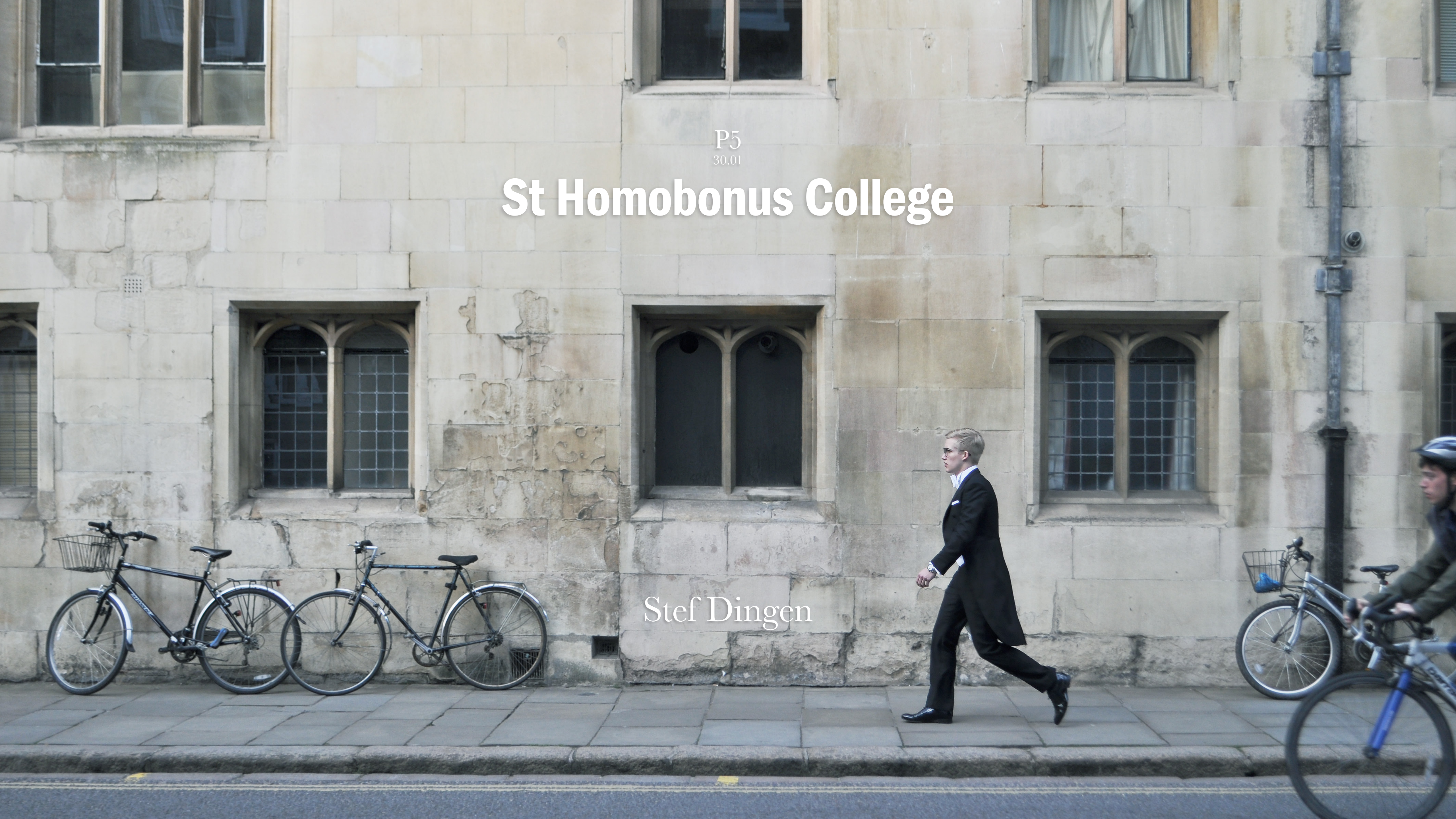


P5
30.01

St Homobonus College

Stef Dingen



FASCINATION

The culture of dress at the University of Cambridge

FIRST ENCOUNTER

invitation for matriculation lunch...

*The President and the Praelector
request the pleasure of your company at*

Matriculation Lunch

on Saturday 16 January 2016

12.30pm for 1.00pm in the Combination Room

*Please reply to Jane Reilly (praelector-secretary@wolfson.cam.ac.uk) by 5.00pm on Monday 4 January 2016
confirming whether or not you will attend the dinner and include any special dietary requirements.*

*Dress: suit (with jacket and tie) for men and smart day wear for women, or national dress.
Please wear an academic gown if you have one*

FIRST ENCOUNTER

...with a very specific dress code

*Dress: suit (with jacket and tie) for men and smart day wear for women, or national dress.
Please wear an academic gown if you have one*

PERSONAL EXPERIENCE

ready for Matriculation lunch (16.01.16)



PERSONAL EXPERIENCE

...followed by a number of other dinners over the next few months



Clare College

PERSONAL EXPERIENCE

...followed by a number of other dinners over the next few months



Clare College



Girton College

PERSONAL EXPERIENCE

...followed by a number of other dinners over the next few months



Clare College



Girton College



Wolfson College

PERSONAL EXPERIENCE

...followed by a number of other dinners over the next few months



Clare College



Girton College



Wolfson College



St John's College

PERSONAL EXPERIENCE

...followed by a number of other dinners over the next few months



Clare College



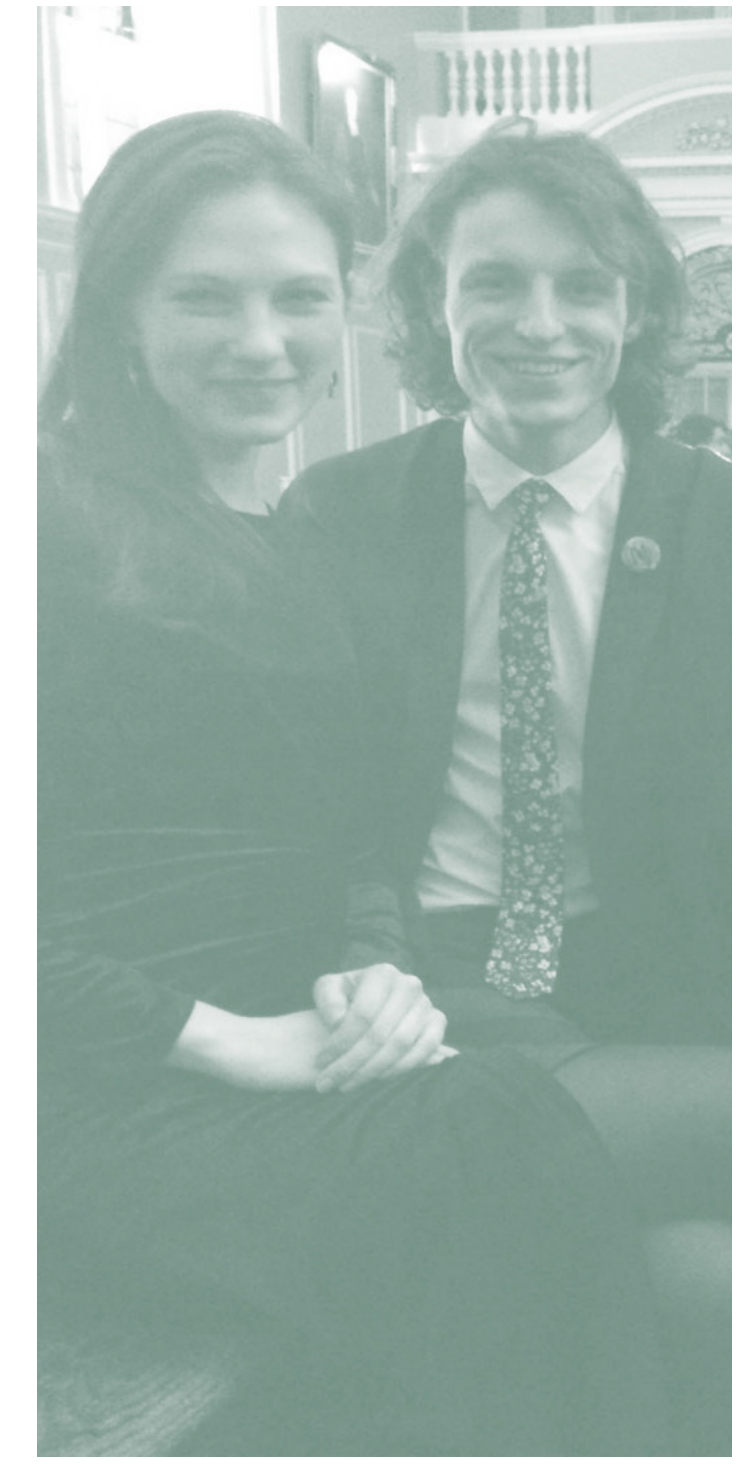
Girton College



Wolfson College



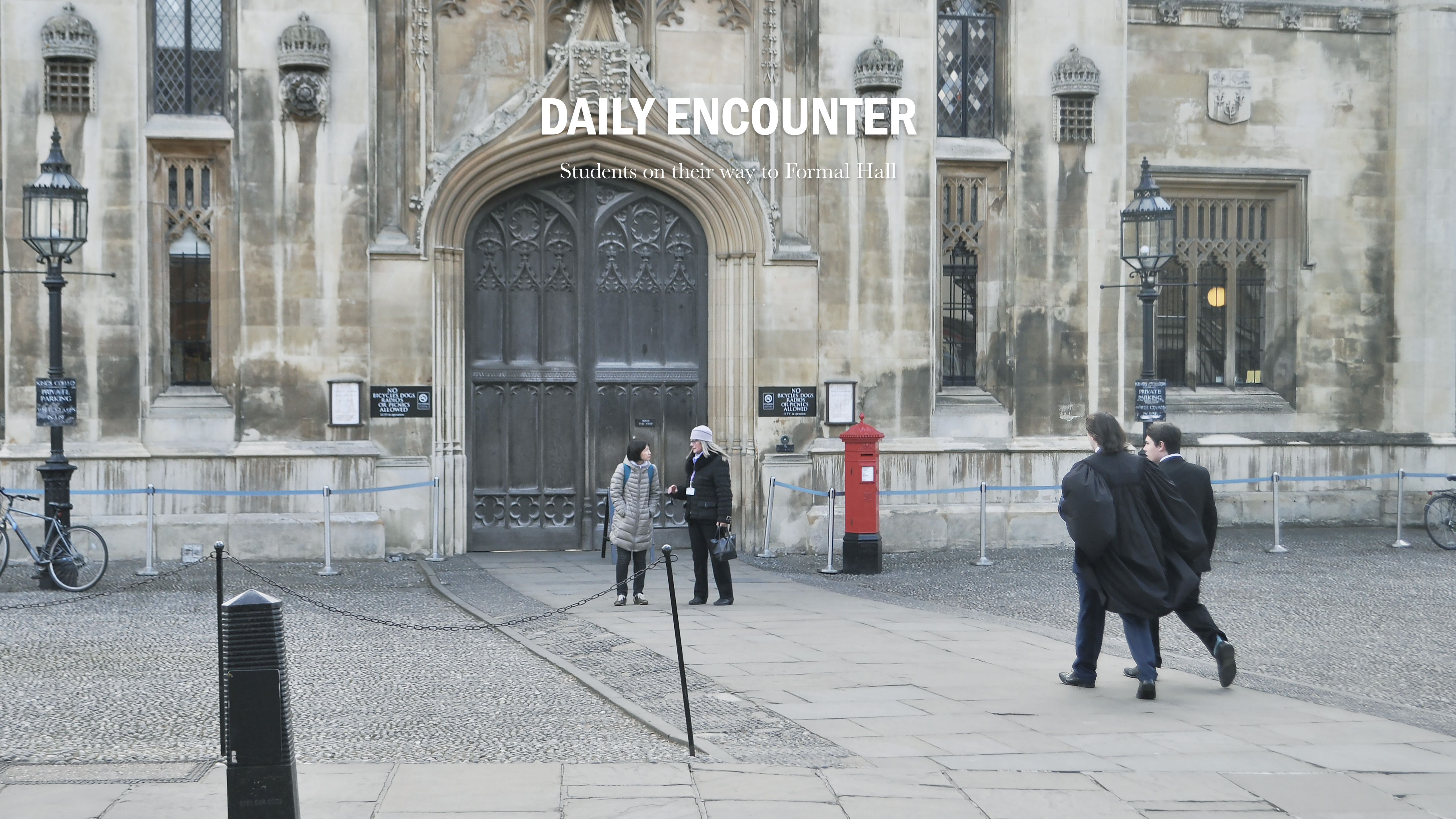
St John's College



Emmanuel College

DAILY ENCOUNTER

Students on their way to Formal Hall



ROWLAND PARKER

Town and Gown: Seven hundred years' war in Cambridge (1983)

*“Among the most notable branches
that flourished in Cambridge, were
bookbinding and tailoring”*



STUART
HOUSE

Edo & Ravenscroft
FOUNDED 1686

STUART
HOUSE

Edo & Ravenscroft
FOUNDED 1686

THE CAMBRIDGE SCHOOL OF TAILORING

Is there a future for a School of Tailoring in Cambridge?

