



School of Graduate Studies  
Exhibition & Experience Design

SAHER SAHNI

# HAUTECRAFT

## HOUSE OF KHADI

Handcrafted Quiet Luxury

THESIS CAPSTONE  
EXHIBIT

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SAHER SAHNI

SITE-  
Park Avenue Armory,  
643 Park Ave, New York,  
NY 10065, United States

CLIENTS-  
Khadi and Village  
Industries Commission  
sponsored by

VOGUE

# HAUTECRAFT

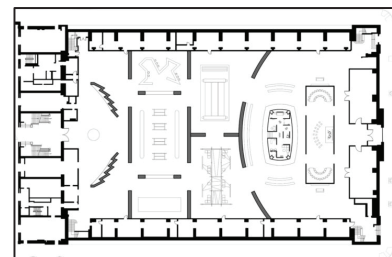
## HOUSE OF KHADI

VOGUE

handcrafted quiet luxury

NYFN

### KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
100 % DESIGN DEVELOPMENT

SCALE:  
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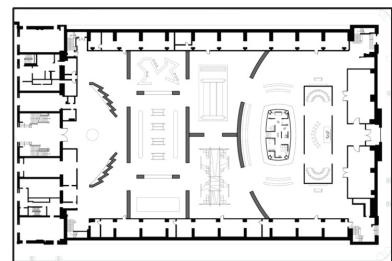
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# DRAWING LIST

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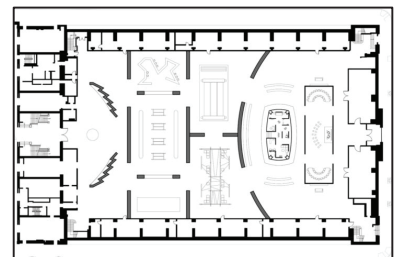
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# **EXECUTIVE SUMMARY**





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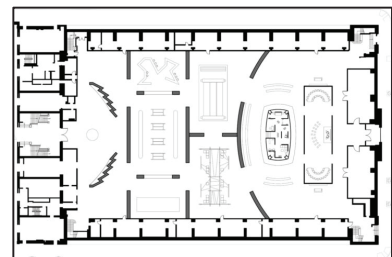
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Brand Ethos

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# BRAND ETHOS

## BEYOND CONSUMERISM

In a world driven by consumerism, we're crafting a brand that transcends it. Rooted in handcraft, tactile artistry, and cultural heritage, the House of Khadi bridges luxury with sustainable, ethically-produced Indian textiles. We're redefining quiet luxury by championing raw, natural textiles from India elevating them to a global stage and establishing a new standard for conscious luxury.

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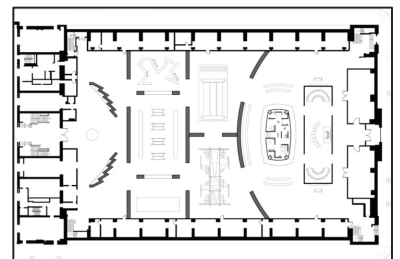
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DRAWING:  
Khadi  
Introduction

SCALE:  
NTS

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LIST:  
EX1.02

DATE:  
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# INTRODUCING KHADI

## WHAT IS KHADI?

A fabric that embodies a worldview of the past as well as of the future, khadi is a symbol of Indian textile heritage. The word itself is derived from 'khadd-ar', a term for handspun natural fabric in India, Bangladesh and Pakistan. Khadi is usually manufactured from cotton, silk, wool or even denim. The story behind khadi is fascinating. India was colonized by the British for almost 90 years, and as part of the freedom movement, Mahatma Gandhi urged citizens to boycott Western goods and embrace handspun khadi fabrics.

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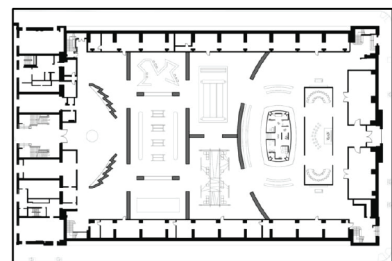
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KEY PLAN



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DRAWING:  
Thesis  
Statement

SCALE:  
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EX1.03

DATE:  
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# THESIS STATEMENT

## REBRANDING LUXURY

This exhibit seeks to redefine luxury through artification and moving away from mass production. Incorporating art—through forms, installations, lighting, and interactive elements, brands can convey the enduring principles of luxury: bespoke nature, quality craftsmanship, emotional resonance, and rarity. Art fosters stronger emotional connections to brand narratives and disrupts traditional luxury standards, leading to innovation and inclusivity. By exploring the subject of quiet luxury the exhibition will engage creatives and gen z consumers in India’s luxurious tapestry of handmade khadi products.

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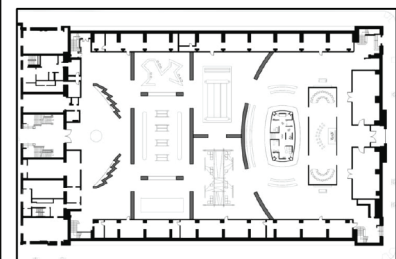
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DRAWING:  
Big Idea

SCALE:  
NTS

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EX1.04

DATE:  
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**BIG IDEA**

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**WHEEL OF CHANGE**

Hautecraft is not merely viewed as a style but as a wheel of change—one that honors the values of haute couture: durability, craftsmanship, and rarity. Every creation is married with art to make it more than a product—a timeless artifact that bridges the past, present, and future. This new vision of luxury infuses each piece with collective history and ethical consumption, creating enduring works of art that reflect culture, craftsmanship, and sustainability.

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# PROJECT PARAMETERS

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## SUBJECT

Hautecraft | Rebranding Luxury through Art

## CLIENT

KVIC (Khadi and Village Industries Commission), sponsored by VOGUE

## VENUE

Park Avenue Armory

## AUDIENCE

Professionals from Luxury Industry + Talent from Creative Institutions

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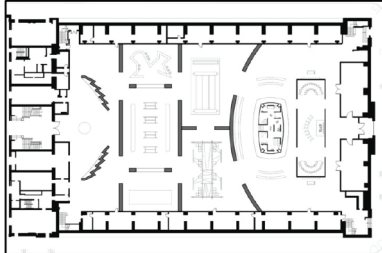
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NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Khadi  
Introduction

SCALE:  
NTS

DRAWING  
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EX1.05

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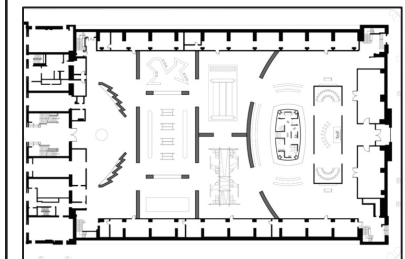
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KEY PLAN



NOTES:  
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DRAWING:  
Client Description

SCALE:  
NTS

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LIST:

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# CLIENT DESCRIPTION

## KVIC

KVIC (Khadi and Village Industries Commission) is a government organization that promotes the production and sale of khadi goods. It is the largest and most recognized brand for authentic khadi, offering a wide range of products, including textiles, clothing, and personal care items. KVIC has played a crucial role in reviving khadi and making it accessible worldwide

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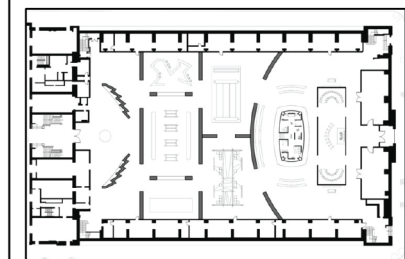
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KEY PLAN



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DRAWING:  
Sponsor  
Description

SCALE:  
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EX1.07

DATE:  
12/13/24

# SPONSOR DESCRIPTION

## VOGUE

The ethos of Vogue revolves around being a definitive voice in global fashion, culture, and lifestyle. It champions creativity, innovation, and excellence in fashion design, while also reflecting and shaping societal trends. Vogue embraces both established and emerging talents, balancing luxury and high-fashion aesthetics with cultural relevance. The magazine consistently supports inclusivity, diversity, and sustainability in the industry, setting the standard for style and art while encouraging dialogue around social and cultural issues.

Vogue's influence extends beyond fashion, reaching into art, beauty, and lifestyle.

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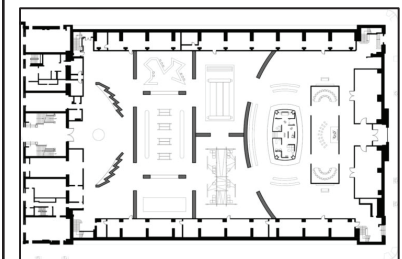
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KEY PLAN



NOTES:  
Drawings For Design  
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DRAWING:  
Target Audience

SCALE:  
NTS

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# TARGET AUDIENCE

## CREATIVE COMMUNITY

Inspired by the spirit of collaboration, our goal is to build a community of creatives that bridges the gap between production and product. This inclusive network will bring together talent from art, design, and fashion, along with global luxury brands, export houses, art collectors, creative directors, institutions, brand ambassadors, and artists. The core ethos of this creative community is to harness artistic expression to make luxury brands more accessible to emerging designers. In doing so, luxury brands gain fresh perspectives to engage the Gen Z audience, while upcoming designers receive valuable legitimacy and opportunities to break into the industry.

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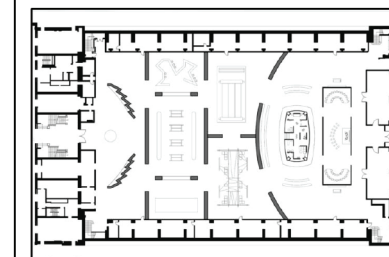
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DRAWING:  
Target Audience Cont.

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LIST:  
EX1.09

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**TARGET AUDIENCE**

CREATIVE COMMUNITY

*Primary*

The primary audience consists of people from the luxury industry like creative directors, designers, brand managers, art collectors, art directors, curators, CEO's, CFO's  
AGE - 35+

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*Secondary*

The secondary audience consists of upcoming talent from creative institutions like graduate students, multi disciplinary designers, fashion designers, experiential designers, sustainability experts, textile designers preservers of culture and heritage, human centric designers, material innovators  
AGE - 22+

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*Tertiary*

The tertiary audience consists of lifestyle enthusiasts who have a penchant for art, design, fashion and furniture including professional hobbyists, experience seekers, explorers and facilitators

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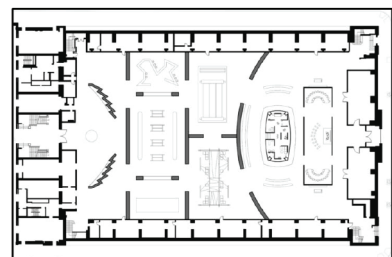
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Exhibition GoalsSCALE:  
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## EXHIBITION GOALS

## CREATIVE PILLARS

*Project Goals*

To enhance and elevate the **global stature** of khadi production, our goal is to pinpoint and **replace** unsustainable materials in the fashion industry with khadi as a viable **alternative**. We aim to establish a secure and sustainable cycle where khadi products are recognized as luxury items that support sustainability. The revenue generated will be **reinvested** to **uplift** and **empower** women in rural India

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*Educational Goals*

Our goal is to raise **awareness** within the luxury industry about the benefits of incorporating khadi as a core material, promoting an **ethical, conscious, and sustainable lifestyle**. By educating audiences on the intricate production process of khadi, we aim to shift the focus from mere product consumption to valuing the **craftsmanship** behind it. Through this, we aspire to instill a deeper appreciation for textiles as timeless heirlooms, to be cherished and passed down through

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*Experience Goals*

Our experiential goal is to leverage **artistic expression**—through installations, theatrics, lighting, and display—to craft immersive, interactive environments that transcend traditional brick-and-mortar spaces. Each experience will be thoughtfully curated to evoke human **emotions** and harness the power of storytelling, forging a deep connection between our audience and our brand. The ultimate aim is to inspire a **lifestyle** that moves beyond materialism, touching various facets of life including

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# SITE DESCRIPTION

## PARK AVENUE ARMORY

Park Avenue Armory functions as a versatile cultural space, hosting a variety of events including art exhibitions, performances, and special events. Its large, open interior allows for diverse and ambitious projects, making it a unique venue in New York's cultural landscape.

SQUARE FOOTAGE 55,000 sq ft

CAPACITY 2000 ppl

AVAILABLE DATES 06/09/25 - 06/10/25

### AMENITIES

- A vast, open space with high ceilings
- Intimate gatherings to large-scale productions
- Unique and historic atmosphere
- Support high-quality audio and lighting setups
- Accessible entrances and restrooms

### WADE THOMPSON DRILL HALL

The Drill Hall is a magnificent space with latticework truss and soaring dimensions, reminiscent of one of the great 19th-century train sheds of Europe. It is one of the City's largest column-free spaces and has hosted not only drills but music festivals, concerts, benefit dinners, balls, theatrical events, and fashion shows.

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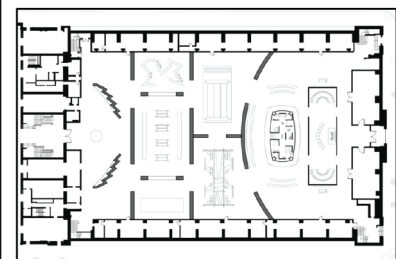
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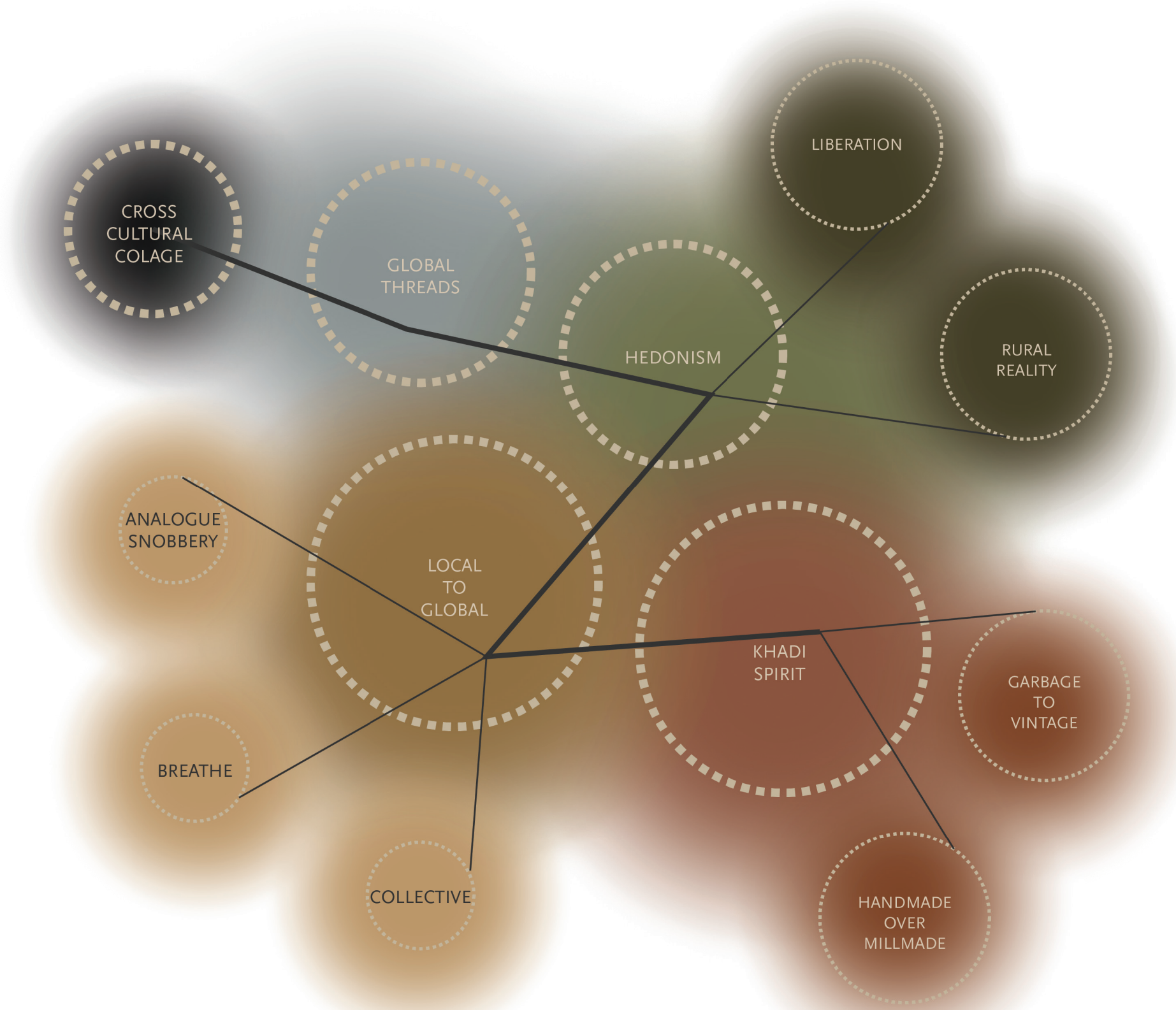
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# CONCEPT BUBBLE DIAGRAM



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EXHIBIT

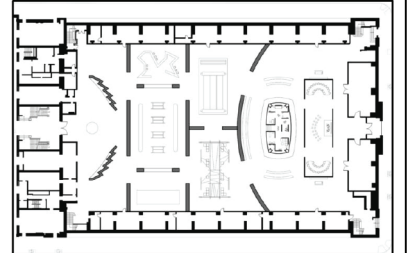
DRAWN BY-  
SAHER SAHNI

SITE-  
Park Avenue Armory,  
643 Park Ave, New York,  
NY 10065, United States

CLIENTS-  
Khadi and Village  
Industries Commission  
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**VOGUE**

### KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

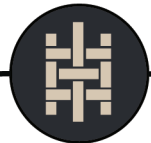
DRAWING:  
Concept Bubble Diagram

SCALE:  
NTS

DRAWING  
LIST:  
EX1.12

DATE:  
12/13/24

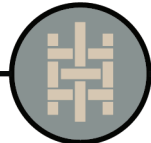
# EXHIBIT CONTENT OUTLINE



## CROSS CULTURAL COLLAGE

### Pre experience

- Global campaign
- Khadi takeover of symbols of imperial architecture
- Digital/social media fabric campaign
- Physical/thread takeover on logos of prominent luxury stores



## GLOBAL THREADS

### During experience

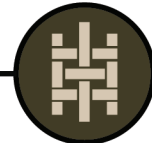
- Artistic installation
- Connection between -East and West
- Global cotton production
- Khadi production in India
- Ecological



## HEDONSIM

### Pre experience

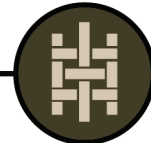
- What is beneath luxury?
- Stages of craftsmanship
- Core of luxury is quality and materiality
- Essence of luxury is quiet



## LIBERATION IS LUXURY

### Pre experience

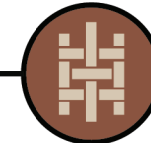
- Story of a country's struggle for freedom
- Khadi as an insignia of independence
- Media driven content
- Protests and disruption



## RURAL REALITY

### Pre experience

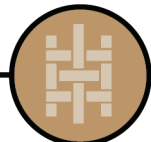
- Sample swatches
- Stories of women makers
- One on one interaction
- Takeaways



## KHADI SPIRIT

### Pre experience

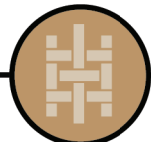
- Millmade versus handmade
- Spinning Wheel
- Feel the fabric
- Collective effort



## ANALOGUE SNOBBERY

### Post experience

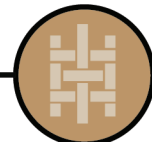
- House of Khadi app
- Order placement and tracking
- Creative network
- Social media
- Private Client Relationships



## BREATHE

### Pre experience

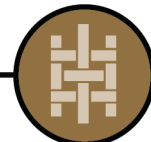
- Networking and socialising
- Curated sit down meal
- Slow food
- Scope of collaboration with a vegan chef
- Seating arrangement
- Controlled guest list



## KHADI COLLECTIVE

### Pre experience

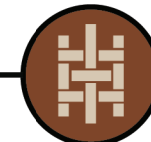
- Furniture and Fashion as heirlooms
- Reveal and spectacle
- History of objects
- Sales driven
- Curated and controlled collection



## LOCAL TO GLOBAL

### Pre experience

- Fashion show
- Curated by upcoming talent from creative institutions
- Khadi as a fabric for all seasons
- During fashion week for increased buzz



## GARBAGE TO VINTAGE

### Pre experience

- Revival of discarded -Luxury accessories
- Khadi stitch overlay
- Artistic intervention
- Scope of collaborating with a textile

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## HOUSE OF KHADI

Handcrafted Quiet Luxury

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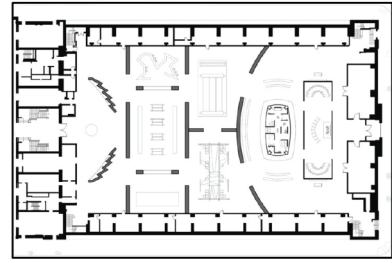
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NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Exhibition Content Outline

SCALE:  
NTS

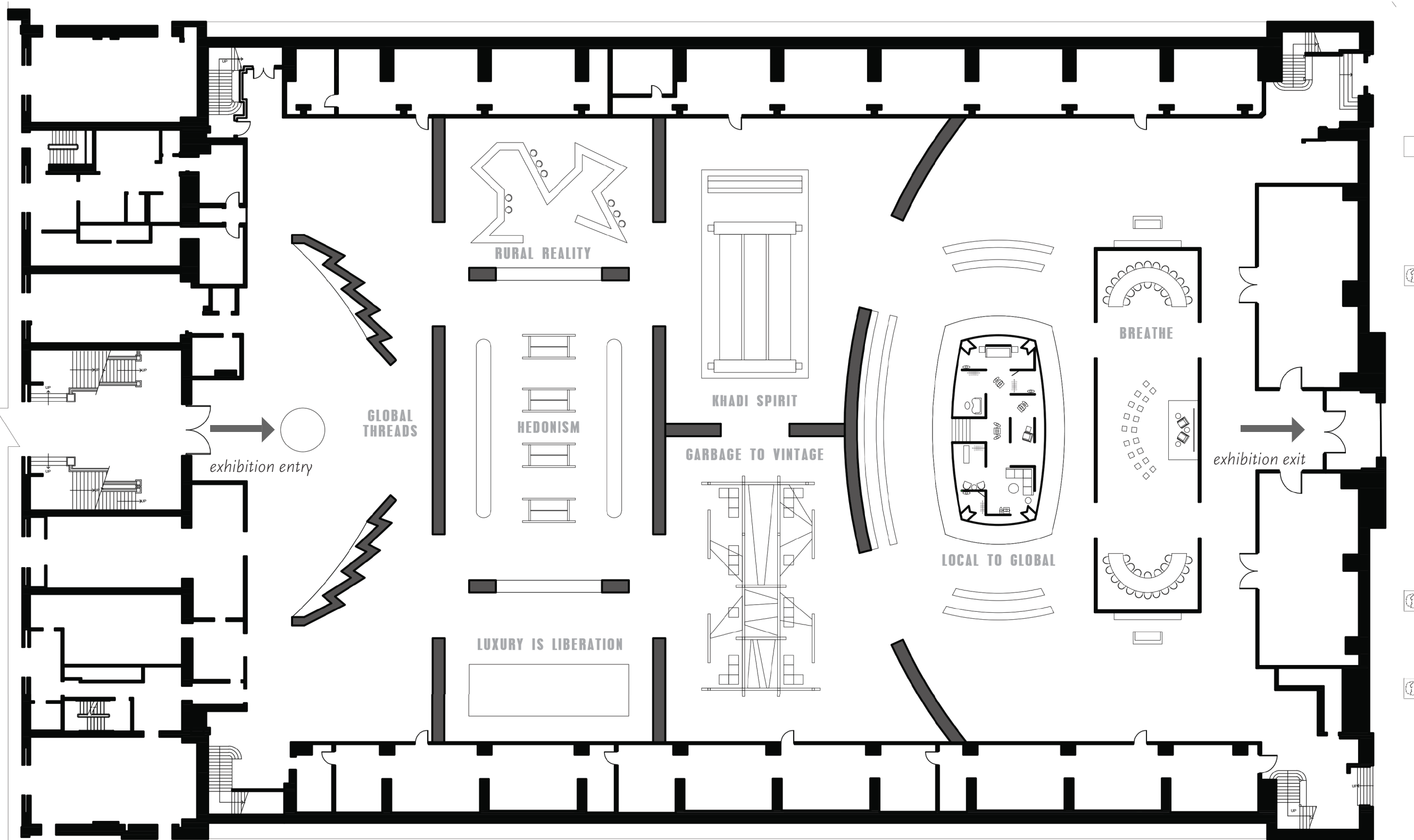
DRAWING  
LIST:  
EX1.13

DATE:  
12/13/24



# EXHIBITION LAYOUT

TOTAL AREA-55,000 sqft



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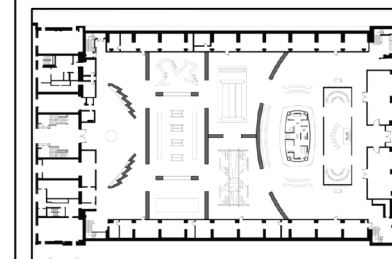
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NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Exhibition Layout

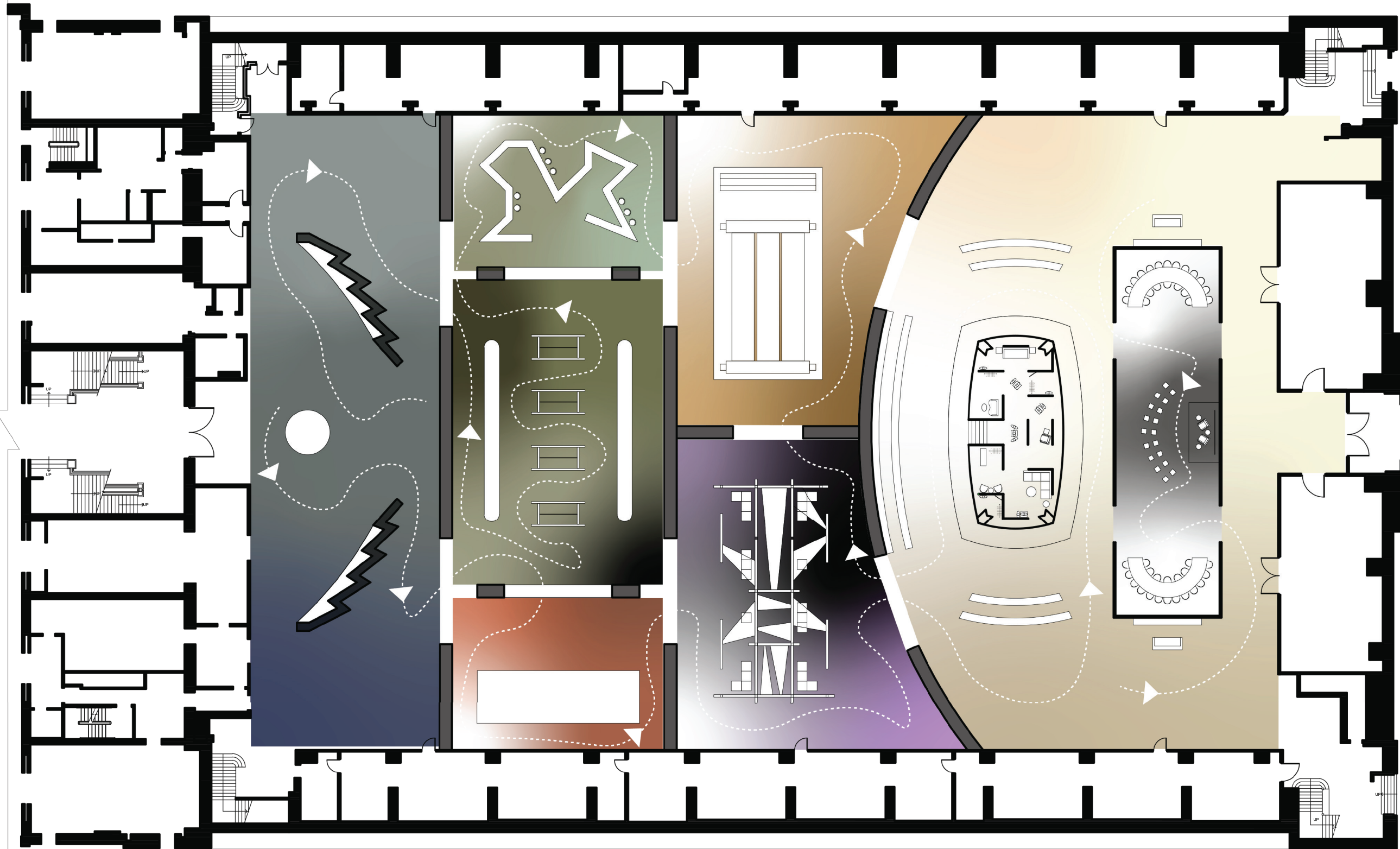
SCALE:  
NTS

DRAWING  
LIST:  
EX1.14

DATE:  
12/13/24

# EMOTION MAP | VISITOR JOURNEY

Wonder.
  Empathy.
  Intrigue.
  Respect.
  Joy.
  Trust.
  Surprise.
  Connection.



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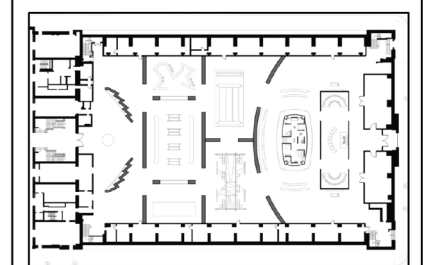
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Emotion Map

SCALE:  
NTS

DRAWING  
LIST:  
EX1.15

DATE:  
12/13/24



# GLOBAL SOCIAL MEDIA CAMPAIGN

## PRE EXPERIENCE



**GATEWAY OF INDIA,**  
Mumbai, India

**TOWER BRIDGE,**  
London, UK



**THE MET,**  
New York City, USA

Yards of Khadi fabric envelop symbols of imperial architecture worldwide, transforming them into striking art installations. Audiences are reminded that Khadi is more than just fabric—it's a powerful statement against the colonial oppression of the past and the modern chains of unsustainability and consumerism.

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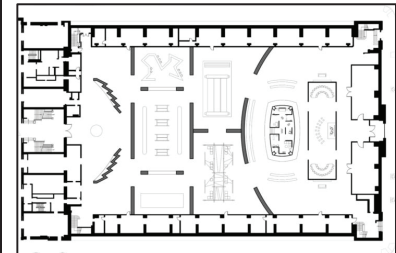
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NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Pre experience Social Media  
Campaign

SCALE:  
NTS

DRAWING  
LIST:  
EXO.001

DATE:  
12/13/24



# EXHIBITION INTRODUCTION

## DURING EXPERIENCE



Curated Props and Scenic

Jute clad platform

Weaving Frame Detail

Brand callout moment-print on Khadi fabric



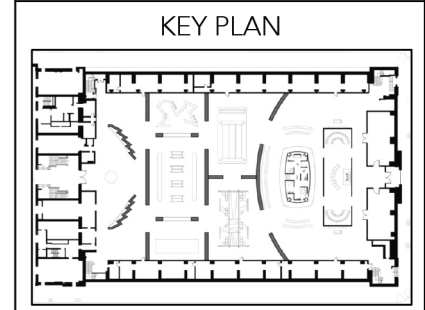
Khadi fabric frame on toughened threads

Bamboo clad partition wall

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**HOUSE OF KHADI**  
 Handcrafted Quiet Luxury  
 THESIS CAPSTONE EXHIBIT  
 DRAWN BY- SAHER SAHNI  
 SITE- Park Avenue Armory, 643 Park Ave, New York, NY 10065, United States  
 CLIENTS- Khadi and Village Industries Commission sponsored by



NOTES:  
 Drawings For Design Intent Only

DRAWING:  
 Thesis Statement

SCALE:  
 NTS

DRAWING LIST:  
 EX1.17

DATE:  
 12/13/24

As the audience enter the site, they will be immersed in the subtle world of the House of Khadi. Angular, bamboo-clad partition walls will guide them, with strategic use of graphics and wayfinding creating an impactful brand moment.



# GLOBAL THREADS

## DURING EXPERIENCE



Stitched fabric panel on mounted frame

Backlit translucent khadi fabric panels with timber frame

Niche with different types of natural fibres

Dimensional wooden cutout

The audience is greeted by an artistic installation titled “Global Threads.” The world map is divided into two frames—East and West. At the center, a curated collection of threads represents the colors of continents and countries, with all the threads converging towards India, symbolizing the global connection to its rich textile heritage.

