



PORTFOLIO

HANNA FATHIMA 209190042 INTERIOR DESIGN

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PREFACE

This portfolio represents the culmination of the BSc Interior Design course, which provides students with a wide range of knowledge and skills in the field of interior design. The thesis project serves as an opportunity for students to engage in individual research and methodology while developing the ability to handle projects independently. The areas of study and research covered include commercial spaces, corporate interiors, exhibit designs, media studios, hotels, entertainment spaces, educational spaces, hospital interiors, conservation, landscape in interiors, transportation hubs, digital models, and residential

dedication of Design students, and serves as a testament to the value of the program in preparing students for successful careers in the field of interior design.



A departmental store may be described as a large retail organisation having number of departments in the same building under centralised control. There are various departments operating under one roof and each department specialises in particular type of trade. For example, a departmental store may feature food items, clothing, stationery, cosmetics, etc.; or it may feature a variety of only one of these items but multiple brands of it.

A women's fashion department store is a retail store that specializes in selling clothing, shoes, and accessories specifically designed and marketed for women. These stores typically carry a wide range of sizes and styles, including casual wear, formal wear, and work attire. They often have multiple departments within the store, such as a shoe department, handbag department, and jewelry department. These stores may also offer personal styling services, in-store alterations, and other customer services.

These stores can vary in size, with some being large multi-level buildings and others being smaller boutiques. They can also vary in terms of the brands they carry, with some stores focusing on designer labels and others offering more affordable options.

REQUIRED AREAS -



DISPLAY WINDOW: is a window or area designated for showcasing clothing and accessories to potential customers. These displays often feature the latest fashion trends and styles, and are designed to entice customers to come into the store and purchase the items on display. They may also feature mannequins dressed in the clothing, as well as lighting and props to create an attractive and eye-catching display.



SALES FLOOR: This is the main area where clothing, shoes, and accessories are displayed for customers to browse and purchase. The space is well-lit and organized, with items arranged by category. This area staffed with knowledgeable sales associates. Some stores may also have areas dedicated to specific brands or designer collections, the sales floor of a women's fashion department store is a vibrant and exciting place to shop for the latest trends and styles in fashion.

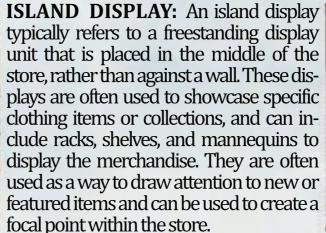


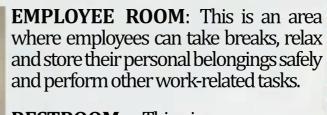
STOCK ROM/STORAGE ROOM: This is an area where clothing, shoes, and accessories are kept until they are ready to be displayed on the sales floor: new merchandise is received and checked for defects before it is put on displayThis room is usually located in the back of the store and easily accessible for employees.

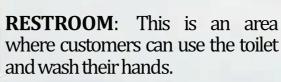




RECEOTION OR CHEK OUT: is typically the area where customers go to pay for their purchases and receive their receipts. This area may also include a customer service desk where shoppers can ask questions or seek assistance. The reception area is usually located near the store's entrance or exit, and may include seating for customers who are waiting for friends or family members.









waiting are being helped by a sales associate or tailor. This area is typically located near the fitting rooms or customer service desk. It may also be used for customers who are waiting for their purchases to be wrapped or for a specific item to be retrieved from the stock room.



FITTING ROOM: This is an essential area where customers can try on clothing and see how it fits and looks on them before making a purchase. typically have full-length mirrors and ample lighting to allow customers to see themselves from all angles. Some fitting rooms may also have seating areas or hooks for hanging clothes. should be private, clean, and well-maintained.



SECURITY: The women fashionstore should have security measures in place such as CCTV cameras, alarm systems, and security personnel to ensure the safety of store and both customers and employees.

REGULATIONS

codes and regulations regarding the construction, layout, and safety of the interior space. This includes things like fire exits, emergency lighting, and accessibility for people with disabilities.

Occupational Safety and Health Administration (OSHA) regulations: Stores must comply with OSHA regulations regarding things like lighting, ventilation, and the use of hazardous materials.

Americans with Disabilities Act (ADA) compliance: Stores must provide accessibility for people with disabilities, such as wheelchair ramps, wide aisles, and accessible fitting rooms.

Lighting: Stores must provide adequate lighting that Exits: Every sales area, occupied room and shop passhould be at least 50 foot-candles, for customers to be able to see the clothing and merchandise properly.

Fire safety and compartment: Stores must have a fire safety plan in place and ensure that the building is equipped with fire alarms and sprinklers. Sales outlets are to be divided into fire compartments with partitioning walls built like fire walls.

The permissible areas of fire compartments on each floor are:

	with sprinkler system	without sprinkler system
ground floor sales outlets	10,000 m ²	5,000 m ²
other sales outlets	5,000 m ²	1,500 m²*

Electrical and mechanical systems: Stores must ensure that all electrical and mechanical systems, such as HVAC, are up to code and properly maintained.

Health and sanitation: Stores must maintain a clean and sanitary environment for customers and employees, including frequent cleaning and proper disposal of waste.

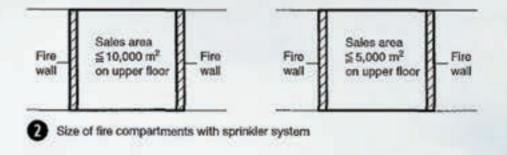
Building codes: Stores must comply with building Escape routes: For every sales area, occupied area and shop passage, min. two escape routes must be provided on the same floor, if possible going in opposite directions, leading to exits into the open air or to an emergency stairway. These must be accessible within a distance of 25 m from every point of a sales area (or 35 m for other areas or shop passages). The doors must open in the direction of escape and be without thresholds. A main entrance or a shop passage must be provided within 10 m (linear distance) of every point in a sales area.

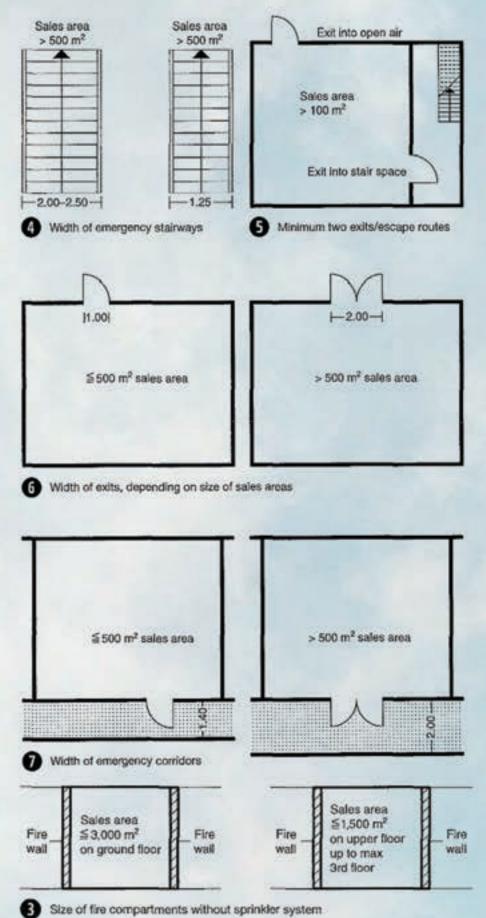
> Emergency corridors: For customers these must be at least 2 m wide. A width of 1.40 m is sufficient if corridors are intended for sales areas <500 m2.

> sage must have a min. 2 exits leading to the open air or into an emergency stairway. One exit is sufficient for sales areas < 100 m2 in total. Exits from a floor of a sales outlet into the open air or into an emergency stairway must have a width of 30 em per 100 m2 of sales area, and be min. 2 m wide, but for exits from sales areas <500 m2, a width of 1 m is sufficient.An exit leading into a corridor may not be wider than the coridor, and an exit leading into an emergency stairway may not be wider than the stairway.

> Emergency stairways: Emergency stairways for customers must be at least 2.0 m wide and may not exceed a width of 2.5 m. A width of 1.25 m is adequate if the stairway is provided for sales areas <500 m2 in total

> Security: Stores must have security measures in place to protect customers and employ





ENTRANCW AND SHOPWINDOW

ENTRANCE: The entrance of the store should be 1.00 m; to those 2000 m2, they must be disability-friendly and have automatic doors. According to the retail regulations, the clear opening width must be 2.00 m, and the clear height 2.20 m allowing for wheelchair accessibility and easy entry and exit for customers. The entrance should also be clearly marked with a sign and visible from the street.

