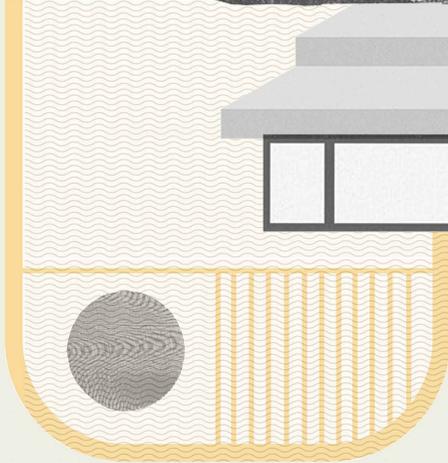
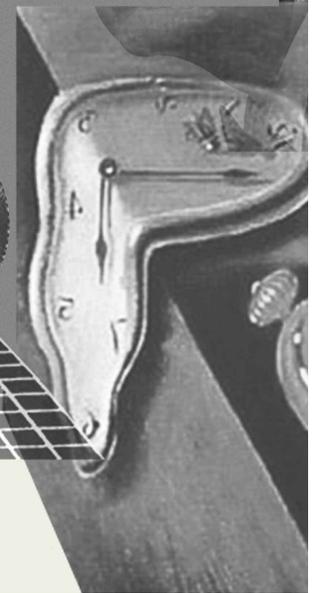
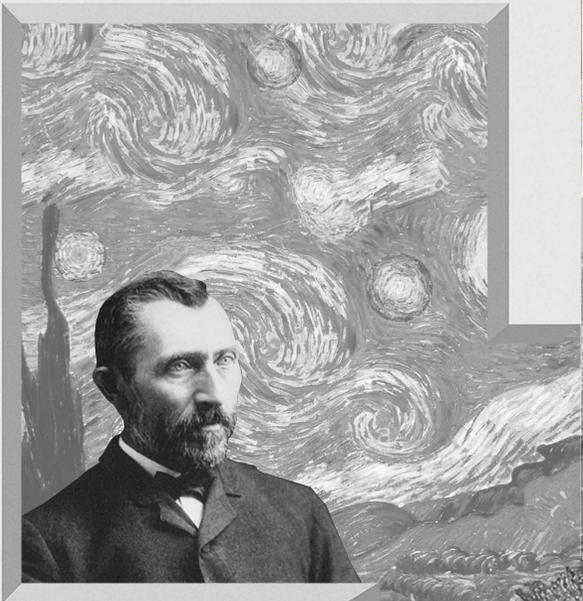
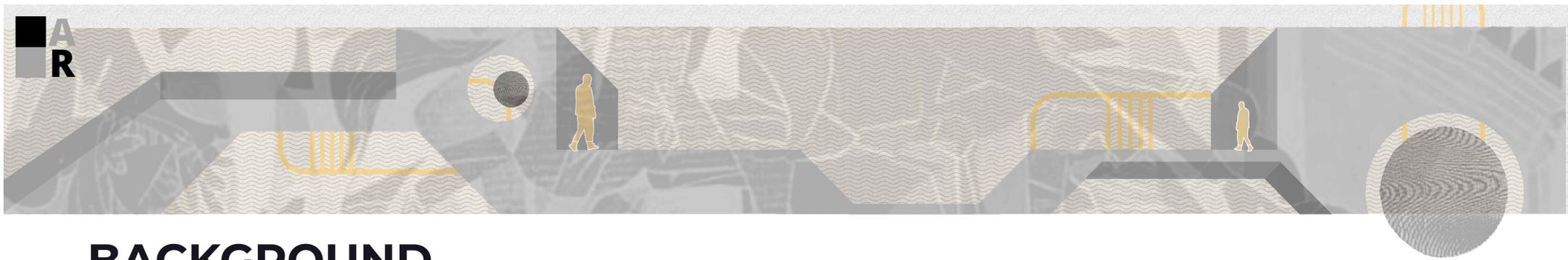


ARTTECHTISM

Design-a-muse





BACKGROUND

“Of the multiple hats that Architects wear, the dominant one is that of an Artist.”

Art is an expression to convey an individual's thoughts, emotions, beliefs, or ideas that go beyond the visual sense. Artists have been painting, sculpting, and carving throughout human history that inspired Architects to delve into their approach towards the nodal point between the two. The outcome of which has stimulated vivid imagination and rich visual articulation.

