AYDA AWARDS 2024

CONVERGE: GLOCAL DESIGN SOLUTIONS

REGISTRATION LINK

For Queries:
connect@nipponpaint.co.in

- AYDA International Awards
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AYDA AWARDS — Since 1998

NIPPON PAINT

2024 **4th NOVEMBER** Submit Before

Content

Chapter

01

All you need to know about AYDA Awards

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 1,300 tertiary education institutions to date across 18 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.

Join the AYDA community here:

in AYDA International Awards

f AYDA International

⊙ @ayda.international

▶ AYDA International Awards

Türkiye

Japan

China

Taiwan, China

Hong Kong, China

Philippines

Vietnam

Singapore

United States

Pakistan

India

Sri Lanka

Bangladesh

Thailand

Indonesia

Iran

Malaysia

Australia

New Zealand

AYDA'S PRESENCE

Convergence Occurs by Chance and Choice.

Building Bridges to Embrace Global Design Trends in Unison.

WEE SIEW KIM
Group Chief Executive Officer
NIPSEA Group

Designing for a better world is no easy feat and is often washed up by the waves of emerging and ongoing global trends. As designers, we may not have control over the #macro events happening around us but we can choose to respond to these emerging events through what we do best --- **efficient space planning and good designs.**

Turning 16, AYDA Awards has elevated itself to becoming more than just a competition but a holistic growth accelerator for budding designers, an avenue for great minds to collide and to nurture talents. In the most poignant manner, AYDA is not just for students but also active change makers who are practising spatial design. Our deepest gratitude to our mentors, lecturers and judges who are willingly dedicating their efforts in raising a generation of socially responsible and conscious designers.

We owe AYDA's immense growth to you and seek your continued support for a future where designers of today and tomorrow can shine --- for a better and safer future.

The theme of the year, **"Converge: Glocal Design Solutions"**, focuses on designers' response to emerging trends and global issues. The key focus is humility and groundedness where we ask our designers to focus on creating designs with a high level of sustainability and resilience that can withstand foreseeable growth of humanity, and the unforeseen future. We seek your innovative and creative solutions to help address growing challenges in these segments:

1. **#Social:** How can our spaces play a role in bringing people together; for safer and more efficient use of spaces?

2. **#UrbanDevelopment:** How can our spaces contribute to the holistic growth of society without compromising the wellbeing of its communities?

3. **#Environment:** How can we invite nature into our spaces and have direct or indirect positive impacts to its surrounding?

With a big heart and great expectations, I wish you the very best.

AYDA Awards Advisory Panel

(2024 - 2025)

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!

Dr. Armin Daneshgar
Founder, Daneshgar Architects

In the world we live today, it's so heavily influenced by what happens online. When we work with university students, they think ideas are theirs, but they've been planted by social media. In order to find nothingness, make sure you pay attention to the interactions between people, not just the space itself.

Do what you love, don't get overly influenced by your surroundings because: "If not love, then what?"

Raza Ali Dada
Managing Partner, Nayyar Ali Dada & Associates

As designers, it is but natural to learn from our environment and our history. While the concept of convergence brings ideas and people together, a challenge emerges; to sustain the rich diversity in cultures and heritage. Still, one must remain a dreamer, a seeker of things yet to be discovered.

Santhosh Shanmugam
Director, Shanmugam Associates

We are flooded with information, visuals, and imagery on social media, so how can we actively and consciously remove these distractions and focus on creating wholesome building designs?

A good blend between global vision and local flavour would spice things up. We need to build solid foundations and inject local aspects with a local eye.

Stephen Zawmoe Shwe
Founder & Principal Architect, Spine Architects

"Great designs begin with an idea, not with shapes and forms."

Reverse engineer your design solutions, focus on what you would like to achieve, and the rest will follow. It is okay to make mistakes.

Wenhui Lim
Director, Spark Architects

When you are designing, I would encourage you to break boundaries and care less about labels than you do now. The industry may be obsessed with products, but I hope you are able to balance your creativity with your clients' needs. I hope you are able to focus on issues that matter.

INTERIOR DESIGN CATEGORY

Bill Yen
Founder, MRT Design

A convergence could mean designing around constraints. I find it interesting when I am forced to design around a set of rules and circumstances. When you are able to adapt and innovate, you are able to achieve a convergence.