HANDRAILS: Handrails should be installed along the entrance ramp and near the entrance, to provide additional safety and support for customers. The handrails should be at least 34 inches above the ramp surface.

FLOORING: The flooring should be slip-resistant and easy to clean, with a minimum height of 1/8 inch.

RAMPS: Ramps should be at least 36 inches wide and have a maximum slope of 1:12, allowing for wheelchair accessibility.

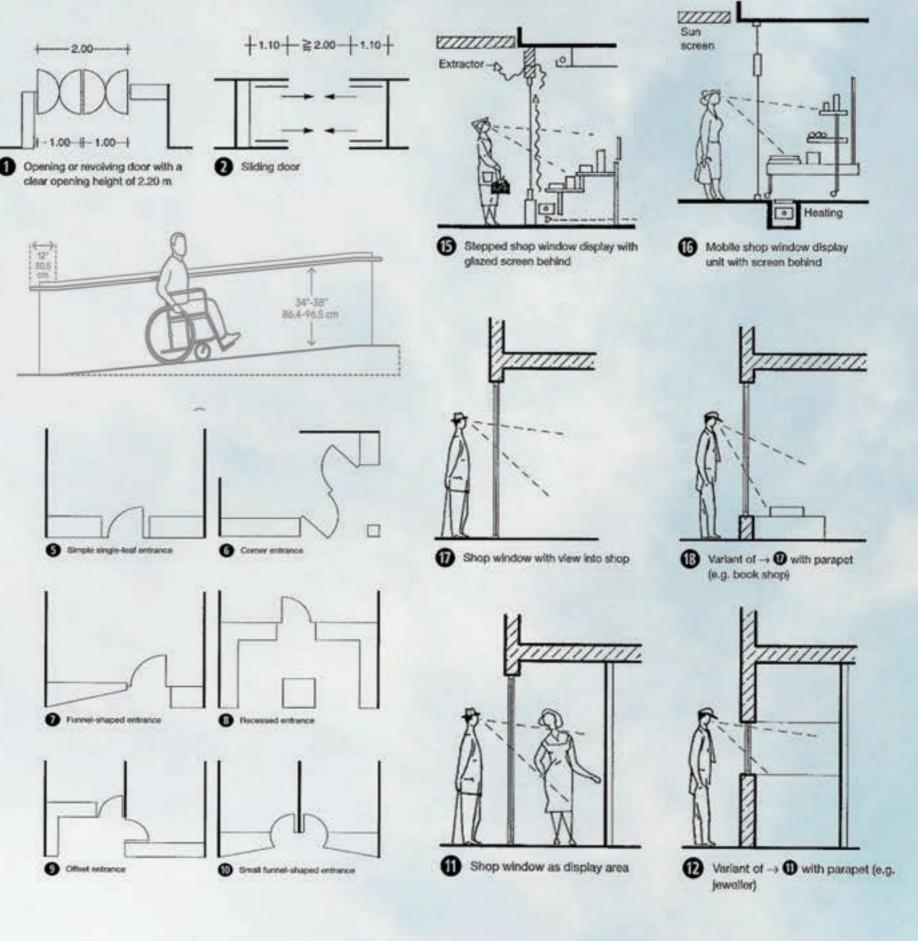
ELEVATORS: Elevators should be at least 36 inches wide and have a minimum clear width of 32 inches, allowing for wheel-chair accessibility

SIGNAGE: Signage should be at least 80 inches above the floor and have a minimum text height of 5/8 inches, to ensure that it can be easily read by customers.

SHOP WINDOWS: These serve, outside the shop, to present the goods on sale, to wake the interest of customers and to present an invitation to puchase. The design of shop windows depends on the particular goods being sold and should complement the layout, form and size of the entrance. The two basic types are windows with display area and windows with a view of the shop.

SHOP WINDOWS WITH DISPLAY AREA: separation of the displayed goods and the sales area, mostly in department stores and specialised retail chains.

SHOP WINDOWS WITH A VIEW OF THE SHOP: view through the window into the sales area, mostly for specialised shops.



RECEPTION AND WAITING AREA

The reception or check-out area must comply with the Americans with Disabilities Act (ADA) guidelines, ensuring that it is accessible for individuals with disabilities. This includes providing wheelchair ramps, accessible check-out counters, and appropriate signage.

TYPES OF CHECKOUT

According to the product and shop type, there are various types of checkout: single, area and central cash desks androws of checkouts.

ROW OF CHECKOUTS

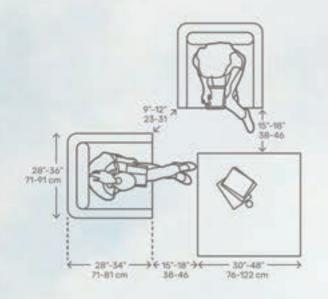
In specialised supermarkets (self-service area), these form the only exit from all shops with a closed sales area. The passing width between the checkouts should be sufficiently wide that shopping trolleys, pushchairs and wheelchairs can pass through, i.e. min. 1 m. Checkouts are mostly equipped with a conveyor belt (sometimes a before- and after-sale belt) and stationary scanner. Self-checkouts are also available as complete products.

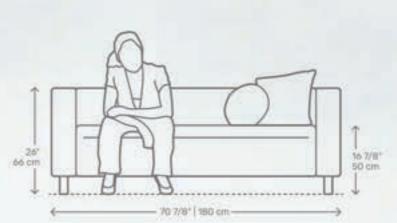
SINGLE, AREA, FLOOR AND CENTRAL CASH DESKS

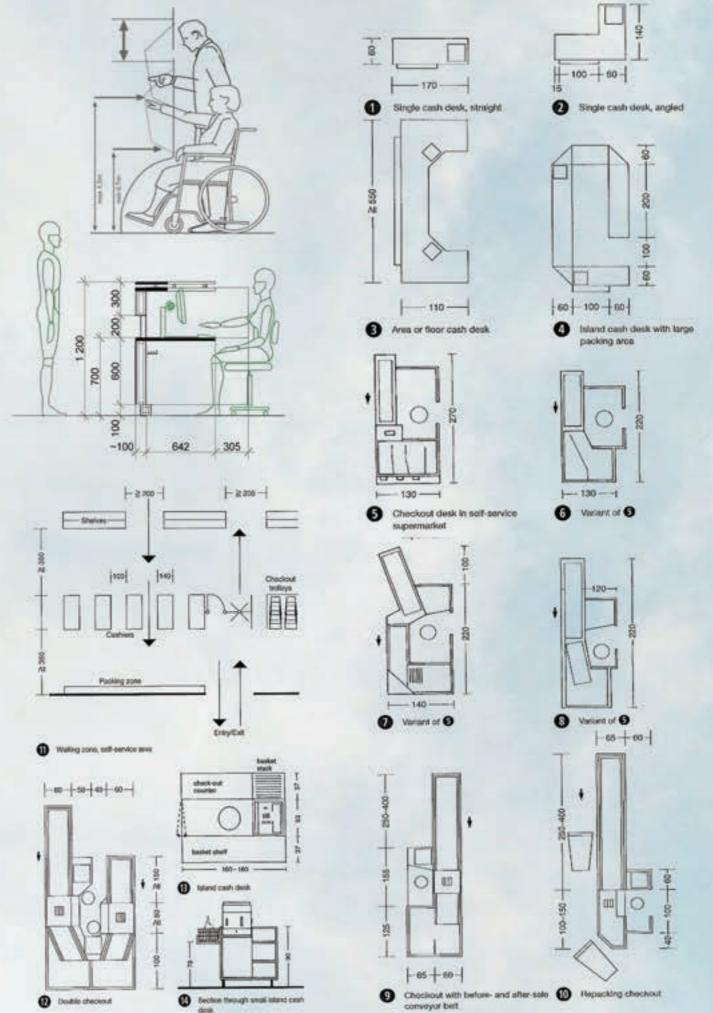
In specialised shops, specialised retail chains and department stores with open sales, depending on the functional ogansation of the shop, cash desks can be arranged as single, by area, by floor or centrally. Department stores with different specialised secutions have mostly area cash desks, specialised retail chains often have cash desks on each floor or grouped centrally, specialised small shops mostly have single cash desks.

RECEPTION DESK: The check-out counter should be between 30 to 42 inches high, with a minimum knee clearance of 27 inches.

