

## **DESIGNING (ATELIER LA) FASHION CENTER WITH A MODERN ARCHITECTURAL APPROACH ON JALAN SOEKARNO HATTA LAMONGAN**

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### **ABSTRACT**

The fashion industry in Lamongan Regency shows rapid development, characterized by high public interest and the organization of various fashion events. However, promotional activities and *fashion shows* carried out by the Lamongan Regency Government are still carried out in less representative locations, such as on public roads that cause traffic disruptions, or in Sports Buildings (GOR). This condition highlights the need for adequate facilities. Therefore, this research aims to design a Fashion Center that can function as a forum for collaboration, education, training, and commercial activities to support the growth of the local clothing industry. The design applies the Modern Architectural Approach to integrate functional and aesthetic elements, creating a *timeless* and attractive space. The methods used are the *flow chart* design methodology from Goldschmidt (Analysis and Synthesis) and the *Cinegram analysis method* from Bernard Tschumi, which includes programmatic, footprint, and design approach analysis. The design results are expected to provide architectural design solutions that are functional, aesthetic, and adaptive to the needs of the fashion industry, while contributing positively to the local economy.

**Keywords:** Fashion Center, Modern Architecture, Functional, Lamongan Creative Industry

### **INTRODUCTION**

Although the *fashion industry* in Lamongan is growing rapidly, the promotions and *fashion shows* that are often held on public streets or GOR create functional and aesthetic problems, highlighting the urgent need for representative facilities. To address this gap, the design of the Fashion Center is crucial as an integrated place for production, education, and commerce for the local creative industry. This research aims to design the facility by applying a Modern Architecture Approach that prioritizes functionality, space efficiency, and timeless design, using the *flow chart design* methodology (Analysis-Synthesis) and *Cinegram* analysis to produce optimal architectural solutions and support the *image of the progressive Lamongan fashion industry*.

### **LITERATURE REVIEW**

#### **A. Fashion Center**

In the 18th to 19th centuries in the Dutch East Indies, clothing became a symbol of social status, with certain restrictions for high-ranking VOC officials. Currently, fashion trends are increasingly in demand by young people, with casual and indie styles that carry earth tone colors, encouraging the author to explore fashion themes in design.

*Fashion design* is the art of designing clothes and is one of the largest contributors to the Indonesian economic sector. With a large population, the *value of fashion shopping* in Indonesia is high, especially for modest *fashion* which is in great demand by the Muslim community, considering that Indonesia has the largest number of adherents of the Islamic religion. (Directorate of Culinary, Crafts, Design and Fashion, 2022).

*The Fashion Center* has the main function, namely as a place that houses all activities related to *fashion*. These activities start from fashion trend research, fashion design making, the process of making *fashion* products, and *fashion shows*. In it, there are fashion actors , namely designers, fashion creative workers, *fashion* enthusiasts, and the surrounding community (Sapitri, 2023). Activities and facilities in the *Fashion Center* include (Yan Saniscara, 2019):

#### 1. Production Activities

According to (Sugiarto, 2007) production is an effort to convert raw goods into finished goods, including in the fashion industry which includes making designs to the final product.

#### 2. Fashion Show Activities

*Fashion shows* are one of the most important parts of *the Fashion Center*. *A fashion show* is an exhibition that showcases various fashion designs from designers (Turrahmah & Nelmira, 2021).

#### 3. Commercial Activities

Commercial according to (Sungguh, Asad, 1992) commercial activities involve the exchange of goods and services to obtain profits, including buying and selling clothes designed by designers, batik textiles, and weaving in exhibition boutiques, as well as fashion consulting services.

#### 4. Service Activities

Services at *the Fashion Center* consist of design consulting services, procurement of webinars and workshops as educational services, food courts as a place to eat, prayer rooms as places of worship, and management offices (Yan Saniscara, 2019).

### B. Modern architecture

Modern architecture is the art of designing buildings with the latest methods that prioritize functionalism, highlighting the relationship between spaces, composition, and scale of buildings. A simple but firm geometric design creates an efficient space and connects the outdoor space with the indoor space (Riyadi et al., 2019). With its simplicity, modern architecture can adapt to various cultures and adapt to nature (Iskandar & Hantono, 2022). Definitions and principles of modern architecture according to Frank Lyod Wright (1867-1959). Frank Lyod Wright expressed his idea that architecture is a living thing and a rational building that has integrity designed for a certain purpose (Ashadi, 2020). Some of Frank Lyod Wright's principles are:

1. Buildings are made naturally in relation to the environment.
2. Buildings must be able to express the properties of their materials.
3. As well as not using many ornaments.

## DESIGN METHOD

### A. Design Method

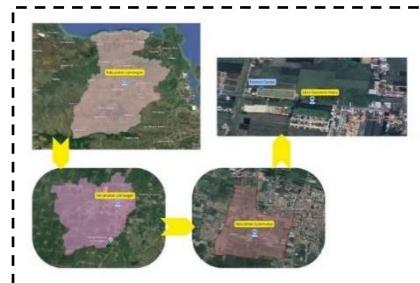
According to (Pranata & Yudhanta, 2020) the design methodology is an explanation of the design process which is complemented by theories and data obtained from literature studies and field research. This process aims to provide an image that supports the object being designed. According to (Kristiawan & Purwanto, 2023) in his journal which discusses "Digital Approach to the Architectural Design Process", it is explained that in more complicated projects that require the involvement of experts, it is possible to use the *typical flow chart design method* from goldscmidt which has two techniques, namely analysis and synthesis.

The design methodology used in this study is a qualitative approach with the framework of the Analysis and Synthesis model adopted from Goldscmidt, supported by literature studies and field observations. The Analysis Stage includes the collection of primary data (site surveys, interviews with local fashion industry stakeholders ) and secondary data (study of Modern Architecture theory, study of *Fashion Center functional standards*). The collected

data is then processed through site analysis (accessibility, climate, noise) and programmatic analysis (space needs and interfunctional relationships). The Synthesis stage focuses on the design process, which is initiated by the establishment of basic concepts and translated into architectural designs. To guide the synthesis of the design, Bernard Tschumi's Cinegram method is also applied, which involves deconstruction strategies such as Repetition, Inversion, and *Fade In*, in which patterns or functional elements (*event*, circulation, production) are systematically manipulated to produce architectural forms that are unique, functional, and in accordance with the planned Modern Architecture approach.

