AYDA AWARDS 2023

CONVERGE: CHAMPIONING PURPOSEFUL DESIGNS

REGISTRATION LINK

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AYDA International Awards

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AYDA AWARDS Since 2008

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Content

01

All you need to know about AYDA Awards

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The AYDA Awards (formerly known as the Asia Young Designer Awards), was first launched in 2008 as part of Nippon Paint's vision to nurture the next generation of design talents. The award serves as a platform to inspire Architectural and Interior Design students to develop their skills through cross-learning opportunities and networking with key industry players and fellow Architectural and Interior Design peers in the region.

Since then, AYDA has grown in reach and stature and has now established itself as one of Asia's premier design awards. It has received more than 50,000 entries from over 1,200 tertiary education institutions to date across 16 geographical locations globally. Over the years, AYDA has impacted thousands of young and talented student designers, presenting them with various opportunities to engage with renowned speakers and key figures in the design industry. In addition, the platform has enabled the participants to gain first-hand industry knowledge, personalised coaching, mentoring and skills-building through various workshops by experienced lecturers and industry professionals. On top of that, this experience allowed participants to learn from their fellow peers from within and across borders.

Every year, AYDA presents yet another opportunity for young design talents to push their design boundaries further beyond the norm. Through the various experiential learnings and once-in-a-lifetime opportunities such as these, AYDA has established a close-knit design community comprising professional architects, interior designers, industry associations, partners, design schools, alumni and design students.

AYDA'S
PRESENCE

Japan
China
Taiwan, China
Hong Kong, China
Vietnam
Philippines
Thailand
Singapore

Türkiye
Iran
Pakistan
India
Sri Lanka
Bangladesh
Malaysia
Indonesia

Foreword:

Building Impact in Design Through Purposeful Intervention

WEE SIEW KIM
Group Chief Executive Officer
NIPSEA Group

We live in an ever changing and hyper connected world with global-scale events affecting our lives on a daily basis. The connectivity between people through technology and cultural convergence stem beyond just what our eyes can see, and our body can feel. The impact of global issues are felt right in our own backyard. **The very same problems our fellow friends face across the ocean could be the very same problems we experience; so, why can't we work together and find scalable solutions for everyone?**

Turning 15, AYDA Awards is experiencing growth like never before. We have grown to become way more than just a competition but a holistic growth accelerator for budding designers, an avenue for great minds to collide and nurture talents. Over the years, AYDA has now become a congregation of passionate communities across the globe. None of these ideas and plans could have been possible without the whole hearted support from our mentors, lecturers and judges.

AYDA is still growing and we seek your commitment towards a future where designers of today and tomorrow can shine, for the sake of humanity.

The theme of the year - **Converge: Championing Purposeful Designs** focuses on a designer's journey in searching for a cause worth fighting for. What we believe and invest in may change over a period of time. However, we encourage you to live in the present and ask yourself

1. What is the core of your design value?
2. What is the one thing you would like to change in this world?
3. What is the one thing you enjoy working on even when the whole world may disagree with you?

Year by year, we worked hand in hand with our Advisory Panel to craft a unique learning experience and design challenge with the goal of pushing boundaries and helping you reach greater heights in design. Over the years, these partners of AYDA have continually refocused the competition to meet the emerging needs of our times. In response, our participating students have stepped up and raised their standards. We are now present across 16 geographical locations globally. I firmly believe that your ideas can help change the world for the better.

With a big heart and great expectations, I wish you the very best.
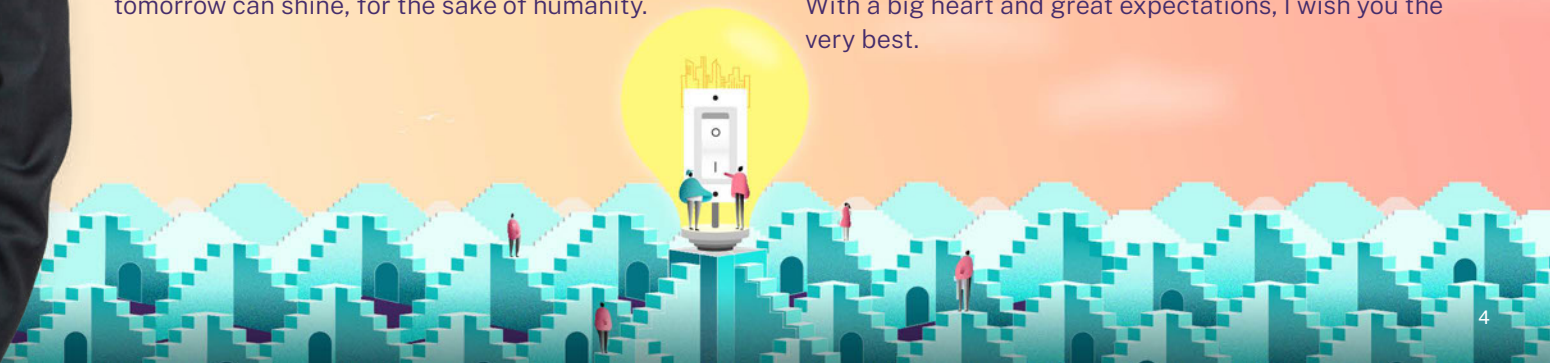
AYDA Awards Advisory Panel

