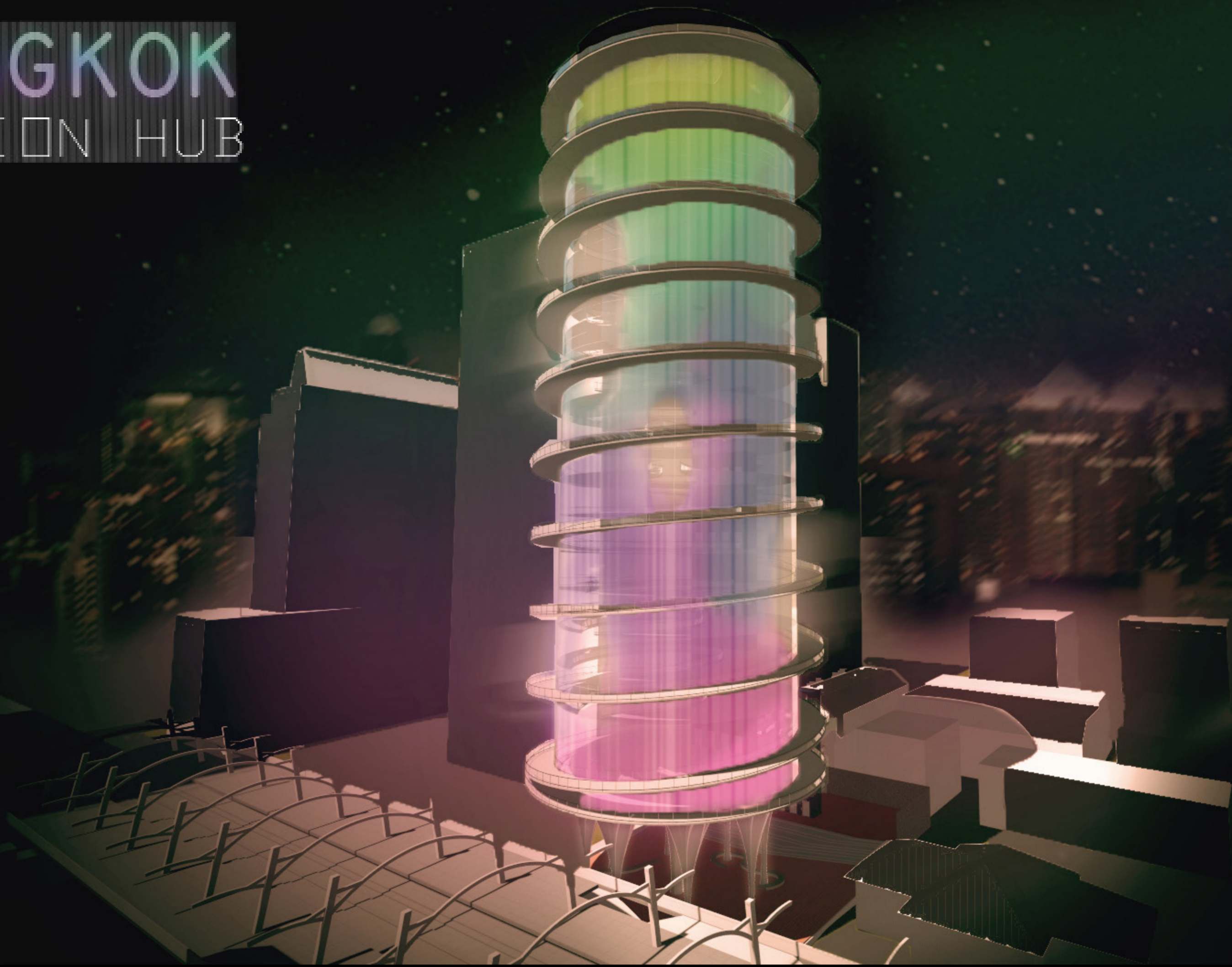


BANGKOK FASHION HUB



Firstly, the local architecture was studied. One element called attention, an element seen in Bangkok's temples: an ornate conical roof. This element was rotated and one achieved the form of the building's columns. These columns can refer to a Louboutin high heel, which is related to fashion. The columns are lined with reflective material and arranged on the ground floor, which forms a public opened space in two levels where a coffee shop can be found. Secondly, in order to highlight the building in the surroundings, one came up to a cylindrical vertical form with cutouts in the pavements in order to obtain a visual inwardly permeability. Thirdly, to complement the inner vertical circulation, it is proposed an external one with ramps that can also be used as catwalks in external fashion shows. Finally, as fashion is always launching trends and a fashion hub needs to be flexible to that, the building gets a second skin, as if it was dressed to the catwalk. This membrane is made up of fiber optic cables, which follows the facade openings and changes color according to the collections of the fashion shows.



