A Fashion Palace for Maastricht.
Search for a new type of Representative Factory for Sustainable Fashion Production

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outline:

1. Intention
2. Posed contextual problems (Maastricht > Fashion reality > changing fashion reality)
3. Presenting the Speculation of a more Sustainable fashion system
4. Design Proposal explained in 3 models
posed problem: Maastricht as a Fashion city
context - reality of fashion production

posed problem: Unsustainable/unethical production & consumption
DEADLY CLOSED CIRCUIT OF FASHION OUTSOURCING.

Cambodia is one of the largest garment exporters in the world. However, the production of clothing in Cambodia is contributing to waste, poor labor practices, and corruption. The country's economy is heavily dependent on clothing exports, and workers are subjected to long hours and low wages. Workers' attempts to improve their situation have been met with violence, as those in power do not want unions to cut work hours, force them to pay for better working environments, or anything else that would raise the cost of their clothing. Cutting into the main source of income in Cambodia's economy would cause even more political unrest. There seems to be no easy solution to the issue.

According to Human Rights Watch, the demand for nonstop production of clothing pushes workers to the limits. Despite the fact that the majority of people working in these factories are women, they often get pregnant and are then demoted to less pay and may lose their job. Overtime without increased pay is standard, pushing people to stay all hours of the night if they want to meet deadlines for clothing companies. This also forces parents to stay in the factory longer, without being able to go home to see their family.

THE CLOTHING INDUSTRY IS THE SECOND LARGEST POLLUTER IN THE WORLD ... SECOND ONLY TO OIL.

Environmental costs of Fast Fashion. Fast fashion causes toxic chemical use, water pollution, and textile waste. The rest of the clothing industry is closing in on the environment.

INDIA, BANGLADESH, VIETNAM ARE COUNTRIES MOST VULNERABLE TO MODERN SLAVERY.

These are also the main manufacturing countries for the Fast Fashion Brands.

In Cambodia, the legal working age is 15 years old, but many clothing factories employ girls as young as 12. These children drop out of school to get a job because their families live in poverty. Abandoning their education, the girls become part of a system that forces them into a cycle that is impossible to escape.

According to UNICEF and the International Labor Organization, an estimated 170 million children are currently working in the clothing industry all over the world.

CLOTHING WASTE INCREASED BY 40 PERCENT BETWEEN 1999 AND 2009 AND CONTINUES TO GROW EVERY YEAR.

Despite all of these ways to reuse clothing, literal tons are still being put into landfills of developing countries.

NEWS IN OCTOBER 2017: 14 YEAR OLD GIRL DIES TRYING TO REACH HER MONTHLY BONUS

posed problem:

What are the ethical values of contemporary production in relation to Fashion?

conclusions:

Shift in values, need to represent innovative ways to make, sell and consume fashion

a new kind of fashion ecosystem
context - Redefining the type

Type could also be viewed as a communicative tool that expresses the way a certain problem has been addressed within society and given an architectural form.

Recurring theme: Representation

Redefining the type of fashion building in conversation with the designers

A Fashion Palace for Maastricht.
Search for a new type of Representative Factory for Sustainable Fashion Production.
1. How could Maastricht become an ethical fashion city?

2. How could building be enabler of such change? How the building could be representative of these values and celebrate the spirit of contemporary Fashion production and consumption and be enabling of furthering of such changes?

3. How could above mentioned values be translated into the architecture of the new typology of the factory?
“The role of palace has been to embody and represent .. significance... The palace is relieved of the task of other functions, and so accommodates visitors and displays itself to them, delivering its messages... The functions it contains are by nature, representational and ceremonial. A palace is indeed a scaffold for representation and ceremony: and empty, perfect vessel.

