



RUNWAY ASPECTS IN THE FASHION SHOW LEARNING OF DEVASANA NIRMATA ISVARA

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ABSTRACT

The Devasana Nirmata Isvara fashion show did not fully optimize the runway's function as a realia based learning medium in effectively conveying the narrative flow and thematic essence of the collections within the context of vocational fashion and design education. This study aims to evaluate the runway component in terms of its structure, type, and form, and to assess its contribution to the visual delivery of the presentation through a visual analysis approach. Employing a qualitative methodology with a case study design, data were collected through photo documentation, event reports, literature review, and interviews with fashion expert Sonny Muchlison. The analysis revealed that the straight runway used measuring 10×13 meters with a height of 60 cm achieved a visual effectiveness score of only 33%, which falls into the below average category. Identified challenges included the limited length of the runway, a height that lacked ergonomic consideration, and a runway configuration that lacked visual dynamism. The findings suggest that runway design and spatial arrangement should be adapted according to visual design principles to support a more coherent and engaging viewing experience.

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1. INTRODUCTION

Fashion shows are used as realia learning media in academia, especially in the field of design and fashion. Fashion show is an annual event in the Fashion Management Education Study Program, Faculty of Engineering and Industrial Education, Indonesian University of Education with the promotional brand Devasana, although it is routinely held every year, this activity always carries a different special name as a form of representation of the character, theme, and identity of the organizing generation. In 2024, which was organized by the 2021 Fashion Design Education students, this fashion show carried the name Devasana Nirmata Isvara. The word Devasana is Sanskrit, namely deva which means God and bhusana which means clothing. The meaning of the word Devasana in this activity is the god of fashion, describing the works displayed in the fashion show as having excellent quality and creativity or being equal to God. While Nirmata Isvara in Sanskrit this name describes the power of creating and sharing light, both literally and symbolically. The creator of light guides enlightenment through creative inspiration and dreams. The moon reflects light in the darkness, while dreams reveal insight. It symbolizes the ability to transform darkness into light and achieve recognition in the field of fashion. The Devasana Nirmata Isvara theme also symbolizes the steps of the 2021 Fashion Education students in presenting works that are full of creativity.

Devasana Nirmata Isvara's fashion show as a learning medium provides practical and hands-on experience that is needed for students to face the world of fashion industry. However, in its implementation, a fashion show does not only display fashion designs, but also requires the support of harmonious visual elements, including the runway as the main component that functions as the main stage for conveying the visual message of the collection. However, in the organization of Devasana Nirmata Isvara, there were several obstacles related to the runway arrangement, including the incompatibility of the shape and concept with the theme of the collection, suboptimal layout, and visual integration that was not in harmony with other supporting elements. These problems had an impact on the quality of artistic message delivery and aesthetics of the show.

In response to this problem, this research aims to evaluate the runway aspect of organizing Devasana Nirmata Isvara's fashion show. The focus of the evaluation includes the suitability of the runway concept to the theme of the collection, its visual quality and functionality, and its impact on the audience experience. The problem-solving plan was carried out through a qualitative descriptive approach, with analysis of visual documentation, as well as in-depth interviews.

Theoretically, the runway is the most important part of a fashion show in the form of a lane that is the main center of attention in the fashion show room, where in the lane the models walk to introduce the clothes with the accessories they wear. The overall layout of the runway should support the flow of the show, ensuring a smooth transition between collections without disrupting the momentum of the event (S. Muchlison, personal interview, April 25, 2025). The height of the stage can be parallel to the floor or a platform with a height between 30 - 150 cm. Minimum width is 2 meters; minimum length is 8 meters (Soebagjo et al., 2022).

There are two types of runaways for fashion shows: runway with parallel floor height, and runway using platform. For runway with parallel floor height, this kind of fashion show stage model is usually used for small-scale fashion shows with limited audience. The flow of the model's path is determined by the arrangement of the audience seats. Runaway using a platform is commonly used for more specialized events. For example, for incidental events, the stage can be temporary and does not have a standard form of standard width for a 2-person walk (Soebagjo et al., 2022; see Image 1 and Image 2 in the Appendix).

In terms of shape, runways can be classified as follows:

1. Straight runway: The classic straight path from the backstage to the front of the stage (Gonzalez, 2020; see Image 3 in the Appendix).
2. U-shaped runway: Forming a "U" shape, giving the audience a wider viewpoint (Smith, 2019; see Image 4 in the Appendix).
3. T-shaped runway: Shaped like the letter "T", allowing visual interaction from the side (Jones, 2021; see Image 5 in the Appendix).
4. Horseshoe runway: Like a "U" but more curved, often used for experimental shows (Anderson, 2020; see Image 6 in the Appendix).
5. X-shaped runway: "X" shaped, allowing model mobility from multiple directions (Brown, 2018; see Image 7 in the Appendix).
6. Circular runway: Shaped in a circle, creating an immersive experience at outdoor events (Miller, 2017; see Image 8 in the Appendix).
7. Zig-zag runway: Winding, giving a dynamic visual effect (Taylor, 2019; see Image 9 in the Appendix).