Bindra Pradhan
Principal Designer & Director, Creates Management

Whenever possible, I place a high priority on functionality and resilience, especially in rapidly growing economies because these buildings serve as a vital anchor for economic and social activity. When you are designing for the future, focus on making it last - and make it work beyond just aesthetics

Lilia De Jesus
APSDA Board Member

The world is changing, so your design should always strive to be at the forefront of innovation. This has become an important factor for us to succeed as designers for the future.

So, my question to you is: union or uniformity? The opposite of convergence is divergence. At this point in life, both elements must combine. While divergence promotes an open dialogue for more creative outputs, convergence brings people with a common goal together. It's only when humanity unites, we can change the world for the better.

Mesa Nopakun
Managing Director, Dot Line Plane

It is crucial that these new designers from design schools stick to the thinking process because, when they begin working, most people tend to abandon it. When designing I try not to have any design-bias; the process of evaluating is key to a successful design whether it's from the brief, the site, the client or the brand. Moreover if you have a solid design foundation and a strong attention to details, I guarantee you will deliver a unique design of your own.

Yeşim Kozanlı
Founder, Yeşim Kozanlı Architecture & Interior Design

With more socially-conscious designers raised, I hope the art of the future can be more accessible to the general public and not be exclusively expensive, exclusive, or luxurious.

People of all ages and positions can contribute to the project in so many different ways. Convergence is the best way to move forward because everyone is open to how all things can work together.

AWARDS AND PRIZES

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 Program at Harvard University's Graduate School of Design, U.S.A. worth up to USD10,000 in the program's June 2026 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

AYDA Best Mentor Award

• • •

A seat at the Design Discovery Virtual (DDV) Program at Harvard University's Graduate School of Design.

AWARDS AND PRIZES

SILVER AWARD
₹ 25,000 x 2

GOLD AWARD
₹ 50,000 x 2

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 2025. * The program may be physical or virtual, depending on the winners' visa status and availability

BEST COLOR CHOICE
₹ 5,000

BEST GREEN INNOVATION
₹ 10,000

BEST MENTOR
₹ 5,000

BEST EDUCATION INSTITUTION
₹ 10,000

HIGH FIVE AWARD
Gift Vouchers

Chapter

02

CONVERGE: Glocal Design Solutions

Defining What
Convergence
Means 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.

The Covid-19 may have left irreversible impacts but the future of humanity is not a bleak one. A silver lining from the battle with the pandemic is an accelerated convergence process which helps us realise the world is more connected than ever. As future leaders in spatial design, **we are capable of giving spotlight to emerging trends and issues that require the collaboration between local communities and global movements to help solve issues that truly matter** ---we are never alone in this journey.

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 reaches 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. And 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 culture, language, ethnicity and roots.

Our needs for holistic wellbeing 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 technological advancements and the new normal 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 strengths and expertise better - our solutions for spatial design can 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 contribute to each other in solving critical and emerging social issues through the power of good design.

The same problems we face locally share similarities to the ones others are facing globally, 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 spreading 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

SUB-THEME OF THE YEAR

Global Mindset
For Optimised Local-led Design Solutions

Elevating our perspectives beyond just what is tabled in front of us can help grow design innovation to help solve a global problem that is also occurring in your neighbourhood. As designers, we are NOT alone, we have counterparts who are equally passionate about these challenges and skilled enough to eradicate them.

This year's theme encourages young designers to explore dual perspectives of tackling emerging issues and trends from an eagle-eye view #macro and a zoomed-in perspective #micro. By combining multiple perspectives into designing a spatial design solution, designers can identify opportunities and gaps --- and integrate locally inspired ideas and materials into their final product.

Breaking Down the Big Idea
for Your Design Brief

To help you find stronger inflection points in addressing common challenges shared by most of humanity, here are three pillars you can refer to when seeking for inspiration and affirmation on what you can be working on with your mentors and lecturers.

(1) SOCIAL

Focus on people and their relationships with spaces we design

How can our spaces can play a role in bringing people together, creating safer spaces and perhaps educating people on important issues that impact themselves and the world?

(2) URBAN

Focus on the growing economy and urban development

How can our spaces keep people clean and safe without compromising energy, environment and waste issues to lead to a booming population that is sustainable?

