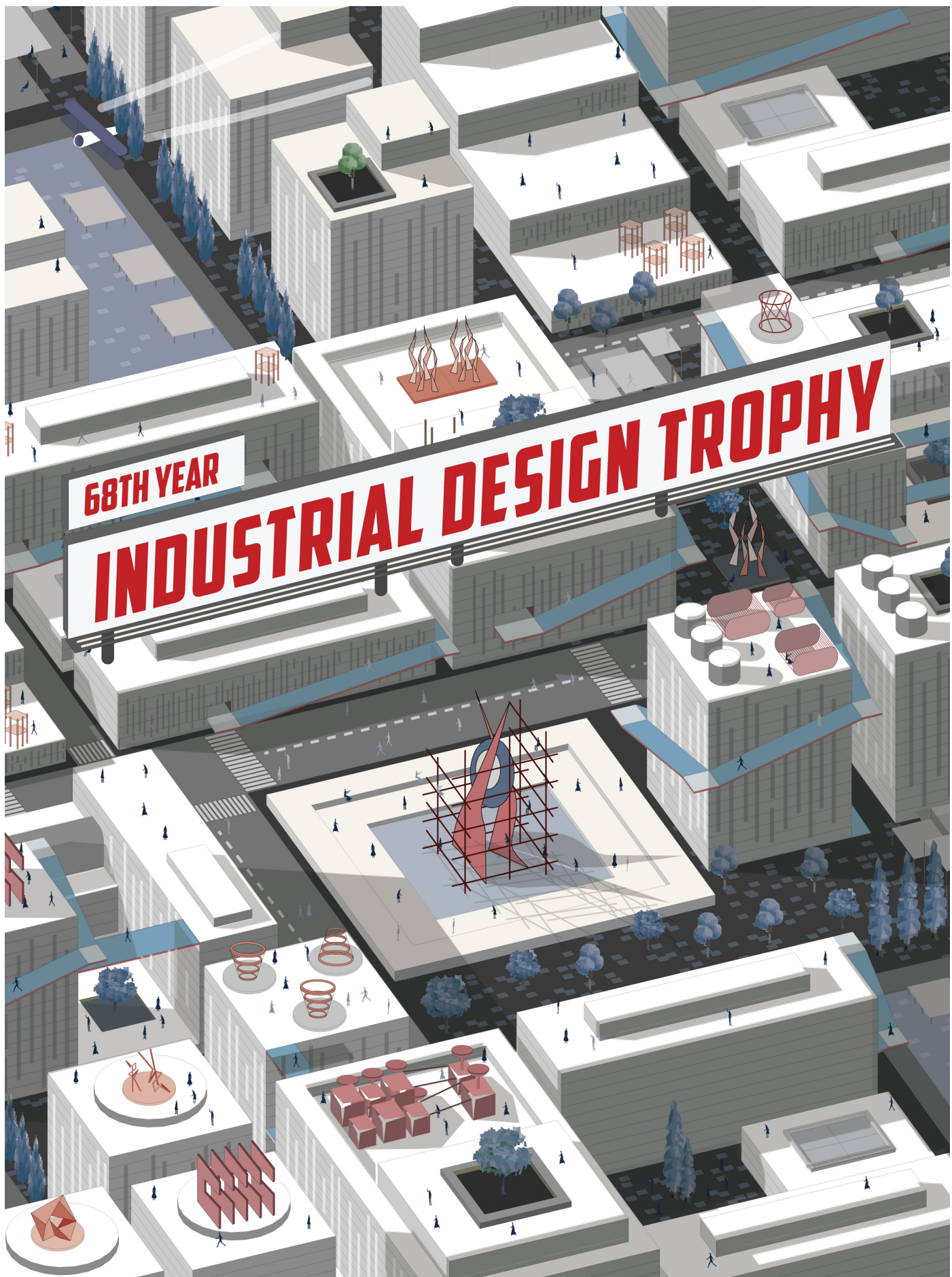




National Association of Students of Architecture
Industrial Design Trophy 2025-26
Catalyse



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 annually.

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.



Catalyse - Our Annual Theme

For nearly seven decades, NASA India has stood as a movement - built by students & led by students. As we step into the 68th year of our association's existence, I call upon the stakeholders to honour the legacy not by looking back, but by asking what we can spark next.

NASA India has always been more than just an association. It's been a force: a surge of youthful energy, ideas, voices, and action. This year, we recognise and compound over the force for what it truly is.