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EXHIBIT

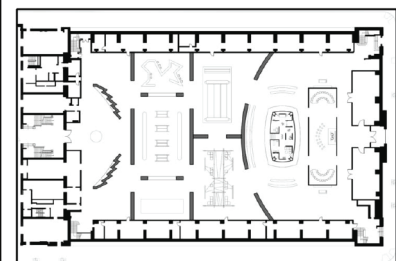
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Global Threads Render

SCALE:  
NTS

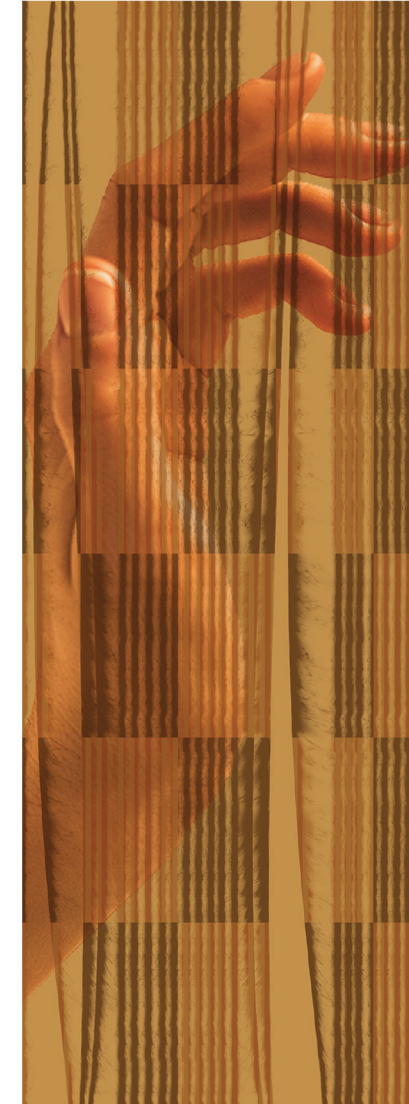
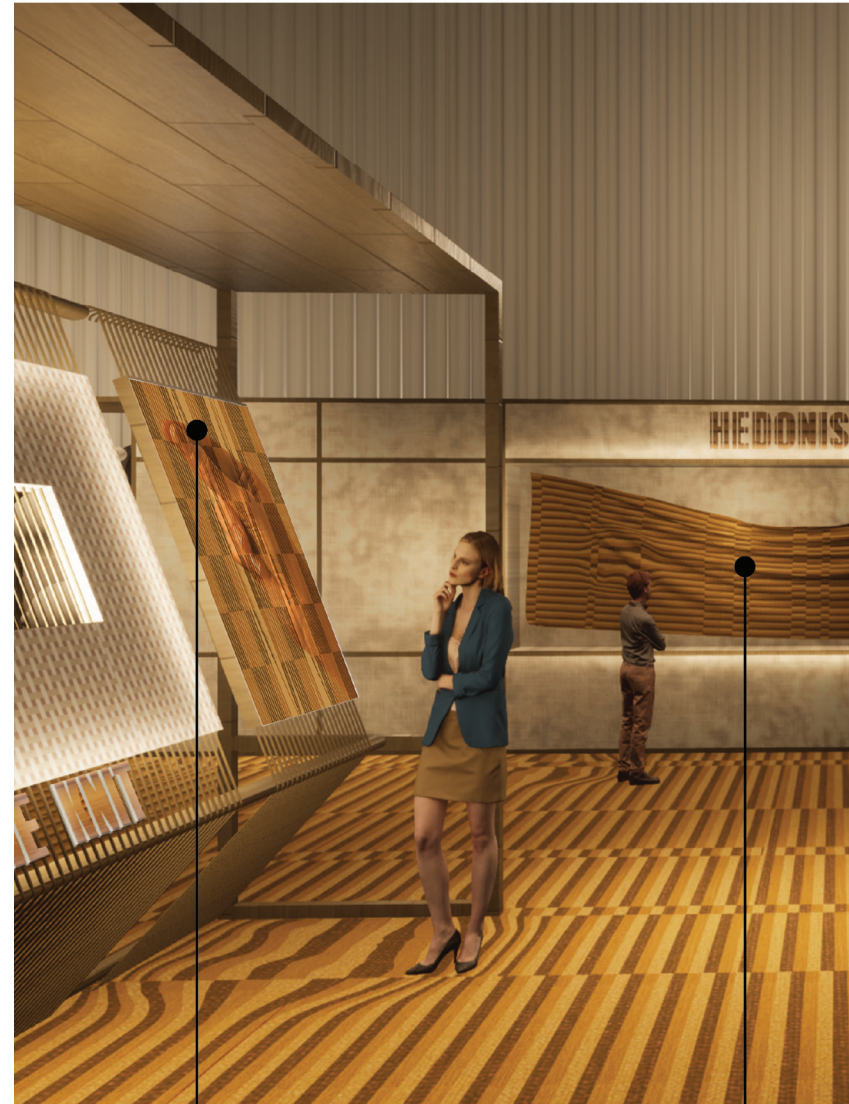
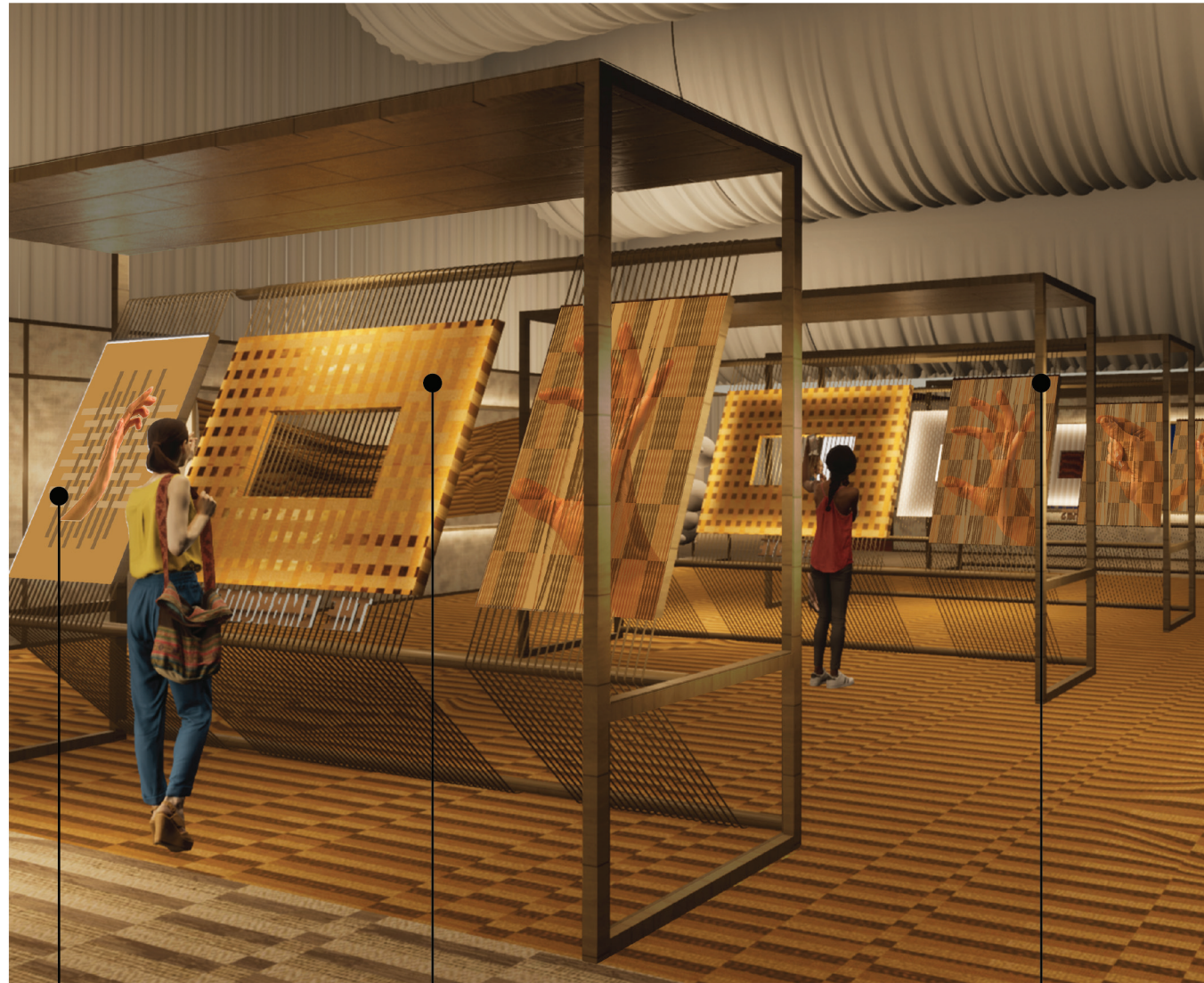
DRAWING  
LIST:  
EX1.18

DATE:  
12/13/24



# HEDONISM

## DURING EXPERIENCE



Content on digital screen

Fabric panels on threaded handlooms

Timber framework

Backlit khadi fabric lightbox

Suspended khadi fabric

Guests will walk through an alleyway showcasing various hues of magnified fabric swatches, each displaying intricate textile patterns. Accompanying content highlights the different stages in the process of handcrafting these textiles, offering a deeper understanding of the craft.

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THESIS CAPSTONE  
EXHIBIT

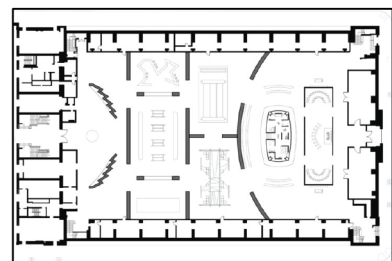
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Hedonsim Render

SCALE:  
NTS

DRAWING  
LIST:  
EX1.19

DATE:  
12/13/24



# RURAL REALITY

## DURING EXPERIENCE



Mounted table lamps finished in antique brass

Timber stations

Programmed sewing machine

Jute clad table

Projection on Khadi fabric

Content Screen

Guests will encounter a meandering table displaying original handmade swatches of khadi textiles and sewing machines, complemented by content highlighting the women makers of these textiles in rural India.

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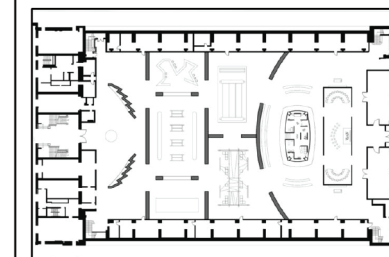
DRAWN BY-  
SAHER SAHNI

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643 Park Ave, New York,  
NY 10065, United States

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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Rural Reality Render

SCALE:  
NTS

DRAWING  
LIST:  
EX1.20

DATE:  
12/13/24



# LUXURY IS LIBERATION

## DURING EXPERIENCE



Projection on strips of Khadi fabric

Wooden platform

Content on digital screen

Guests will encounter an installation of suspended fabric threads accompanied by a photo montage depicting protests during India's quest for freedom from imperial oppression.

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### HOUSE OF KHADI

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THESIS CAPSTONE  
EXHIBIT

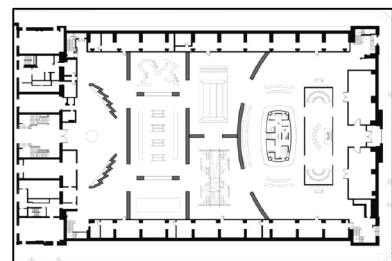
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SAHER SAHNI

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VOGUE

KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Luxury is Liberation Render

SCALE:  
NTS

DRAWING  
LIST:  
EX1.21

DATE:  
12/13/24



# GARBAGE TO VINTAGE

## DURING EXPERIENCE



Timber cross sections

Triangular Digital Screen

Print on Khadi fabric

Haystack Display Tables as scenic

Plant patches as scenic

The audience will encounter an art installation in the form of an exploded three-dimensional handloom, with yards of fabric stretching across various grids. Additionally, they will explore an exclusive curated collection of discarded luxury brand items, artistically reimagined with intricate threaded embroidery overlays.

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### HOUSE OF KHADI

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THESIS CAPSTONE EXHIBIT

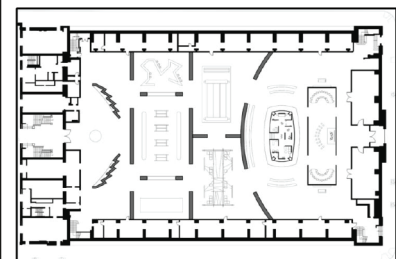
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Garbage to Vintage Render

SCALE:  
NTS

DRAWING  
LIST:  
EX1.23

DATE:  
12/13/24



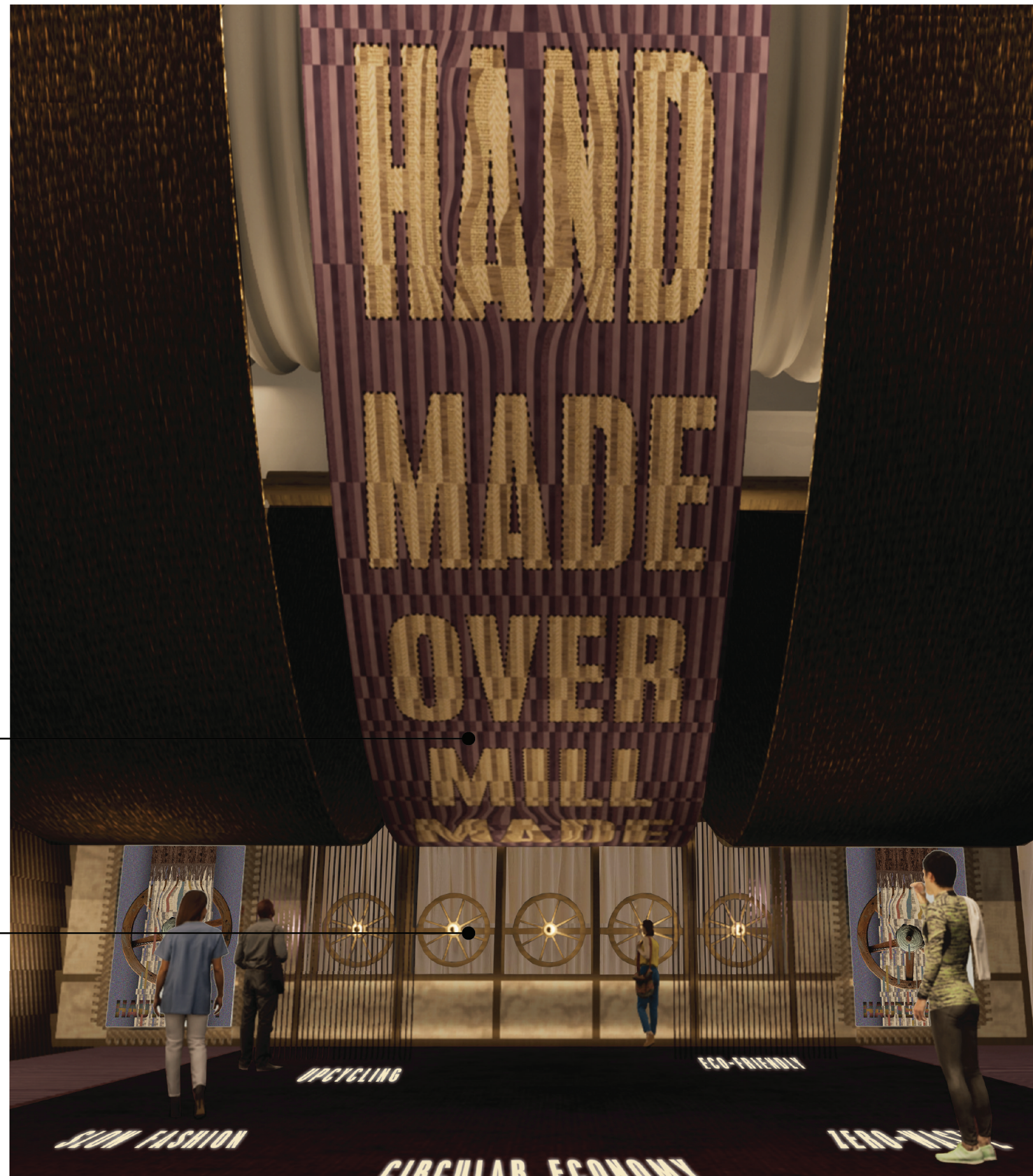
# GARBAGE TO VINTAGE

## DURING EXPERIENCE

The audience will observe overhanging loops of mill-made fabric with threads emerging from one end, featuring inverted cutouts within the loops. Yarns will spill from these mill-made loops, complemented by an installation of spinning wheels, symbolizing the discourse between industrial and handcrafted textile production.

Print on khadi fabric

Spinning wheel



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THESIS CAPSTONE  
EXHIBIT

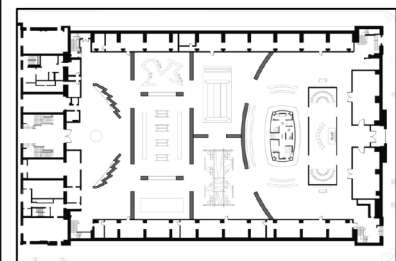
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Khadi Sprit Render

SCALE:  
NTS

DRAWING  
LIST:  
EX1.24

DATE:  
12/13/24



# LOCAL TO GLOBAL

## DURING EXPERIENCE



Print on  
Khadi Fabric

Khadi Drapes

Slotted Curved Bench

The audience will be seated for a fashion show featuring upcoming talent from prominent design institutions such as FIT, Parsons, and Pratt. Following the show, a timed spectacle will be revealed. As part of this spectacle, they will witness warm light and hope emitting through strands of Khadi threads.

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Handcrafted Quiet Luxury

THESIS CAPSTONE  
EXHIBIT

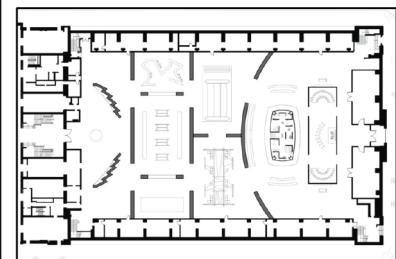
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Local to Global Render

SCALE:  
NTS

DRAWING  
LIST:  
EX1.25

DATE:  
12/13/24



# LOCAL TO GLOBAL

## DURING EXPERIENCE



Khadi Threads

Mannequins

Print on Khadi Fabric

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EXHIBIT

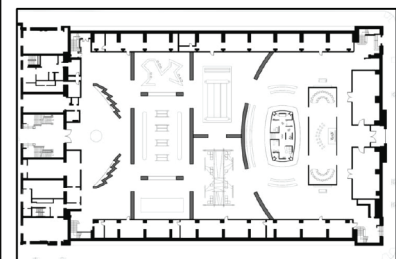
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Khadi Collective Render

SCALE:  
NTS

DRAWING  
LIST:  
EX1.26

DATE:  
12/13/24



# BREATHE

## DURING EXPERIENCE



Dining Chairs Upholstered in Khadi Prints

Khadi Loops

Circular Jute Planter

Suspended Khadi fabric drapes

The event will feature two distinct setups: a communal table showcasing a slow food menu where each dish highlights a natural dye ingredient, and a hands-on workshop with various natural dyes and dyeing equipment. Guests will experience the connection between food and craft in an immersive, creative way.

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EXHIBIT

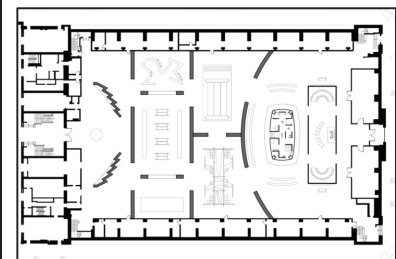
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
100 COLLABORATIONS IT

SCALE:  
NTS

DRAWING  
LIST:  
EX1.27

DATE:  
12/13/24



# BREATHE

## DURING EXPERIENCE



Shrubbery and Plants as scenic

Recycled wooden end tables

LED Screen

Double Pleated Khadi Fabric Curtain

Building further upon the ethos of collaboration, this experience will educate visitors about the connection between natural dyes and plant-based food. A panel discussion will feature Cara Piazza, a New York-based natural dyer and artisan, alongside Amanda Cohen, the founder of Dirt Candy, one of New York's most prominent plant-based vegan restaurants.

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EXHIBIT

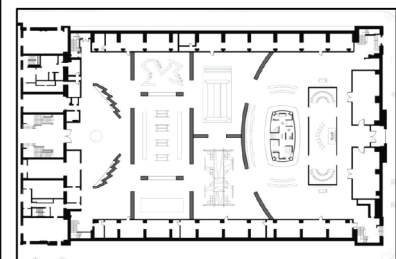
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Khadi Collection Under  
GLOBAL BRAND  
AMBASSADORS

SCALE:  
NTS

DRAWING  
LIST:  
EX1.28

DATE:  
12/13/24



# BRAND PARTNERSHIPS

HANDBAGS + ART OVERLAY

PRADA



LOUIS VUITTON



GUCCI



Dior



CELINE

BOTTEGA VENETA

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EXHIBIT

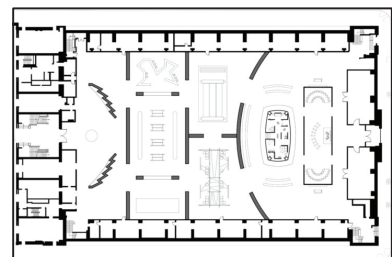
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Intent Only

DRAWING:  
+ Brand Partnerships

SCALE:  
NTS

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LIST:  
EX1.27

DATE:  
12/13/24

# COLLABORATIONS

## FOOD + CRAFT



CARA PIAZA

I am a Natural Dyer and artisan working in New York City. I create one of a kind textiles only using natural dye stuffs such as botanicals, plant matter, minerals, non-toxic metals and food wastes. I work through alchemical dye sessions, ancient shibori techniques and bundle dyeing, transforming each textile into its very own story, and I work with both designers and artists to realize their Natural dyeing needs as well as creating custom pieces for private clients. I teach workshops on natural dyeing and curates unique experiences merging healing, color and art.



AMANDA COHEN/ DIRT CANDY

New York City has hundreds of steak restaurants, seafood restaurants, barbecue restaurants, and tapas restaurants, but Dirt Candy is the city's only vegetable restaurant. We serve nothing but vegetables, and our goal is to make them taste better than anything you've ever had before. Our kitchen is essentially a laboratory for our award-winning chef, Amanda Cohen, and every day she pushes vegetables further than anyone else in the world. Our menu changes regularly, because we're on a journey to the furthest reaches of vegetables and we want to take you with us.



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HAUTE CRAFT

HOUSE OF KHADI

Handcrafted Quiet Luxury

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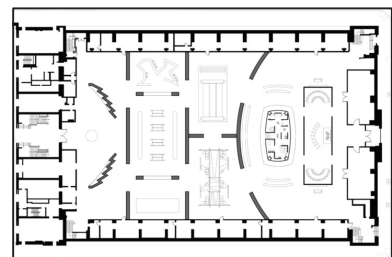
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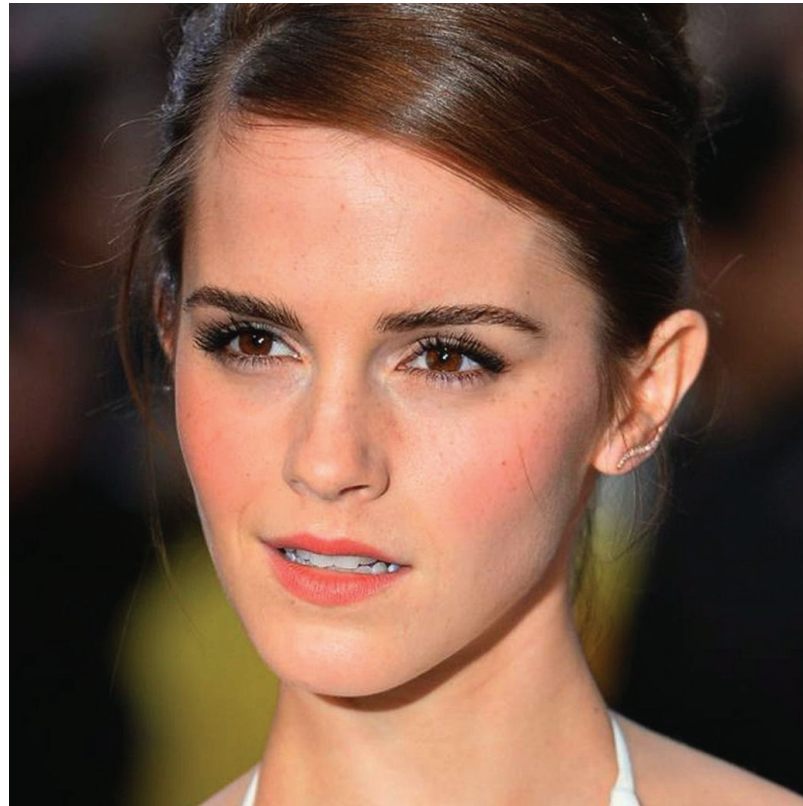
# GLOBAL BRAND AMBASSADORS

## VOGUE FORCES OF FASHION



NAOMI CABELL, Supermodel

Naomi Campbell has used her platform to advocate for sustainability in fashion, emphasizing ethical practices, fair labor, and responsible production. She supports emerging designers focused on eco-conscious work and highlights sustainable fashion through her charitable initiative, Fashion For Relief. As a UN Goodwill Ambassador, Campbell promotes sustainable development goals and encourages the industry to adopt eco-friendly practices while advocating for quality, timeless designs over fast fashion.



EMMA WATSON, Actress

Emma Watson is a prominent advocate for sustainability in fashion, using her platform to promote ethical and eco-friendly practices. She co-founded the Good On You app, which rates brands on their environmental and ethical impact, and has collaborated with sustainable brands like People Tree. As a UN Women Goodwill Ambassador, she incorporates sustainability into her activism, often showcasing ethical fashion choices at major events. Watson's commitment to transparency and innovation has made her a leading voice in the movement toward a more sustainable fashion industry.



STELLA MCCARTNEY, Fashion Designer

Stella McCartney is a trailblazer in sustainable fashion, dedicated to creating luxury designs without compromising the planet. She was one of the first major designers to commit to using no leather or fur and has pioneered alternatives like mushroom leather and recycled materials. McCartney integrates circular economy principles into her collections, focusing on reducing waste and encouraging longevity. Through collaborations with organizations like Parley for the Oceans and her innovative approaches, she continues to push boundaries, making sustainability a cornerstone of modern luxury fashion.

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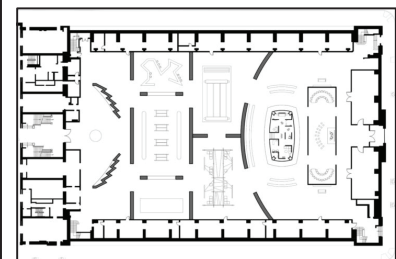
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SCALE:  
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DRAWING  
LIST:  
EX1.29

DATE:  
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## **SCHEDULES AND LISTS**



# GRAPHIC SCHEDULE

| WAYFINDING  | GR TYPE | DESCRIPTION                        |
|-------------|---------|------------------------------------|
| 10K.01.GR01 | A       | Print on khadi fabric swatch       |
| 10K.01.GR02 | A       | Print on khadi fabric swatch       |
| 10K.01.GR03 | A       | Print on khadi fabric swatch       |
| 10K.01.GR04 | A       | Print on khadi fabric swatch       |
| 10K.01.GR05 | A       | Print on khadi fabric swatch       |
| 10K.01.GR06 | A       | Print on khadi fabric swatch       |
| 10K.01.GR07 | A       | Print on khadi fabric swatch       |
| 10K.01.GR08 | A       | Print on khadi fabric swatch       |
| 10K.01.GR09 | A       | Print on khadi fabric swatch       |
| 10K.01.GR10 | A       | Print on khadi fabric swatch       |
| 10K.01.GR11 | A       | Print on khadi fabric swatch       |
| 10K.01.GR12 | A       | Print on khadi fabric swatch       |
| 10K.01.GR13 | A       | Print on khadi fabric swatch       |
| 10K.01.GR14 | A       | Print on khadi fabric swatch       |
| 10K.01.GR15 | A       | Print on khadi fabric swatch       |
| 10K.01.GR16 | A       | Print on khadi fabric swatch       |
| 10K.01.GR17 | A       | Print on khadi fabric swatch       |
| 10K.01.GR18 | A       | Print on khadi fabric swatch       |
| 10K.01.GR19 | A       | Print on khadi fabric swatch       |
| 10K.01.GR20 | A       | Print on khadi fabric swatch       |
| 10K.01.GR21 | A       | Print on khadi fabric strip swatch |
| 10K.01.GR22 | A       | Print on khadi fabric strip swatch |

| MAIN INTRODUCTION | GR TYPE | DESCRIPTION                  |
|-------------------|---------|------------------------------|
| 01A.01.GR01       | B       | Print on khadi fabric swatch |
| 01A.02.GR02       | D       | Print on khadi fabric swatch |
| 01A.02.GR03       | D       | Print on khadi fabric swatch |
| 01A.02.GR04       | D       | Print on khadi fabric swatch |
| 01A.02.GR06       | D       | Print on khadi fabric swatch |

| AREA INTRODUCTION | GR TYPE | DESCRIPTION                     |
|-------------------|---------|---------------------------------|
| 02B.01.GR02       | C       | Dimensional lettering in wood   |
| 03C.01.GR02       | C       | Dimensional lettering in wood   |
| 05E.05.GR05       | C       | Dimensional lettering in wood   |
| 04D.01.GR02       | G       | Printed pattern on khadi swatch |
| 07G.02.GR01       | G       | Printed pattern on khadi swatch |
| 07G.03.GR01       | A       | Printed pattern on khadi swatch |
| 07G.01.GR01       | A       | Dimensional lettering in wood   |
| 06F.02.GR01       | A       | Dimensional lettering in wood   |
| 06F.01.GR01       | G       | Printed pattern on khadi swatch |
| 06F.03.GR01       | G       | Printed pattern on khadi swatch |
| 08H.01.GR01       | A       | Dimensional lettering in wood   |
| 08H.02.GR01       | A       | Dimensional lettering in wood   |
| 09I.02.GR01       | A       | Dimensional lettering in wood   |

| ANALOGUE CONTENT | GR TYPE | DESCRIPTION                  |
|------------------|---------|------------------------------|
| 02B.01.GR01      | B       | Print on khadi fabric swatch |
| 02B.01.GR02      | B       | Print on khadi fabric swatch |
| 06F.03.GR01      | B       | Print on khadi fabric swatch |
| 06F.03.GR02      | B       | Print on khadi fabric swatch |
| 06F.02.GR01      | G       | Print on khadi fabric swatch |

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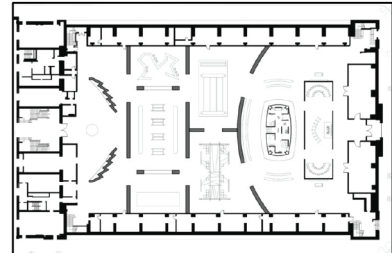
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Graphic Schedule

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NTS

DRAWING  
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EX2.01

DATE:  
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# GRAPHIC SCHEDULE

| ANALOGUE CONTENT | GR TYPE | DESCRIPTION                  |
|------------------|---------|------------------------------|
| 07G.04.GR01      | B       | Print on khadi fabric swatch |
| 07G.04.GR02      | B       | Print on khadi fabric swatch |
| 07G.04.GR03      | B       | Print on khadi fabric swatch |
| 07G.04.GR04      | B       | Print on khadi fabric swatch |
| 07G.04.GR05      | B       | Print on khadi fabric swatch |
| 07G.04.GR06      | B       | Print on khadi fabric swatch |
| 07G.04.GR07      | B       | Print on khadi fabric swatch |
| 07G.04.GR08      | B       | Print on khadi fabric swatch |
| 09J.01.GR10      | G       | Print on khadi fabric swatch |
| 09J.01.GR09      | G       | Print on khadi fabric swatch |
| 09J.01.GR03      | G       | Print on khadi fabric swatch |
| 09J.01.GR02      | G       | Print on khadi fabric swatch |
| 09J.01.GR01      | G       | Print on khadi fabric swatch |
| 09J.01.GR04      | G       | Print on khadi fabric swatch |
| 09J.01.GR05      | G       | Print on khadi fabric swatch |
| 09J.01.GR07      | G       | Print on khadi fabric swatch |
| 09J.01.GR06      | G       | Print on khadi fabric swatch |
| 09J.01.GR08      | G       | Print on khadi fabric swatch |
| 09L.01.GR07      | B       | Print on khadi fabric swatch |
| 09L.01.GR08      | B       | Print on khadi fabric swatch |
| 09L.01.GR09      | B       | Print on khadi fabric swatch |
| 09L.01.GR10      | B       | Print on khadi fabric swatch |
| 09L.01.GR11      | B       | Print on khadi fabric swatch |
| 09L.01.GR12      | B       | Print on khadi fabric swatch |
| 09L.01.GR01      | B       | Print on khadi fabric swatch |
| 09L.01.GR02      | B       | Print on khadi fabric swatch |
| 09L.01.GR03      | B       | Print on khadi fabric swatch |
| 09L.01.GR04      | B       | Print on khadi fabric swatch |
| 09L.01.GR05      | B       | Print on khadi fabric swatch |
| 09L.01.GR06      | B       | Print on khadi fabric swatch |

| INSTALLATION CONTENT | GR TYPE | DESCRIPTION                                       |
|----------------------|---------|---|
| 05E.01.GR01          | H       | Wooden framework with digital and analogue panels |
| 05E.02.GR02          | H       | Wooden framework with digital and analogue panels |
| 05E.03.GR03          | H       | Wooden framework with digital and analogue panels |
| 05E.04.GR04          | H       | Wooden framework with digital and analogue panels |

| DIGITAL CONTENT | GR TYPE | DESCRIPTION    |
|-----------------|---------|----------------|
| 03C.01.GR01     | F       | Digital Screen |
| 03C.01.GR03     | F       | Digital Screen |
| 04D.01.GR01     | F       | Digital Screen |
| 04D.01.GR03     | F       | Digital Screen |

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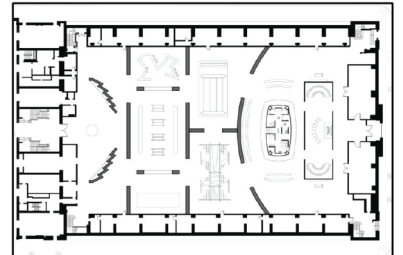
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Intent Only

DRAWING:  
Graphic Schedule Cont.