(3) ENVIRONMENT

Focus on helping to solve environmental challenges and leading people towards paying more attention towards environmental challenges

How can our spaces have direct/indirect impact towards the environment and nature - either to help solve an issue or shine a spotlight on said issue?
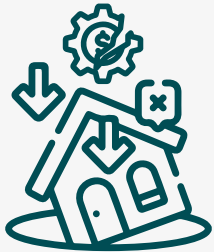
Global Convergence Trends

"forcing" designers to unite

By 2030,
5 billion
people will reside in cities, **many of them in extreme poverty** - there's not enough adequate housing.

Global waste
production is projected to triple by 2100 - to the tune of more than
11 million tons per day

Our **oceans are getting sicker** - by 2050, there will be more plastic than fish in the oceans.

Food production needs to increase by
70 percent
by 2050 to keep up with the demand of our growing population.

The world's population is aging fast - by 2050, the global population of older persons is projected to more than double its size, reaching nearly
2.1 billion

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: GLOCAL DESIGN SOLUTIONS"** asks you to find commonalities in challenges across the world and figure out solutions that can solve these issues.

How can we elevate perspectives to find solutions suited for our local communities and similar groups of people from another side of the globe? Embracing similarities and bridging differences often leads to one singular solution that is scalable and replicable to help others just like us live a better life. By taking on a global-wide vision paired with localised actions, you can help solve a global problem. The first step to changing the world starts from your 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.

Ultimately, is your design scalable to help solve pain points in other parts of the world? Your design can engage in both #micro or #macro solutions --- keeping in mind that your design can inspire lasting changes for other designers and communities elsewhere.

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.

Ultimately, will your design help people live a better life from a more #micro perspective --- focusing on how individuals within the same community can come together to solve shared challenges.

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.

Chapter

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 impact.

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.

(SDG wheel)	**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**

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

04

Preparing for Your Submission

Presentation Guidelines

Important Note: The following presentation guidelines is a framework for you to present with maximised impact. Do speak to your mentors and lecturers for more ideas on how to best position your approaches and design.

1

Design Concept and Inspiration

- You can start your presentation with an emphasis of your design concept, personal motivation and inspiration
- This is a good time to bring in significant learnings or life event that has led you to creating this design

2

Design Perspectives

- Many finalists in the past spent too much time on their inspiration and have not allocated sufficient time to elaborate their design perspectives and its functions
- To illustrate/showcase exactly how/what are the design languages/techniques that you have learned, and you have employed/utilise to achieve the design statements/intentions that you have chosen
- Do take the time in breaking down your complex design perspectives and walk our judges through. We highly encourage you to prepare zoomed-in perspectives/ images in your presentation to help judges have a better view of your work

3

Closing/Recap

- Recap and reiterate your design solution and concept with potential elements that will improve the lives of communities (if any)

JUDGING CRITERIA

ARCHITECTURAL CATEGORY

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?

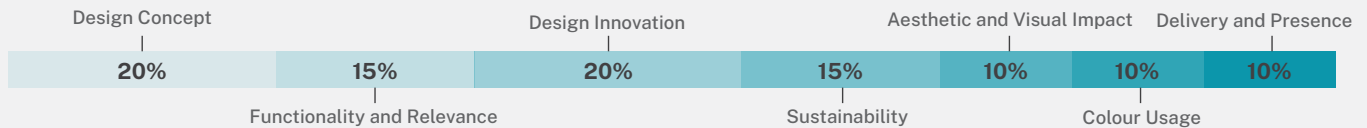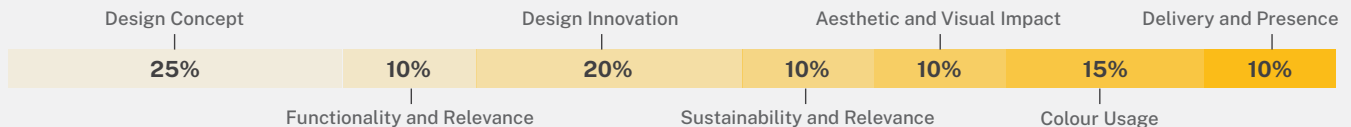| **Aesthetic and Visual Impact** **10%**	• Design is aesthetically pleasing and effectively integrates social and cultural aspects for the users. • **Place-making:** Creates opportunities for users to interact through the use of the space.
Colour Usage **15%**	• Demonstrates deep understanding of colours 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.