In the grand reaction of change, whether in our built environments, our learning systems, or the profession itself, we, the students, are the accelerators. With over 66,000 students across the country, our numbers are not just statistics. They are the untapped potential of a generation ready to shape what's next. This year, we reflect on the immense power of coming together - not just to participate, but to instigate. A catalyst doesn't wait for change. It creates movement, breaks inertia, and opens new paths. **NASA India today stands not just as a platform for learning and collaboration, but as an agent of impact - nationally & globally.** One that ignites bold conversations, challenges outdated practices, and pushes the profession toward more inclusive, ethical, and relevant futures.

So what does it mean to catalyse?

It means taking responsibility.

It means using architecture as a lens to rethink society, equity, and the future.

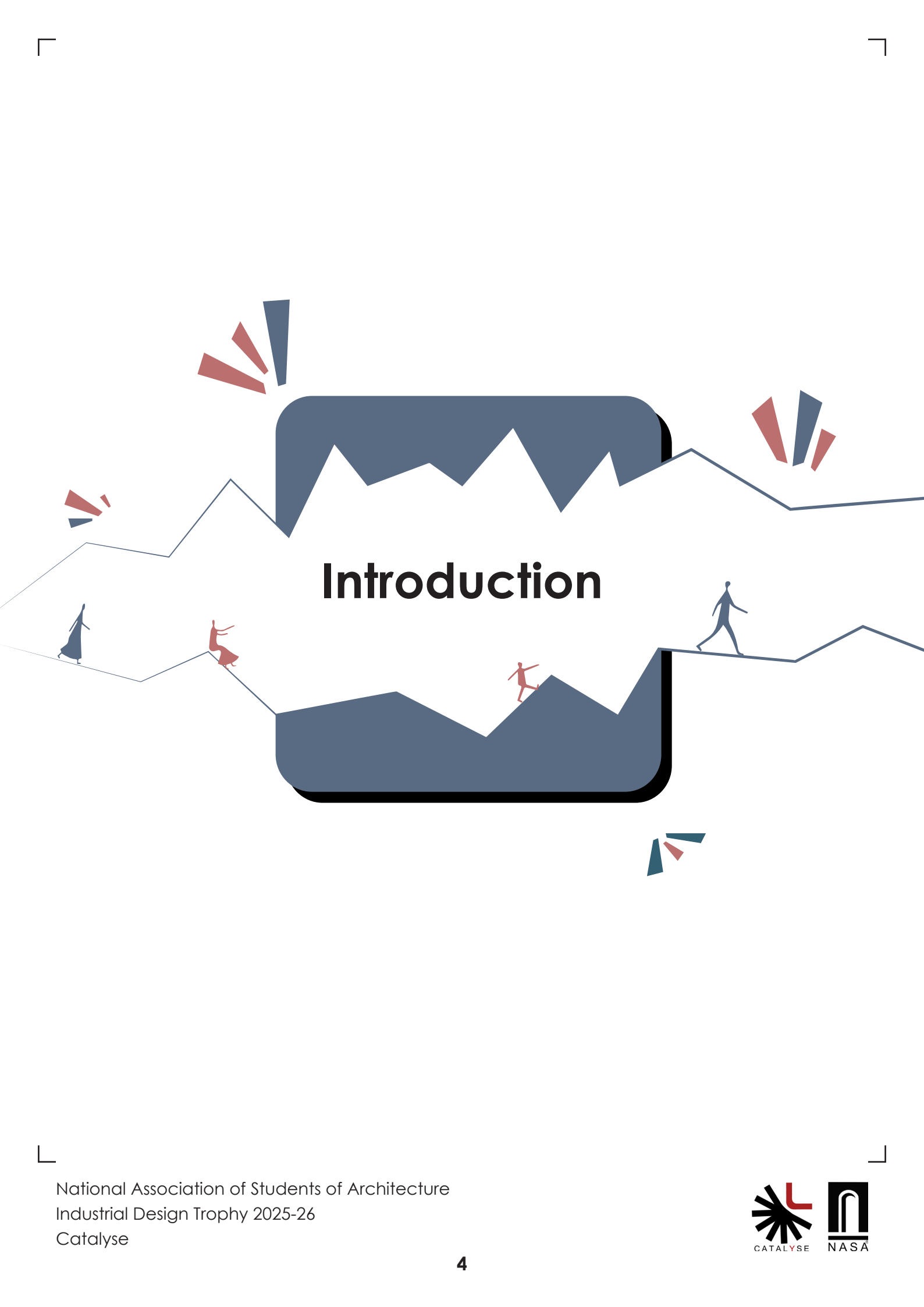
It means challenging what no longer serves us.