SCALE:  
NTS

DRAWING  
LIST:  
EX2.02

DATE:  
12/13/24



# GRAPHIC SPECIFICATIONS

| TYPE | DESCRIPTION  |
|------|--|
| A    | Printed designed textures on 4ft x4ft khadi fabric swatches suspended from metal hooks on a 4ftx4ft wooden scaffolding grid  |
| B    | Printed designed textures on khadi fabric swatch stretched on a wooden frame with a 2" thick wooden weave detail border  |
| C    | Dimensional lettering in teak wood finished with a matt clear solvent coat   |
| D    | Printed designed graphics on khadi fabric swatch stretched on a 2" wooden frame with no border detail, fabric panel placed on toughened handloom threads suspended from a teak wood framework with a clear matt solvent finish           |
| E    | Printed designed textures on khadi fabric swatch stretched on a wooden frame with a 2" thick wooden weave detail border  |
| F    | Digital Screens  |
| G    | Designed Prints on Khadi Fabric  |
| H    | Printed designed graphics on khadi fabric swatch stretched on a 2" wooden frame with no border detail, sleek digital screens, placed on toughened handloom threads suspended from a teak wood framework with a clear matt solvent finish |

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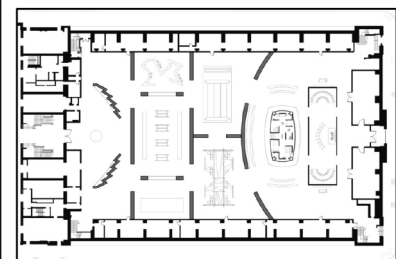
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NOTES:  
Graphic Specification

DRAWING:  
Thesis  
Statement

SCALE:  
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DRAWING  
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# FINISH SCHEDULE

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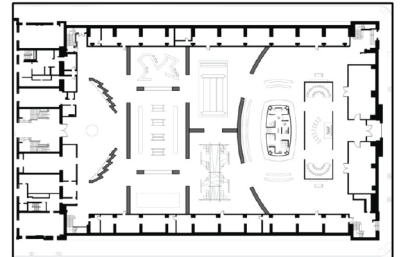
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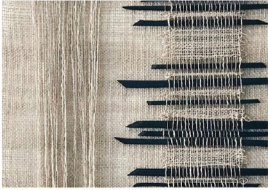

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DRAWING:  
Finish Schedule

SCALE:  
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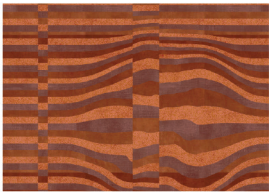

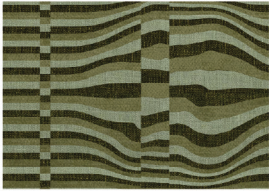


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LIST:  
EX2.04

DATE:  
12/13/24

| MATERIAL                      | CODE    | DESCRIPTION   | IMAGE   |
|-------------------------------|---------|---|---|
| Bamboo                        | FBAM1   | 3" Treated bamboo cross section with gloss finish                   |    |
| Jute                          | FJUT01  | 3" Treated bamboo cross section with gloss finish                   |    |
| Teak Wood                     | FTEA01  | 2" thick wooden square cross section finished in matt clear solvent |   |
| Khadi Cotton                  | FCOTCo1 | Knitted translucent Khadi Cotton                                    |  |
| Khadi Threads                 | FKHA01  | Toughened khadi Threads on Wooden Loom                              |  |
| Printed Beige Carpet Flooring | FBEIE01 | Designed print on Khadi Woollen Carpet                              |  |



# FINISH SCHEDULE

| MATERIAL                                | CODE    | DESCRIPTION                            | IMAGE   |
|---|---------|--|---|
| Printed Yellow Carpet Flooring          | FYELo1  | Designed print on Khadi Woollen Carpet |    |
| Printed Red Carpet Flooring             | FINJo1  | Designed print on Khadi Woollen Carpet |    |
| Printed Blue Carpet Flooring Carpet     | FBLUo1  | Designed print on Khadi Woollen Carpet |   |
| Printed Green Carpet Flooring Carpet    | FGRECo1 | Designed print on Khadi Woollen Carpet |  |
| Printed Lavender Carpet Flooring Carpet | FLAVo1  | Designed print on Khadi Woollen Carpet |  |
| Anitque Brass Finish                    | FBRAo1  | Antique Brushed Gold Finish            |  |

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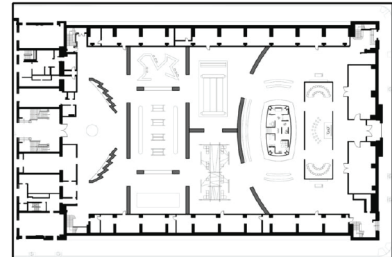
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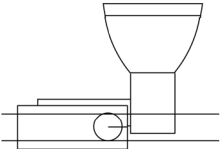

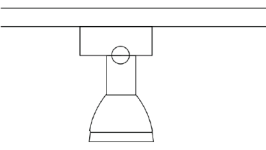

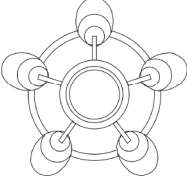



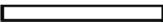

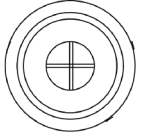

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DRAWING  
LIST:  
EX2.05

DATE:  
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# LIGHTING SCHEDULE

| PRODUCT  | CODE | SYMBOL  | DESCRIPTION  | IMAGE   |
|--|------|---|--|---|
| Theatrical Aluminium LEDtrack light with dimmer in black | Lo1  |    | Product Color: Black<br>Beam Angle: 25°, 45°<br>Color-Warm White<br>Color Temperature: 2500K-3000K   |    |
| Adjustable Aluminium Square LED Cylinder Track Light     | Lo2  |    | Product Color: Black<br>Beam Angle: 17°, 30°, 45°<br>Color-Warm White<br>Color Temperature: 2500K-3000K  |    |
| Ajustable Aluminium LED Uplight with dimmer in Black     | Lo3  |   | Product Color: Black<br>Beam Angle: 15°, 30°, 45°<br>Color-Warm White<br>Color Temperature: 2500K-5000K  |   |
| LED strip light  | Lo4  |  | Product Color: White<br>Strip Width: 0.39 in<br>Color-Warm White<br>Color Temperature: 2500K-5000K   |  |
| Suface Mounted Linear Downlight                          | Lo5  |  | Product Color: White<br>Lens Aperture: 0.46 inch<br>Color-Pixel, RGB/RGBW, Tunable White, Warm Dim<br>Color Temperature: 2700K, 2900K, 3500K, 4100K, 4400K |  |
| Gold Vintage Brass Finish Table Lamp                     | Lo6  |  | Product Color: Vintage Gold<br>Dimensions- 10" w x 4" d x 20" - 25" h<br>Color-Warm White<br>Color Temperature: 2500K-5000K                                |  |

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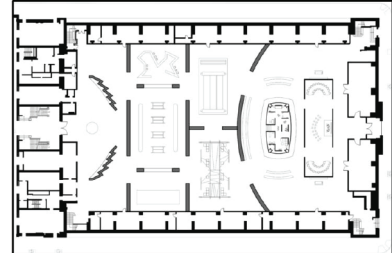
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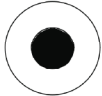

SCALE:  
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DRAWING  
LIST:  
EX2.06

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# LIGHTING SCHEDULE

| PRODUCT                               | CODE | SYMBOL  | DESCRIPTION  | IMAGE   |
|---------------------------------------|------|---|--|---|
| Single Surface Mounted LED Down-light | Lo7  |  | Product Color: Black<br>Beam Angle: 10°, 18°, 30°, 45°, 60°, 80°<br>Color-Warm White<br>Color Temperature: 2500K-5000K |  |
|                                       | Lo2  |   |  |   |



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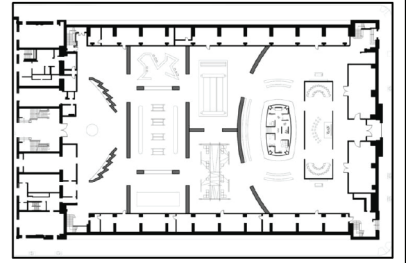
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Lighting Schedule Cont.



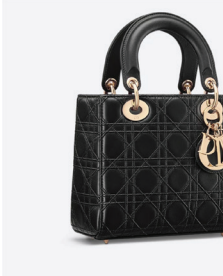

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# PRODUCT SCHEDULE

| PRODUCT                             | CODE | DESCRIPTION  | IMAGE   |
|-------------------------------------|------|--|---|
| Louis Vuitton Speedy Bag circa 1930 | Bo1  | <p>9.8 x 7.5 x 5.9 inches<br/>(Length x Height x Width)</p> <p>The Speedy Bandoulière 25 in signature Monogram canvas is an ideal city bag for every day. Originally created for travelers in the 1930s – the name refers to the era’s rapid transit – every feature of the Speedy’s design is iconic, from its unmistakable shape to the rolled leather handles, engraved padlock and detachable strap</p>  |    |
| Gucci Mini Bamboo circa 1947        | Bo2  | <p>8.2x 11.4 x 4.7 inches<br/>(Length x Height x Width)</p> <p>Gucci Vintage - Mini Bamboo Leather Shopper Bag - White Ivory - Leather Handbag</p>   |   |
| Lady Dior Handbag circa 1995        | Bo2  | <p>8.2x 11.4 x 4.7 inches<br/>(Length x Height x Width)</p> <p>The Lady Dior handbag is a structured, elegant piece with rounded handles and crafted from luxurious lambskin leather. Its surface features Dior’s iconic cannage quilting, creating a geometric pattern that adds texture and depth. Adorned with metal “D.I.O.R.” charms that dangle from the handles, the bag exudes a refined femininity. Its sleek, architectural silhouette and spacious interior make it both striking and functional, a true icon of timeless design.</p> |  |
| Fendi Baguette Bag circa 1997       | Bo2  | <p>Height: 5.75"<br/>Width: 10"<br/>Depth: 1.5"<br/>(Length x Height x Width)</p> <p>The Fendi Baguette Bag is an iconic, compact handbag designed in 1997 by Silvia Venturini Fendi. Known for its rectangular, “baguette”-like shape and short shoulder strap, it’s crafted to sit snugly under the arm. Made in leather,</p>  |  |

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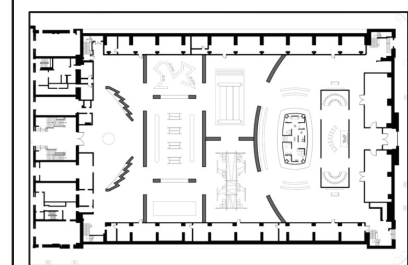
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Product Schedule





SCALE:  
NTS

DRAWING  
LIST:  
EX2.08

DATE:  
12/13/24



# PRODUCT SCHEDULE

| PRODUCT                             | CODE | DESCRIPTION  | IMAGE   |
|-------------------------------------|------|--|---|
| Prada Nylon Backpack circa 1984     | Bo1  | 5.9 x 15 x 13.3 inches<br>(Length x Height x Width)<br>This Re-Nylon backpack with an iconic design and timeless style stands out for its innovative, functional, and refined character. The accessory, a perfect synthesis of Prada codes, is reinterpreted in regenerated nylon with details enriching the versatile silhouette decorated with the signature touch of the triangle logo. |    |
| Louis Vuitton Speedy Bag circa 1947 | Bo2  | Height: 9.5", Width: 13.75", Depth: 5.25"<br>The Balenciaga City Bag, also known as the Motorcycle Bag, is an edgy yet timeless handbag designed by Nicolas Ghesquière and launched in 2001. Made from soft, lightweight leather, it has a slightly slouchy structure, creating a relaxed silhouette.  |   |
| The Hermès Birkin Bag 1984          | Bo2  | 15.8" W x 11.8" H x 7.5" D<br>The Hermès Birkin Bag is an iconic luxury handbag, celebrated for its sophisticated design and meticulous craftsmanship. It features a structured silhouette, twin rolled handles, and a distinctive flap closure with a padlock and key detail  |  |
| Chanel 2.55 Flap Bag 1955           | Bo2  | 10.2" W x 6.7" H x 3" D<br>Known for its quilted leather design, the bag features a sleek, rectangular shape with a double-flap closure and the signature interlocking CC turn-lock  |  |

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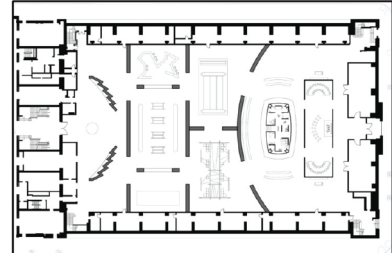
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### KEY PLAN



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Project Schedule



SCALE:  
NTS

DRAWING  
LIST:  
EX2.09

DATE:  
12/13/24



# PRODUCT SCHEDULE

| PRODUCT                                | CODE | DESCRIPTION  | IMAGE  |
|--|------|--|--|
| Céline Luggage Tote<br>circa 2010      | Bo1  | 15" W x 11" H x 7" D<br>The bag features a top zip closure, short handles, and a detachable shoulder strap, offering versatility for both hand-held and crossbody wear, Crafted from luxurious leather |   |
| Bottega Veneta Intrecciato Bag<br>1966 | Bo2  | 13" W x 10" H x 5" D<br>The bag features a minimalist design with smooth lines, Crafted from high-quality leather  |  |
| Refurbished Side Table                 | Fo1  | 16" W x 20" H x 16" D<br>Finished in Khadi Upholstery  |  |
| Refurbished Three Seater Sofa          | Fo2  | 72" L x 30" H x 30" D<br>Finished in Khadi Upholstery  |  |
| Refurbished Two Seater Settee          | Fo3  | 40" L x 30" H x 20" D<br>Finished in Khadi Upholstery  |  |

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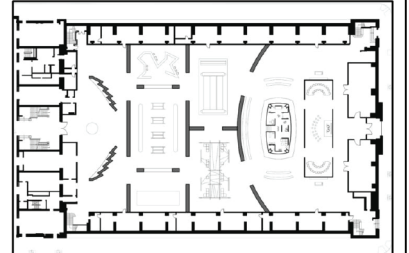
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Project Schedule Cont.

SCALE:  
NTS

DRAWING  
LIST:  
EX2.10

DATE:  
12/13/24



# PRODUCT SCHEDULE

| PRODUCT                             | CODE | DESCRIPTION   | IMAGE |
|-------------------------------------|------|---|-------|
| Refurbished Coffee Table            | Fo3  | 36" L x 18" H x 20" D<br>Finished in Khadi Upholstery |       |
| Refurbished Console with Shutters   | Fo4  | 48" L x 30" H x 14" D<br>Finished in Khadi Upholstery |       |
| Refurbished Armchair                | Fo5  | 30" W x 40" H x 36" D<br>Finished in Khadi Upholstery |       |
| Refurbished L-Shaped Sectional Sofa | Fo6  | 80" L x 30" H x 40" D<br>Finished in Khadi Upholstery |       |

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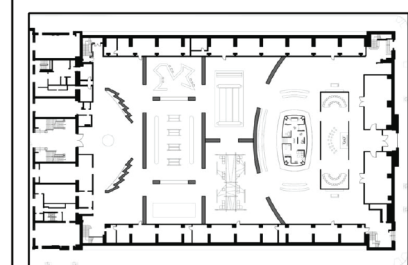
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Intent Only

DRAWING:  
Project Schedule Cont.

SCALE:  
NTS

DRAWING  
LIST:  
EX2.11

DATE:  
12/13/24



# MEDIA SCHEDULE

| PRODUCT                   | CODE | SYMBOL | DESCRIPTION   | IMAGE   |
|---------------------------|------|--------|---|---|
| Projector                 | AVo1 |        | LK936ST 4K Resolution Short-Throw Blue Core Laser Projector |    |
| Digital Screen 01         | AVo2 |        | Screen Dimensions- H 6'4" x W 5'2"                          |   |
| Digital Screen 02         | AVo3 |        | Screen Dimensions- H 2'6" x W 3'6"                          |   |
| Programmed Sewing Machine | AVo4 |        | Dimensions- L 27' X H17" X D13"                             |  |
| Traingular Digital Screen | AVo5 |        | Screen Dimensions- H4'8" X W13'                             |   |

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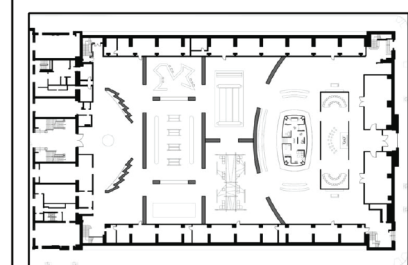
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DRAWING:  
Media Schedule

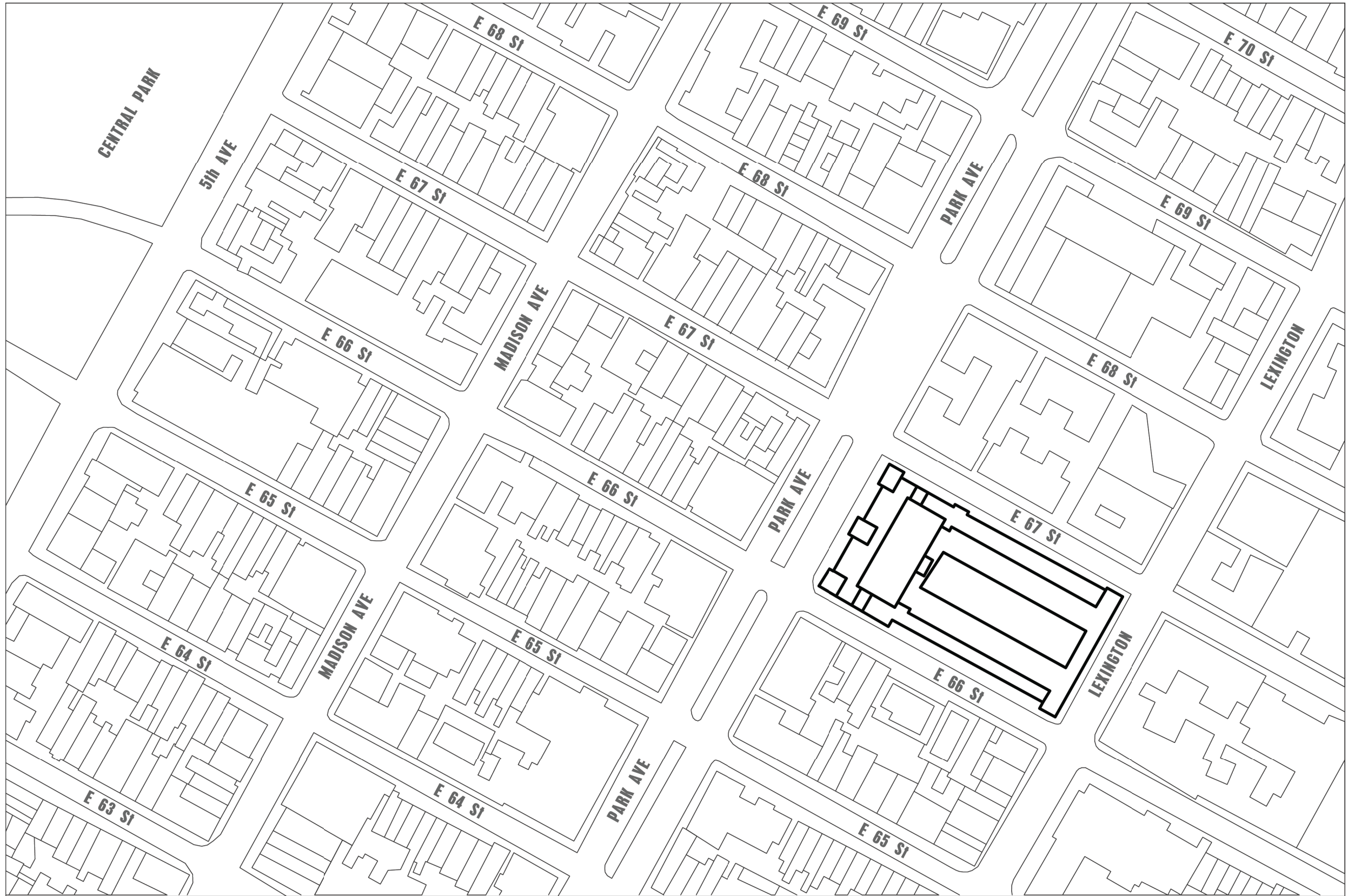
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# **PLANS, ELEVATIONS, SECTIONS**



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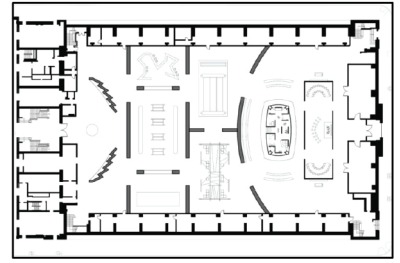
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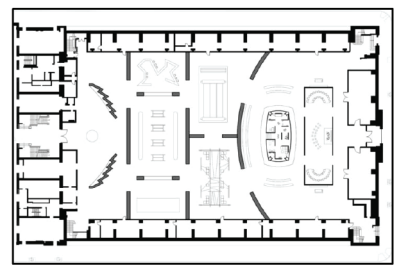
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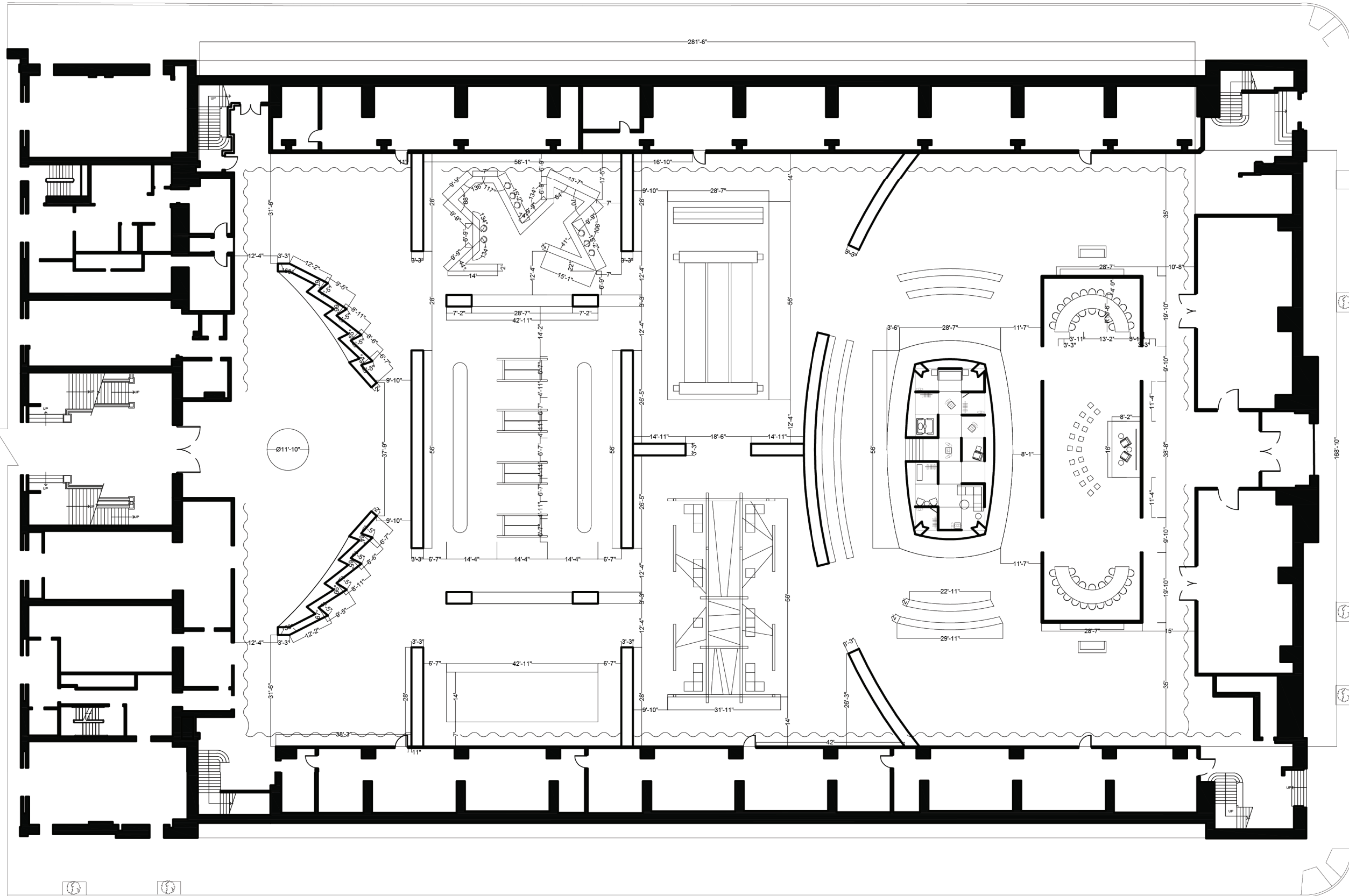
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Drawings For Design  
Intent Only

DRAWING:  
DIMENSION PLAN

SCALE:  
NTS

DRAWING  
LIST:  
EX3.02

DATE:  
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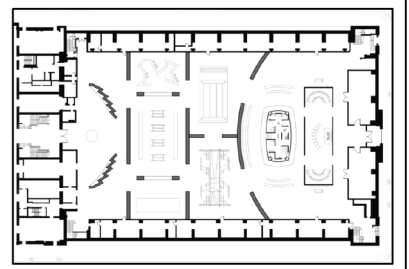
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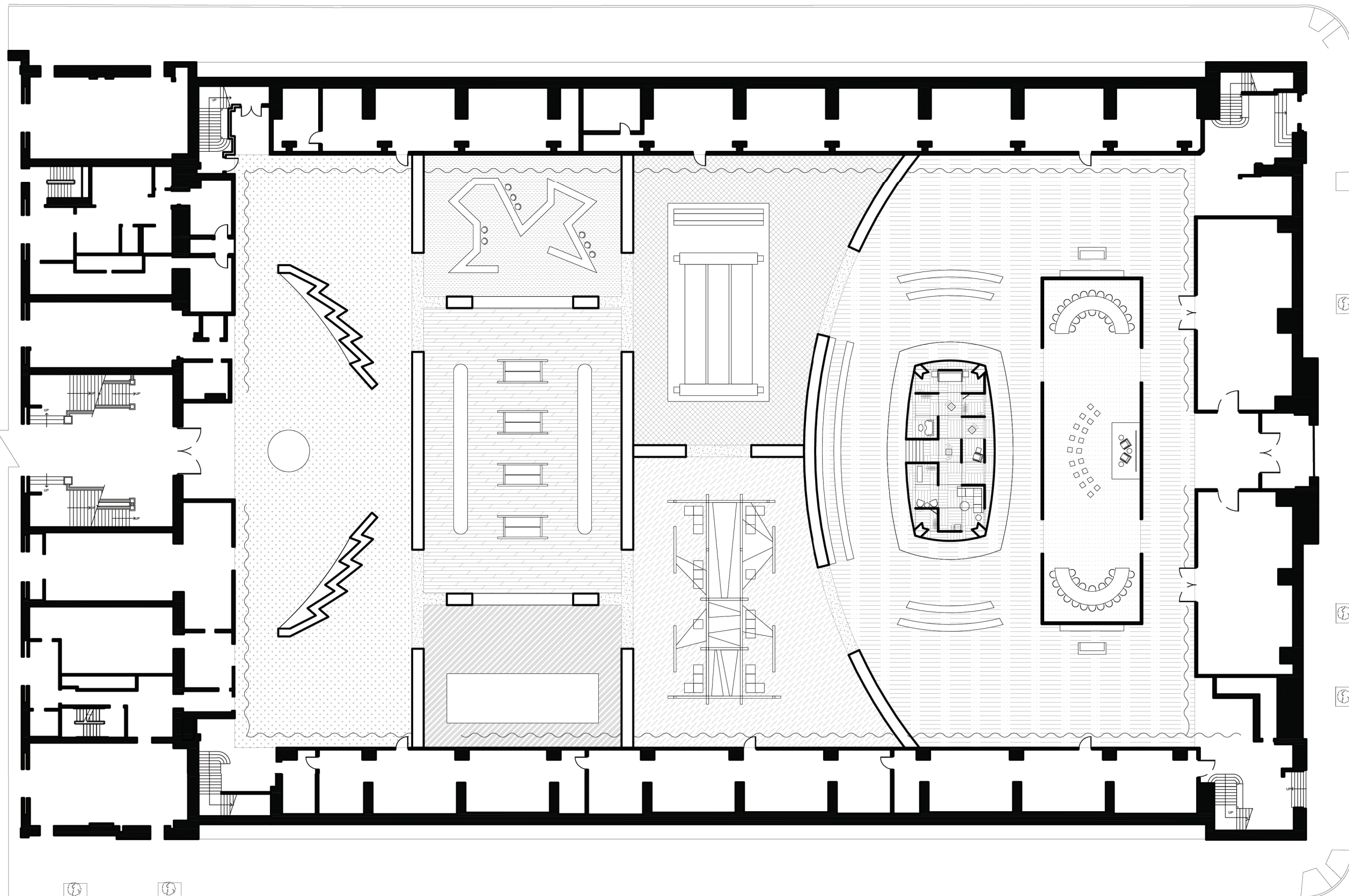
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Intent Only

DRAWING:  
FLOOR FINISHING PLAN

SCALE:  
NTS

DRAWING  
LIST:  
EX3.03

DATE:  
12/13/24



-   
**FBEI01**
-   
**FGRE01**
-   
**FYEL01**
-   
**FRED01**
-   
**FLAV01**
-   
**FBLU01**
-   
**FBEI02**
-   
**FWHI01**
-   
**FALLO1**
-   
**FJUT01**



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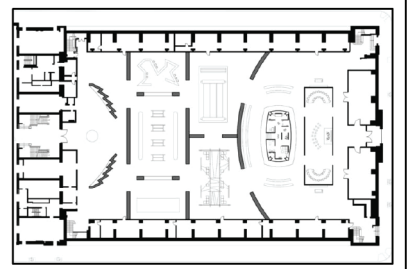
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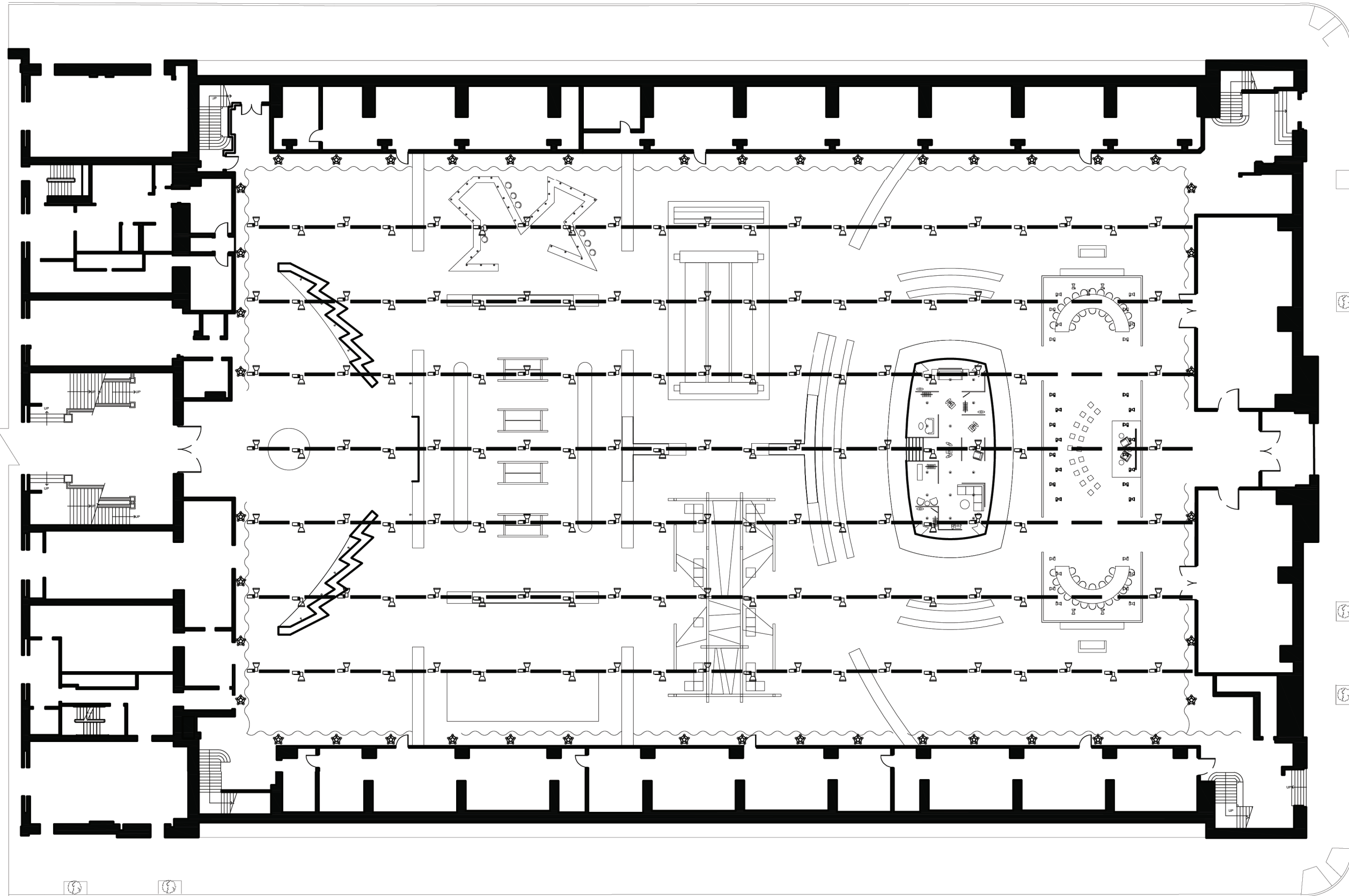
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Intent Only