PATH TO DESIGN

I. Why Fashion Matters

Why do clothes matter?

II. Cambridge and Clothes

How did Cambridge's culture of dress develop?

III. The Bespoke Trade

How did the British bespoke tradition develop?

IV. The Cambridge School of Tailoring

- i. Is there a future for a School of Tailoring in Cambridge?
- ii. What does that future look like?

V. Proposing St. Homobonus College

a centre of excellence for dress culture in Cambridge's collegiate core

METHODS

I. Literature study

focus; historic situation

II. Interviews, visits and observations

focus; present & future situation



Tim Morsink | Kathryn Sargent | David Goggins | Roel Wolbrink | Krishan Chudasama | Frans van Veen | Jolien Vermeulen

WHY FASHION MATTERS

FASHION THEORISTS

Georg Simmel, John Flügel, Thorstein Veblen, et al.

As our society has become more complex and diverse, clothing has accumulated meaning beyond the primal or physical, thus gaining social and economic significance as well

EMBODIED MEANINGS OF DRESS

clothes say something about the people who wear them



socio-economic
status



ethnicity



gender

EMBODIED MEANINGS OF DRESS

clothes say something about who the people who make them; e.g. Alexander McQueen



scottish
roots



working-class
upbringing



savile row
training

ECONOMIC COMMODITIES

wherever there is a specific demand, clothes will assert their presence



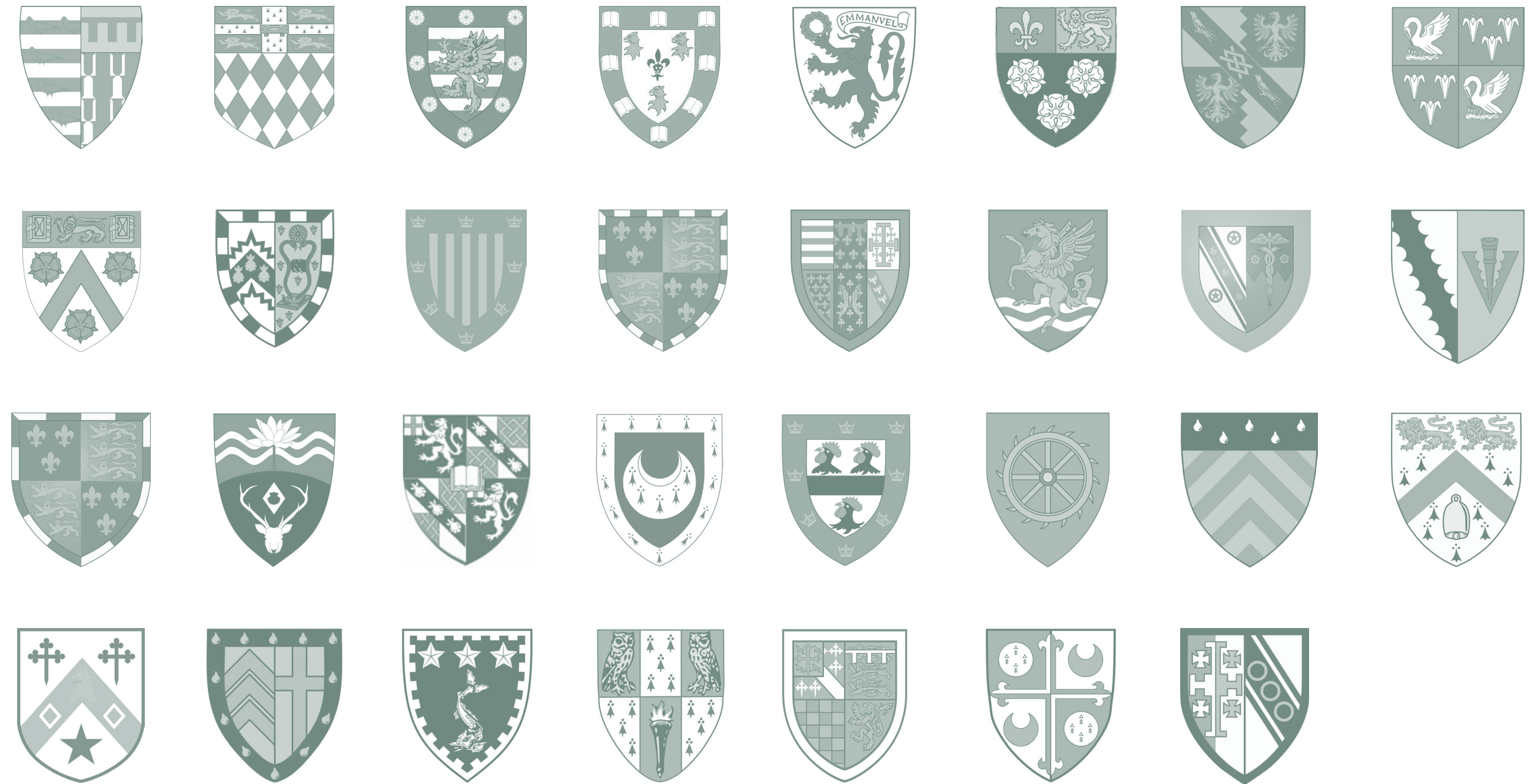
CAMBRIDGE AND CLOTHES

THE UNIVERSITY OF CAMBRIDGE

is a confederation of schools, faculties, departments, and colleges



central university



31 autonomous colleges





CAMBRIDGE COLLEGES

have impressive holdings



king's chapel



trinity's great court



john's backs





CAMBRIDGE UNIVERSITY BUILDINGS

are generally younger and less impressive than holdings of the old colleges



mill lane site



downing site



new museums site



RELIGIOUS ORIGIN

the medieval university was a deeply Christian institution



cloister court, Jesus College

GOWNS

evolved from the clerical cassock



academical gown



clerical cassock

FIT FOR THE EMPIRE

in Britain's *Imperial Century*, specifically between the 1850's and 1920's, new types of clothing became important



map of the Imperial Federation in 1886

TAILORED GARMENTS

have helped define masculinity in Britain's Imperial Century



sportswear



club uniforms



leisurewear



dandyism

COLLEGES

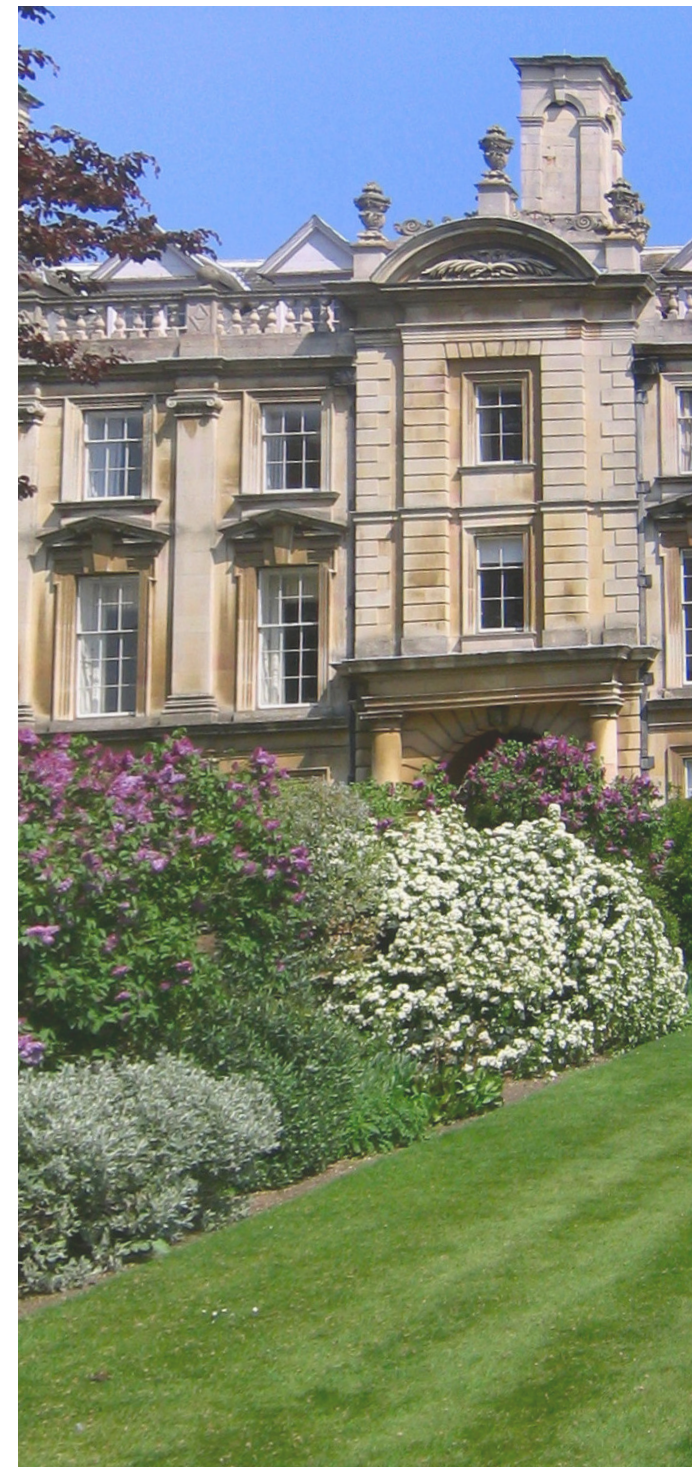
formed the perfect backdrop to both gowns and the new tailored garments