## ANALYSIS AND SYNTHESIS

### A. Site Location



The location of the *Fashion* Center Design is on Jalan Soekarno Hatta, Sukomulyo Village, Lamongan District, Lamongan Regency, which is a main path with high accessibility and is surrounded by various public facilities, such as shopping centers and green open spaces. The dynamic and interactive atmosphere around this location creates great potential to develop a fashion hub that not only serves as a shopping spot, but also as a space for collaboration and creativity for designers and visitors alike.



The boundaries of Sukomulyo District are:

- North : Bordering the Village Tumenggungan
- East : Bordering Sidoharjo Village
- South : Sidoharjo Village and Sumberjo Village
- West : Plosowahyu Village

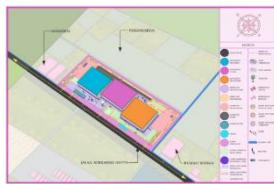
### B. Site Analysis

#### 1. Footprint Shape



The location of the site in the design on Jalan Soekarno Hatta is trapezoid-shaped, with a footprint area in the design of 2 Ha.

#### 2. Accessibility and Circulation



The accessibility of the Fashion Center's tread is indicated by a yellow arrow, signifying four entrances for private vehicles on the east and west sides. The parking area for the manager is located in the north, while the bus parking area is provided in the south for large vehicles. There is also drop-off access in front of the middle of the building and bus stop facilities for the convenience of visitors waiting for public transportation.

### 3. Vegetasi



The vegetation in the tread area is dominated by shrubs because it is empty land.

## C. Design Analysis

### 1. Activity Analysis

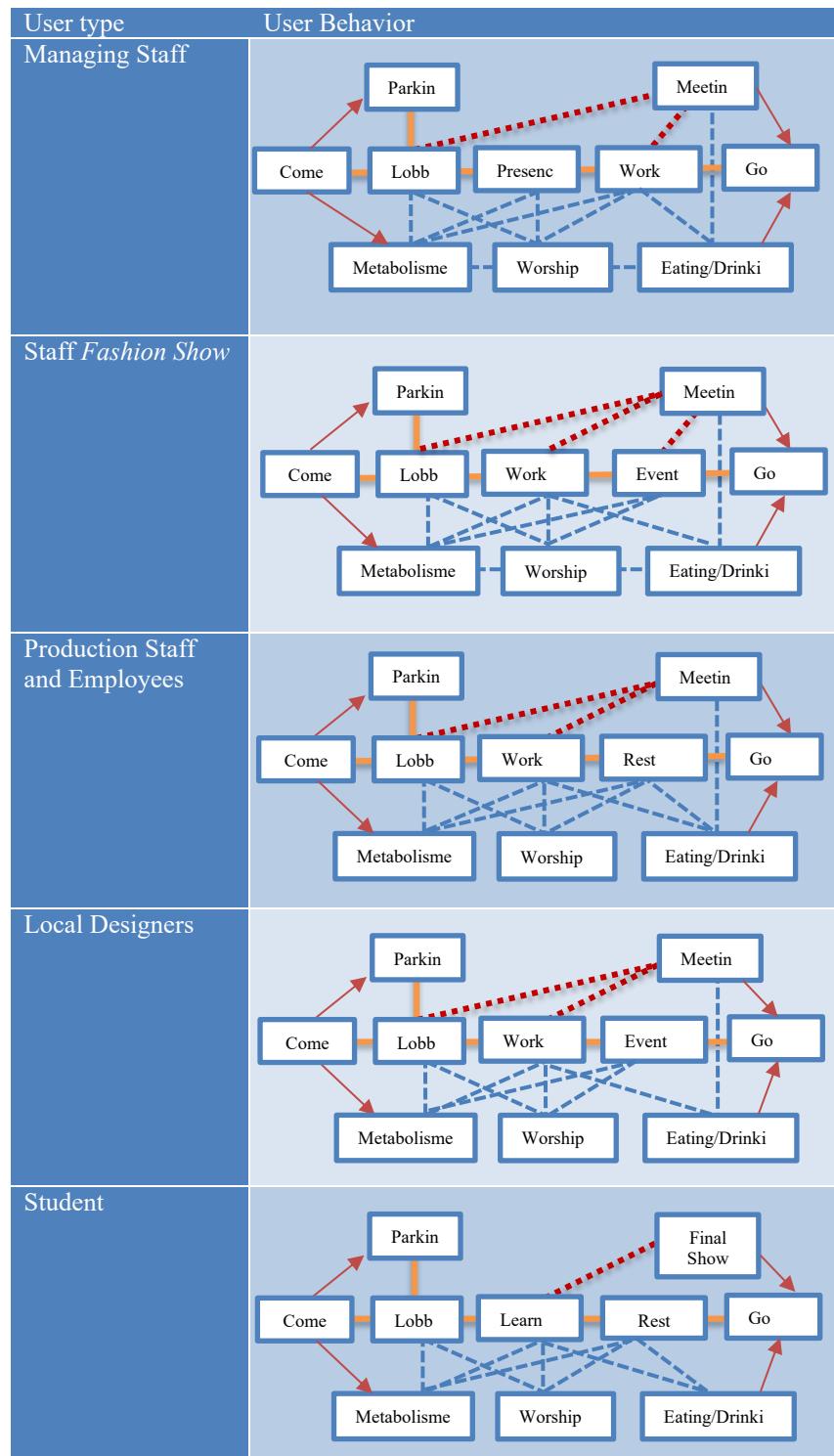
Function Classification	Category	Types of Activities	Nature of Activity	Behaviour
Primary	Fashion Show Activities	Fashion Shows and Events	Just a few times (Public)	The management serves everything related to <i>fashion show activities</i> .
	Service Activities	Fashion Training Center	As Needed (Semi Private)	The management serves all activities related to fashion education and training.
	Fashion Show Activities	Galleries and Exhibitions	Just a few times (Public)	The management and fashion industry players provide exhibition space and all activities related to the exhibition so that visitors can enjoy the works of local students and designers.
Seconds	Production and Commercial Activities	Retail and Commercial	Every day (Semi private)	The management and players of the fashion industry serve collaboration

