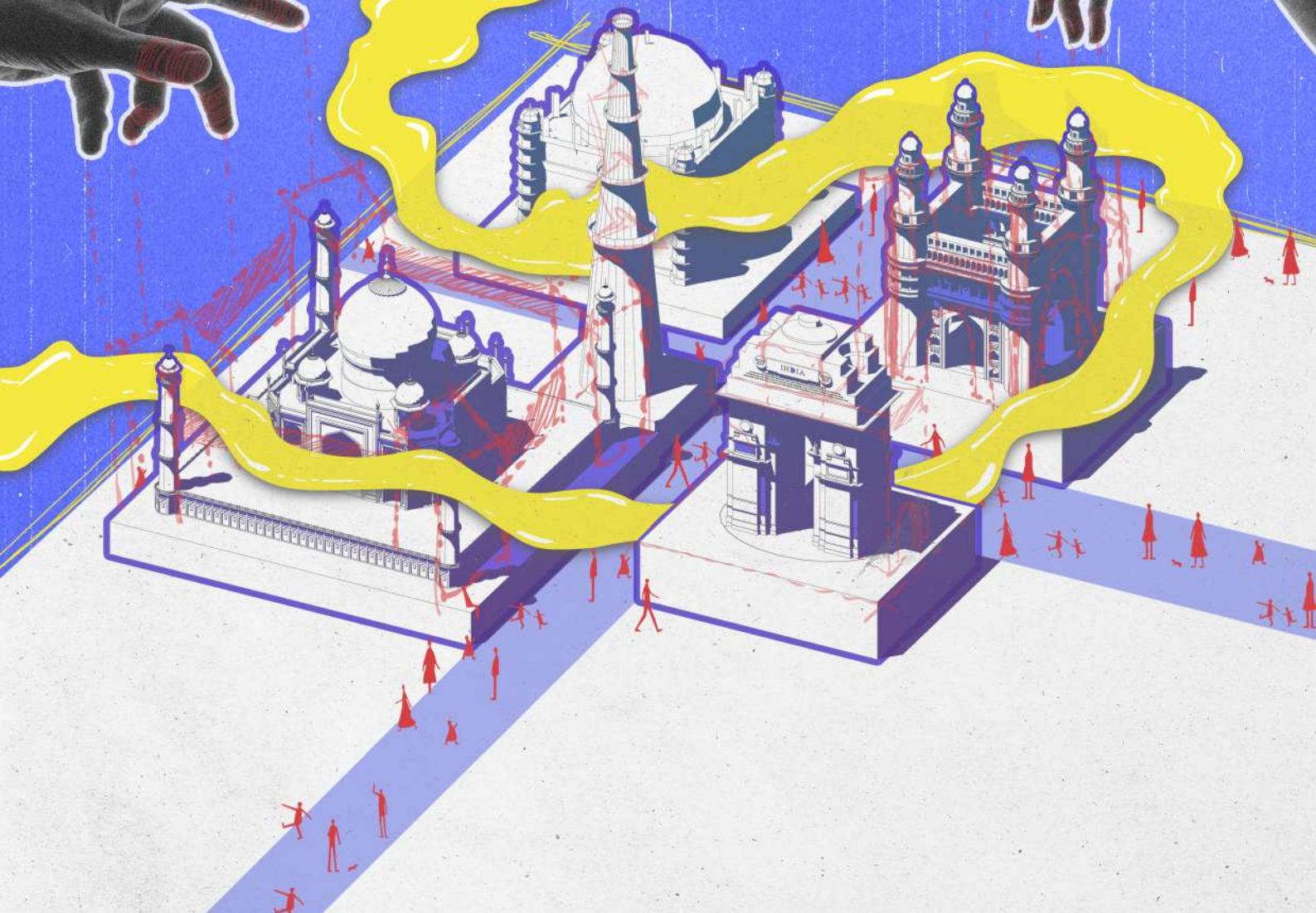
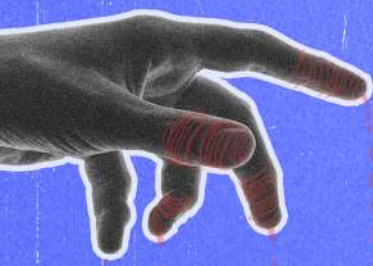


