



G-SEN TROPHY

HYPERREAL CITIES

If one were to examine the nature of India's cities in this post-truth era, it would indeed be possible to draw parallels to Jean Baudrillard's concept from 1983 - **hyperreality**. To quote Baudrillard from his book *Simulacra and Simulation*- 'Today, abstraction is no longer that of the map, the double, the mirror, or the concept. Simulation is no longer that of a territory, a referential being, or a substance. It is the generation by models of a real without origin or reality: **a hyperreal**.'

In other words, the production of the real is based on a model that is simulated to be 'more than real'. And when this loop of 'real' and 'more than real' short circuits itself, the boundaries between reality and representation are blurred and all we are left with is 'a single nebula whose truth is indecipherable.' But then again, we now live in a post-truth era and it all adds up - sadly enough.

What if we spun this argument around and thought of these acts as driven by the allure of utopia? Is it possible to completely suspend disbelief and engage truthfully in this pursuit of a proxy – a fictional narrative that is imaginary yet legendary?

Can we wipe the slate clean and imagine our cities not as problems to be solved or ambitions to be met but as celebrations of their hyperreal possibilities?

What if we could map their hyperrealities as a way to capture them?

More specifically, what if we could use cartography to represent the pursuit of this hyperreal?

Because, after all, maps are not just instruments of communication but also influence and power.

The Brief

Teams must first choose any Indian city of their choice to work with. However, the city needs to be real and existing on the ground.

The city area to be mapped must be 100 square kilometers.

Teams may choose a city that is much larger than 100 square kilometers but must then delineate a 100 square kilometer area within that city and work only with this area. Under no circumstance should the area that is mapped exceed or be less than 100 square kilometers.

Teams must elucidate through **a single cartographic representation** of the chosen city as it stands today, an understanding of its urban morphology and a minimum of one other urban design dimension – functional, temporal, visual, perceptual or social.

Subsequent to this, teams must create a single cartographic representation of an imagined cityscape - **a hyperreal city** – where 'the territory no longer precedes the map, it is the map that engenders the territory' (Baudrillard, 1983).

While doing so, it is also required to identify any one morphological element from the existing cityscape to retain in the imaginary version of that city, in order to maintain a point of reference between the two representations. It is advisable, but not a requirement, to pick a stark and unambiguous element from the existing version to retain in the imaginary version. Apart from this one element, the morphology can be altered as per the team's choice/design.

"Cartography can be an incredible form of escapism, as maps act as proxies for experiences."

Antonis Antoniou

The hyperreal city must also demonstrate how the chosen urban design dimension(s) in the real version manifest themselves in the imagined version.

Evaluation Criteria

Submissions will be judged on the following criteria (but not limited to):

- Clarity with which the urban morphology of the chosen city is read and represented in both the real and the imagined versions
- Clarity with which the chosen urban design dimension(s) are understood and represented in both the real and the imagined versions
- Clarity and innovation in the response to create a hyperreal city
- Cartography skills – clarity of information presented, attention to detail and boldness of representation technique.

Submission Format

PRINT MATERIAL:

- Ideas must be presented through a maximum of **two sheets of A1 size**.
- One sheet must have the cartographic representation of the chosen city **as existing** and the second sheet must have the cartographic representation of the chosen city **as imagined**.
- Teams must also submit 10 sets of post cards (A5 size) comprising the content of the 2 panels shrunk to post card size. Teams are requested to use a suitable post card template while printing these.
- The soft copy in PDF format shall not exceed 18mb.

DVDS:

- Two DVDs with soft copy of both the sheets in editable and PDF format must be submitted. (Applicable only to shortlisted participants)
- PDFs should be submitted as a set of high-res versions suitable for printing as well as a set of low-res versions for on-screen viewing.

Submission Requirement

- Authenticating letter from college HoD for each entry the work submitted is genuine and they have endorsed copyrights for the same and with the name of Participant(s) and stating the unit shall abide by whatever may be the final results and also agree that this entry is property of both the institute and NASA India.
- Declaration by the participant(s) stating the work submitted is genuine and they have endorsed copyrights for the same and to adhere by all the rules and regulations, Jury process and the results.
- Authenticating letter from college HoD/Principal/Director (on College Letterhead with Sign and Stamp of HoD/Principal/Director of the college), specifying the Account Details (Account Name, Account Number, Bank Name, ISFC Code) in which the Prize Money is to be awarded.
- The soft copy (non - editable format) of the sheets and video link/presentation should be uploaded on the website failing which the submission will be considered incomplete and the entry shall be disqualified. If the soft copy file of the sheets is damaged or in low resolution, the entry shall be disqualified.
- Editable format of the sheets has to be submitted during the Annual NASA Convention (Applicable only for shortlisted entries), failing which, the submission requirements would be deemed incomplete leading to the prize money being withheld.

General Guidelines

- All sheets shall have the words “**G-SEN TROPHY 2019-2020**” clearly mentioned on them.
- Both sheets shall also bear the NASA logo, in proper specification on the right hand bottom corner.
- The postcards shall bear the NASA logo and the words “**G-SEN TROPHY 2019-2020**” both printed on the back of the post card.
- Registrations and submissions should be done by the Unit Secretary in NASA India website before the deadline.
- Any misconduct such as exposing identity through college name/stamp, participant(s) name or college code on the sheets/ post cards will be DISQUALIFIED.

NASA Logo Guidelines

- NASA Logo shall always be placed on the right-hand bottom corner of the sheet with a margin of 10mm from right and bottom of the page.
- NASA logo should not be merged, overlapped etc. with any sort of text, graphic, image, etc.
- NASA logo should be true black with a perfectly white background.
- For A1 sheet NASA India logo size should be 30mm x 52.50mm with 10mm clear border on all 4 sides.

PRIZE MONEY:

Prize money of 2 lakhs Rupees is allotted to the trophy and it will be divided according to the number of Citations and Special Mentions.

IMPORTANT DATES:

- The release of brief – 3rd October 2019
- Queries – 10th December 2019

Any Kind of Queries need to be submitted through the website at

<https://nasaindia.co/trophy/gsen>

To

Idris Ahamed Shariff

National President | 2019 - 2020

NASA India