1. Local architecture seen in temples in Bangkok



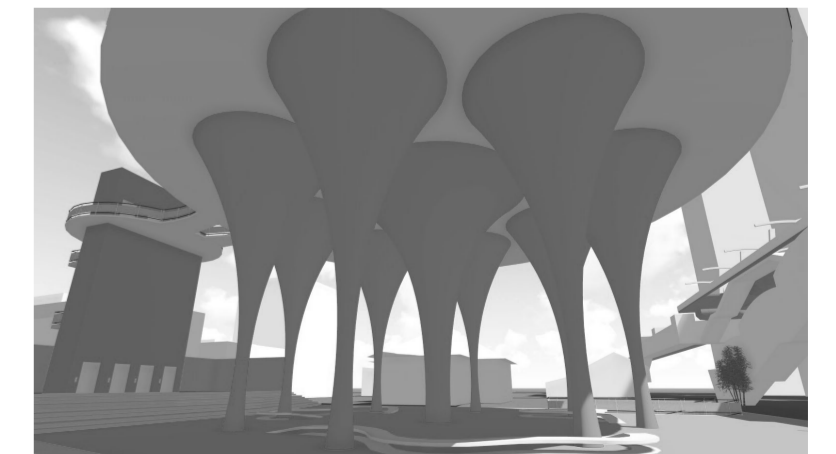
2. Element seen in local architecture



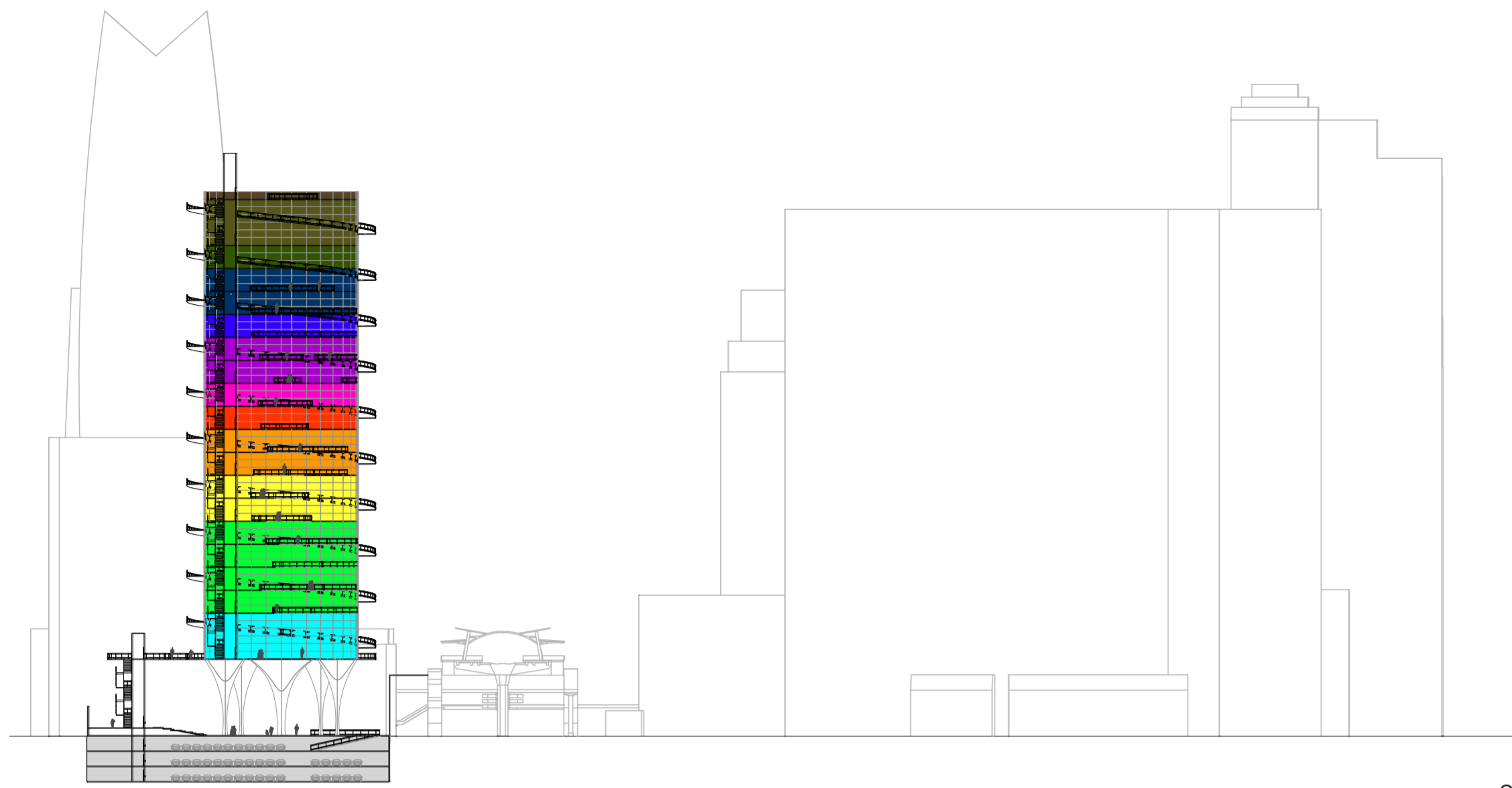
3. Element seen in local architecture rotated