DRAWING:  
REFLECTED CEILING PLAN  
@ 16'

SCALE:  
NTS

DRAWING  
LIST:  
EX3.04

DATE:  
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L01



L02



L08



L03



L04



L05



L06



L07

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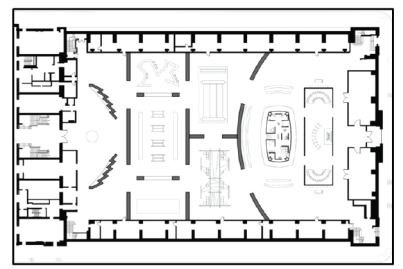
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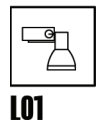
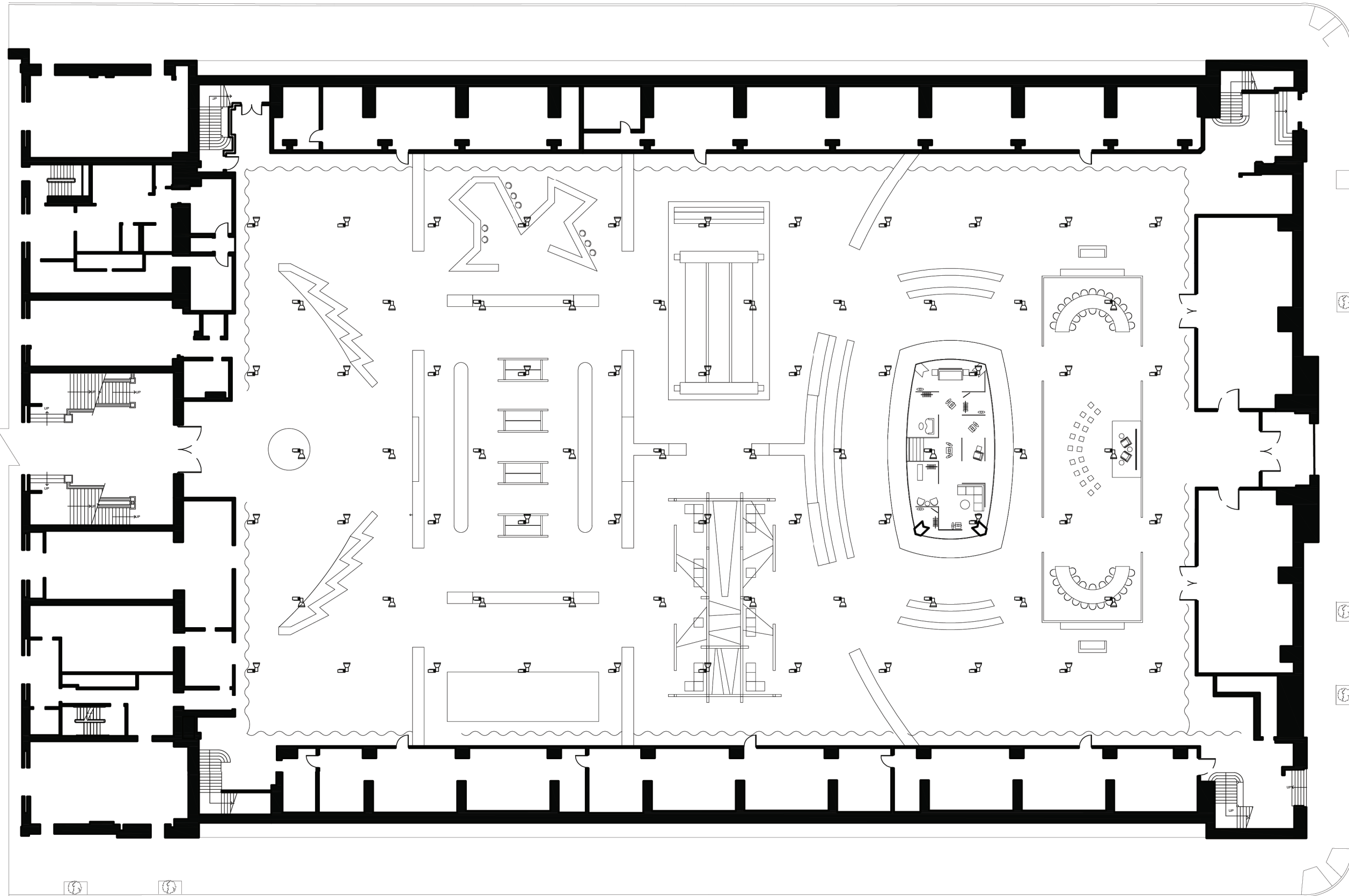
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Drawings For Design  
Intent Only

DRAWING:  
REFLECTED CEILING PLAN  
@ 18'

SCALE:  
NTS

DRAWING  
LIST:  
EX3.05

DATE:  
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LOT 1



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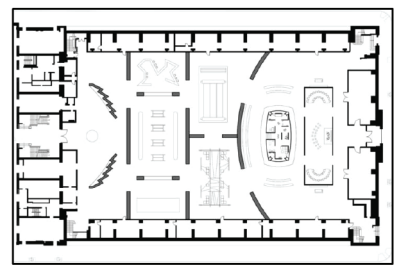
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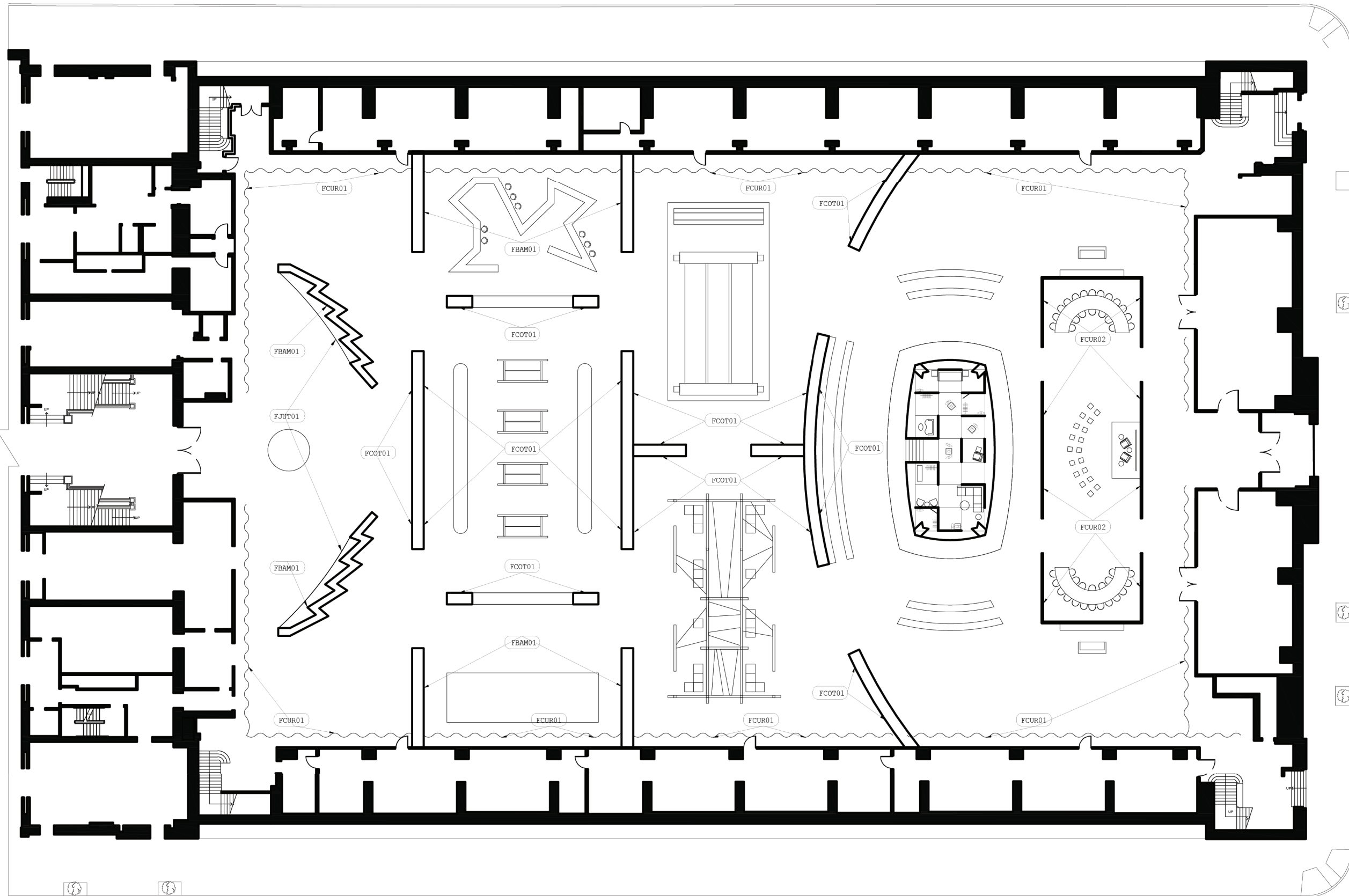
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Drawings For Design  
Intent Only

DRAWING:  
MATERIAL FINISH PLAN

SCALE:  
NTS

DRAWING  
LIST:  
EX3.06

DATE:  
12/13/24





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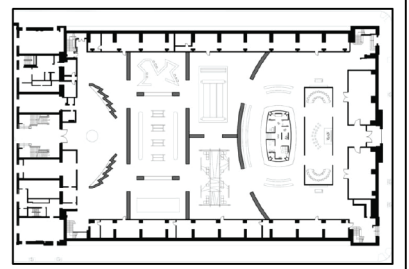
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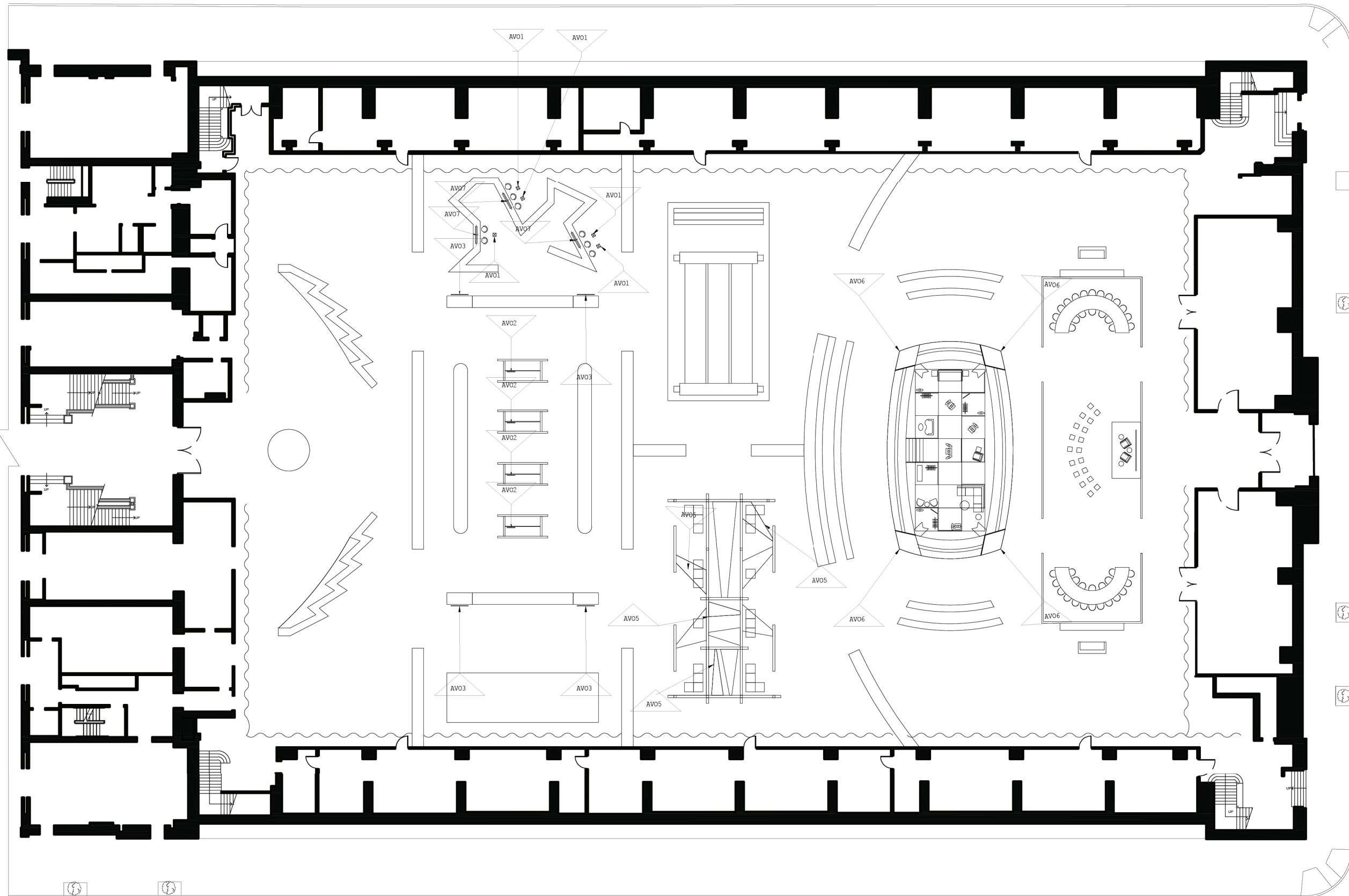
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Intent Only

DRAWING:  
MEDIA PLAN

SCALE:  
NTS

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EX3.07

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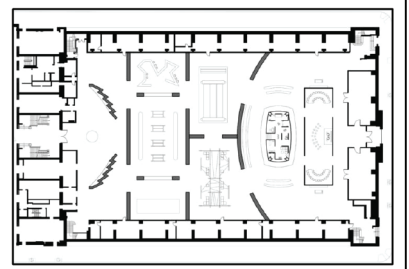
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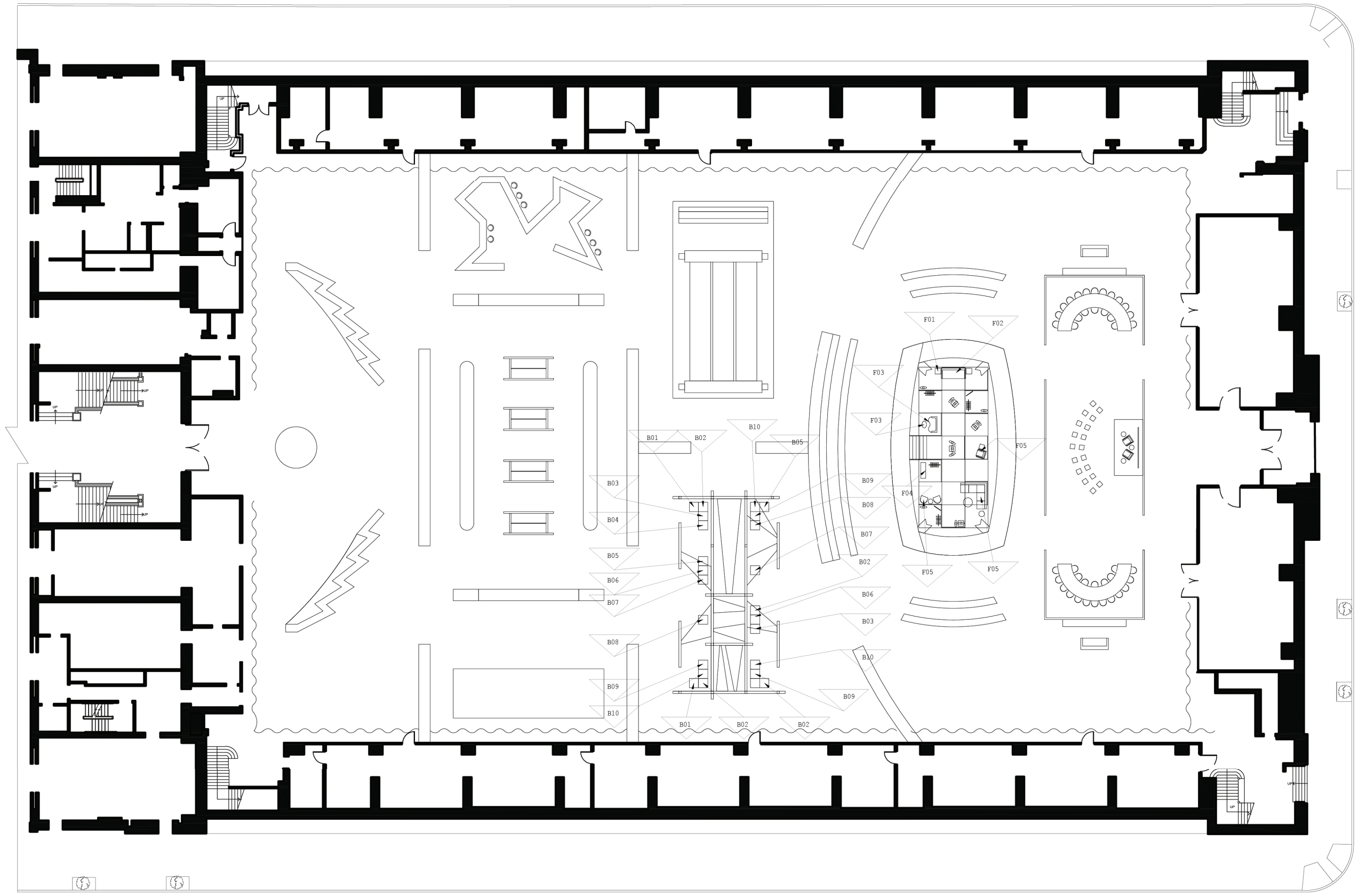
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Drawings For Design  
Intent Only

DRAWING:  
PRODUCT PLAN

SCALE:  
NTS

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LIST:  
EX3.08

DATE:  
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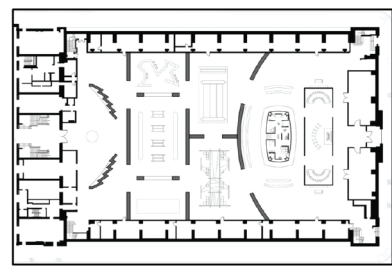
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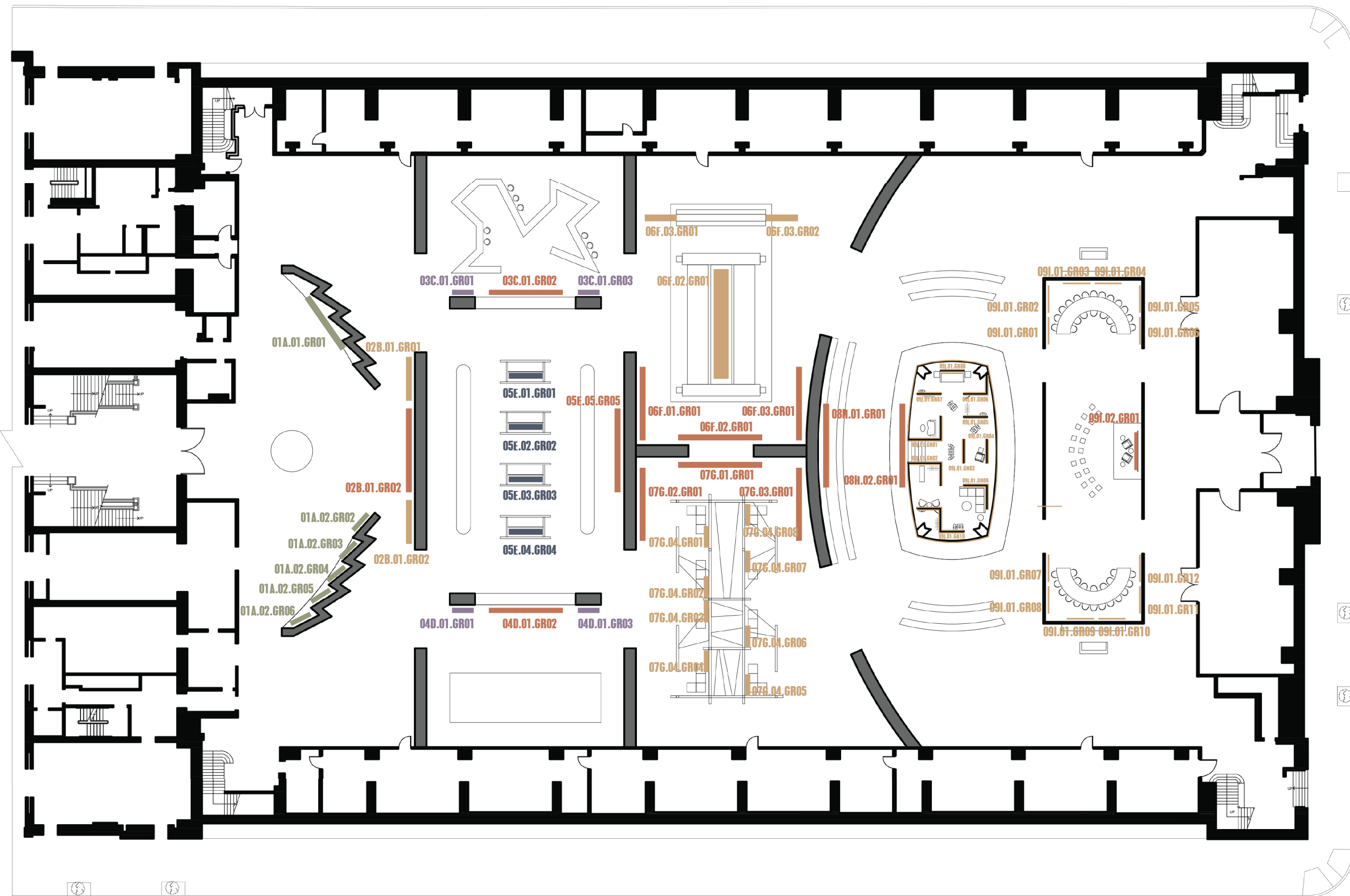
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Drawings For Design  
Intent Only

DRAWING:  
GRAPHIC PLAN

SCALE:  
NTS

DRAWING  
LIST:  
EX3.09

DATE:  
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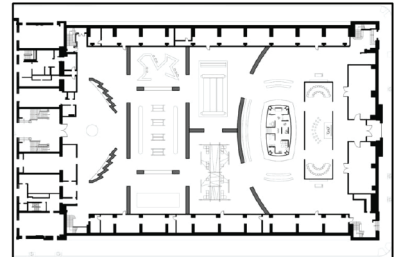
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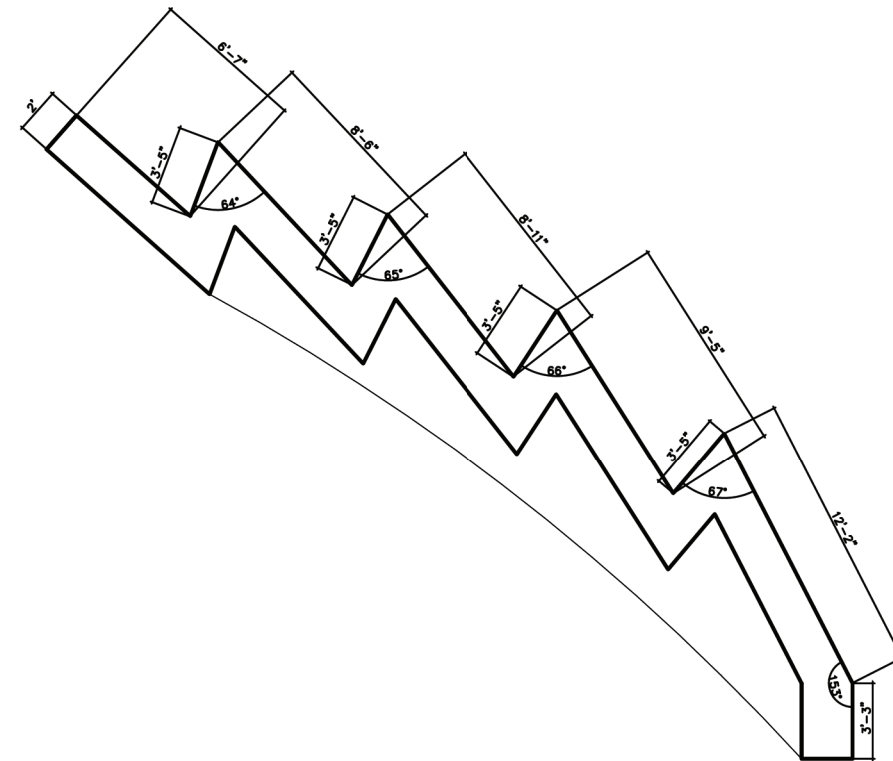
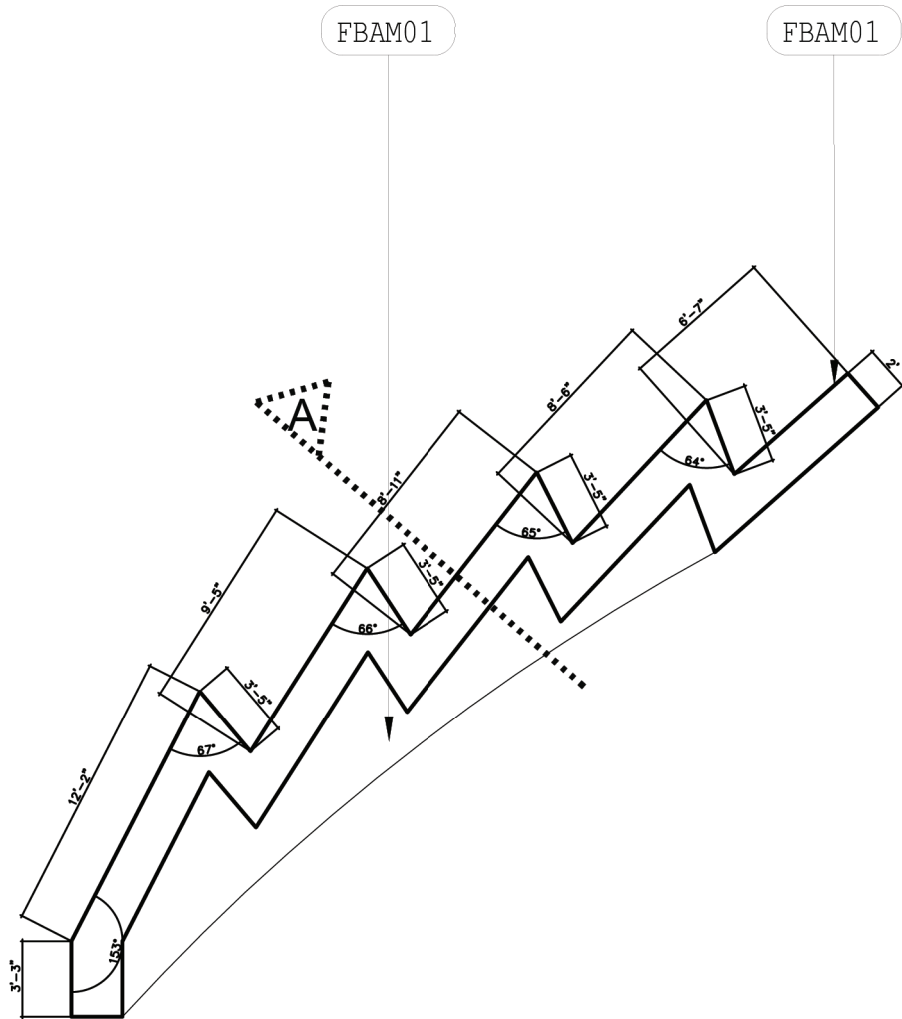
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Intent Only

DRAWING:  
01A INTRODUCTION AREA PLAN

SCALE:  
1:100

DRAWING  
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**01A PLAN**

SCALE=1:100







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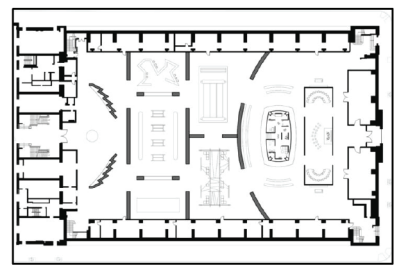
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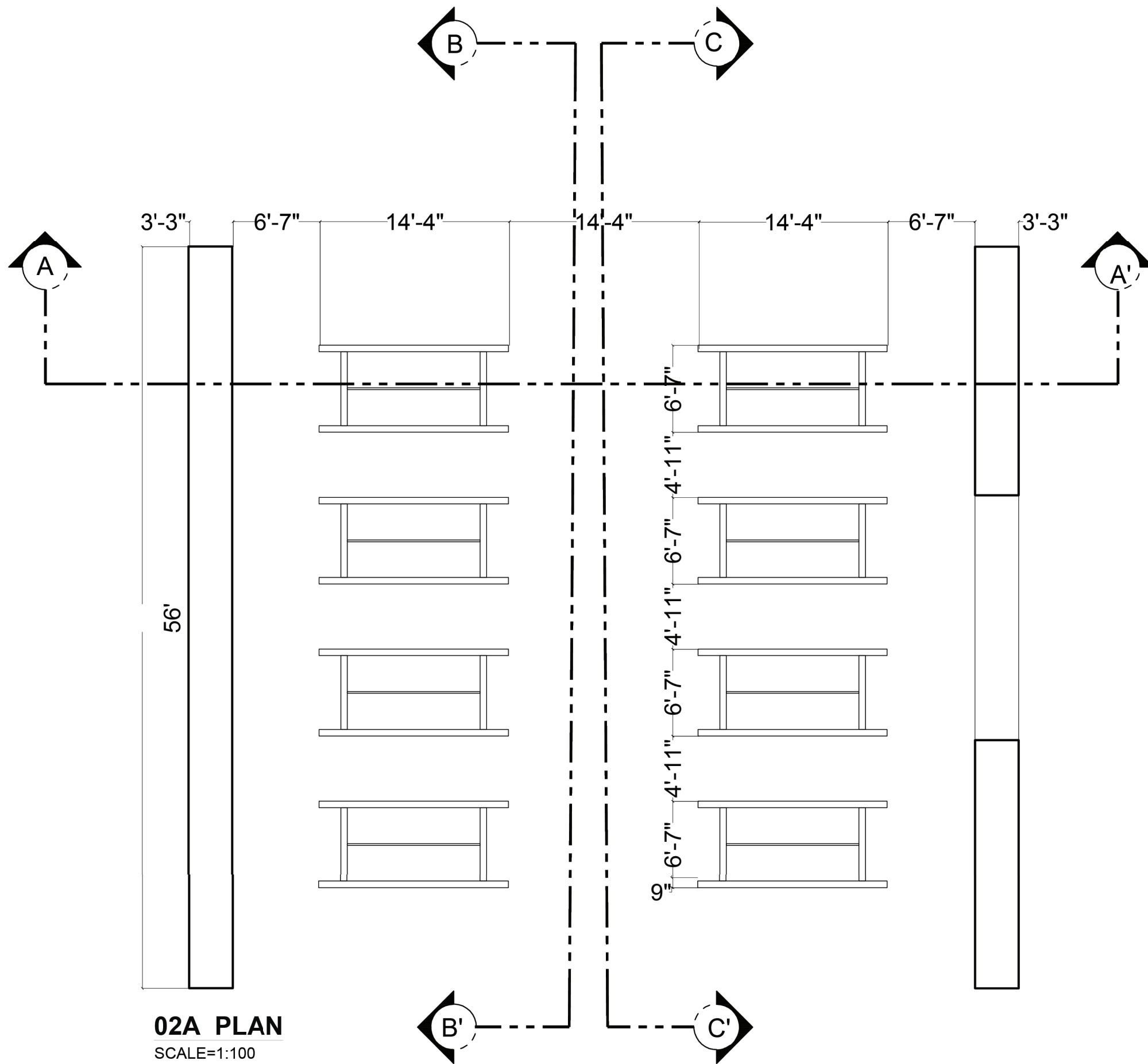
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Drawings For Design  
Intent Only

DRAWING:  
2A HEDONISM AREA PLAN

SCALE:  
1:100

DRAWING  
LIST:  
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**02A PLAN**  
SCALE=1:100



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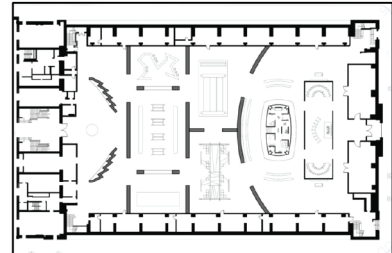
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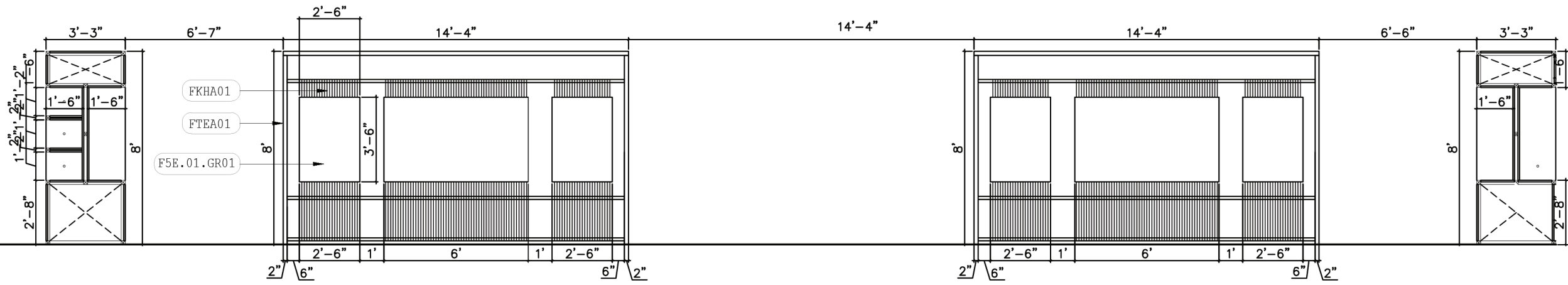
NOTES:  
Drawings For Design  
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DRAWING:  
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ELEVATIONS/SECTIONS

