

## PLAN AND DESIGN OF THE FASHION ACADEMY IN SURABAYA WITH A CONTEMPORARY ARCHITECTURAL APPROACH

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**Abstract.** Indonesia has a diverse culture, including in terms of clothing and fashion. In Surabaya, fashion has developed rapidly with the emergence of many fashion designers, schools, and training programs. However, there are still few universities that provide comprehensive facilities such as fashion academies. This study employs a qualitative method through observation, interviews, documentation, and literature review, with field studies conducted at LaSalle College Surabaya and Muhammadiyah University Sidoarjo, as well as literature reviews from The New School New York and London College of Fashion. The Fashion Academy is designed on Jl. Mayjend Jonosewojo, Surabaya, with main facilities such as a gallery, catwalk, theory classrooms, sewing studios, photography studios, and pattern-making studios, as well as supporting facilities like a library, dormitory, prayer room, and service area. The design adopts a contemporary architectural theme with efficient land use, dynamic forms, neutral and bright colors, and LED lighting tailored to the function of each space. The macro concept of "Urban Style" reflects modernity through form, space, and materials such as reinforced concrete, low-e glass, ACP, and wooden partitions. At the micro level, the 'Communicative' and "Tailored" concepts embody freedom of expression in fashion and support creative collaboration. The academy is expected to enrich understanding and innovation in the world of fashion.

**Keywords:** Fashion Academy, contemporary, fashion

### 1. Introduction

Fashion is generally always associated with "style," a newer, more up-to-date way of dressing that keeps up with the times. Fashion or style is a person's lifestyle applied to the way they wear clothes, accessories, or even in the form of hairstyles and makeup (Syahputra et al., 2018). Fashion is not only a basic need but also an integral part of a society's social identity. Surabaya, as the center of the fashion industry's growth in East Java, shows great potential, both through its shopping facilities and educational institutions. The city's participation in international events such as the International Modest Fashion Festival (IN2MF) underscores the urgency of establishing a modern and innovative academy.

This Fashion Academy is designed to support a practice-based learning system such as Teaching Factory and Project-Based Learning, where students not only learn theory but also directly work on real projects. For this purpose, comprehensive facilities are needed to support creativity, collaboration, and the maximum utilization of technology in the teaching-learning process. The issues raised include the need for technology-based educational facilities, contemporary aesthetic design, and accessibility for all users. Specific issues include adapting the design to the selected site, applying a contemporary theme to the building's form, and creating comfortable and functional learning spaces.

The purpose of this project is to introduce fashion developments to the wider community. The objectives include providing modern facilities, integrating contemporary design elements, and creating a creative and fresh learning atmosphere. The main targets are students, lecturers, and administrators who will utilize the full academic potential to support the fashion education process. The scope of the project covers an area of ±16,000 m<sup>2</sup> on Jl. Mayjend Jonosewojo, Surabaya, which is strategically located near shopping centers and residential areas. The scope of participants is divided into four groups: administrators, lecturers, students, and visitors. Activities in this project include site surveys, space requirement analysis, and planning of learning and supporting facilities such as classrooms, design studios, catwalk rooms, galleries, libraries, and service and utility facilities.

### 2. Theoretical Review

The word acadomos became akademi according to (Nurhanipah, 2013), which is a kind of educational institution. The followers of this institution are called academists, while the institution itself is called academia. Academy can refer to a training/course institution or a higher education institution, depending on the context and country where the academy is located. However, in Indonesia, the term academy is more often used for non-formal training institutions or courses.

In Indonesia, the establishment of an academy has certain requirements and conditions according to Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 7 of 2020, as follows: It must have at least 5 lecturers for 1 (one) study program, have a minimum land area of 8000

m<sup>2</sup>, and have facilities and infrastructure consisting of at least 1 square meter of lecture space per student, at least 4 square meters of permanent lecturer space per person, and so on.

Fashion academies are included in design education. These academies prioritize education in art, skills, and creativity. As professional education, this type of education provides many training and skill packages in the teaching and learning process. Because the goal of this education is to produce graduates who are ready to enter society and the relevant industry, it requires a place to teach and train students, thus requiring circulation in the land, buildings, and rooms.