dining halls



the river



the gardens



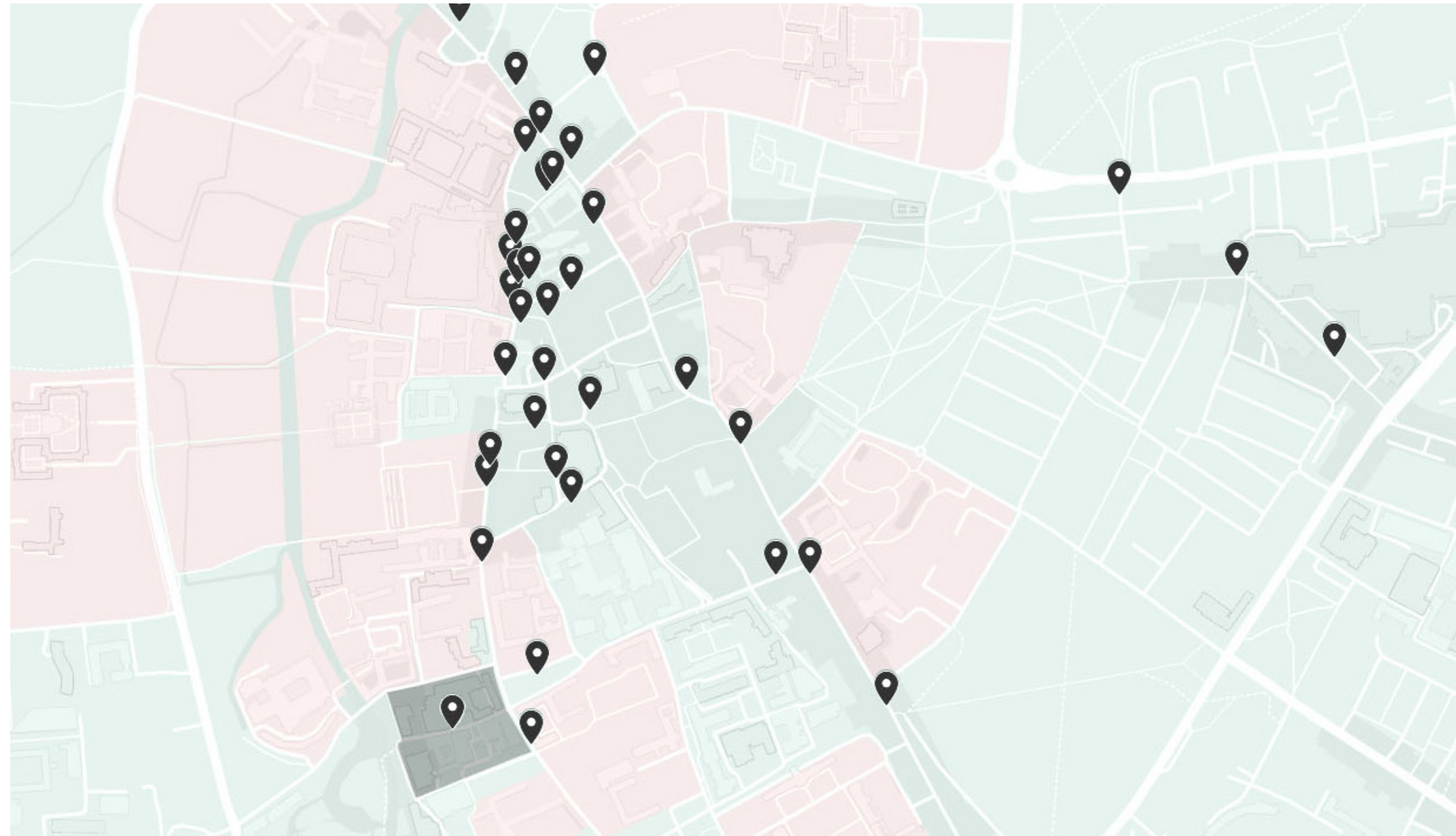
the courts



combination rooms

HISTORIC LOCATIONS TAILORS & ROBEMAKERS

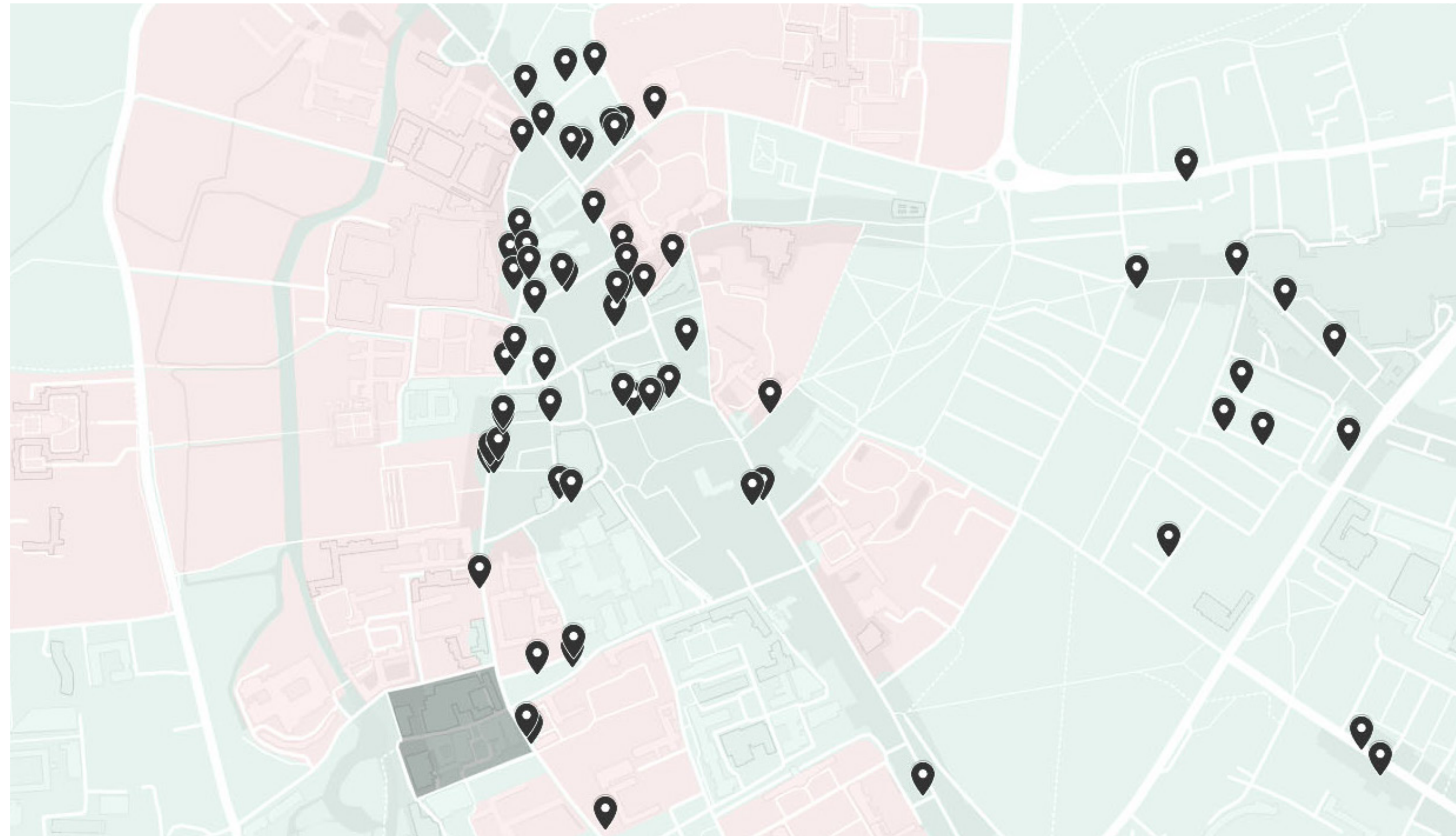
as found in Spalding's General Street Directory



1878

HISTORIC LOCATIONS TAILORS & ROBEMAKERS

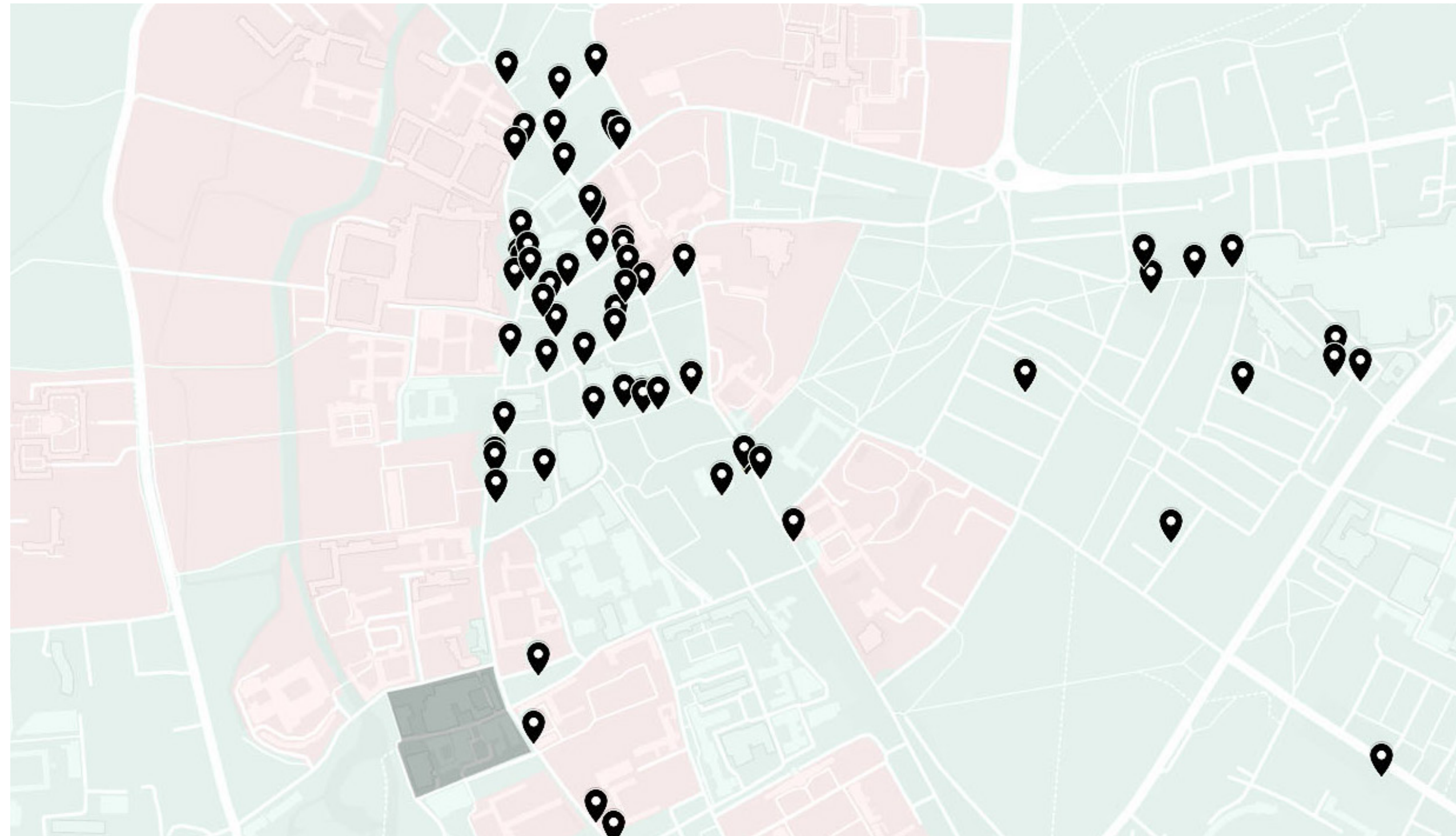
as found in Spalding's General Street Directory



1913

HISTORIC LOCATIONS TAILORS & ROBEMAKERS

as found in Spalding's General Street Directory



1939

THE BRITISH BESPOKE TRADE

LONDON'S SAVILE ROW

became the epicentre of British bespoke tailoring in the 19th century



Savile Row street sign

LONDON'S SAVILE ROW

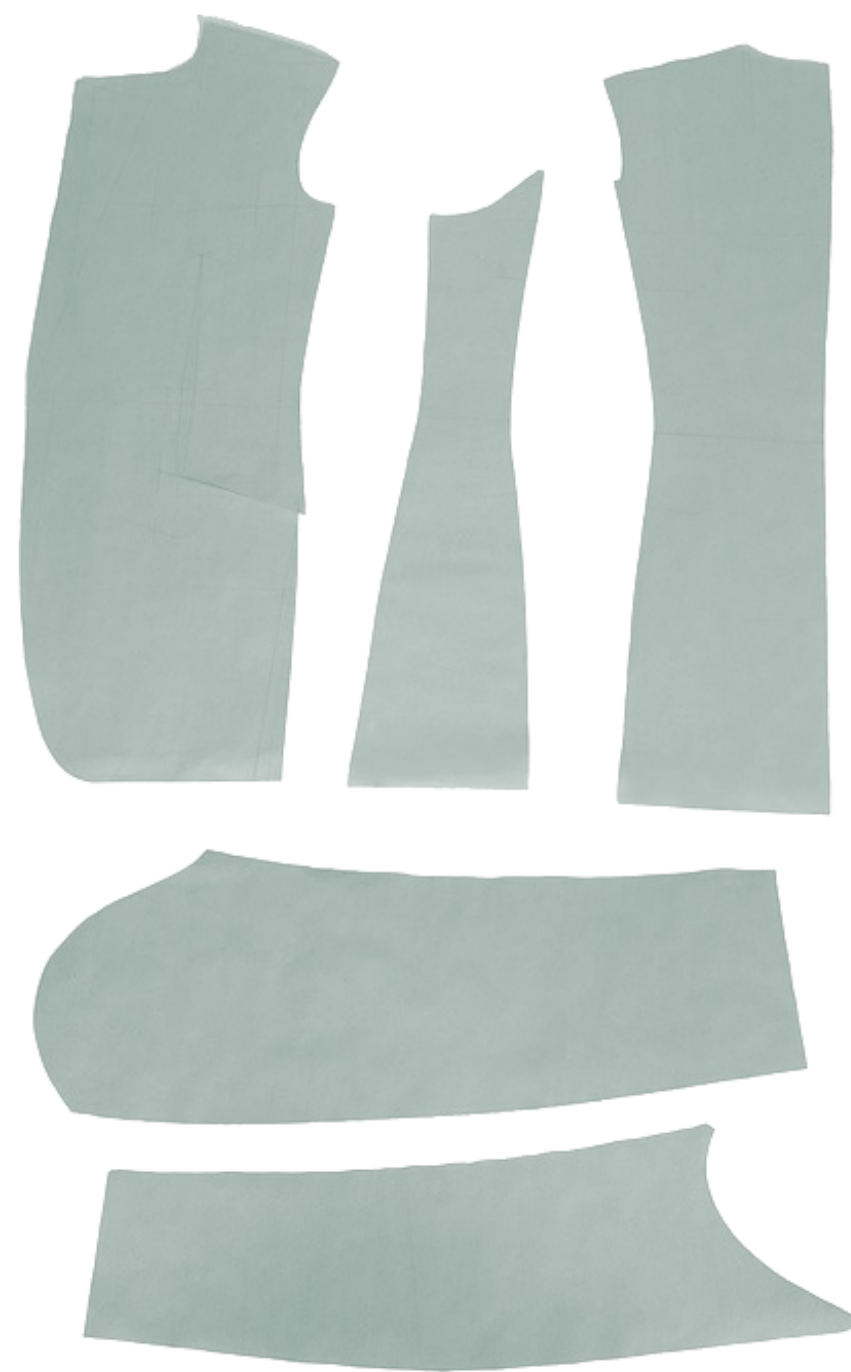
it is a street of bespoke tailoring businesses that are still arguably the best in the world