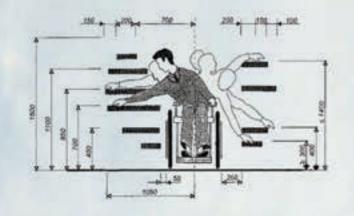
SEATING: A seating area should be provided for customers who are waiting in line, with a minimum of 18 inches of clear space per seat.

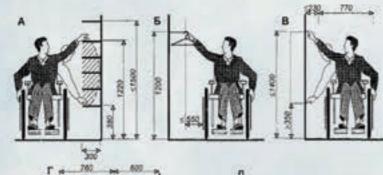


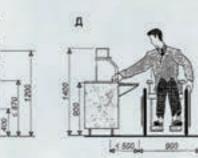




SALES FLOOR







SALES FLOOR

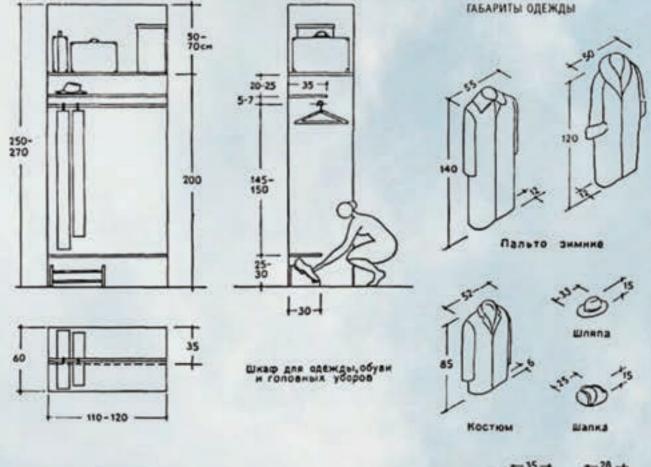
The sales floor allow for easy movement of customers and employees. Additionally, there should be a minimum of 2 feet of clearance between racks and displays to ensure that customers can comfortably browse the merchandise.

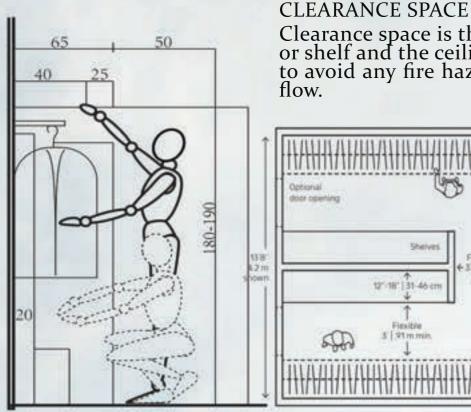
CLOTHING RACKS

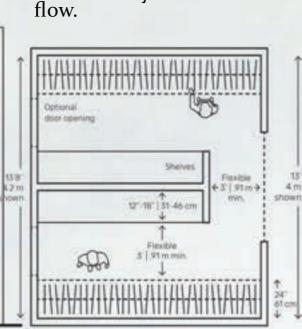
Clothing racks are typically between 5-6 feet in height and around 2-3 feet in width. The height of the rack should be positioned at a comfortable level for customers to be able to easily browse and select items. The width of the rack should be sufficient to allow for easy movement of hangers and to avoid clothes from looking too cramped.

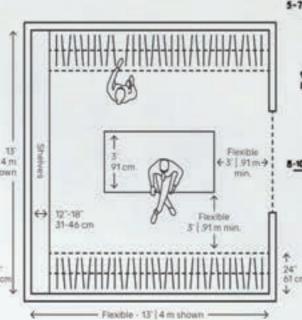
SHELVES

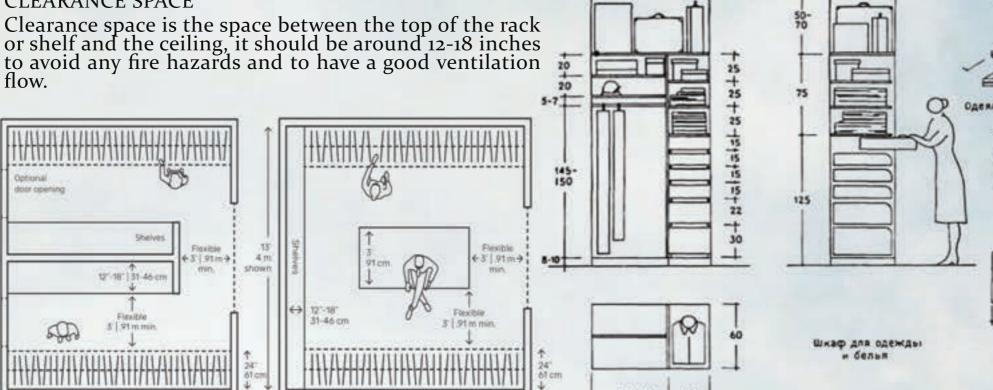
Shelves are typically between 3-4 feet in height and around 2-3 feet in width. The height of the shelf should be positioned at a comfortable level for customers to be able to easily browse and select items. The width of the shelf should be sufficient to allow for easy movement of items and to avoid overcrowding.











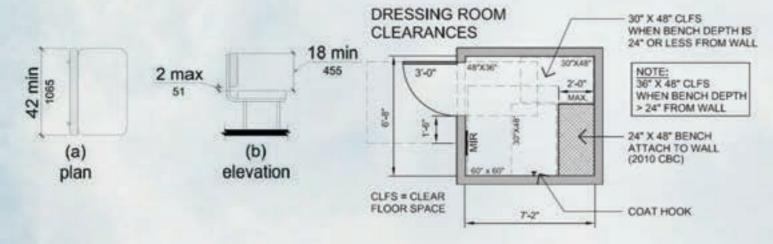
110 - 120

FITTING ROOM

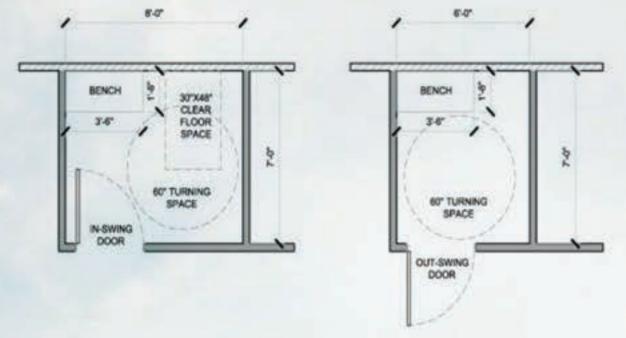
Fitting Rooms: Fitting rooms should have a minimum clear width of 32 inches, allowing for wheelchair accessibility, and should have at least one room with a turning radius of 60 inches, allowing for wheelchair maneuverability.

Fitting rooms should be designed to be accessible for customers with disabilities, with a minimum clear width of 36 inches and a minimum clear floor space of 30 inches by 48 inches.

A seating area should be provided in each fitting room, Benches must be 42 inches long, between 20 and 24 inches deep, and 17 to 19 inches high. If the bench is not affixed to a wall, then back support must be provided. Back support must be 42 inches minimum in length that extends from a point 2 inches maximum above the seat to a point 18 inches minimum above the seat.

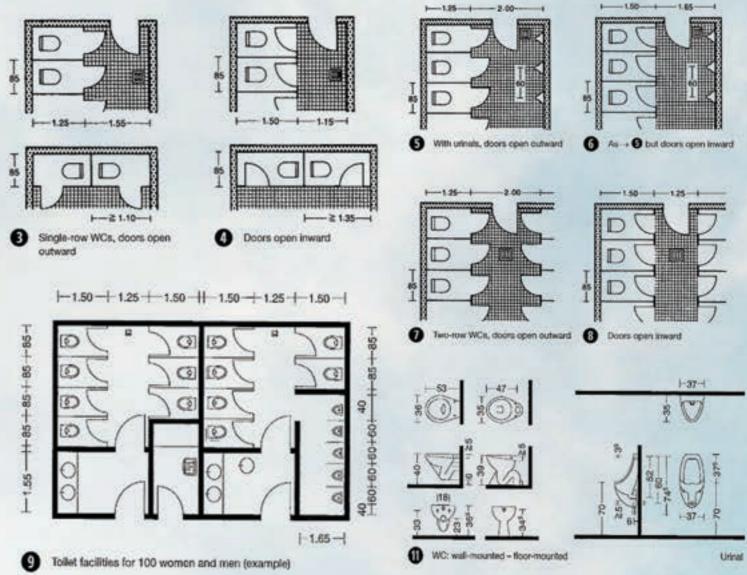


When a door swings into the dressing room, you must provide a clear floor space of 30"x48" positioned for parallel approach to the short end of the bench, along with a 5' diameter turning circle.