(2023 - 2024)

We have had the privilege to work closely with these amazing gurus of the Architectural and Interior Design world in designing this year's theme and design challenge. Hear what our panel members would like to see in the future of spatial design!

Tanya Karim
Founder, Tanya Karim N.R. Khan & Associates

- The world has been through a hard time and it's a unique experience. Everyone can easily resonate with these feelings of sorrow and grief cultivating a stronger sense of EMPATHY, which is essential in design.
- With ongoing social challenges and wide-scale migration of the human population, I hope we can focus on promoting DIVERSITY through design.
- Architecture and spatial design is about constantly adjusting the parameters of design and pairing it with technology in order to bring new and innovative solutions to all.

Nina Arce
Principal Architect, Arce-Bailon-Arce Architects

- With the pandemic sweeping across the globe, it has created a strong sense of AMBIGUITY and UNCERTAINTY, we live in a rather messy world now. Let us ask ourselves, how do we design with sufficient RESILIENCE to face the worlds' ongoing problems?
- Everything we design should always put humanity first. It's also important to learn from our legacy, roots and culture because a good design is meant for everyone.
- Prioritising nature and society and focus on the interconnectedness of relationships between us and nature, or what we call "Integral Ecology"

Benjamin Tan
Architectural Director, CPG International

- Living in the age of hyperconnectivity results in the loss of connectivity with people around us and around the world.
- People are lost in a world constantly bombarded with information and noises. How can we help develop spaces and communities that care for each other and learn to disconnect and reconnect?

Suhasini Ayer-Guigan
Principal Architect, Auroville Design Consultants

· What left us awake when the pandemic hits is about building systems and contexts that disregard borders, economic system, culture and ethnicity. There are many global level challenges like climate change that forces us to collaborate beyond the comfort of our own homes.
· To continuously tackle big issues like climate, economic fragility and disparity between rich and poor; we need to channel our energy into designing more holistic spaces for everyone.

Russell Dandeniya
Principal Architect, RD Architects

· Architecture and spatial design is a response to our surroundings. For example, social distancing through the pandemic has dramatically shifted the way we interact with others, commute and work. People may have become more selfish, so how do we encourage people to adopt more genuine interactions and connections?
· Oftentimes, the best design is the simplest design.

INTERIOR DESIGN CATEGORY
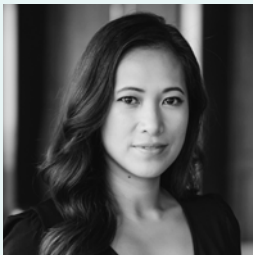
Jennifer Murray
Co-founder, Evocateurs

· Everything about technology is about efficiency and highest rate output. These changes lifestyle and society structure in the long run.
· An example is the Singapore Modular Housing which is extremely efficient in providing a roof over the head of many but heavily lacks the sense of flexibility of spaces, leading to deficiency in cultural and lifestyle choices that can be made by the residents.
· How can we marry the idea of efficiency and flexibility to help our users drive better lifestyle options? How do we make these changes within the homes we live in?

Yasemin Arpac
Co-founder, Ofist

- The world is fragmented and disconnected and it is an urgent matter. Spaces we design must be optimised for holistic well-being which covers our physical, mental and emotional health.
- How will our designs create maximum connectivity between people and leave a positive impact on users?

Lai Siew Hong
Co-Founder, Blu Water

- I urge us to relook at design and its purpose, with the world's population and needs booming, our design should address global needs.
- The right design should consist of adaptive and transformative changes paired with holistic elements that improves the quality of life.
- Great design has the power to change the world for the better, with designers also wearing the hats of strategists, innovators and communicators.

Pruisatorn Ou Sakulthai
Partner & Design Director, PIA Interior Company Ltd

- Connection is the key word to what I am looking for. Especially the connection between different age groups and generations.
- How would you use media and technology to design spaces which can encourage the interaction between people of different ages, backgrounds, cultures, and languages?

Santi Alaysius
Co-founder, Domisilium & DMDIO

- Mindfulness might sound complicated but it boils down to simply being human.
- Let's relearn becoming human and ask ourselves important experiences and lessons that make us humans.
- Going back to basics does not mean we are any less creative, it means we have become more aware of our well-being and existence.