Looking from where we stand today, the history of Art in Architecture has gone through influential transformations. Iconic works from artists have been reinterpreted as cross-sectional drawings and knitted into various narratives. Art echoes an Architect's unity with imagination and creativity. One inspiring the other to stimulate expression through designs and philosophies.

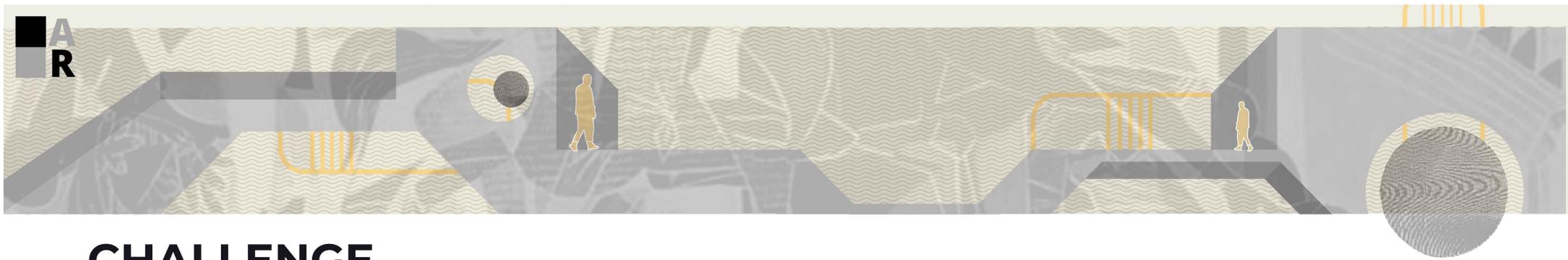
Archresource invites **Architects, Designers, Artists and Illustrators** to its 3rd Design Competition, **An Art Interpretation competition** that caters everyone to delve deeper into the understanding of their favorite art, artist, and artworks. The Competition aims to celebrate the parallel disciplines by intertwining the two and developing an Art inspired Architecture.

A question at this juncture is-

Would a masterful fusion of eloquent Art and sturdy Architecture be able to achieve a balance of visual and utilitarian approach?

This is where we introduce you to the challenge.

“An Art Interpretation with Visual Narrative”



CHALLENGE

“The vision is the art of seeing what is invisible to others.” - Jonathan Swift

The challenge is to reimagine and develop a design element that is greatly inspired by the characteristics of the selected work of an artist related to art movements from the **20th Century**. This century sets a new pedestal introducing a variety of styles and forms that didn't just impact the art world but also greatly influenced the future of Architecture. It introduced a variety of perspectives which made the art shine in a new light altogether. This was the period of experimentation, blurring the boundary of the usually deemed artform. The art interpretation can be any form of a DESIGN ELEMENT that is relevant according to present time and space. From reimagining facades to creating interactive open spaces, the design element could be explored in the vast world of designing.

SNEAK PEEK INTO THE MIND OF THE ARTIST:

Rummage through the mind of the artist to get a better understanding of the art form. Understand the ideas and vision that lead to a masterful creation.

Give us a glimpse of your chosen inspirational artwork.

GET INSPIRED, GET CREATIVE:

Once you are transfixed with the background story of your selected artwork, it's time to create! Interpret the immortal artwork into a design element for present time and space.



UNDERSTANDING THE CHALLENGE

The design element could fall into any of the listed categories-

TEMPORARY STRUCTURES/ INSTALLATIONS- Interpret a structure that serves an effective purpose for the short term. It could be interactive or just a piece of art to gawk at.

NEW DIMENSION FURNITURES- Furniture pieces are the most versatile of all design elements. It could be molded into varied forms to fulfill the desired purpose. Making it for an exclusive interior purpose or using it as smart street-friendly furniture is up to you.

OPEN RECREATIONAL SPACES- Enhancing a basic resting area experience or designing a lively streetscape, recreational spaces are a way of socializing in a community.

You are free to explore the vast world of design at your disposal to match your vision of ideal ideation.