TOILETS

These are to be provided at a distance from each workstation of not more than 1 oo m or, at the farthest, one storey height (if no escalator is available}. Toilets should also be provided near social, readiness, washing and changing rooms. If there are more than five employees, separate toilets must be provided for women and men and these should be available exclusively to employees. The number of necessary toilets depends on the number of employees the site and arrangement are shown. Disability-friendly toilets are to be provided in accordance with regulations. Toilet cubicles must be lockable and, if light partitions (incompletely separated we cubicles) are used, the partition should have a height of at least1.90 m, and at the bottom a gap of 10-15 em. Urinals must be placed so as not to be visible from the entrance. Toilet facilities should not contain more than 10 WC cubicles and 10 urinals. Further details of the requirements for toilets are contained in Workplace Guidelines 37/1. With natural ventilation,



RED VICUTU CONCEPT STORE

The Red-Vicutu Store in Beijing, China, designed by antistatic architecture. with 300 m² area. this store is set to be the premier destination for fashion lovers in 2022

ANTISTATICS ARCHITECTURE

AntiStatics Architecture is an international creative Architecture and Design studio, founded by Zheng and Martin based in Beijing and New York. We focus on innovative design utilizing cutting-edge digital tools and advanced fabrication to develop elegant solutions. The office is driven to provide innovative architectural solutions looking to advanced computational tools to find new material efficiencies and user integration. Our work includes master planning, architectural design, interiors, art installation, stage design, and cutting edge technological research.



Martin Miller



Mo Zheng

The Red-Vicutu Store creates a balance between the dynamic and dramatic, with a clean elegance and sophistication, as inspired by the dual nature of the fashion industry and in particular the clientele of the Vicutu brand. the design of the spaces utilizes the curvilinear form to suggest and promote the active dynamism of the product, using advanced fabric simulation and 3d printing to create marquee features within the space. Subtle lighting and textural details create the final refinements within the space elevating the user experience within the in person shopping environmen



By creating continuity of form, lines and curves which define the retail space encourage the eye to move playfully through the store. As the eyes trace and connected the explicit and implied geometries, the visitor is taken through the collection of clothing by the fashion brand. In this way, the define specious architectural space behaves as a curator and narrator of the product by not simply presenting the products, but by arranging them in a spatial construct which encourages an immersive and engaged experience.







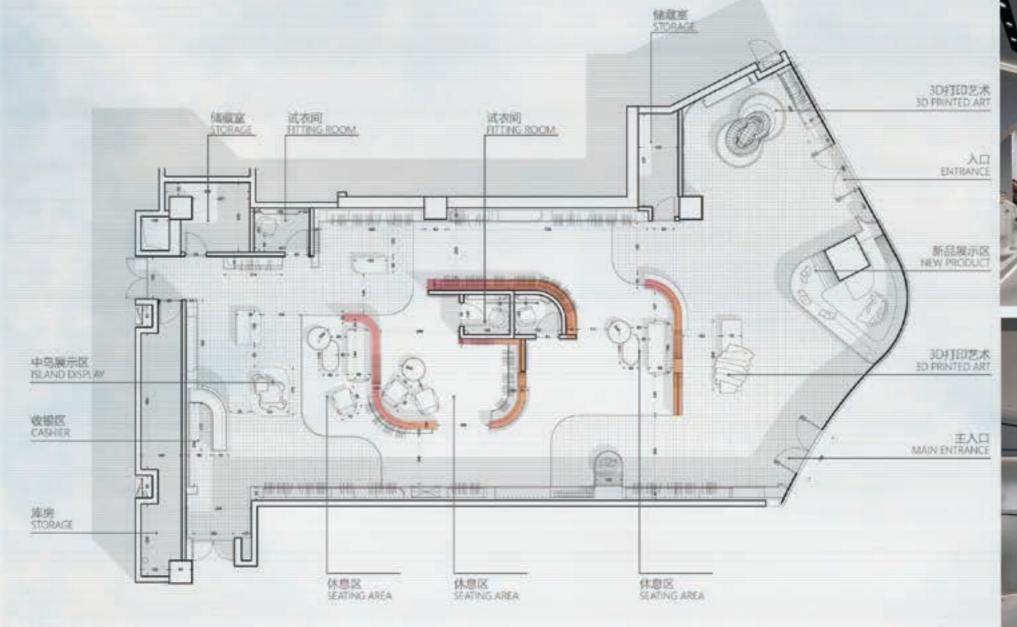
The ultimate sophistication of spaces lies in the attention to materials and textures, since in fashion the shaping of a garment is just as important as the choice of fabric from which it is cut and assembled. In this space, we mixed materials to create a play between soft and hard surface feel, similar to the design of various garments. The elements that display the clothes and the details built into the walls are similar to the zippers, buttons and seams that define the ultimate sophistication of fashion. g a comfortable and exciting space to wander around.













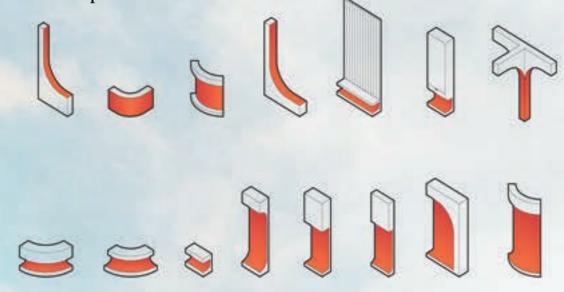


INTERIOR DESIGN THESIS - SEMESTER 6 HANNA FATHIMA

WOMEN FASHION DEPARTMENT STORE

The arcs and curves of the façade draw the exterior into the interior and culminate at featured elements of the collection. These feature points then take visitors deeper in to the store, and with the geometry which defines the spaces beaconing shoppers to go deeper into the space and collection. Though dramatic, this subliminal use of geometry to cater ones experience of a brand, product and collection suggests a novel method of how we understand and design the retail space, as experience rather than presentation space.

CONCEPT: Architectural Parts From Classical Elements To Create Mordern Experience



architectural influence from classical elements 经商業試過官、供形、柱式、基础

Embodying the innovative nature of the brand and its future-minded view of the industry, and we have created a series of unique sculptural elements to further entice visitors to explore the space more deeply. Using advanced computational simulations, we have created a three dimensional freeze frame of fabric in the process of flowing and draping over a static form. The over-sized scale of the threads and their expressive weaving patterns reveal a nuanced super reality in the sculpture, by creating these extra-large threads we are expressing to the observer an element of garments which is often ignored because of the fine nature of weaving fabric.

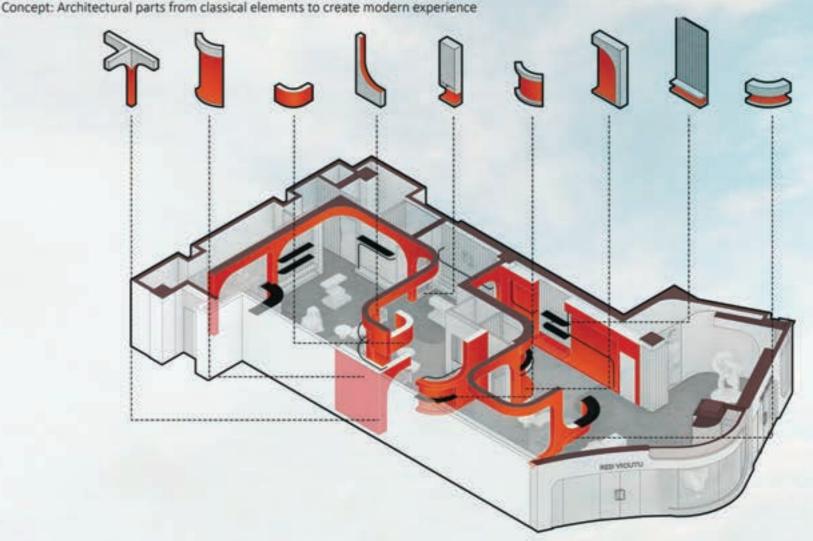
The curiosity of these works draws visitors into the store for closer examination, as the simulation of the form produces a hyper-realistic result while the irregular scale of the threading declares the imagined nature of the work. Expressive works like these play an important role in the future of retail where potential clientele are seeking an ever more compelling experiential qualities in retail spaces.







