Thesis Project Proposal Plan
ABOUT THE THESIS PROJECT PROPOSAL

Thesis project title
Stripped Bare: A Fashion House and Collection without Qualities.

Thesis project description
A Fashion House and Collection without Qualities are designed to bring haute couture back to the house, reconciling architecture and fashion, after the decentralisation of its different activities has led to a tendency where staging takes over content.

Thesis project site
Situated in the middle of the fashion triangle of London – Paris – Antwerp – in the heart of a region with centuries-long craftsmanship in textile – the project intends to lead a revival of Tourcoing’s textile industry, in times of high unemployment. Vertical integration of the supply chain brings different activities back to the fashion house, in order to secure quality and craftsmanship, and integrate it back into the design process of the Collection. The Parisian Hôtel Particulier, proved that a domestic bourgeois house is the appropriate type for a haute couture house. In Tourcoing this type can be found in the Maison de Maître, archetypically composed of a ground floor with a central door at the top of a short staircase, surrounded by a window on each side. A new Maison de Maître is proposed, on an empty plot in the city centre of Tourcoing.

Thesis project outcome
The project outcome is a design for both a Fashion House without Qualities, presented as a 1:33 model of the house, and a Collection without Qualities, presented as three 1:1 models. The notion “without qualities” refers to what writer Robert Musil describes as: “A lack of profound essence and ambiguity as a general attitude to life and in particular to reality.” The architect O.M. Ungers materialised this essence as no decoration, no hierarchy, no style. In my project, the concept “without qualities” is interpreted as exploration of bareness. To quote Gottfried Semper: “Just as the naked were clothed for protection or out of shame […], spaces were also covered or enclosed to protect them.” The bare human body is by its addition of a surface – a dress – partially covered, still exposing its nature. The bare brick wall is by its addition of a surface – plaster – partially covered, still exposing its nature. A bare material is by its addition of surface, related to its environment, still exposing its nature. As Semper’s notion of the Gewand - surface ornament - substituting the Mauer - structural wall - to reinforce its integral relationship with architectonic space.

Relevance
The building type of the fashion house, implies in itself the coexistence of a world-famous label as the domestic house. In post-war Paris, the Haussmannian Hôtel Particulier appeared to be an appropriate type to host the double meaning of these houses. Archives just under the roof. Ateliers in the attic. Design studios underneath. The Grand Salon on the piano nobile and a cafeteria in the basement. The grey classical Louis XIV interior represented the House of Dior. In contrast, nowadays the objective for being situated in the 8th arrondissement of Paris has to do with branding their tradition. The physical house accommodating all different programmatic elements often no longer exists. Compared to the shows for private clients in the early 20th century, nowadays the stage itself has become the content, uploaded, liked and swiftly forgotten. Knitting and weaving ateliers are making place for styling of the shows. A label as Raf Simons presents two seasons in a row an identical collection, only changing the stage of the show, not the content. As a result, the European fibre, yarn and textile industries are on the verge of collapse. Without them the knowledge of spinning, weaving, finishing and printing will be lost. Brands have decided to hunt for price over quality and purchase evermore textiles from low cost destinations.

Bibliography of literature, precedents, and references


**Structure and method**

The design process is a parallel process in architecture and fashion, element and space, both studied in models on scales 1:33, 1:5 and 1:1. House and Collection are related to each other with black-and-white-photographs of the models, already from the start of the design process in week 35. These photographs are collected in a book documenting the process, and exploring the differences in representation of both architecture and fashion models, and bringing fashion and architecture together.

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**Preliminary schedule and time planning**

**WK 30-34**

Experimentation Collection 1:1 models and concepts.

**WK 35**

*Monday, August 28–Friday, September 1: Compulsory kick-off workshop*

**WK 36**

*Monday, September 4–Friday, September 8: Design workshop*

Final definition of concepts for House and Collection supported by sketches.

Sketch models scale 1:33 and 1:5 of both Collection as House, documented and related to each other with b/w photography.

**WK 37**

*Monday, September 11: Presentation of collective work*

Sketch models scale 1:33 and 1:5 of both Collection as House, documented and related to each other with b/w photography.