Savile Row shopfronts

BESPOKE

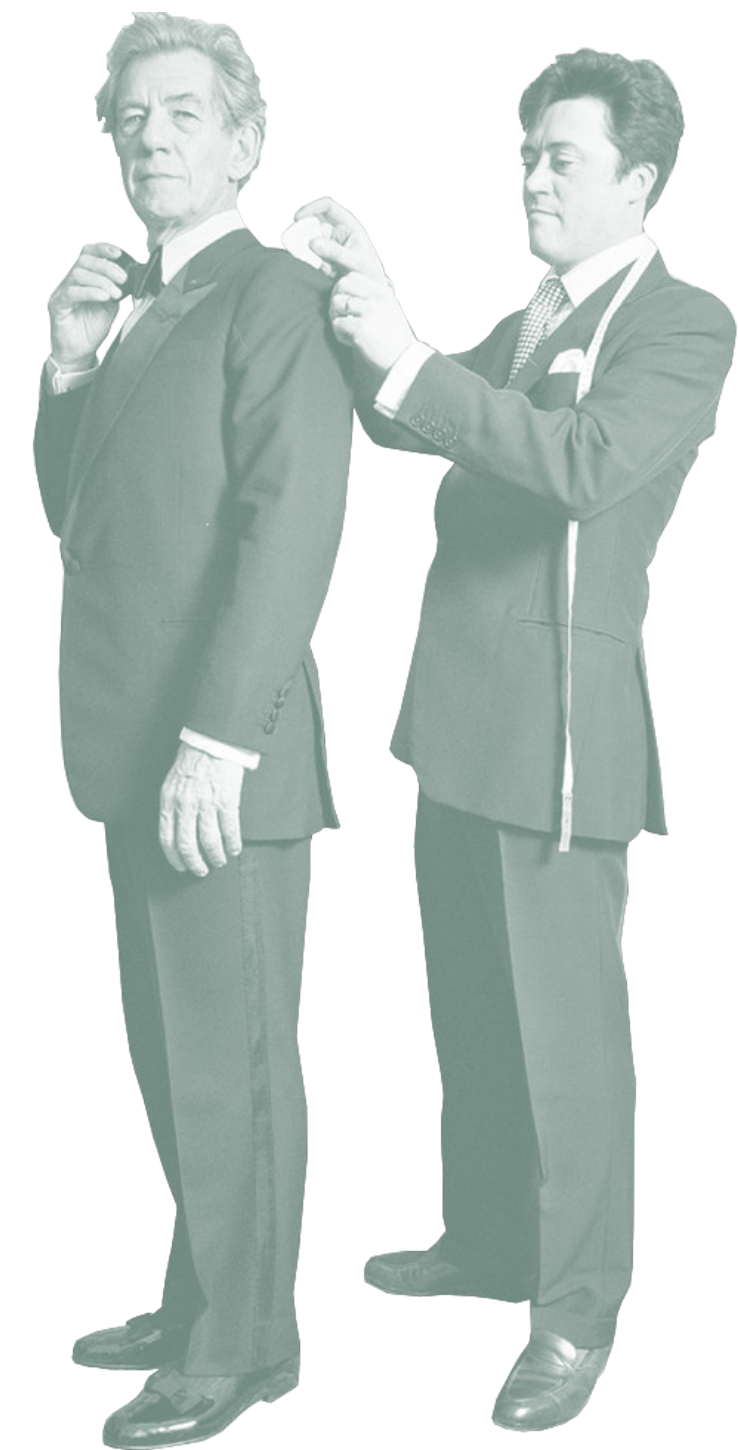
is personalised tailoring at its best



made to a unique pattern



almost entirely by hand



fit as often as needed

IT TAKES A VILLAGE

eight people work an average of 85 hours on a single suit



salesman

IT TAKES A VILLAGE

eight people work an average of 85 hours on a single suit



salesman | head cutter

IT TAKES A VILLAGE

eight people work an average of 85 hours on a single suit



salesman | head cutter | under cutter

IT TAKES A VILLAGE

eight people work an average of 85 hours on a single suit



salesman | head cutter | under cutter | coat maker

IT TAKES A VILLAGE

eight people work an average of 85 hours on a single suit



salesman | head cutter | under cutter | coat maker | apprentice coat maker

IT TAKES A VILLAGE

eight people work an average of 85 hours on a single suit



salesman | head cutter | under cutter | coat maker | apprentice coat maker | trouser maker

IT TAKES A VILLAGE

eight people work an average of 85 hours on a single suit



salesman | head cutter | under cutter | coat maker | apprentice coat maker | trouser maker | apprentice trouser maker

IT TAKES A VILLAGE

eight people work an average of 85 hours on a single suit



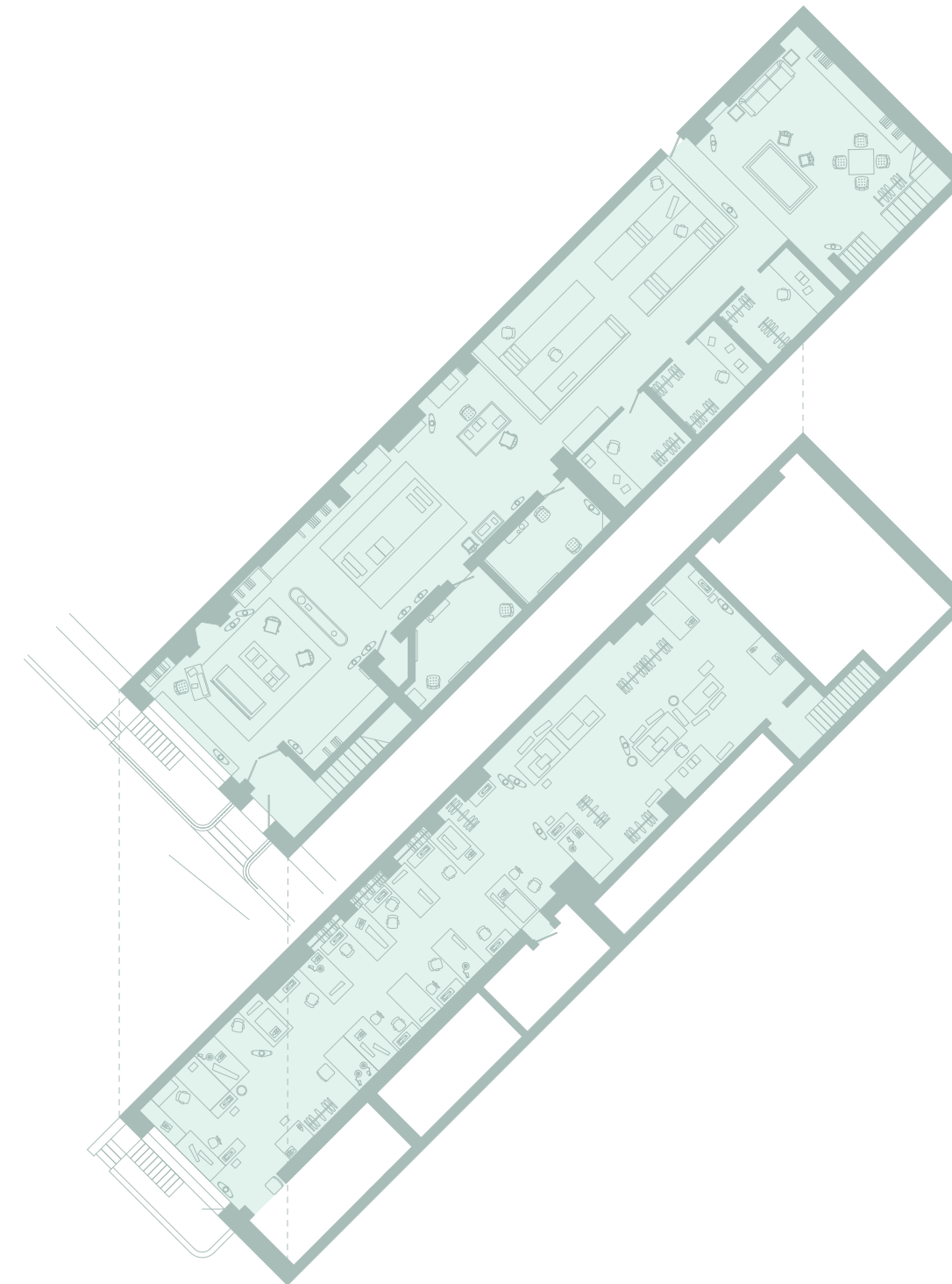
salesman | head cutter | under cutter | coat maker | apprentice coat maker | trouser maker | apprentice trouser maker | presser

TYPICAL SET-UP

front-house shop on the ground floor, workrooms in the basement



typical facade



typical axonometric

TYPICAL SET-UP

front-house shop on the ground floor



Huntsman front-house

TYPICAL SET-UP

workroom in the basement



Gieves & Hawkes workroom

SAVILE ROW IN CAMBRIDGE

Ede & Ravenscroft still offers bespoke services from here



shop on Trumpington Street

STUDENTS TODAY

still wear traditional garments, which now represent a meritocratic, rather than a socio-economic elite



photos taken from facebook

STUDENTS TODAY

still wear traditional garments, which now represent a meritocratic, rather than a socio-economic elite



st john's boat crew

PREPPY STYLE

famous brands have found success selling so-called *preppy* clothes influenced by Oxbridge student fashions