AWARDS AND PRIZES

INTERNATIONAL AWARDS

AYDA Designer of the Year
(One winner for each category: Architectural & Interior Design Category)

• • •

Immersive learning experience
The opportunity to attend a three-week, all-expenses-paid Design Discovery Programme at Harvard University's Graduate School of Design, U.S.A. worth up to USD10,000 in the program's June 2025 cohort.
Acceptance into the Harvard GSD is subject to Terms & Acceptance determined in entirety and solely by the Harvard GSD's Admission Authorities and/or its faculties.

Nippon Paint Colour Award
Cash prize of USD1,000

Best Sustainable Design
Cash prize of USD1,000

Best Design Impact
Cash prize of USD1,000

AWARDS AND PRIZES

SILVER AWARD
₹ 25,000 x 2
Internship opportunities

GOLD AWARD**
₹ 50,000 X 2
Internship opportunities

HONORARY MENTION
₹ 10,000 X 2

**National Gold Winners will represent their countries in the Architectural/ Interior Design category at the AYDA International Awards*, around the month of June/ July 2024.*

This would highly depend on the status of the pandemic worldwide. If international travels are still not recommended closer to the date, the organisers may not have a physical event and will hold a virtual or hybrid event.

BEST COLOUR CHOICE
₹ 5,000

BEST GREEN INNOVATION
₹ 10,000

BEST MENTOR
₹ 5,000

BEST EDUCATION INSTITUTION
₹ 10,000

HIGH FIVE AWARD
Gift Vouchers

02

CONVERGE:
Championing
Purposeful Designs

What Does
Convergence in Design
Mean to Us as People?

Convergence is when a point or line meets and tends to lead to a common result or conclusion. AYDA Awards would like to help shape a future where designers from different backgrounds, cultures and regions can learn from each other and deliver the best possible solution to common and underlying social challenges.

Ever since the Covid-19 pandemic hit us in 2020, life has been different. It has been an exceedingly tenuous time for budding designers to make sense of the future of spatial design due to the lasting effects of the pandemic.

As the world progressively recovers from the Covid-19 pandemic, we now realise we live in a world that is more connected than ever. We have had to learn how to live as one human race and see similarities in each other to adapt, survive and thrive under the circumstances of the new normal.

The world may be huge and have differences in nationality, language, beliefs and culture, but there has always only been one race, the human race. Regardless of colour, ethnicity and culture, designers

should learn to collaborate and converge using the universal design language and our expertise to build a future for the next generation.

The role of a designer of tomorrow is reaching new heights. As a result, designers have to consider many factors that will determine the longevity and suitability of their work and how it can help people weather through thick and thin.

By embracing the concept of convergence, you are to be more open-minded and keener to know the latest trends and needs in your community and communicate that to the world. You are ultimately providing a scalable solution for your peers in regions with similar challenges.

Embracing our *Similarities*

Embrace the concept of one humanity where we learn to see more of our commonalities and similarities with people from across the world despite the differences in cultures, languages, ethnicities, and roots.

Our needs for holistic well-being are universal and a good design can help us achieve that for generations to come.

Leverage on our *Connectivity*

We may be physically far apart from each other but the technological advancements as a result from the Covid-19 pandemic has brought us closer to each other now more than ever.

The connection we share today should help us connect and understand each other's strength and expertise better. Our solutions for spatial design can then scale from here onwards.

Sharing ideas for maximised *Convergence*

Working together as one is one of AYDA's ultimate goals where designers from different parts of the world would contribute to each other in solving critical and emerging social issues through the power of good design.

The same problems we face in our backyards are similar to the ones faced by our friends from across the globe, so let's work together. Slowly but surely!

What is Converge according to our panel?

· When two or more elements collide to create a domino effect in multiplying our efforts
· Connecting at one point and spread out like a web across multidisciplinary expertise to help solve complex problems
· Coming together and celebrating our commonalities and differences
· A synthesis of ideas to push a collective agenda forward through holistic design thinking solutions
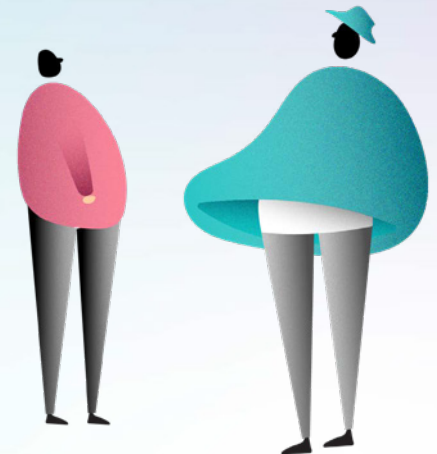
Championing a Cause Worth Fighting for Starts from Ground Zero

Good designs are meant to help the world function better. So, while many designs have strong commercial purposes and play key roles in developing our economies, good design is also an essential part of community development and serving the communities who are under-represented.