EVALUATION CRITERIA

Entries will be evaluated on the following criterias,

1. UNIQUE DESIGN JOURNEY: Take us through your design journey from analyzing the artwork to envisioning the design interpretation. This category awards the participant that best derives the essence of art as their inspiration.

2. BEST DESIGN INTERPRETATION: Once familiar with your muse, lead your inspiration towards creativity and uniqueness. This category awards the participant whose design stands out to amaze and reflect the ethos.

3. PROMINENT PRESENTATION: Art has always been driven by aesthetic and dauntless persona. This category awards the participant who is as bold and expressive as their presentation of selective artwork.



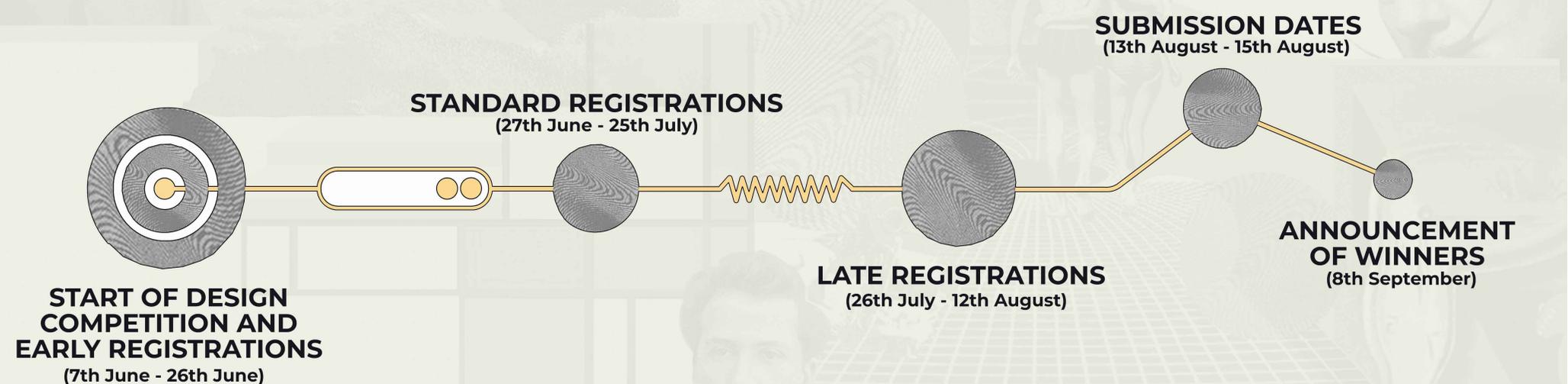
PARTICIPATION

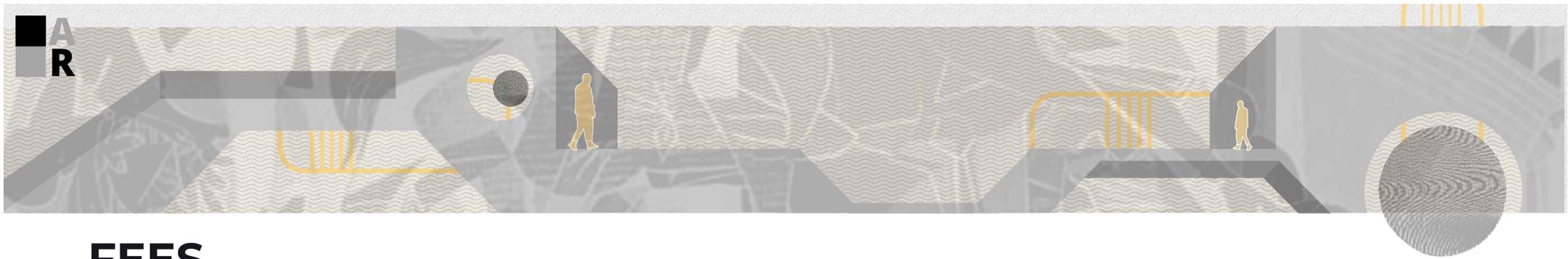
ARCHITECTS, ARCHITECTURE GRADUATES, ARCHITECTURE STUDENTS, DESIGNERS, ARTISTS AND ILLUSTRATORS are eligible to participate. Interdisciplinary teams are also encouraged to enter the design contest.

Submission can be work of an individual or a group of upto 3 members.