4. High heel Louboutin that reminds of fashion and local architecture

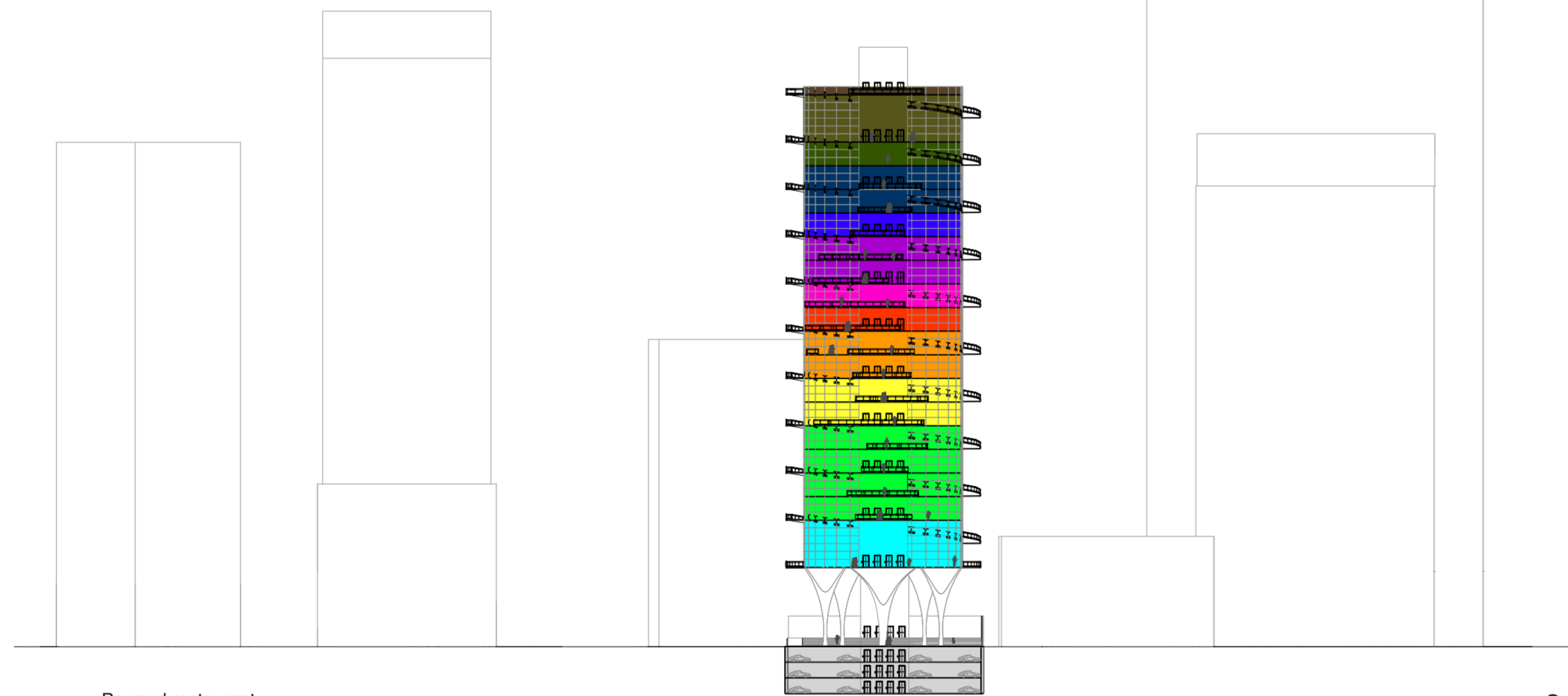