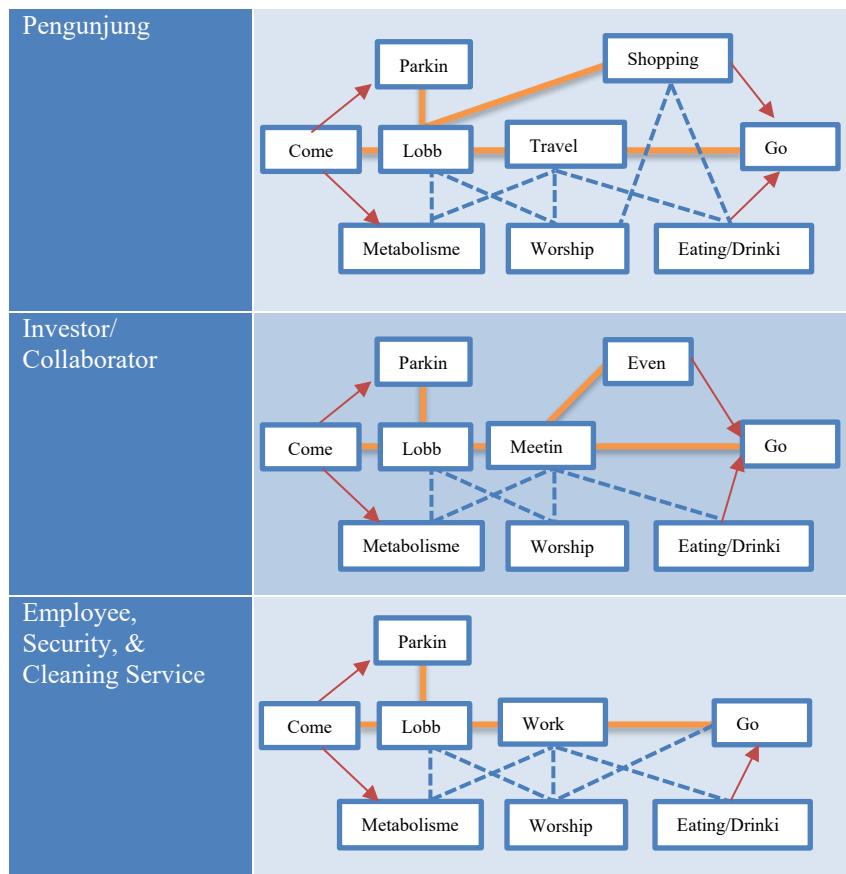
				and all activities that include retail and commercial to increase income.
	Production Activities	Administration	Every day (Private)	The management manages all activities and operations related to <i>the Fashion Center</i> and collaborates with investors.
	Commercial Activities	Public Facilities	Every day (Public)	The management provides food court services, places of worship, toilets and relaxation places for visitors, and staff.
Tertiary	Service Activities	Community Hub	Just a few times (Public)	The management provides a discussion room and seminar for comparative studies and other <i>sharing session</i> activities.
	Commercial Activities	Creative Tourism	Every day (Public)	The management provides interesting photo spots, as well as provides educational tours about the production process guided by staff and in collaboration with local designers.
	Production Activities	Green Initiative	Only for a while (Public)	The manager provides space for a vertical garden that is decorated in a sustainable way, as well as holds a workshop on <i>sustainability</i> .

## 2. User Analytics

Function Categories	Activities	User	Number of Users
			PRIMARY
Fashion Shows and Events	<ul style="list-style-type: none"> <li>Organizing <i>fashion show</i> events regularly.</li> <li>Organize photo sessions for portfolios and documentation</li> </ul>	Management Staff, <i>Fashion Show Staff</i> , Local Designers, Students, and Audience.	200 people/ event
Fashion Training Center	<ul style="list-style-type: none"> <li>Hold classes and workshops for students</li> <li>Doing direct practice in fashion production activities from making designs to becoming clothes.</li> </ul>	Management Staff, Students, and Designers.	30 people/ room
Galleries and Exhibitions	<ul style="list-style-type: none"> <li>Organizing exhibitions of the work of local students and designers.</li> <li>Hold an opening event to attract visitors</li> </ul>	Management Staff, <i>Fashion Show Staff</i> , Designers, and Visitors.	100 people/ event
SECONDS			
Retail and Commercial	<ul style="list-style-type: none"> <li>Selling textile materials and sewing tools to students and designers.</li> <li>Hold a Pop-up store for products.</li> </ul>	Management, Production Staff, Collaborators, and Visitors.	30 people/ space
Administration	<ul style="list-style-type: none"> <li>Managing the activities and operations of <i>the Fashion Center</i>.</li> <li>Hold meetings for coordination between staff.</li> </ul>	Management Staff, and Investors.	10 people/ space
Public Facilities	<ul style="list-style-type: none"> <li>Providing food court services for visitors and staff.</li> <li>Arrange break rooms for the comfort of students and employees.</li> </ul>	Management Staff, Employees, <i>Cleaning Service</i> , and Visitors.	50 people/ day
TERTIARY			
Community Hub	<ul style="list-style-type: none"> <li>Hold discussions and seminars about <i>fashion</i>.</li> <li>Organizing film screenings related to <i>the fashion industry</i>.</li> </ul>	Management Staff, and Visitors.	50 people/ event
Creative Tourism	<ul style="list-style-type: none"> <li>Provide interesting photo spots for visitors.</li> <li>Hold an educational tour about <i>the fashion</i> production process.</li> </ul>	Management Staff, Designers, and Visitors.	70 people/ tour
Green Initiative	<ul style="list-style-type: none"> <li>Manage recycling stations for residual materials.</li> <li>Treat vertical gardens with natural dye plants.</li> </ul>	Management Staff, and Visitors.	20 people/ workshop

- Hold workshops on recycling sustainability.





