



PRESENTS

# NOTIONS *of* INDIA

SHAPING A BILLION DREAMS

# ABOUT

Notions of India is an international design competition for Architects, Engineers and students and to create an outdoor symbol/sculpture that articulates the essence of the nation and its journey into a glorious future.

# THE LEGACY

In 2005, as India turned 60 years, Tata Structura launched Notions of India, a seminal competition to celebrate this milestone and give India its' first ever symbol of 'The Shape of Things to Come'.

# THE LEGACY

The following 15 years have seen our nation grow from strength to strength. In 2021, as we celebrate the nation's 75th anniversary and as the world looks at India don the mantle of a global leader, it's time to revisit, reimagine and recreate a nation's heightened ambitions.

# DIMENSIONS, MATERIALS

The sculpture may be built within the external dimensional limits of 12 x 12 x 12 metres from the buildability perspective. In exceptional conditions, if the participant is able to provide justifiable reasons for exceeding these limits, it may be considered at the discretion of the jury.

# THE LARGER PURPOSE

Not limiting itself to just an ideas competition, Tata Structura chooses to have this symbol erected and installed in public spaces across select cities of India.

*This way, the 'Notions of India' symbol will not only be celebrated by communities but also will shape the lives of people around it.*

# PARTICIPANTS

- Architects
- Engineers
- Students

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COMPETITION  
CHALLENGE



THE SCOPE

FROM INTERPRETATION TO  
IMPLEMENTATION

## Interpretation of the Brief

- The participant is free to imagine the scope of Notions of India as per their visualization of the concept.
- There are no restrictions to inspiration except as and where mentioned.

## The Construct

- The sculpture must address technical and functional aspects. It must have a stable and feasible structural system to be buildable.

## Integration

- The sculpture must take into account the contextual conditions of India to make an inspiring visual contribution while integrating it into the fabric of the nation.

## Impact

- The submission must impact its people through aesthetics, form, design inventiveness and responsibility to the environment.
- The sculpture must take into consideration the longevity of the concept so that its relevance continues to apply and inspire.
- The sculpture must adhere to ethical practices in all phases of the competition.

## Innovation

- The design and materials must push the boundary on the usage of steel hollow sections along with other materials.

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TO

PARTICIPATE

# ELIGIBILITY CRITERIA

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- The competition is open to all architecture and engineering firms that are registered in India or abroad.
- Advertising, graphic design or other media firms are allowed to participate as long as they collaborate with registered professionals of engineering or architecture in India.
- The participating team must fill in all the details required in the registration form for them to be considered as valid entry.
- Up to two entries can be submitted by the same organisation.
- Employees of the organisers are not eligible to enter the competition.
- Firms interested to participate may register on the website by filling in the registration form.
- Participants are expected to take careful note of all the conditions. Non-compliance may result in disqualification.

# SUBMISSION GUIDELINES

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- The entry must be submitted on or before 11:59 pm IST on June 15, 2021.
- The entry can only be submitted online.
- Please plan accordingly to ensure that the entry is uploaded within the given deadline. Any submission/s delivered later than the above-mentioned date will be disqualified, regardless of the reason.
- Any missing or incomplete information will be considered as a basis for disqualification.
- Your submission may comprise A1 sized panels (max. 2 no.s), 3D views or walkthrough (as appropriate) and a synopsis. Preferred submission formats (Panels - pdf, 3D views jpg, Walkthrough – mp4, Synopsis – MS Word).
- Maintain the size of your entire submission packet within 10 MB.



# SUBMISSION GUIDELINES

- On registration, a unique ID will be generated which should be clearly marked on your submission on the top-right corner.
- The A1 panels should not have your name or contact details. Revealing the name of the participating team in the panels may result in disqualification.
- The Walkthrough must be not over 2 minutes and preferably in the mp4 format.
- The synopsis must be within 750-1000 words.
- Every professional is eligible to submit a maximum of two entries. Each entry needs to be sent in separately with its unique ID. Participants must not combine multiple entries.

# SELECTED FINALISTS

- Each of the selected finalists (12 nos.) will be required to submit detailed drawings (plans, elevations, sections, 3D finished views etc) and all relevant documents that will explain their idea from the point of construction.
- The submission must include a short film (2 min) on the vision and journey of their design.
- Participants may also submit a 1:25 scale model of their design (optional).
- The model must be submitted within 10 days of the intimation of being shortlisted for the second stage.
- A BOQ specifying material requirement and details for fabrication, assembly and finish is mandatory for the second stage entry to be deemed valid.

# EVALUATION CRITERIA

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- The Jury will evaluate entries based on a balanced approach between the interpretation of the concept, design aesthetics, technical excellence and the ability to inspire the Indian community.
- The entries will be evaluated based on the following parameters.
  - a) The Clarity in Interpretation
  - b) Design Response
  - c) Innovation in Material Usage
  - d) Responsibility to Economy and Environment

# EVALUATION CRITERIA

## a) The Clarity in Interpretation

- The entry will be judged on how the design has interpreted the primary challenge of the competition.
- The entry will be judged on the basis of how the concept has addressed the challenge specially.
- It is recommended that the participating team/s document cohesively the progressive flow of thought and intent through visuals and text.
- The entry will be judged based on the relevance of the concept such that it remains inspirational in the future.

## b) Design Response

- The entry will be assessed on how well the design has aesthetically responded to the challenge.
- Special considerations will be given to projects specifying the details of the technology and the materials used to create the final sculpture.

# EVALUATION CRITERIA

## c) Innovation in Material Usage

- The entry will be evaluated on how it has presented steel hollow sections as the primary medium through innovation. These can address aesthetic expression, structural systems, fabrication or even finishing methods.
- The entry will also be judged based on how the primary material has been used in juxtaposition with other medium (e.g. wood, glass, technology etc.), highlighting steel hollow section's properties, and presenting the overarching idea with clarity.

## d) Responsibility to Economy and Environment

- The entry/ entries will be judged on how its design maintains a responsibility to the environment in terms of fabrication, transportation, assembly and use of green methods.
- While resources and budget are not listed as the main criteria of evaluation, the entry will be assessed on how they can be constructed within realistic means to avoid unjustified expenditure.

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THE  
SCHEDULE

**March 3, 2021**

**Competition Launch**

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March 23, 2021

Competition Registrations Open

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June 15, 2021

Competition Submission Deadline

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July 15, 2021

Announcement of the Leading Entries

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July 15 - Aug 15, 2021

Exhibition of the Leading Entries

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**August 15, 2021**

**Announcement of the Winner**



[www.notionsofindia.com](http://www.notionsofindia.com)

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