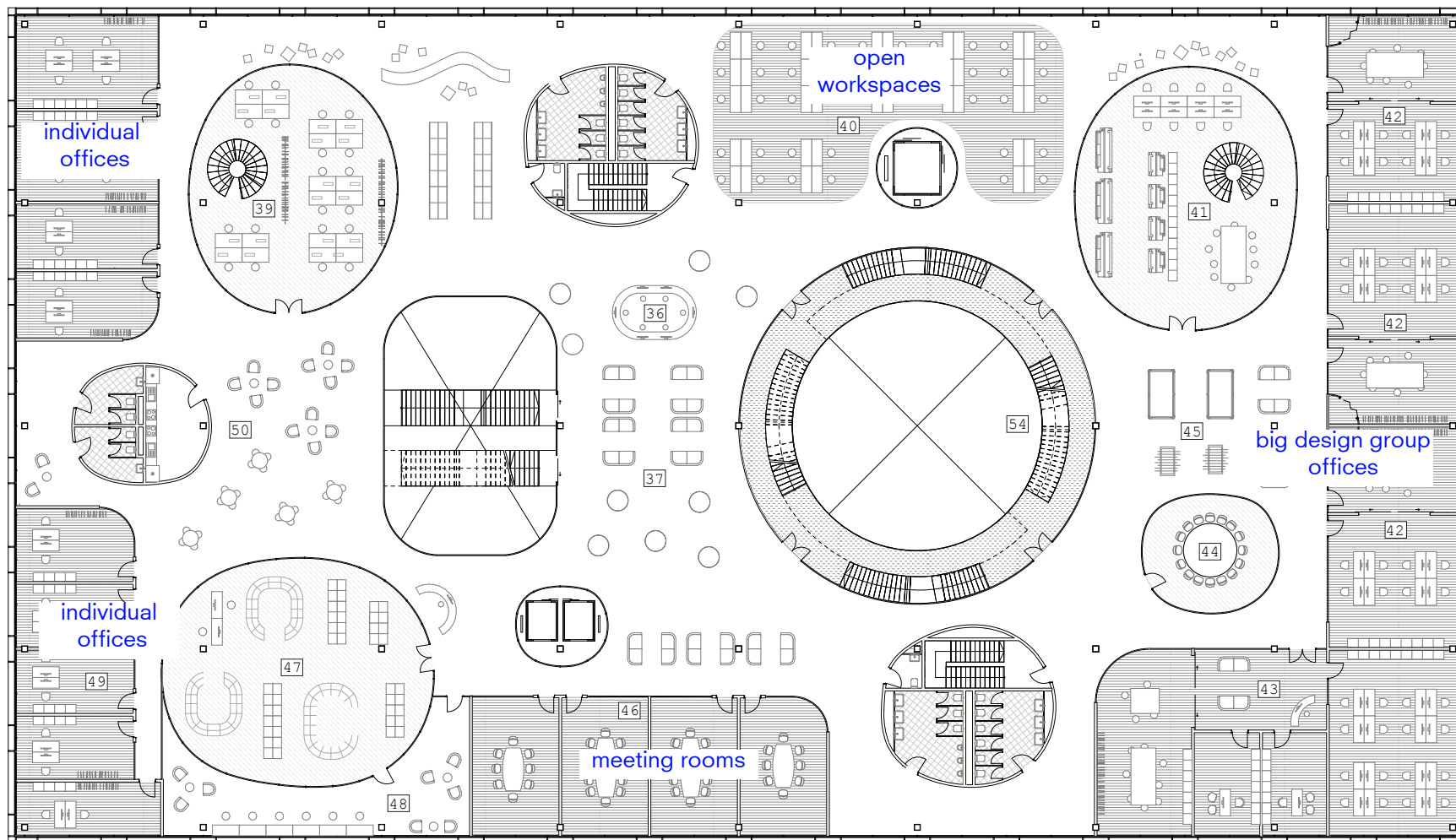


DESIGN

SECOND FLOOR



- 36. reception
- 37. client lounge & exhibition
- 38. rentable start-up offices small
- 39. upcycling sewing workshop
- 40. individual workspaces
- 41. digital workshop
- 42. fashion start-up offices with creative & fitting area
- 43. Lebanese fashion federation HQ
- 44. meeting room
- 45. recreational area
- 46. meeting rooms
- 47. library
- 48. reading area
- 49. rentable offices small

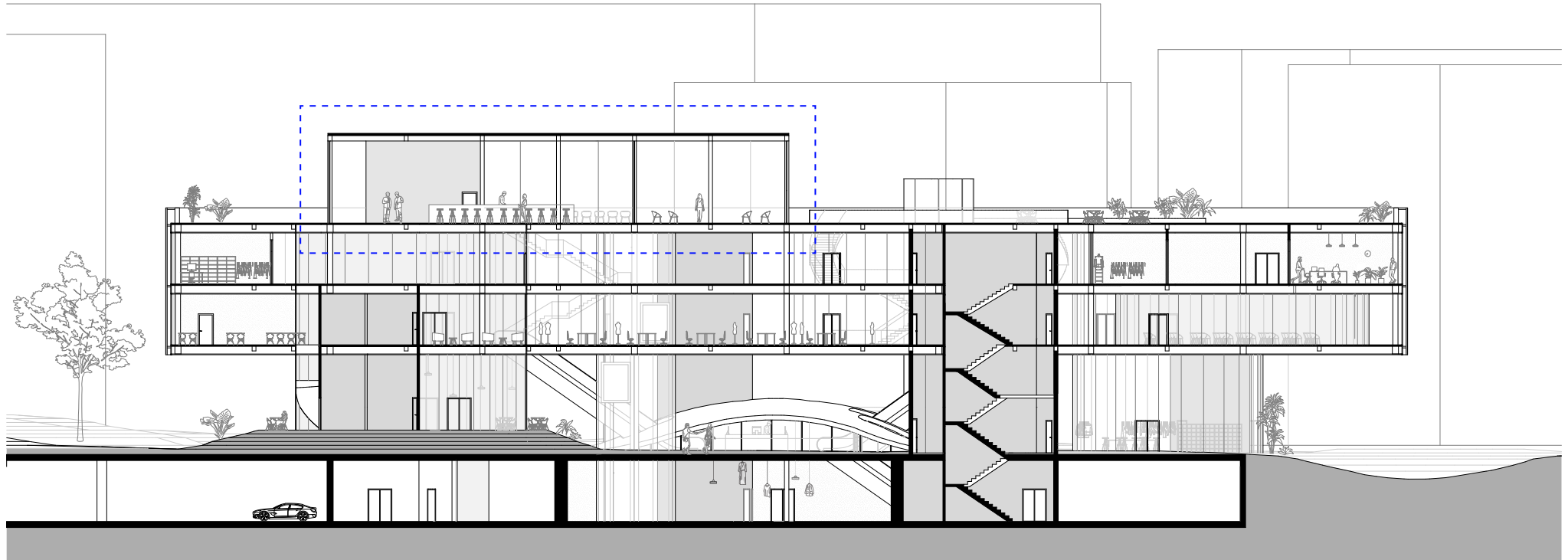


- | | |
|---|----------------------------|
| 36. reception | 44. meeting room |
| 37. client lounge & exhibition | 45. recreational area |
| 38. rentable start-up offices small | 46. meeting rooms |
| 39. upcycling sewing workshop | 47. library |
| 40. individual workspaces | 48. reading area |
| 41. digital workshop | 49. rentable offices small |
| 42. fashion start-up offices with creative & fitting area | |
| 43. Lebanese fashion federation HQ | |

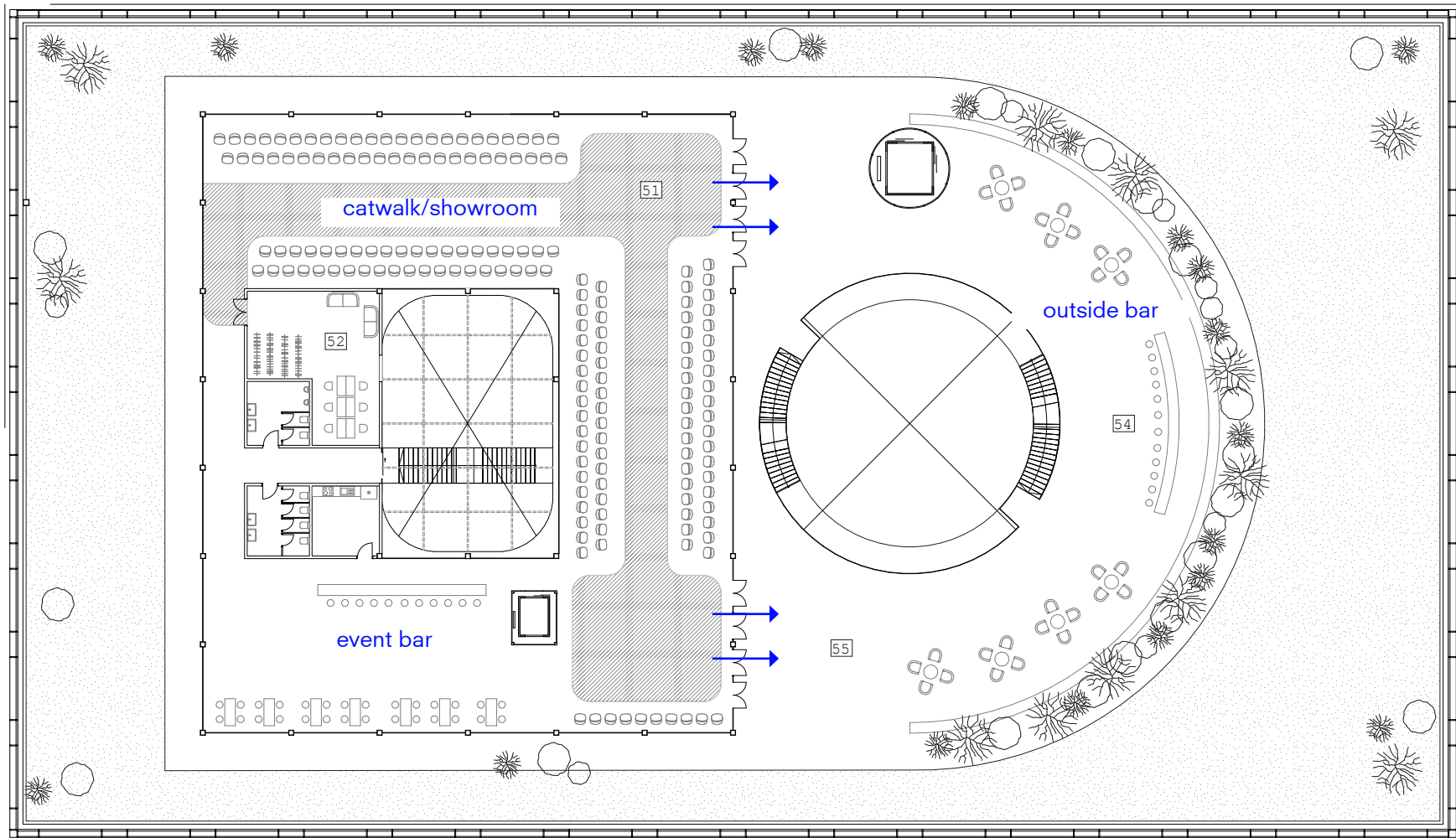
DESIGN DESIGN OFFICES



DESIGN ROOFTOP



DESIGN ROOFTOP



- 51. catwalk (or showroom area)
- 52. backstage area
- 53. event bar
- 54. outside bar
- 55. outside event location