### 3. Spatial Analysis

Sangat diperlukan :	<span style="background-color: #800000; color: black;">■</span>	H : Akses Horizontal	L : Luar
Diperlukan :	<span style="background-color: #E64A89; color: black;">■</span>	V : Akses Vertikal	D : Dalam
Tidak Diperlukan :	<span style="background-color: #FADBD8; color: black;">■</span>	A : Alami	R : Air
		B : Buatan	L : Listrik

Function Categories	Space Requirements	Nature and Demands of Space Atmosphere	Access		Lighting		Air conditioning		View		Acoustic		Utility	
			H	V	A	B	A	B	L	D	R	L		
Fashion Shows and Events	Fashion Show Class	Public and Semi-Private, Comfortable, Neat, Clean, Aesthetic, and Quiet.	<span style="background-color: #E64A89; color: black;">■</span>	<span style="background-color: #E64A89; color: black;">■</span>	<span style="background-color: #FADBD8; color: black;">■</span>	<span style="background-color: #800000; color: black;">■</span>	<span style="background-color: #800000; color: black;">■</span>							
	Dressing Room	Private, Clean and Comfortable,	<span style="background-color: #E64A89; color: black;">■</span>	<span style="background-color: #E64A89; color: black;">■</span>	<span style="background-color: #FADBD8; color: black;">■</span>	<span style="background-color: #800000; color: black;">■</span>								
	Ruang Make Up	Private, Clean and Comfortable.	<span style="background-color: #E64A89; color: black;">■</span>	<span style="background-color: #E64A89; color: black;">■</span>	<span style="background-color: #FADBD8; color: black;">■</span>	<span style="background-color: #E64A89; color: black;">■</span>								
	Prep Room	Private, Space is quite adequate model.	<span style="background-color: #FADBD8; color: black;">■</span>											
Fashion Training Center	Training Room	Private, Clean, Neat, and Comfortable.	<span style="background-color: #FADBD8; color: black;">■</span>											
	Pattern Room	Private, Clean, Neat, and Comfortable.	<span style="background-color: #FADBD8; color: black;">■</span>											
Galleries and Exhibitions	Sewing Room	Private, Clean, Neat, and Comfortable.	<span style="background-color: #FADBD8; color: black;">■</span>											
Retail and Commercial	Exhibition Space	Public, Clean, Neat, Aesthetic, and Comfortable.	<span style="background-color: #FADBD8; color: black;">■</span>											
Administration	Pop-up Store	Public, Clean, Neat, Aesthetic, and Comfortable.	<span style="background-color: #FADBD8; color: black;">■</span>											
Public Facilities	Warehouse	Private, Clean, and Spacious.	<span style="background-color: #FADBD8; color: black;">■</span>											
	Management Building	Private, Clean, Neat, and Comfortable.	<span style="background-color: #FADBD8; color: black;">■</span>											
	Maintenance Room	Private, Clean, Neat, and Comfortable.	<span style="background-color: #FADBD8; color: black;">■</span>											
	Foodcourt	Public, Clean, Neat, Aesthetic, and Comfortable.	<span style="background-color: #FADBD8; color: black;">■</span>											
	Mosque	Private, Clean, and Spacious.	<span style="background-color: #FADBD8; color: black;">■</span>											

Community Hub	Toilet	Private, Clean, and Spacious.										
	Multipurpose Classroom	Semi Private, Comfortable, Neat, Clean, and Quiet.										
Creative Tourism	Horizontal and Vertical Gardens	Public, Clean, Aesthetic, and Spacious.										
Green Initiative	Information Room	Public, Clean, and Aesthetic.										

**Keterangan :**

- \* : Neufert Architect Data Jilid 1 1991
- \*\* : Neufert Architect Data Jilid 2 2002
- \*\*\* : Asumsi
- \*\*\*\* : Penelitian Sejenis