66th YEAR

CP KUKREJA TROPHY



For information and queries visit :
www.nasaindia.co/trophy



National
Association of
Students of
Architecture



"Revitalization of History"

India's landscape is adorned with a tapestry of architectural marvels that span centuries and civilizations. These monuments are not just physical structures; they are the living embodiments of India's rich history, cultural diversity, and enduring legacy. As we contemplate the reimagining of these cherished treasures, we must tread carefully, for the delicate balance between preservation and innovation is our guiding principle.

Reimagination does not imply erasure. Instead, it signifies an opportunity to infuse these venerable structures with fresh purpose, relevance, and vitality. The goal is to harness the spirit of innovation while safeguarding the profound historical narratives they hold within their stones.

Take, for instance, the resplendent Taj Mahal. Instead of merely preserving it as a historical relic, envision it as a dynamic cultural hub, hosting art exhibitions, educational programs, and immersive experiences that connect visitors with the timeless love story it represents. Similarly, the majestic forts and palaces that dot Rajasthan's landscape could be transformed into boutique hotels, preserving their regal charm while accommodating modern travelers. This reimagining process extends to urban planning as well. Cities like Delhi, Mumbai, and Kolkata must integrate their historic landmarks into sustainable, vibrant urban environments. Thoughtful development can breathe new life into ancient precincts without sacrificing their authenticity.

Above all, community involvement is paramount. Local residents and indigenous communities must play a central role in these projects, ensuring that their heritage remains a source of pride, employment, and economic growth.

Reimagining India's most cherished structures is not about rewriting history but rather about ensuring that history remains an integral part of our present and future. It's a harmonious journey that marries the old and the new, reminding us that our past is the foundation upon which we build a brighter, more culturally enriched tomorrow.

NATIONAL ASSOCIATION OF STUDENTS OF ARCHITECTURE

CP KUKREJA TROPHY | 2023-24

ASSEMBLAGE



DESIGN BRIEF

This brief is a call to action, a summons to those who believe in the power of creativity to honor our past while shaping our future. In this formidable undertaking, participants are entrusted with a monumental challenge: to undertake India's most cherished structures and monuments and reimagine/redesign them all while keeping their profound historical relevance intact within their existing locations. **The selected Monument or structure could be a standalone entity or a part of any complex that has to have a positive social impact.**

JURY PROCESS

- The jury members will be on the lookout for innovation and creativity in design, therefore, the submission is to be well-supported with relevant information which supports the submitter's concept.
- Relevancy to the design brief.
- Originality – all ideas must be original and presented with supporting sketches, write-ups, or mood boards.
- Innovation in design thinking.
- Measures in design towards unifying and empowering the community.
- Efficiency of the design in visually communicating the idea to the jury.

SUBMISSION REQUIREMENTS

- The Submission shall comprise a **MAXIMUM OF 1 A1 SHEET**.
- Well-composed sheets that outline the proposed design through Computer Aided Drawings, renders, etc. Hand-drawn sketches and drawings are encouraged.
- The jury shall be conducted online. Participants must ensure legibility and readability is maintained by choosing the right drawing scales and text sizes.

PRIZE MONEY

- Prize money – 1 Lakh INR
- The prize money will be divided according to the number of Citations and Special Mentions based on the jury.