The results of this study are expected to provide evaluation and suggestions for fashion show organizers in maintaining implementation standards in the runaway aspect. The results of this study can be a useful source of information for designers and organizers in designing more effective and quality fashion show events, as well as encouraging sustainable practices in fashion design.

2. RESEARCH METHODS

This research uses a qualitative approach with a case study method, combined with visual analysis. This approach was chosen to evaluate the runway aspects of Devasana Nirmata Isvara's fashion show in depth and contextually, especially in terms of the visual aesthetics displayed to the audience. The object of the research focused on the visual aspects of the runway in Devasana Nirmata Isvara's fashion show, which included structure, type, and its integration with the theme of the collection. This research also involved one expert source, namely Sonny Muchlison, a national fashion designer and observer, to provide a professional perspective on the implementation of Devasana Nirmata Isvara's fashion show on the runway aspect.

Data collection techniques include: (1) literature study, to understand the theory and context of runway fashion shows; (2) visual documentation, in the form of photos of the runway at the Devasana Nirmata Isvara event; (3) official fashion show activity reports, which contain the concept and visual strategy of the event; (4) semi-structured interviews, with

interview guidelines designed to extract information from the interviewees. In addition, (5) visual analysis instruments were used to examine the design elements of the stage, runway, and their integration with the theme. The data analysis technique used a qualitative descriptive approach, which was complemented by a simple percentage calculation to support the visual analysis based on Sudijono's (2017) theory, as follows:

$$P = \frac{F}{N} \times 100\%$$

Description:

P = percentage number sought

F = number of observed frequencies

N = total number of all

The percentage distribution in this study was carried out by converting the analysis results into a percentage form, which was then presented on a scale to facilitate interpretation, the following assessment categories were used:

Tabel 1. Presentation Category

Category	Percentage
Poor	10% to 30%
Below Average	31% to 50%
Fairly Good	51% to 70%
Good	71% to 100%

The analysis process draws on Clive Bell and Roger Fry's formal aesthetic theory, which emphasizes the importance of significant form and the integration of visual elements in producing an aesthetic experience.

3. RESULTS AND DISCUSSION

The runway in a fashion show not only serves as a pathway for models to showcase clothing, but also an important element in shaping the atmosphere and visual experience for the audience. As the main presentation space, the runway plays a strategic role in supporting the overall concept of the show. Its proper layout can strengthen the narrative, smoothen the transition between collections, and enhance the overall appeal of the show. The runway is the most important part of a fashion show, with a lane as the main center of attention in the room. It is on this lane that the models walk to introduce the clothes and accessories they are wearing, thus becoming the focal point of the show. Therefore, the design and layout of the runway must be designed by considering the flow of the show, the movement of the models, the lighting, and the visibility of the audience (Soebagjo et al, 2022).

In accordance with this, Sonny Muchlison (personal interview, April 25, 2025) stated that a good runway layout will support the continuity of the flow of the event, keep the audience's emotions gradually built up, and prevent momentum disruption between collection transitions, however, in the implementation of Devasana Nirmata Isvara's fashion show, the visual aspect on the runway was considered less than optimal. Based on the analysis, the level of visual aesthetics for the runway was recorded at 33%, which indicates that this aspect falls into the Below Average category. This indicates that the runway still needs improvement to create a stronger harmony in the overall concept of the event.

