



Pearl Academy of Fashion | Morphogenesis

The Pearl Academy of Fashion, Jaipur is a campus which by virtue of its design is geared towards creating an environmentally responsive passive habitat. The institute creates interactive spaces for a highly creative student body to work in multifunctional zones which blend the indoors with the outdoors seamlessly. The radical architecture of the institute emerges from a fusion of the rich traditional building knowledge bank and cutting edge contemporary architecture.

The institute is located in a typical hot, dry, desert type climate on the outskirts of Jaipur in the soulless Kukas industrial area, about 20 kilometers from the famous walled city. It ranks third in the top 10 fashion design institutes in India, and its design needed to represent the seriousness of its academic orientation through its formal geometry. Given the nature of an institution, budgetary constraints on the project necessitated the use of cost effective design solutions to keep within the price points set by the client and yet be able to achieve the desired functionality and effect. The adverse climate makes it a challenge to control the micro climate within the project thus incorporating various passive climate control methods becomes a necessity and also reduces the dependence on mechanical environmental control measures which are resource hungry. The architecture of the academy needed to be a confluence of modern adaptations of traditional Indo-Islamic architectural elements and passive cooling strategies prevalent in the hot-dry desert climate of Rajasthan such as open courtyards, water body, a step-well or baoli and jaalis (perforated stone screen). All these elements have been derived from their historic usages, but will manifest themselves through the built form and become an intrinsic part of the daily life of the design student.

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