This year's theme encourages young designers to explore the possibilities of combining your personal design interest with causes worth fighting for. The end goal? To build beacons of hope for communities in need while promoting the development of humanity.

Here are some important points to consider when entering this year's design journey:

Embracing a cause worth fighting for - in our own style.
Styles of design change over a period of time as designers accumulate experiences in practice. As budding designers who are in a safe space where we can innovate and attempt to solve worldly issues through the power of design, we must ask ourselves where our inspiration comes from and what cause we would like to champion.

Listening to your inner voice and developing design philosophy
Referring to the work of great designers and leveraging on social media trends can be luring especially for designers just starting out. However, we need to learn to listen to our inner voice and develop our design philosophy through personal experiences, research and data collection and experimentation.

Finding our worth through peer and social validation
Oftentimes, we get cooped up in our own design ideals and have forgotten the true purpose of good design - to serve the needs of the communities. We encourage you to go out and get validation and opinions from the community on your design idea. Utilise these feedback to your advantage to fine tune your design.
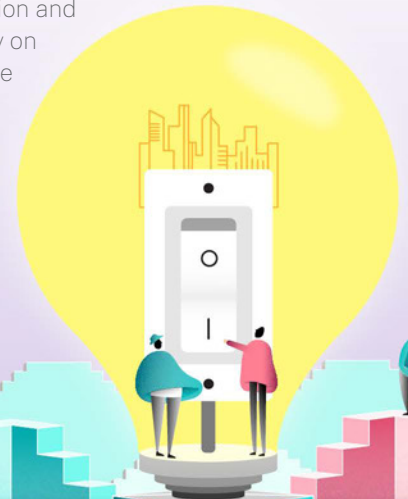
Breaking Down the Big Idea
for Your Design Brief

Step #1

DEVELOPING YOUR DESIGN VOICE IN A WORLD OF NOISES

- How can we learn to develop our own voice while thriving in social settings where there is a lot of pressure coming from our mentors, social media and peers.

- How can we balance between what we truly invested in versus what others expect us to design.

- How do we see past just aesthetic gratification and learn to invest in long term gain through good design that can help improve the quality of life for communities we care about.

FINDING A CAUSE WORTH FIGHTING FOR

- We can help change the world to be a better place one baby step at a time. There are many worldly issues with complex background and factors that we may not be aware of - and able to address immediately.

- What we can do is to build a better understanding of these topics of interest and pledge our ongoing support to these issues.

- In short, pick something you are passionate about and work towards building a design that can contribute towards it.

  - Your AYDA journey will serve as a stepping stone to learn about what's happening in your backyard before looking around the globe.

EMBRACING THE POWER OF MEDIA FOR AMPLIFICATION

- Being a social media native, it is a natural part of us to want to leverage on the insights and feedback of the circle of friends and extended circle of followers that we have.

- We encourage you to use it as a feedback tool to gain ideas and feedback from the world of social and help improve your design.

- *Warning: Do listen to what people have to say with a grain of salt, at the end of the day, you are to develop your own design voice and solution - not your friends!*

Step **1**

Finding our Core

"We don't have to save the world, just to play our part in making the world a better place."

There is nothing too small or too big in solving social challenges through your design, listen to your heart and find what you truly believe in.

Step **2**

Creating an Intention System

"Put forth your intention and turn them into ideas"

By developing and anchoring a clear intention of what you would like to achieve (e.g. solve housing issues for Gen-Z, help save the forest in your hometown or create a socially cohesive co-working space) - you can make conscious and unbiased decisions toward the shared vision and end-goal.

Step **3**

Identify Commonalities

"See the HUMAN first".

We may come from different origins and embrace different languages and cultures but we are humans after all.

We encourage you to see less of "me" and more of "we" when you are designing spaces. Our needs as humans are similar despite our differences.

Reference: The United Nations Sustainable Development Goals

If you are exploring causes that are close to your heart and potential design themes you would like to champion, feel free to check out the framework created by the United Nations.

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

Your Design Brief
at One Glance

You are required to demonstrate and showcase elements of good designs and how it can benefit its users. **"CONVERGE: CHAMPIONING PURPOSEFUL DESIGNS"** is about finding your core and what you truly believe in before manifesting it into your design.

