



National Association of Students of Architecture
Writing Architecture Trophy 2024-25
Exclaim!



About NASA India



The **National Association of Students of Architecture (NASA, India)** is the world's largest architectural student-run organization. Founded in 1957 with just seven colleges, it has grown to include **over 350+ colleges** and **more than 66,000+ students**, making it a significant voice for architecture students across India. The association aims to provide a platform for learning and interaction among students from diverse cultural backgrounds.

NASA India **functions as a non-profit and non-political organization**. It is officially registered under the Societies Act of 1860, with its headquarters at the Department of Architecture, School of Planning and Architecture in New Delhi.

NASA India organizes various events, programs, and competitions throughout the year. These include partnerships with organizations like HUDCO, GRIHA, and CPK for design trophies. There are **11 design trophies** in total, with the Annual NASA Design Competition being the flagship trophy and offering students a platform to showcase their creative talents and design innovations. We have partnered with the Council of Architecture, India for the Student of the Year trophy as well.

The **association's flagship event is the Annual NASA Convention (ANC)**, the world's largest gathering of student architects. This event attracts over **4000+ students** participating in workshops, masterclasses, and programs led by more than 200 esteemed architects. Additionally, there are regional Zonal NASA Conventions held in a year.

NASA India's initiatives extend beyond traditional academics. The summer-winter school programs offer immersive experiences that enhance students' practical skills and broaden their educational horizons. The "Insider" initiative allows students to engage directly with experienced architects, gaining insights into office management and professional practice. This interaction fosters mentorship and provides valuable guidance. The Louis I Kahn Documentation series aims to preserve and disseminate architectural knowledge by documenting significant but often overlooked sites.

NASA India **hosts programs both nationally and internationally**, in countries like Japan, Sri Lanka, the USA, and South Korea. These experiences provide students with enriching learning opportunities and enhance their networking capabilities.

The **NEXUS** is an informal meeting ground where students can form bonds, share ideas, and collaborate. It emphasizes learning, mentoring, and networking, allowing students to showcase their talents and develop new ideas with peers from around the globe. We have also expanded into podcasts with our Spotify exclusive, The Archade.

For more information, you can visit NASA India's website - <https://www.nasaindia.co/> Our social media pages are [@wenasaindia](#) and [@mynasaindia](#) on Instagram; on [Linkedin](#). Do check out our spotify originals [The Archade](#) and [Youtube Channel](#).





Exclaim! - Our Annual Theme

Choose between being a goat in a herd or the king of the jungle as a lion.

I believe that most of us choose architecture as the path to break away from the conventional routes of engineering and medicine. It's a pursuit fueled by the desire to showcase one's unique ideas, creativity, and innovation. Many of us carry dreams of designing landmark buildings in the cities or villages where we were born and raised, making pursuing this lengthy professional program.

However, the obstacles that a student architect faces in India are sadly numerous. These includes the demanding nature of the course, navigating through assessments that balance creativity and innovation, limited exposure to professional practice within a six-month timeframe, inadequate or nonexistent compensation for interns, and witnessing unhealthy working conditions.

Yet, for aspiring architects in India, the road is riddled with challenges. From the intense demands of the course which eventually bounds creativity and innovation between juries, the journey is far from easy, limited exposure to professional practice within a sixmonth timeframe, inadequate or nonexistent pay for interns, and witnessing unhealthy working conditions adds to the struggle.

In the face of such obstacles, many find themselves questioning their choices and seeking alternative paths. It's not uncommon to see architecture graduates ending up in IT roles and other such irrelevant platforms.

Did they choose to be a lion only to find themselves relegated to the role of a goat?

With the staggering pace of urbanisation and its consequential social and environmental concerns, the necessity for architects is indisputable. However, do we possess sufficient awareness of architecture within the *grassroots* of the society? Can we *envision* architectural education as accessible and affordable for all? Will our curriculum provide enough autonomy to both institutions and students to ensure the quality of architectural education in India?

I call upon all members of the National Association of Students of Architecture to participate in the assemblage with like minds and deliberate upon the array of prevalent issues and potential solutions. Together let's **Exclaim for reform** and ensure a brighter future for the architecture fraternity in India!.





Theme & Task

ARCHITECTS' WORLD. A FANTASY, A MYTH - A REALITY

Architecture is a world of its own. Owing much to the paradigm of massive shift. We live for the creativity that we make on others money. We strive for a perfect solution to a world that is an ambivalent mystic bubble in the mind of the creator. We harbor nuances that our clients don't relish. We hear rejections that break our morale.