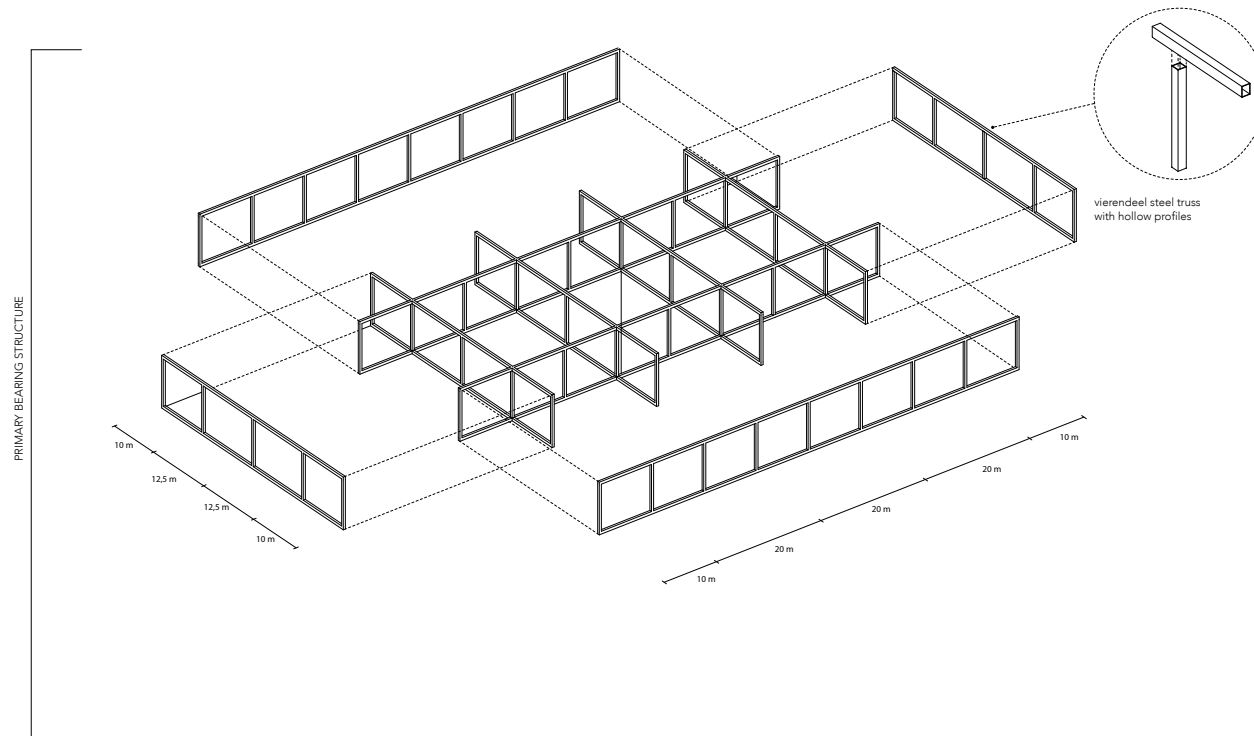
DESIGN EVENT LOCATION



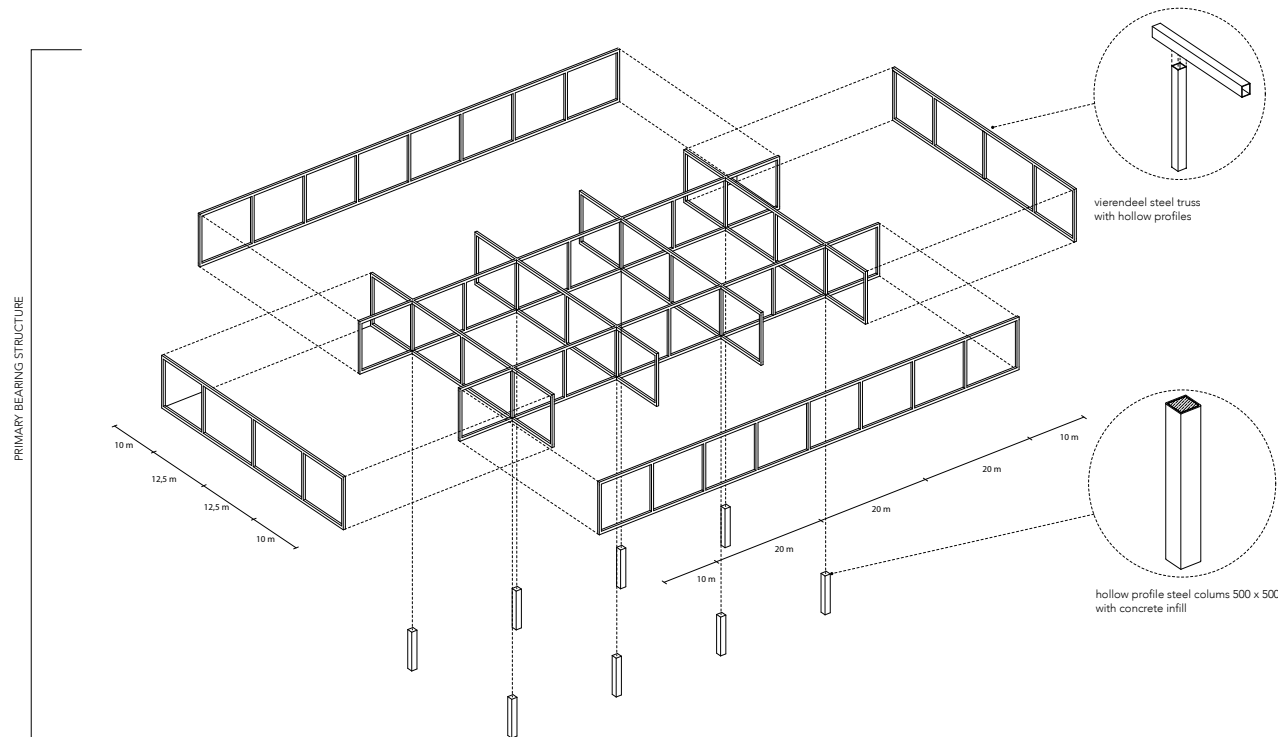
DEVELOPMENT

DEVELOPMENT

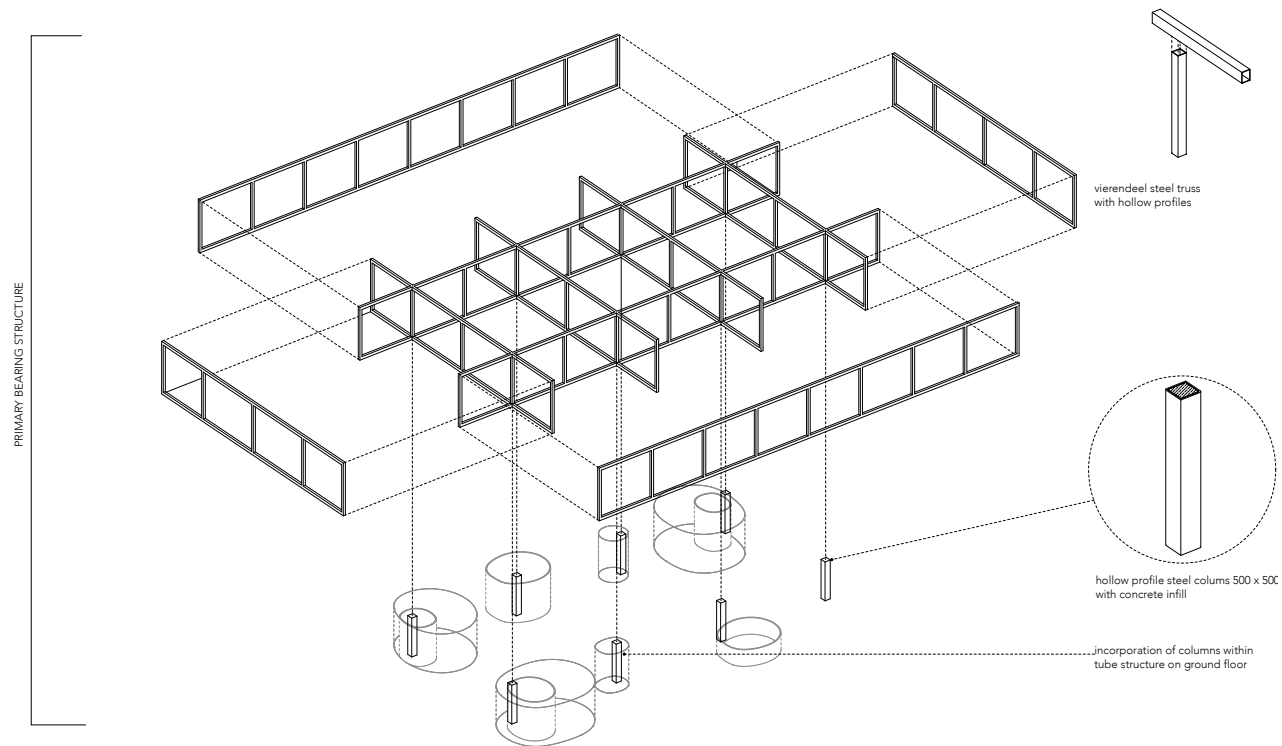
PRIMARY STRUCTURE



DEVELOPMENT PRIMARY STRUCTURE

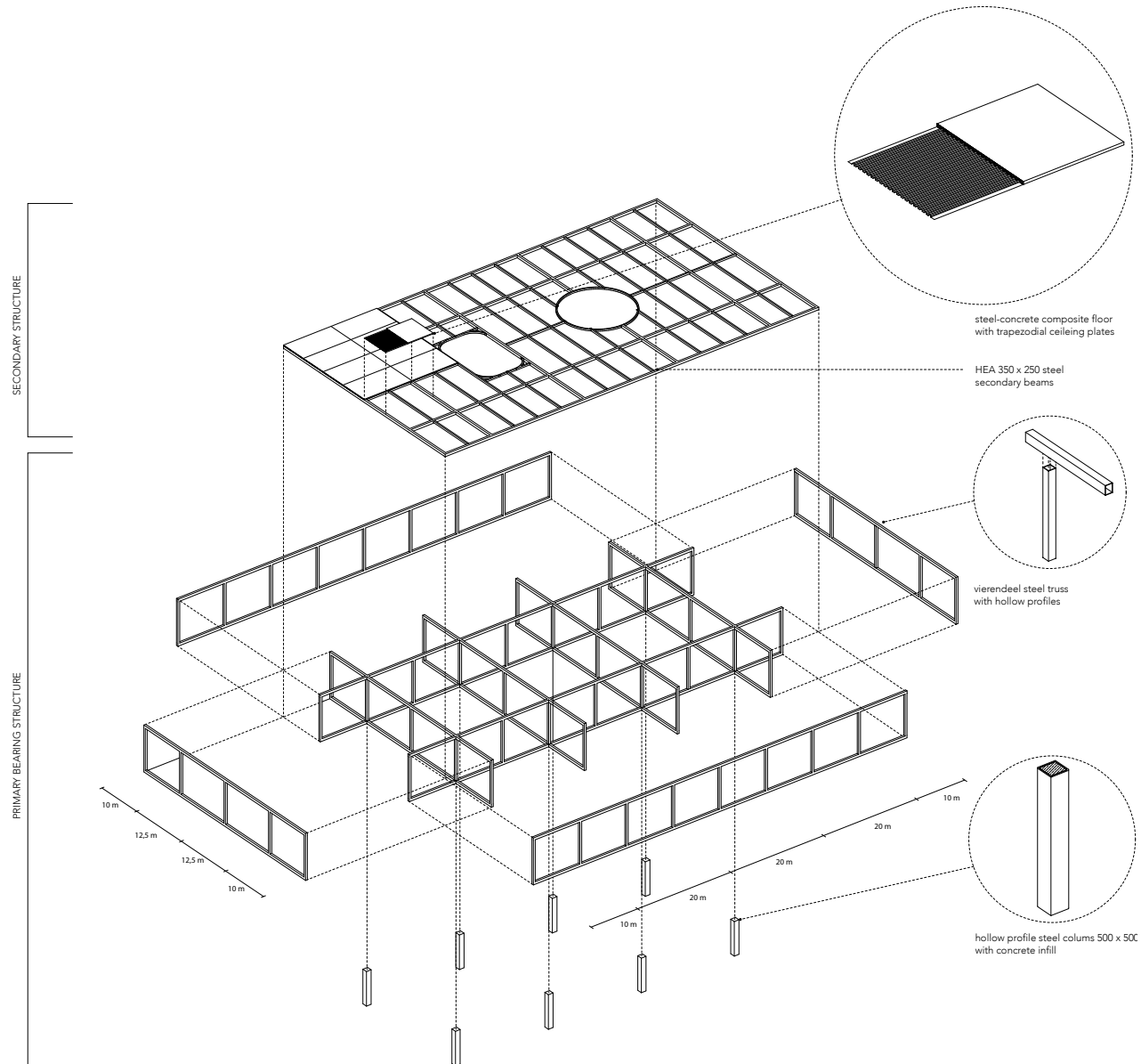


DEVELOPMENT COLUMNS

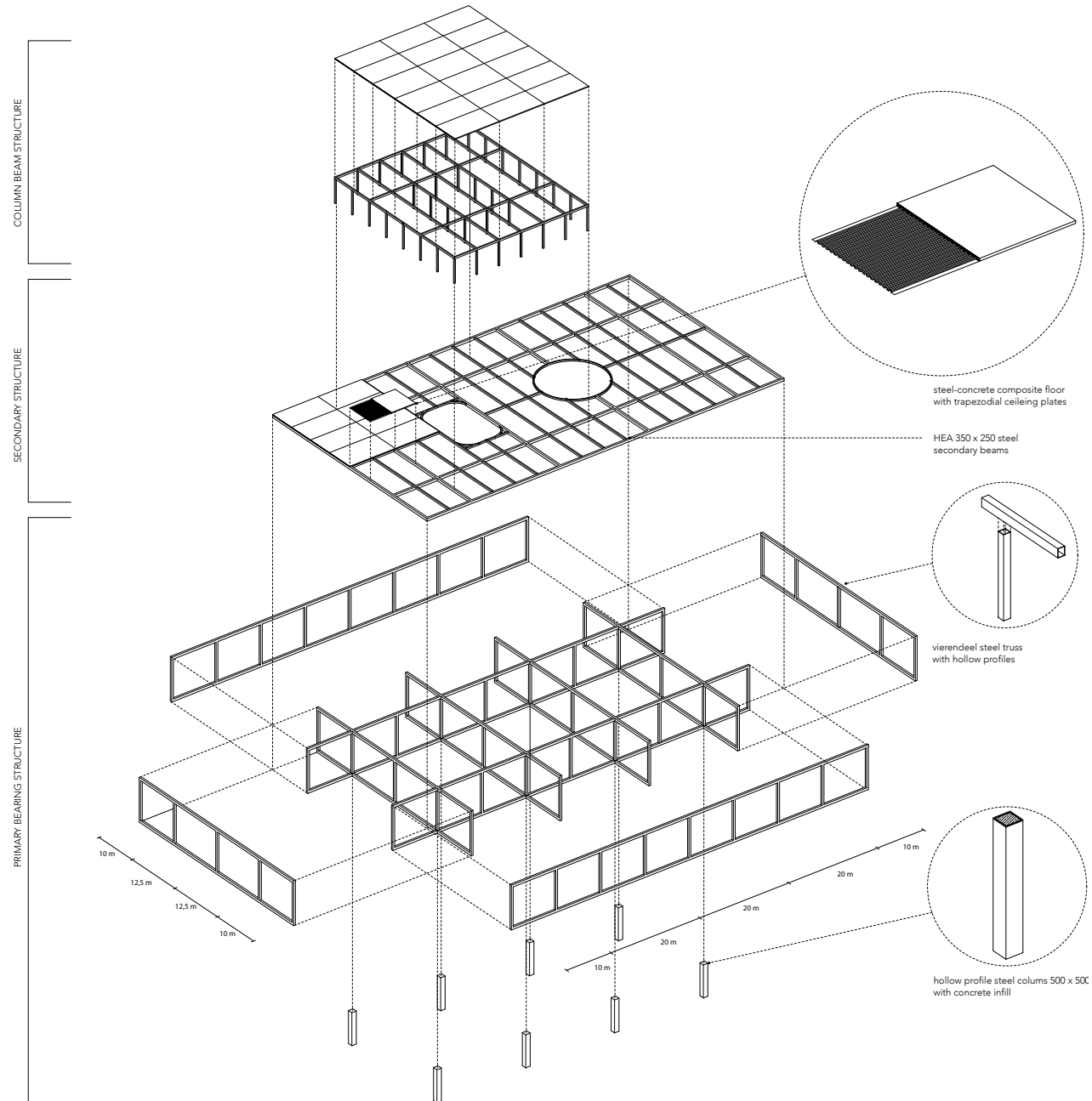


