

runways

to see and be seen, translucency of light,
static and dynamic in a world of beauty
and voyeurism; detail stands apart
a r c h i t e c t u r e
plays 'backdrop' for the theatre of fashion

The shows....a runway show can make or break a designer in a matter of an hour. They take months of preparation. From initial sketches, thoughts and design to booking models, space for the show, rehearsal(s), advertising, invitations, etc. etc... The designer has a lot of responsibilities that can take anywhere between 6 months at the earliest to 5 weeks at the latest to prepare. The following schedule is a time line of responsibilities from *Guide To Produce A Fashion Show*(Swanson 46)...

Responsibility	Time Allotment Earliest Planning	Before Show Latest Planning
Select Show Director	6 months	5 weeks
Decide Show Theme, Location, Audience	5 months	5 weeks
Plan Budget	5 months	5 weeks
Select Show Co-Chair	5 months	5 weeks
Reserve Location	5 months	5 weeks
Plan Seating Arrangement	1 month	week of show
Technical Run-through	1 week	1 day
Dress Rehearsal	1 week	day of show
Strike Show	day of show	
Evaluation	1 day after show	1 week after show
Model Committee		
Select Models	3 months	3 weeks
Prepare Tentative Lineup	1 month	2 weeks
Set Choreography	1 month	week of show
Merchandise Committee		
Plan Merchandise Grouping/ Scenes	4 months	3 weeks
Review Merchandise	3 months	2 weeks
Prepare Tentative Line-up	1 month	2 weeks
Fittings	2 weeks	week of show
Pull Merchandise/Prepare Final Lineup		week of show
Transfer Merchandise	1 week	day of show
Return Merchandise	day of show	1 day after show
Commentary Committee		
Prepare filler commentary	5 months	2 Weeks
Write Commentary	1 month	week of show
Staging Committee		
Begin Music Selection	4 months	3 weeks
Prepare Set	3 months	2 weeks
Publicity Committee		
To Printer: Program Cover,Flyer, Invitation, Tickets	3 months	3 weeks
Plan Advertising	3 months	2 weeks
Write Press Release	2 months	3 weeks
Send Press Release	6 weeks	2 weeks
Distribute Flyers	6 weeks	2 weeks
Run-In-Store Advertising	6 weeks	week of show
Send Invitations	1 month	2 weeks
To Printer: Program Contents	1 month	10 days
Run Newspaper Advertising	1 month	week of show
Write Thank you Notes	1 day after the show	1 week after the show