How can we care less and be less pressured about the issues we are exposed to via social media and care more about our passion and core in design? Finding the right voice and a cause worth fighting for will push your level of innovation to greater heights. By resonating with your core, design a space that can help solve a global problem --- starting from your very own backyard.
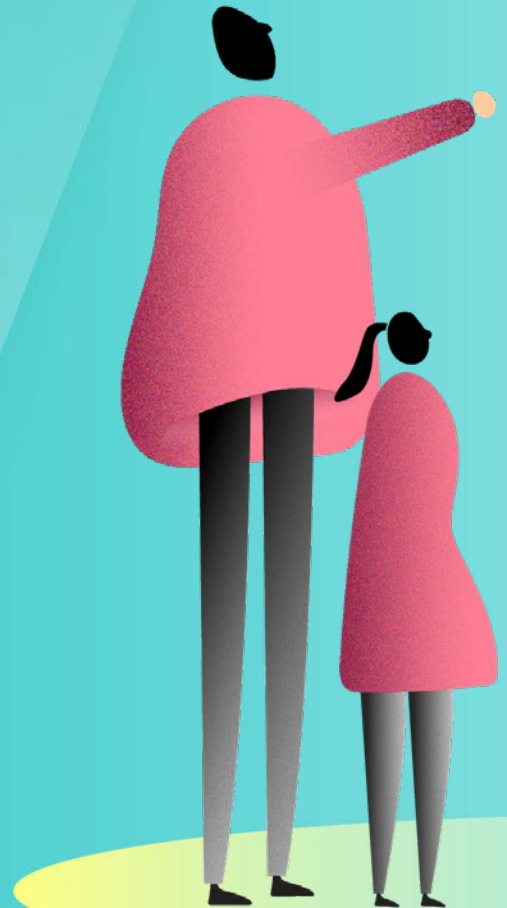
Architectural Category

We want you to look into scalable solutions in architecture that can help create positive impact for your local communities, and with the idea of it being replicated in other parts of the world with similar challenges.

Will your design focus on the ever growing population in the cities, the ever declining nature and natural resources in your part of the world or help people connect with each other?

Some critical architectural elements for you to consider:

01 Level of innovation and integration of technology

02 Social and economical impact

03 Environmental footprint and impact

04 Energy utilisation

05 Human interactivity and social needs

06 Colour and light theories

Interior Design Category

We want you to look into scalable solutions in Interior Design that can create a positive impact towards users of the space, and with the idea of being replicated in other parts of the world with the similar impact.

Will your design transform residential, commercial or public spaces in order to bring people closer together? Or, will your design provoke emotions and sentiments towards protecting our culture, heritage and Mother Nature?

Some critical interior design elements for you to consider:

01 Level of innovation

02 Aesthetic qualities in relations to the social needs and, human interactivity and well-being of users

03 Functionality in regards to lasting and ergonomic designs

04 Interior space energy utilisation

05 Colour and light theories

Important Note: The aforementioned elements of convergence are examples for your reference, you do not necessarily need to follow the directions. It is a guidance to help give you a better understanding of convergence and its influence on societal changes.

03

Resources

Pro-Tips:
HOW TO WRITE A RELEVANT AND POWERFUL DESIGN STATEMENT?

Your write-up will be the first component to be reviewed by our judges. It should not be more than 800 words. It should also provide the structure for your oral presentation if you are shortlisted to present your design concept to the judges. It should answer the following questions:

How will your future-proof design concept solve and/or benefit the communities and societies around it?

- How do you envision the ecological, sociological, and technological aspects that may contribute to the well-being of humanity?
- What is your design's impact on the environment based on its concept, materials, maintenance, energy usage and water and waste management?
- In your opinion, what is the one key component that must exist in future-proof designs?

Your research process:

- What was your research methodology?
- Who was your main source of information and/or inspiration during your research?
- What questions and scope of work did you consider during your research process?
- Was the research methodology effective?
- What did you learn from your research findings?

Pro-Tips:

WHAT ELSE TO CONSIDER WHEN WRITING YOUR DESIGN STATEMENT?

Conceptualisation
Employing critical and mature solutions through effective design concepts and communications.

Design innovation
Thinking out-of-the-box to implement inventive and innovative interventions.

Critical analysis
Finding strategic ways to resolve issues critically with traditions, cultures and people in mind.

Design sensitivity
Designing with an empathetic mindset through practical, functional and well-designed considerations.

Sustainability
Adopting a sustainable and greener sensibility to allow design and architecture to coexist harmoniously with nature and its surroundings.

Place-making
Understanding the importance of interactions between the people as well as significant cultural contexts.

Forward-thinking
Challenging conventional pragmatisms to re-enact new fundamentals to spatial appreciation and visual impacts.

Additional Resource:

WHAT IS DESIGN THINKING?

