



## Intent

To get participants to think critically in determining where exactly they should bring to bear their focus on and envisage the kind of intervention required of them in resolving a vexing issue that they most likely encounter on a regular basis in their everyday lives. In so doing, they would be creating multiple opportunities for the beneficiaries to create for themselves possibilities that didn't exist before that. This would call for detailed observation of the context, drawing pointed inferences from them and then going on to build a hypothesis based on these inferences. Finally, they will need to present convincing design solutions that are technologically feasible, economically viable and socially desirable at this point of time.

## Context

We're at the cusp of major changes in the way we work, live, play and interact as social beings, brought about largely by technology which threatens to disrupt nearly every aspect of life as known to us. It has also created possibilities where none existed. As participants step out to discover ways in which to survive and thrive in this new world order, they'll be constantly challenged to invent ways in which people, while being able to exploit the bounty that technology has to offer, manage to retain what makes them human and not become subservient to it. It will be interesting to see how they can impact their immediate environment in ways that not just seamlessly ties in space, objects, technology and interactions but also address the social context in which all of it exists.

## Design Brief

To reinterpret the residential living landscape for students of architecture in twin sharing residential hostel facilities that caters to their unique needs. From keeping irregular hours to the need to be connected to the world outside, the challenge is to resolve disparate needs with a cohesive approach which creates an environment that allows the student residents to get the privacy and rest they require with the access to people and resources that they need to continue with their academic work outside of their studios to get the most out of their years in college.

The solution could be an object or a collection of different ones that together create the condition in which the solutions are delivered. Ultimately, the resident students must get the opportunity to rest, work and interact in the ways that suit their independent and unique work/living style the best.

The challenge here would be to investigate and understand the context in depth by answering questions like who is the audience, what are their needs, how are they unique? This would provide the basis for situating the design. In this instance, the solution will not lie just in the design of products/objects but also in what they enable and what the interaction between them and the user makes possible.

We are looking to see how well the contestants use their learning as students of architecture to bring to bear on the social context of shared living spaces that should typically fulfill a complex web of needs. The focus will be in evaluating how well the proposed solution articulates and responds to the situations. While the products need to be well defined, they should demonstrate how they are a means to an end rather than being an end in themselves. To that extent they need to be conceptually very powerful even at the cost of finer detailing as long as they're well within the realms of possibilities in the current scenario.

### **Submission Requirements**

- All entries to be submitted online on [www.nasaindia.co](http://www.nasaindia.co). (For Stage 1 Only)
- 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.
- Entries can be by individuals or teams comprising of maximum four students.
- Number of entries maximum 3 per college.
- The submission panel shall contain
  1. Background note and Core Insight guiding the design / systems- solution.
  2. Space/Idea Justification, Description and Design Specifications
  3. Concept Inspiration and Description
  4. Concept Visualization and Implementation (Sketches,3D Renderings and Orthographic Views with key dimensions)
  5. Relevant Details and brief description of the design process followed.

STAGE 1:

### **Online submission Procedure**

- 4 to 6 A1 size sheets in "pdf" file format i.e. 1 file containing 4 or 6 pages, with title as the entry code.
- All individual sheets shall have the words "INDUSTRIAL DESIGN TROPHY | 2019-20" clearly mentioned on them.
- The entry code of each entry should be mentioned on right hand bottom corner in a box, left of the NASA logo. The entry codes will be allotted after registration.
- All sheets shall also bear the NASA logo in proper specification on the right hand bottom corner.
- Editable format of the sheets has to be submitted during the Annual NASA Convention (Applicable only for shortlisted entries).

**Shortlisting of Entries**

- 15 % of entries will be shortlisted from online entries submitted for Stage 2.
- Jury Decision will be final and binding, no complaints will be entertained concerning the decision of the panel of jury at any stage.

STAGE 2:

*To be announced at the time of Stage 1 shortlisting.*

**Evaluation criteria**

- The rationale for the design is as important as the final design.
- There will be emphasis given to demonstration of an understanding of the context in which the solution is situated.
- The extent to which the design of the products, as well as the microenvironment that they define, satisfy the purpose of the design, will be given weightage.
- While details related to materials and finishes specified, processes proposed as well as the finer aspects of mechanisms used will be sought and taken into consideration for evaluating the solutions, the concept in its entirety will take precedence.

**Prize Money**

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

**Checklist for Submission**

- Soft copy of submission in PDF to be uploaded on NASA India website- [www.nasaindia.co](http://www.nasaindia.co).
- 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.
- Editable format of the sheets has to be submitted during the Annual NASA Convention (Applicable only for shortlisted entries).

## Important Dates

- The release of brief – 7<sup>th</sup> July 2019
- Registrations open – 24<sup>th</sup> September 2019
- Registration closes on – 4<sup>th</sup> October 2019
- Queries till – 10<sup>th</sup> October 2019
- Submission deadline – 1<sup>st</sup> November 2019

## Other Information

- Registrations and submissions should be done by the Unit Secretary in NASA India website before the deadline failing which the submission shall be considered incomplete.
- Kindly print the form on the college letterhead along with the attestation by the college HoD/Principal/Director and uploaded the scanned copy of the same during registration.

Any Kind of Queries need to be submitted through  
<https://nasaindia.co/trophy/industrialdesign> to

### **Syed Khwaja Abid**

National Secretary | 2019-2020  
NASA India