SCALE:  
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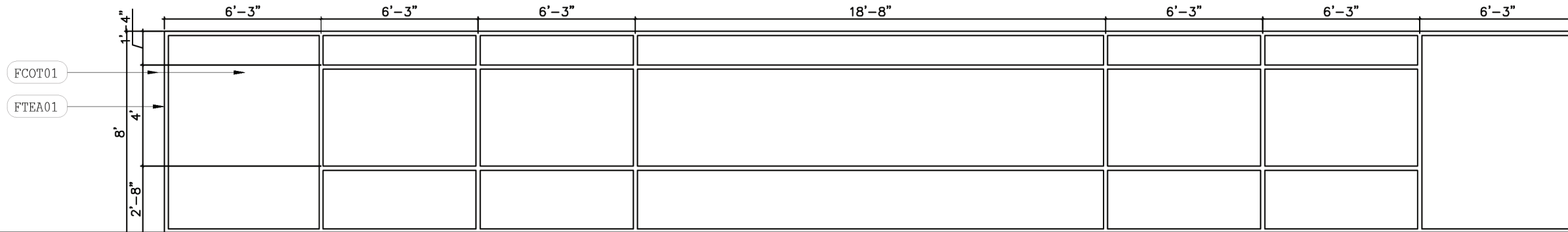
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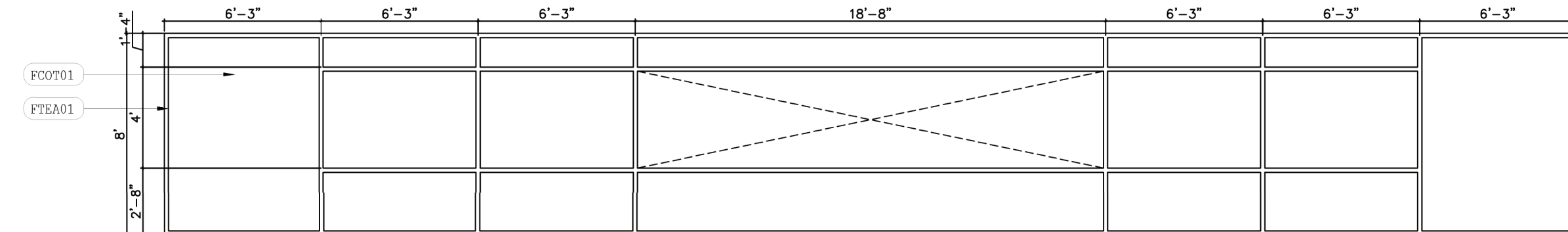
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SCALE=1:60



### 02A SECTION BB'

SCALE=1:60



### 02A SECTION CC'

SCALE=1:60







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THESIS CAPSTONE  
EXHIBIT

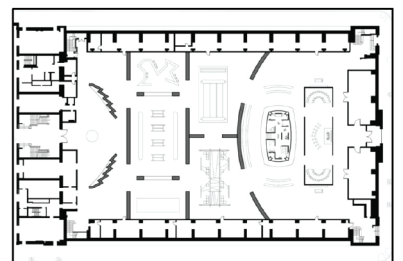
DRAWN BY-  
SAHER SAHNI

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**VOGUE**

KEY PLAN



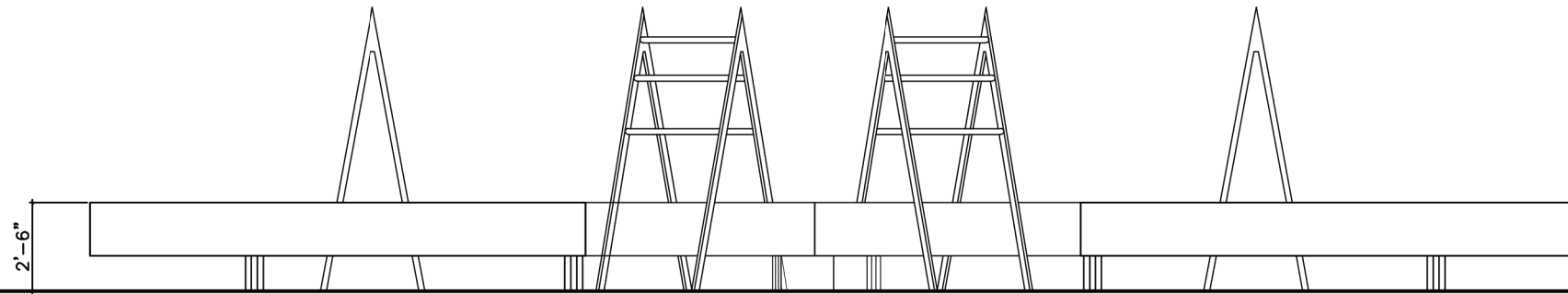
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Drawings For Design  
Intent Only

DRAWING:  
3A RURAL REALITY  
ELEVATIONS/SECTIONS

SCALE:  
1:60

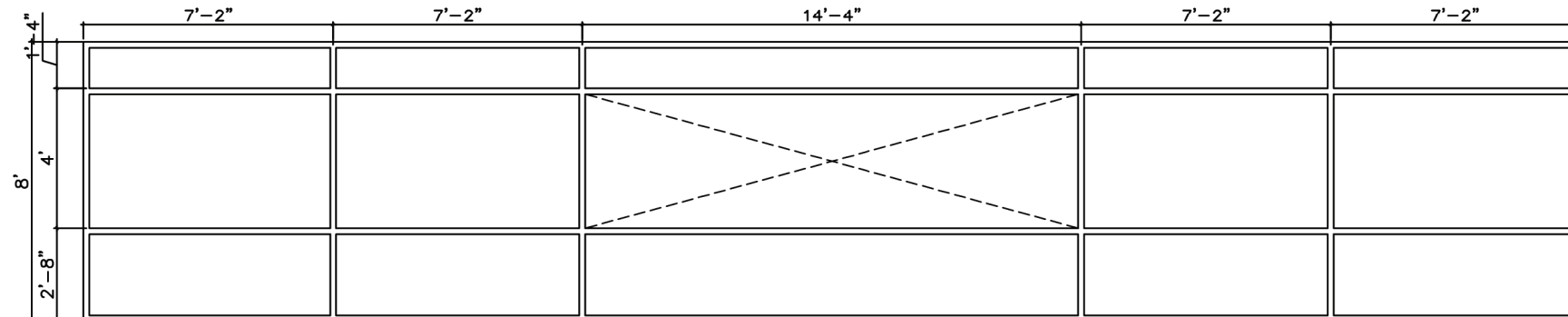
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LIST:  
EX3.15

DATE:  
12/13/24



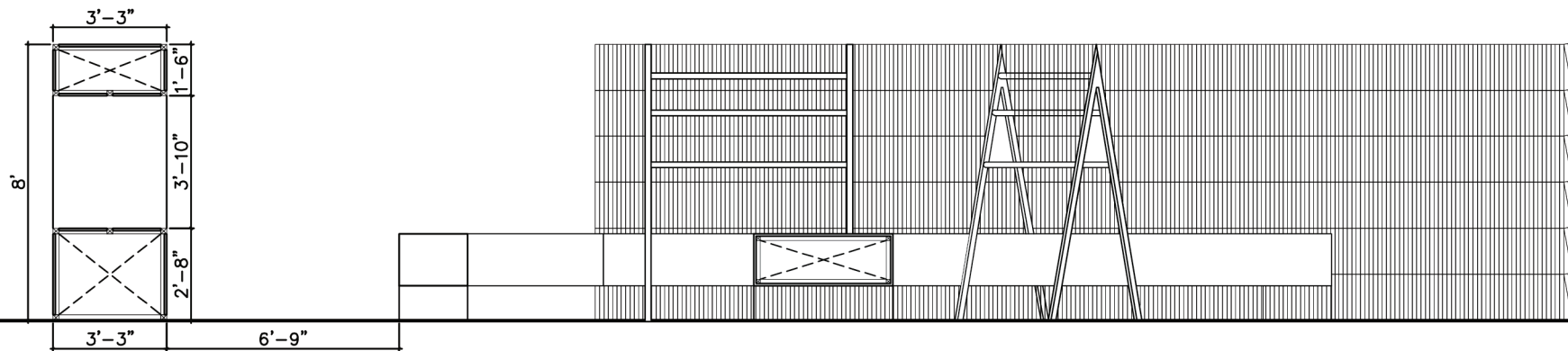
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SCALE=1:60



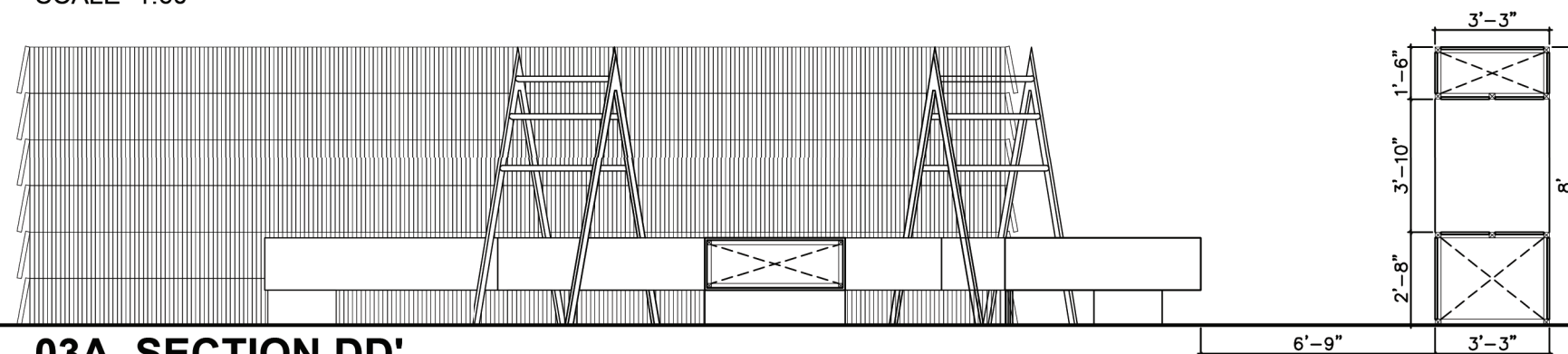
**03A SECTION BB'**

SCALE=1:60



**03A SECTION CC'**

SCALE=1:60



**03A SECTION DD'**

SCALE=1:60





**HOUSE OF KHADI**

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THESIS CAPSTONE  
EXHIBIT

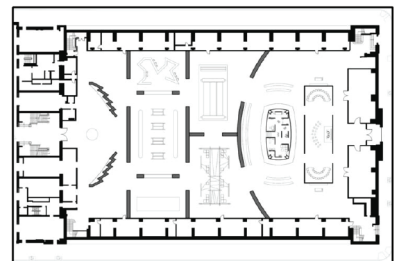
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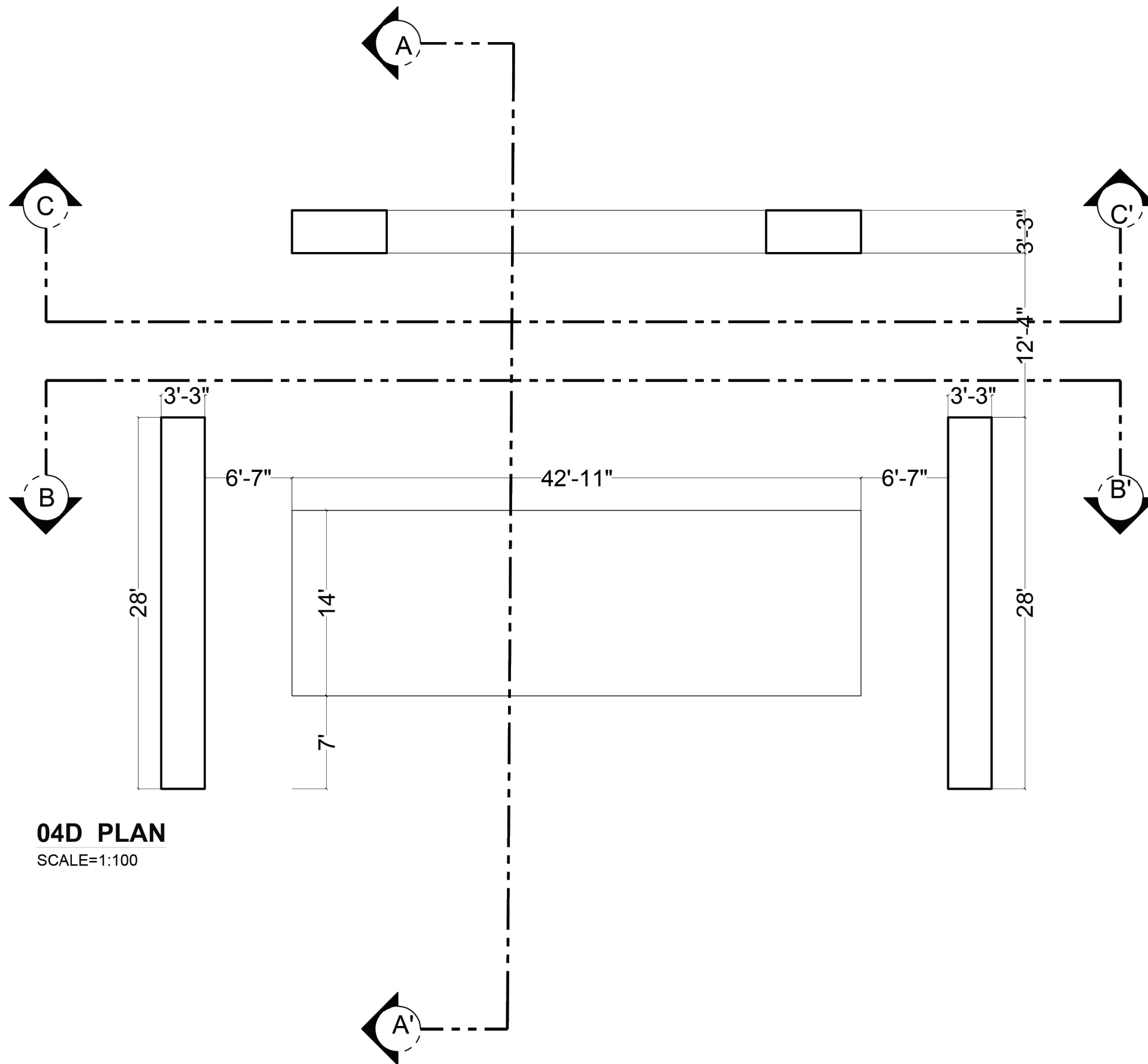
NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
04D LUXURY IS LIBERATION  
PLAN

SCALE:  
1:100

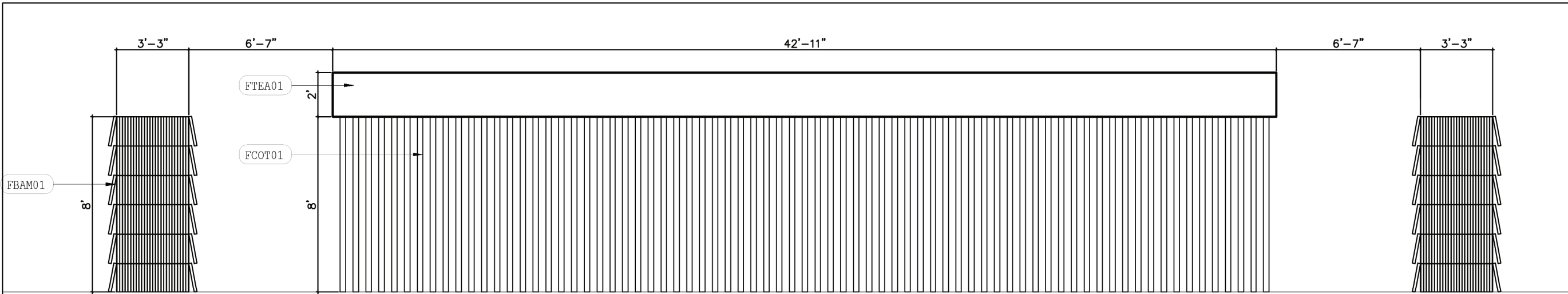
DRAWING  
LIST:  
EX3.16

DATE:  
12/13/24



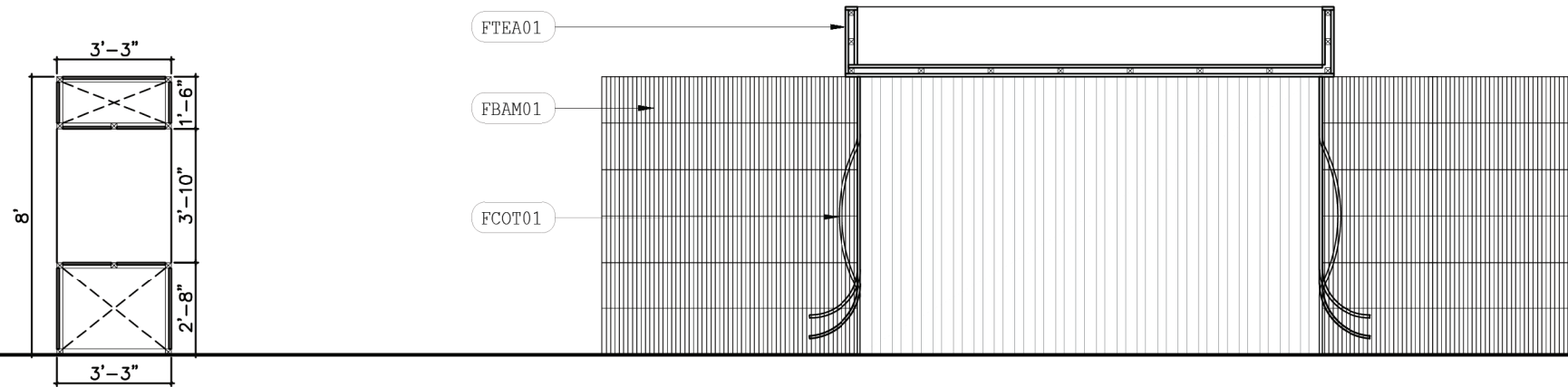
**04D PLAN**

SCALE=1:100



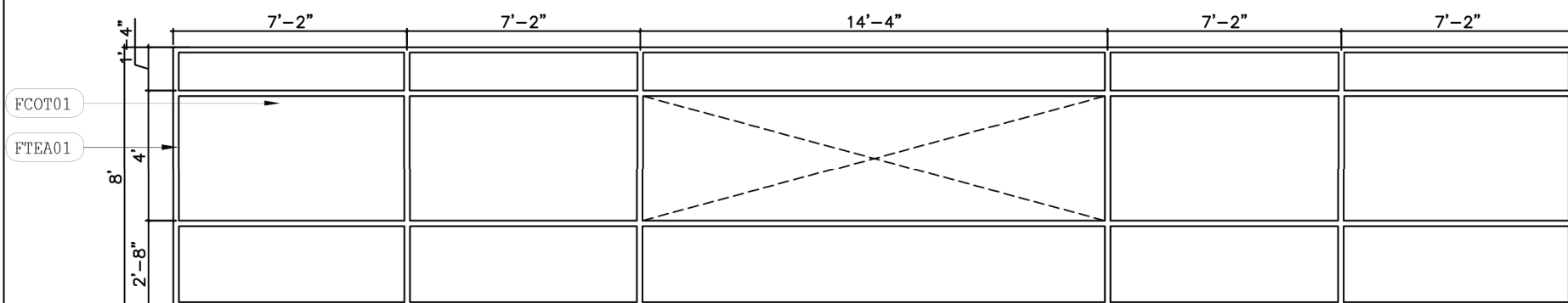
**04D SECTION BB'**

SCALE=1:60



**04D SECTION AA'**

SCALE=1:60



**04D SECTION CC'**

SCALE=1:60

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**HAUTE CRAFT**

**HOUSE OF KHADI**

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THESIS CAPSTONE  
EXHIBIT

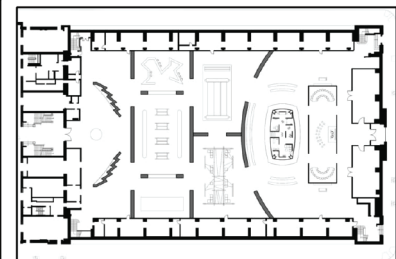
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NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
04D LUXURY IS LIBERATION  
ELEVATION/SECTION

SCALE:  
1:60

DRAWING  
LIST:  
EX3.17

DATE:  
12/13/24





**HOUSE OF KHADI**

Handcrafted Quiet Luxury

THESIS CAPSTONE  
EXHIBIT

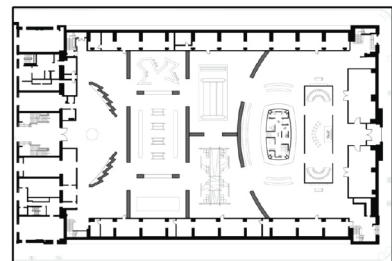
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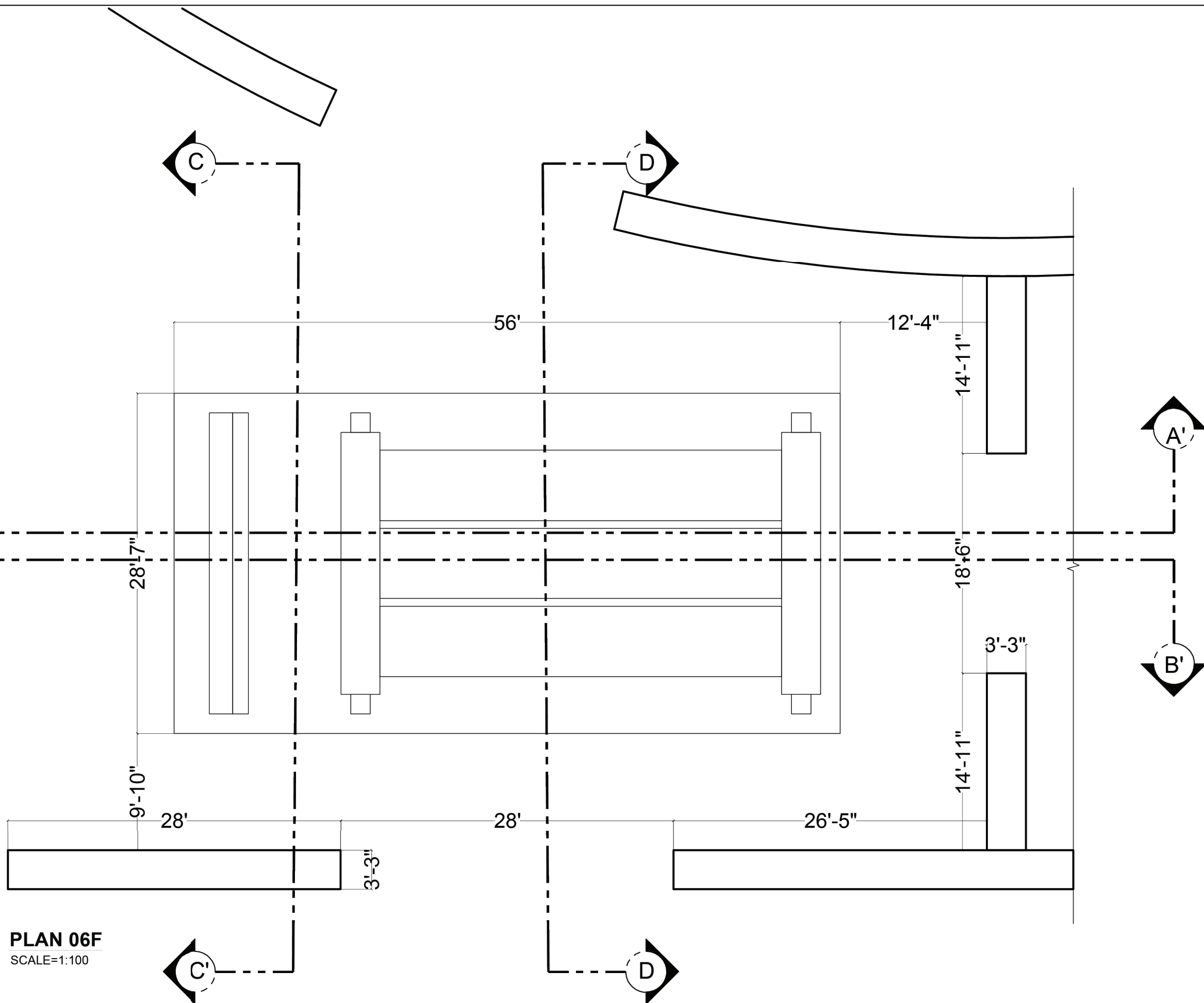
NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
06F KHADI SPIRIT AREA  
PLAN

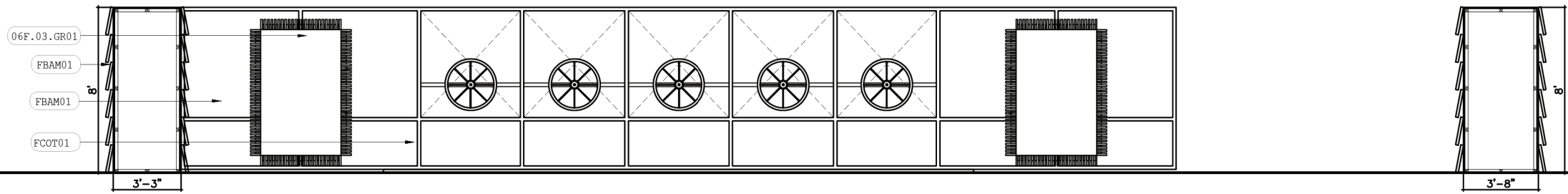
SCALE:  
1:100

DRAWING  
LIST:  
EX3.18

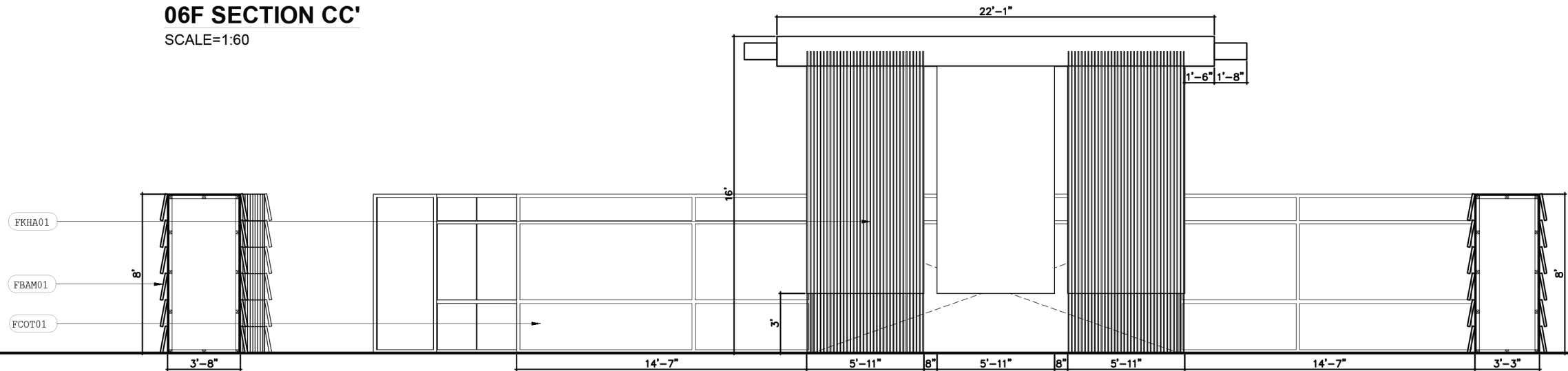
DATE:  
12/13/24



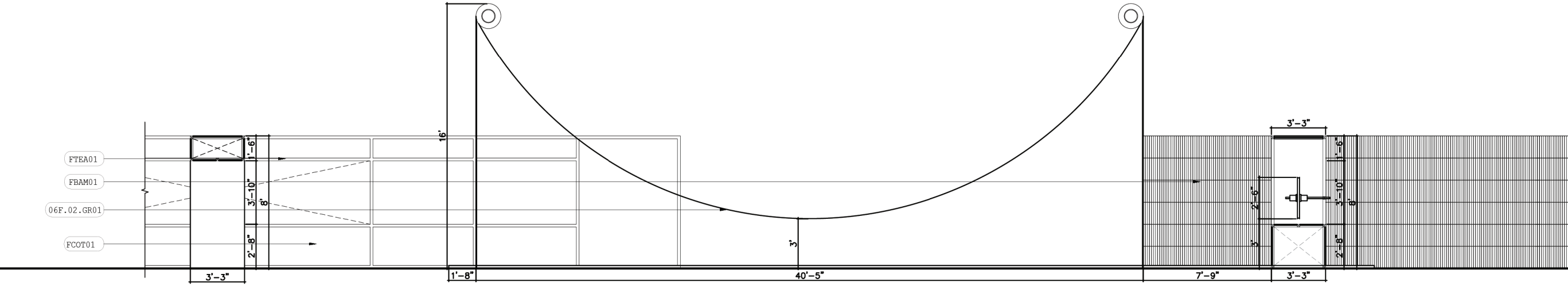
**PLAN 06F**  
SCALE=1:100



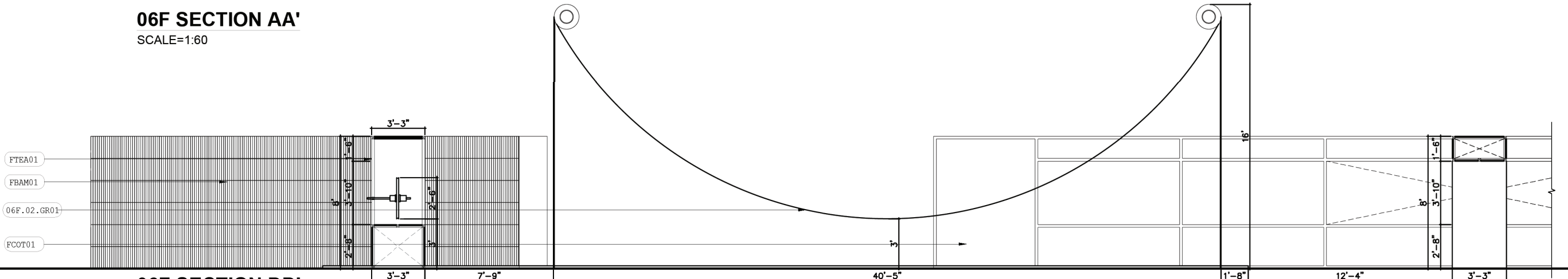
**06F SECTION CC'**  
SCALE=1:60



**06F SECTION DD'**  
SCALE=1:60



**06F SECTION AA'**  
SCALE=1:60



**06F SECTION DD'**  
SCALE=1:60

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Handcrafted Quiet Luxury  
THESIS CAPSTONE  
EXHIBIT

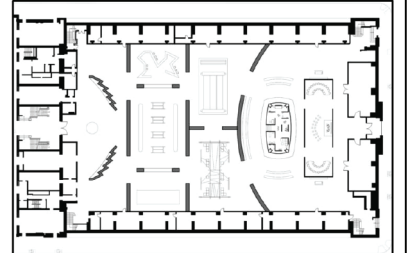
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Intent Only