EMPATHISE	DEFINE	IDEATE	PROTOTYPING	VALIDATION
Personas Job Stories Usability Testing	Identify Needs Prioritise Needs	Task Flows Lo-Fi Sketches	Hi-Fi Mockups Clickable Prototype	Test Prototype Iterate

Repeat

Empathise

- **Personas:** Create a provisional persona of a potential user based on online research and your understanding of the end user
- **Job Stories:** Explore various contexts in which a user would utilize the design and understand their motivation and desired outcome
- **Usability Testing:** Obtaining as much data as possible through qualitative and quantitative methods from the perspective of the end-user

Define

- Identifying: Use affinity mapping to group the pain points into similar categories on a board
- Prioritising Pain Points: Prioritise each pain point based on its importance to the user as well as to your design.
- Define Problem: Establish a clear goal you would like to solve based on user feedback and your project's desired outcome

Ideate

- **Task Flow:** Create a task flow mapping the entire journey of a user in your design
- **Ideating the Solution:** Begin sketching and coming up with several potential solutions to each of the pain points. Have fun experimenting with different techniques to achieve the desired outcome.

Prototyping and Validation

- First prototypes are to gather discussion — the design may not necessarily look anything like the final design
- Visual styling helps tell a story to users
- Use navigation elements as discussion triggers
- Prototype validation should be cross-functional
- Validate the market
- Validate the design
- Validate willingness to pay

JUDGING CRITERIA

Design Concept

20%

- Identifies clear and impactful project concepts and problem statements.
- Displays effective and extensive research.
- Demonstrates the ability to propose relevant and effective solutions to the design challenge.
- Indicates critical thinking and problem-solving skills.
- Originality, relevance and impact on users.

Prompters:

☐ Does your design successfully fulfil an innate human-need or solve a problem?

☐ Does your design facilitate better functionality and purpose for its inhabitants or visitors on a human scale?

☐ Is your design able to deliver and demonstrate commercial or social values?

☐ Does your design reflect ergonomic and environmental principles that sustain physical well-being?

☐ Does your design offer alternative perspectives and/or ways of solving problems?

Functionality & Relevance
15%

- **Site and Spatial Planning/Sensitivity:** The ability to deliver a layout plan which is sensitive to a specific context. The integration of appropriate design and planning of individual spaces need to be tailored to the needs of users, with an emphasis on anthropometric and ergonomic principles.
- **Functionality:** Design is appropriate for its intended use and will create a positive change for the community and users.
- **Design impact:** Demonstrates significant impact on contemporary life and living environment; has strong social values and significance; actively contributes to the nurturing of the next generation and advancement of society as a whole.
- **Practicality:** Design is fit to deliver with materials and technology readily available in the market today.

Prompters:

☐ Could your design be implemented using processes, materials and technologies available or in development today?
☐ Is your design a versatile one that supports people, activities and change?
☐ Does your design stand the test of time, from both an aesthetic and physical point of view?

Design Innovation
20%

- Displays a high level of originality and creativity.
- Showcases the ability to deliver innovative and forward-driven interventions with the integration of technology.

Prompters:

☐ Does your design maximize or leverage tech-enabled connectivity and/or intelligence?
☐ Is your design original in its execution?

Sustainability

15%

- Demonstrates the capacity to support the needs of people and the environment in the long-term and its impact. (e.g. Demonstrates climate and energy responsiveness.)
- Displays effective thought process on the use of renewable resources and life cycle process throughout the development and maintenance of the design.
- Displays long-lasting design and universality.

Prompters:

☐ Does your design consist of sustainable and eco-friendly elements which help preserve the natural environment?

Aesthetic and Visual Impact

10%

- Design is aesthetically pleasing and effectively integrates social and cultural aspects for the users.
- **Place-making:** Creates opportunities for users to interact through the use of the space.

Colour Usage

10%

- Demonstrates deep understanding of colours and its impact on users.
- Showcases brilliant and creative use of colours as part of the design solution.
- Showcases exceptional balance between colours, materials and aesthetic outputs.

Delivery and Presence

10%

- Presentation showcases a high level of clarity, creativity and interactivity.
- Presentation is cohesive and demonstrates a high level of understanding of the design challenges and solutions given are paired with appropriate visual aids, graphics and/or animations.
- Presentation focuses on both your project deliverables and design philosophy, including the journey and concept.

INTERIOR DESIGN CATEGORY

Design Concept
25%

- Identifies clear and impactful project concepts and problem statements.
- Displays effective and extensive research.
- Demonstrates the ability to propose relevant and effective solutions to the design challenge.
- Indicates critical thinking and problem-solving skills.
- Showcases originality, relevance and potential impact to users.
- Reflects human-centered values.

Prompters:

☐ Does your design successfully fulfil an innate human-need or solve a problem?

☐ Does your design facilitate better functionality and purpose for its inhabitants and/or visitors on a human scale?

☐ Is your design able to deliver and demonstrate commercial or social values?

☐ Does your design reflect ergonomic and environmental principles that sustain physical well-being?

☐ Does your design offer alternative perspectives and/or ways of solving problems?