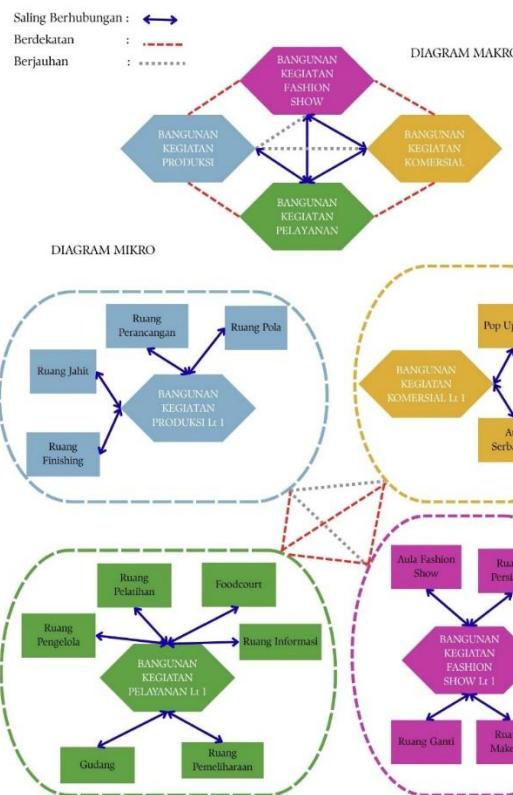
Room Name	Sum		Furniture	Source Dimensions	Total Area
	Room	Person			
<b>Production Activities</b>					
Planning Room	1	30	Table	$30x(0.875x1.75)****= 45.93$ $m^2$ $30x(0.8x0.4)*= 9.6 m^2$  Total = 55.53 m <sup>2</sup> Circulation 70% = 38,871 m <sup>2</sup>	94,401 m <sup>2</sup>
Pattern Room	1	30	Table	$30x(0.875x1.75)****= 45.93$ $m^2$ $30x(0.8x0.4)*= 9.6 m^2$  Total = 55.53 m <sup>2</sup> Circulation 70% = 38,871 m <sup>2</sup>	94,401 m <sup>2</sup>
Sewing Room	1	30	Sewing Table 30	$30x(0.875x1.75)****= 45.93$ $m^2$ $30x(0.8x0.4)*= 9.6 m^2$  Total = 55.53 m <sup>2</sup> Circulation 70% = 38,871 m <sup>2</sup>	94,401 m <sup>2</sup>
Finishing Room	1	30	Table	$30x(0.875x1.75)****= 45.93$ $m^2$ $30x(0.8x0.4)*= 9.6 m^2$  Total = 55.53 m <sup>2</sup> Circulation 70% = 38,871 m <sup>2</sup>	94,401 m <sup>2</sup>
Terrace	1	30	-	$30x(0.875x1.75)****= 45.93$ $m^2$ Circulation 70% $\times$ 45.93= 32,151 m <sup>2</sup>	78,081 m <sup>2</sup>
Lobby	1	50	-	$50x(0.875x1.75)****= 1.53$ $m^2$ Circulation 70% = 1,071 m <sup>2</sup>	2,601 m <sup>2</sup>
Information Room	1	6	2 tables 4 tables	$6x(0.875x1.75)****= 9.18$ $m^2$ $2x(0.8x1.20)****=2x0.96=$ $1.92 m^2$ $4x(0.7x0.7)= 1.96 m^2$  Total = 13.06 m <sup>2</sup> Circulation 50% = 6.53 m <sup>2</sup>	19.59 m <sup>2</sup>
Mosque	1	30	-	$30x(0.875x1.75)****= 45.93$ $m^2$ Circulation 70% = 32,151 m <sup>2</sup>	78,081 m <sup>2</sup>
Toilet	1	8	Toilet	$8x(0.875x1.75)****= 12.25$ $m^2$ $8x(0.85x1.25)= 8.5 m^2$ Total = 20.75 m <sup>2</sup> Circulation 20% = 4.15	24.9 m <sup>2</sup>
<b>Total Area</b>				<b>580,875 m<sup>2</sup></b>	
<b>Fashion Show Activities</b>					
Fashion Show Class	1	200	Tribune Stage	$200x(0.875x1.75)****= 304.5 m^2$ $200x(0.9x0.9)= 162 m^2$ $1x(2.4x2.4) ****= 5.76 m^2$ Total = 471.76 m <sup>2</sup>	801.96 m <sup>2</sup>

Dressing Room	1	20	-	Circulation 70% = 330.2 m <sup>2</sup> 20x(0.875x1.75)****= 30,625 m <sup>2</sup> Circulation 70% = 21.43 m <sup>2</sup>	52,055 m <sup>2</sup>
Ruang Make Up	1	20	Table	20x(0.875x1.75)****= 30,625 m <sup>2</sup> 20x(0.8x0.8)= 12.8 m <sup>2</sup> Total = 43,425 m <sup>2</sup> Circulation 70% = 30.39 m <sup>2</sup>	73,815 m <sup>2</sup>
Prep Room	1	20	-	20x(0.875x1.75)****= 30,625 m <sup>2</sup> Area= 6 m <sup>2</sup> * Total = 36.625 Circulation 70% = 25.63 m <sup>2</sup>	62.26 m <sup>2</sup>
Terrace	1	100	-	100x(0.875x1.75)****= 153.125 m <sup>2</sup> Circulation 70% = 107.18 m <sup>2</sup>	260,305 m <sup>2</sup>
Lobby	1	100	-	100x(0.875x1.75)****= 153.125 m <sup>2</sup> Circulation 70% = 107.18 m <sup>2</sup>	260,305 m <sup>2</sup>
Information Room	1	6	2 tables 4 tables	6x(0.875x1.75)****= 9.18 m <sup>2</sup> 2x(0.8x1.20)****=2x0.96= 1.92 m <sup>2</sup> 4x(0.7x0.7)= 1.96 m <sup>2</sup> Total = 13.06 m <sup>2</sup> Circulation 50% = 6.53 m <sup>2</sup>	19.59 m <sup>2</sup>
Mosque	1	30	-	30x(0.875x1.75)****= 45.93 m <sup>2</sup> Circulation 70% = 32,151 m <sup>2</sup>	78,081 m <sup>2</sup>
Toilet	8	1	Toilet	8x(0.875x1.75)****= 12.25 m <sup>2</sup> 8x(0.85x1.25)= 8.5 m <sup>2</sup> Total = 20.75 m <sup>2</sup> Circulation 20% = 4.15	24.9 m <sup>2</sup>
<b>Total Area</b>				<b>1,633,271 m<sup>2</sup></b>	
<b>Commercial Activities</b>					
Pop Up Store	2	200	Showcase Kasir	200x(0.875x1.75)****= 306.25 m <sup>2</sup> 2x(1.3x1.3)= 3.38 m <sup>2</sup> Area = 1 m <sup>2</sup> * Total = 310.63 m <sup>2</sup> Circulation 70% = 217,441 m <sup>2</sup>	528,071 m <sup>2</sup>
Multipurpose Classroom	1	100	-	100x(0.875x1.75)****= 153.125 m <sup>2</sup> Area = 10 m <sup>2</sup> ** Total = 163,125 Circulation 100% = 163,125 m <sup>2</sup>	326.25 m <sup>2</sup>
Terrace	1	100	-	100x(0.875x1.75)****= 153.125 m <sup>2</sup> Circulation 70% = 107.18 m <sup>2</sup>	260,305 m <sup>2</sup>
Information Room	1	6	2 tables 4 tables	6x(0.875x1.75)****= 9.18 m <sup>2</sup> 2x(0.8x1.20)****=2x0.96= 1.92 m <sup>2</sup> 4x(0.7x0.7)= 1.96 m <sup>2</sup> Total = 13.06 m <sup>2</sup> Circulation 50% = 6.53 m <sup>2</sup>	19.59 m <sup>2</sup>
Mosque	1	30	-	30x(0.875x1.75)****= 45.93 m <sup>2</sup> Circulation 70% = 32,151 m <sup>2</sup>	78,081 m <sup>2</sup>
Toilet	8	1	Toilet	8x(0.875x1.75)****= 12.25 m <sup>2</sup> 8x(0.85x1.25)= 8.5 m <sup>2</sup> Total = 20.75 m <sup>2</sup> Circulation 20% = 4.15	24.9 m <sup>2</sup>
<b>Total Area</b>				<b>1,237,197 m<sup>2</sup></b>	