Architecture is the only profession where we use others' money to build our vision.

When the money belongs to somebody, there are restrictions on the architect. It is impossible to create that ideal picture in the mind, no matter how outstanding it may be. The imagination may be great but it can only be built on a firm ground through finances sponsored by the clients.

The war is continuous, from bringing a fluid thought to reality.

The architect's first clash is with himself, to create a utopian solution for all planning problems—an image and iconography that will outlive his lifetime. All the principles of design, the seven lamps of Ruskin, the Vitruvius dimensions, the pursuit of 'isms' and implications of the period in history may not bring out that 'moment of truth' without a visionary client.

The problem is with us.

We are the dilemma. Confused about the fee structure as mentioned in the Council of Architecture, we dare to under quote. More obvious are the beginners in the profession who do not shy away to undercut.

We kill the architect in us.

There are only a few organised forums where Architecture, and the problems associated with it are discussed. In a country with about a million architects, there are not more than ten intellectual organisations functioning for the betterment of the profession. In the guise of discussions, we rip each other apart, disrespect our seniors and our teachers. We ridicule the work done by other architects, and scoff at the fate of a colleague in distress.

We have an atrocious public image.

We have made a mockery of us by our conduct and inadequacies by our illogical and frivolous ideas. We are the 'jack of all and master of none'. Even the naive barber at a residential site, who is adequately experienced, can scorn at our half-baked sparse knowledge. We ultimately succumb to the acquired skill of carpenters, plumbers, electricians and the mistris at the sites.

None of our Pierre Cardin blazers, Boss suits, and the Queen's English we mastered while pursuing higher studies in vague universities abroad can conceal our inadequacies. The people who hire us do so for the content, and not for shoddy planning that we end up doing. We procure more work than we can handle and render all clients unhappy.

The hunger for glory can bring out the worst in us, and we can stamp on the heads of our well-wishers, fellow professionals, colleagues, and seniors, whenever opportunity beckons. The goal is to be a 'reputed architect' and for this, we are ruthless and unforgiving. We are the most ungrateful of the all the professions combined in the industry.

We are ungrateful to our fraternity, ungrateful to our profession and ungrateful to the opportunities. We rarely acknowledge or use the word thank you and instead snub all those who actually facilitated us to obtain a project or a favor that helped us in our private practice. We are scoundrels and love to be in that state until the end of our lives.

Everyone today is an architect- from a housewife to a builder to a man on the streets. Our profession is subject to criticism. In fact, the only profession in the world that is judged all life long even by an illiterate or a highly qualified person.

How long we will suffer. How long more it will take to hold our profession as a thing of necessity? Are we useful to the society ? Are we even capable of creating an impact on the layperson? Will we always be subjected by others ? Will we have to bow down to the rich who will then dictate us ? Thrash us ? Crush our self esteem and render us mere draftsmen to the fantasies of the people who hire us ?

Let us dwell on the truth of this problem that our masters drilled in us that this is a noble profession. Can be belittle ourselves more ?

The Challenge

So , in the final analysis, what is role of an architect? What is the scope of his craft ? How will be regarded as the messiah of the society he dwells in ?

How do we solve this issue of building a public image as respectful as a doctor or a good lawyer?

We know much of the population of architecture is getting frustrated and changing into different avenues and not getting into practice.

We know the solution lies with us and within us-We are looking forward to this.

Submission Requirements

Participants may choose to respond to one, several, or all of the posed questions, selecting those that align best with their concept. However, the total word count should not exceed 2000 words.

Any one of these forms will be accepted: a research essay, a satire, an imagined dream, a defining reality or a story form.

The One-Stage submission process:

- **A specific title as headline to better understand your content.**
- **A writeup of maximum 2000 words only with 12 point century gothic font in regular.**