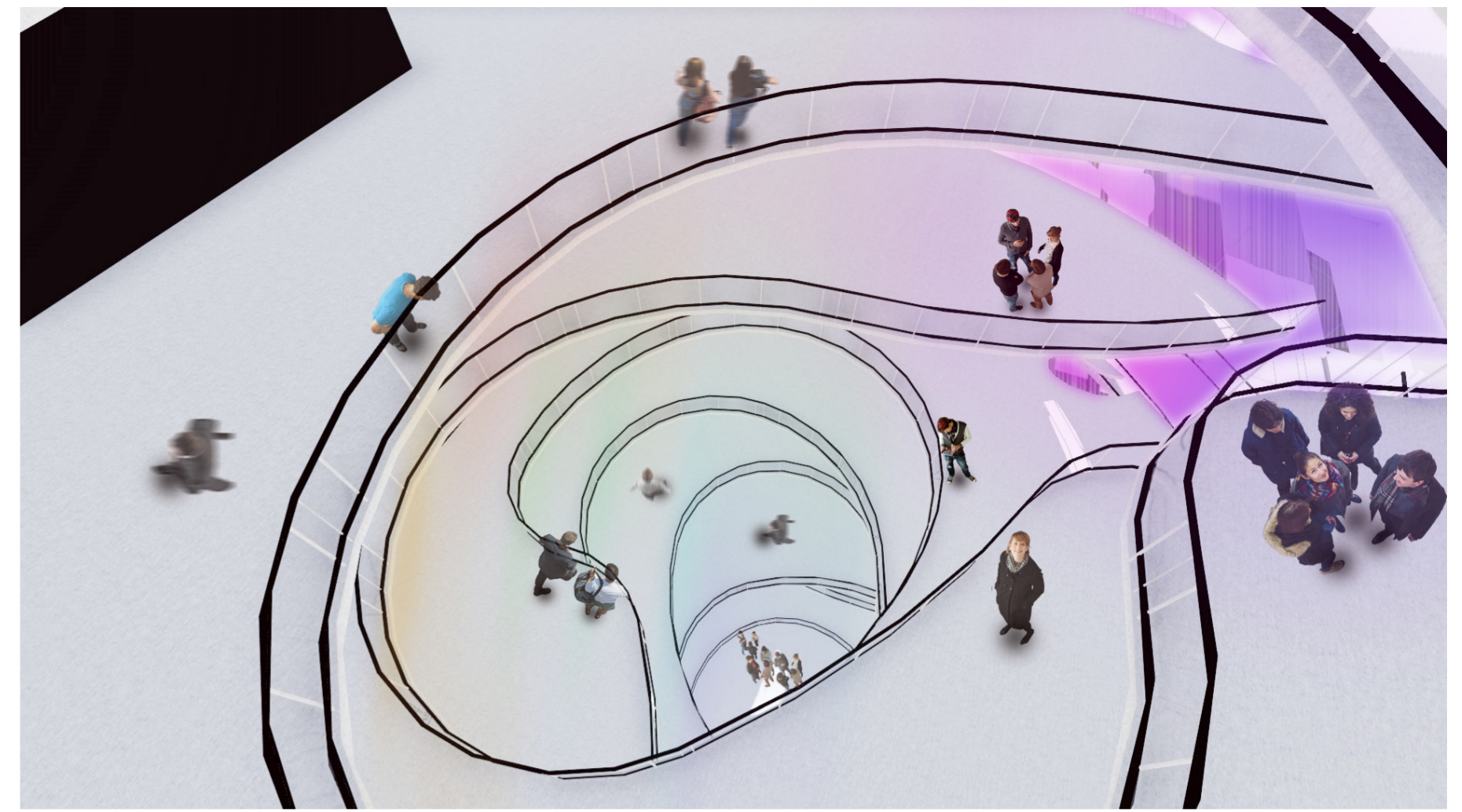
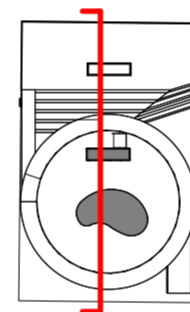