Functionality & Relevance
10%

- **Spatial planning:** Appropriate design and planning of individual spaces as suited to the specific needs of the user, with an emphasis on anthropometric and ergonomic principles.
- **Functionality:** Design is appropriate for its intended use and has a positive impact which benefits the community and users holistically.
- Displays a high level of integration between aesthetic and practicality.
- **Practicality:** Design is fit to deliver with materials and technology readily available in the market today.

Prompters:

☐ Could your design be implemented using processes, materials and technologies available or in development today?
☐ Is your design a versatile one that supports people, activities and change?
☐ Does your design stand the test of time, from both an aesthetic and physical point of view?

Design Innovation
20%

- Displays a high level of originality and creativity.
- Showcases the ability to deliver innovative and forward-driven interventions with the integration of technology.

Prompters:

☐ Does your design maximize or leverage tech-enabled connectivity and/or intelligence?
☐ Is your design original in its execution?

Sustainability
10%

- Demonstrates the long-term capacity to support the needs of people and the environment in the long-term and its impact (e.g. Demonstrates climate and energy responsiveness).
- Displays effective thought process on the use of renewable resources and life cycle process throughout the development and maintenance of the design.
- Displays long-lasting design and universality.

Prompters:

☐ Does your design consist of sustainable and eco-friendly elements which help preserve the natural environment?

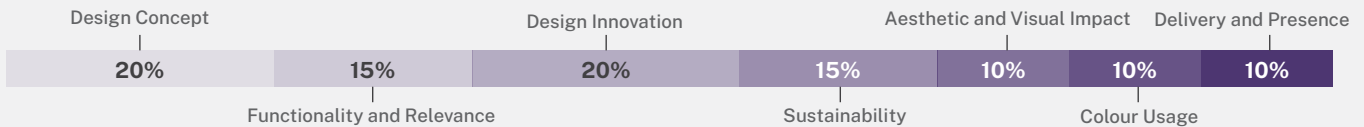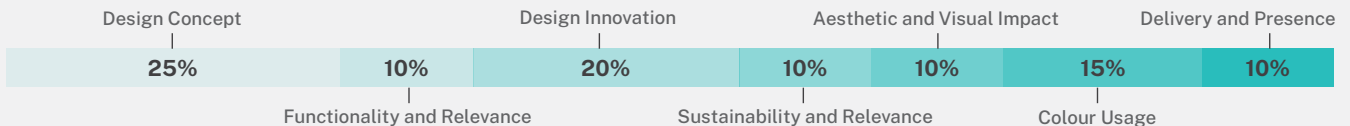| **Aesthetic and Visual Impact**	• Design is aesthetically pleasing and effectively integrates social and cultural aspects for the users.
10%	• **Place-making:** Creates opportunities for users to interact through the use of the space.
Colour Usage	• Demonstrates deep understanding of colours and its impact on users.
15%	• Showcases brilliant and creative use of colours as part of the design solution.
	• Showcases exceptional balance between colours, materials and aesthetic outputs.
Delivery and Presence	• Presentation showcases a high level of clarity, creativity and interactivity.
10%	• Presentation is cohesive and demonstrates a high level of understanding of the design challenges and solutions given are paired with appropriate visual aids, graphics and/or animations.
	• Presentation focuses on both your project deliverables and design philosophy, including the journey and concept.

ARCHITECTURAL CATEGORY

Design Concept	Functionality and Relevance	Design Innovation	Sustainability	Aesthetic and Visual Impact	Colour Usage	Delivery and Presence
20%	15%	20%	15%	10%	10%	10%

INTERIOR DESIGN CATEGORY

Design Concept	Functionality and Relevance	Design Innovation	Sustainability and Relevance	Aesthetic and Visual Impact	Colour Usage	Delivery and Presence
25%	10%	20%	10%	10%	15%	10%

Submission Criteria and Checklist

☐ **Name and Theme Concept**
All projects must start with the project title and theme/concept.

☐ **Design Concept Statement**
The design statement should not be more than 800 words and can be submitted as a Microsoft Word file or a PDF file.

☐ **Presentation**

    a. Atleast 3, but not more than 5, slides are to be submitted as a digital copy. Suggested breakdown of your project display

    b. Include site plan, floor plans, elevation, furniture layout plan and site analysis.

    c. You may show 3D perspectives.

    d. Landscape orientation is preferred

☐ **Labelling the Presentation Slides**

    a. Lable all areas on the floor plans.

    b. Caption your 3D visualisation image and any other diagrams for ease of understanding

    c. Do not place your name or other identification details on your slides to ensure anonymity during the judging process. We will be coding your file names once received

☐ **File Size**

    a. Share your presentation file as a PDF of upto 5MB and the design statement as an additional doc/pdf file of upto 1MB as per guidelines mentioned above.

    b. You will be uploading two files as part of your submission. The presentation file is mandatory.