Circulation is the movement that has a direction or purpose from one place to another. Circulation according to (Puspasari et al., 2016). The use of existing public spaces can be disorderly or not in accordance with their intended function. Circulation is divided into three types: (a) Human Circulation; (b) Vehicle Circulation; and (c) Goods Circulation. These movement paths (circulation) ultimately form a movement pattern within a building, which is referred to as a circulation pattern. This pattern is divided into 5 types, namely: Linear Pattern, Radial Pattern, Cluster Pattern, Spiral Pattern, and Grid/Network Pattern. (Rahayu, 2020)

Every building site must have a place to park vehicles so that they are organized and do not disturb other drivers. Parking is the temporary immobility of a vehicle because it has been left by its driver. Parking is the temporary immobility of a vehicle because it has been left by its driver. It is illegal to park in the middle of the road; however, parking on the side of the road is generally permitted. Parking facilities are built together with most buildings (Utomo, 2013).

### 3. Method

The research method used in the planning and design of the Fashion Academy in Surabaya focused on a qualitative approach. This process included data collection through field observations, interviews, documentation, and literature reviews. The data obtained was divided into primary and secondary data for analysis to support the design process. In addition, a comparative study of similar objects was conducted through literature and field studies. The sequence of implementation began with determining the title, compiling the background, reviewing the theory, studying cases, analyzing space requirements, selecting locations, and compiling the design concept. All of these processes were compiled in the form of a methodology diagram to facilitate understanding of the design flow.

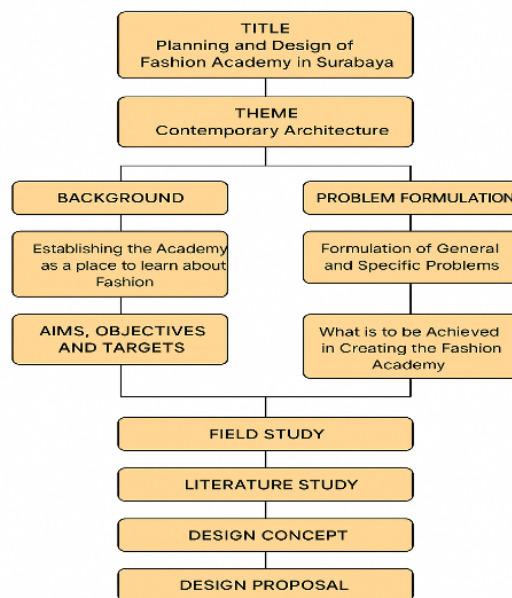


Figure 1 research framework  
Source: Personal Document

## 4. Results and Discussion

### 4.1 Comparative Study

#### 4.1.1 LaSalle Collage



LaSalle College is located at Jln. Darmokali No.32, Darmo, Kec. Wonokromo, Surabaya, and the building has a land area of 1,200 m<sup>2</sup>/0.12 ha. The college was first established in Montreal, Canada, in 1959 by Jean-Paul Morin. As part of the internationally distributed LaSalle College network, this institution offers various study programs such as Fashion Design, Interior Design, Digital Arts, Animation, and Creative Business Management, using a contemporary modern architectural theme for the building.

#### 4.1.2 UMSIDA



UMSIDA is located at Jl. Mojopahit No.666 B, Sidowayah, Cepel, Sidoarjo, and the building has a land area of 17,000 m<sup>2</sup>/1.7 ha. It is equipped with facilities such as a library, laboratories, a student activity center, and sports facilities. UMSIDA offers a variety of study programs covering the fields of technology, economics, health, and education. UMSIDA was founded by the Muhammadiyah organization in 1984. The building features a contemporary architectural theme.

#### 4.1.3 The New School Center



The New School Center, or University Center, is located at 63 5th Ave, New York, NY 10003, in the heart of Greenwich Village, Manhattan, at the corner of Fifth Avenue and 14th Street. The building was designed by the architectural firm Skidmore, Owings & Merrill (SOM). The New School Center, often referred to as the University Center, was built in 1919 as the main center of the campus. The building has 16 floors, with student dormitories on the top nine floors, while the bottom seven floors house multipurpose classrooms, design studios, laboratories, an 800-seat auditorium, and the university's main library.

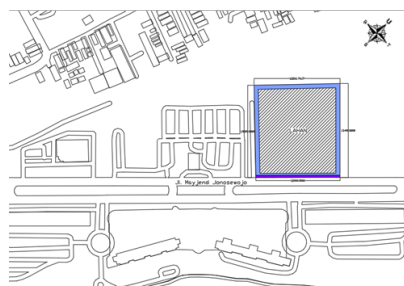
### 4.1.4 The New School Center



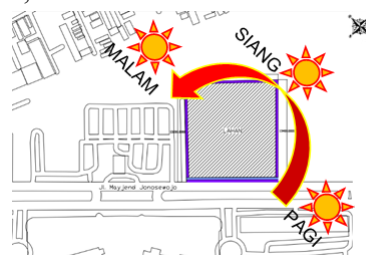
The London College of Fashion is located at 105 Carpenters Rd, London E20 2AR, United Kingdom, with a land area of 5,000 m<sup>2</sup>/0.5 ha. Designed by Allies and Morrison, the building has received BREEAM ‘Outstanding’ environmental certification and is relatively new, located in Queen Elizabeth Olympic Park, Stratford, East London. It is a center specifically designed to bring together all LCF faculties that were previously spread across six different locations.