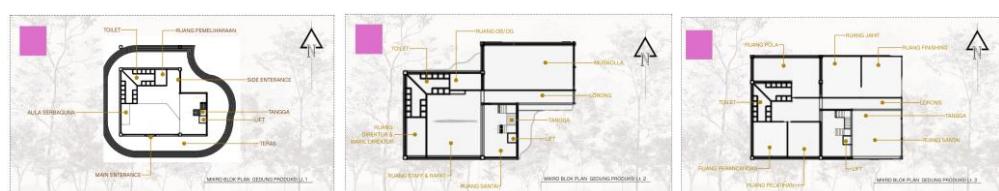
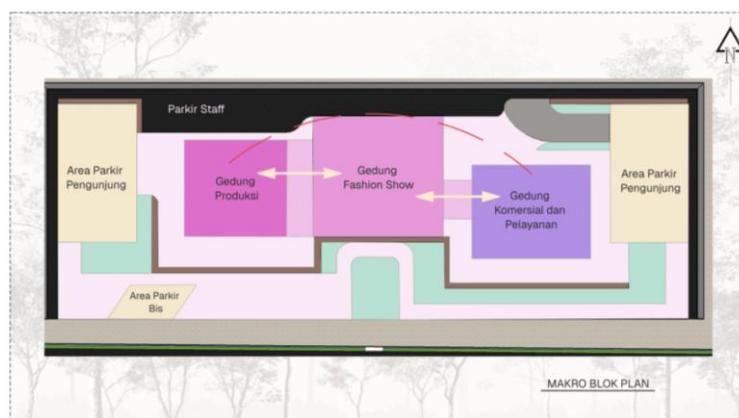
<b>Service Activities</b>					
Training Room	1	30	Tables and Chairs 30x	30x(0.875x1.75)****= 45.93 m <sup>2</sup> 30x(1.3x1.4)***= 54.6 m <sup>2</sup>  Total = 100,53 Circulation 70% = 70,371	170,901 m <sup>2</sup>
Foodcourt	1	200	Kitchen Where to Eat	200x(0.875x1.75)****= 306.25 m <sup>2</sup> 80 m <sup>2</sup> ** 220 m <sup>2</sup> **  Total = 606.25 m <sup>2</sup> Circulation 70% = 424.37 m <sup>2</sup>	1.030,62 m <sup>2</sup>
Warehouse	1	20	-	20x(0.875x1.75)****= 30.62 m <sup>2</sup> 15x10 m <sup>2</sup> ** = 150 m <sup>2</sup> Total = 180,62 Circulation 70% = 126,434 m <sup>2</sup>	307,054 m <sup>2</sup>
Maintenance Room	1	10	Table	10x(0.875x1.75)****= 30.62 m <sup>2</sup> 10x(0.8x0.8)*= 64 m <sup>2</sup> Total = 92.62 m <sup>2</sup> Circulation 70% = 64,834 m <sup>2</sup>	157,504 m <sup>2</sup>
Information Room	1	6	2 tables 4 tables	6x(0.875x1.75)****= 9.18 m <sup>2</sup> 2x(0.8x1.20)****=2x0.96= 1.92 m <sup>2</sup>  4x(0.7x0.7)= 1.96 m <sup>2</sup>  Total = 13.06 m <sup>2</sup> Circulation 50% = 6.53 m <sup>2</sup>	19.59 m <sup>2</sup>
Admin Room	1	50	Tables and Chairs 30x	50x(0.875x1.75)****= 76.56 m <sup>2</sup> 50x(1.3x1.4)***= 91 m <sup>2</sup>  Total = 167.56 m <sup>2</sup> Circulation 70% = 117,292 m <sup>2</sup>	284,852 m <sup>2</sup>
Terrace	1	100	-	100x(0.875x1.75)****= 153.125 m <sup>2</sup> Circulation 70% = 107.18 m <sup>2</sup>	260,305 m <sup>2</sup>
Information Room	1	6	2 tables 4 tables	6x(0.875x1.75)****= 9.18 m <sup>2</sup> 2x(0.8x1.20)****=2x0.96= 1.92 m <sup>2</sup>  4x(0.7x0.7)= 1.96 m <sup>2</sup>  Total = 13.06 m <sup>2</sup> Circulation 50% = 6.53 m <sup>2</sup>	19.59 m <sup>2</sup>
Mosque	1	30	-	30x(0.875x1.75)****= 45.93 m <sup>2</sup> Circulation 70% = 32,151 m <sup>2</sup>	78,081 m <sup>2</sup>
Toilet	8	1	Toilet	8x(0.875x1.75)****= 12.25 m <sup>2</sup> 8x(0.85x1.25)= 8.5 m <sup>2</sup> Total = 20.75 m <sup>2</sup> Circulation 20% = 4.15	24.9 m <sup>2</sup>
<b>Total Area</b>					<b>2.353,397 m<sup>2</sup></b>
<b>Parking Area</b>					
Visitor Parking Area	1	500	50 bikes 400 engine 50 mobile	50x(2.2x0.6)****= 66 m <sup>2</sup> 400x(2.2x0.6)****= 528 m <sup>2</sup>  50x(2,25x4)****= 450 m <sup>2</sup>  Total = 1.044 m <sup>2</sup> Circulation 70% = 730.8 m <sup>2</sup>	1.774,8 m <sup>2</sup>
Staff Parking Area	1	50	30 engine 20 mobile	30x(2.2x0.6)****= 39.6 m <sup>2</sup> 20x(2.2x0.6)****= 26.4 m <sup>2</sup>	112.2 m <sup>2</sup>