It means questioning the boundaries of architecture and expanding its purpose.

This is a call to all students, designers, thinkers, makers, rebels:
Catalyse conversations, communities & the future.

Because this is our moment in the reaction.
Let's use it to spark something irreversible.

Come, let's **CATALYSE** the reaction that serves the greater good!



Introduction

Designing the Future - Creating Sculptural, Sustainable Products and Spaces for Tomorrow's World

The Industrial Design Trophy is not just a competition it is a national movement to shape the future of design thinking in India. With 300+ colleges and over 60,000 students participating, it is one of the largest gatherings of young architectural and design minds anywhere in the world.

We are at a decisive moment:

- Cities are expanding, villages are transforming, and climate change is accelerating.
- Craft traditions are fading while technology is advancing faster than ever.
- Humans are becoming a global species-traveling, living, and working across geographies.

Globally, Countries like Italy, Germany, Spain, China etc. have set the benchmark for design innovation where a chair becomes a sculpture, a lamp becomes a statement, and utility merges with art. India must now position itself as a global design hub, creating objects and spaces that speak to the needs of a warming planet, a shrinking resource base, and a culturally blended world.

This trophy calls upon students to merge art, technology, sustainability, and human experience creating futuristic, responsible designs that will shape human life in the coming decades.

For Example

1. Italy - The Global Design Capital

Why It's a Benchmark:

- Italy is synonymous with design excellence, from Milan Design Week (Salone del Mobile) to the legacy of Italian furniture, lighting, and product brands like Cassina, Poltrona Frau, B&B Italia, Artemide, and Kartell.
- Italian design celebrates craftsmanship + innovation, blending tradition with futuristic forms.
- Cities like Milan, Florence, and Venice are global centers for architecture, fashion, and product design.

Strengths:

- Luxury furniture and interiors
- Architectural detailing and material innovation
- High-end product design and fashion

2. UAE (Dubai & Abu Dhabi) - Futuristic City-Making

Why It's a Benchmark:

- Dubai has positioned itself as a playground for experimental architecture - with the Museum of the Future, Expo 2020 pavilions, and smart city planning.
- UAE attracts global talent and acts as a platform for the most futuristic projects in the world.

Strengths:

- Iconic skyscrapers and mega-projects
- Hypermodern transportation and infrastructure
- Global design collaboration hub

3. Japan - Minimalism + Technology

Why It's a Benchmark:

- Japan blends minimal aesthetics with technological precision - influencing everything from architecture (Tadao Ando, Kengo Kuma) to product design (Muji, Toyota, Sony).
- Deep respect for nature and tradition is reflected in its design - an approach that is increasingly relevant as the world seeks meaning and mindfulness.

Strengths:

- Minimalist architecture and interiors
- Compact, modular, and multifunctional design
- Integration of craft, ritual, and technology

4. Netherlands - Experimental; Avant-Garde Design

Why It's a Benchmark:

- The Dutch are known for bold, conceptual design thinking - often pushing boundaries with playful and provocative ideas.
- The Dutch Design Week is a global hub for future-forward concepts.

Strengths:

- Experimental product design (Droog Design, Moooi)
- Innovative urban planning and water-resilient architecture
- Socially conscious and experimental architecture (MVRDV, UN Studio)

5. Germany - Precision; Engineering-Driven Design

Why It's a Benchmark:

- Germany is home to Bauhaus heritage and excels at engineering-driven design.
- Iconic for industrial design (Braun, Porsche) and high-quality architecture that focuses on efficiency, durability, and clean aesthetics.