5. Structure of the proposed building



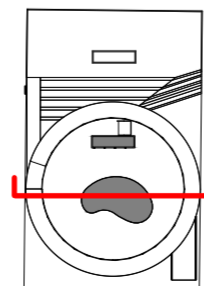
Scale 0 m 50 m

Section AA

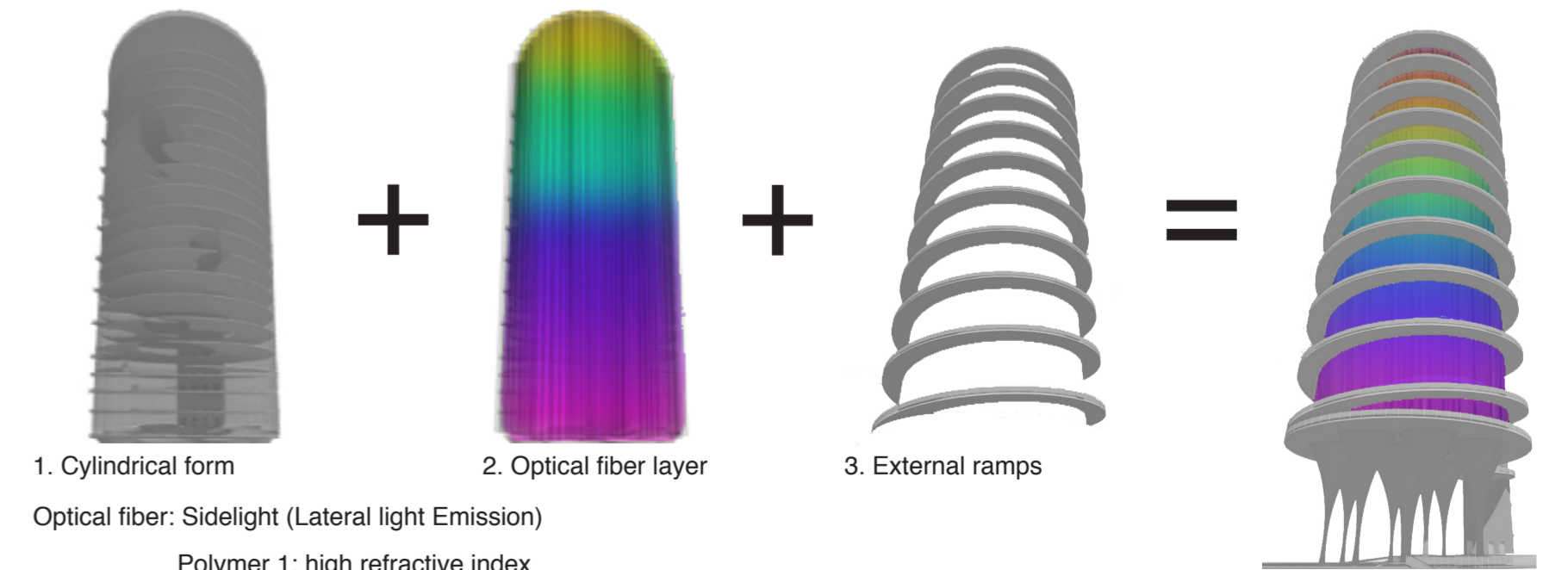
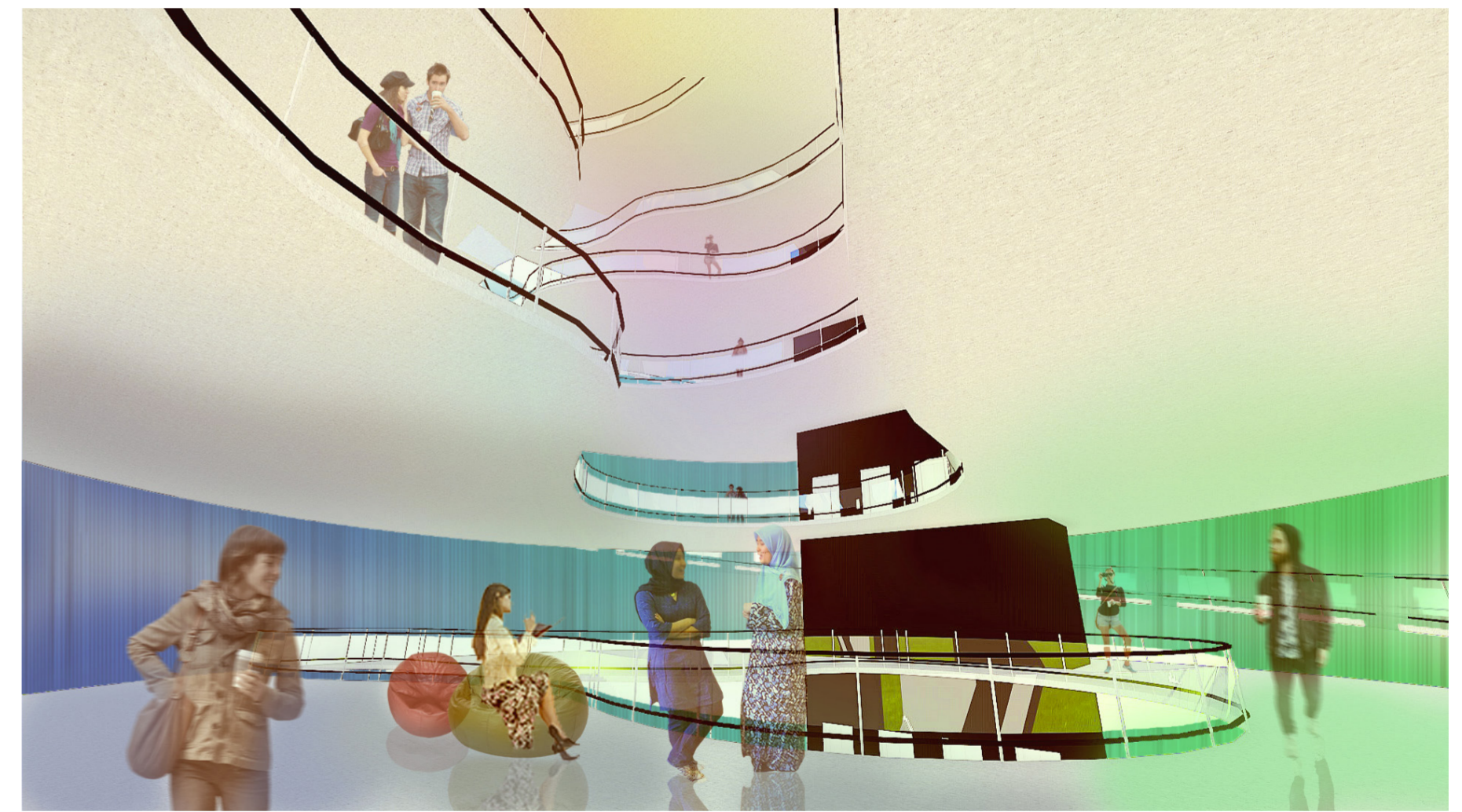