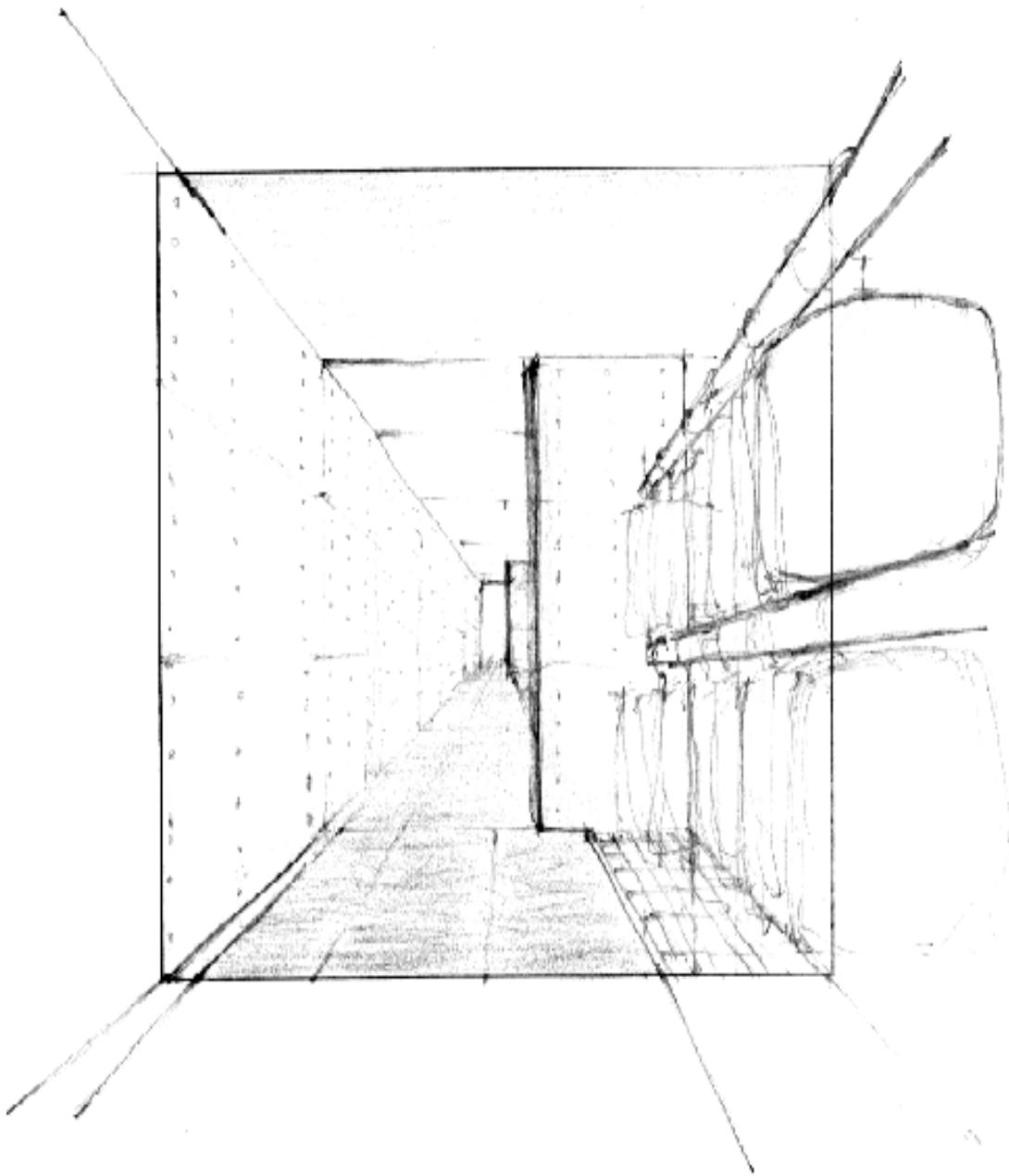


The second part of this building are the runways located along 7th Avenue. It's the place where all the glamour and hard work from the designer shows in a model-clad catwalk. The buyers, the editors, the paparazzi, the celebrities, and social elite all gather to view the designs of the upcoming season. After all the months of preparation, from design, sketching, sewing, reworking, hiring models, fittings, etc. the show, which is only approximately an hour, has to impress everyone. And it has to keep everyone excited, comfortable, awake. Therefore a good portion of today's fashion shows are full of music, mood lighting, and the excitement of seeing a star, and a beautiful model strut down the runway.

Each runway is divided into three spaces: the catwalk, backstage, and storage for it all. There are five runway 'boxes', the idea being that there could be up to five shows going on at once, and they could be used heavily during the season events of the shows. Space for the runways was limited due to site constraints, therefore they are stacked one above the other. Runway shows are rarely if ever opened to the public, and are usually in temporary tents, or some rented space somewhere in Manhattan. All the runways in the building are rentable and can be stage-designed for each show and theme. One of the problems with runway shows during fashion week is that they are scattered all about. Hence, a photographer, or a buyer can get lost, or be late from one show to the other due to traffic and/or no direction.