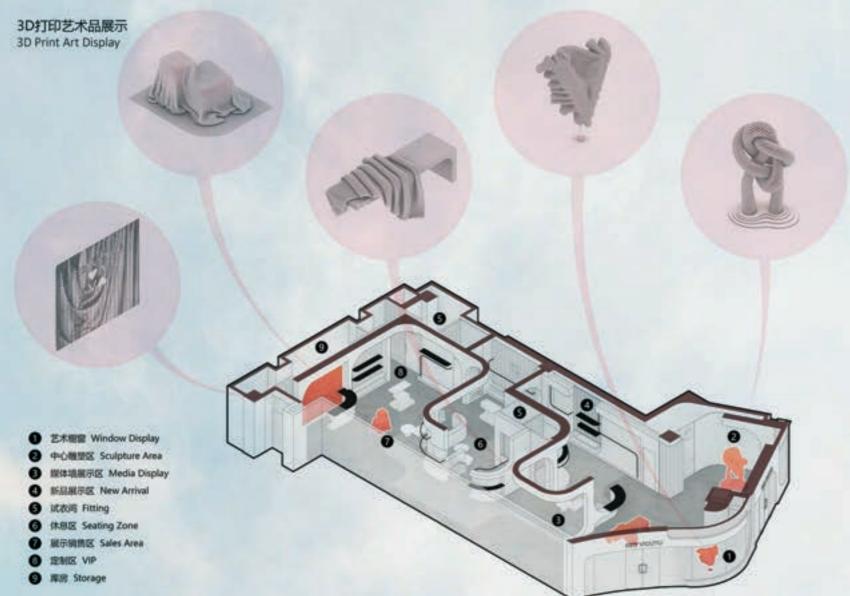
概念: "经典建筑体块与雕塑简约空间,现代生活方式体验"



modular geometry inspired by classical column structure, which are used to create spatial moments through carving

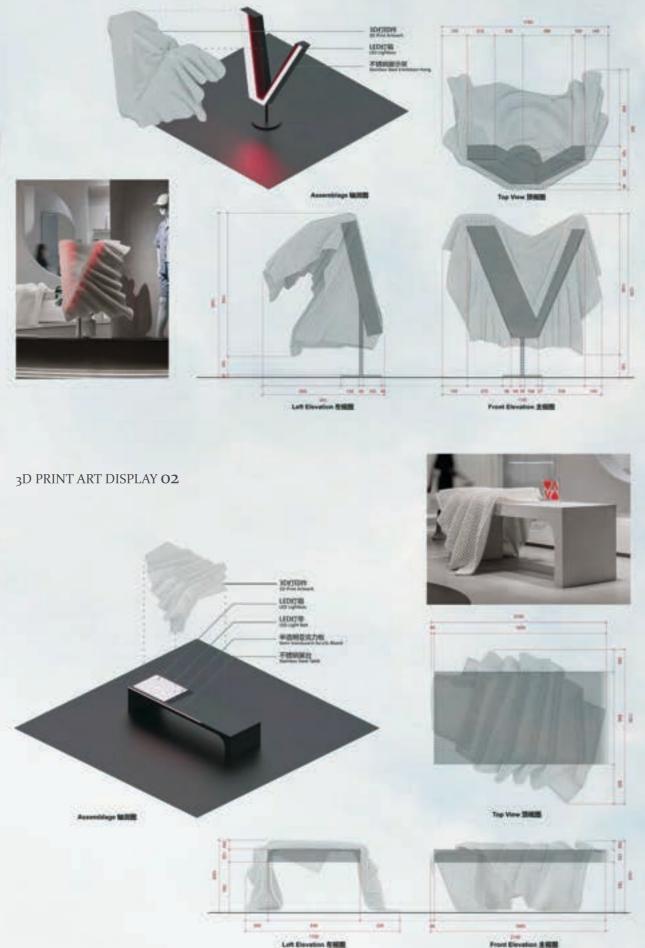
从经典柱式中提取的模块化的形体语言,创造出洞穴造型语汇

3D PRINT ART DISPLAY O1



The Red-Vicutu retail space, is beyond what we expect from a conventional retail store, it stands out from its adjacent neighbors and creates a point of intrigue within the larger collection of shops. In the age of online retail, it is stores like this one which will continue to thrive, by bringing users into the space for the experience of it, if only to capture that experience through the lens of their phone, the subsequent sharing of that unique experience through online platforms is an essential way to crowd source brand awareness. This level of detail, refinement and creativity will serve to further the brand and its online presence through the in person experience, a new way of exploring what retail means in a dual world of online and physical existence.

The final refinement of the spaces is in the attention to materiality and texture, as in fashion the shaping of a garment is equally as important as the selection of the cloth from which it is cut and assembled. In this space we have blended materials to create a play between the soft and hard perceptions of surface similarly to the construction of different garments. The features which display clothing, and the details embedded into the walls are analogous to the zippers, buttons and stitching that defines the final refinement of fashion. The lighting is finely tuned to best express these materials and enhance the perception of the products in the store, while creating a comfortable and exciting space to meander.



INTERIOR DESIGN THESIS - SEMESTER 6 HANNA FATHIMA

Architects: Masquespacio

Area: 150 m²

Year: 2022

MANGO TEEN STORE



BARCELONA, SPAIN

The project starts with the aim proposed by Mango to develop the space identity for its new Mango Teen shops in collaboration with its internal team. Previously, Mango's team already had developed a series of pop-ups to test several parameters for its new design. Amongst them, the use of color was highlighted as one of the most relevant in their temporary stores. On the other side in the briefing, it was specified that the store needed to have a high experiential and interactive attraction. Analyzing Mango Teen's customers of girls and boys between 11 and 13 years old, the design searched for a connection point with their lifestyle.



Ana Hernández: "The best thing about being a teen is that you are living the whole time in a world full of dreams, a world full of things to be discovered. It's an age where you start to dream big, without taking into mind the limits. Above in your dreams, strange things are happening that are out of the box... things that are not real...."

Thus, hereby the new Mango Teen store is established as a world of dreams with its different perspectives and different incoherent elements just like when we are dreaming. Although in this place, the dreams are made a reality through the design elements that play with your mind and invite the user to interact with the objects that surround them, bringing the metaverse world to reality. mmediately at the entrance of the first Mango Teen store, we encounter a backlit tunnel that dislodges the visitor.

Ana Hernández: "The entrance tunnel makes us go back to that surreal dream we had, taking us to a future in which conventional elements from the past are being considered futuristic for the new generations."

A swimming pool, a hotel reception, and a washing machine are others of the incoherent elements that invite the teens to enter a universe in which a new use is given to the objects, giving them the opportunity to let their imagination flow and use the space how they dream about it.

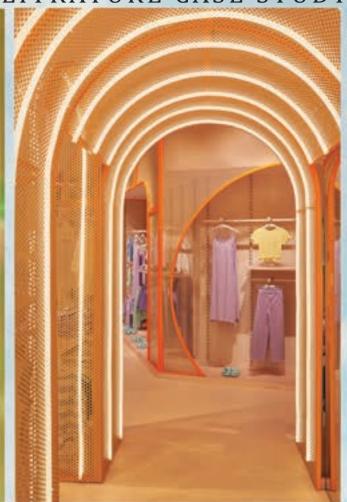
















Concerning the development of the different exposition elements like the shelves and racks, in every sense the design wanted to challenge and contrast the usual forms used for them, creating a game of straight and organic lines that aspires to be gender neutral.

Continuing with the concept to convert the conventional into something surreal, 2 typologies of finishes have been used for the color application. On one side is the conventional matt finish and on the other side a reflecting color, creating an unusual combination that connects with the futuristic digital world with a fluor touch.

To be highlighted also is that each part of the dream develops a specific function for the space; The swimming pool thus is used as an exhibition element, while the hotel reception will be the place to pay and pick up your shopping goods; next to it, the washing machine will help you to recycle your old clothes.

Last, but not least, the fitting rooms incorporate a metaverse world, with an optical effect that distorts reality, giving an answer to one of the most requested shop features by the teens and at the same time making clear that the new Mango Teen store is designed to make them live an unforgettable shopping, full of experiences adapted to their lifestyle.