ARCHITECTURAL CATEGORY

Design Concept — **20%**

Functionality and Relevance — **15%**

Design Innovation — **20%**

Sustainability — **15%**

Aesthetic and Visual Impact — **10%**

Colour Usage — **10%**

Delivery and Presence — **10%**

INTERIOR DESIGN CATEGORY

Design Concept — **25%**

Functionality and Relevance — **10%**

Design Innovation — **20%**

Sustainability and Relevance — **10%**

Aesthetic and Visual Impact — **10%**

Colour Usage — **15%**

Delivery and Presence — **10%**

SUBMISSION CRITERIA AND CHECKLIST

Submission Criteria & Checklist:
The following documents are mandatory/compulsory to be uploaded by the participants during the time of submission.

Presentation Boards
- It is a fully **ONLINE submission.** Your presentation will be viewed on a digital device like a laptop, projector etc. So plan your content to be reviewed for **digital viewing ONLY**
- A **minimum of 3** and a **maximum of 6** slides including your cover sheet (with your project title/theme concept) are to be submitted as a digital copy in landscape format.
- Make sure the **drawings are readable** (high quality images/drawings/renders) and the **text is legible** (the minimum font size must be **12 pt**)
- The maximum word count per sheet must not exceed **150 words.**
- **Label all your sheets & drawings for the ease of understanding: DON'T FORGET to put the North arrow** and a graphic scale on all your sheets.
- **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.
- Include site analysis, site plan, floor plans, elevation, sections, furniture layout plan, 3D perspectives/visualisation etc

Design Concept Statement:
- A brief **design concept statement** explaining your project's theme/concept in not more than **800 words** to be submitted as a Microsoft Word file or a PDF file.

File Size:
- **Presentation Boards:** Compile your presentation boards and upload them as a **single PDF file** of a maximum of **5MB** in size.
- **Design Concept Statement:** Upload it as additional doc/pdf file of a maximum of **1MB** in size as per guidelines mentioned above.
- You will be uploading these two files as part of your mandatory submission.

SUBMISSION CRITERIA AND CHECKLIST

Secondary Uploads:

(The following documents are encouraged to be submitted by the participants during the time of submission. However they are **NOT mandatory/compulsory** to be uploaded at stage one of your submission)

Photographs:
- Upload a recent high resolution personal photo of yourself in **JPEG format at 300dpi**
- Ensure that your face is visible as this will be used for media and online publications if you are selected as the Finalist.

Colours:
- All colours used in the project, if any, must come from Nippon Paint's range of colors.
- 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.
- Visit - https://www.nipponpaint.co.in/colour-ranges/ to view/download the colour chips.

SUBMISSION PROCESS

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

- 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 2024 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 per category.
- 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 4th November 2024.
- 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.
- 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 2024.
- 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 2024 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 2024.
  - Submissions that do not comply with the requirements will not be accepted.

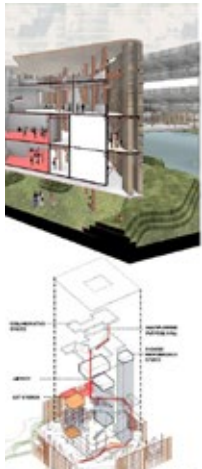# Update Winning projects of 2023

Eromitha Ramesh

R.V College of Architecture, Bengaluru

The Cooum Conundrum

Gold Award - Architecture

Update Winning projects of 2023

Suraj Ighe
Academy of Architecture, Mumbai
The Universal School
Gold Award - Interior Design
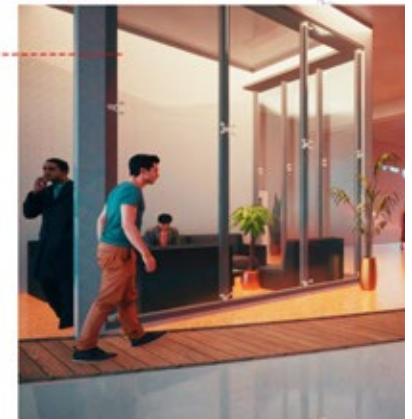
For Registration & Submission Queries

connect@nipponpaint.co.in

+91 96776 85551

For Design Related Queries

info@ethosempowers.com

Registration Link and QR code

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

THANK YOU

AYDA AWARDS

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