Strengths:

- Industrial and automotive design
- Modernist architecture and functional interiors
- Sustainable engineering and prefab housing

6. United States - Tech + Lifestyle Innovation

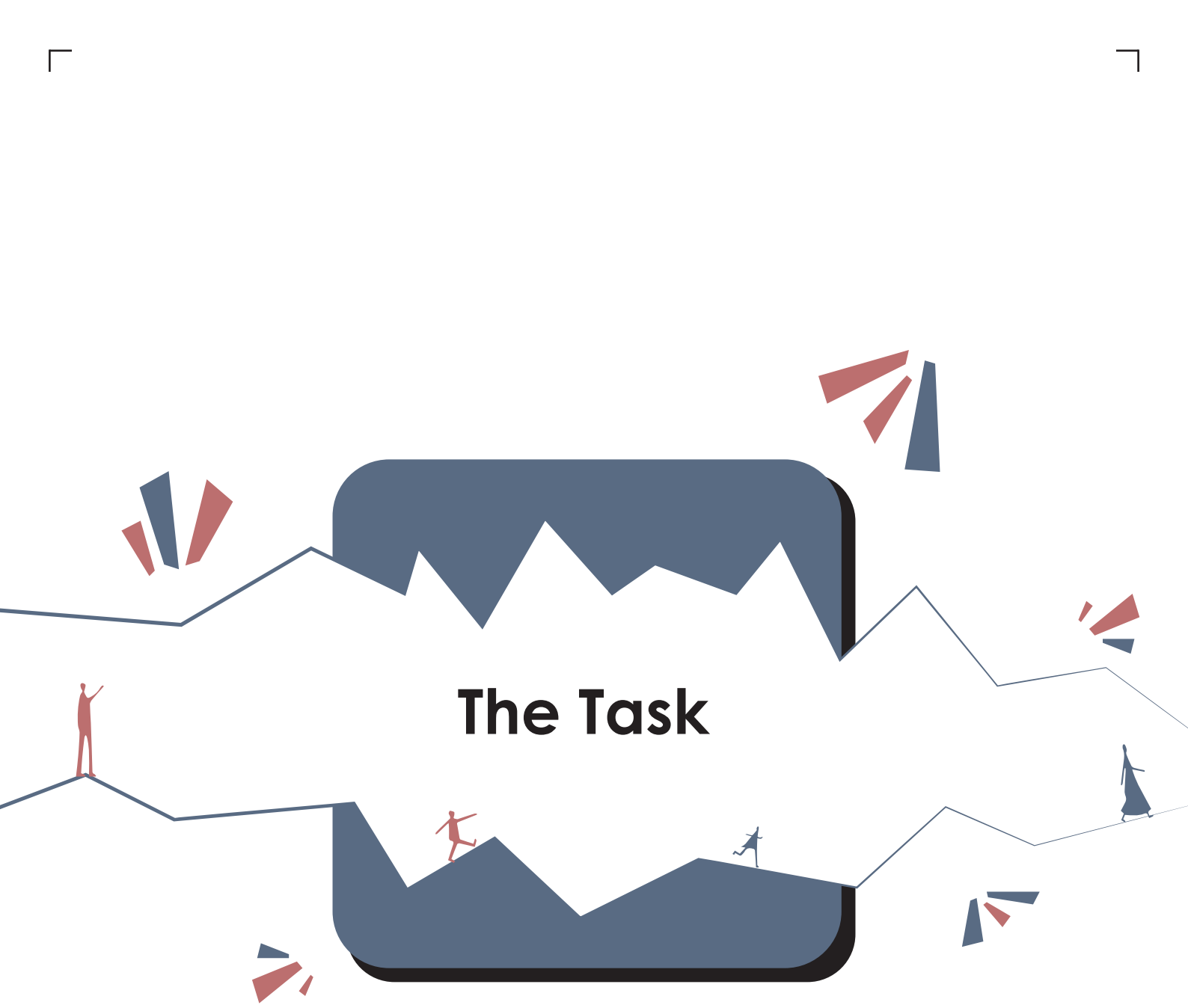
Why It's a Benchmark:

- The US leads in digital product design, experience design, and branding.
- Centers like Silicon Valley are defining the future of smart homes, user interfaces, and tech-driven environments.
- New York and Los Angeles are hubs for architecture, interiors, and creative industries.