DRAWING:  
06F KHADI SPIRIT AREA  
ELEVATION/SECTION

SCALE:  
1:60

DRAWING  
LIST:  
EX3.19

DATE:  
12/13/24



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HAUTECRAFT

**HOUSE OF KHADI**

Handcrafted Quiet Luxury

THESIS CAPSTONE  
EXHIBIT

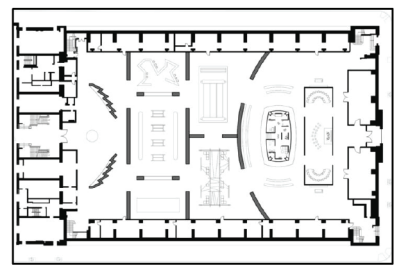
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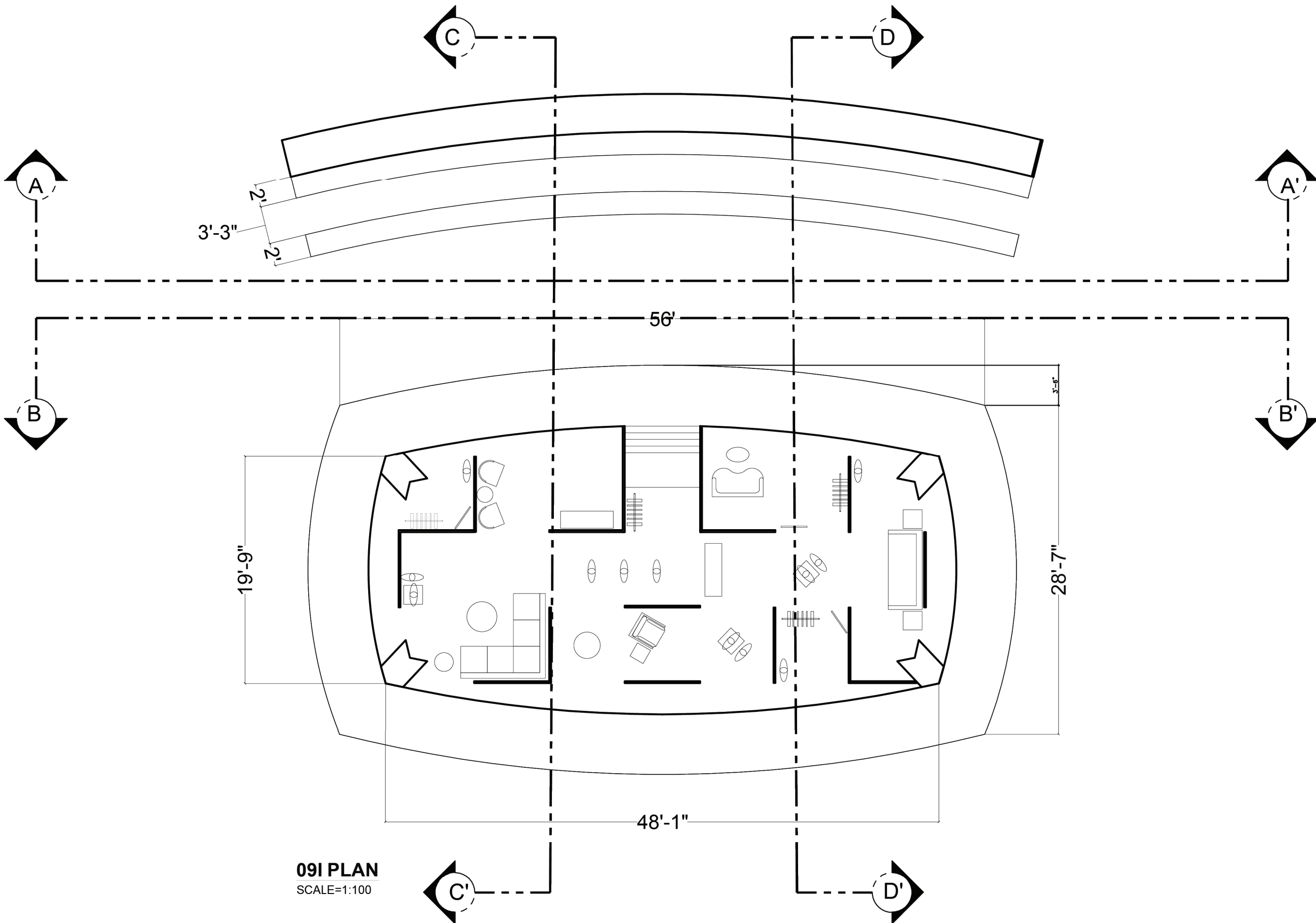
NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
09I LOCAL TO GLOBAL AREA  
PLAN

SCALE:  
1:100

DRAWING  
LIST:  
EX3.20

DATE:  
12/13/24



**09I PLAN**  
SCALE=1:100



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### HOUSE OF KHADI

Handcrafted Quiet Luxury

THESIS CAPSTONE  
EXHIBIT

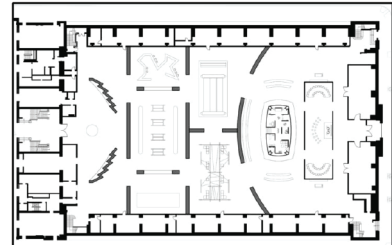
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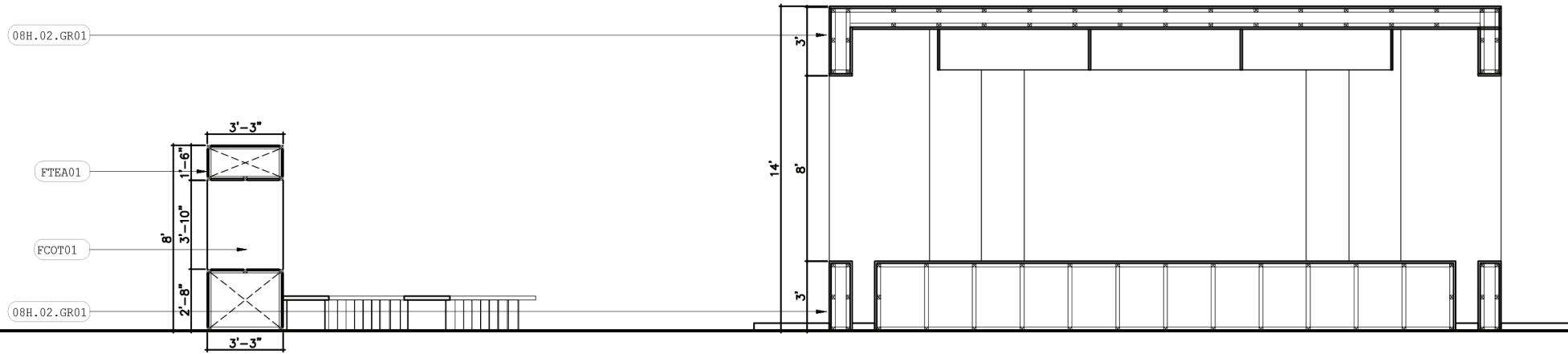
NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
091 LOCAL TO GLOBAL AREA  
PLAN

SCALE:  
1:60

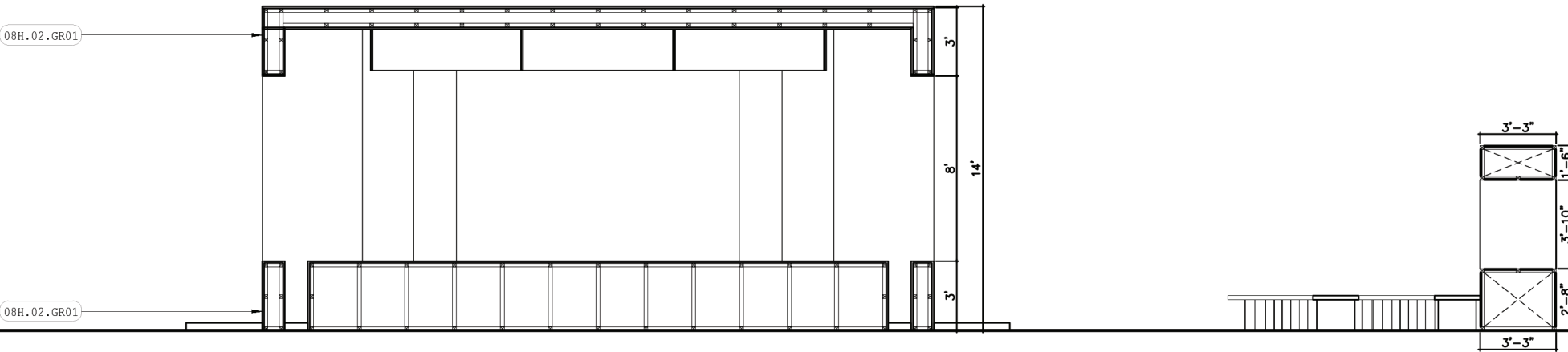
DATE:  
12/13/24

DRAWING  
LIST:  
EX3.21



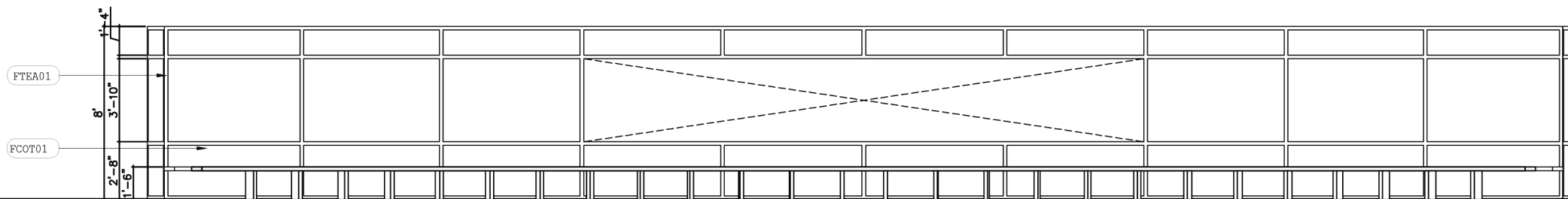
### 091 SECTION DD'

SCALE=1:60



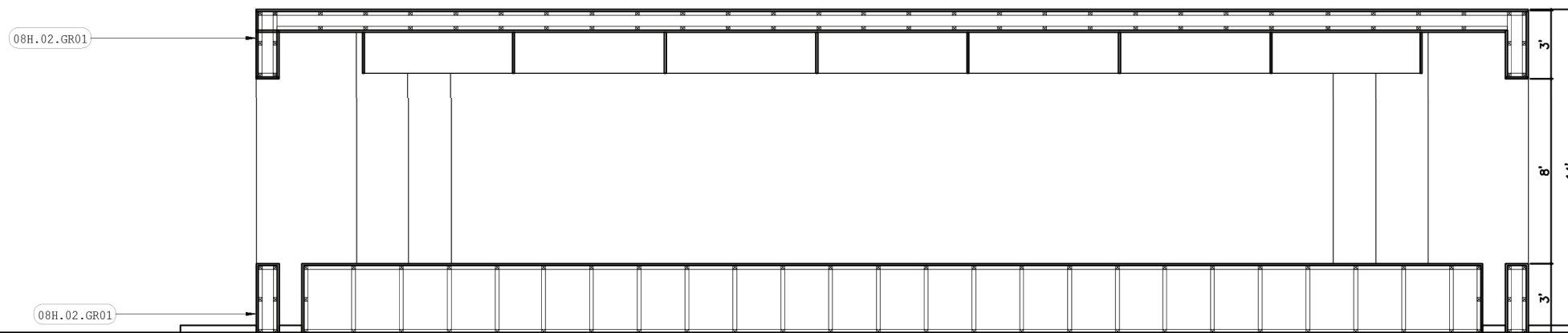
### 091 SECTION CC'

SCALE=1:60



### 091 SECTION AA'

SCALE=1:60



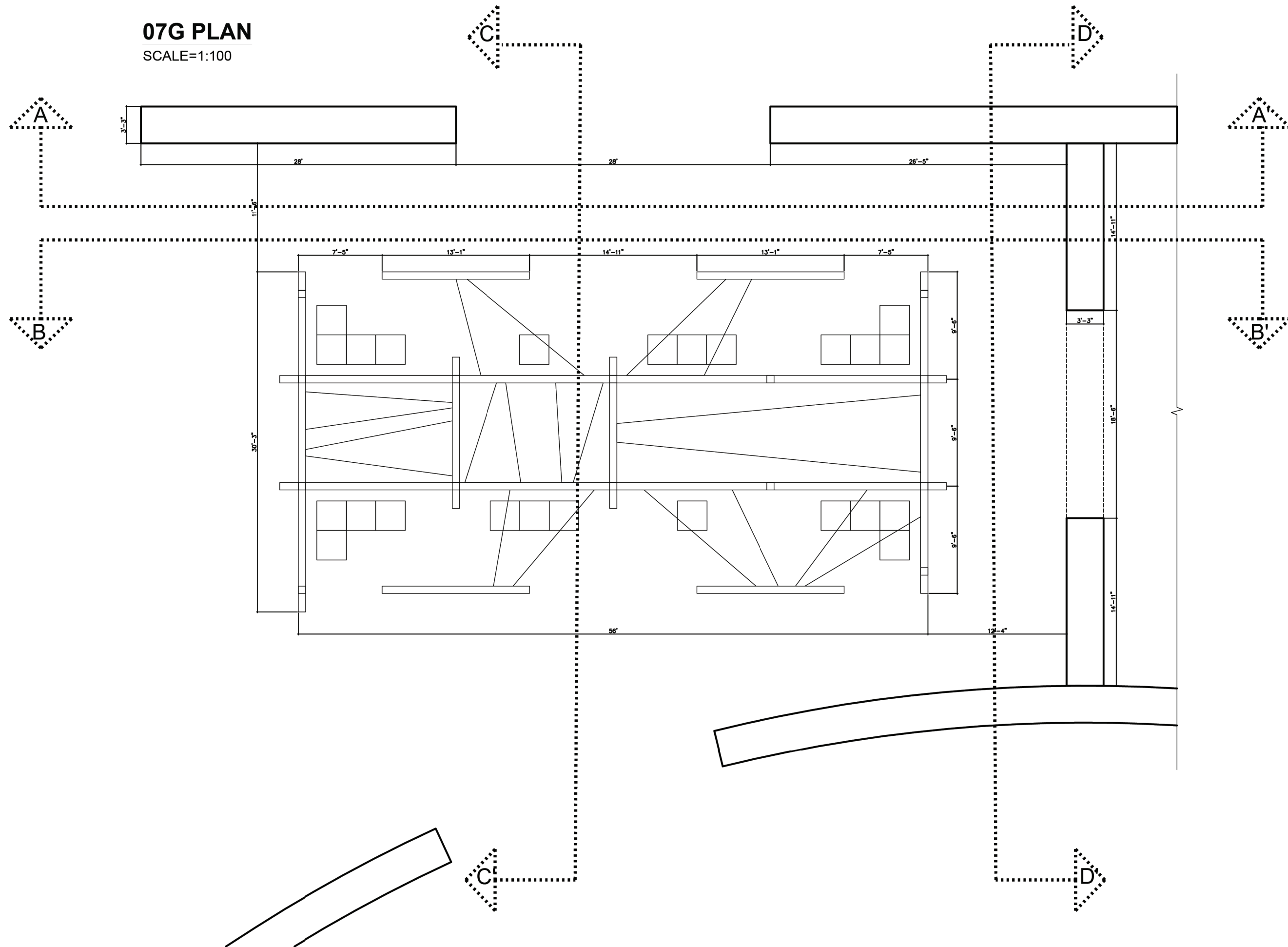
### 091 SECTION BB'

SCALE=1:60



# 07G PLAN

SCALE=1:100



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THESIS CAPSTONE  
EXHIBIT

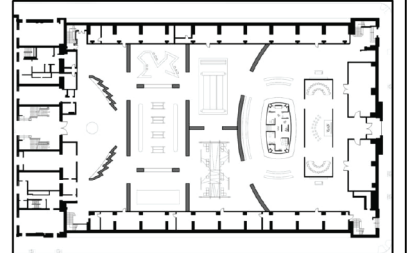
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### KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
07G GARBAGE TO VINTAGE  
AREA PLAN

SCALE:  
1:100

DRAWING  
LIST:  
EX3.22

DATE:  
12/13/24



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Handcrafted Quiet Luxury

THESIS CAPSTONE  
EXHIBIT

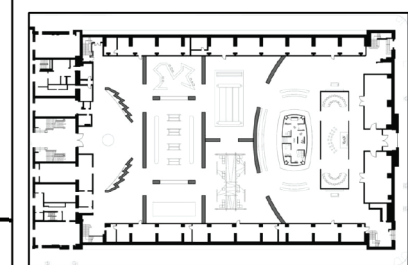
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KEY PLAN



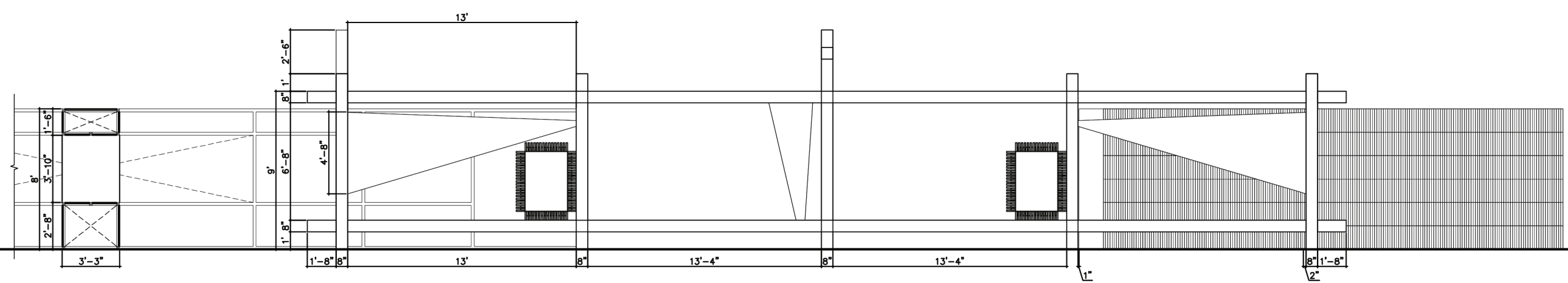
NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
07G GARBAGE TO VINTAGE  
AREA ELEVATION/SECTION

SCALE:  
1:200

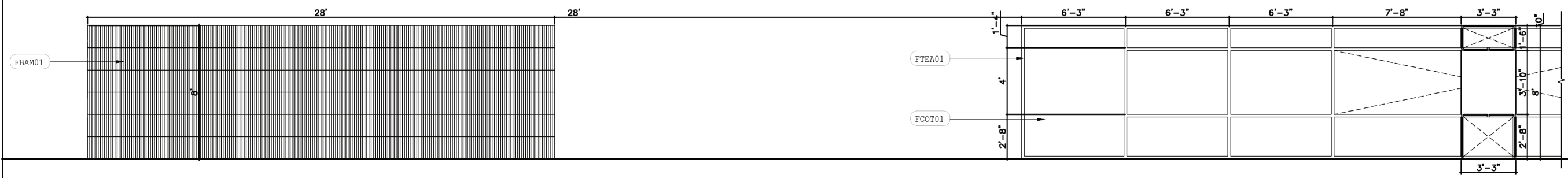
DRAWING  
LIST:  
EX3.23

DATE:  
12/13/24



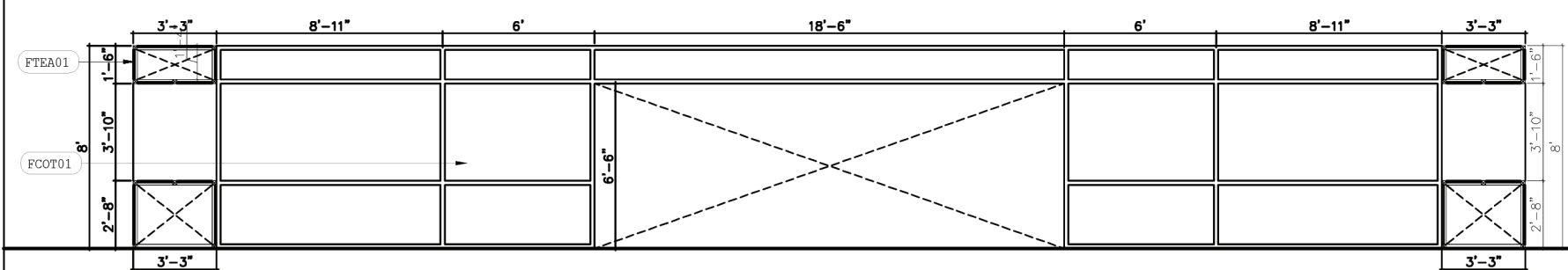
**07G SECTION BB'**

SCALE=1:200



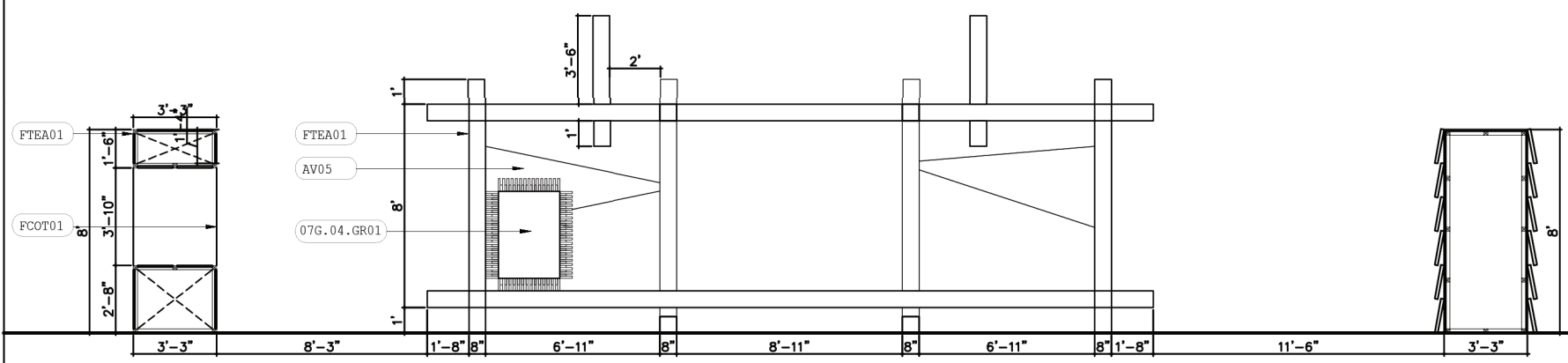
**07G SECTION AA'**

SCALE=1:200



**07G SECTION DD'**

SCALE=1:200



**07G SECTION CC'**

SCALE=1:200



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HAUTECRAFT

**HOUSE OF KHADI**

Handcrafted Quiet Luxury

THESIS CAPSTONE  
EXHIBIT

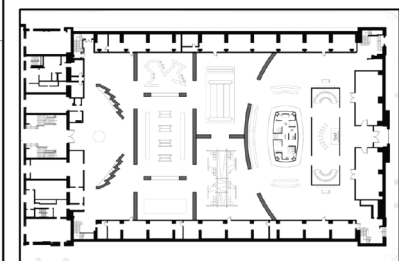
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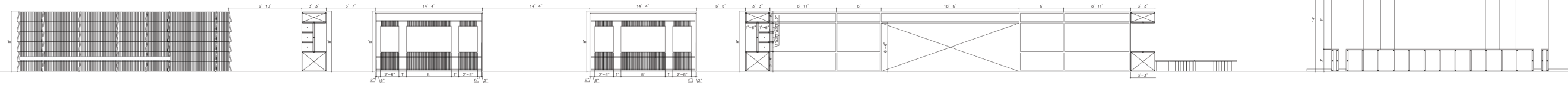
NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
OVERALL  
SECTIONS

SCALE:  
1:150

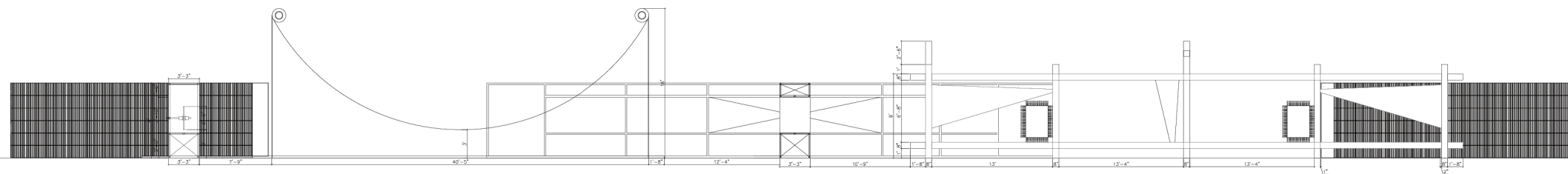
DRAWING  
LIST:  
EX3.24

DATE:  
12/13/24



**LOGITUDNAL SECTION**

SCALE=1:150

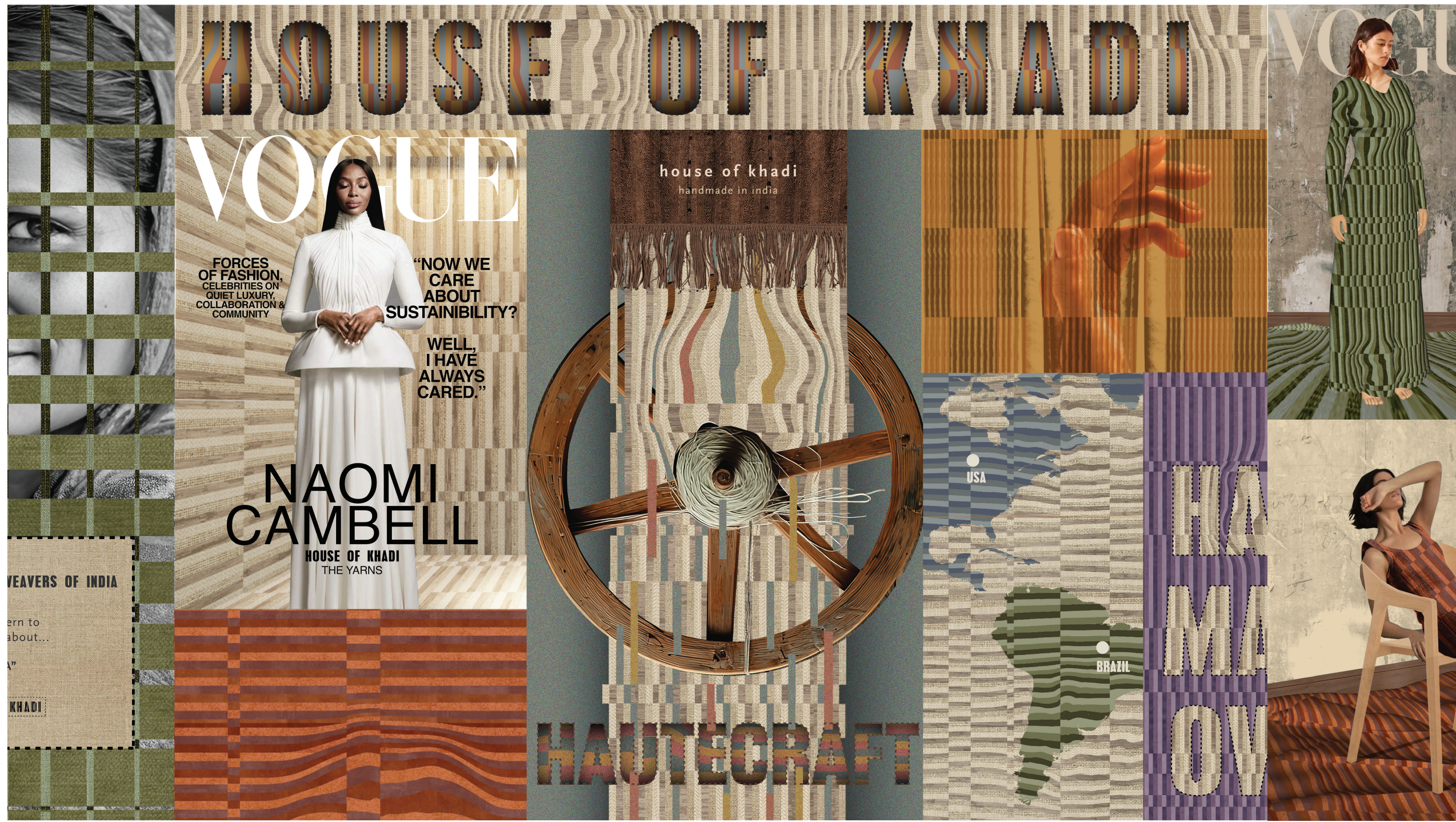


**TRANSVERSE SECTION**

SCALE=1:150

# GRAPHICS





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**HAUTE CRAFT**

**HOUSE OF KHADI**

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EXHIBIT

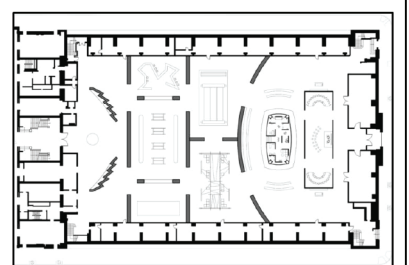
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NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
GRAPHIC LOOK AND FEEL

SCALE:  
NTS

DRAWING  
LIST:  
EX4.01

DATE:  
12/13/24





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THESIS CAPSTONE  
EXHIBIT

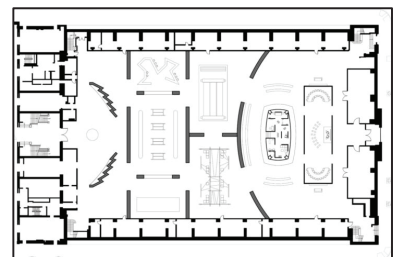
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
VISUAL IDENTITY SYSTEM

SCALE:  
NTS

DRAWING  
LIST:  
EX4.02

DATE:  
12/13/24

# VISUAL IDENTITY SYSTEM

## GRAPHIC PILLARS

### Look and Feel

The look and feel of the haute craft exhibition draw inspiration from the process of warping and wefting threads on a handloom to create fabric. The vertical lines of the loom serve as a wayfinding mechanism, while the irregularities in the patterns pay homage to the imperfections of hand craftsmanship, elevating them to the level of art. The graphic design features a rich array of textures inspired by khadi textiles, including cotton, linen, and silk. The atmosphere is immersive, inviting visitors to almost touch and feel the intricate grains of the fabric.

**HOUSE OF KHADI**

### Color

The color palette draws inspiration from the beige tones of the handloom and the spinning wheel traditionally used to weave khadi fabric. The shades range from light wood hues to darker bamboo tones, reflecting the traditional huts where the production process takes place. Pops of pastel and muted colors are introduced through natural dyes sourced from locally available plants and fruits such as indigo, turmeric, pomegranate, henna, marigold, onion skin, jackfruit, and neem.

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### Type

The primary font used throughout the exhibit is Pilsen Plakat, known for its large x-height and bold outline, offering flexibility to seamlessly superimpose text on textured patterns. This creates the impression that the typography is naturally integrated with fabric swatches. A subtle dotted stitch detail is added to emphasize craftsmanship and contrast. The secondary font, Sans Scala, brings a sense of lightness and airiness, drawing inspiration from the easy, breezy flow of khadi fabrics, adding an eclectic touch that beautifully complements the structured boldness of the primary font.