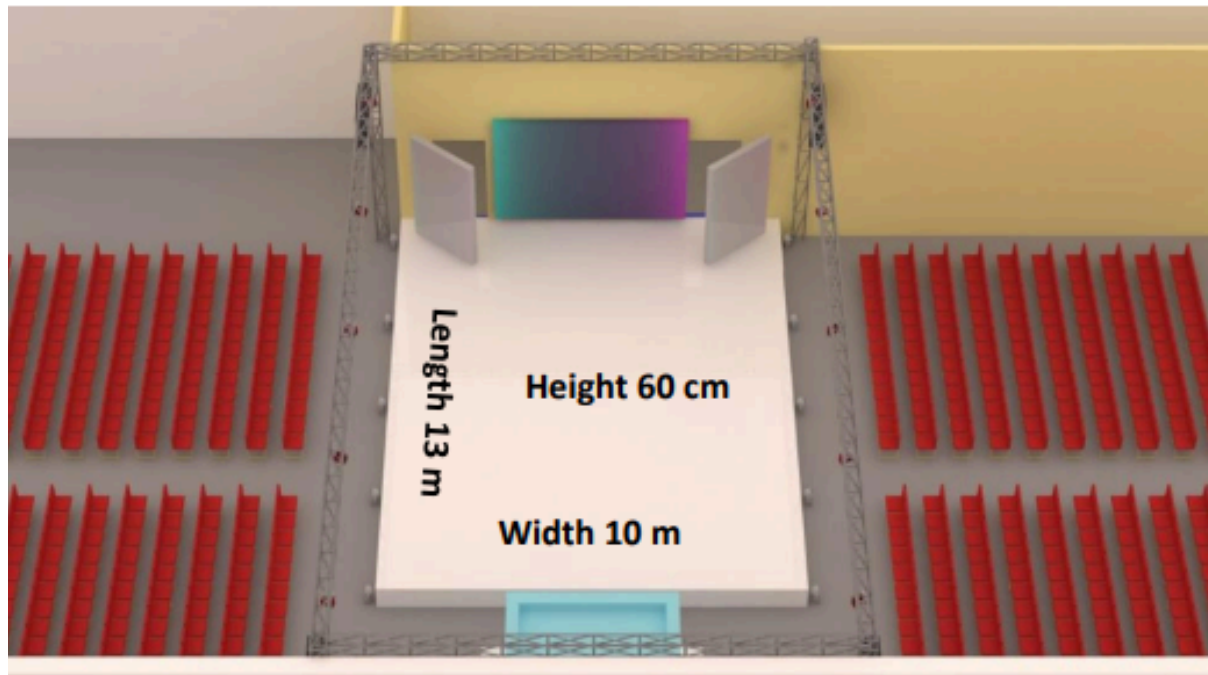


Image 10. Runaway
(Sumber: Devasana Nirmata Isvara, 2024)

The runaway in Devasana Nirmata Isvara's fashion show uses the stright runaway type, which measures 10 m (width) x 13 m (length) with a height of 60 cm. Through visual analysis, the percentage value for the runway is calculated based on various aspects such as the structure, type, and shape of the runway. This percentage shows that the runway has not been able to provide maximum visual support for the entire show. The runway, which is supposed to be the main supporting element in bringing the theme and flow of the show to life, actually looks less harmonious with the fashion collections displayed, thus, a thorough evaluation of the structure, type and shape of the runway is needed, in order to be able to make a more significant contribution in shaping an immersive, thematic and memorable show atmosphere for the audience.

3.1 Structural aspects of the runway

The runway used in the Devasana Nirmata Isvara fashion show has a structure with a size of 10 m (width) × 13 m (length) and a height of 60 cm. Sonny Muchlison (personal interview, April 25, 2025) stated that the runway was not long enough and did not provide optimal movement space for the models. This opinion is supported by Lee and Park's (2021) research which found that a runway with a minimum length of 15 meters is necessary to ensure the comfort of the models and allow them to present the clothes at the right tempo (Lee & Park, 2021). In addition, according to the spatial design theory proposed by Quinn (2019), runways that are too short can disrupt the flow of the show and reduce the dramatic impression that should be built (Quinn, 2019).

The limited length of the runway also caused the models to walk faster, so the audience did not have enough time to appreciate the fashion details. This is in line with the findings of Chen et al. (2020) who stated that short visual exposure duration (less than 8-10 seconds per outfit) can reduce the audience's memory of the collection (Chen et al., 2020). Research by Martinez (2018) further explains that the ideal runway should allow models to walk for 12-15 seconds to achieve optimal visual effects (Martinez, 2018).

In the context of Devasana Nirmata Isvara's fashion show, runway limitations not only affected the comfort of the models but also disrupted the transition between collections. According to Thompson's (2022) theory of event dramaturgy, the inability to manage the tempo of the show due to inadequate runway design can create a rushed impression and reduce the overall elegance of the event (Thompson, 2022). Therefore, an extension of the runway and a better organization of the structure are necessary to improve the quality of the show.

3.2 Aspects of runway type

Devasana Nirmata Isvara uses a runway with a 60 cm high flatform. The choice of flatform for Devasana's runway is suitable to add dimension to the performance, but Sonny Muchlison (personal interview, April 25, 2025) stated that the 60 cm height is too high for the audience's comfort. The height causes the audience at the back to have to look up to see clearly, which can lead to soreness and discomfort during the event. Sonny Muchlison believes that a height of 30 cm is sufficient to provide optimal viewing without compromising audience comfort. With a height of 30 cm, the runway still provides an interesting dimension without making the audience feel difficult or sore from having to look up for too long.

Ideally, the runway should be of sufficient height to allow the models and collections to be seen clearly by all spectators, without making them feel difficult or uncomfortable. While platforms are suitable for this kind of event, the height of 60 cm should be adjusted to around 30 cm so that it is not too high, but also not too low. A height that is too low can make it difficult for the audience at the back to see clearly, while a height that is too high will interfere with the overall comfort of the audience. By adjusting the runway height to 30 cm, the show will be more comfortable for both the models walking on the runway and the

audience enjoying the collection. This will create a more satisfying visual experience for the entire audience without compromising the quality of the show itself.