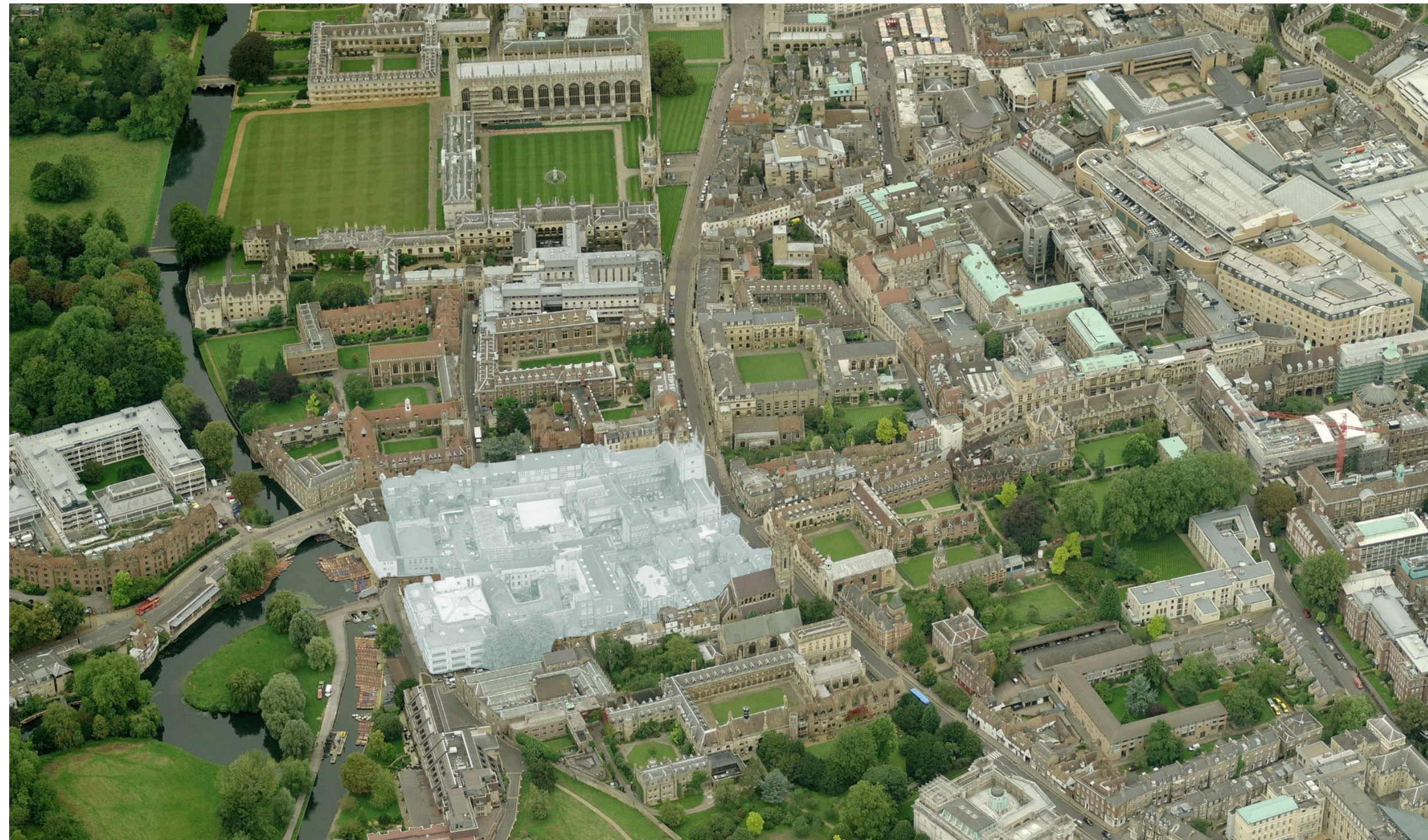


Ralph Lauren ad

DESIGN LOCATION, PROGRAMME & THEMES

DESIGN LOCATION

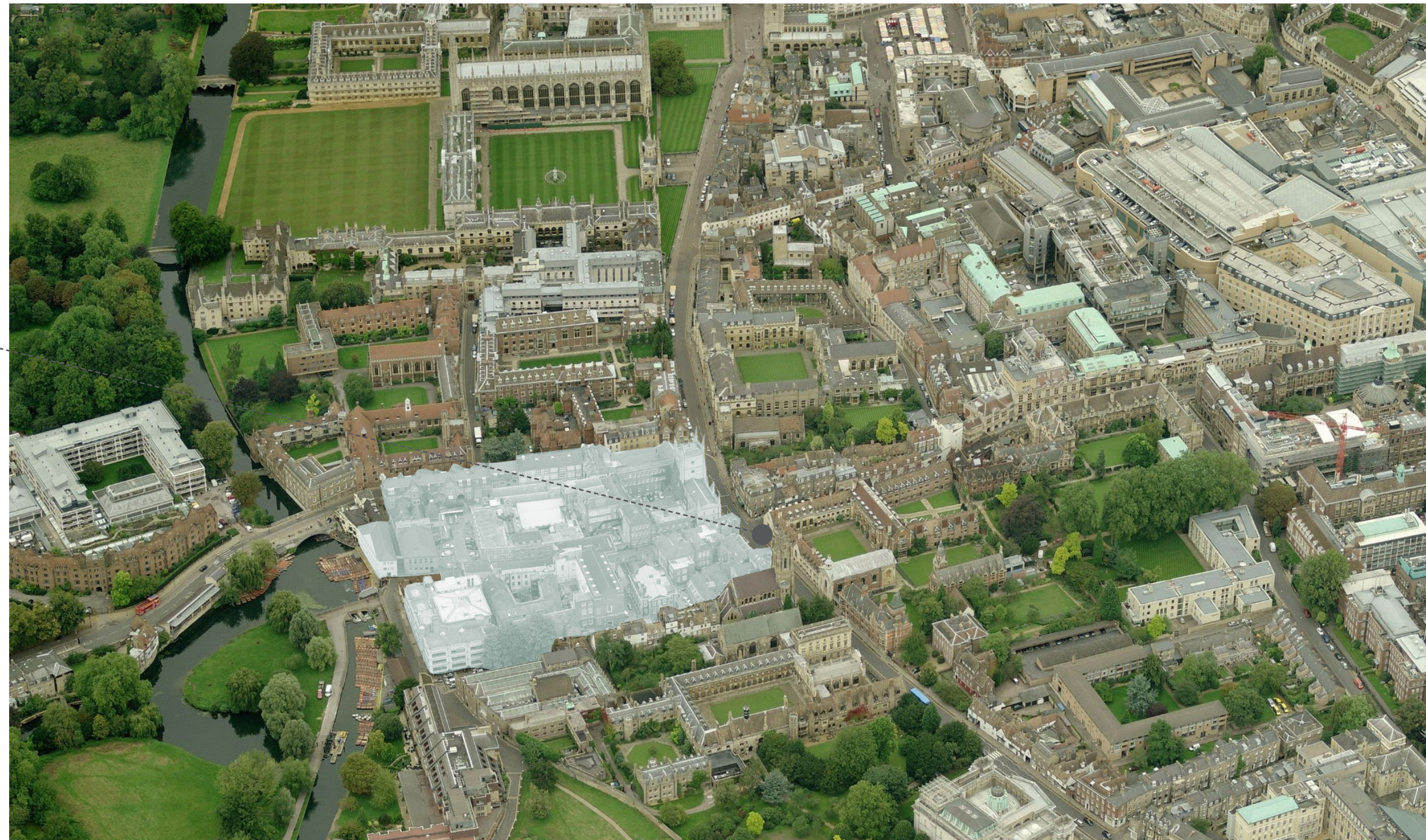
Mill Lane / Old Press Site





DESIGN LOCATION

Mill Lane / Old Press Site





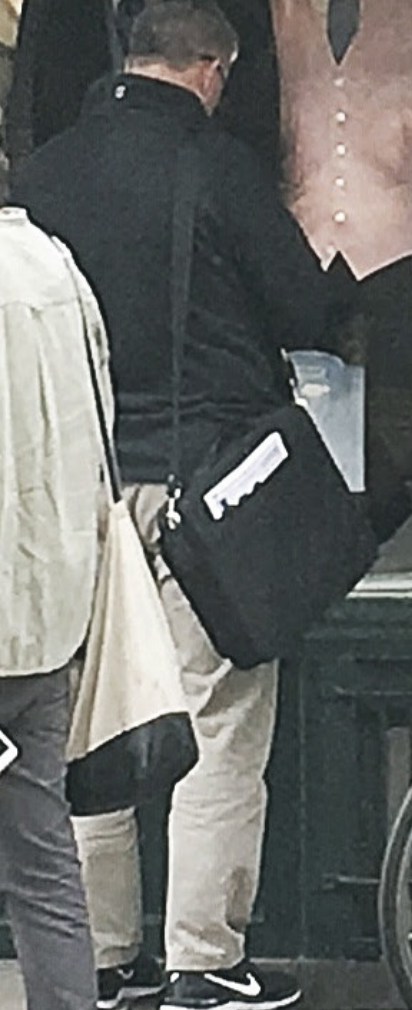
Except for
taxis and
for access



TAILORS

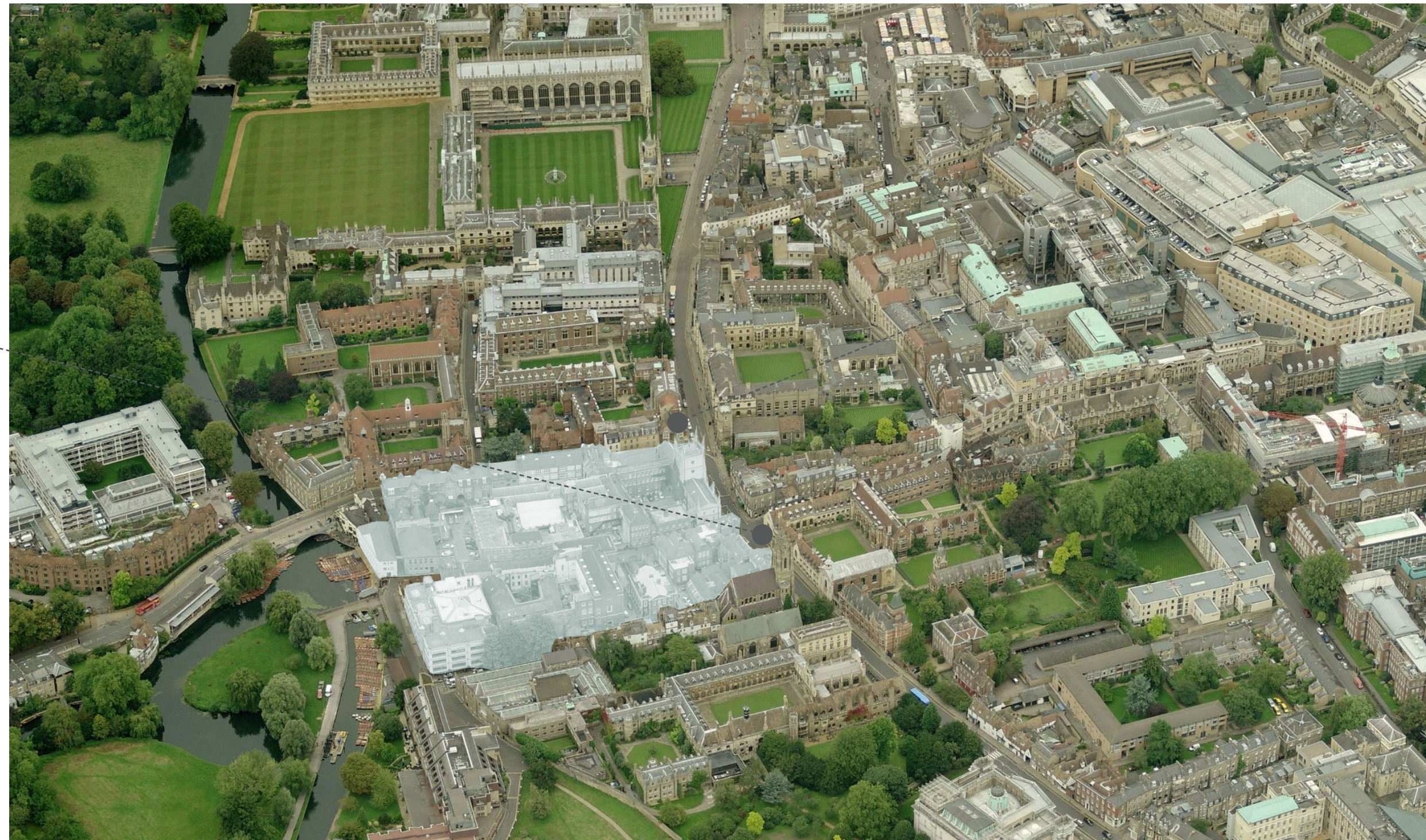
EDE & RAVENSCROFT

EDE & RAVENSCROFT



DESIGN LOCATION

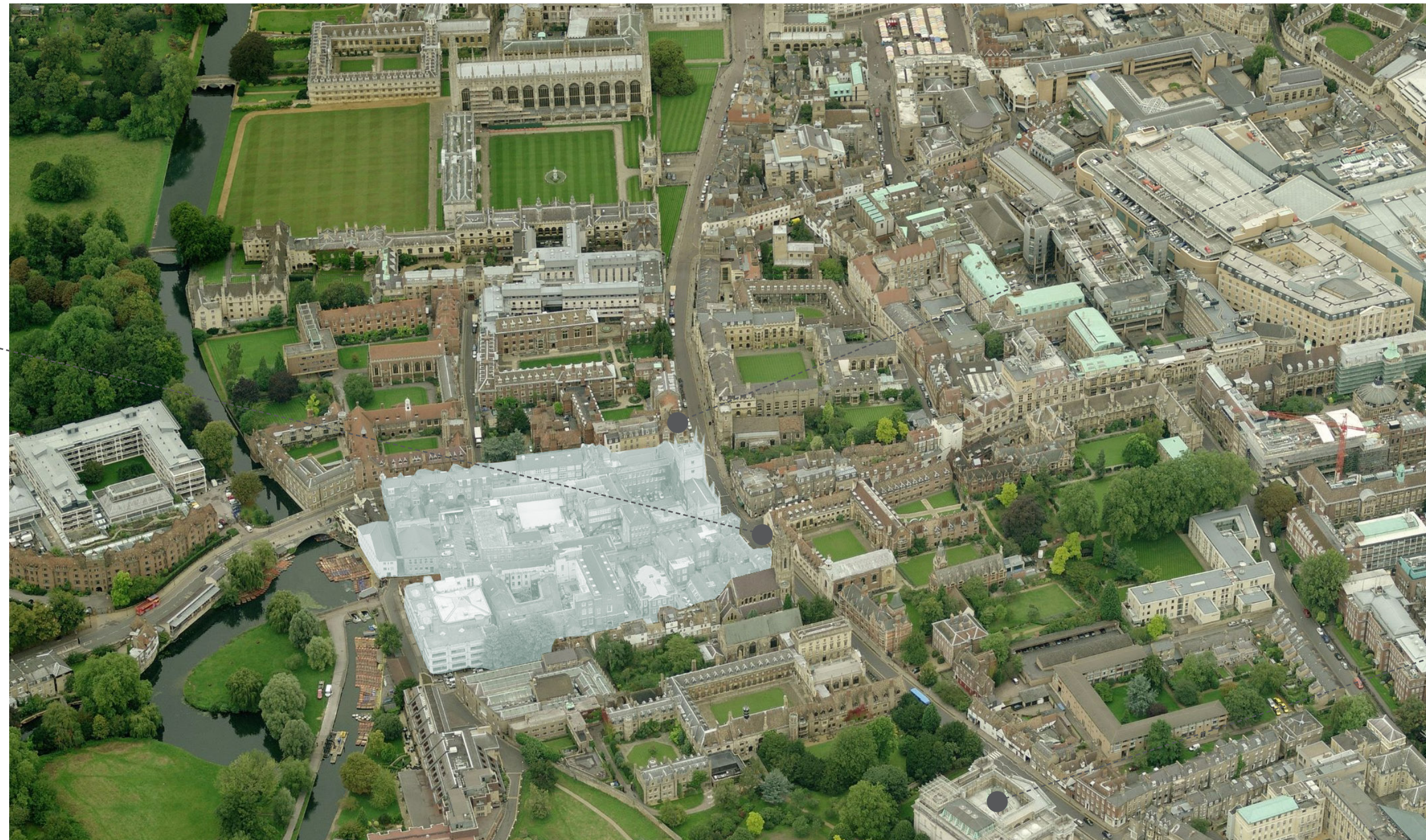
Mill Lane / Old Press Site





DESIGN LOCATION

Mill Lane / Old Press Site



LOCAL PARTNERS INFORM PROGRAMME

rooting the Cambridge School of Tailoring within this specific context and giving it prestige



university - research centre



ede & ravenicroft - bespoke salon



institute of visual culture - museum

INDUSTRY PROFESSIONALS