LEVIE'S



Highlite mall, calicut







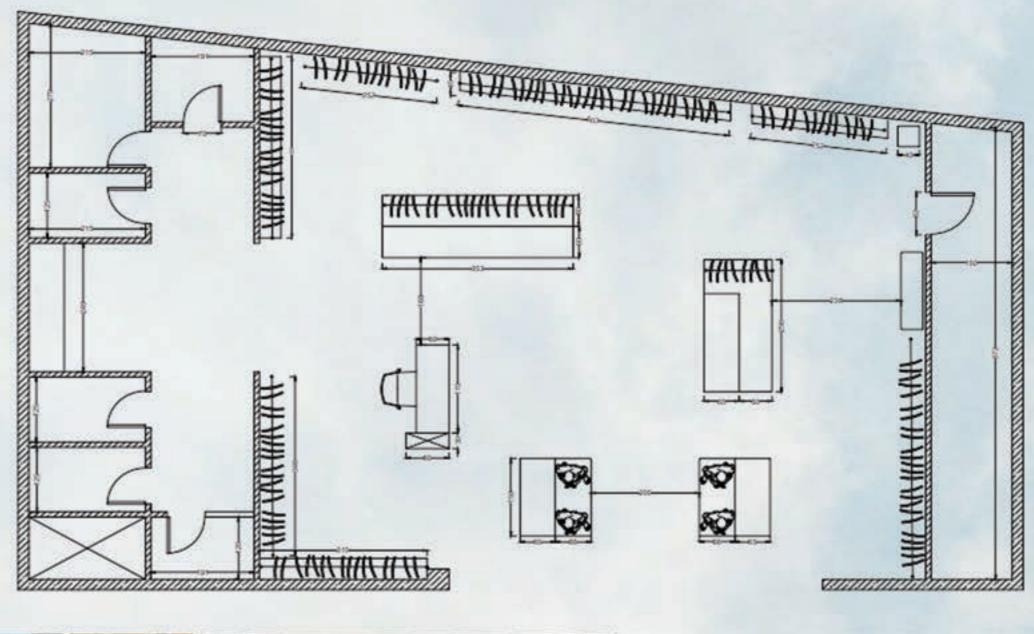






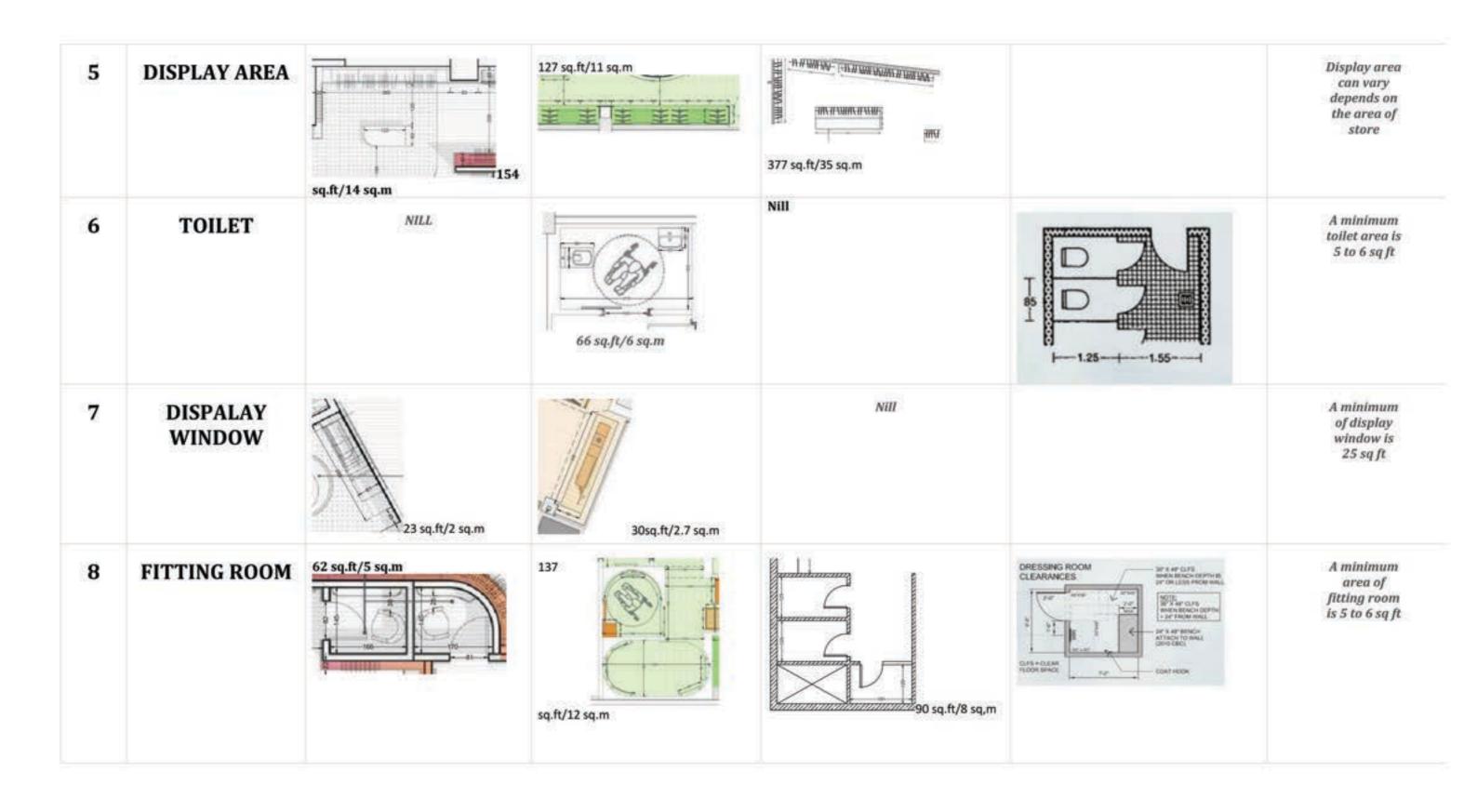






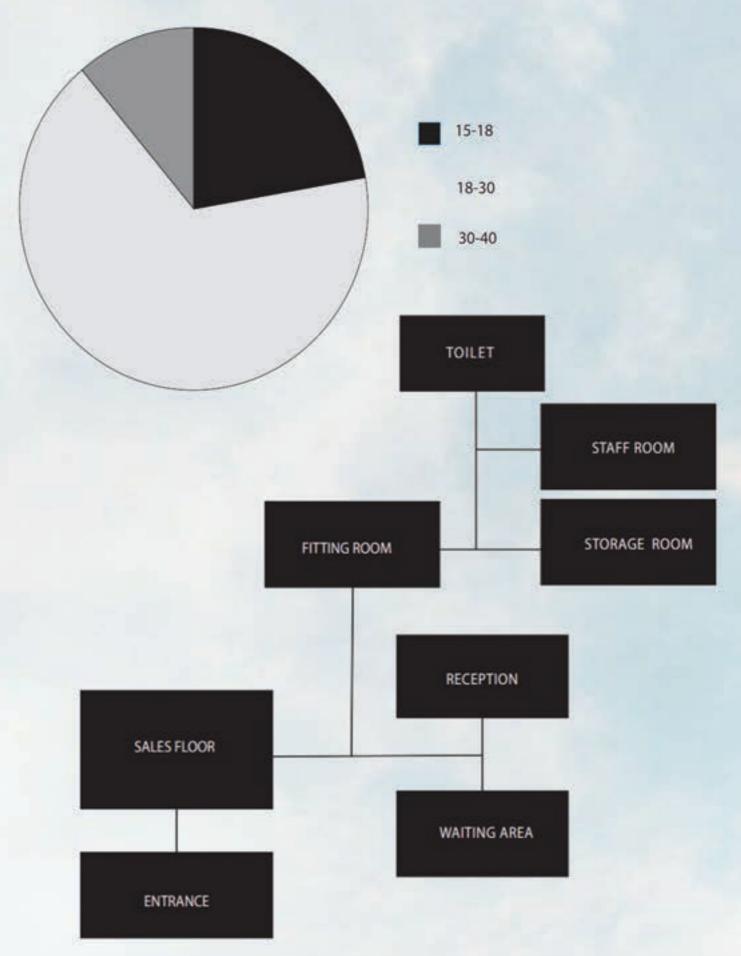
S/NO	SPACE	LITRATURE 1	LITRATURE 2	LIVE	STANDARDS	INFERENCE
1	RECEPTION	90 sq.ft/8 sq.m	101 sq.ft/9 sq.m	73 sq.ft/6sq.m		A minimum of 170 cm length and 60 width is required for a reception desk
2	WAITING AREA	316 sq.ft/30 sq.m	NILL	NIII		The waiting area depends on the overall area of the store.
3	ISLAND DISPLAY	48 sq.ft/4 sq m	134 sq.ft/12 sq.m			A minimum of Island displays can be 40 sq ft
4	STORAGE ROOM		Nill	43 sq.ft/4sq.m		Storage room depends on the store.
		85 sq.ft/8 sq .m		140 sq.ft/13 sq.m		