DEVELOPMENT

SECONDARY STRUCTURE

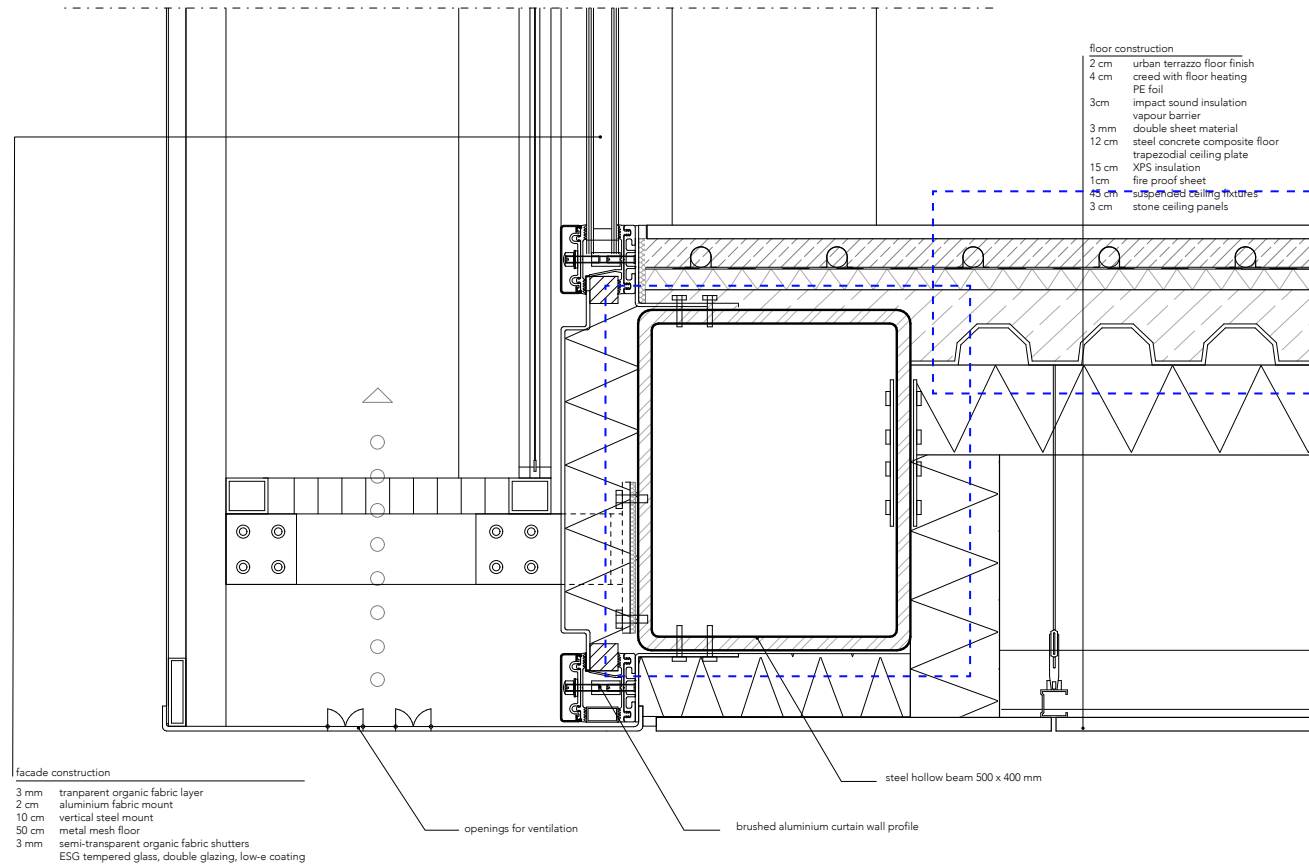


DEVELOPMENT ROOF



DEVELOPMENT

DETAIL VIERENDEEL TRUSS PROFILE



DEVELOPMENT TEXTILE FACAD



DEVELOPMENT

EXPOSED CONCRETE



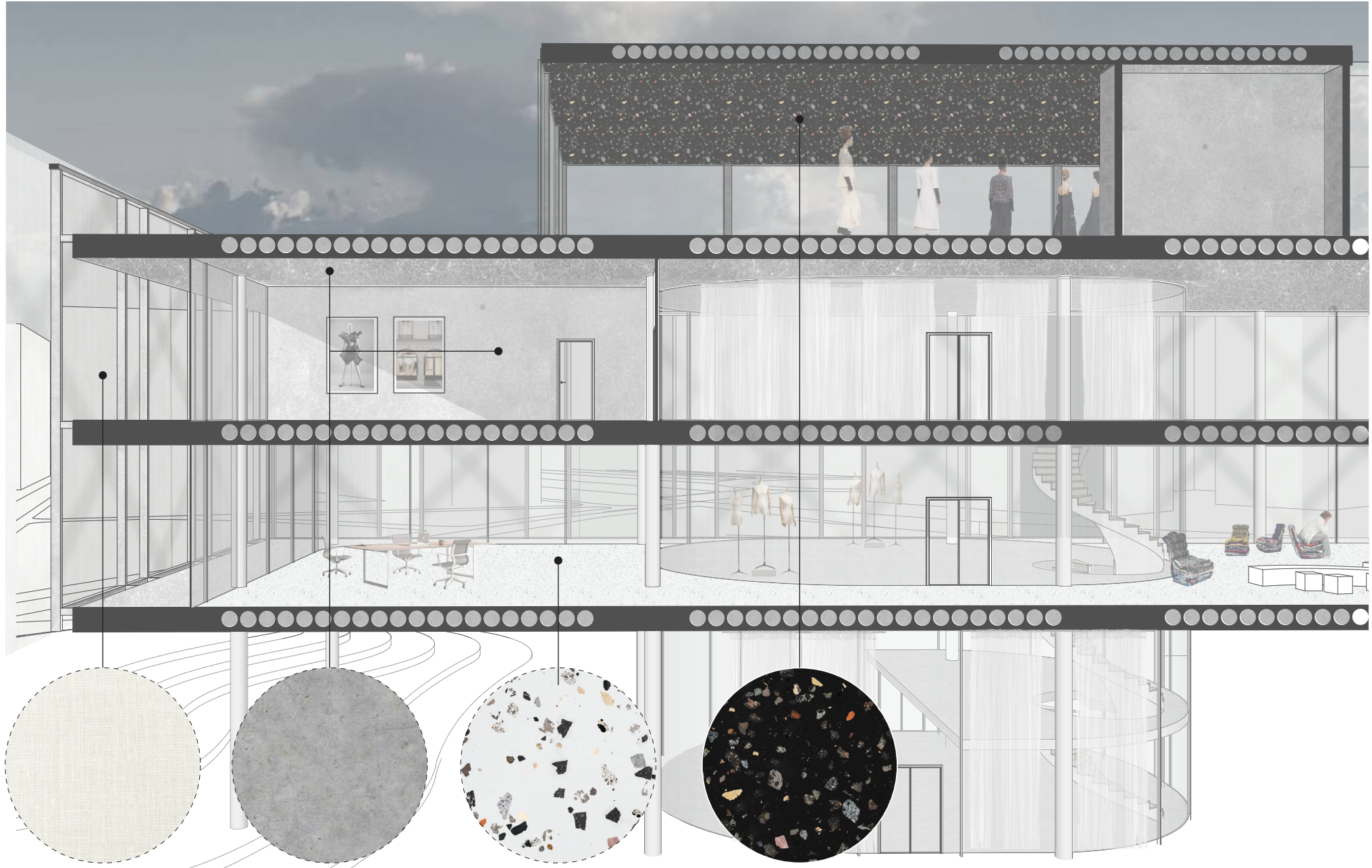
DEVELOPMENT

URBAN TERRAZZO

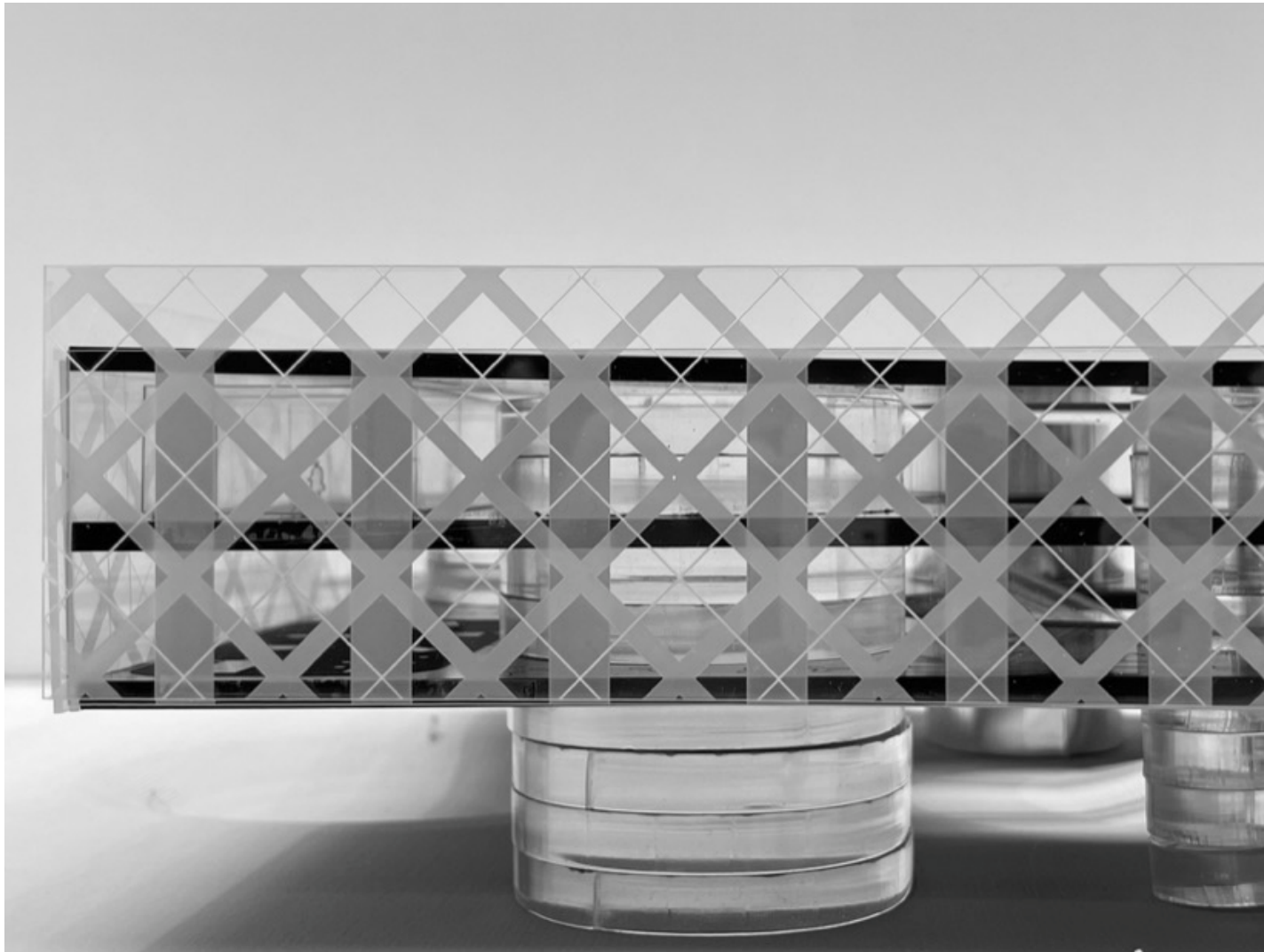