Guidelines

Checklist for submission

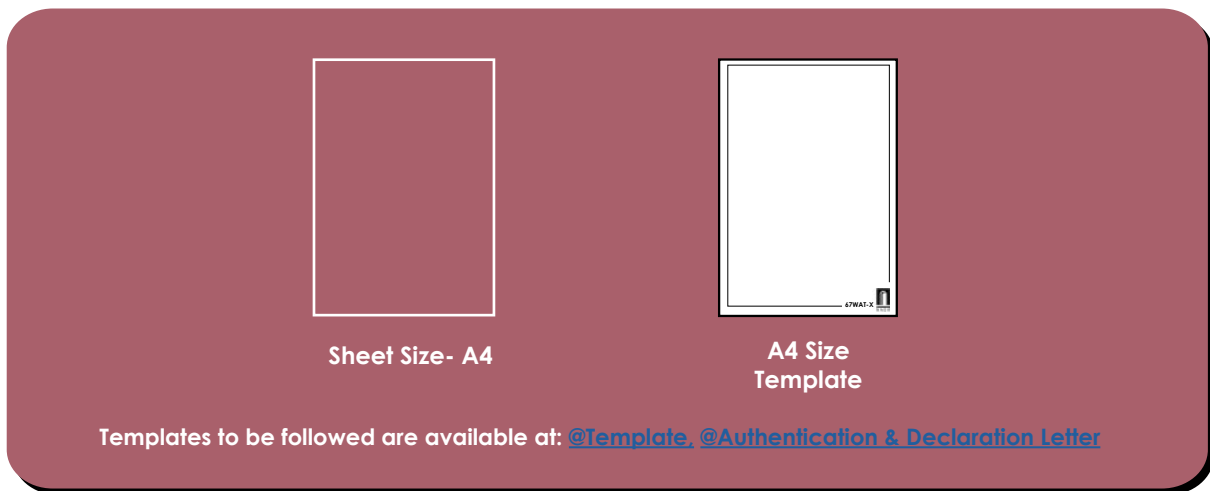
1. Write-up PDF of **not more than 10MB** in size
2. Original Copy of Authentication Letter **not more than 10MB** in size
3. Original Copy of Declaration Letter **not more than 10MB** in size

Sheet & NASA India Logo Guidelines

Failing to comply with any of the guidelines may lead to disqualification at the discretion of the executive council.

- 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.
- **Sheet Template to be followed is available in the drive link -**

https://drive.google.com/drive/folders/1F82YkD2ZzFs3xCeMXg_pVnbBaVFcLY89?usp=sharing



Important Information


- **Maximum (2) participants only Per Entry** for the 67th Year Writing Architecture Trophy.
- **A participant can submit only one entry, whether as group of two or individually** for the 67th Year Writing Architecture Trophy.
- No limit to the number of entries per unit for the 67th Year Writing Architecture Trophy.
- Queries to be put forward through trophy page on the website (<http://www.nasaindia.co>).
- **Registration for one/multiple entries should be done by the Unit Secretary through the Z-ID in the NASA India website before the registration deadline.**
- Registration of the trophies will be final and cannot be changed or withdrawn henceforth.
- Late Registration & submission will not be entertained, henceforth the defaulters shall be disqualified.

General Submission Guidelines

Failing to comply with any of the guidelines may lead to disqualification at the discretion of the executive council.

- All text should be in English.
- **The soft copy (non-editable format) submission 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 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. Failing to which the entry will be strictly disqualified.**
- 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.
- **Authetication & Declaration formats to be followed are available in the drive link -**
<https://drive.google.com/drive/folders/1mschiSd0GIM4gjzg5914bdkUi54ZzlUS?usp=sharing>
- The Prize Money Authenticating Letter signed by the Director/ Principal / HOD in the college letterhead specifying the account details (Account Name, Account Number, Bank Name, IFSC Code) 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.
- Any misconduct such as exposing identity through college name/ stamp participant(s) name or college code on the submission template will be disqualified.

Important Dates



Release of Brief:

2nd October 2024, Wednesday

Registration Deadline:

20th October 2024, Sunday 1800 Hrs IST

Queries Deadline:

15th October 2024, Tuesday 1800 Hrs IST

Submission Deadline:

31st October 2024, Thursday 1800 Hrs IST

Prize

Money

Prize money of **1 Lakh INR/**
1198.36 USD is allotted

The prize money will be divided according to the number of Citations and Special Mentions based on the jury.

Moderator



Ar. Sangeet Sharma

A distinguished architect based in Chandigarh, renowned for his sustainable and contemporary modern architecture. He is a multifaceted personality, encompassing roles as an architect, poet, architectural critic, artist, author, motivational speaker, and musician. He has authored several influential books on architecture, which includes the 'Architalks', 'Corb's Capitol', and a poetry collection titled 'The Touch of Moon'. His literary achievements include the National Book Honor Award for 'Castle in the Air' and the Award for Creative Excellence. A sought-after motivational speaker, Sangeet has delivered over 150 talks, including a TEDx talk at NMIMS Hyderabad. He founded the A3 Foundation, promoting Art, Architecture, and Aesthetics through seminars and awards.

All the best!

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