Because of its power (imagery), the palace as a phenomenon and a theme has been central to the development of the public interior”

"Public Interior as Idea and Project", M. Pimlott, 2016
Renaissance palaces as representative festive typology
Public interior within private house

architectural approach:

nature of the building: public interior & representative

palace as a reference type

Centrepiece of cities, urban planning, stage for significant actions
architectural approach: nature of the building: public interior & representative

palace as a reference type
architectural approach: nature of the building: public interior & representative palace as a reference type
for Maastricht to become an ethical Fashion City, the city has to actually produce fashion and do it in a sustainable way to be relevant.

Heavy program to create fashion infrastructure and sustainable ecosystem

Design Proposal:

A Fashion Factory
Brief: Developing a new large-scale inner-city manufacturing facility that celebrates and reflects values of ethical fashion production and consumption. The building is envisioned as a representative building that will adopt holistic approach of combining production and consumption.

Design Proposal:

Proposition (part 2)

A Palatial Fashion Factory
Final Design

1:500
Site Approach and Fundamental Design Considerations
SITE (choice)
SITE

Current Situation
SITE approach

Nature of the site as a productive space

outside the city wall - always a productive space, supporting the inner centre viability
site and the weaving/textile history

Boschkwartier
Clothweavers

Jekerkwartier
Tanneries

Old City
Wall

SITE
SITE

site and its history of production - supporting vitality of the city

Ceramic industry
SITE

Built of Industrial age
SITE approach

currently: cultural/creative cluster aspiration
securing spaces for the creative production
Building Outline

building outline - use the site to the max due to the heavy programmatic requirements
River Promenade Sequence of free standing prominent buildings
Palace strip
River Promenade Sequence of free standing prominent buildings
River approach
1:200

Palatial Sequence & Programmatic Requirements
### Programmatic Requirements

<table>
<thead>
<tr>
<th>DESIGN</th>
<th>FASHION HOUSE TOWER</th>
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<tbody>
<tr>
<td>Offices</td>
<td>Individual ateliers for rent</td>
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<td></td>
<td>Collaborative ateliers for rent</td>
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<td></td>
<td>Meeting rooms</td>
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<td>Kitchens/socializing spaces</td>
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<td>Computer/digital Labs</td>
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<td>Hotel for visiting resident artists</td>
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<th>PRODUCTION</th>
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<tr>
<td>FABRIC PRODUCTION</td>
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<tr>
<td>Weaving workshop</td>
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<td>Knitting workshop</td>
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<td>Embroidery</td>
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<tr>
<td>Tufting Lab</td>
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<tr>
<td>Laser Engraving</td>
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<tr>
<td>Lasercutting</td>
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<tr>
<td>Finishing Textile Handling</td>
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<tr>
<td>Digital Textile Printing</td>
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<tr>
<td>Dying Lab/Screen Printing (+trad. Techniques)</td>
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<td>Experimentation Lab</td>
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<tr>
<td>Computer Labs (large scale printing/Scanning)</td>
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<tr>
<td>Finishing Lab (Washing/Drying)</td>
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<td>Recycling Centre</td>
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<th>GARMENT PRODUCTION</th>
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<tbody>
<tr>
<td>Sewing Workshops</td>
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<tr>
<td>1. large collaborative space</td>
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<td>2. atelier + shop typology</td>
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<tr>
<th>PUBLIC CO-PRODUCTION</th>
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<td>Public/Customization/Workshop/Open Labs</td>
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<tr>
<th>CONSUMPTION</th>
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<tbody>
<tr>
<td>Fabric store</td>
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<td>Shops (atelier + shop typology)</td>
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<tr>
<th>RESEARCH &amp; DEVELOPMENT</th>
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<tr>
<td>Learning Centre:</td>
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<tr>
<td>Advanced Manufacturing/Research/Experimentation Centre</td>
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<tr>
<td>Teaching Spaces (specialist and public courses/workshops)</td>
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<td>Library</td>
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<tr>
<td>Archive of all work produced</td>
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<tr>
<td>Yarn/Textile Discovery/Shop Centre</td>
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<td>Sample/Pattern library</td>
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<td>Library (books etc)</td>
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<th>PUBLIC PROGRAM</th>
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<tr>
<td>Exhibition</td>
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<td>Event Hall (flexible for large and small events)</td>
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<tr>
<td>Cafe</td>
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Festive Reference Study.
Palazzo Doria - Tursi
Public interior sequence
Palazzo Doria-Tursi, Palazzo Pitti and Palazzo Reale incorporating a processional sequence of vestibule, courtyard, vestibule, garden
palace
Celebrating production. Fashion Clash Study

processional route exposes production and celebrates it

fashion clash maastricht: separation of production processes and events, productions processes are hidden