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**HAUTECRAFT**

**HOUSE OF KHADI**

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EXHIBIT

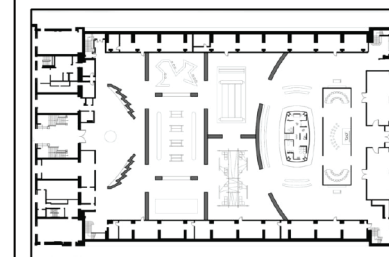
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NOTES:

DRAWING:  
COLOR STORY-AS PER AREA

SCALE:  
NTS

DRAWING  
LIST:

EX4.03

DATE:  
12/13/24



HOUSE OF KHADI

HOUSE OF KHADI

LOGO TEXT

SUBTITLE COPY TEXT

**HEADER**

**PILSEN PLAKAT**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

**BODY COPY**

SANS SCALA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

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HAUTE CRAFT

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EXHIBIT

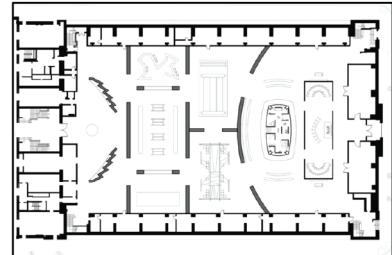
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
LOGO DEVELOPMENT

SCALE:  
NTS

DRAWING  
LIST:  
EX4.04

DATE:  
12/13/24



**HAUTECRAFT**

**HOUSE OF KHADI**

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THESIS CAPSTONE  
EXHIBIT

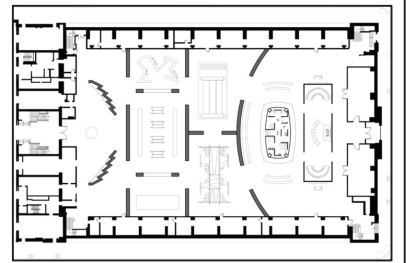
DRAWN BY-  
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NOTES:  
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DRAWING:  
Color Palette

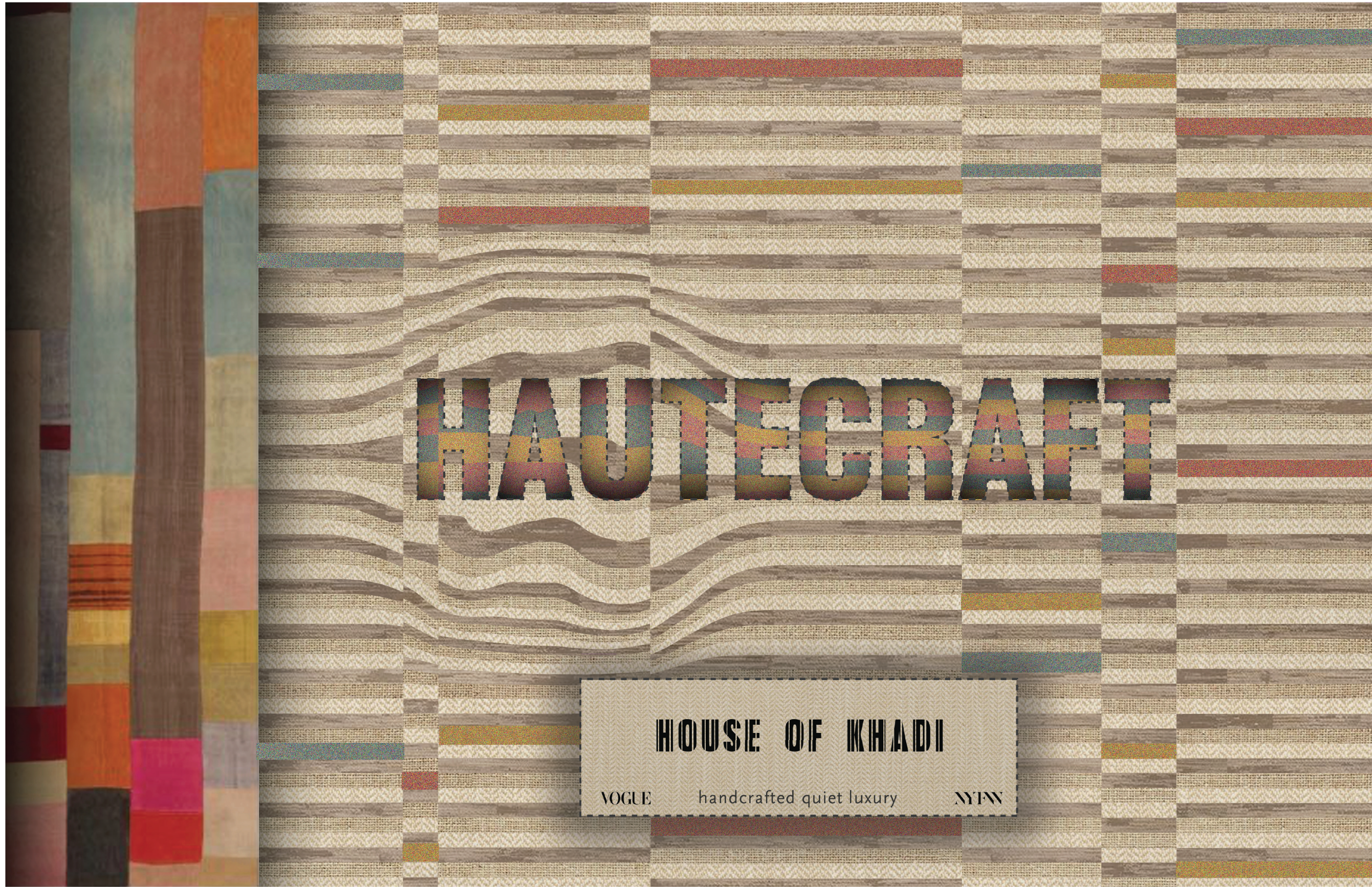
SCALE:  
NTS

DRAWING  
LIST:  
EX0.001

DATE:  
12/13/24

|   |  |   |  |   |   |   |   |   |   |          |          |
|---|--|---|--|---|---|---|---|---|---|----------|----------|
| <br>Bamboo    | <br>Bamboo    | <br>Pattern   | <br>Rose      | <br>Rose      | <br>Pattern | <br>Pattern | <br>Onion      | <br>Onion      | <br>Pattern | <b>N</b> | <b>A</b> |
| <br>Linen     | <br>Linen     |   | <br>Indigo    | <br>Indigo    |   |   | <br>Beetroot   | <br>Beetroot   |   | <b>T</b> | <b>U</b> |
| <br>Cotton    | <br>Cotton    |   | <br>Bluebell  | <br>Bluebell  |   |   | <br>Tea leaves | <br>Tea leaves |   | <b>R</b> | <b>A</b> |
| <br>Yarn     | <br>Yarn     |   | <br>Lavender | <br>Lavender |   |   | <br>Hibiscus  | <br>Hibiscus  |   | <b>L</b> |          |
| <br>Spinach | <br>Spinach |              |             |             |            |            |              | <b>O</b>  | <b>R</b>  | <b>G</b> | <b>A</b> |
| <br>Neem    | <br>Neem    |              |             |             |            |            |              | <b>N</b>  | <b>I</b>  | <b>C</b> |          |
| <br>Grass   | <br>Grass   |              |             |             |            |            |              | <b>D</b>  | <b>Y</b>  | <b>E</b> | <b>S</b> |
| <br>Pattern |  | <br>Pattern |  |   |   |   |   |   |   |          |          |





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SAHER SAHNI

**HAUTE CRAFT**

**HOUSE OF KHADI**

Handcrafted Quiet Luxury

THESIS CAPSTONE  
EXHIBIT

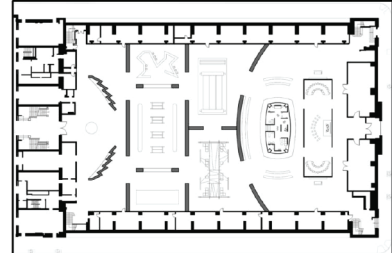
DRAWN BY-  
SAHER SAHNI

SITE-  
Park Avenue Armory,  
643 Park Ave, New York,  
NY 10065, United States

CLIENTS-  
Khadi and Village  
Industries Commission  
sponsored by

**VOGUE**

KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
01A.01.GR01

SCALE:  
NTS

DRAWING  
LIST:

EX4.06

DATE:  
12/13/24

**HOUSE OF KHADI**

VOGUE

handcrafted quiet luxury

NYFW





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**HOUSE OF KHADI**

Handcrafted Quiet Luxury

THESIS CAPSTONE  
EXHIBIT

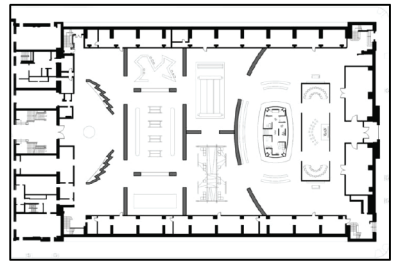
DRAWN BY-  
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SITE-  
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643 Park Ave, New York,  
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
01A.01.GR01 APPLICATION

SCALE:  
NTS

DRAWING  
LIST:

EX4.07

DATE:  
12/13/24





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THESIS CAPSTONE  
EXHIBIT

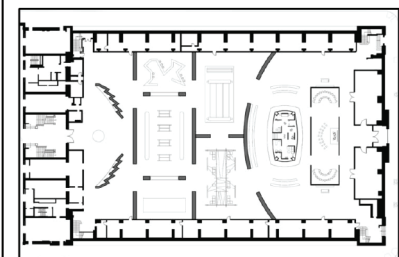
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
01A.01.GR02 APPLICATION

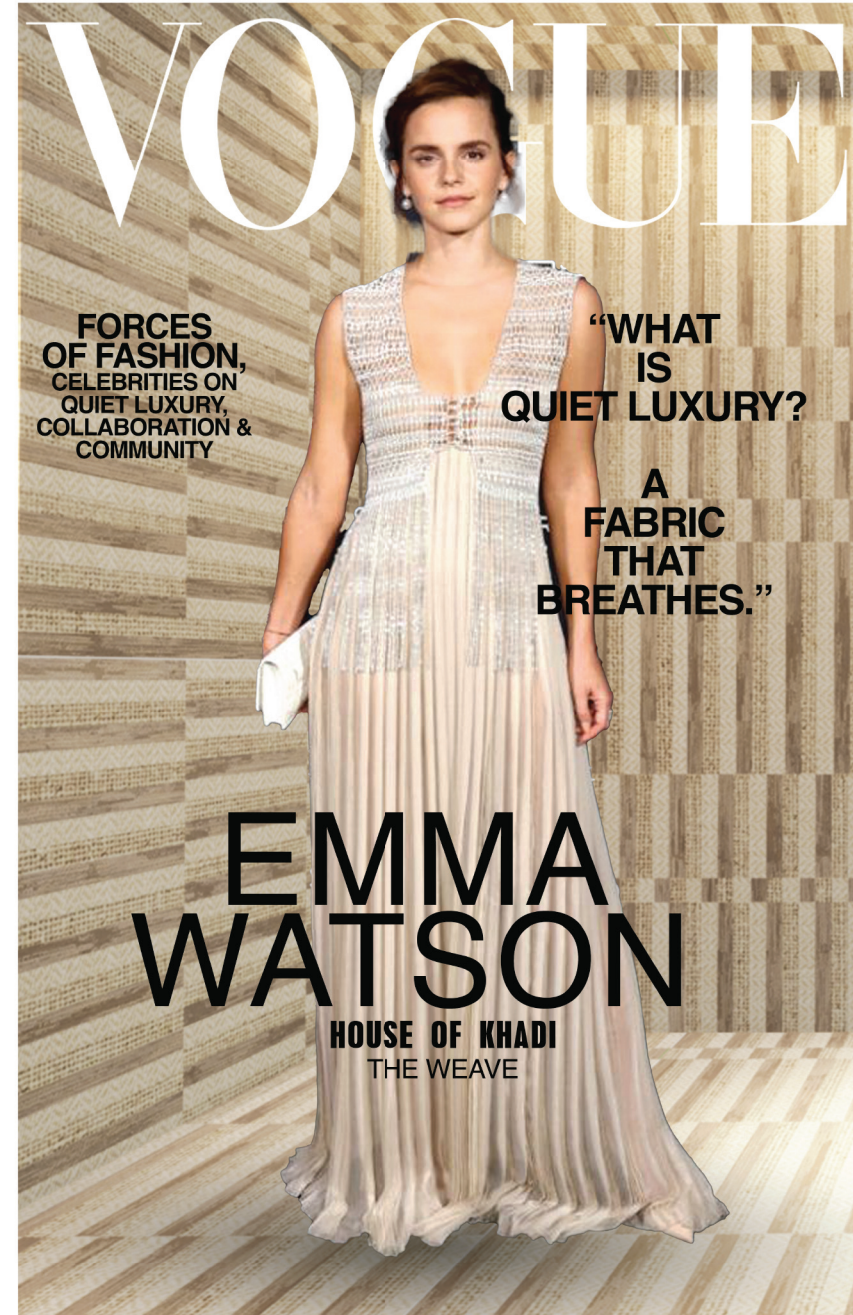
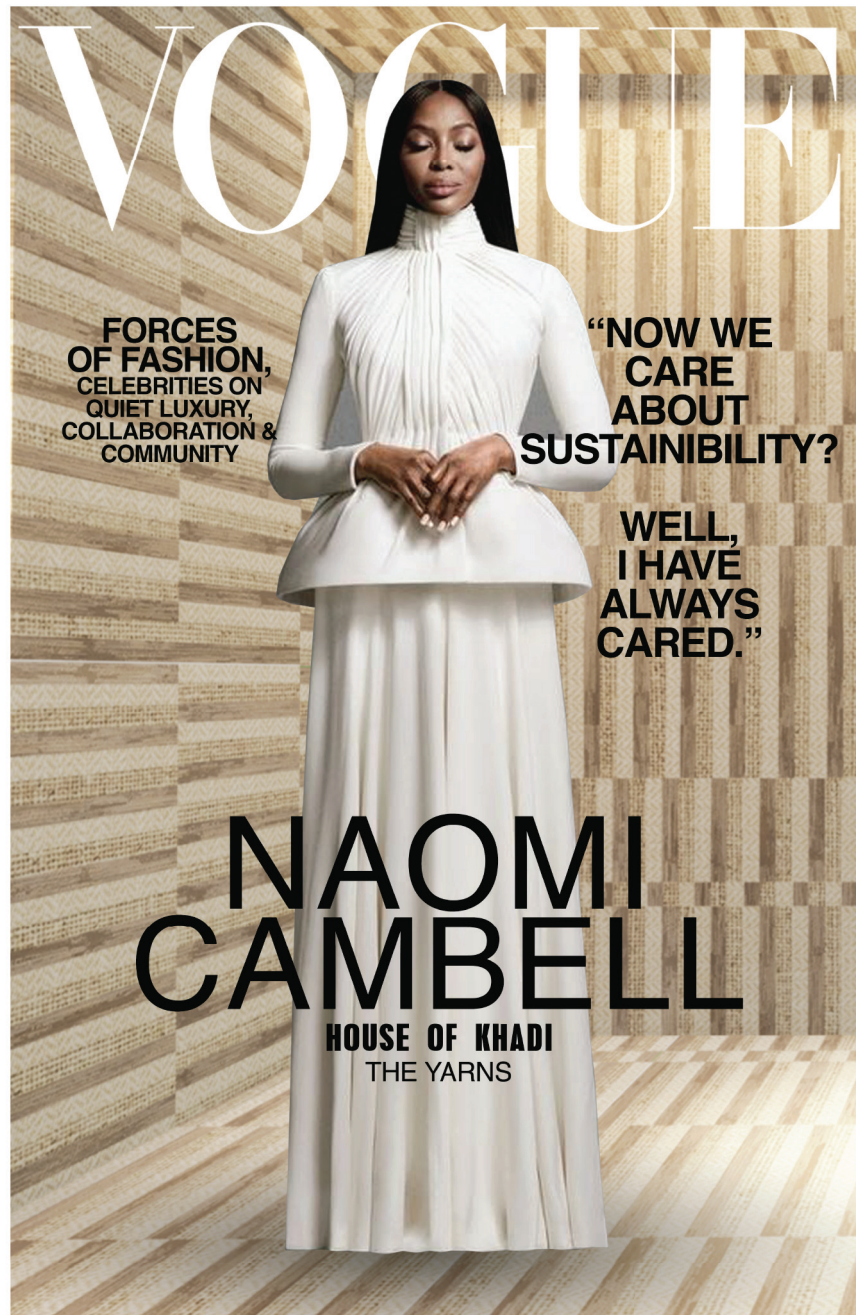
SCALE:  
NTS

DRAWING  
LIST:

EX4.09

DATE:  
12/13/24





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**HOUSE OF KHADI**

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THESIS CAPSTONE  
EXHIBIT

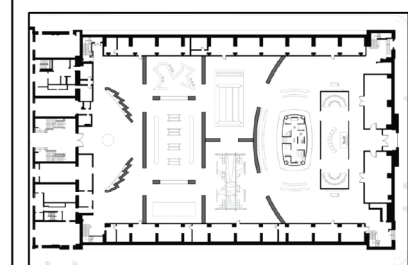
DRAWN BY-  
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SITE-  
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
00A.01.GR01

SCALE:  
NTS

DRAWING  
LIST:  
EX4.10

DATE:  
12/13/24





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**HOUSE OF KHADI**

Handcrafted Quiet Luxury

THESIS CAPSTONE  
EXHIBIT

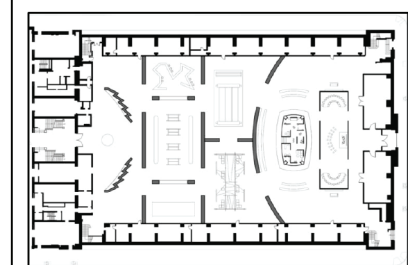
DRAWN BY-  
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SITE-  
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
00A.01.GR01 APPLICATION

SCALE:  
NTS

DRAWING  
LIST:  
EX4.11

DATE:  
12/13/24





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**HOUSE OF KHADI**

Handcrafted Quiet Luxury

THESIS CAPSTONE  
EXHIBIT

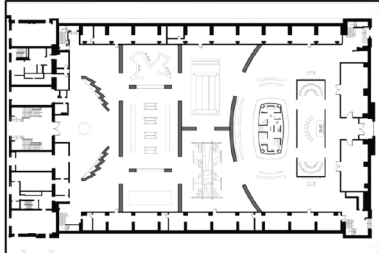
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
00A.02.GR01

SCALE:  
NTS

DRAWING  
LIST:  
EX4.12

DATE:  
12/13/24





House of Khadi App



Global Campaign Promotion

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**HOUSE OF KHADI**

Handcrafted Quiet Luxury

THESIS CAPSTONE  
EXHIBIT

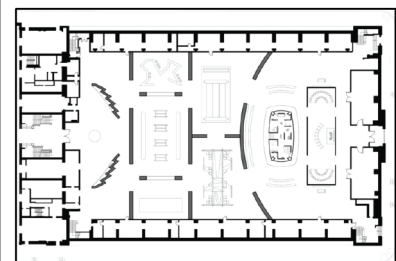
DRAWN BY-  
SAHER SAHNI

SITE-  
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

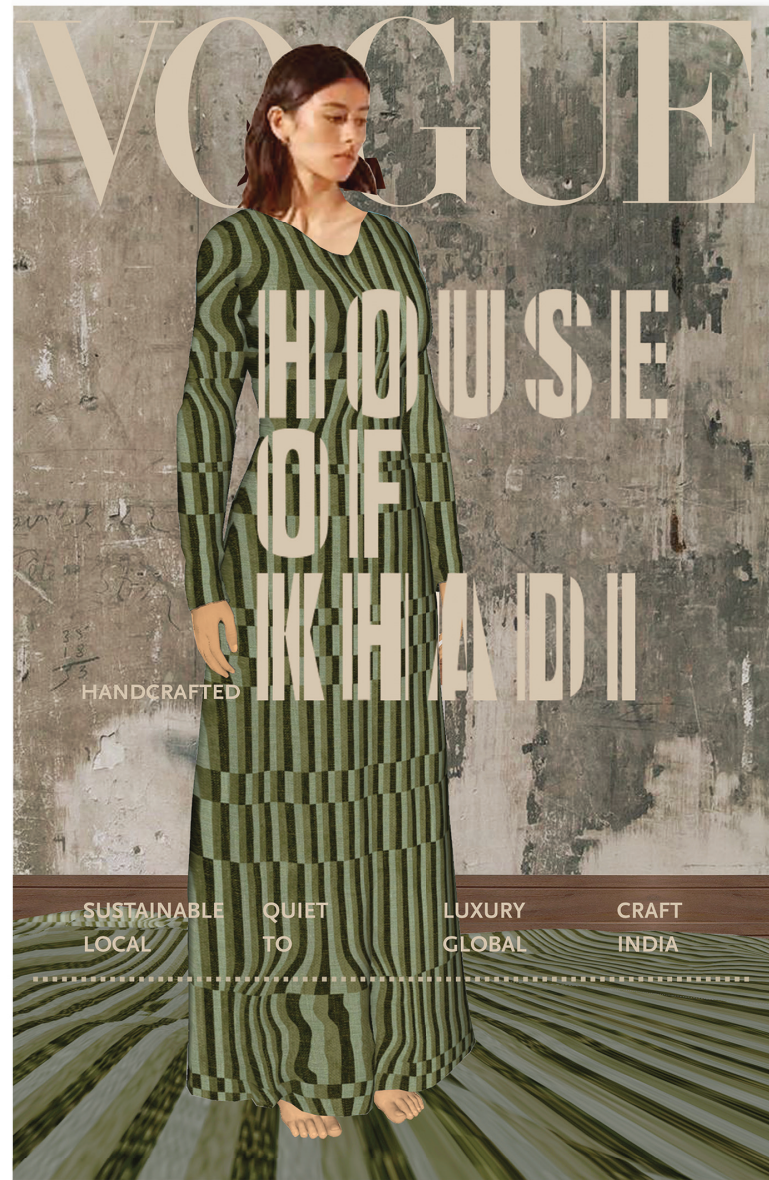
DRAWING:  
DIGITAL BRANDING

SCALE:  
NTS

DRAWING  
LIST:  
EX4.13

DATE:  
12/13/24





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EXHIBIT

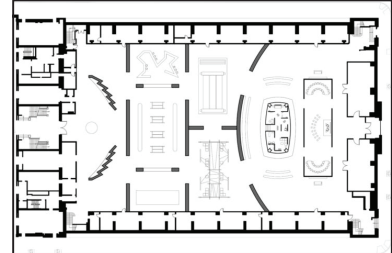
DRAWN BY-  
SAHER SAHNI

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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Catalogue + Coffee Table Book  
+ Magazine

SCALE:  
NTS

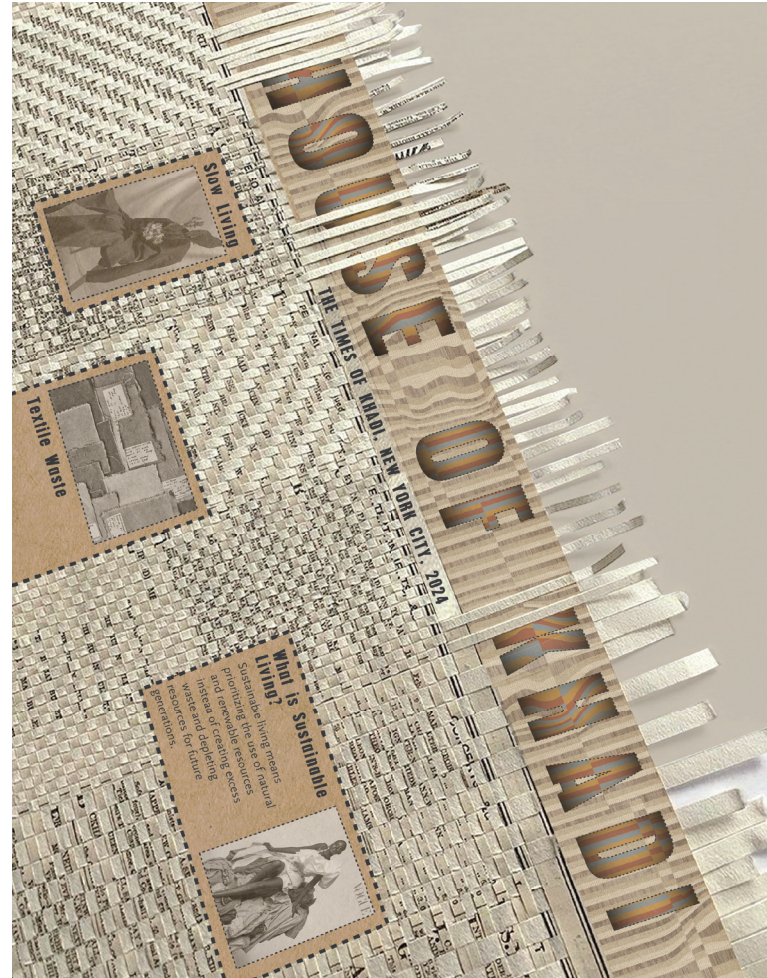
DRAWING  
LIST:  
EX4.14

DATE:  
12/13/24





Subtle branding



Subscription to the House of Khadi newsletter for all things sustainable.



Fashion Show Invite

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THESIS CAPSTONE  
EXHIBIT

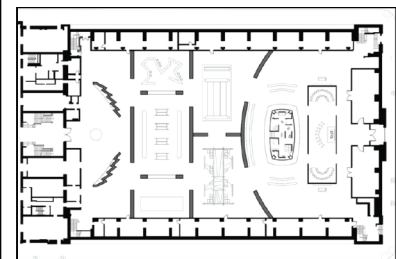
DRAWN BY-  
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
COLLATERALS

SCALE:  
NTS

DRAWING  
LIST:  
EX4.15

DATE:  
12/13/24



## **EXHIBITION DETAILS**



# WAYFINDING THROUGH FACADE

## PRE EXPERIENCE



Khadi  
Fabric

Timber  
Scaffolding

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EXHIBIT

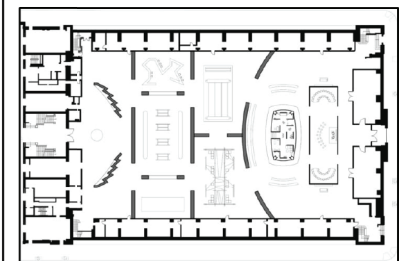
DRAWN BY-  
SAHER SAHNI

SITE-  
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NY 10065, United States

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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Thesis  
Statement

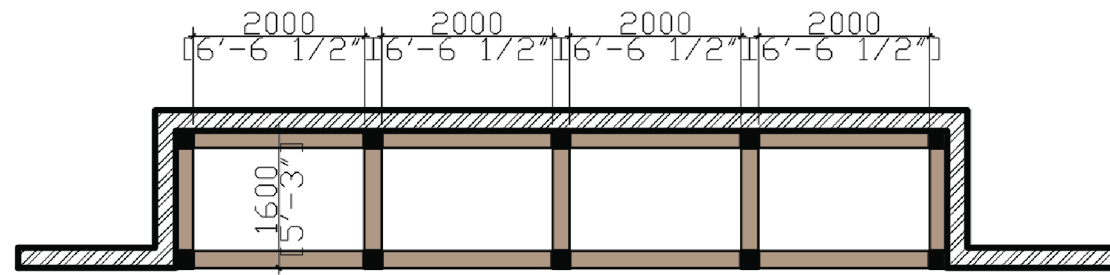
SCALE:  
NTS

DRAWING  
LIST:  
EX5.02

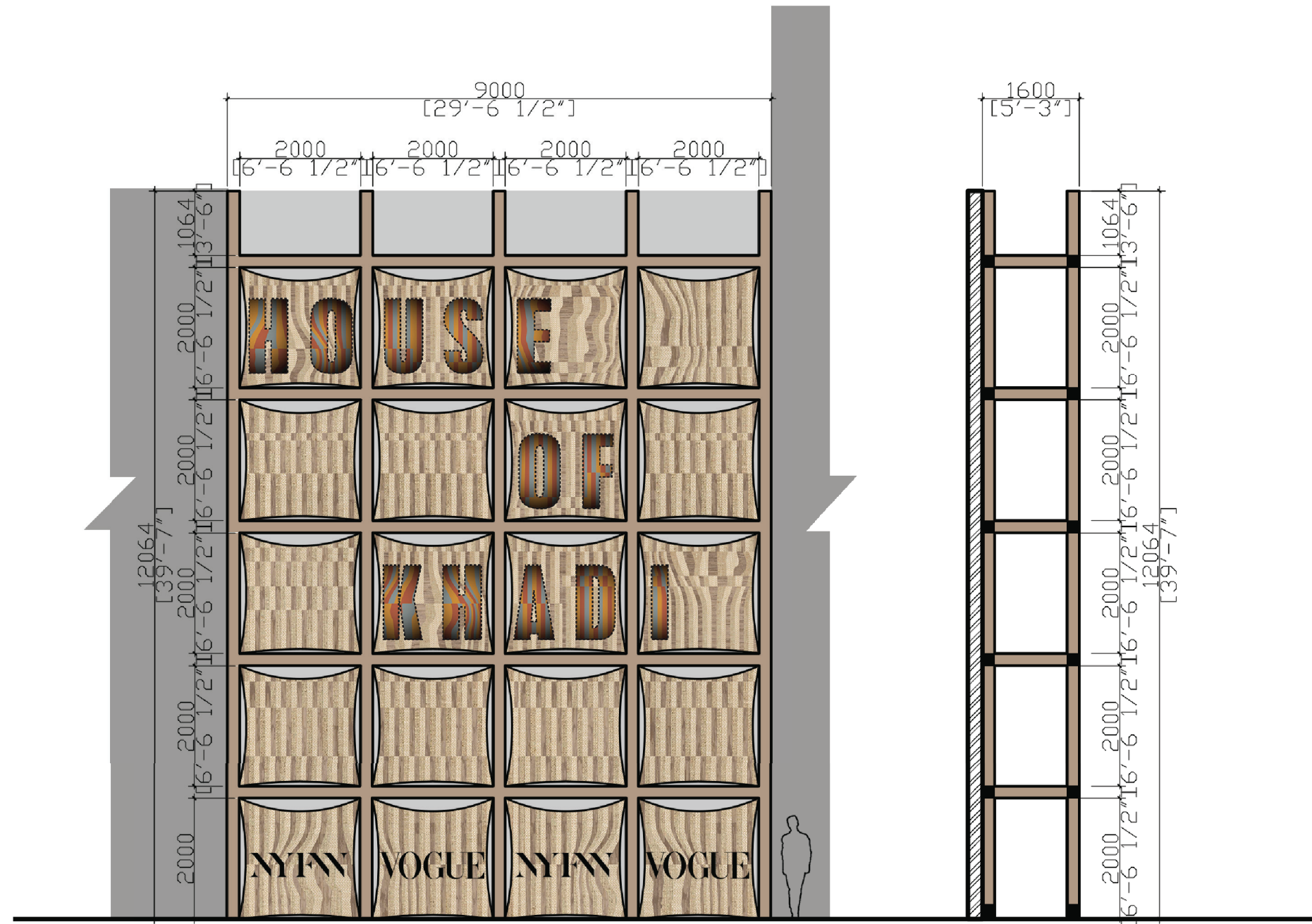
DATE:  
12/13/24

Branded Elevation is achieved through a temporary timber scaffold adorned with Khadi fabric swatches, each carrying subtle branding. This approach not only highlights the brand's identity but also reinforces its commitment to transparency, sustainable and authentic materials.





**PLAN**  
SCALE=1:100



**FRONT ELEVATION**  
SCALE=1:100

**SIDE ELEVATION**  
SCALE=1:100

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**HAUTECRAFT**

**HOUSE OF KHADI**

Handcrafted Quiet Luxury

THESIS CAPSTONE  
EXHIBIT

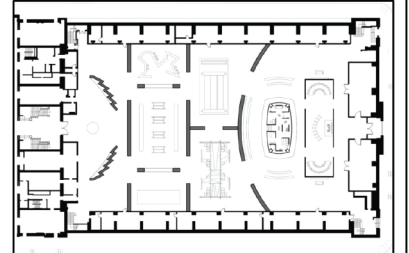
DRAWN BY-  
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

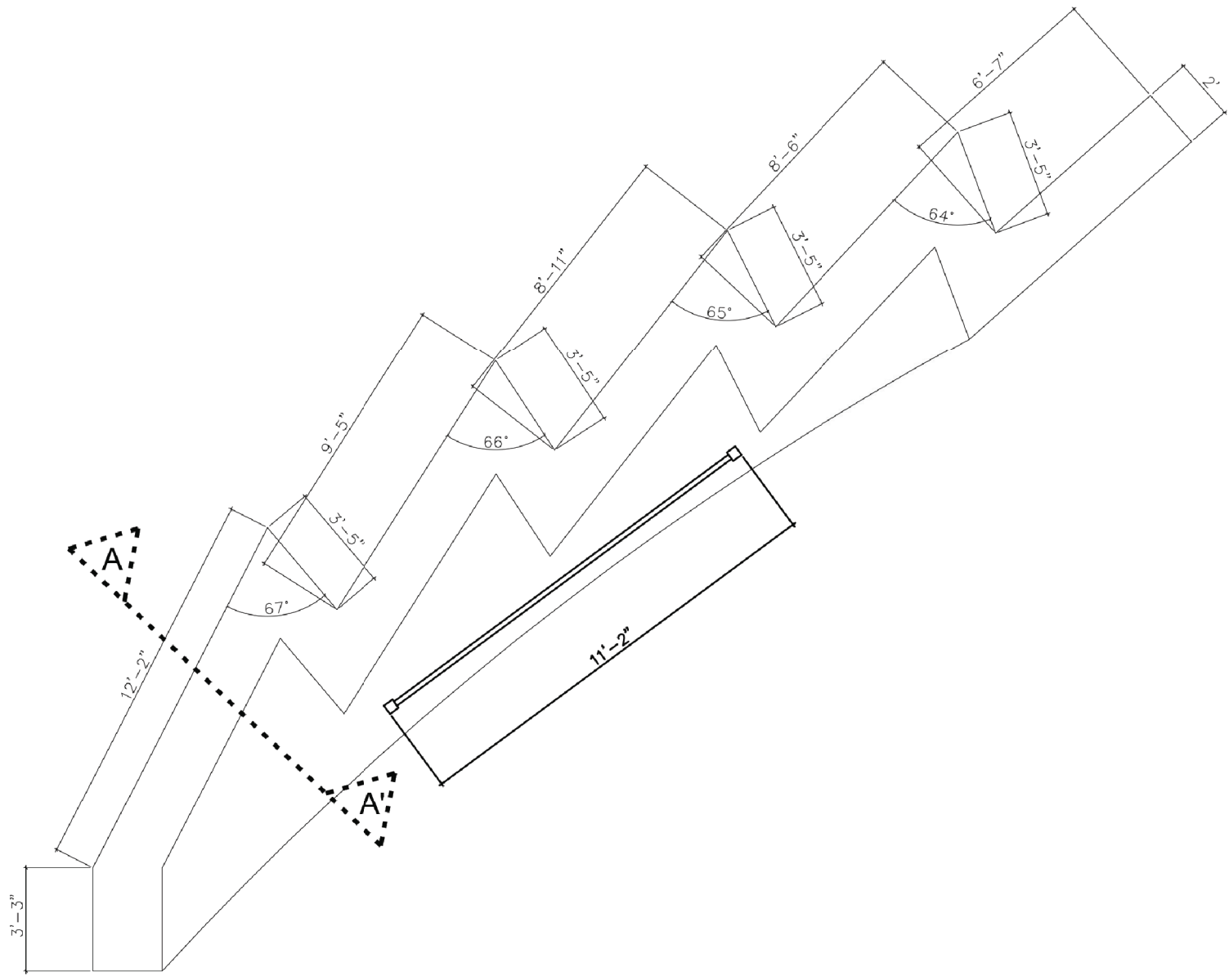
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10K.01.GR01 DETAILS

SCALE:  
NTS

DRAWING  
LIST:  
EX5.03

DATE:  
12/13/24

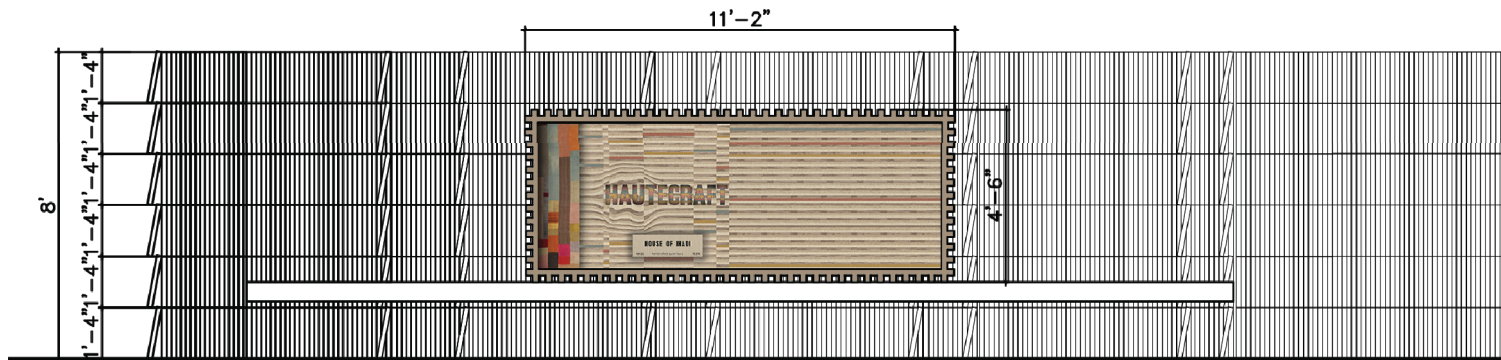




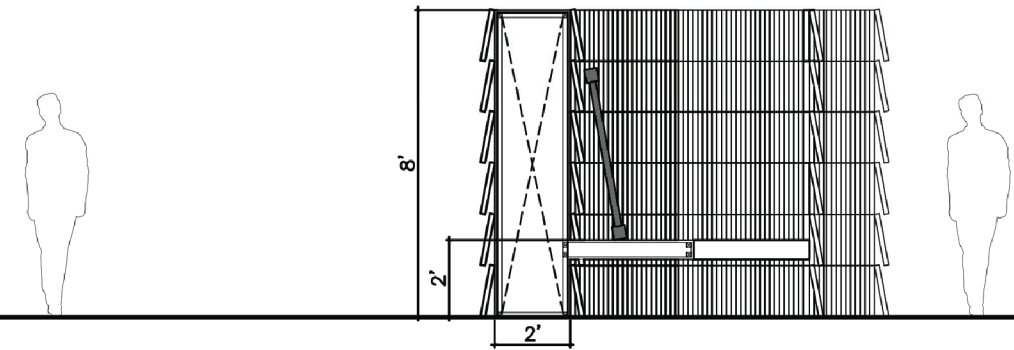
**01A.01.GR01 PLAN**  
SCALE=1:50



**01A.01.GR01 3D VIEW**  
SCALE=1:50



**01A.01.GR01 FRONT ELEVATION**  
SCALE=1:50



**01A.01.GR01 SECTION AA'**  
SCALE=1:50

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Handcrafted Quiet Luxury  
THESIS CAPSTONE  
EXHIBIT