Strengths:

- Experience design (UX/UI) and tech integration
- Large-scale corporate architecture (Gensler, SOM)
- Creative industries blending entertainment, retail, and architecture

The Task



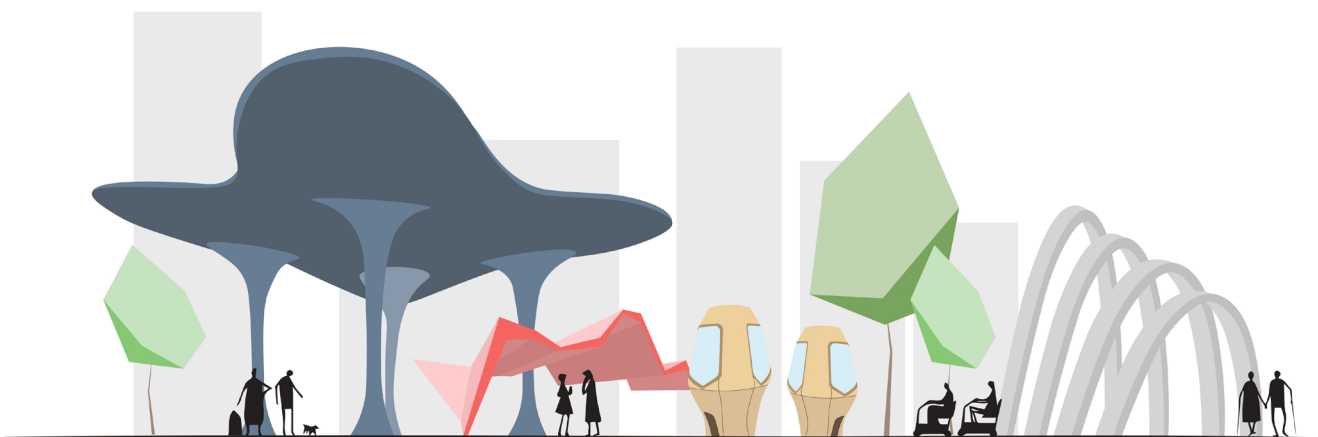
The Problem Statement

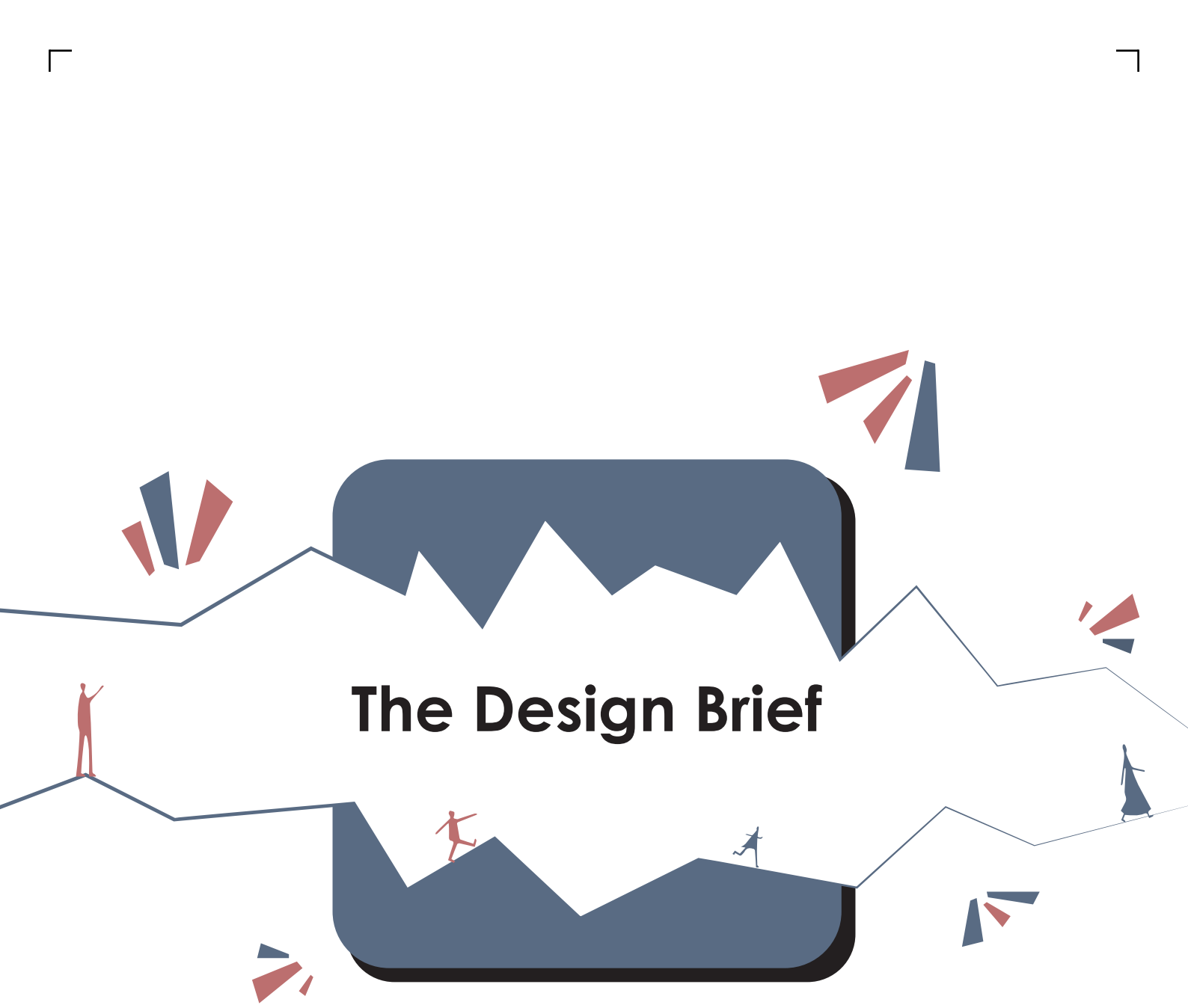
The design fraternity faces a complex challenge:

- Craft is vanishing: Skilled workers and artisans are fewer, and their knowledge is disappearing.
- Tools are evolving: Computational design, AI, and digital fabrication are now central to the design process.
- Human needs are shifting: From remote working to urban farming, from drone deliveries to AI assistants - our lives are evolving in unexpected ways.
- The planet is under stress: Resource depletion, waste generation, and climate emergencies demand design that restores balance.

Our cultural heritage is a powerful foundation and an endless source of inspiration but the future invites us to go further. As people from different countries travel, migrate, and live across diverse geographies, they share spaces, exchange ideas, and adapt to new lifestyles. This global interconnectedness is transforming cultural and religious practices, merging values, and giving rise to entirely new ways of living. The products and spaces we design must respond to this shift embracing hybridity, inclusivity, and future-ready methods of living. Equally, these designs must act as responsible stewards of our planet using sustainable materials, regenerative design logic, and biophilic principles that reconnect humans with nature and restore environmental balance.

This trophy challenges students to move beyond nostalgia and tradition and design for globalized, blended, and environmentally responsible futures.





The Design Brief

Your Challenge

Design a futuristic, sustainable product or small-scale space that:

- **Serves a Future Need:** Anticipates a human challenge 5-15 years from now - addressing issues from mobility and food to emotional well-being, climate, and cultural evolution.
- **Blends Art, Function; Ecology:** The design should be iconic, sculptural, and emotionally resonant, while also being planet-positive.
- **Uses Digital Workflows:** Employ computational design, generative algorithms, parametric tools, or AI-aided processes to create forms that feel advanced.
- **Prioritizes Sustainable Materials:** Explore regenerative materials - bamboo, mycelium, bioplastics, recycled composites, or 3D-printed earth and stone.
- **Incorporates Biophilic Design:** Connect people to nature through organic forms, natural textures, and sensory experiences.

What to Design

Type of Output: You are free to design a product, artifact, installation, pod, or micro-architecture - anything from a single-person unit to a small spatial system for a community.

- **Scale:** Can range from handheld and wearable objects to urban furniture, pavilion-like structures, or habitat pods.
- **Focus:** The emphasis must remain on human-scale experience, detail innovation, and material intelligence, rather than designing conventional large buildings or master plans.
- **Character:** Whatever you create must feel like it belongs in 2035 and beyond - technologically advanced, functional, sculptural, and environmentally balanced.