## 4.2 Site Analysis & Spatial Program

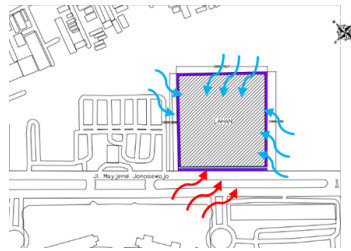
### 4.2.1 Site Analysis



The location of this project is a point in the planning and design that will be designed. An in-depth analysis will be conducted on this location, including a comprehensive study of the surrounding environmental conditions, how the environment supports development, what obstacles may arise, and what opportunities can be exploited in the area. The following is the selected site data. The location of the land is on Jl. Mayjend Jonosewojo, Pradahkalikendal, Dukuhpakis District, Surabaya City, East Java Province 60226. This location has a total land area of 1.6 hectares. It is bordered by residential areas, offices (Intiland, Satoria), apartments, and Pakuwon Mall.



The site faces southeast, which is close to a major highway. Thus, the front facade of the building does not receive too much sunlight in the afternoon. However, the rear side receives high sunlight intensity, so it is necessary to add shade vegetation or a secondary skin on the side of the building that receives a lot of sunlight, as well as to choose materials for the side of the building that will be exposed to excessive heat from the sun.



The wind direction from the southeast is the most influential because it is close to the main road and carries dust into the building. The solution is to plant tall trees as natural air filters.



The zoning of this land is divided into 4 public areas that are open and accessible without restrictions. The transition zone is a semi-public area whose access is restricted by certain conditions. The semi-private zone is an area that can only be accessed by internal users or certain parties, but still allows limited access to outsiders with special permission. Finally, the private zone is a personal area that cannot be entered by others without permission. Facilities will be placed in these zones according to this division.

### 4.3 Program & Design Concept

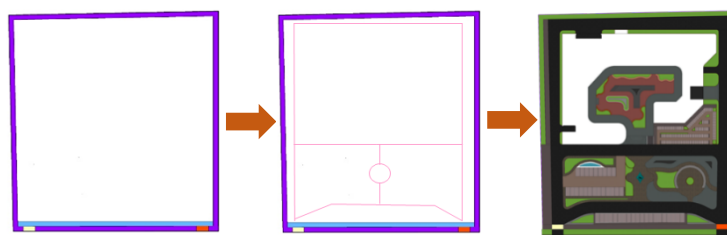


If the process is carried out systematically with clear and sequential steps, and with an understanding of the basic concepts in the design program, we can make better and faster design decisions.