COMPARITIVE ANALYSIS



SAPACE	AREA
RECEPTION AREA	28m²
WAITING AREA	22m²
DISPLAY WINDOW	15m²
ISLAND DISPLAY	$18m^2$
SALES AREA	$140\mathrm{m}^2$
FITTING ROOM	$13\mathrm{m}^2$
STORAGE ROOM	10m ²
STAFF ROOM	12m²
TOILET	$4m^2$
TOTAL AREA	260m ²





NEOCLASSICAL ARCHITECTURE

Modern neoclassical design is a style that draws inspiration from classical architecture, particularly the ancient Roman style, which was revived during the 18th and 19th centuries. The neoclassical movement emerged as a reaction against the excesses of the Baroque and Rococo styles, which were characterized by ornate, highly decorative designs. Instead, neoclassical design emphasized simplicity, balance, and proportion, taking cues from the clean lines and geometric shapes of ancient Greek and Roman buildings Roman buildings.

The modern neoclassical style builds upon these historical influences while incorpothese historical influences while incorporating contemporary elements and materials. This design concept is characterized by clean lines, geometric shapes, arch, and a focus on minimalism and simplicity. It often includes palette of muted colors such as beige, gray, and cream, with accents of gold or bronze. white or neutral color schemes, materials such as glass, steel, and concrete, and often incorporates clean lines and a minimalist aesthetic.

In this context, Modern neoclassical design takes this historical style and updates it for contemporary times, using modern materi-als and techniques while maintaining the elegant simplicity and timeless appeal of neoclassicism.the style can be seen as a fusion of the past and the present, combin-

tecture with the functional, streamlined design of the modern era.

INSPIRATION





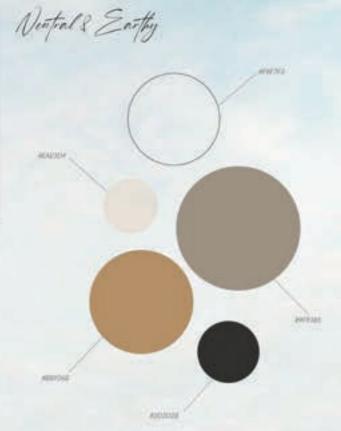






PALETTES







SEÑORA:

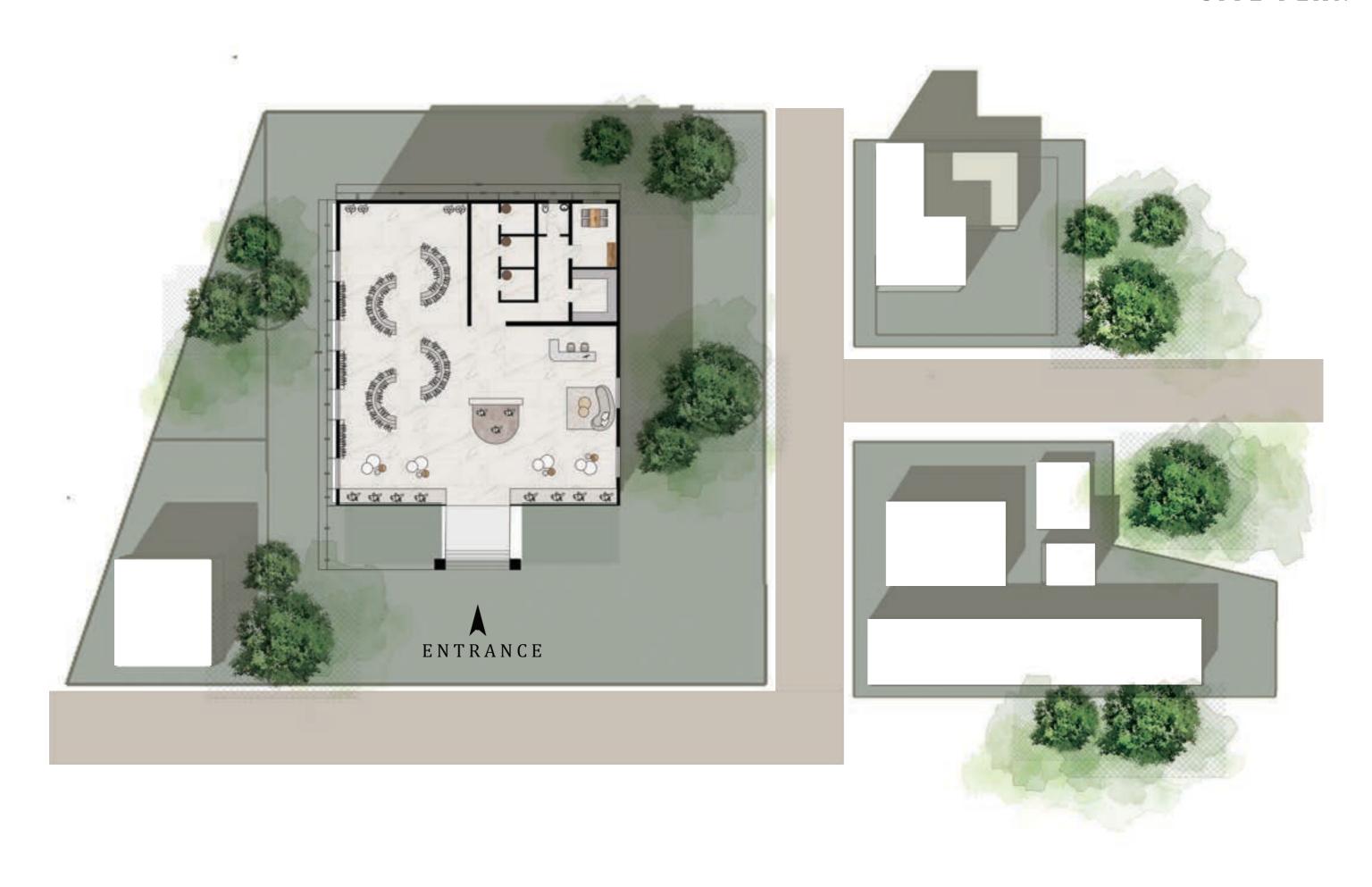
A title or form of address used of or to a Spanish-speaking woman, corresponding to Mrs or madam.

"Senora" is a Spanish word that translates to "Mrs." or "lady." which could be an ideal fit for a women's fashion department store that specializes in upscale clothing and accessories. The word Senora has a sophisticated and refined connotation that could help convey a sense of luxury and high-end fashion. This could attract customers who are looking for upscale clothing and accessories. and also The name "Senora" may be aimed at an adults, more mature audience, who are looking for stylish and timeless fashion items.

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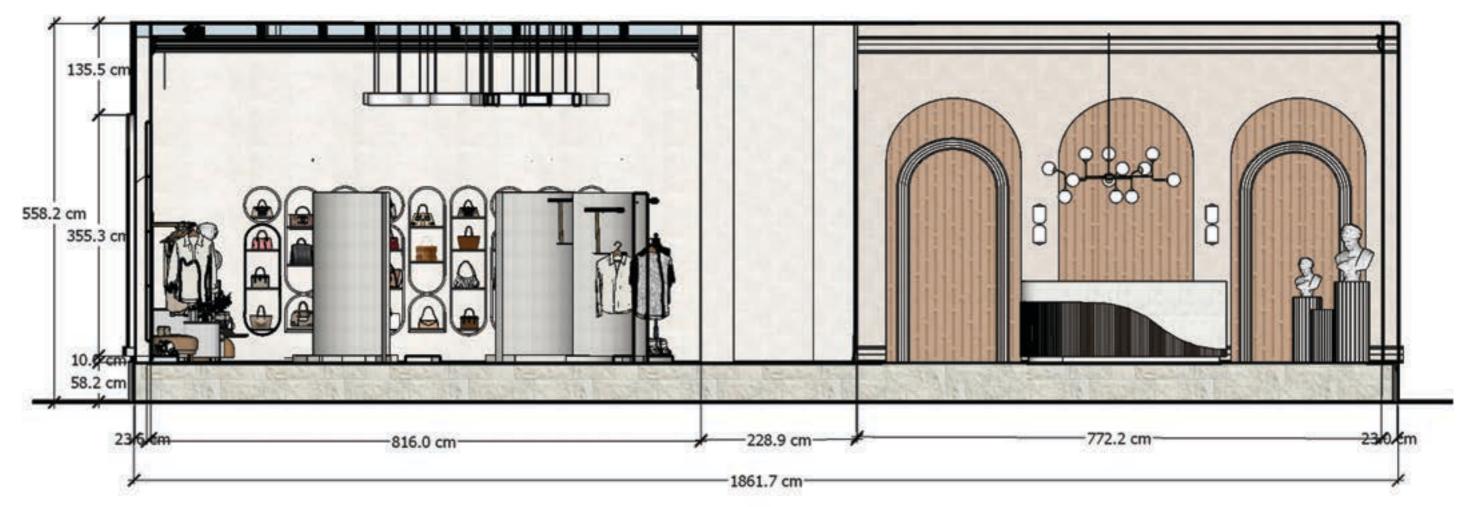