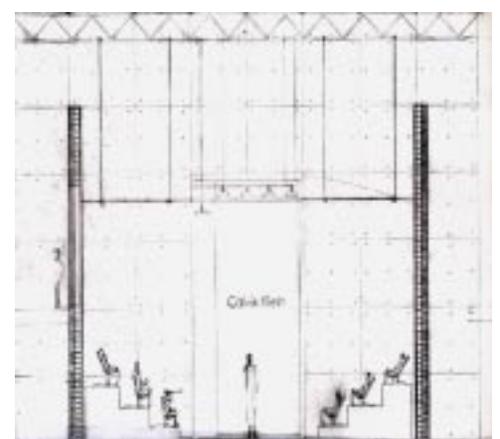
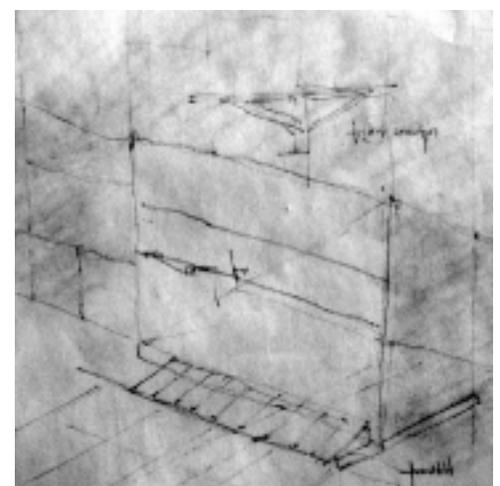
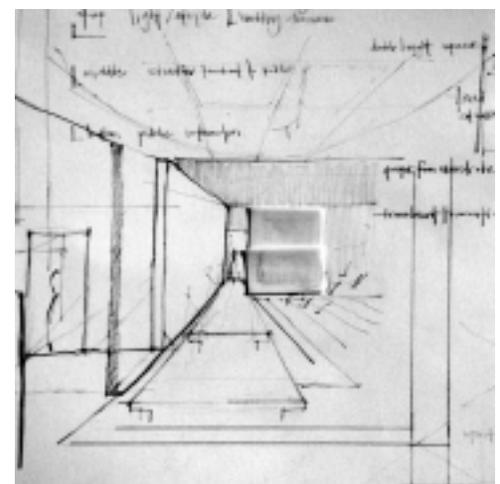
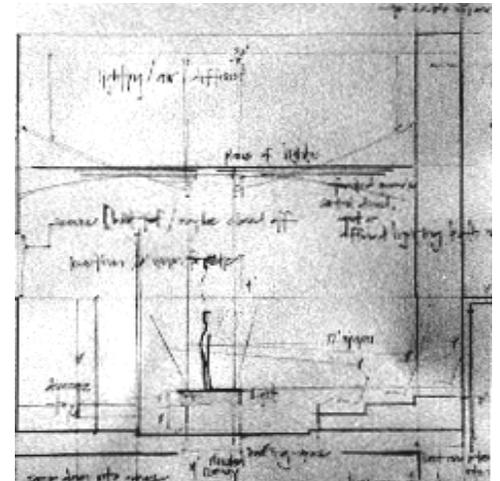
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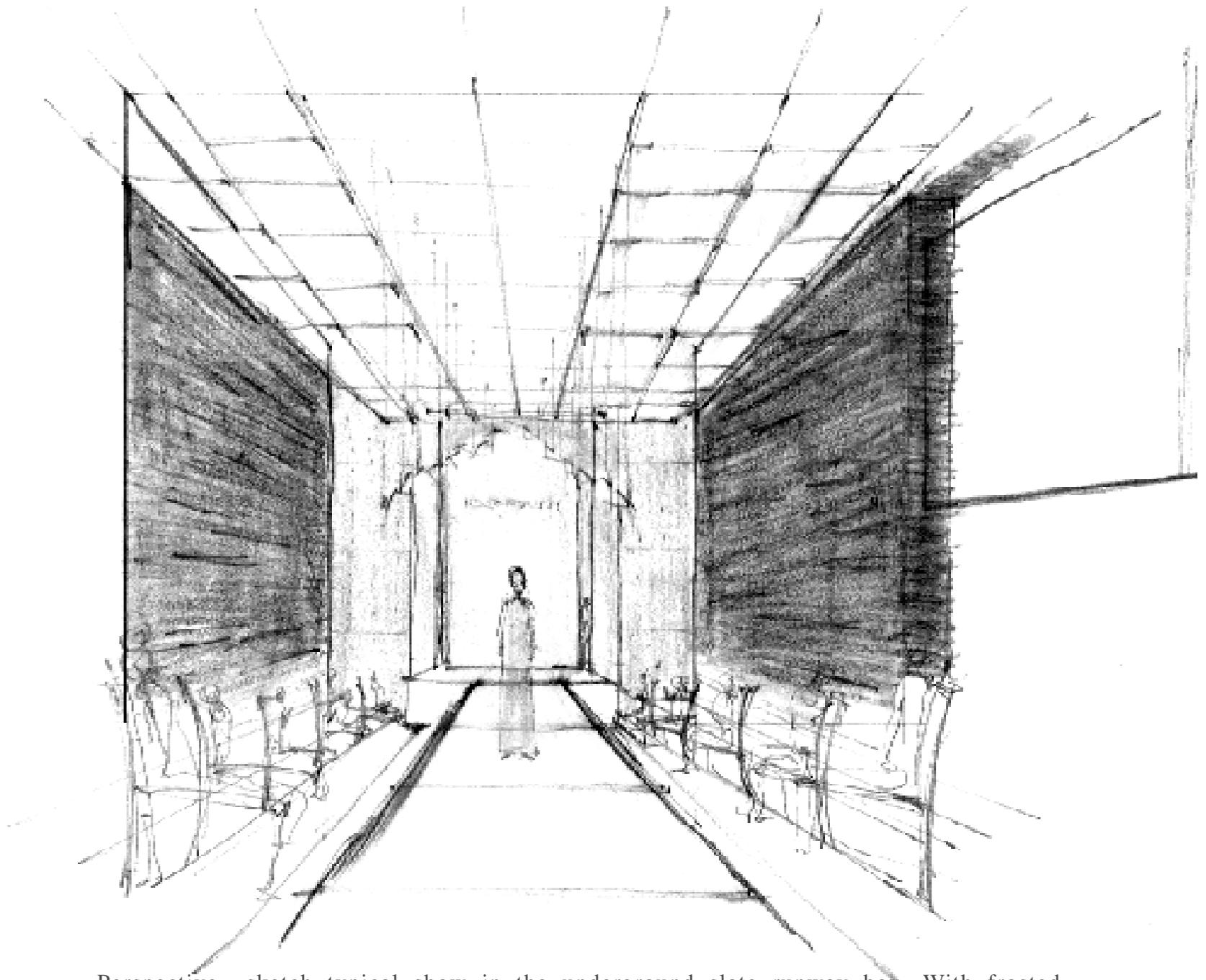
The boxes project out of the facade and announce themselves to the city, something you rarely see in New York's tall blank facades. The bottom runway announces itself to the public. It invites the public to look in, perhaps offering the only chance for the average citizen to sneak a peak at what is coming ahead. The next three runways have an interstitial space in between each of them for storing lights, props, etc. They are completely undone to be done by the show's director, whether it be a traditional runway, or an open space garden. The last runway is a roof terrace. The terrace can be used for parties, or an open wedding show for example.



Perspective of garment display in the studio spaces above the gallery. The garments hang along the glass wall as in gallery below.

On right from top to bottom; the runways were designed with the viewer in mind. Each space is designed at an eye level were not only the first row can see, but each subsequent row and the public can also view easily. In the middle runway shown here, the runway is along the wall closest to the public. In the drawing below the floor change pronounces and engages the runway box that sits within the concrete structure. In the last sketch, the ground runway is depicted stadium seating and adjustable lighting.





Perspective sketch typical show in the underground slate runway box. With frosted glass light panels that diffuse the light on the stage. Below are some runway shots of Giorgio Armani's translucent light floor, the clothes are of Asian influence.