For me what is lacking in fashion industry is transparency... More transparency about how everything works, how things are being made... If I am standing in one spot in TextieLab, I can see everything, I can see machines working, I can see designers working- you are literally seeing everything happening. I do not want the separate production room, I want to know how things are made, and many people do too. I want to see who and how makes my t-shirt and I want to know it is not made by some underpaid exploited children in nasty building in Bangladesh. This is about transparency in literal sense. But also transparency in other sense too – you get confidence back in the fashion industry, because nobody has faith in this industry any more, but there is no alternative. It is such big part of our life and yet..., everyone knows that Primark is bad, but you cannot trust H&M and more expensive brands either, because they all do it, you don’t know what to trust and to bring that trust back - is what we should be doing, and if a building can do that – that is perfect.

excerpt from the interview with Martijn van Strien, Post Couture, Open Source Fashion Manifesto, TextieLab, Collaborator on Temporary Fashion Museum, Het Nieuwe Instituut
Celebrating production. Fashion Clash Study
celebrating production. Fashion Clash Study

Brandweerkantine during the production process (acting as cafe/workspace/meeting space) and during the event (pop up shops) could be festive and celebrated.
celebrating production. Fashion Clash Study

FORZA Fashion House during the production process (atelier, presentations) and during the event (fashionclas) both occasions could be festive and celebrated.
Inserting the palace

corner

river entrance

road/city entrance

palace
Weaving the production sequence with the palatial sequence

production spaces, that visitor is exposed to as he proceeds through the sequence.

TEXTILE FACTORY FABRIC

TEXTILE SHOP FABRIC

EXHIBITION

SEWING ATELIERS

FASHION TOWER WITH DESIGNER ATELIERS

dead of sequence - garden (river promenade)
Weaving the production sequence with the palatial sequence

Palatial Sequence through production process
Section exposing the relationship between production spaces and the interior sequence
2 Sides of the sequence showing intimate small garden, and a larger public garden
Final Design

1:50

Expression & Materiality
Qualities of factory exterior and question of the representation

functional expression

vastness to adapt to machinery
Qualities of factory

honest materiality
Regulatory, possibilities of reuse and adaptation
1. galv. steel trapezoidal-section sheeting 45/900/0.8 mm
2 x 40 steel horizontal/vertical sections
synthetic moisture-retarding layer
170 mm rock-wool insulation
30 mm acoustic insulation
140 mm clt 3 layer panel
200 mm timber beam

2. galv. steel trapezoidal-section sheeting 45/900/0.8 mm
2 x 40 steel horizontal/vertical sections
synthetic moisture-retarding layer
150 mm rock-wool insulation
Inner box with wall plate
140 mm clt 3 layer panel

3. metal plate to attach clt panel to floor
concrete covered floor
concrete foundation with pillars
stabilized ground
1. pv panels
   galv. steel trapezoidal-section sheeting 45/900/0.8 mm
   2 x 40 steel horizontal/vertical sections
   synthetic moisture-retarding layer
   170 mm rock-wool insulation
   30 mm acoustic insulation
   140 mm clt 3 layer panel
   200 mm timber beam
2. Velux modular north light system 90 °
3. Schöck Isokorb timber to steel
   timber curtain wall system 100 mm with steel external profile
   steel I-beam 500/300/20
4. concrete creed floor
   concrete foundation with pillars
   stabilized ground
tower materialization
Factory atmosphere
Section Model