Guiding Provocation

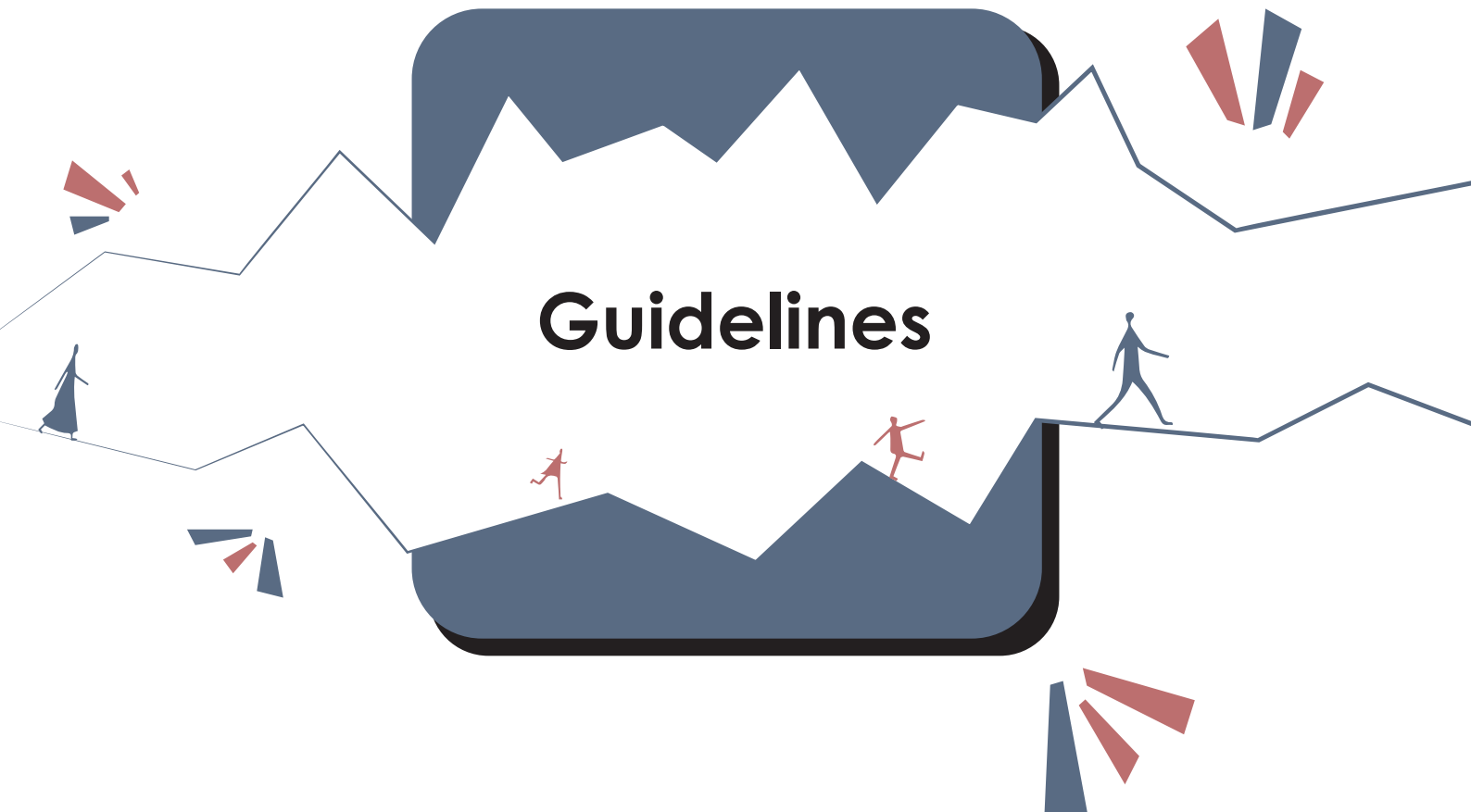
Ask Yourself: "What is a product or space that could only exist in a world where culture, religion, geography, and lifestyle are fluid, where technology and sustainability are inseparable, and where design must heal, connect, and inspire?"

Vision

At the end of this competition, we aim to:

- Curate a gallery of visionary, sustainable products and spaces - designs that look like they belong to the future of India.
- Inspire the global design community by showing that India can lead the conversation on climate-conscious, culturally adaptive innovation.
- Encourage biophilic, inclusive, and human-centered designs that reconnect people with nature while addressing future needs.
- Position NASA India participants as pioneers and thought-leaders - not just imagining the future, but building it responsibly.

Guidelines

An abstract graphic featuring a large, dark blue, mountain-like shape with a jagged top edge. A thin, dark blue line winds around the shape, passing through several small, stylized human figures in blue and red. The figures appear to be walking or running along the line. There are also several small, stylized human figures in blue and red scattered around the shape. The background is white.