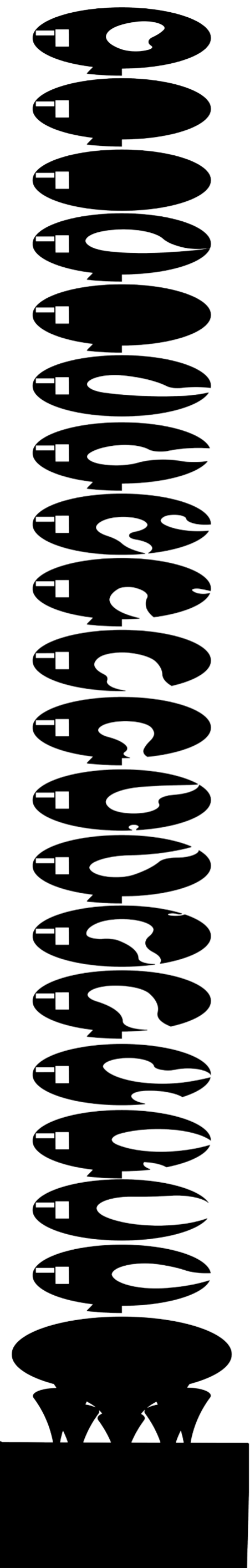
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Section BB