**WK 38**

*Monday, September 18: Submission of proposal for collective publication*

Sketch models scale 1:33 and 1:5 of both Collection as House, documented and related to each other with b/w photography.

**WK 39**

*Saturday, September 24–Sunday, October 1: Excursion to the Czech Republic*

**WK 40**

Draft final models scale 1:33 and 1:5 of both Collection as House, documented and related to each other with b/w photography.

Draft plans, section, elevation of House, 1:100.

Draft photography documentation booklet.

**WK 41**

*Monday, October 9: Presentation of draft collective film for midterm presentation*

*Friday, October 13: Submission of select midterm materials to thesis examiner and transcription of new conversation with expert*

Final models scale 1:33 and 1:5 of both Collection as House, documented and related to each other with b/w photography.

Final plans, section, elevation of House, 1:100.

Final photography documentation booklet.

**WK 42**

*Monday, October 16: Pencils down, submission of collective work*

*Wednesday, October 18: Pencils down, submission of individual work*

*Thursday, October 19 and Friday, October 20: Compulsory midterm presentations*

**WK 43**

*Monday, October 23: Presentation of draft proposal for thesis exhibition and event*

*Wednesday, October 25: Submission of final draft text for publication*

Models in scale 1:33 and 1:1 of both Collection as House, documented and related to each other with b/w photography.

Drawings plans, section, elevation of House, 1:100, details, 1:5.
WK 44
Models in scale 1:33 and 1:1 of both Collection as House, documented and related to each other with b/w photography. Drawings plans, section, elevation of House, 1:100, details, 1:5.

WK 45
Models in scale 1:33 and 1:1 of both Collection as House, documented and related to each other with b/w photography. Drawings plans, section, elevation of House, 1:100, details, 1:5.

WK 46
Monday, November 6: Submission of final draft images for publication
Models in scale 1:33 and 1:1, drawings 1:100 and 1:5 and b/w-photographs-booklet.

WK 47
Monday, November 22: Pencils down, submission of collective work
Wednesday, November 24: Pencils down, submission of individual work
Thursday, November 25 and Friday, November 24: Dress rehearsal (including collective material, individual projects, draft publication, draft design for exhibition, and draft outline of final public event and presentations)

WK 48
Friday, December 1: Submission of final project dossier to examiner
Finalizing models scale 1:33 and 1:1, drawings 1:100 and 1:5 and b/w-photographs-booklet.

WK 49
Monday, December 4: Pencils down, submission of all collective work
Wednesday, December 6: Pencils down, submission of all individual work
Thursday, December 7 and Friday, December 8: E2 (go/no go presentation)

WK 50
Monday, December 11: Submission of all final collective drawings and text for publication
Tuesday, December 12: Submission of final exhibition design
Wednesday, December 13: Submission of draft portfolio
Friday, December 15: Submission of draft final film and short. Book sent to printer.

WK 51
Monday, December 18: Submission of all final individual drawings and text for publication
Wednesday, December 20: Submission of draft draaiboek for final event
Friday, December 22: Presentation of revised final film and short. Completed publication sent to printer.

Thursday, December 21 and Friday, December 22: E2 Retakes

WK 2
Monday, January 8: Dress rehearsal for E3 and submission of final portfolio
Friday, January 12: Dress rehearsal for public final event and presentations

WK 3
Wednesday, January 17: Send all individual panels to print
Friday, January 19: Send all collective panels and banners to print. Second dress rehearsal for public final event and presentations

WK 4
Monday, January 22 and Tuesday, January 23: Exhibition build-up
Thursday, January 25: Submission of all final models for exhibition
Friday, January 26: Exhibition installation and submission of all required final materials to the TU Delft Repository. Second dress rehearsal for E3

WK 5
Monday, January 29: Dress rehearsal for public final event and presentations
Tuesday, January 30: Second dress rehearsal for E3
Wednesday, January 31: Final preparations for public final event and presentations
Thursday, February 1: Public final event and presentations
Friday, February 2: E3 with thesis examiner