				Total = 66 m <sup>2</sup> Circulation 70% = 46.2 m <sup>2</sup>	
RTH	-	-	-	+ 15%	3.000 m <sup>2</sup>
Circulation	-	-	-	+ 30%	6.000 m <sup>2</sup>
<b>Total Area</b>					<b>10.887 m<sup>2</sup></b>
<b>Total Area of Fashion Center Space Needs</b>					<b>16.691,74 m<sup>2</sup></b>

#### 4. Spatial Linkage Analysis

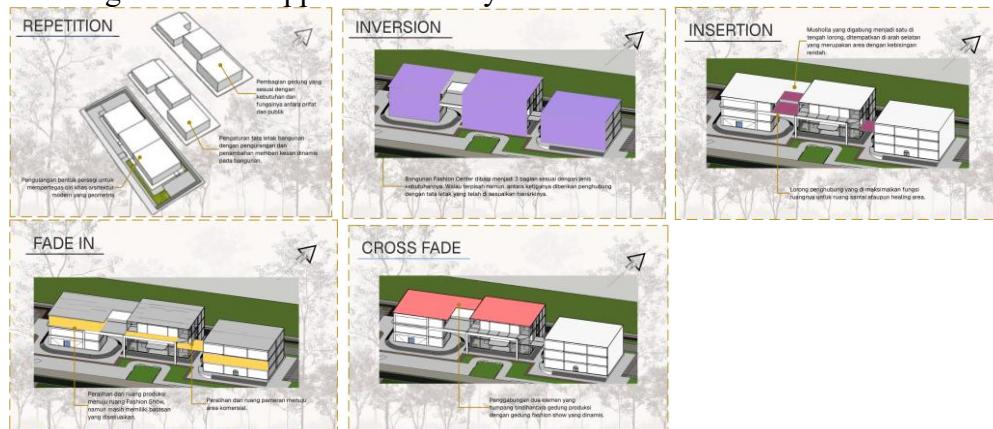


## 5. Block Plan



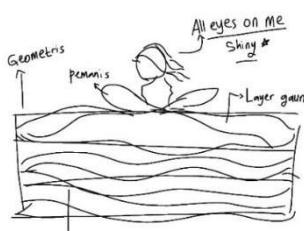


## 6. Building Form and Appearance Analysis

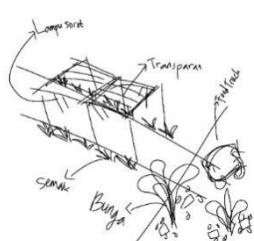


### D. Sintesis

#### 1. Macro Concepts



Fashion as Architecture, a design approach that views buildings as clothes that enclose the activities within, with facades as fabrics that can be manipulated like textiles.



Catwalk to Citywalk, transforms the concept of *a fashion show runway* into a real space that can be explored by the public with a representative place. This is made so that visitors can experience the same experience as on the catwalk fashion show, but in the form of a functional everyday architectural space.

#### 2. Micro Concepts

In the world of fashion, the macro concept is like a piece of raw fabric, so micro is a stitch that perfects the shape. After establishing the macro concept framework, then implement the micro concept through architectural details, furniture and interior, as well as environmental elements that adapt to fashion and combine it with modern and typical Lamongan Regency architecture.

#### 3. Concept of Form



The concept of the Fashion Center building carries the themes of "Fashion as Architecture" and "Catwalk to Citywalk," reflecting the relationship between fashion and architecture. The design features elegant lines and dynamic shapes that resemble the silhouette of a dress, with glass and metal materials for a modern look. Textile elements on the façade and fabric motifs typical of Lamongan Regency add a soft feel. The concept of "Catwalk to Citywalk" depicts the transition from a fashion runway to a public space, with a large public area and an integrated pedestrian path for a comfortable interaction experience.

#### 4. Site Concept



Jalan setapak yang menyerupai jalur zipper.



Penataan sirkulasi pejalan kaki yang lurus rapih seperti jahitan baju.



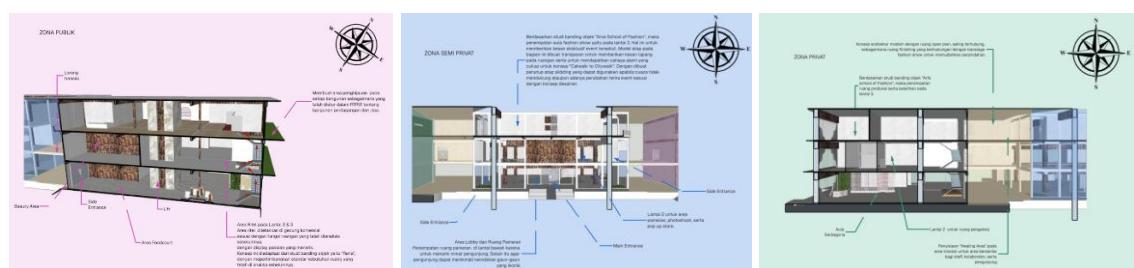
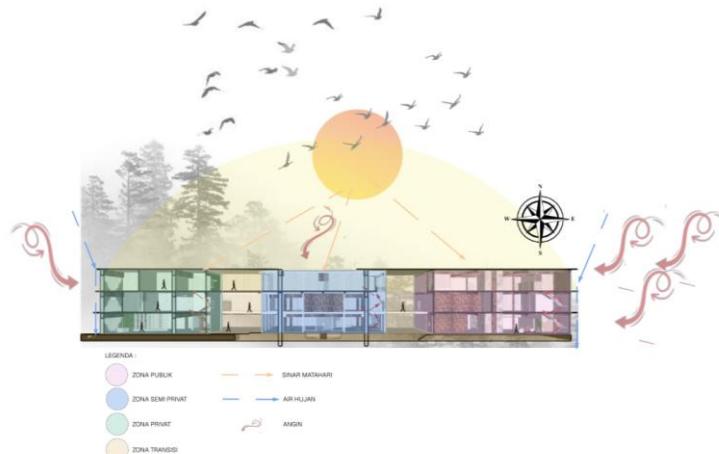
Bentuk bangunan yang seperti siluet mesin jahit.