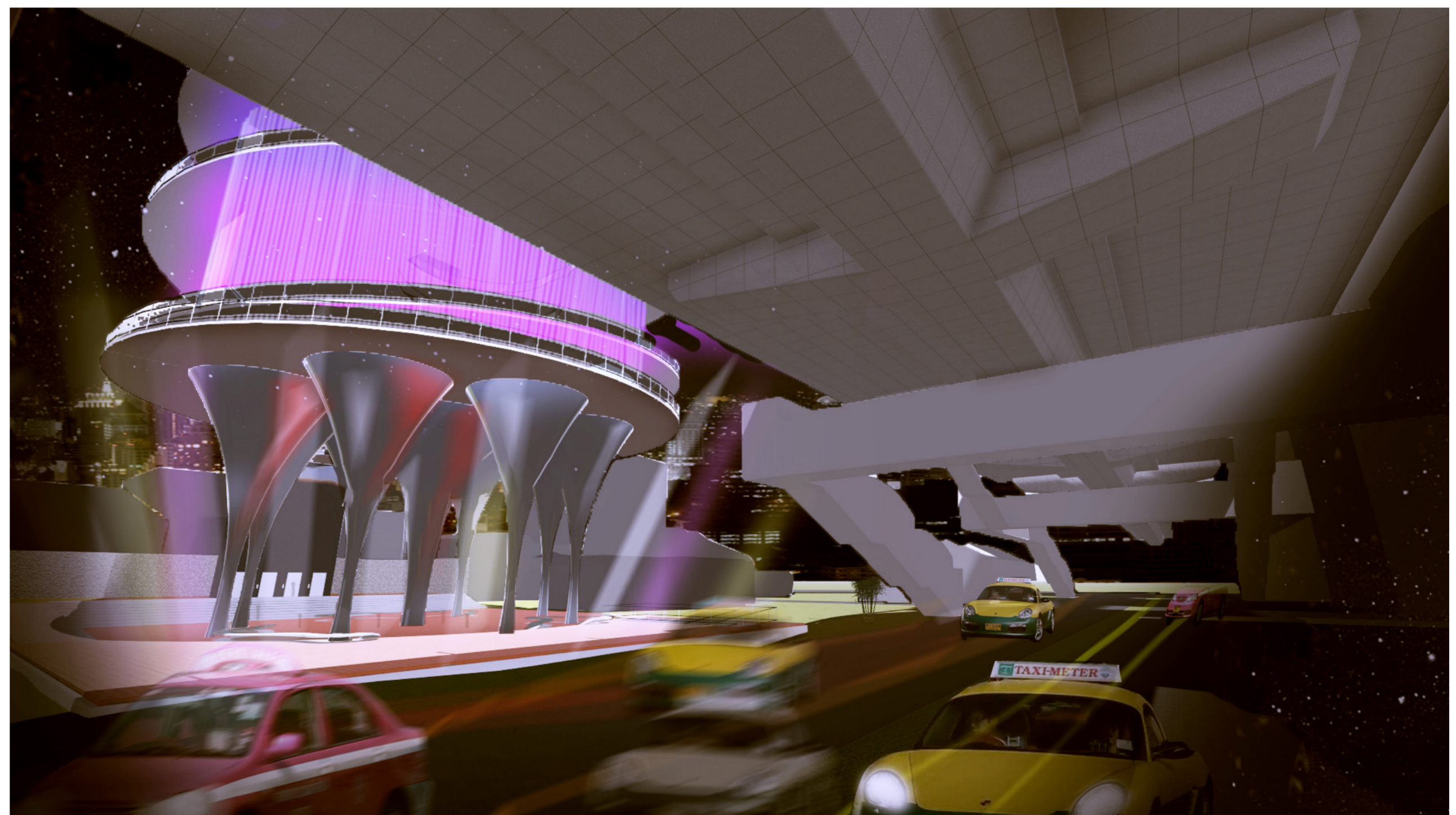
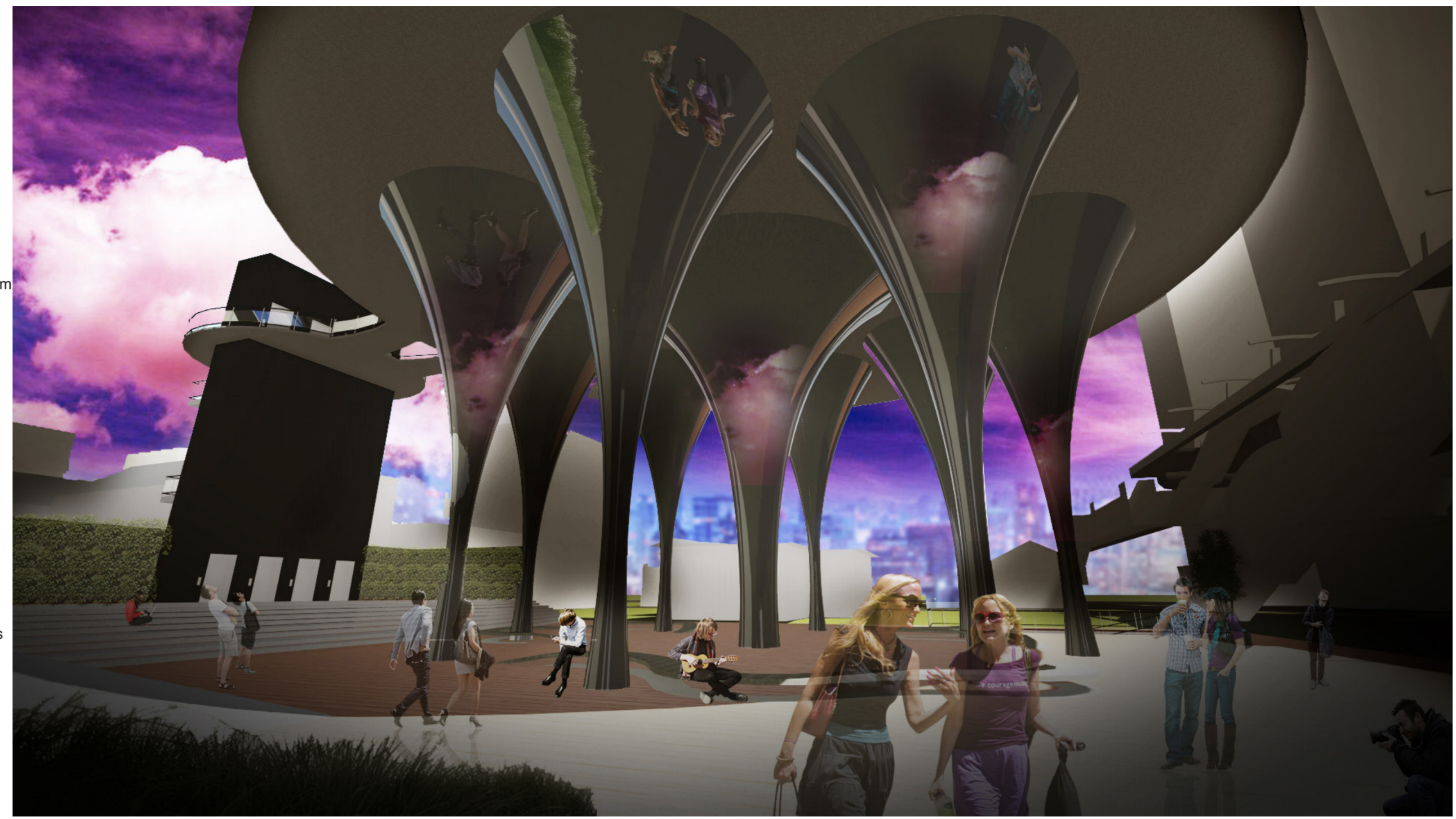