3.3 Aspects of runway shape

Devasana Nirmata Isvara's runway uses a straight runway shape, which is a runway that extends straight towards the audience. Sonny Muchlison (personal interview, April 25, 2025) stated that a more strategic runway shape for a fashion show is a runway with a T-shape. The T-shape runway consists of two main parts that produce a shape like the letter T. According to the theory of spatial design in fashion shows proposed by Lee and Chen (2022), this design creates a more optimal presentation zone where models can display clothes in three dimensions to the audience (Lee & Chen, 2022).

The runway T shape consists of two main sections: the first section extends straight towards the audience, while the second section forms a perpendicular angle, resulting in a T-like shape. This runway T design allows the models to walk not only along the main runway but also provides additional space to display the clothes more clearly from different angles. This allows the audience to see the collection from different sides, which increases the visual impact and enriches the viewing experience. The T-shape also offers more flexibility in model setup and helps to create more dynamic movement. With this additional space, models can be more expressive and transitions between collections can be more dramatic. The T-shaped runway provides a more immersive atmosphere, making the show feel more alive and thrilling. According to Soebagjo et al. (2022), the runway T shape is very effective in strengthening the visual narrative. Their research shows that runway T increases the audience's recall of the collection due to the more dynamic presentation (Soebagjo et al., 2022).

4. CONCLUSION

Runway is a central aspect in fashion shows that not only serves as a pathway for model presentation but also plays a role in shaping the visual atmosphere and supporting the overall narrative of the show. The results show that the runway at Devasana Nirmata Isvara is still not aesthetically optimal, with a visual percentage of 33% which is classified as Below Average.

Structurally, the short dimensions of the runway (13 meters) proved to be detrimental to the comfort of the models and limited the audience's appreciation of the clothes, so it needed to be extended to at least 15 meters. In terms of type, the use of a 60 cm high platform is considered less than ideal because it causes discomfort for the audience, especially at the back seating position; a height of 30 cm is considered more proportional. Meanwhile, the straight runway shape is less able to optimally build the dynamics of the performance, while the T-shape provides more space for movement and a more attractive visual appearance from various angles. These findings indicate the importance of reorganizing the structure, type and shape of the runway to create a strong visual continuity and a more thematic, immersive and memorable performance experience for the audience.

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APPENDIX

Visual Documentation of Runways.



Image 1. Runaway uses a platform
(Source: wonderfulweddingshow.com
accessed on March 18, 2025)



Image 2. Runaway with floor level
height
(Source: jakarta.tribunnews.com
accessed on March 18, 2025)

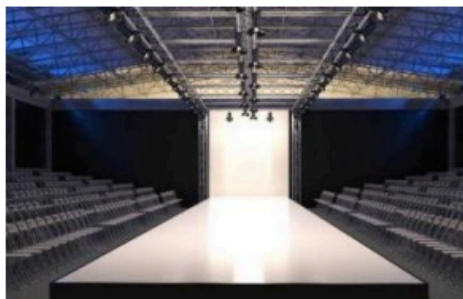


Image 3. *Straight Runway*
(Source: brisbane.fashionfestival
accessed on March 19, 2025)

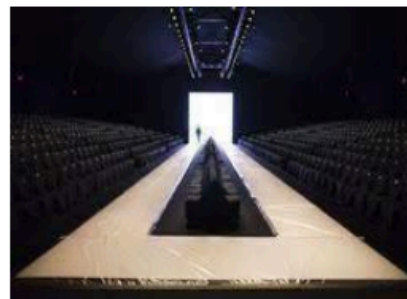


Image 4. *U-Shaped Runway*
(Source: bizbash.com accessed on
March 19, 2025)

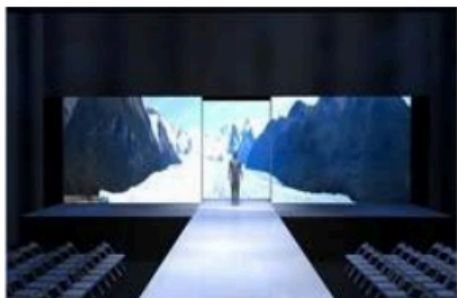


Image 5. *T-Shaped Runway*
(Source: behance.net accessed on
March 19, 2025)



Image 6. *Horseshoe Runway*
(Source: behance.net accessed on
March 19, 2025)



Image 7. X-Shaped Runway
(Source: id.pinterest.com accessed on March 19, 2025)



Image 8. Circular Runway
(Source: theaseanpost.com accessed on March 19, 2025)



Image 9. Zig-Zag Runway
(Source: id.pinterest.com accessed on March 19, 2025)