support a new school with connection to these local partners



**tailoring booming,
expertise in demand**



**connection to real
business is vital**



**research helps
bolstering innovation**



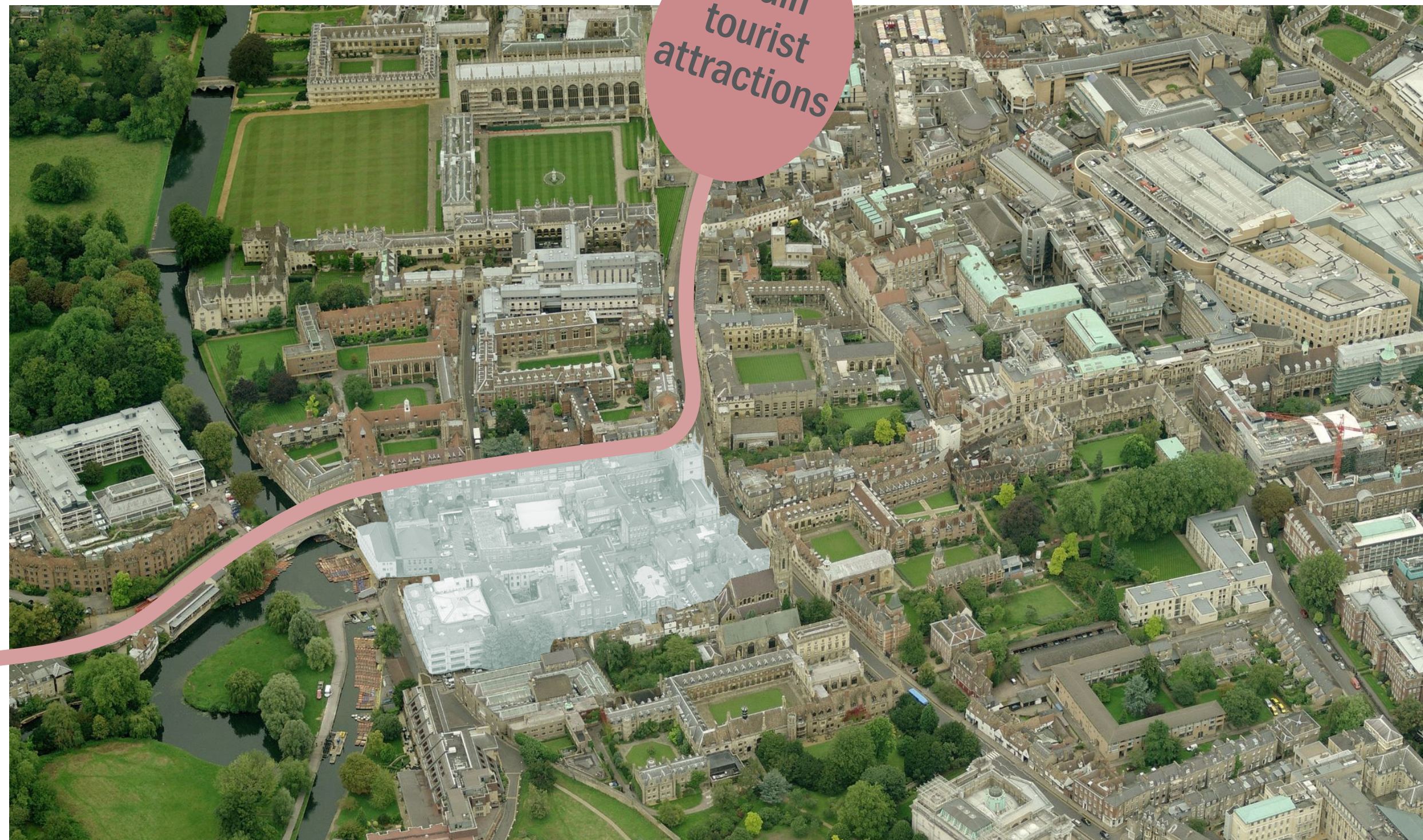
**museum provides
a stage for the trade**

TOURIST ROUTE

runs along the design site

tourist
drop-off

main
tourist
attractions



PROGRAMME

starting point...

Tailoring School

PROGRAMME

...connected to specific functions...

Fashion Museum

Research Centre

Tailoring School

Bespoke Salon

PROGRAMME

...in a bigger public cluster

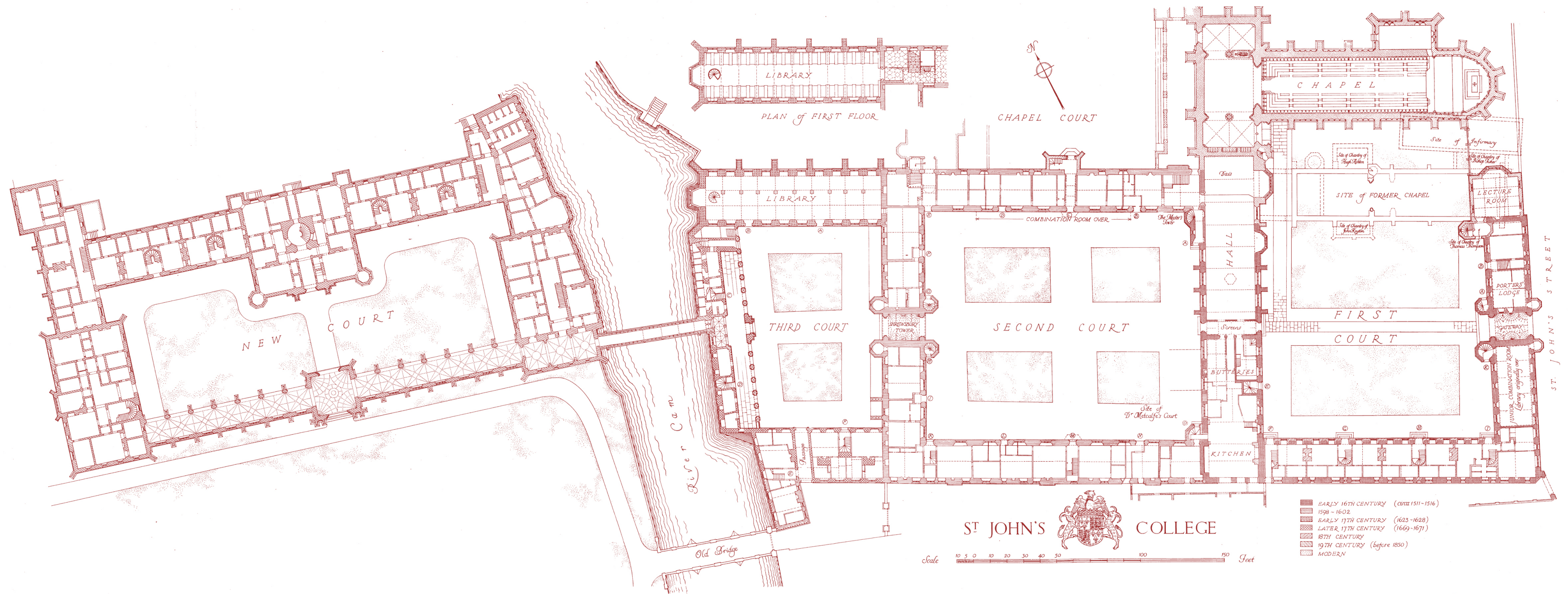


ST HOMOBONUS COLLEGE

a centre of excellence for dress culture in Cambridge

THE COLLEGE ARCHETYPE

enables the proposed multifunctional approach and gives a toolset to bring together existing buildings...