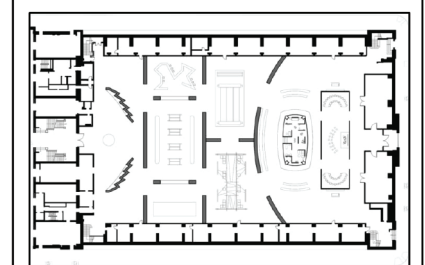
DRAWN BY-  
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

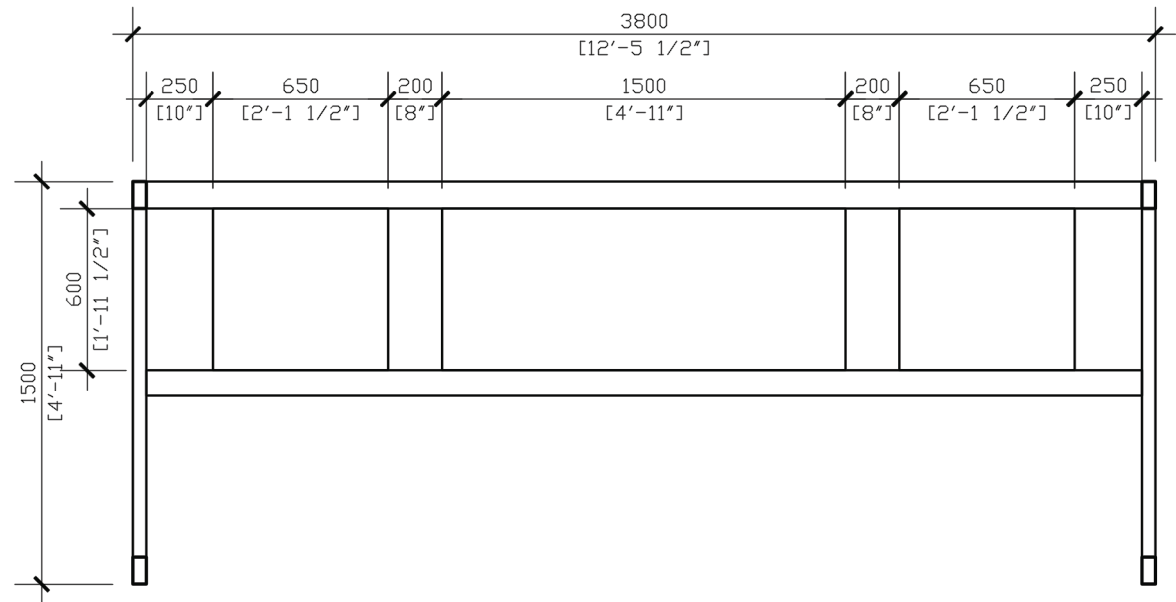
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01A.01.GR01

SCALE:  
NTS

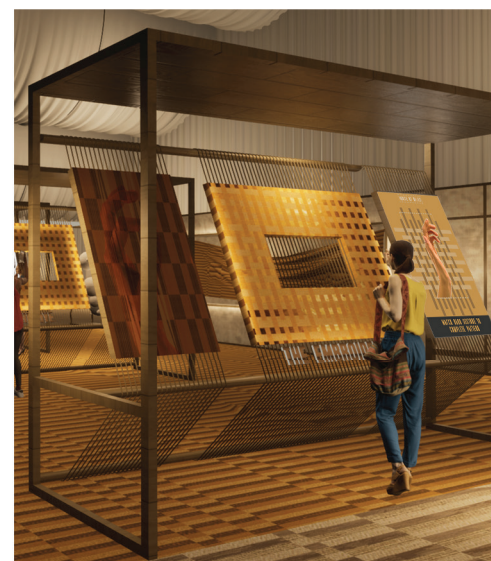
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LIST:  
EX5.04

DATE:  
12/13/24

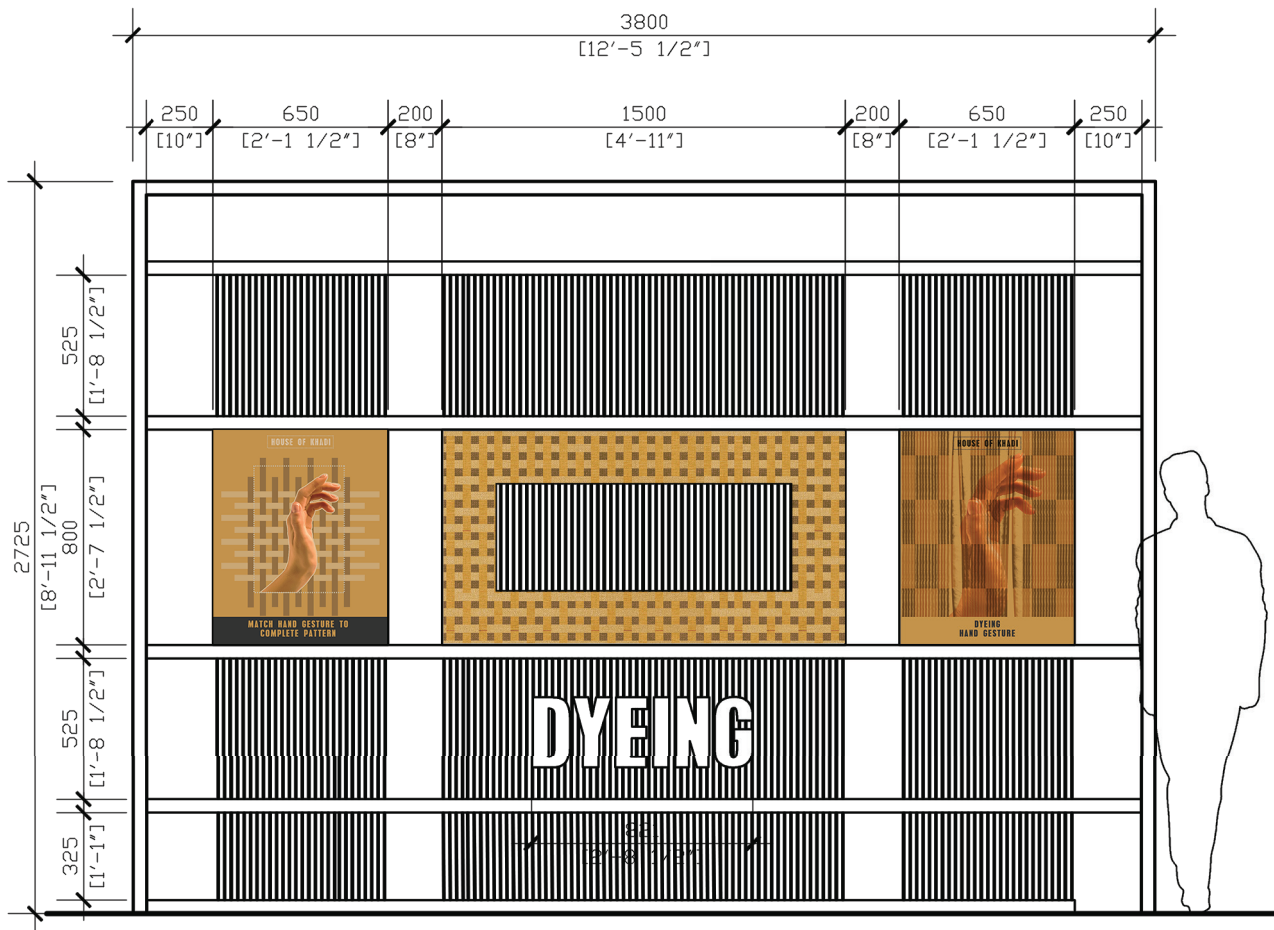




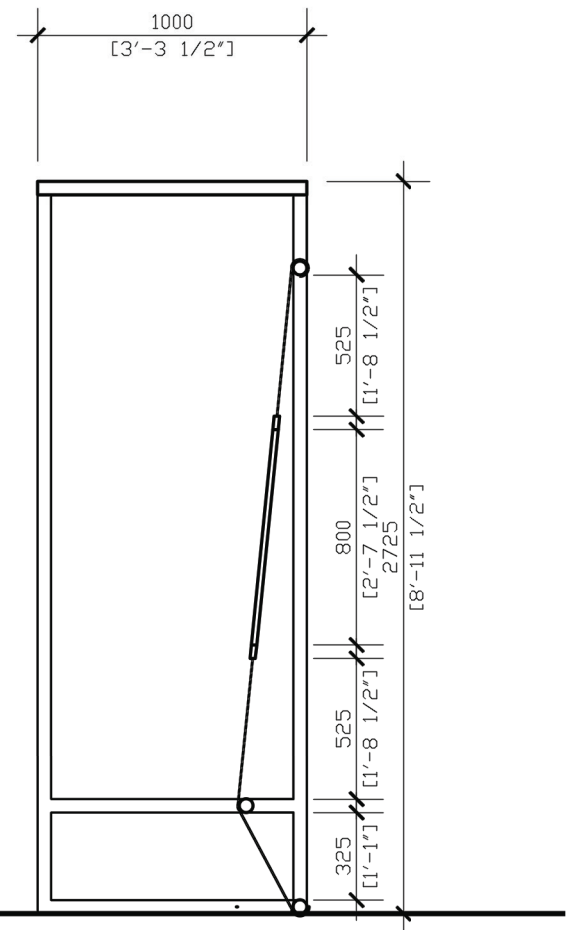
**05E.01.GR01 PLAN**  
SCALE=1:100



**05E.01.GR01 3D VIEW**



**05E.01.GR01 ELEVATION**  
SCALE=1:100



**05E.01.GR01 SECTION**  
SCALE=1:100

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EXHIBIT

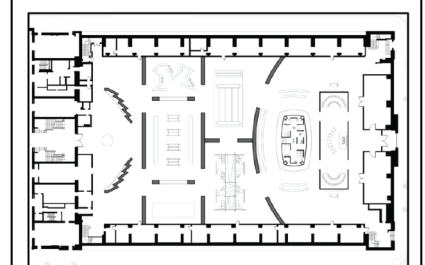
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KEY PLAN



NOTES:  
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Intent Only

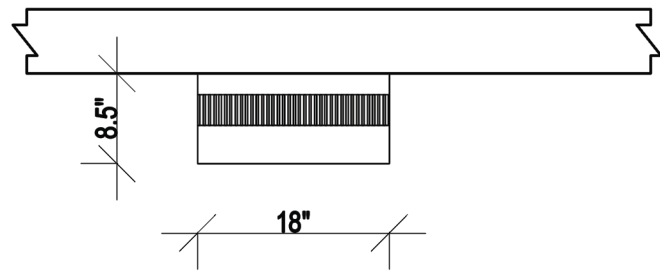
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SCALE:  
NTS

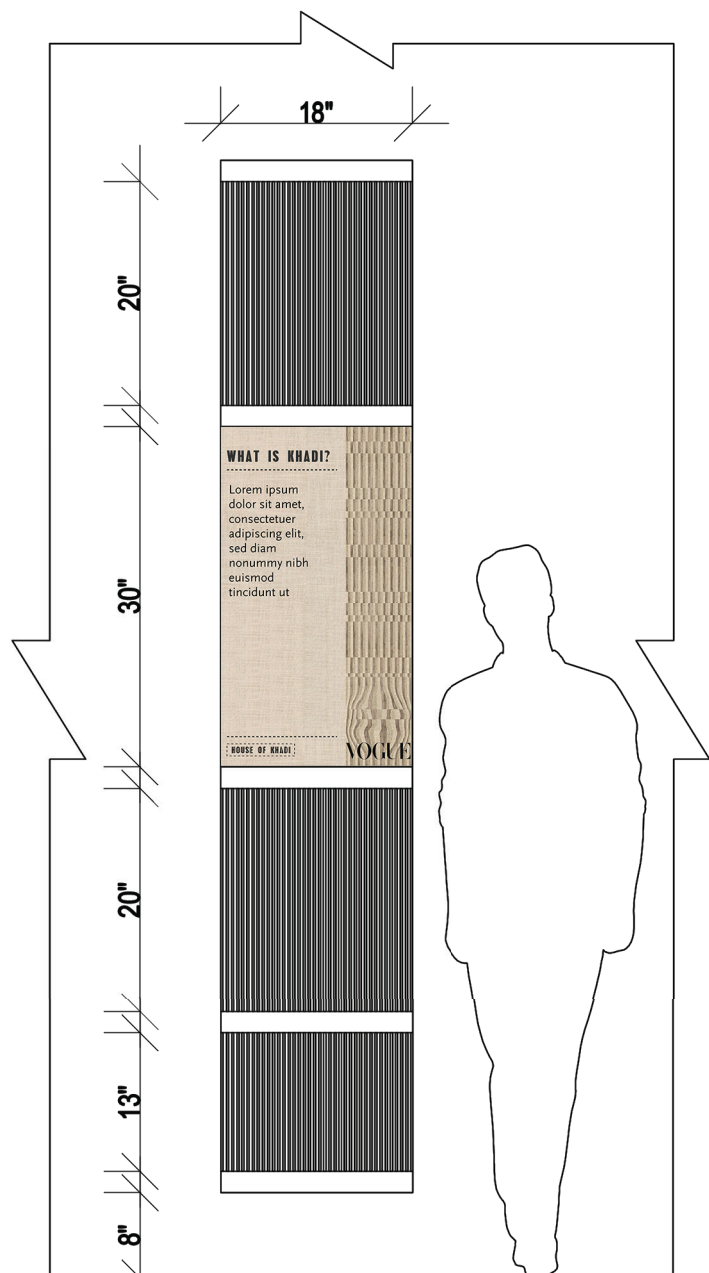
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DATE:  
12/13/24

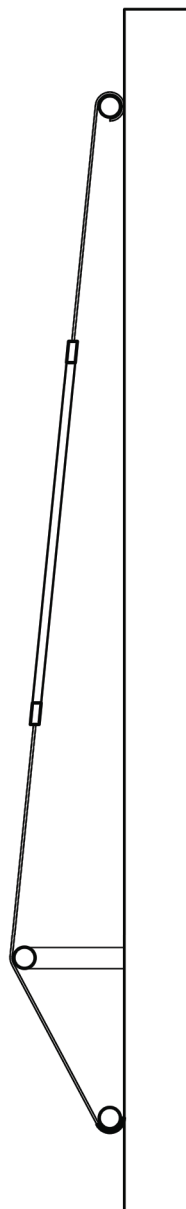




**01A.02.GR02 PLAN**  
SCALE=1:30



**01A.02.GR02 ELEVATION**  
SCALE=1:30



**01A.02.GR02 SECTION**  
SCALE=1:30



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THESIS CAPSTONE  
EXHIBIT

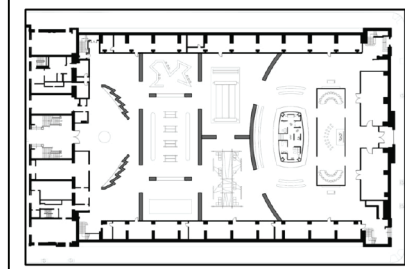
DRAWN BY-  
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
01A.02.GR02

SCALE:  
NTS

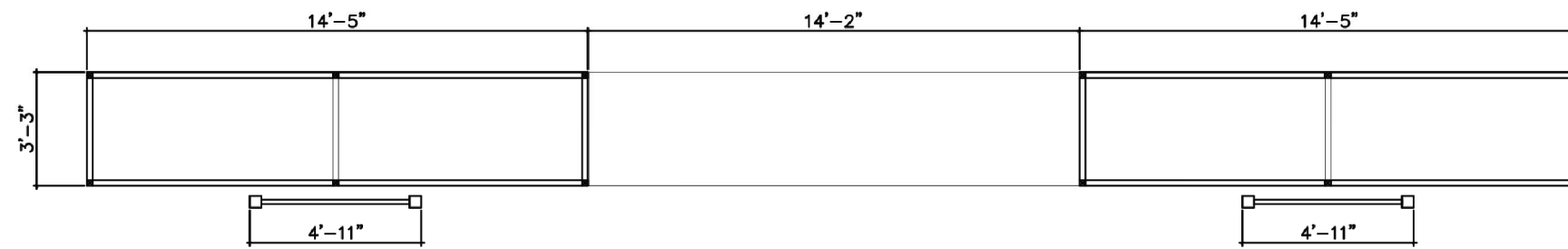
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EX5.06

DATE:  
12/13/24

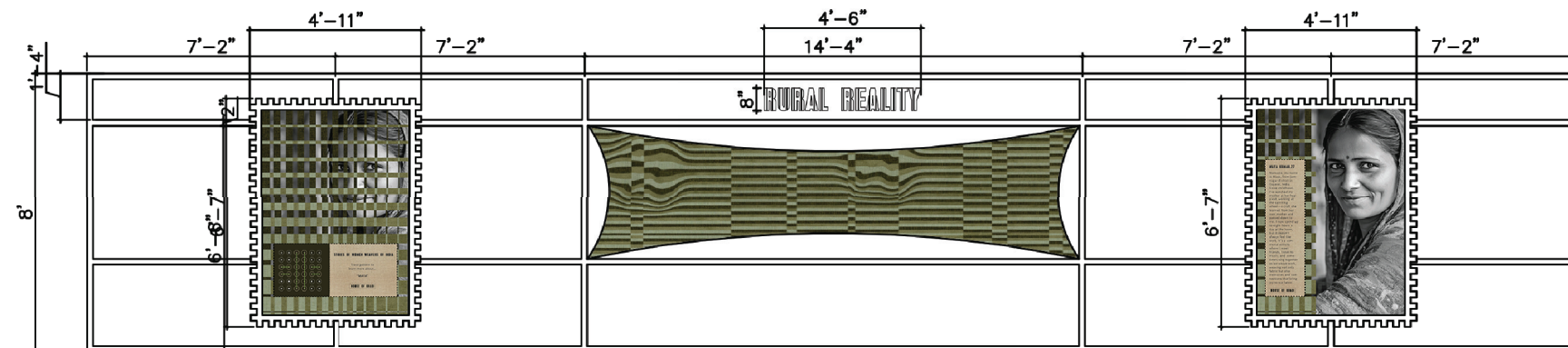




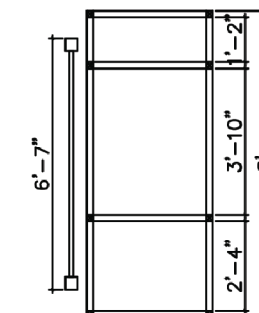
03C.01.GR02 3D VIEW



03C.01.GR02 PLAN  
SCALE=1:50



03C.01.GR02 ELEVATION  
SCALE=1:50



03C.01.GR02 SECTION  
SCALE=1:50

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EXHIBIT

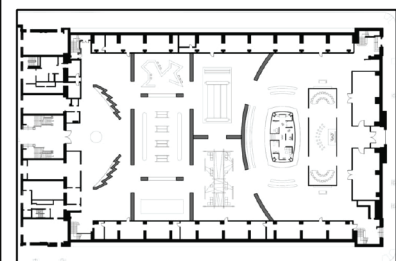
DRAWN BY-  
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KEY PLAN



NOTES:  
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DRAWING:  
03C.01.GR02

SCALE:  
NTS

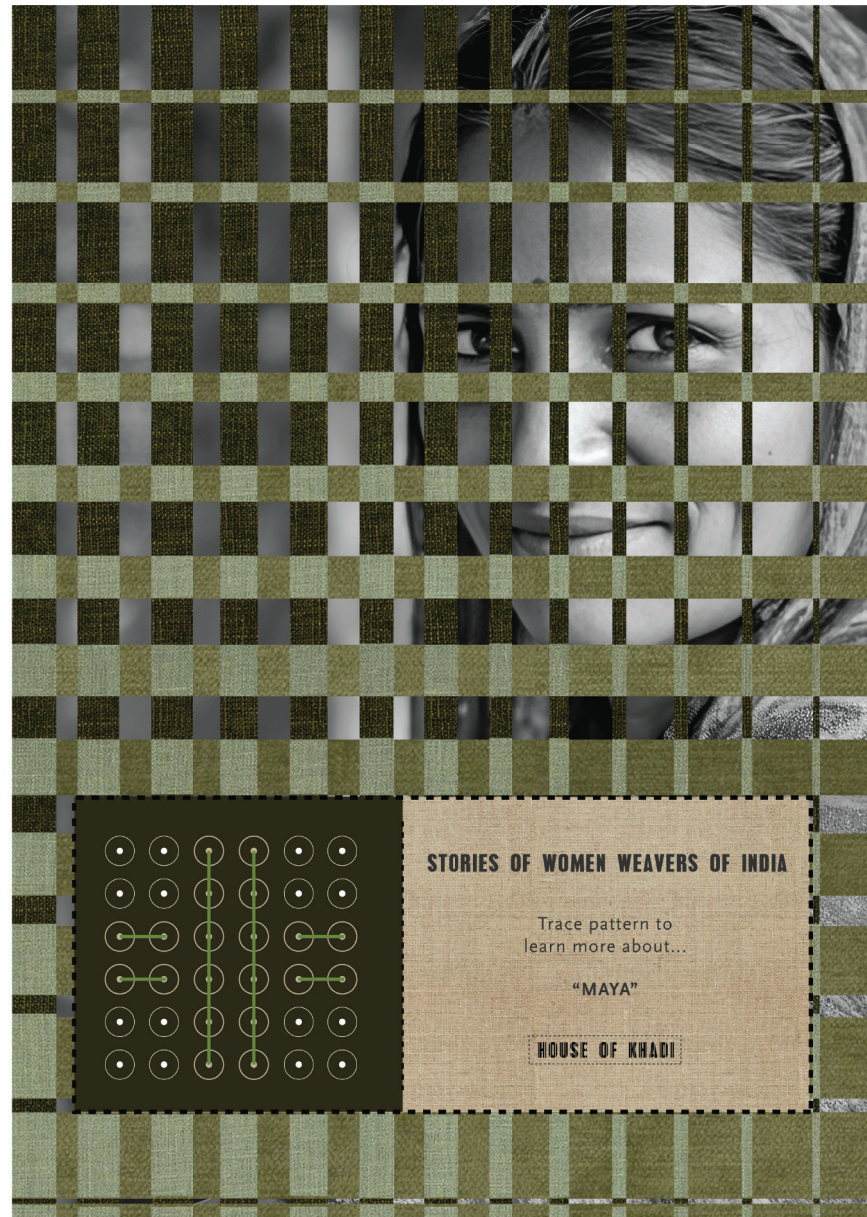
DRAWING  
LIST:  
EX5.07

DATE:  
12/13/24



# DIGITAL MEDIA

## STORYBOARDS



**STEP ONE-**  
Trace on a woven pattern  
to unlock hidden stories



**STEP TWO-**  
Read content and engage  
with personal narratives



**STEP THREE-**  
Make a donation as per  
your choice

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### HOUSE OF KHADI

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THESIS CAPSTONE  
EXHIBIT

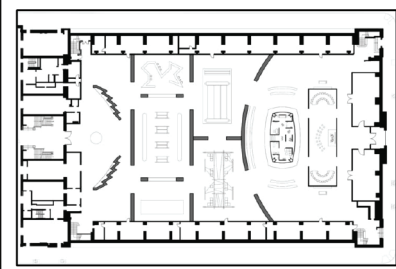
DRAWN BY-  
SAHER SAHNI

SITE-  
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#### KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
03C.01.GR02 STORYBOARD

SCALE:  
NTS

DRAWING  
LIST:  
EX5.08

DATE:  
12/13/24





Vases + Handkerchiefs



Tableware



Photoframes

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THESIS CAPSTONE  
EXHIBIT

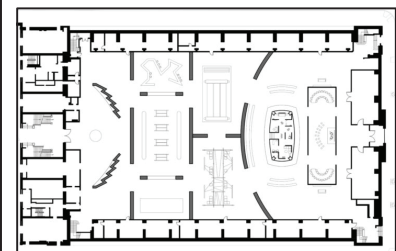
DRAWN BY-  
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SITE-  
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KEY PLAN



NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Takeaways

SCALE:  
NTS

DRAWING  
LIST:  
EX5.08

DATE:  
12/13/24



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THESIS CAPSTONE  
EXHIBIT

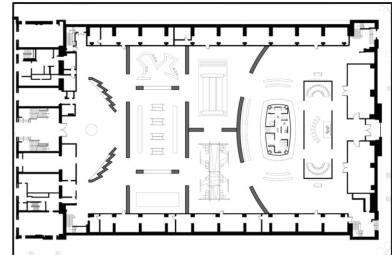
DRAWN BY-  
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SITE-  
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KEY PLAN



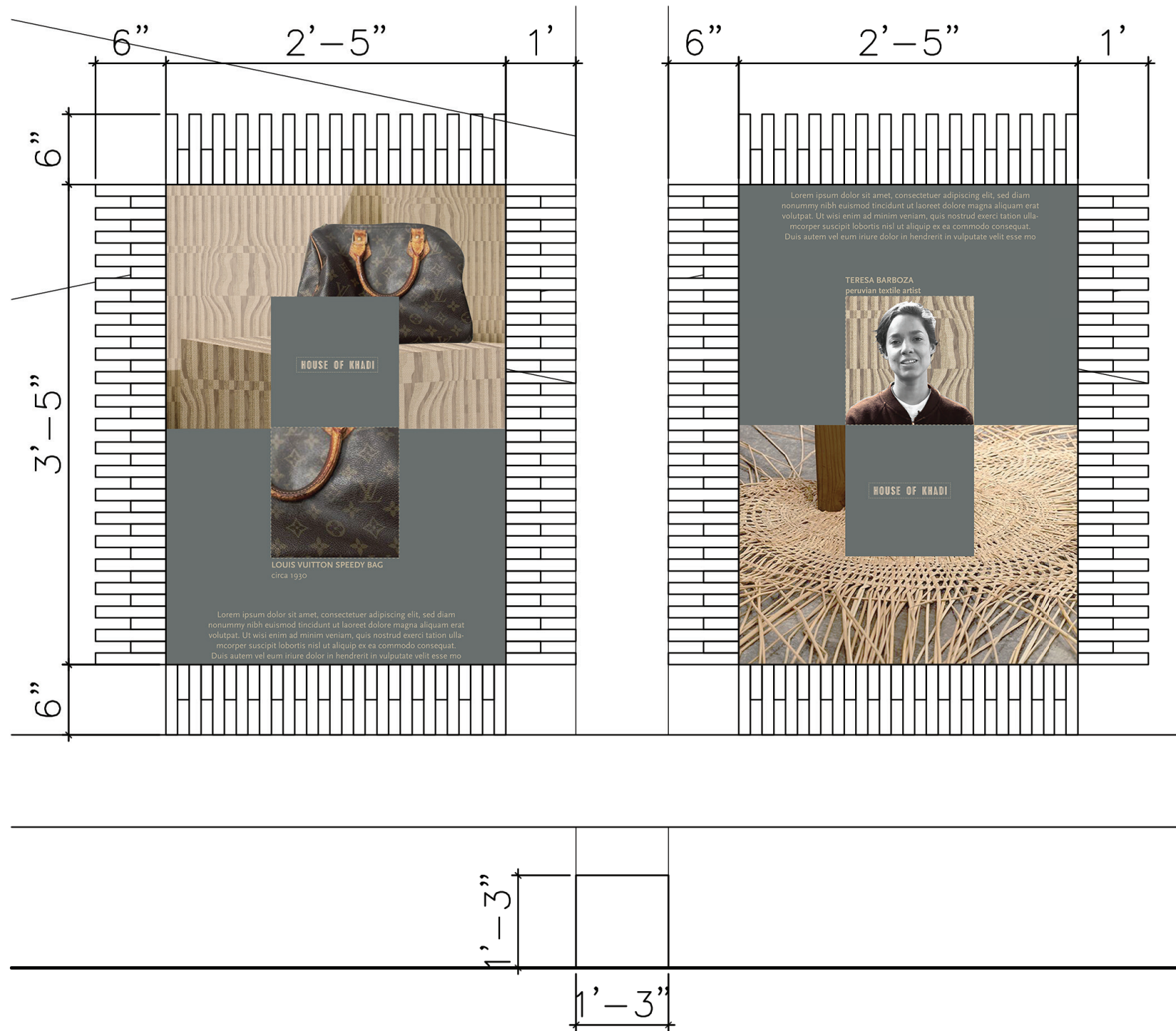
NOTES:  
Drawings For Design  
Intent Only

DRAWING:  
Vintage to Garbage DETAIL

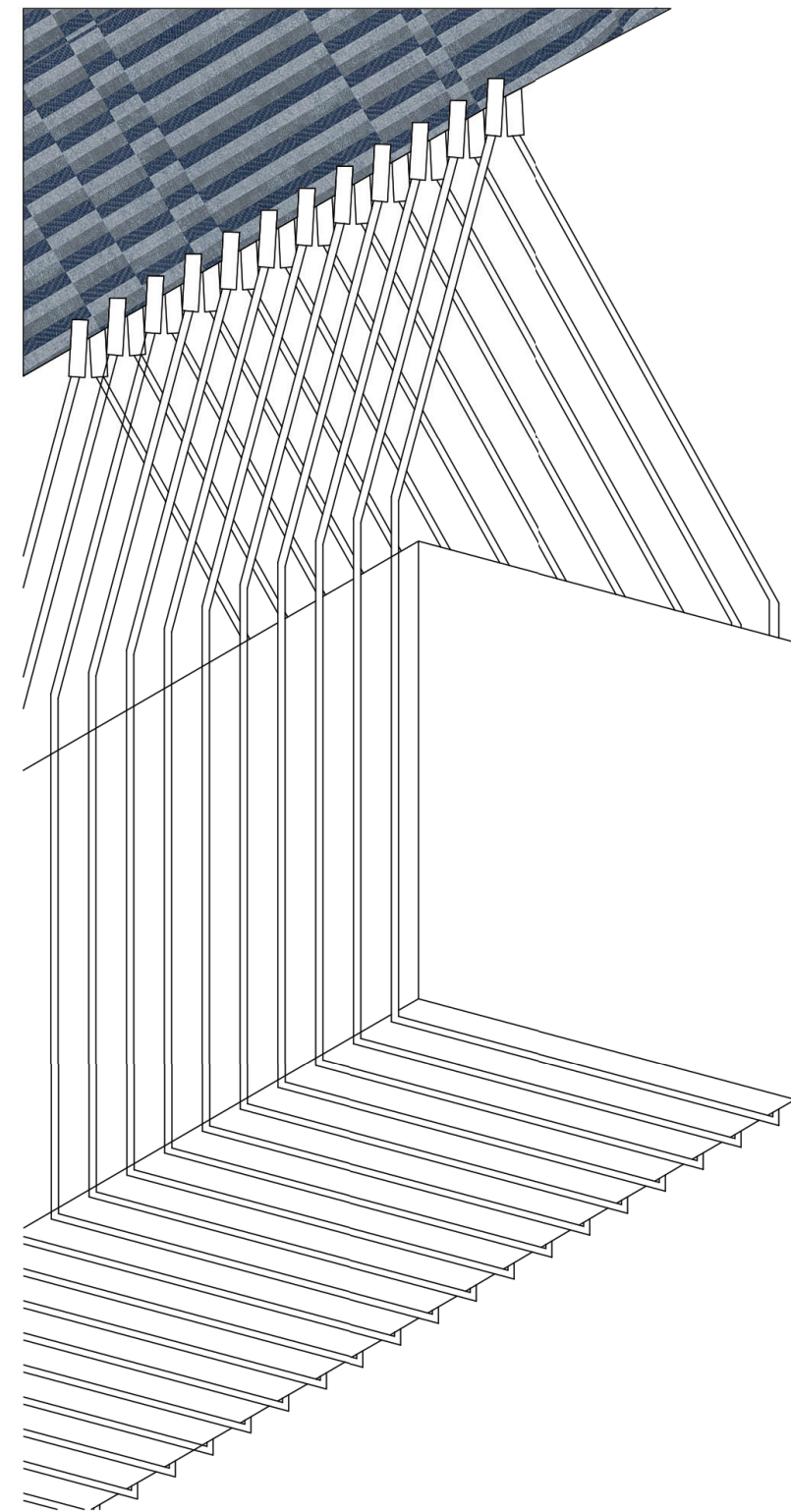
SCALE:  
NTS

DRAWING  
LIST:  
EX4.16

DATE:  
12/13/24



GRAPHIC ELEVATIONS



FABRIC ATTACHMENT DETAIL



**THANK YOU,**