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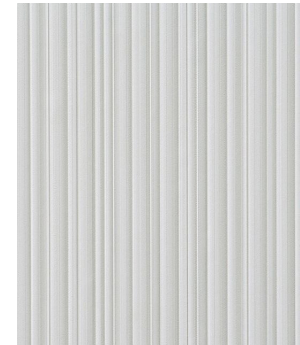
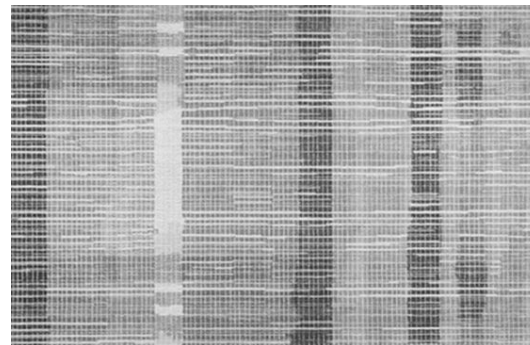
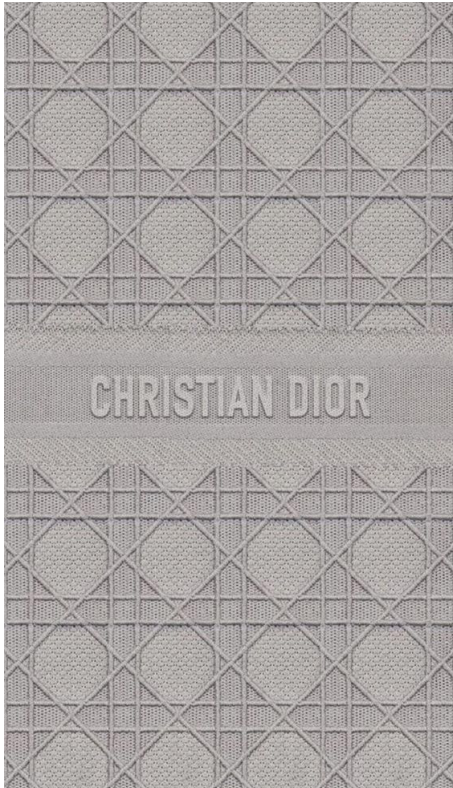
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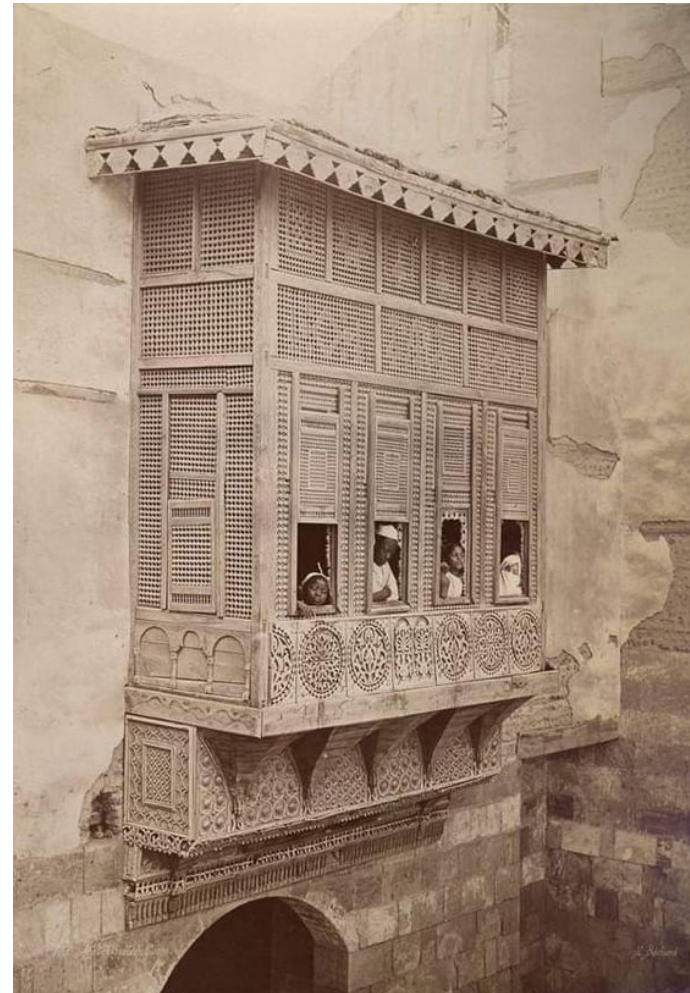
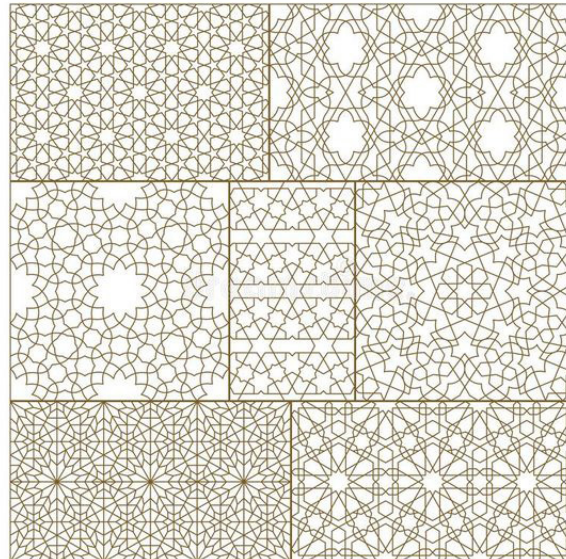
DEVELOPMENT **FACADE**