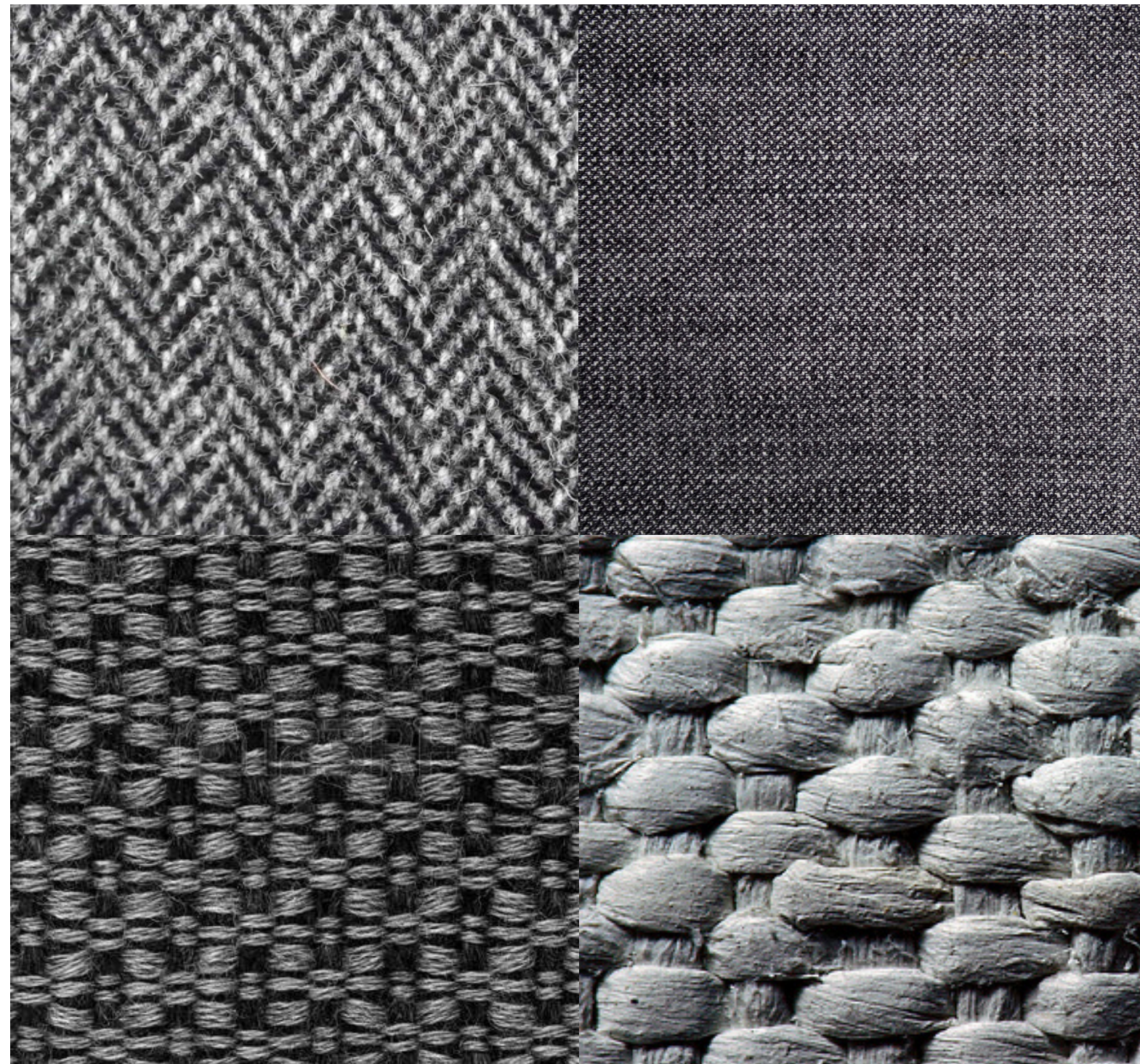
THE COLLEGE ARCHETYPE

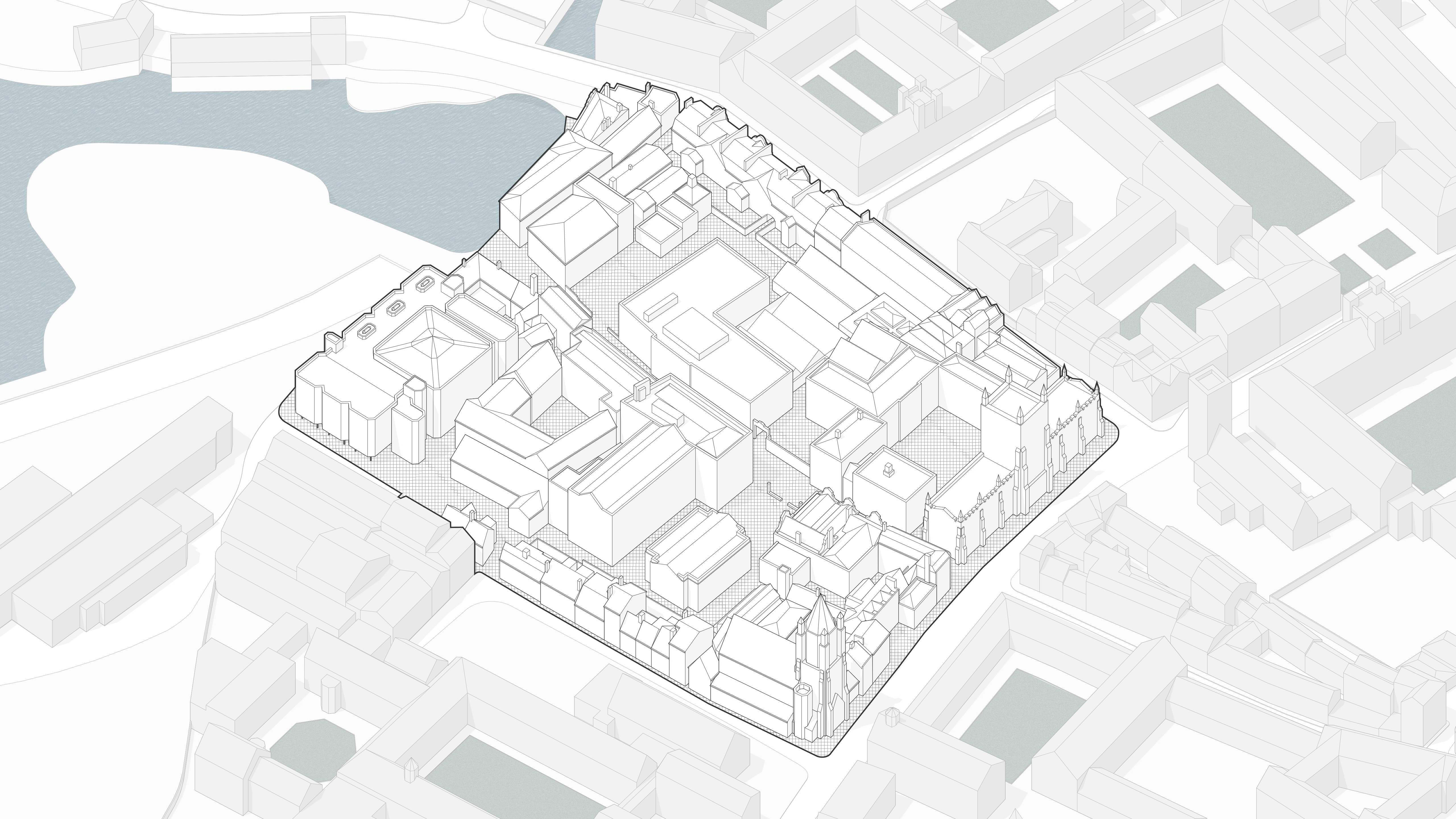
...and is intimately tied to dress culture in Cambridge



FASHION AS INSPIRATION

spaces designed based on tailors' recommendations and a material language inspired by clothes