<p>PERENCANAAN DAN PERANGKANGAN AKADEMIK FASHION DI SURABAYA</p> <p>URBAN Style dalam arsitektur adalah pendekatan desain yang terinspirasi oleh kehidupan perkotaan untuk institusi pendidikan mode. Ini fokus pada interaksi bangunan dengan lingkungan, mencerminkan identitas kota Surabaya. Elemen utama gaya urban meliputi elemen industrial, warna netral, dan pemanfaatan ruang secara efisien. Gaya ini menonjolkan kesan kasar namun estetik, mencerminkan dinamika kota, serta sering menggabungkan unsur seni jalanan, dan pencahayaan alami untuk menciptakan ruang yang ekspresif, dan kontemporer.</p> <p>Komunikatif adalah sifat yang mampu menyampaikan dan menerima pesan dengan baik. Dalam arsitektur, ini berarti mendesain ruang untuk interaksi dan pertukaran informasi. Tujuan untuk menciptakan desain tatanan lahan akademik fashion di Surabaya dengan zonifikasi yang tepat, mengatur ruang luar untuk interaksi sosial, mengintegrasikan alam, dan memiliki pola sirkulasi parkir yang baik.</p> <p>Tailored berarti disesuaikan atau dibuat khusus. Dalam arsitektur, istilah ini merujuk pada desain bangunan yang dibuat khusus untuk memenuhi kebutuhan dan preferensi pengguna, menciptakan bentuk yang unik, dinamis, dan nyaman.</p> <p>Creative Collaboration adalah pendekatan desain ruang yang mendukung aksesibilitas, fleksibilitas, dan inovasi mahasiswa melalui interaksi antara individu atau tim, memungkinkan interaksi bebas antara pengguna dan lingkungan sekitarnya. Desain ruang yang transparan ini menghindari isolasi, mendukung hubungan sosial, serta memaksimalkan fungsi dan koneksi antar ruang.</p>		
<p>TEMA PERANGKANGAN ARSITEKTUR KONTEMPORER</p> <p>Penetapan Tema Arsitektur: Kontemporer pada bangunan supaya menciptakan desain yang mencerminkan perkembangan lahan modern dalam teknologi, bahan, dan gaya sehingga desain interior akan diterapkan pada penggunaan material dan transformasi bentuk bangunan.</p>	<p>MAKRO KONSEP: URBAN STYLE</p> <p>URBAN STYLE adalah bentuk, mengacu pada pendekatan desain yang terinspirasi dari kehidupan perkotaan yang dinamis melibatkan elemen-elemen industrial, warna netral, dan pemanfaatan ruang secara efisien.</p>	<p>MAKRO KONSEP: TATANAN LAHAN "KOMUNIKATIF"</p> <p>Menggabungkan elemen garis dan lengkung untuk membuat sirkulasi tatanan lahan yang sangat baik dan bisa mudah memuatkan tempat parkir</p> <p>Pola penataan pada lahan ini memanfaatkan lahan dengan sebaik mungkin sebagai area parkir dan tempat</p>
<p>MAKRO KONSEP BENTUK "TAILORED"</p> <p>Menciptakan bentuk yang dirancang khusus untuk akademik ini. Bentuknya akan disesuaikan jika dengan kebutuhan fungsinya</p> <p>Terhubung dengan konsep makro, dengan bentuk yang tidak monoton, dan memiliki sentuhan fashion.</p>	<p>MAKRO KONSEP RUANG "CREATIVE COLLABORATION"</p> <p>Membuat area ruang untuk mendukung komunikasi dan interaksi mahasiswa</p> <p>Menonjolkan elemen dinding antar ruang, untuk mendukung interaksi mahasiswa</p> <p>Menggunakan material beton, kaca dan logam yang memberikan kesan untuk mahasiswa saling berinteraksi satu sama lain</p>	

The macro urban style concept is a design approach inspired by urban life, reflecting the identity of Surabaya. Its main features include industrial elements, neutral colors, space efficiency, touches of street art, and natural lighting to create an expressive and contemporary atmosphere.

With the theme of "Contemporary Architecture," this land use plan focuses on integration with the surrounding environment and the use of modern elements such as open circulation paths, green spaces, and connectivity between zones that support dynamic and functional educational activities. The micro concept of the layout used is the "communicative" micro concept, which aims to provide clear circulation directions in the layout concept.



The land is rectangular in shape, located on Mayjend Jonosewojo Street, which has a width of 12 meters, resulting in a building boundary line (GSB) of 6 meters from the land boundary, and a minimum fence boundary line width of 4 meters. Accessibility to the land is separated so that there is no accumulation of vehicles when entering and exiting, and to create clear circulation for vehicles entering and exiting. The circulation used in this land is centralized circulation, which can be seen in the second transformation, where the center is a park that connects to the building and parking lot.

## 5. Conclusion

The planning and design of the Fashion Academy in Surabaya is motivated by the need for modern, innovative, technology-based educational facilities that support the development of the fashion industry. Surabaya, as the center of fashion growth in East Java, has great potential to become an international-standard creative education center.

Theoretical studies, comparative studies, and site analysis show that this academy requires a design with a “contemporary architectural theme that emphasizes space efficiency, comfortable circulation, and integration with the surrounding environment. The application of the “urban style” concept on a macro level reinforces the dynamic identity of the city of Surabaya, while the “communicative” micro concept provides clarity of circulation within the site and the building.

With an area of  $\pm 16,000 \text{ m}^2$ , the site plan regulates the division of public, semi-public, semi-private, and private zones according to user needs (administrators, lecturers, students, and visitors). The main facilities include classrooms, design studios, catwalk rooms, galleries, libraries, and supporting facilities such as parking, utilities, and green open spaces.

analysis results show that the use of materials, building massing, and vegetation as shade and air filters are important strategies in creating a comfortable space. With a systematic design approach through qualitative methods, observation, literature studies, and case comparisons, this project can make a real contribution to fashion education, while also becoming a new icon of fashion development in Surabaya.

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