IMPORTANT DATES

- Release of Brief: **12th October 2023**
- Registration Deadline: **30th October 2023**
- Queries Deadline: **24th October 2023**
- Submission Deadline: **18th November 2023**

NATIONAL ASSOCIATION OF STUDENTS OF ARCHITECTURE

CP KUKREJA TROPHY | 2023-24

ASSEMBLAGE



SUBMISSION GUIDELINES

- Failing to comply with any of the guidelines may lead to disqualification at the discretion of the executive council.
- Maximum 1 entry can be submitted per team.
- Maximum of 3 participants per team.
- The format of the sheets must be attached as per the brief.
- Sheets file size should not exceed 25Mb. Maximum size for Authentication and Declaration letters is 5Mb.
- The scale of drawings is left to the discretion of the participant(s) to the condition that the scale should be in the metric system and all the drawings should be clear and legible.
- All text should be in English.
- The projects should use the decimal metric system and contain a metric graphic scale in order to enable publication in reduced formats.
- The format of the sheets should clearly mention the name of the trophy followed by the year i.e., "CPK Trophy 2023-24"
- The format of the sheet should contain a square box of 25mm x 25mm at the bottom right-hand corner, next to the NASA INDIA logo which should have the unique registration number allotted to the participants after registrations.
- 10MM White margin is to be left on all sides of A1 sheets.
- The scale is left to the discretion of the participant(s) to the condition that the scale should be in a metric system and all the drawings should be clear and legible.
- Manually rendered entry should be scanned at least in 300 x 300dpi (dots per Inch) resolution.
- The soft copy (non-editable format) of the sheets along with authentication letter, declaration letter and any other required documents prescribed in the submission requirements should be uploaded on the website by the submission deadline.
- The soft copy file of the sheets should not be corrupted or incomplete or in low resolution.
- It is mandatory to produce the original copy of the Authentication Letter for each entry (entry code should be mentioned if allotted) with the name of participant(s) and stating the unit will abide by whatever may be the final results and also agree that this entry is a property of both the institute and NASA India.
- The Authentication Letter should be signed by the HOD/Principal/Director of the unit.
- It is mandatory for the colleges to produce the original copy of the Declaration Letter for each entry (entry code should be mentioned if allotted) signed by the participants stating the work submitted is genuine and they have endorsed copy- rights for the same and to adhere by all the rules and regulations, jury process and the results.
- The Prize Money Authenticating Letter signed by the Director/ Principal / HOD in the college letter-head specifying the account details (Account Name, Account Number, Bank Name, IFSC Code, PAN attached to the account) in which the money is to be credited for each entry (entry code should be mentioned if allotted) shall be collected at a later stage.
- The working files in editable formats of the Shortlisted Entries should be submitted to the Council, failing which, the submission requirements would be deemed incomplete leading to the prize money being withheld.
- Shortlisted Entries with manual hand-done sheets should submit the content in a word document, failing which, the submission requirements would be deemed incomplete leading to the prize money being withheld.
- Any misconduct such as exposing identity through college name/ stamp participant(s) name or college code on the sheets will be disqualified.
- Registration, queries, and submission shall be through the website only <https://nasaindia.co/Trophy/Index>
- The Participants shall be registered through the website prior to the submission and the list should concur with the Authentication and Declaration.

NATIONAL ASSOCIATION OF STUDENTS OF ARCHITECTURE

CP KUKREJA TROPHY | 2023-24

ASSEMBLAGE



SHEETS & NASA INDIA LOGO GUIDELINES

- Failing to comply with any of the guidelines may lead to disqualification at the discretion of the executive council.
- The sheet template to be followed is available at: <https://drive.google.com/drive/folders/1xllK-PLtXQOfjgxMU3mCC2zLJnAF74uj?usp=sharing>
- NASA India Internal Logo shall always be placed on the right-hand bottom corner of the sheet.
- NASA India logo should not be merged, overlapped etc. with any sort of text, graphic, image, etc.
- NASA India logo should be in true black with a perfectly white background.

REFERENCES



https://simple.wikipedia.org/wiki/Museo_Reina_Sof%C3%ADa



<https://www.archdaily.com/80309/denver-art-museum-daniel-libeskind>

All the Best!

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