FACADE INSPIRATION: FABRIC PATTERNS



FACADE INSPIRATION: MASHRABIYA

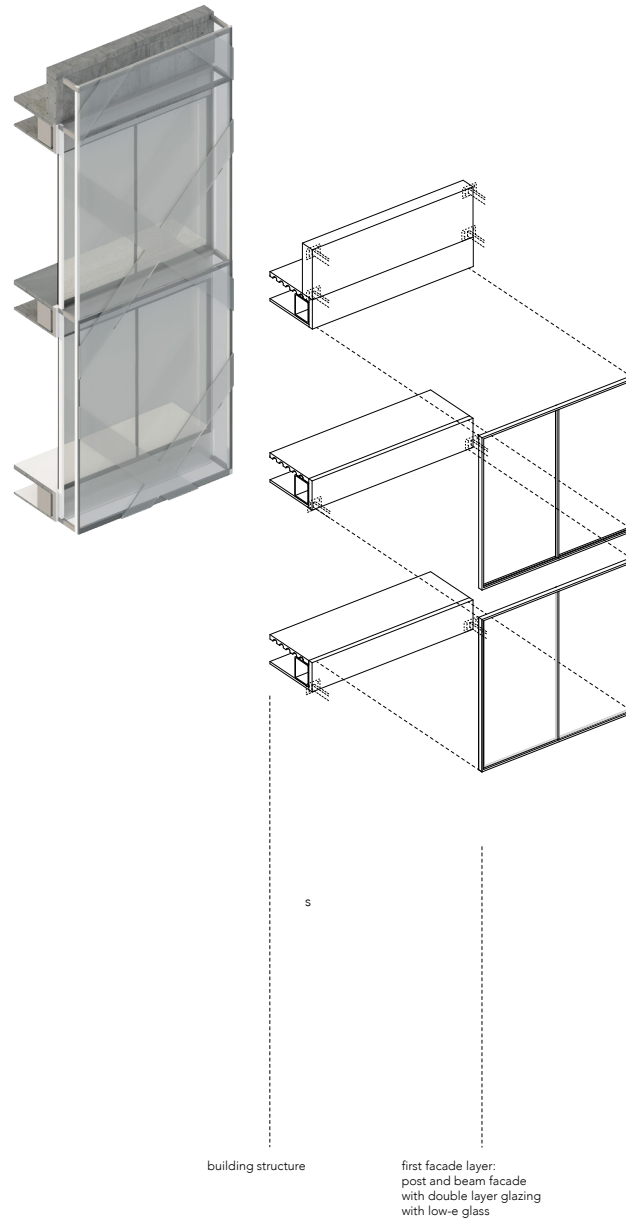


DEVELOPMENT

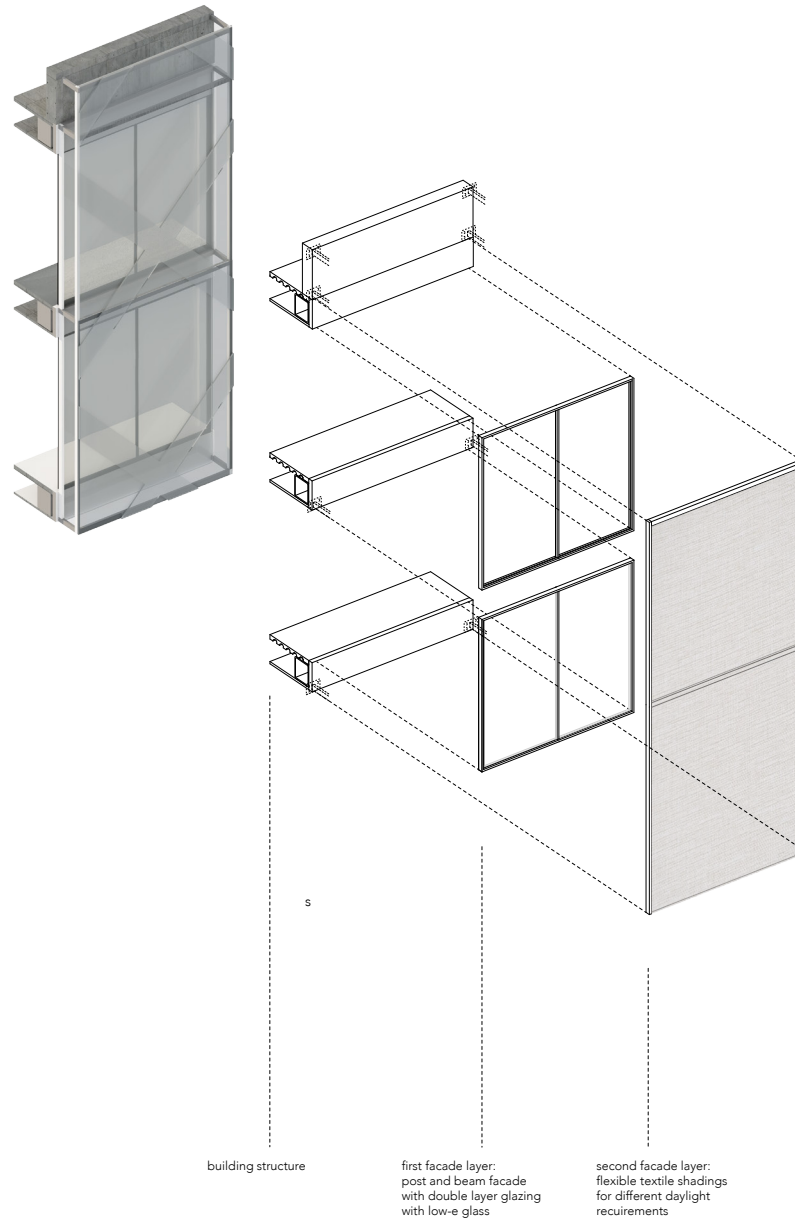
FASHION REPRESENTING ARCHITECTURE



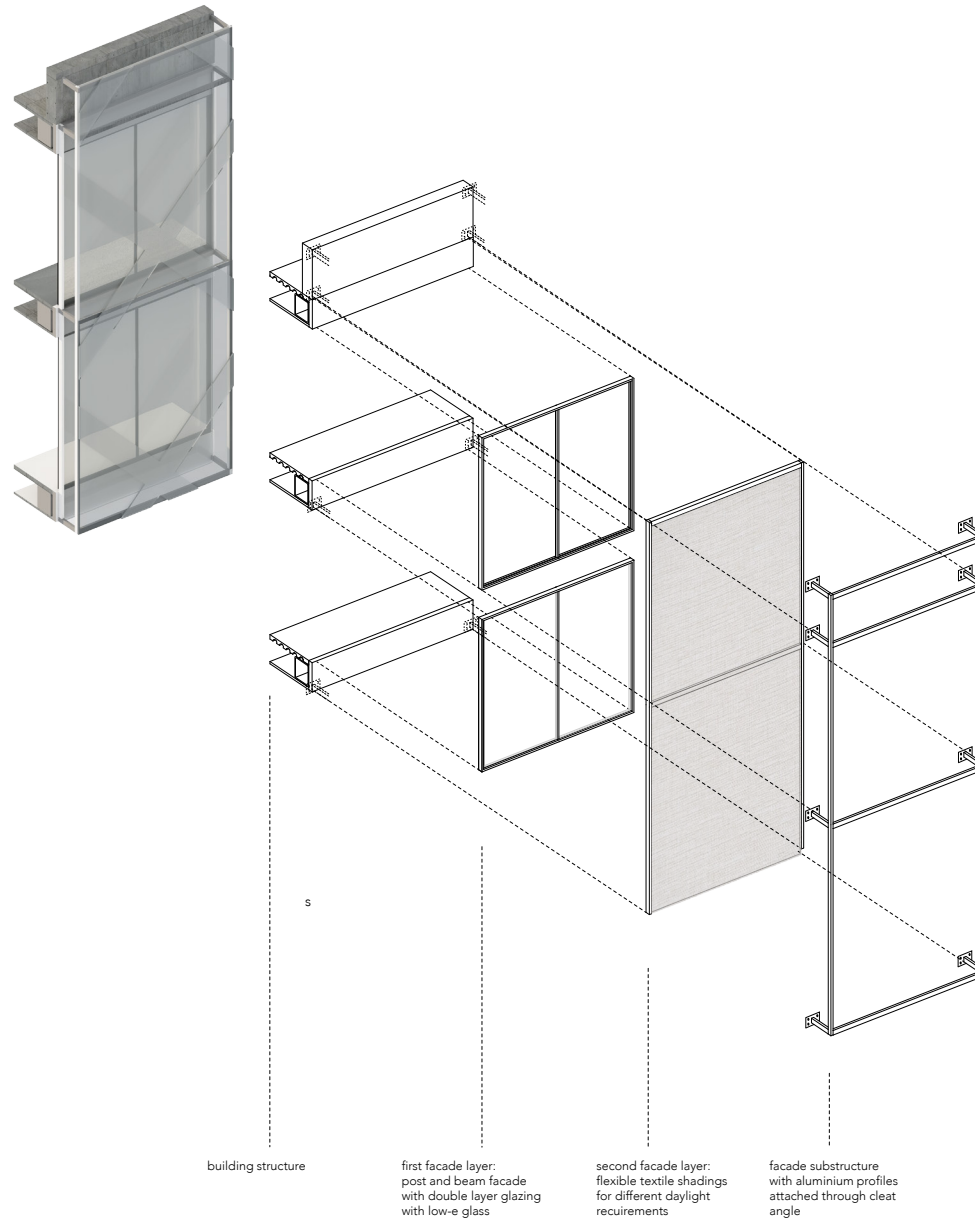
DEVELOPMENT FACADE STRUCTURE



DEVELOPMENT FACADE STRUCTURE

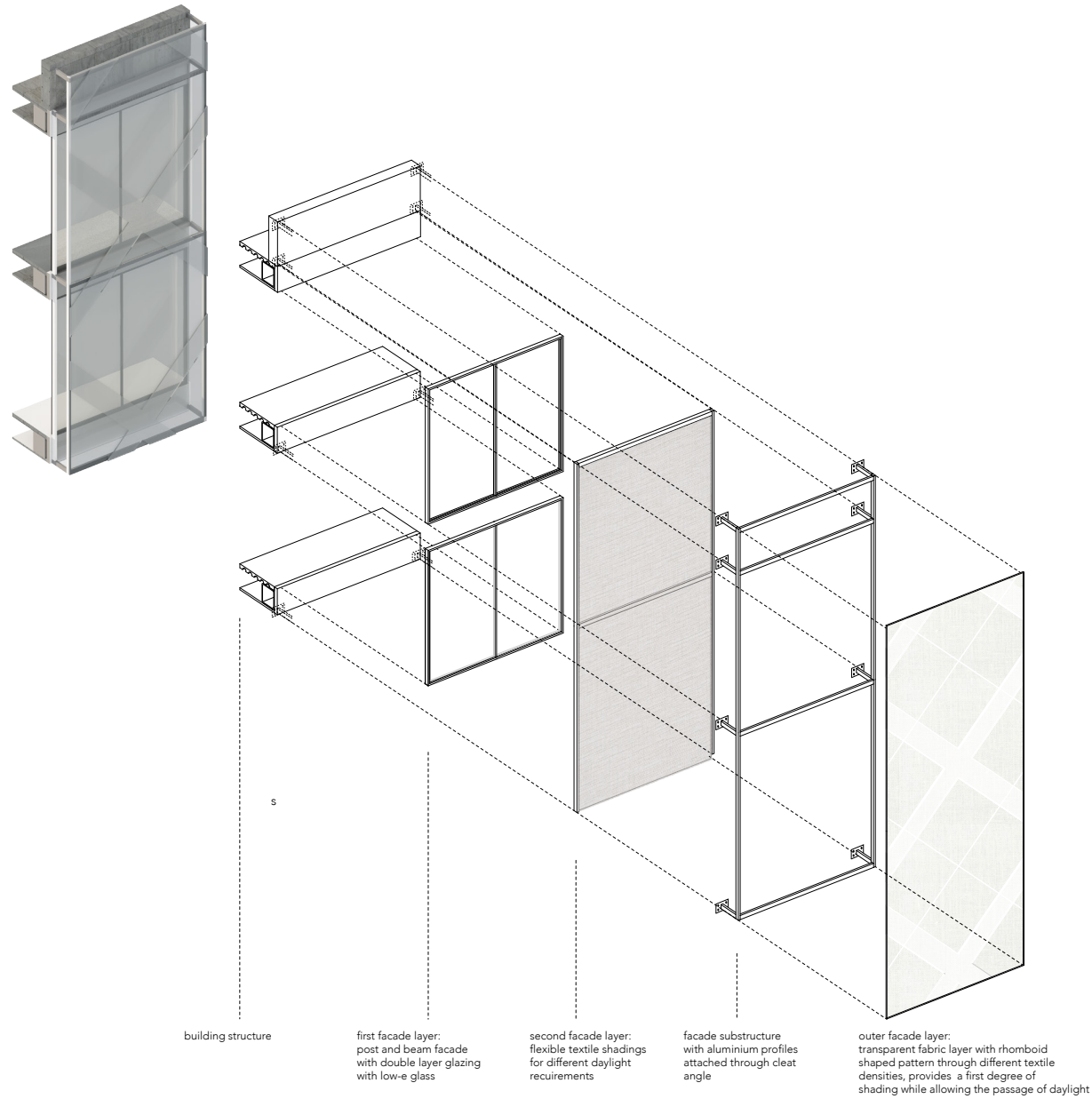


DEVELOPMENT FACADE STRUCTURE



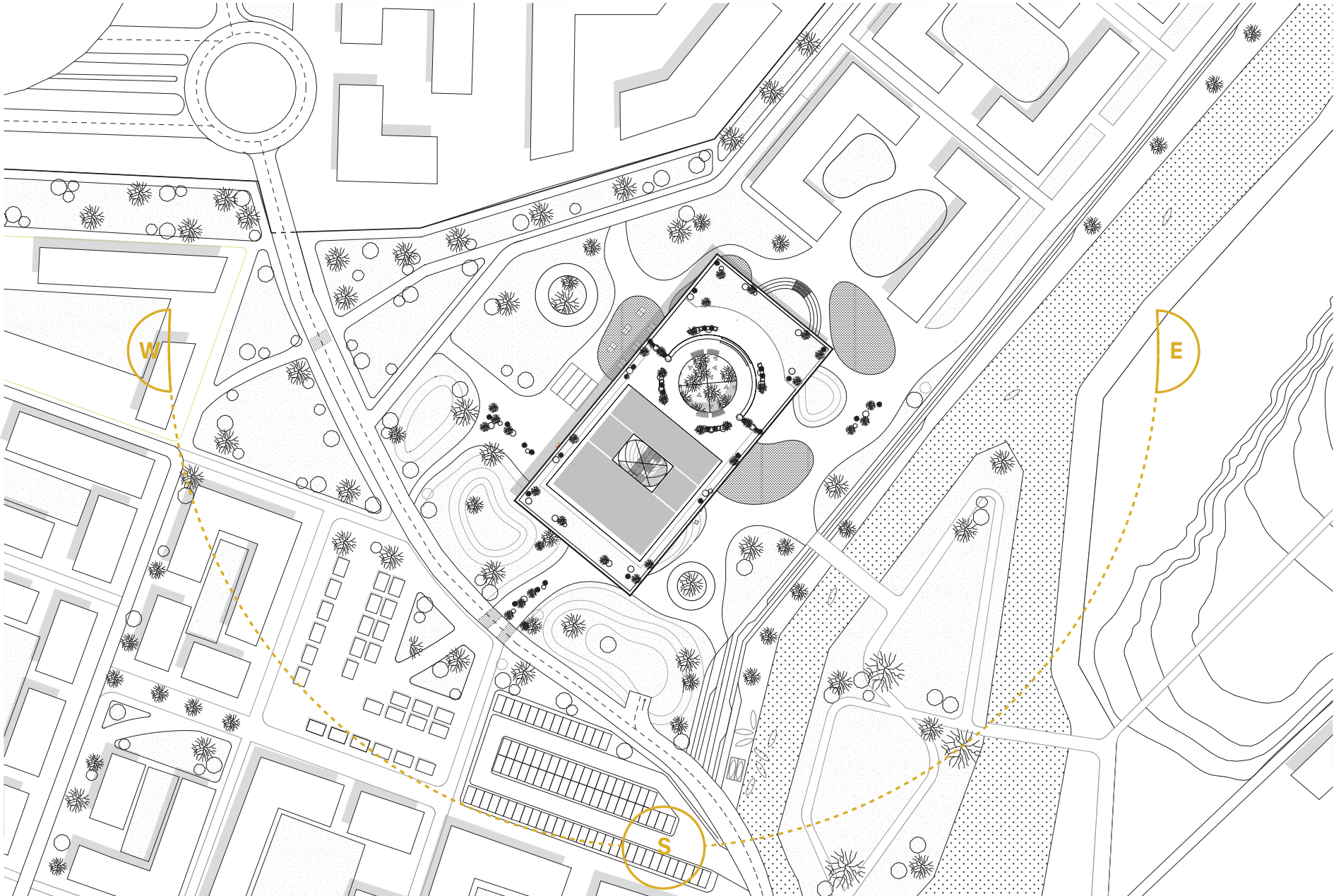
DEVELOPMENT

URBAN TERRAZZO