Group discounts apply for a maximum of 5 teams. You can write to us at support@archresource.co to avail the offer.

SCHEDULE





FEES

EARLY REGISTRATIONS

7th June - 26th June, 2021

INR 1000/- + T.C. (per team)

STANDARD REGISTRATIONS

27th June - 25th July, 2021

INR 1200/- + T.C. (per team)

LATE REGISTRATIONS

26th July - 12th August, 2021

INR 1500/- + T.C. (per team)

Entrants may register by filling the registration form and submitting it with the appropriate payment through the secure payment gateway on our website archresource.co
 The participants will receive their UTC (Unique Team Code) within 24 hours of form submission. Team code will be sent primarily to the email address provided to Instamojo while transaction.

PRIZES



INR 25,000/-

CERTIFICATE + PUBLICATION



INR 15,000/-

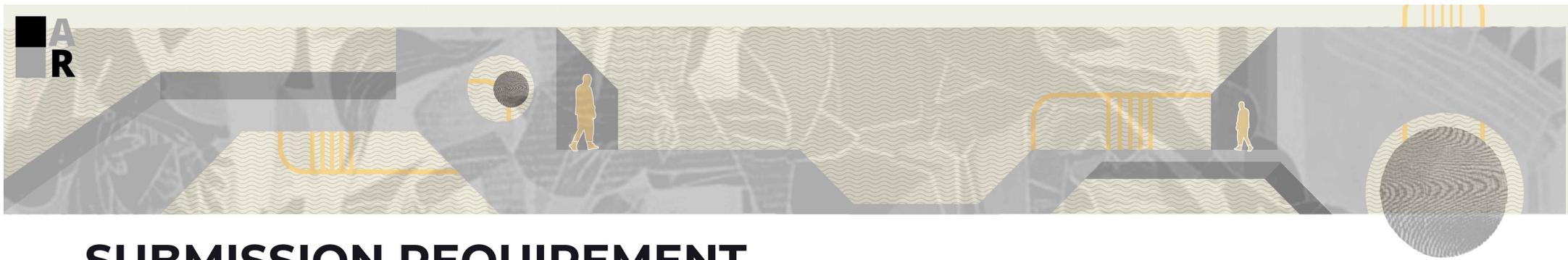
CERTIFICATE + PUBLICATION



INR 10,000/-

CERTIFICATE + PUBLICATION

**+
10 HONORABLE MENTIONS**
 CERTIFICATE + PUBLICATION



SUBMISSION REQUIREMENT

Proposal to be presented on one landscape/portrait oriented **A2 (594 x 420 mm)** sheet in **Jpeg** format, maximum file size 6mb.

- File Name: **Teamcode.jpeg** (example if Teamcode is “1AB23456”, file name will be 1AB23456.jpeg)
- UTC to be mentioned on the **top right-hand corner** of the sheet.
- Proposal must not include any information (name, organization, school, etc.) that may give away your identity.
- All text must be in English, with a **maximum of 250 words** for project explanation.
- Proposal may be presented using any technique of your choice (sketches diagrams, 3d visualizations, model photos, cad drawings, etc.) All dimensions should be metric or imperial unit.

JPEG file of your project must be submitted via email to: **submission@archresource.co**
Teamcode must be the subject of the mail.



QUERIES

All the queries related to the design contest can be mailed to us at **support@archresource.co** with 'FAQ' as the subject.

REGULATIONS

- It will not be possible to amend or update any information relating to your registration including the names of team members once validated.
- Unique Team Code (UTC) is the only means of identification of the team as it is an anonymous competition.
- The official language of the competition is English.
- The registration fee is non-refundable.
- Contacting the Jury is prohibited.
- Participant teams will be disqualified if any of the competition rules or submission requirements are not considered. Your participation assumes acceptance of regulations.
- Archresource as the Competition Organizer, reserves the right to modify the competition schedule if deemed necessary.

PRO TIPS

- Use of exploded views to discuss detailed conceptual models better.
- Use of a colour palette throughout the project which goes best with your design theme.
- All the entries will be viewed on a digital device. For e.g. A projector screen or Laptop. Uploaded sheets will not be physically printed for evaluation. Hence the submission should be prepared for digital viewing only.
- Plagiarism of any idea / design / image will be disqualified with a notice.