☐ **Photographs**

    a. Upload a recent high resolution personal photo of yourself in JPEG format at 300dpi

    b. Ensure that your face is visible as this will be used for media and online publications if you are selected as the Finalist.

    c. Do not place your name or other identification details on your slides to ensure anonymity during the judging process.

Submission Criteria and Checklist

☐ **Colours**

a. All colours used in the project, if any, must come from Nippon Paint's range of colours.

b. Indicate in the Entry Form which Nippon Paint country the colour chips are from, as each country has different sets of colour names and colour codes.

c. Visit - **https://www.nipponpaint.co.in/colour-ranges/** to view/download the colour chips.

Submission Process

Online submission

1. Complete the online registration form at - https://www.nipponpaint-ayda.co.in/index.php

2. Follow any required format suggested in the submission URL. Submit your entry through the link provided above.

Important Note:
Do not mention your Name, Contact Details or College name anywhere in any your submitted sheets.
Please ensure submitted entries are complete, incomplete entries may not be entertained and accepted.

Rules and regulations

- Participants must be enrolled in interior design, architectural and/or other relevant courses at an educational institution upon the time of submission.
- This award is open to all interior design students in their second year and above, as well as architectural students in their third year and above for Bachelors. Participants who are 2023 graduates are eligible to apply.
- Post Graduate students are also eligible to participate.
- Participants must have less than one (1) year of professional working experience. University/college mandated internships are considered as professional work experience if the one (1) year internship period happens after the participant has graduated.
- Only one entry is allowed per student.
- Entries must strictly conform to the submission guidelines and must be submitted to the contest coordinator of each school (whenever applicable).
- The final date of submission is 31st October 2023.
- The rights of all entries remain with the participants, Nippon Paint Group of Companies reserve the right to use the entries for promotional purposes.
- The Judges' decisions are final.
- Shortlisted candidates will be notified to make an oral presentation as part of the final judging procurement.
- Winners will be notified to attend a ceremony. Winning entries may be featured in marketing and promotional materials as deemed appropriate by the organizer and sponsor.
- Winners will bear all the expenses for travel costs and other incidentals relating to their appearance at the launch, oral presentation, and national level award ceremony.
- Prizes are non-transferable and non-exchangeable for cash or credit.
- The organizer reserves the right to substitute prizes with another product of similar retail value without prior notice.
- All participating students need to have a valid passport at the time of application.
- Only international grand title winners are not allowed to participate in future AYDA Awards competition. We welcome repeat applications whenever possible.

Disclaimer

- I hereby certify that the information above is true and accurate. This work is intended solely for AYDA Awards 2023.
- In compliance with the Digital Personal Data Protection Act, 2022, your personal data will not be disclosed to third parties except for companies and/or brands collaborating with the Nippon Paint India.
- By submitting your data, you agree to have Nippon Paint India to process your data and access it for future use. You shall not in any way hold Nippon
- Paint India liable for any breach of its obligations under the Act.

    Notes:
    - The entries for AYDA 2023 must be the participant's own original work.
    - Each design submission must meet the submission requirements, presentation criteria and category criteria.
    - Previous entries that have been awarded the international grand title are ineligible for entry for AYDA 2023.
    - Submissions that do not comply with the requirements will not be accepted.

Update winning projects of 2022

Vaibhav Dhalvi
VIT's PVP College of Architecture, Pune
Weaving The Future of Khonoma
Gold Award - Architecture

1:5 scale Detailed Model to understand joineries.

Update winning projects of 2022

Shivam Singh
Chandigarh College of Architecture
Abhudaya Centre
Gold Award - Interior Design

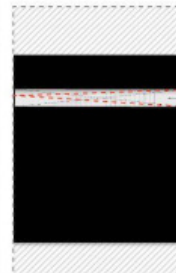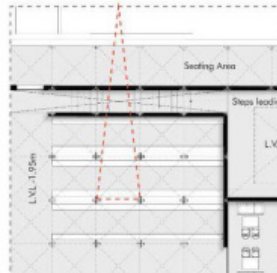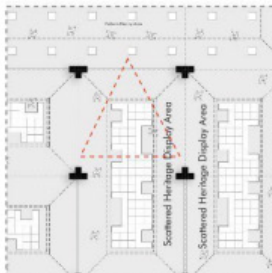...aya Centre | Museum (18 columns of Harshad mata temple) | Museum (Scattered Heritage of Harshad mata temple) | Restaurant (View to Gallery Area) | Restaurant (Steps leading

For more queries

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Help Desk

info@ethosempowers.com

Registration Link and QR code

https://apply.nipponpaint-ayda.co.in/