DESIGN COMPETITION - CLASHH 2014

SRM RAMAPURAM SCHOOL OF ARCHITECTURE & VERVE MEDIA IN COLLABORATION PRESENTS THE DESIGN PROBLEM OF CLASHH '14.

VERVE MEDIA: VERVE MEDIA STARTED IN 2008 WITH THE IDEA TO DEVELOP FILMS THAT EXCITE PEOPLE, ARE TIMELESS AND PASSION DRIVEN,AND ULTIMATELY THAT INFLUENCES THEVIEWER.

A YOUNG TEAM THAT SPENDS MOST TIME DISCUSSING IDEAS; FRESH, INNOVATIVE IDEAS THAT FORCE NEW PERSPECTIVE TO FILM- MAKING. BE IT COMMERCIALS, BRANDING, DOCUMENTARIES OR TELEVISION; WE TRY HARD TO KEEP IT SIMPLE. SOME OF US ARE FORMALLY EDUCATED AND SOME AREN'T AND WE'D LIKE TO KEEP IT THAT WAY, AGAIN NEW PERSPECTIVES MATTER.
Facebook page :https://www.facebook.com/vervemediacreations

VERVE MEDIA

"THE PRESENT CALLS FOR YOUR IMMEDIATE ATTENTION"

MIND CLOGGING NOISE_CHAOTIC MUSHROOM SPRAWLING OF BUILDINGS_ CROWDED CRAMPED DWELLINGS_POOR SANITATION SOLUTIONS_TRAFFIC JAMMED ROADS_SCREACHING VEHICLES_CONGESTED TRANSPORT WAYS_ POLLUTED STREET SCAPES_UNPLANNED CITY SCAPES_MISERABLY PLANNED OPEN SPACES_POLLUTED ENVIRONMENTS AND DEGRADED LIVING LIFE STYLES IN THE URBAN INDIAN WORLD

AND WHAT IS OUR PROBLEM EXACTLY?
ALARMINGLY RISING URBAN DESIGN ISSUES & POOR INFRASTRUCTURE

THE NEED OF THE HOUR IS _____?

A UNIQUE BRAINWAVE- A PRACTICAL SOLUTION- SMART USE OF AVAILABLE SPACES- THE CHANGE WE WANT TO BE- THE CHANGE WE NEED TO BE- THE BRILLIANT SENSIBLE INDIAN WE HAVE TO BE !
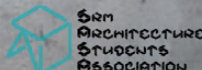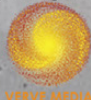
HIGHLIGHTS

VERVE MEDIA WILL DOCUMENT THE GRAND FINALE ON THE 18TH OF MARCH 2014. FURTHER THEY WILL ALSO COVER THE TOP THREE DESIGN ENTRIES COMPLETELY INCLUDING A BEHIND THE SCENES PROFILE SHOOT.THEY WILL DOCUMENT THE DESIGNS, FROM THE ACTUAL SITES AND LOCALITY OF THE PROJECT ON A FIRST HAND BASIS. VERVE MEDIA WILL BE INSTRUMENTAL IN CREATING A SHORTFILM ADVERTISEMENT THAT WILL BE SENT TO COLLEGES ACROSS INDIA AND CIRCULATED/PUBLICIZED ON A NATIONAL LEVEL.

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SRM Architecture Students Association

This Grand finale is primarily an open discussion forum that will take place in the midst of a five member jury panel. This panel will consist of highly renowned learned professionals.

The five member jury panel will consist of
i. An educationalist
ii. A social activist
iii.A Politician
iv.An Architect
v. An IAS officer

It will provide the much needed platform for effective interaction between the designers and the actual habitants from those selected regions so as to establish a practical exchange of knowledge and analyze the design in a realistic platform.

INTRODUCTION:

A practical, economic, efficient design approach to a better urban India.

OBJECTIVES:

The objective of this design competition is to generate practical and immediately implementable unique smart design solutions that can transform the present Urban Indian Scenario Architecturally.

You are asked to analyze thoroughly the most intriguing design issues and problems that your city/district/locality faces day after day. All those instances that made you wish in the blink of an eye that life abroad would have been blissful. Think, analyze and choose the one that disrupts your city the most. Identify the problem and come up with the best possible practical solution that can solve the issue.

Broad competition entry parameters which will form the basis of jury selection.

