



# PEARL ACADEMY OF FASHION

JAIPUR, RAJASTHAN

**Manit Rastogi and Sonali Rastogi**, founder partners, Morphogenesis  
Manit specialises in energy and environmental studies and works with urban policymakers to spearhead initiatives with an emphasis on environmental sensibility and social welfare. Sonali works across a diverse canvas ranging from architecture to urban design, landscape and interior design. She is passionately interested in the materiality and craft in architecture, and is deeply invested in the detail of building.

They are the founder partners of Morphogenesis, ranked among the world's top 100 architectural firms in 2015 by the UK-based magazine *Building Design*.

**JAIPUR CITY'S EXTREME DESERT-TYPE** climate makes it imperative for most modern buildings to be artificially air conditioned both in summer and winter. The campus of the design institute Pearl Academy of Fashion, in the barren Kukas Industrial Area some 20 km off the city, is geared towards creating an environmentally responsive passive habitat by virtue of its design.

"We have delved into Rajasthan's rich traditional architectural wisdom to create a naturally air-conditioned building that serves the needs of a creative student body for an interactive space, while blending the indoors with the outdoors seamlessly. Everything in the project is environmentally sustainable," says Manit Rastogi, founder partner of design firm Morphogenesis.

The edifice is simple, a rectangular building that insulates the institute from the surrounding industrial area.

Client:  
**PEARL ACADEMY OF FASHION**

Architect:  
**MORPHOGENESIS**

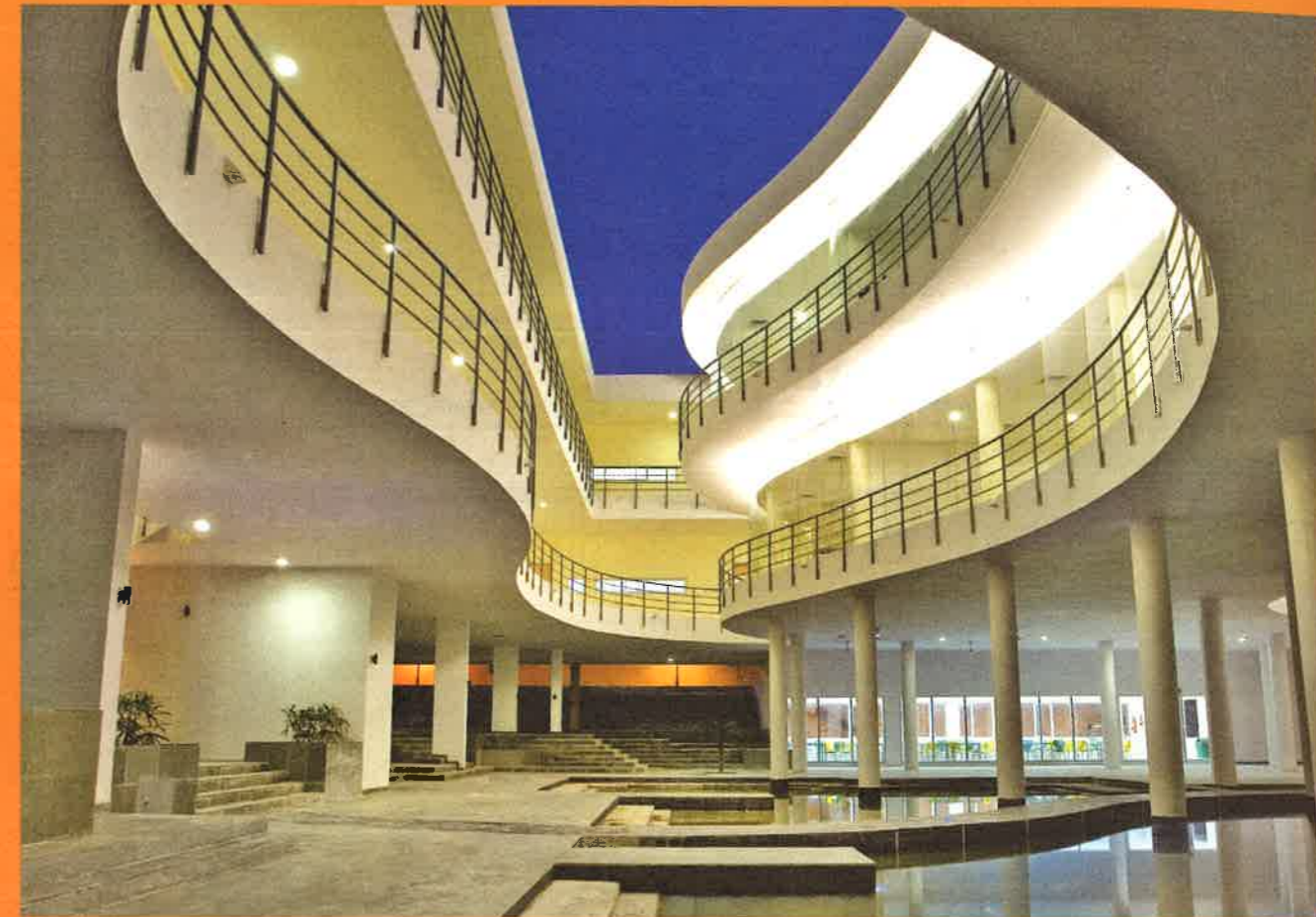
Year of completion:  
**2008**

Built-up area:  
**12,542 sq m**

Cost: NA

Occupancy:  
**600** students and  
**100** staff

Photographs: Edmund Sumner, Andre Fanthome, Vibhor Yadav and Morphogenesis



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Manit Rastogi, architect