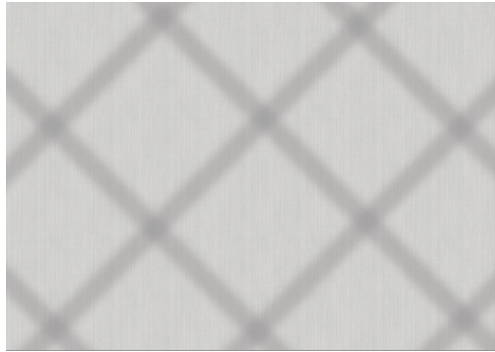
DEVELOPMENT

DIFFERENT SHADING REQUIREMENTS

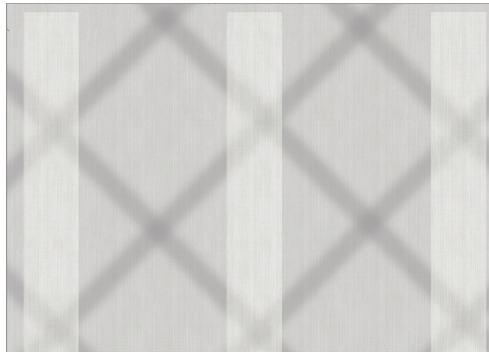


DEVELOPMENT

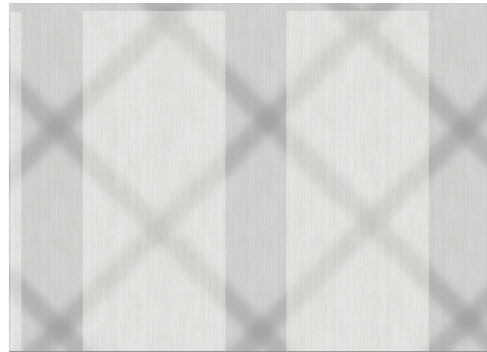
DIFFERENT SHADING REQUIREMENTS



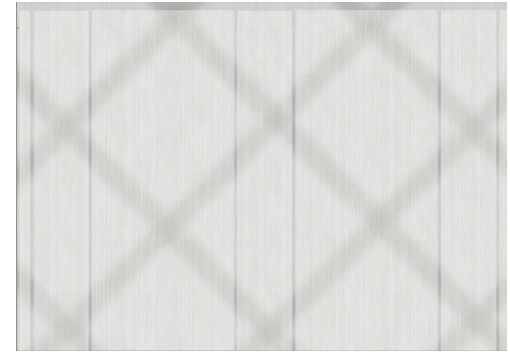
open



semi-open



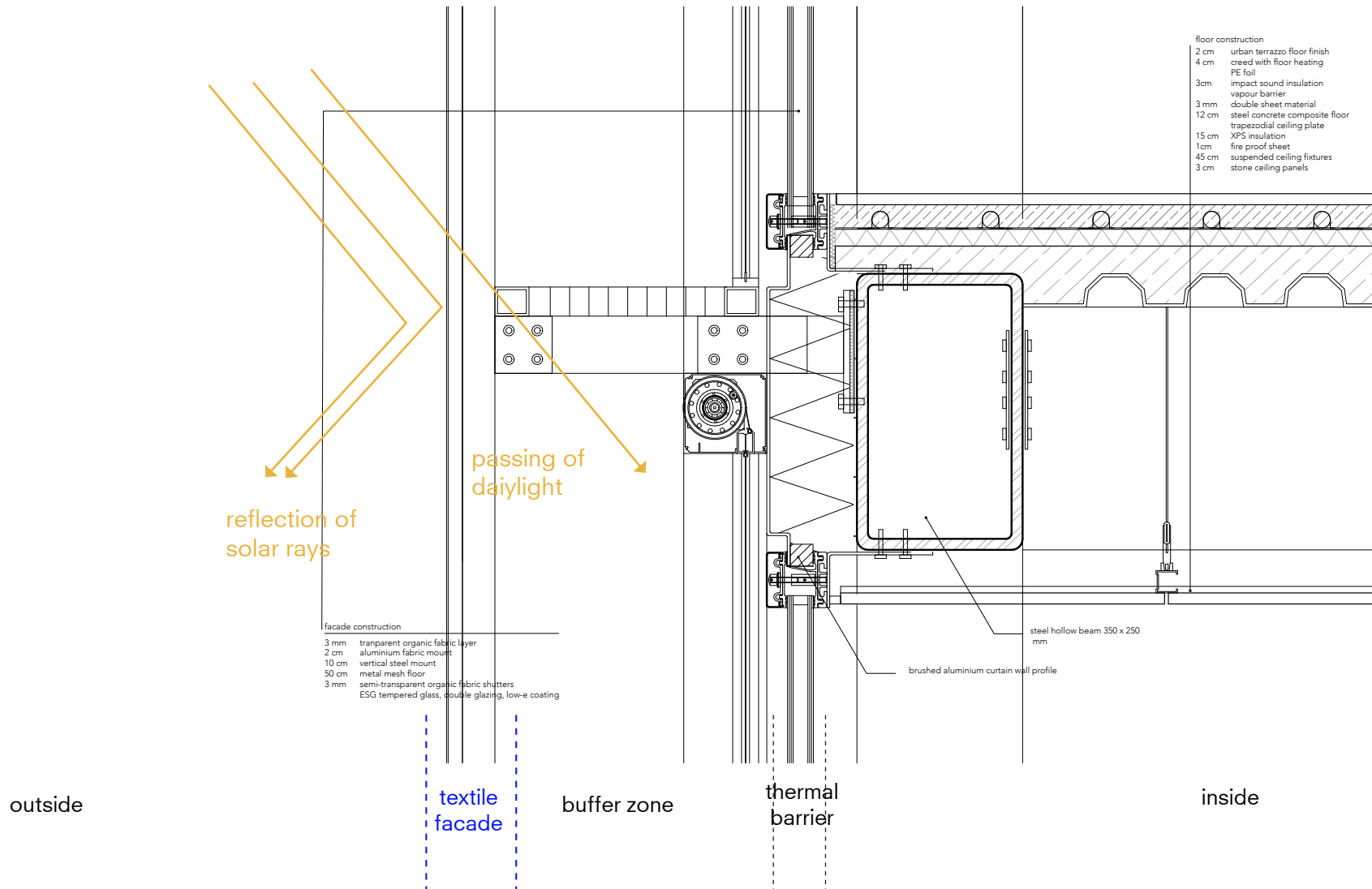
semi-closed



closed

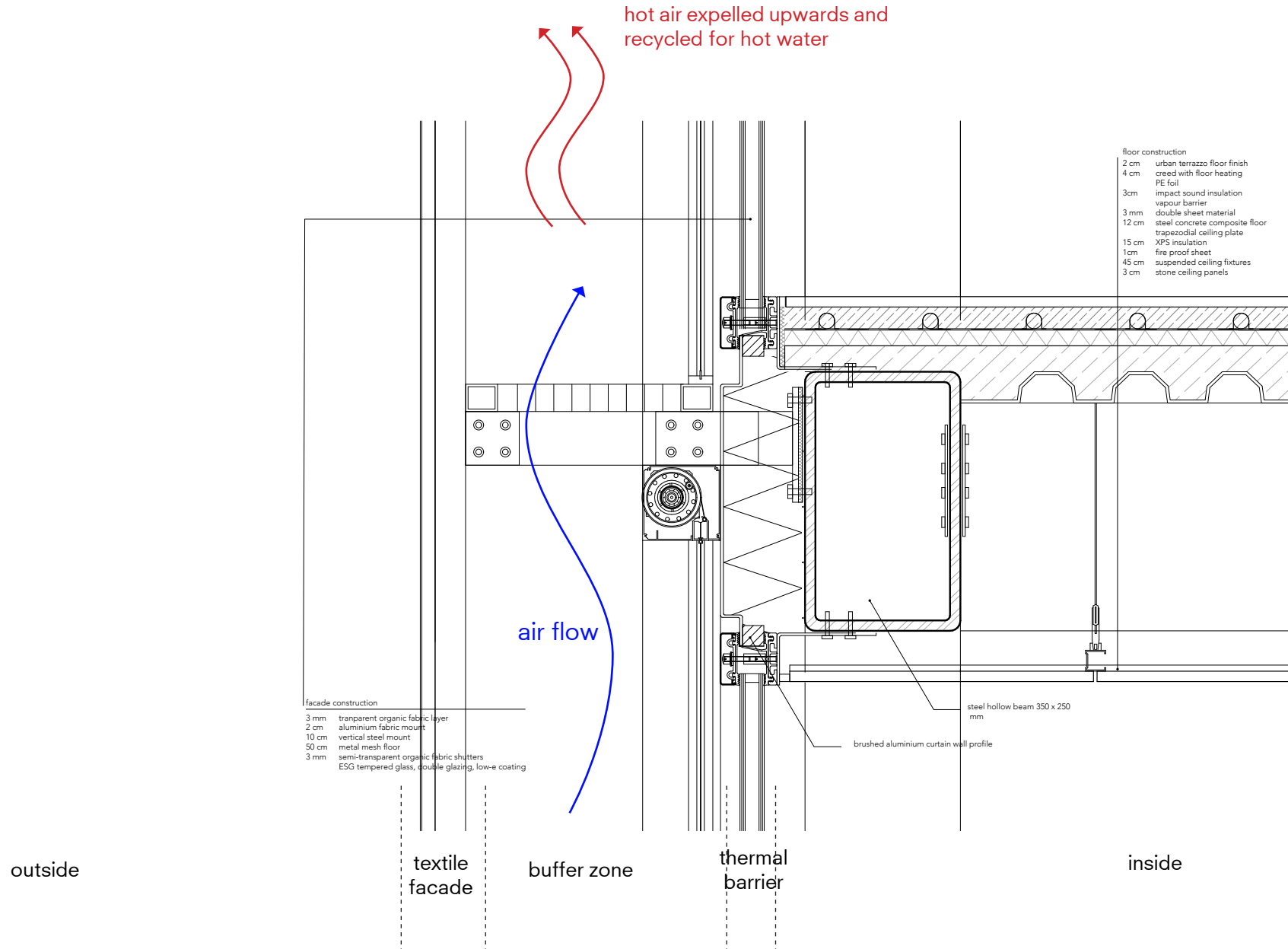
DEVELOPMENT

FACADE PERFORMANCE

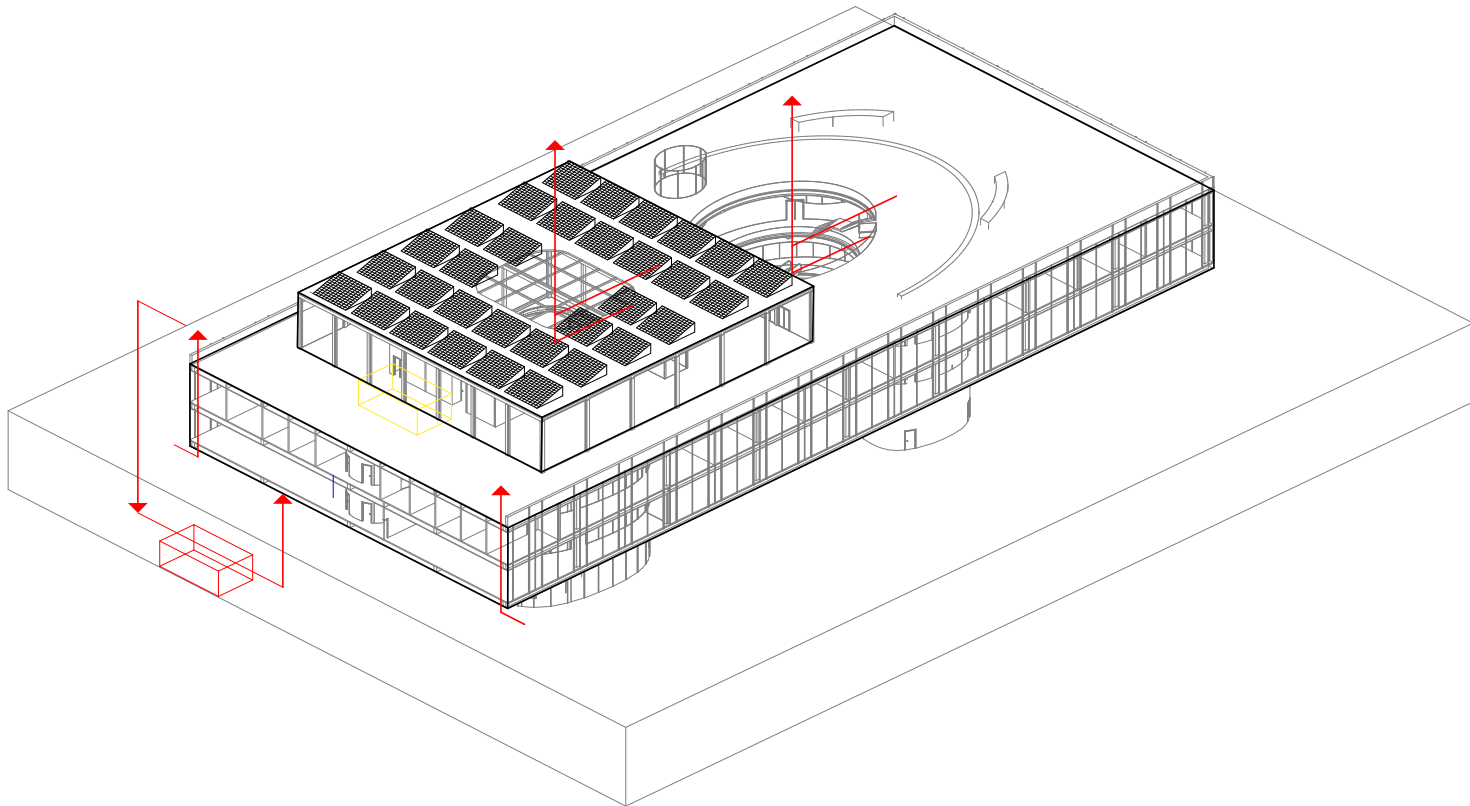