• Customization to the Indian Environment
• Acceptance of local climatic conditions
• Accommodates user patterns of interactivity
• Trigger the social responsibility and awareness
• Activates Urban Renewal
• Ergonomic approach

In addition human comfort, exploring material possibility, cost effective construction methods and aesthetics are also to be considered.

WIN PRIZES:
1) FIRST WINNING ENTRY   -   Rs. 40,000 worth prizes (Trophy + Certificate)
2) SECOND WINNING ENTRY   -   Rs. 20,000 worth prizes (Trophy + Certificate)
3) THIRD WINNING ENTRY   -   Rs.10,000 worth prizes (Trophy +Certificate)

The top 50 entries would be presented with a certificate of participation and a memento and their sheets would be paneled on the day of Clashh '14 in the gallery for public view.

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WHO CAN PARTICIPATE?

Participants are students from School of Architecture/ Planning & Interior Design, Socially concerned individuals from other disciplines can also join their hands in a team comprising a maximum of 3 members which includes a minimum of one architect/interior design as part of the team.

The Process for selecting the entries: The competition consists of three rounds of short-listing.

ROUND 1: Submission requirements:

i) A complete synopsis: Selection of an issue & site, justification, Socio-Economic Study of the region and a complete analysis.

ii) A photo sheet documenting the actual site, clearly depicting the problems faced by the users and general public. The photographs should capture the design issues faced in the selected site and convey the purpose of the site selection to the viewer.

iii) A Conceptual illustration of the design solution, a basic demonstration of the actual big picture (in 150words). to express your design/redesign proposals in order to improvise the situation.

iv) Any Supporting sketches and illustrations done during the course of the design brainstorming.

The top 50 entries will be selected based on effective addressing of the urban architectural issue and the most practical conceptualization of the design solution will be qualified to the second round.

- The entries must be mailed to **design.clashh@gmail.com**

- The last date for sending the entries for Round 1 is on or before Feb 20th 2014.

- The top 50 entries will be notified on or before Feb 23th 2014.

ROUND 2:

The selected 50 entries will be notified to prepare their proposals in the form of conceptual drawings, plans, elevations, sections & views. These notified 50 design entries will be called for a Panel discussion that will take place on 17th March, 2014 at SRM RAMAPURAM School Of Architecture, as part of the Symposium where the participants must submit their entries in person and explain their designs. The best three entries will be shortlisted to enter the public discussion forum debate on the next day, namely the 18th of March 2014 as part of the Big Finale of Clashh '14.
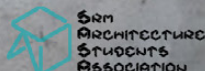
ROUND 3:
THE GRANDE FINALE :

The open forum will take place on the finale of Clashh'14 on 18th March,2014 where the best three chosen entries will be subjected to an open debate and panel discussion in the midst of five respectable dignitaries and will be documented by Verve media respectively.

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These 3 shortlisted entries will present their designs in this open discussion public forum and interact with the actual people connected to those selected sites, who will potentially benefit from the design proposal, gaining a realistic experience where the designs can be better analyzed by the actual inhabitants themselves. This gives the designer a better perception of his/her design and can help express the actual reach of the design proposal.

SUBMISSION FORMAT

Designers are requested to submit their entries in the following format:

ROUND 1:

a)Report containing Introduction & Concept (.doc file)
  Write upto 150 words describing the idea and the design in the following order:
- •Problem selection and analysis
- •Socio Economic analysis of the selected region
- •Design / Solution / Technology Interface provided
- •Key Features of proposed solution

b)Maximum of two A3 Sheets with conceptual sketches of the design proposal.(optional)
  [All supporting documents(sketches, photos, drawings,etc.) need to be submitted.]
c)1 A3 Sheet containing photographs should be submited.

ROUND 2:   DESIGN DRAWINGS (.jpg file)

Any number of sheets (Minimum No of 3 sheets of A2 Size) containing Conceptual drawings / Wireframes (in case of technology interfaces), Details, 3D Views of design/interface, design details are mandatory.

IMPORTANT DATES :
ROUND 1 : Submission - Feb 20rd,2014
          : Results   - Feb 23rd,2014
ROUND 2 :   -March 17,2014
ROUND 3 :   -March 18,2014

QUERIES:
   mail   : design.clashh@gmail.com
   phone :+91-9884552148
           +91-9791029211

CLASHH '14
NATIONAL LEVEL ARCHITECTURAL FEST AND SYMPOSIUM
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