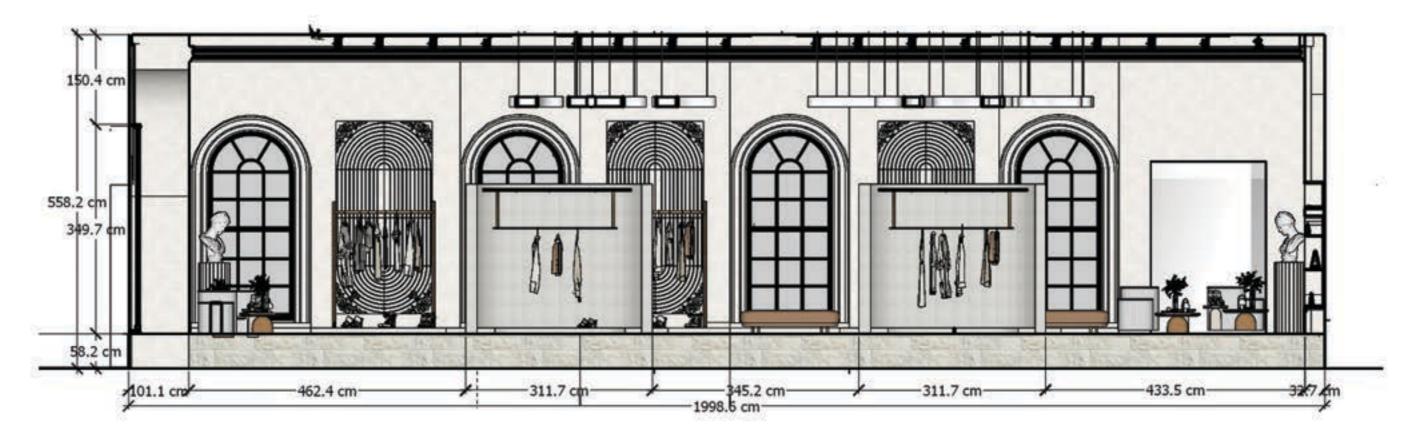






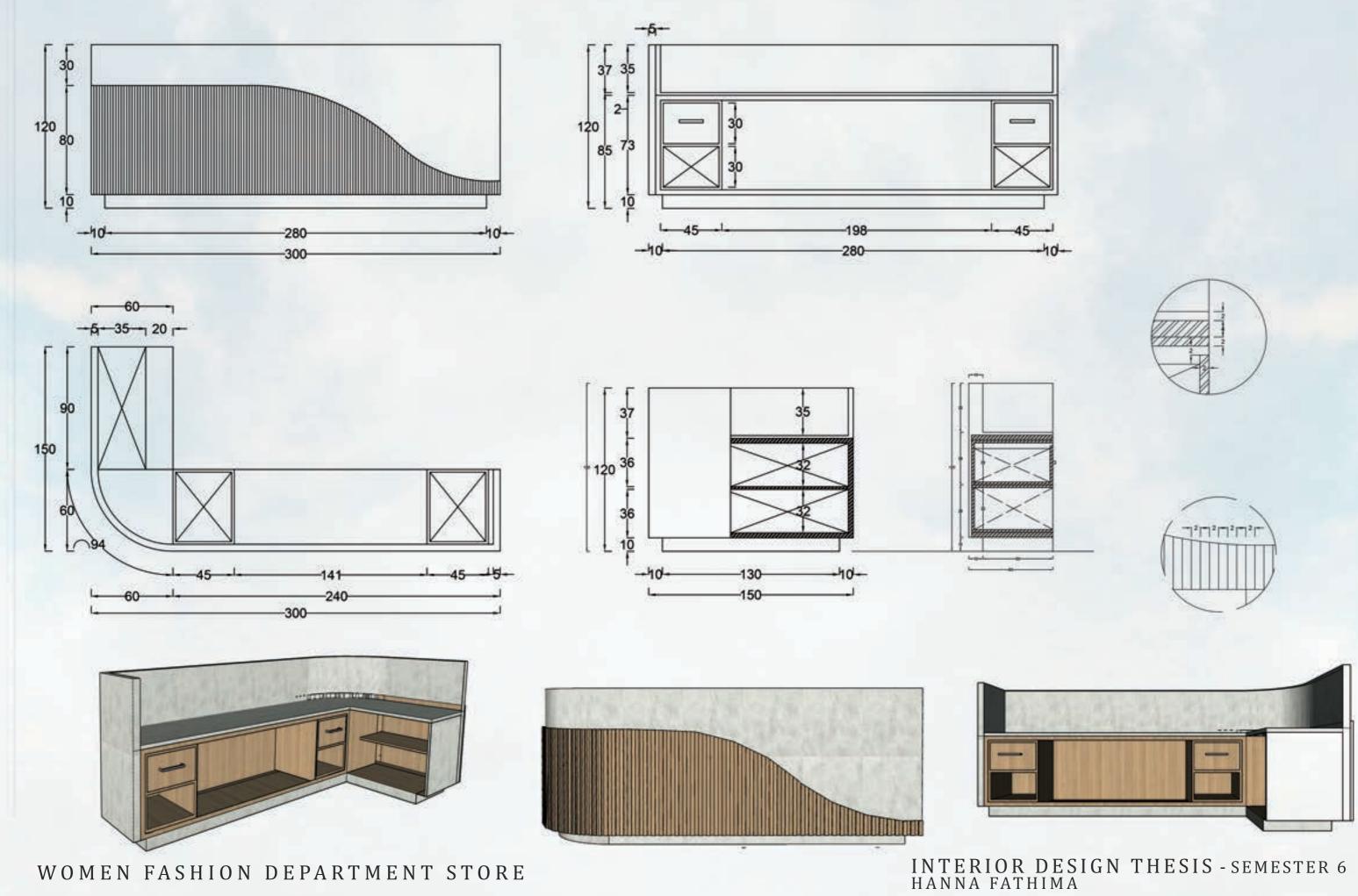


SECTION AA



SECTION BB

RECEPTION DESK





Fluted white oak wall panelng primed with MDF



PVC wall cladding



Marble flooring





Half round solid wood panel



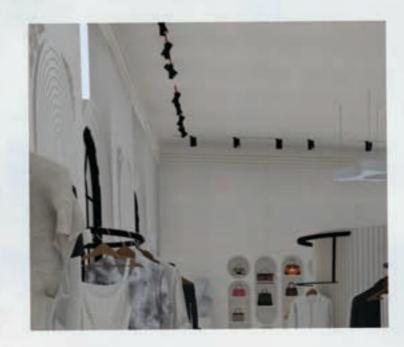
PVD coating stainless steel



Texture paint

TASK LIGHTING

Task lighting is direct lighting used specifically for certain tasks, such as reading, writing, cooking, sewing, or other intricate work. It is used to add visibility to a small area, with light bright enough to illuminate small details, reduce strain on the eyes, and avoid distracting shadows.









ACCENT LIGHTING

on a particular area or object. It is often used to highlight art or other artifacts. Common types of accent lights include wall sconces, floodlights, recessed lights, torchère lamps,

light from the accent lamp creates visual interest to a room. Accent lights may also be used in practical applications to shine light on a stairway, such as in movie theaters, or to light