DEVELOPMENT

FACADE PERFORMANCE

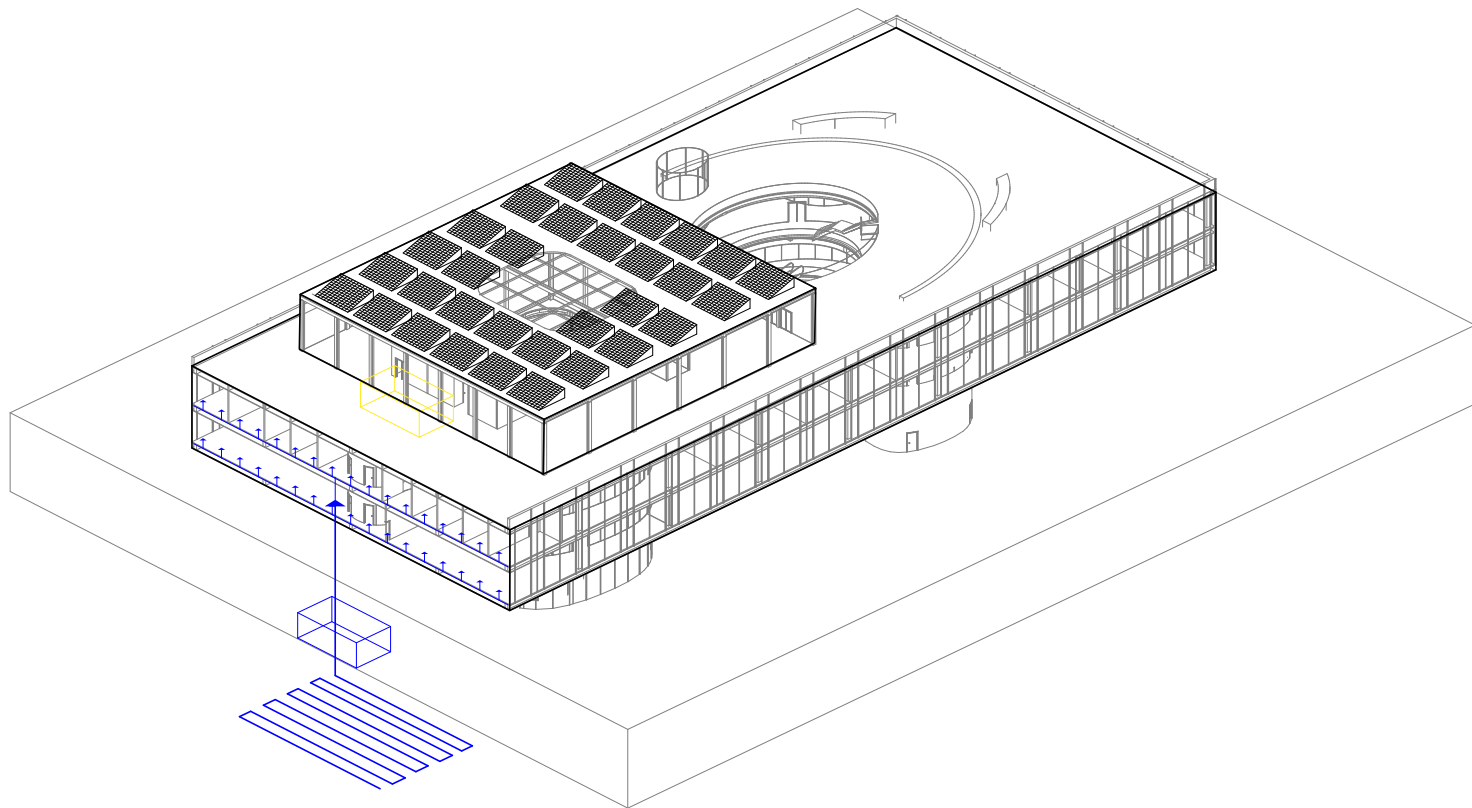


DEVELOPMENT VENTILATION



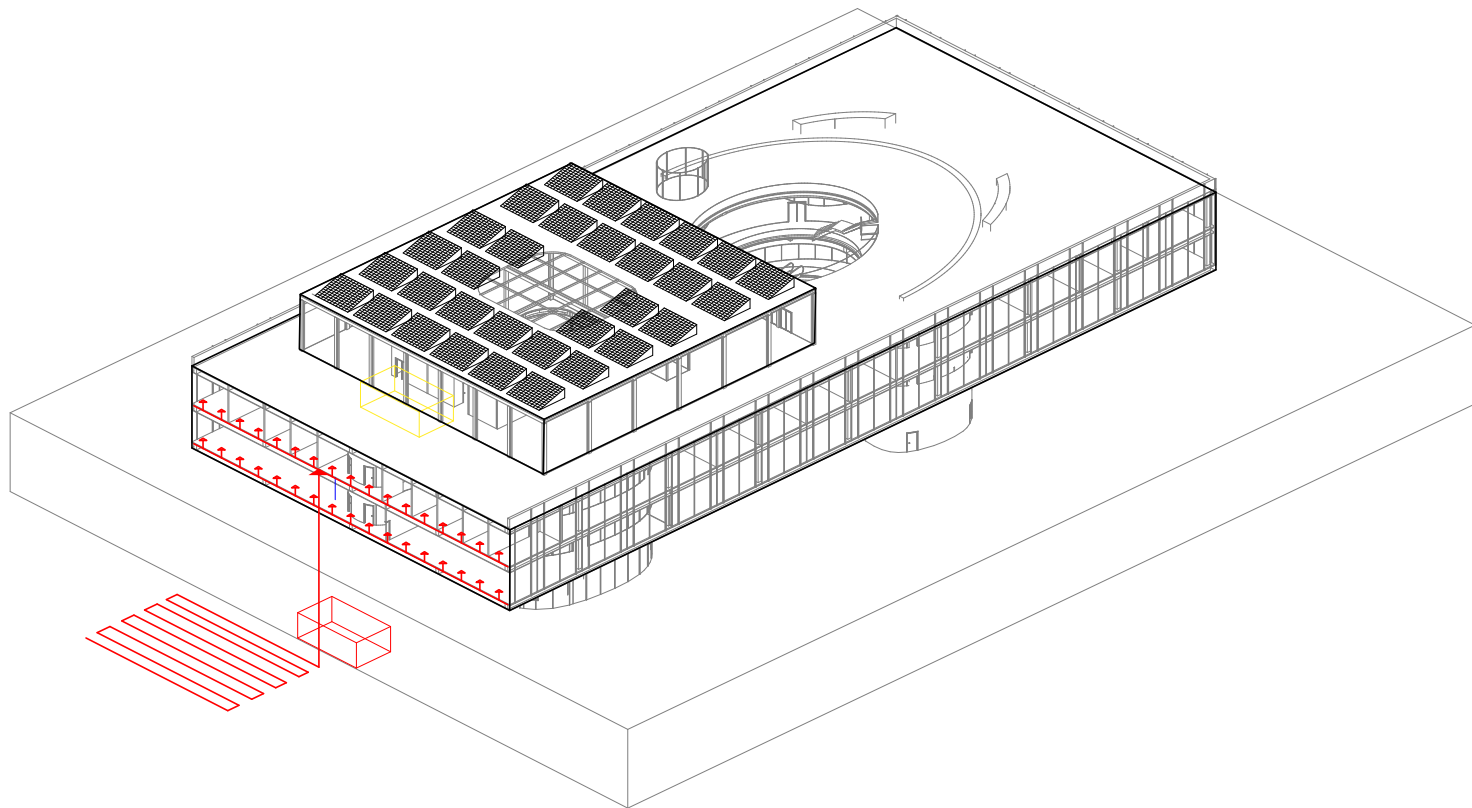
DEVELOPMENT

GEOHERMAL HEAT PUMP

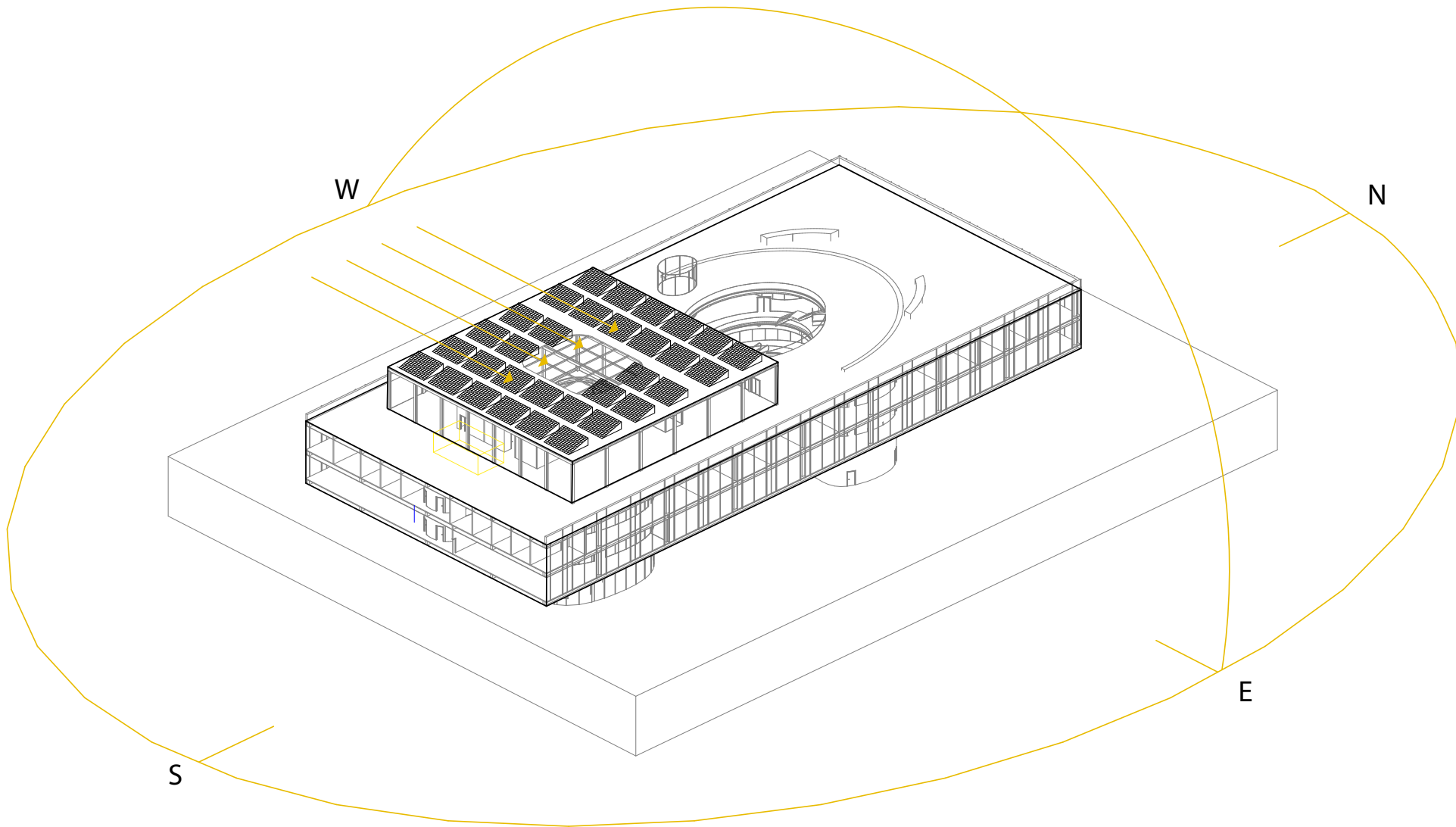


DESIGN

GEO THERMAL HEAT PUMP

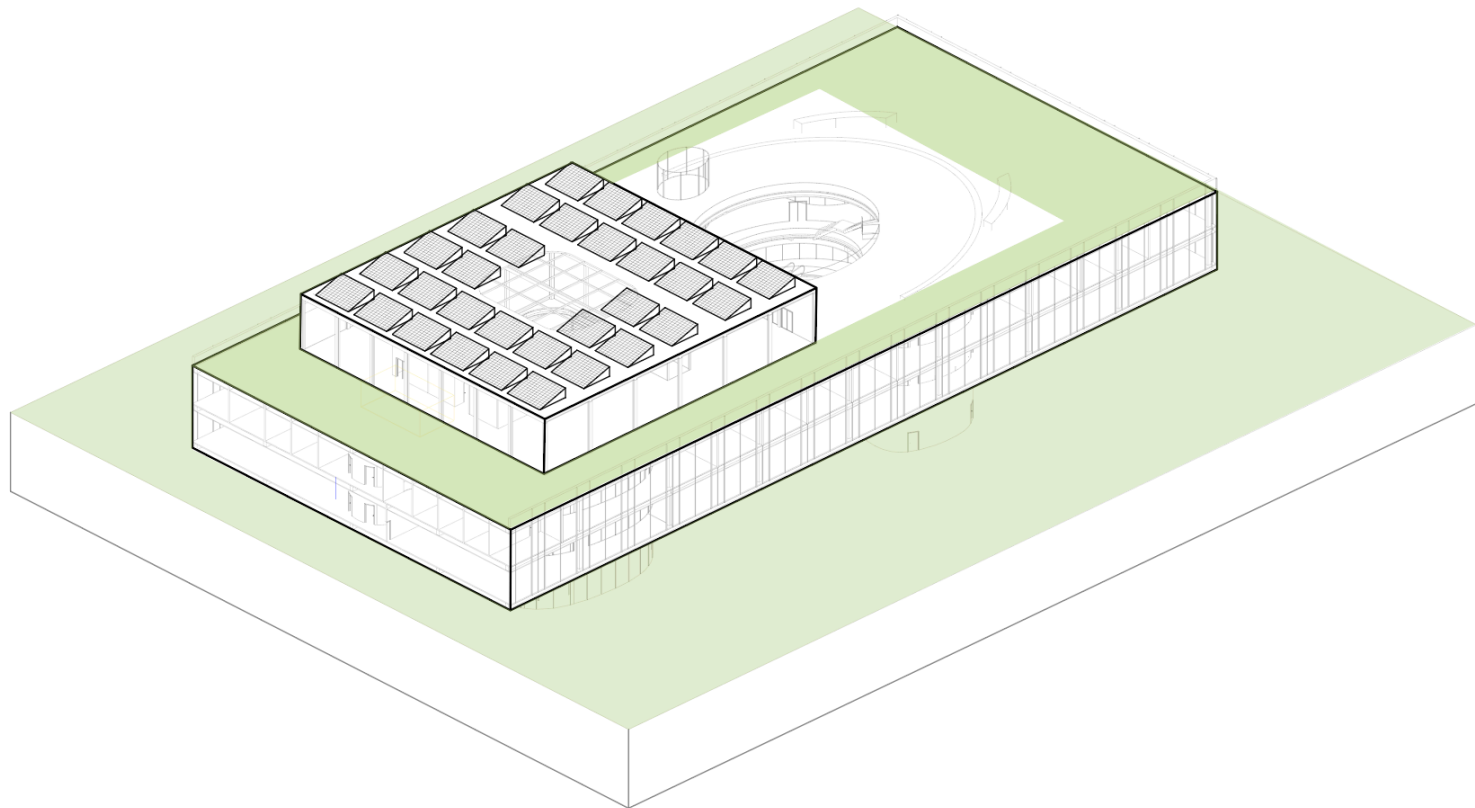


DEVELOPMENT **SOLAR ENERGY**

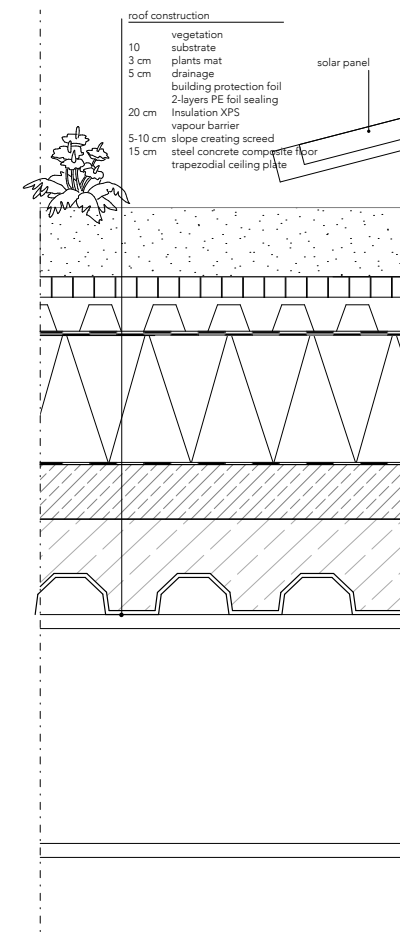
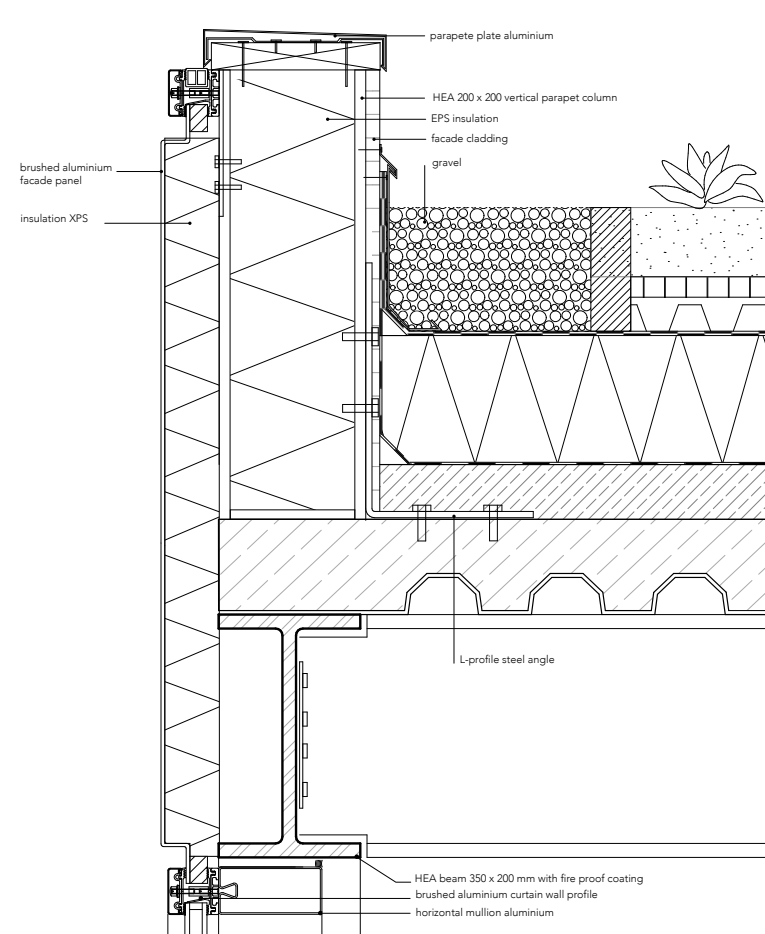


DEVELOPMENT

GREEN SURFACES



DEVELOPMENT GREEN ROOF



The FUTURE

THE FASHION OFFICE REPRESENTS A
SPECULATIVE DESIGN FOCUSING ON...



structural layout that aims to encourage
social interaction between creative minds



modern infrastructures providing a platform to illustrate
process of fashion creation



promote sustainable fashion through functions & materials

... and on how architecture can shape the image
of an industry in order to revive it.

THANK YOU