- Bar and restaurant
- Forum to host large scale presentations, fashion shows and meetings
- Foyer
- Conference rooms
- Mediatec
- Library
- Management facilities
- Classrooms
- Workshops
- Design studios
- Retail zone
- Exhibition hall
- Carpark

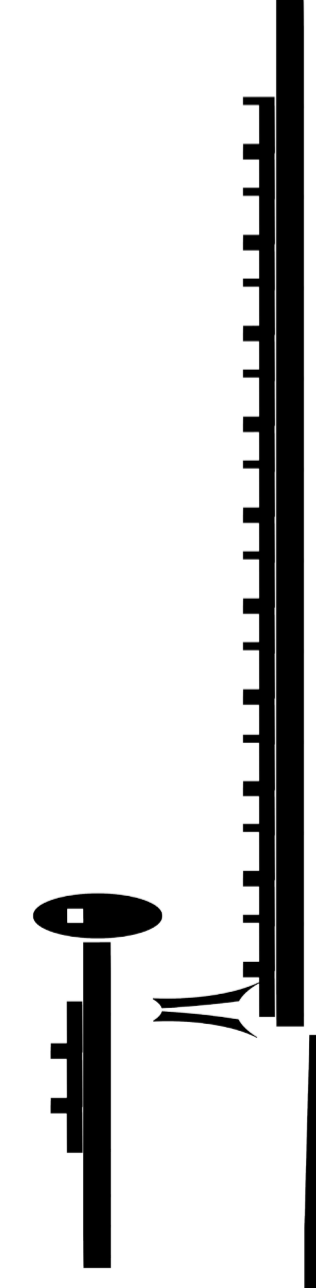




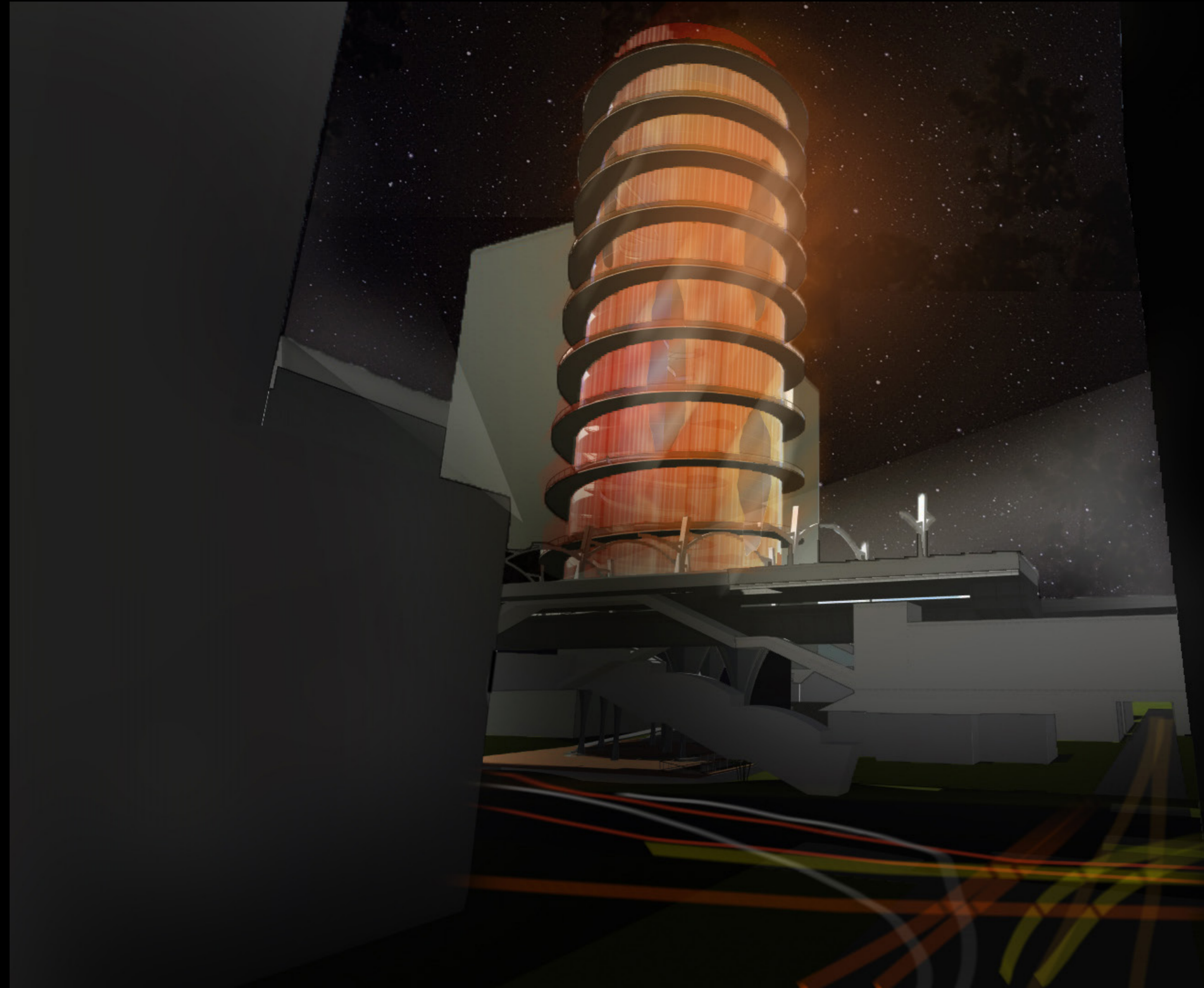
- Twentieth floor:** Bar and restaurant
- Nineteenth floor:** Forum to host large scale presentations, fashion shows and meetings
- Eighteenth floor:** Foyer
- Seventeenth floor:** Conference room
- Sixteenth floor:** Conference room
- Fifteenth floor:** Mediatec
- Fourteenth floor:** Library
- Thirteenth floor:** Library
- Twelfth floor:** Management facilities
- Eleventh floor:** Classrooms
- Tenth floor:** Workshops
- Ninth floor:** Workshops
- Eighth floor:** Design studios
- Seventh floor:** Design studios
- Sixth floor:** Retail zone
- Fifth floor:** Retail zone
- Fourth floor:** Retail zone
- Third floor:** Retail zone
- Second floor:** Exhibition Hall
- First floor:** Exhibition Hall
- Ground floor:** opened public space with coffee
- Underground:** Carpark



Vertical circulation and toilets



Vertical circulation to the first pavement



The proposed design of Bangkok's Fashion Hub is thought as if the tower were a model sustained by Louboutin heels and dressed in the colors of the latest collection of fashion. Ramps, involving the entire building externally, would be like a jewelry.