## 5. Vegetation Concept



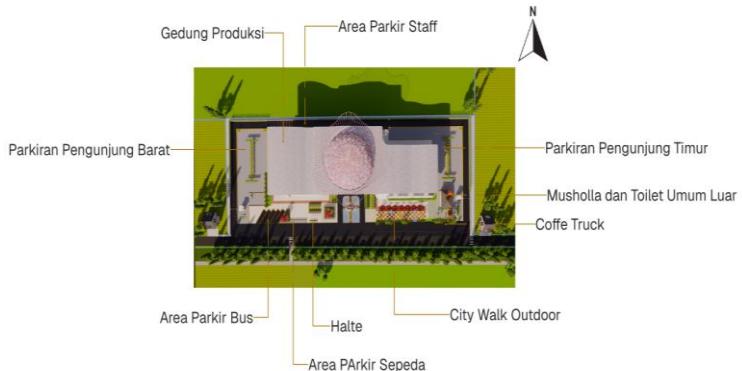
 <b>Pohon Muberi</b> Pohon muberi digunakan sebagai tanaman dekoratif dan fungsional, dimana buahnya juga bisa dimakan.	 <b>Tanaman Lidah Mertua</b> Tanaman ini dapat menyerap polutan, serta berfungsi untuk hiasan
 <b>Pohon Tabebuya</b> Pohon Tabebuya digunakan sebagai tanaman dekoratif yang estetik dengan bunga yang berwarna pink yang dapat memberi kesan feminine.	 <b>Pohon Cemara</b> Pohon ini dapat digunakan untuk menangkal angin yang berlebihan agar tidak terlalu mengganggu kenyamanan, serta dapat digunakan peneduh karena daunnya yang lebat.
 <b>Pohon Ketapang Krencana</b> Pohon ini merupakan pohon peneduh yang memberikan kesan sejuk pada area eksterior terutama taman. Selain itu pohon ini juga memiliki ranting daun yang estetik.	 <b>Vertikal Garden</b> Pemberian vertical garden dapat menambah penghijauan pada tapak, disamping itu juga dapat memberikan kesan sejuk dan estetik pada bangunan.
 <b>Pohon Palm</b> Pohon palm dapat meningkatkan kelembaban udara, menyerap polutan, dan menambah nilai estetika.	 <b>Tanaman Air Mata Pengantin</b> Tanaman ini dapat digunakan untuk pagar tanaman serta sebagai tanaman rambat yang estetik.
 <b>Tanaman Soka</b> Tanaman ini dapat memberikan nilai estetika dan feminine karena bunganya yang berwarna pink.	

## 6. Space Concept



## 7. Shape and Appearance Design

### a. Mass Order Patterns



The main facilities of *Atelier LA Fashion Center* are divided into three zones: commercial buildings, *fashion show* buildings, and production buildings. This division is based on a space needs analysis, where commercial buildings are designed for public areas, *fashion show* buildings as semi-private areas for performances, and production buildings as private areas for operational processes.

### b. City Walk



Facilities *City Walk* with canopy seating provides an opportunity for the public to take action on the stage *Catwalk* for free, as well as becoming a marketing icon that supports commercial building revenue and *Fashion Show*, with a design that adapts to the stage *Catwalk*.

### c. Design of Forms and Facades



The design of the building shape uses the characteristics of modern architecture that uses geometric shapes, namely squares. Combined with the building's façade inspired by the wavy silhouette of the dress as a representation of the concept *Fashion as Architecture*. Crowned dome-shaped roof as a tagline representation *All eyes on me*.

### d. Interior Design

#### 1. Fashion Show Building

1st Floor	2nd Floor	3rd Floor

The first floor area is used as a lobby, waiting room, and exhibition gallery. As a fashionable impression, some chairs are made like the shape of women's high heels. The 2nd floor area is used for fashion exhibitions, as well as pop up stores for *soft selling* activities. The 3rd floor is an area used for *Fashion Show* events that provide a backstage that supports activities.

## 2. Commercial and Service Buildings

1st Floor	2nd Floor
	

On the first floor of the commercial and service building is used for a *foodcourt* area which provides an instagramable photo spot support area. There is a large kitchen area to support the modern concept of cooking process. The 2nd and 3rd floor areas are used for retail areas, with beautiful dresses displays.

## 3. Production Building

1st Floor	2nd Floor	3rd Floor
		

The 1st floor area is used for a multipurpose hall with an open plan concept to facilitate changes to existing changes. On the 2nd floor it is used for the management area or *Executive Room* and also a pantry with the concept of an open plan space to give the impression of spacious, clean, and neat. On the 3rd floor is the training and production classroom area.

## CONCLUSION

1. Representative Facilities Met: The design of *the Fashion Center* successfully answered Lamongan's need for an integrated container, providing exhibition, performance, education, and production spaces that were previously not available in representative locations.
2. Optimal Modern Architecture Approach: The principles of Modern Architecture (functionality, *less is more*, material honesty) are applied consistently, resulting in a design that has a contemporary, minimalist, and *timeless aesthetic*, so that it can become a new icon on Jalan Soekarno Hatta, Lamongan.
3. Efficient Circulation Zoning: The division of public, semi-public, and private space zones is strictly designed, especially the separation of circulation between the audience and the backstage staff/models, to ensure the smooth and professional operation of *the Fashion Center*.
4. Creative Economy Contribution: The results of this design concretely provide physical infrastructure that can support the growth of Lamongan's local fashion industry, serving as an integrated training, promotion, and commercial activity center.

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