BUILDINGS WITH GREAT POTENTIAL



Old Press Court



Stuart House



The Mill Pub

BUILDINGS IN BAD CONDITION



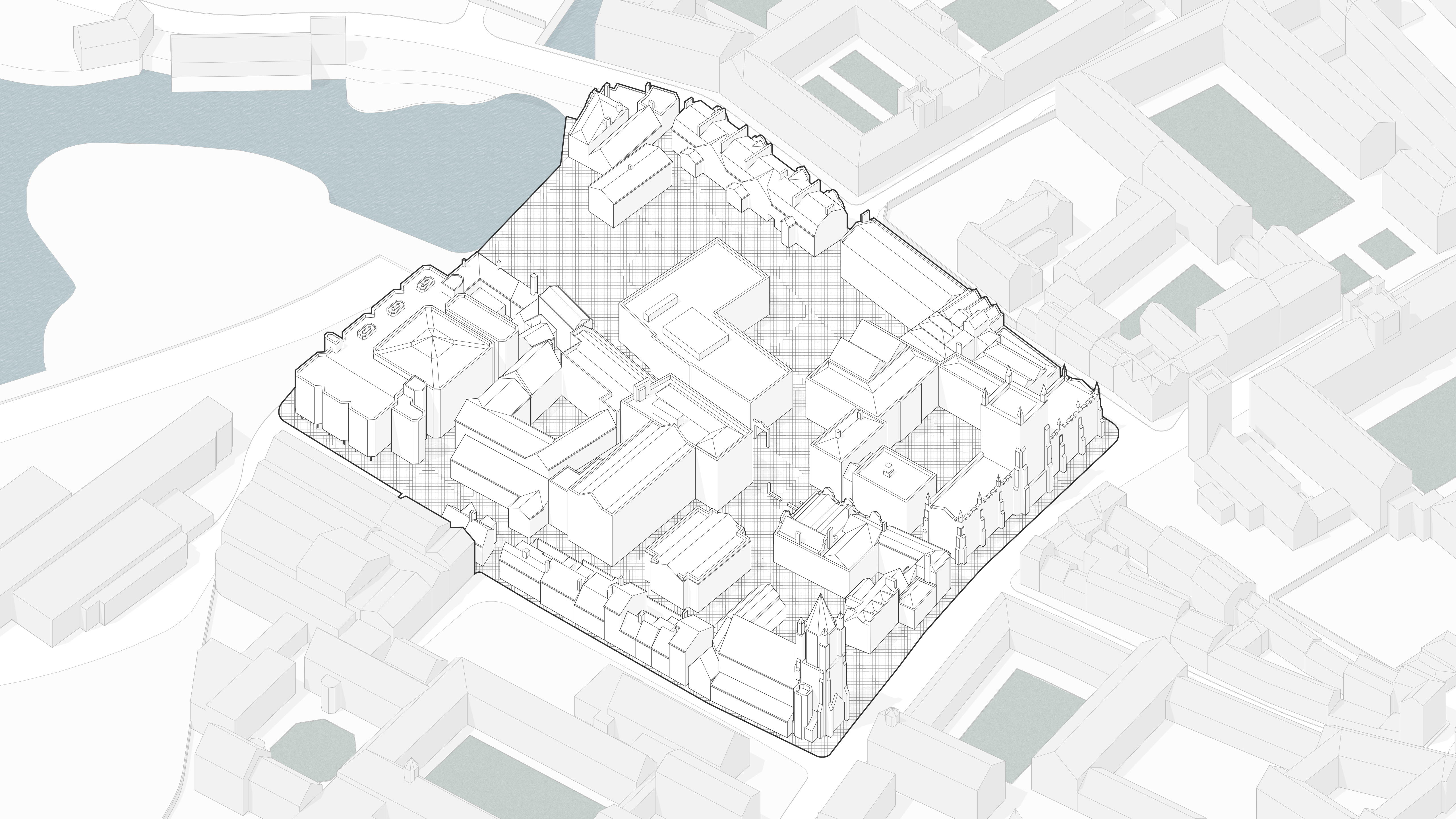
Laboratories



University Social Club



Administrative Building



SURROUNDING COURTS



Peterhouse College



Queens' College



Pembroke College

SURROUNDING TOWERS



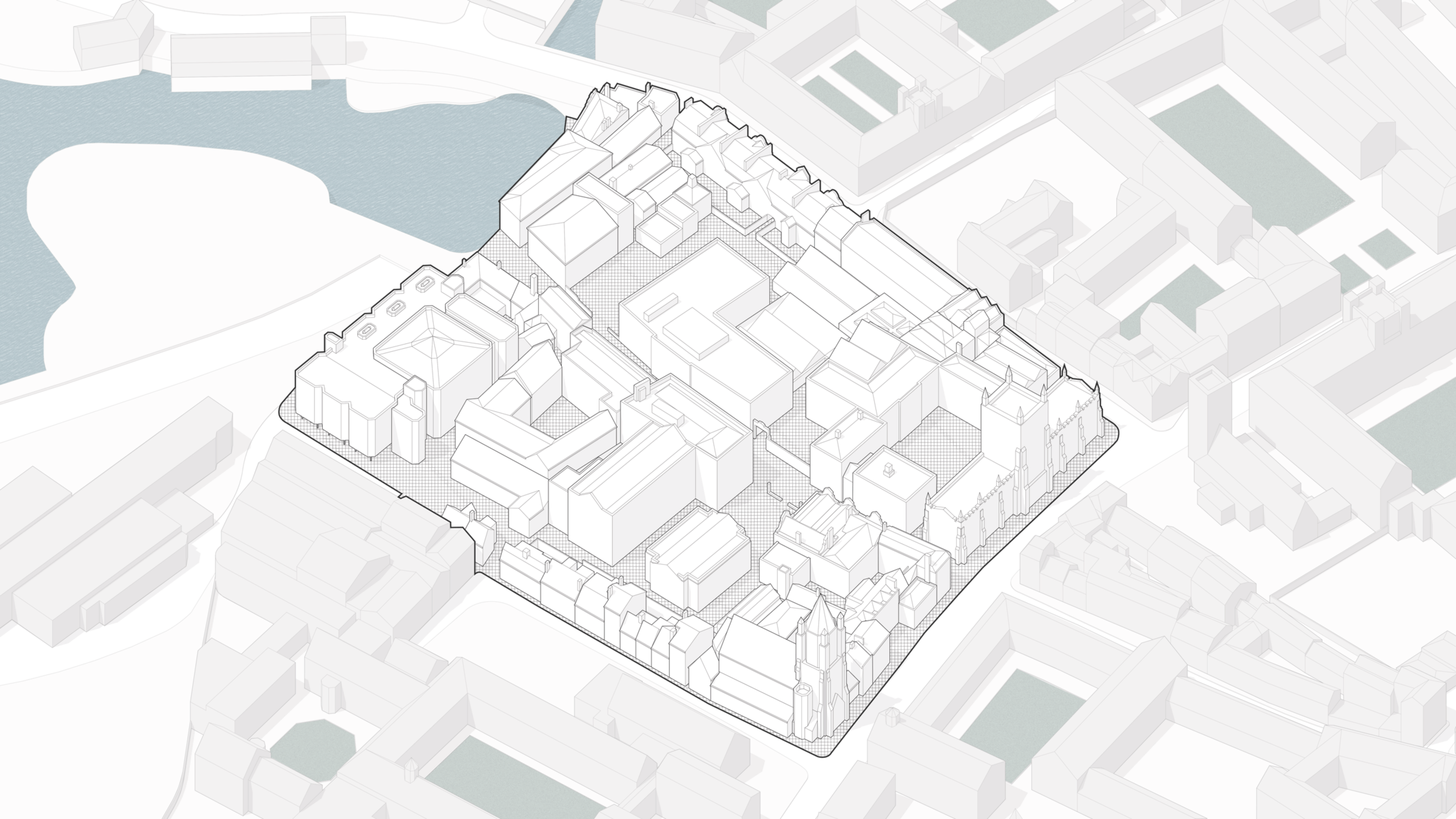
Pitt Building



St Botolph's Church



Queens' College

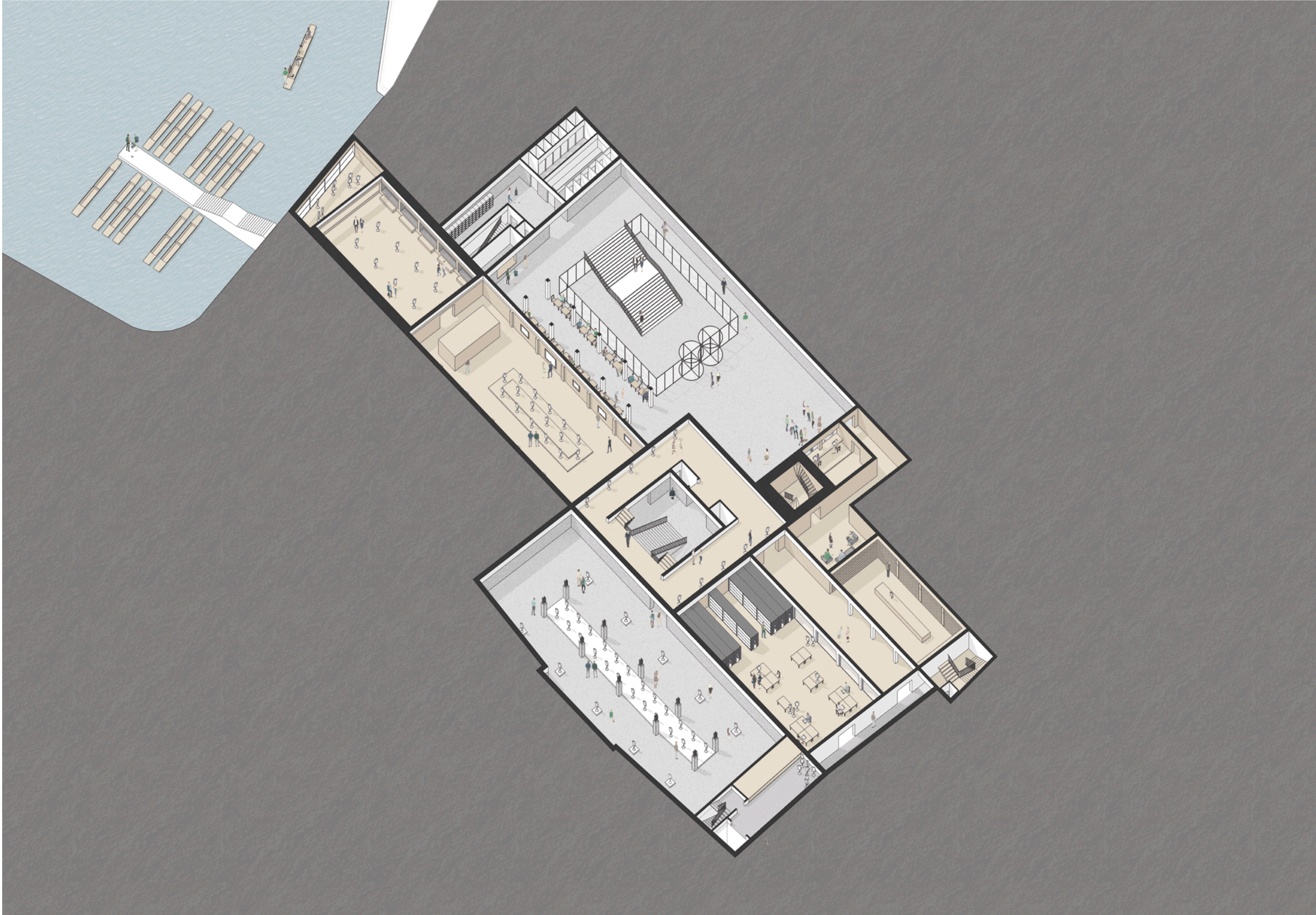


















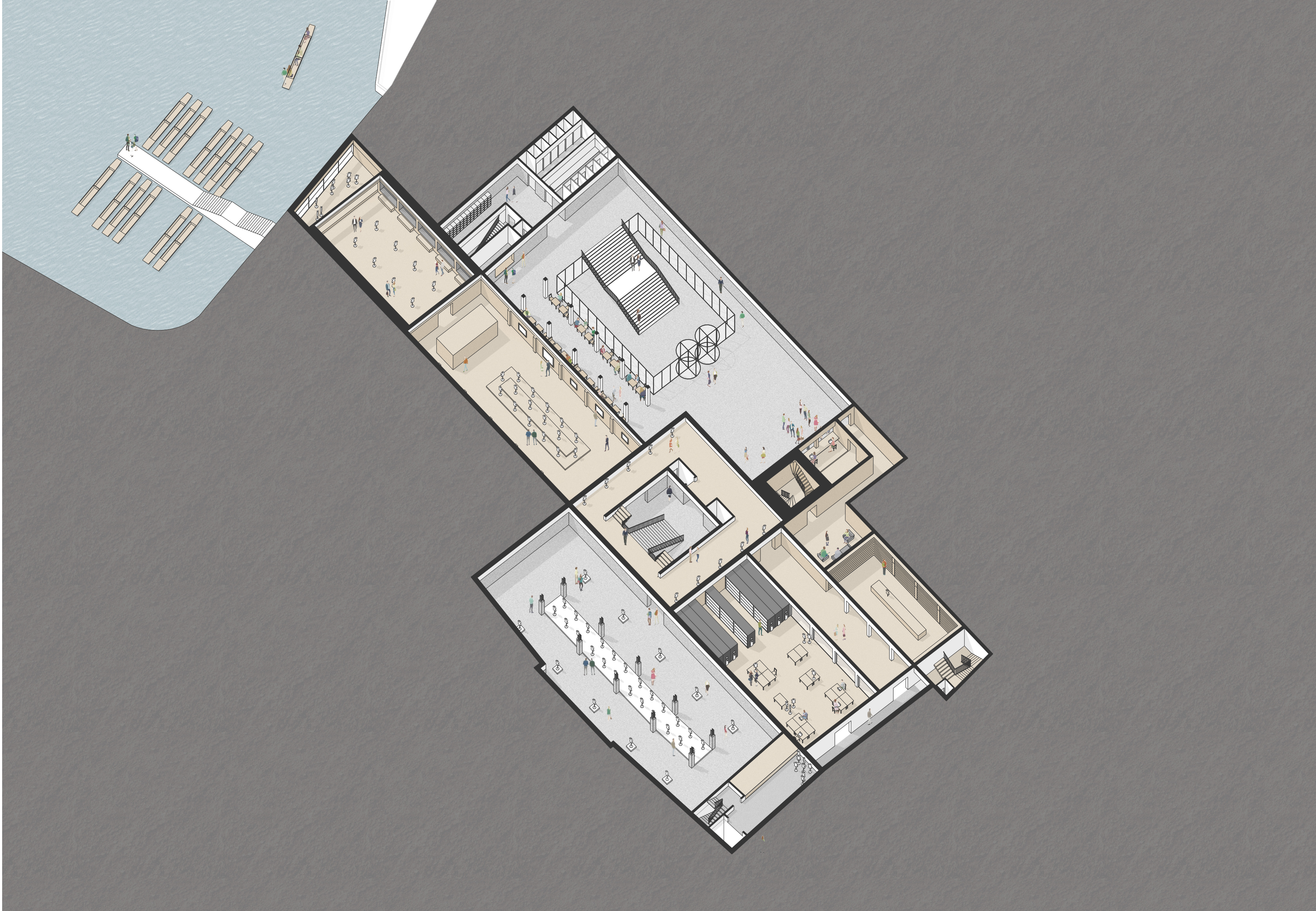








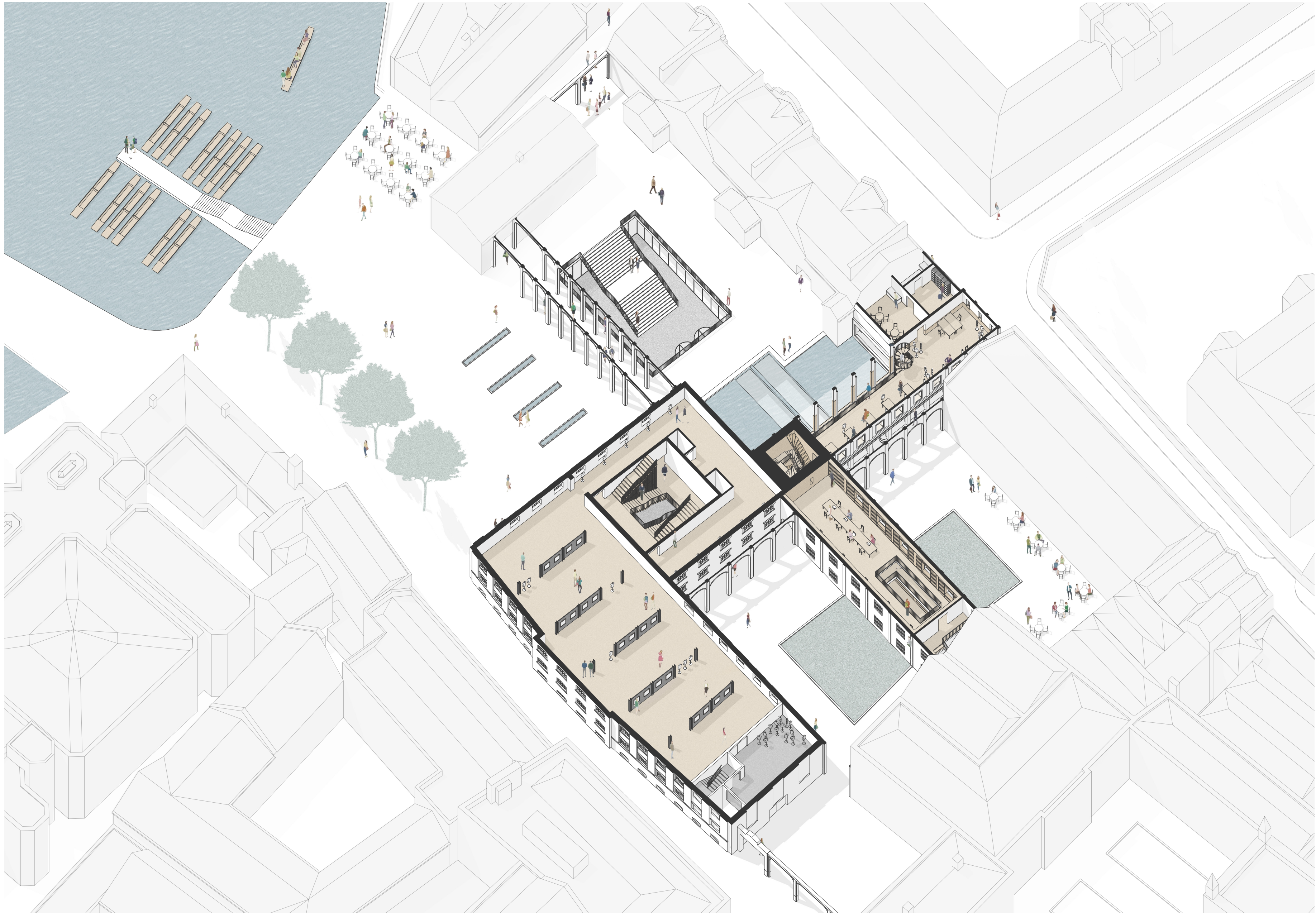














INSPIRATION FACADES

red brick perimeter of masterplan



INSPIRATION FACADES

sand brick interior of masterplan







