

# AVIVA

PRESENTS

YOUNG TALENT HUNT 2023

## PHOTOGRAPHY

STANDARD ENTRY FEES - 300 RS

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FOR REGISTRATION DETAIL AND PROJECT BRIEF PLEASE VISIT US ON:

₹ 10,000  
PRIZE MONEY





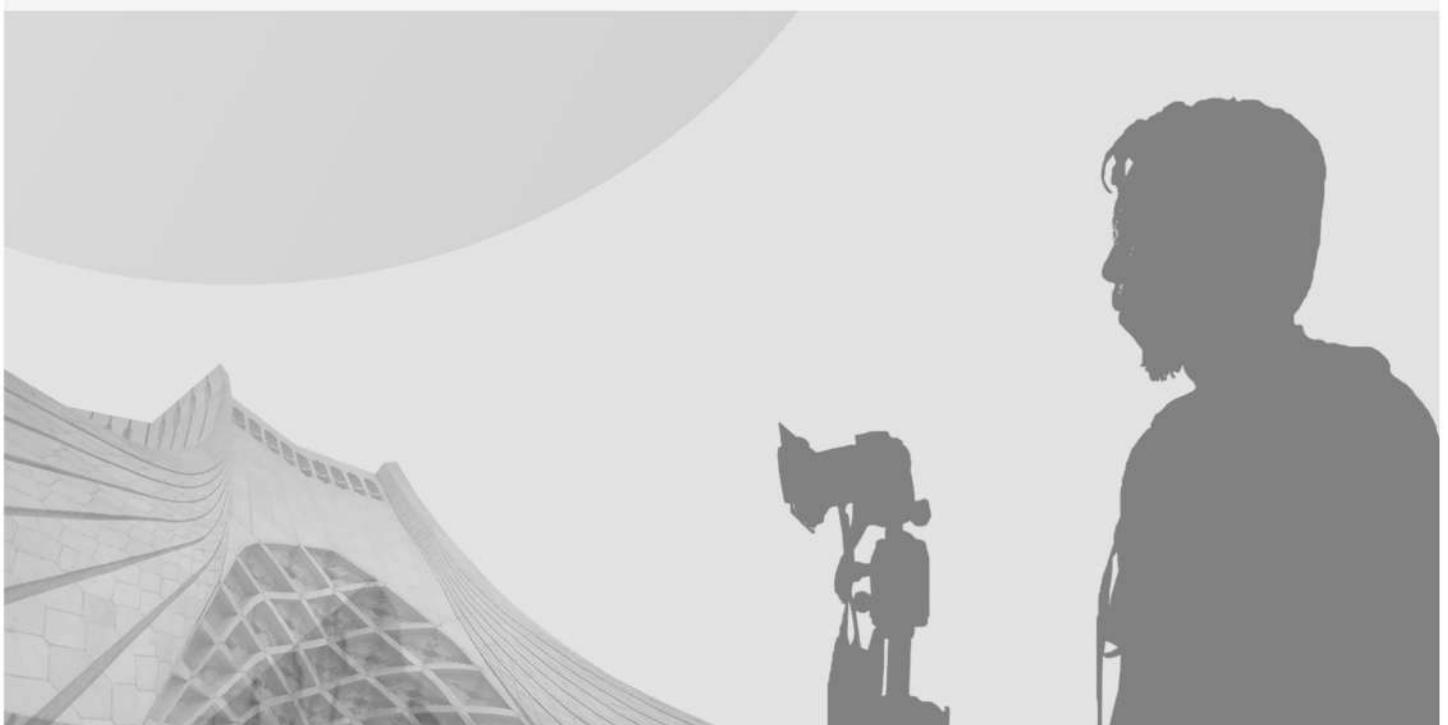
## INTRODUCTION

A photograph can tell any given number of stories depending on the individual seeing it. A photograph may not have a story at all but will be precious for a person just because they have a memory attached to it. Now when you try to bring this use of photograph into a field like Architecture – Architectural Photography – where art, design, and calculations are technically balanced, this must have a pre-defined role and definition to be present there.

Now this same strategy if used in Architecture photography, will bring a broader definition to the photo itself while enhancing its visual language to the common public to not look at it just as a photo but also as an art display. But again the word “Intersecting” is because many photographs must have been taken at the same structure or location, but is that going to be defining its language forever or the emotions too?

Architectural photography is exactly what it sounds like; the photography of architectural structures. Great architectural photography needs to make the most of a structure’s design and environmental setting. The best architectural photography is interesting, aesthetically appealing, skill full and accurate.