Jury Criteria

1. Futuristic Relevance – 20%
2. Originality & Innovation – 20%
3. Spatial / Experiential Innovation – 15%
4. Integration of Art, Function & Ecology – 15%
5. Use of Digital Tools & Computational Design – 10%
6. Sustainability & Material Intelligence – 15%
7. Clarity of Presentation – 5%

Submission Requirements

- The project should be expressed within **FOUR (4) A2 size sheets. (Maximum 4)**
- **Online Submission Submission of YouTube Video link (2-3 Minutes Max duration)**
- The submission panel shall contain
 - Research & Foresight (30%)
 - Concept Development (30%)
 - Final Design (30%)
 - Narrative Pitch (10%)

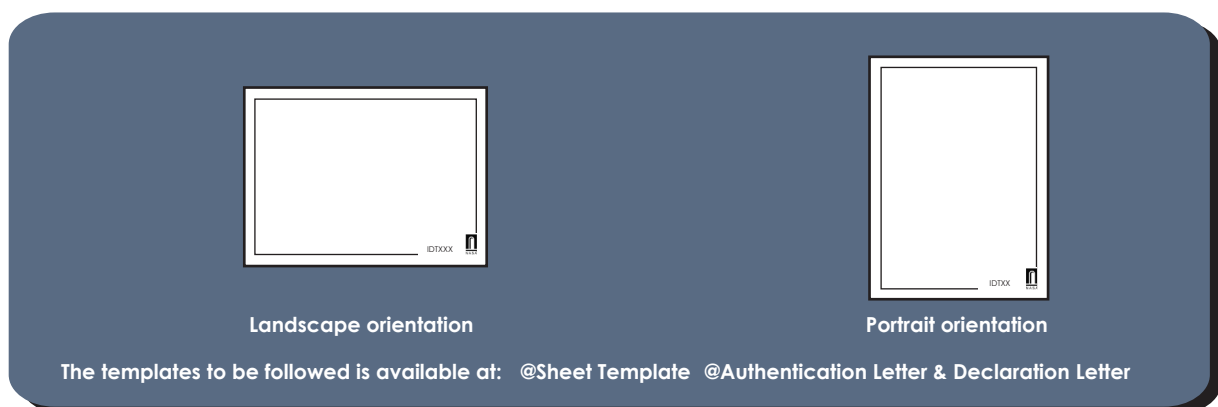
Check list for submission

1. Online Submission in form of PDF
2. Online Submission of YouTube Video
3. Original Copy of Authentication Letter
4. Original Copy of Declaration Letter
5. Editable Format of the Sheets (Applicable if shortlisted)

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.
- **NASA India External Logo, and the 68th Year Annual Theme Logo shall be placed in the start of the video, the link to the clip - <https://drive.google.com/drive/folders/1mx-DQyCWfe79GIPECwly8yosd1RNbY95?usp=sharing>**



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 file name should strictly be the registration code itself.
- Presentation submission should be a unlisted Youtube video link.
- The format of the sheet should contain a square box of 25mm*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.
- Manually rendered entry should be scanned at least in 300*300dpi (dots per Inch) resolution.
- The soft copy (non-editable format) of the sheets, and if any, report/video link, 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.
- 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 or the video will be disqualified.
- Registration, queries and submission shall be through the website only - <https://www.nasaindia.co/Trophy?groupid=2>

Other Information

- **Any number of entries can be submitted per unit.** Students can directly register from the website.
- **Each team shall have a maximum of three (03) participants only.**
- The format of the sheets attached in the brief is only allowed.
- Sheets file size should not exceed 25Mb, maximum size for Authentication and Declaration Letters is 5Mb.
- The scale 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.

Important Dates

Release of Brief:

16th October 2025, Tuesday

Queries Deadline:

26th October 2025, Sunday 1800 Hrs IST

Registration Deadline:

31st October 2025, Friday 1800 Hrs IST

Submission Deadline

30th November 2025, Sunday 1800 hrs IST

Prize money of **1 Lakh
INR** is allotted

Prize money of Rupees 1 Lakh is allotted to the trophy and it will be divided according to the number of the Citations and Special Mentions.

Prize Money

Moderator



Ar. Leelakrishna Murthy

Ar. Leelakrishna Murthy is the founder and principal of Folds Design Studio, an architecture and fabrication practice based in Navi Mumbai. With a background in architecture and nearly two decades of experience, he has built the studio around parametric design, digital fabrication, and computational processes, focusing on turning complex, futuristic concepts into buildable realities. Under his leadership, Folds has grown into a large scale design and production facility, bridging the gap between cutting edge digital design and material execution, and is recognized for its innovative approach to form, geometry, and technology in contemporary architecture.

All the Best !

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Visit them by clicking the icons below



www.nasaindia.co