In simple terms, Architectural sketching just means drawing buildings, or elements of buildings, or landscapes with buildings in them. This could be on paper, computer or even via a light box. In reality, of course, there is quite a lot more to it than that! Architectural sketches are different from, say, artist’s sketches in that they include things like scales and keys for cross-referencing information; they often show their subjects from unusual angles (for example in a floor plan, which places the architect above a building, or in a section, which imagines a building cut in half); and when hand-drawn, they tend to be made on a particular size and type of paper.



## **AIMS & OBJECTIVES**

Your challenge is simple: Submit one photograph that powerfully communicates an architectural form or space, capturing the essence of the place and the experience of those that inhabit it.

Look for a unique angle : Playing with perspective is not only an entertaining but, it can also be very rewarding.

Taking time to find a different angle from which to photograph can expose an overlooked form or abstraction of a building's detail that may give rise to another level of beauty and appreciation for its form.

Shoot in a variety of weather conditions and times of day : People often tend to seek the most dramatic lighting to shoot architectural wonders, such as sunset hours when shadows are long and colours bright.

Although this often results in very atmospheric images, it only really encapsulates the building's atmosphere at one specific point in time.

Shooting a series of images during different times of the day, or even in various weather conditions, can help to paint a fuller story of the building's relationship with its environment.

## **BRIEF**

Your image can be located anywhere in the world and be at any scale. It can be taken from a wide angle or close up, show a whole building or just a detail. As long as your photo portrays part or all of a building or group of buildings, it is eligible.

This image should be accompanied by a short description of your photograph that explains what makes your image and the architecture shown within it is special.

Special attention will be given to photographs depicting architecture that is intrinsically tied to our shared place and time.

Images that encapsulate the atmosphere and emotion of a particular place, through the lens of architecture, are most likely to be rewarded.





## **SUBMISSION GUIDELINES**

- You have to deliver an architectural outcome on the following topic, based on the given outlines.
- Recommended number of images: 1 (One) of size portrait/landscape format (JPEG only) for Look for a unique angle Recommended number of images: 3 to 5 of size portrait/landscape format (JPEG only) for Shoot in a variety of weather conditions and times of day Submitted as 300dpi DOTS PER INCH.
- A short description of the photograph, site and photographer.  
(Do not submit PNG format)

## **RULES**

The competition is open for all from all the disciplines of design.  
The design idea is a challenge only.  
There is no built commission/realization associated with the problem.  
Ensure that the image is not edited in any manner  
Ensure that the final sheets submitted include your name.

## **JUDGING CRITERIA &**

The entries will be judged by an jurer of the competition on the following criteria:

Presentation:

The fundamental to for a good entry with a good visual delivery of ideas.

Concept/Idea: Quality of thought and intent in the pre-design phase.

Spaces/Programme: How the spaces are calculated and ordered.

Design Outcome: The final architectural outcome of the solution. The judging panel can also add other criteria based on their internal discussions, which will be in line with the problem statement.

Participants are advised to first fulfil the given criteria in their design.

Name of the jury panel will be announced soon.

## **HOW TO SUBMIT**

Read all the competition rules and details from above the sheets.

Standard Entry fee for your registration is 300 Inr.

Submit your softcopy to the Mail id [submissionsrathinam@gmail.com](mailto:submissionsrathinam@gmail.com)





## SCHEDULE

### Early Bird Registrations

20<sup>TH</sup> January TO 05<sup>TH</sup> February - 2023

- INDIAN - INR 250
- INTERNATIONAL - USD 3

### Standard Registrations

5<sup>TH</sup> February TO 15<sup>TH</sup> February - 2023

- INDIAN - INR 300
- INTERNATIONAL - USD 4

### Late Registrations

15<sup>TH</sup> February TO 20<sup>TH</sup> February - 2023

- INDIAN - INR 500
- INTERNATIONAL - USD 6



**Release of Brief** : 20<sup>TH</sup> Jan 2023, Friday

**Queries Deadline** : 22<sup>ND</sup> Feb 2023, Wednesday

### SUBMISSION DATES

12<sup>TH</sup> March - 2023

submissions will be accepted till 23:59 HRS (IST)

### WINNER ANNOUNCEMENT

15<sup>th</sup> Mar 2023, Wednesday



## REWARDS & RECOGNITIONS



**WINNER**

**INR 10,000**

**CERTIFICATE**



**SPECIAL MENTIONS**