CONTENT

ABOUT RMZ

Founded in 2002, RMZ is one of Asia's largest privately-owned near zero-debt real estate investment, development and management firms. For over twenty years, our expertise in accelerating performance by designing and developing trailblazing spaces has been unmatched, and we have no intention of stopping. Over the next decade, RMZ aims to build 350 million square feet of real estate, and to redefine the future of space and the workplace. To do this, we are crafting an ambitious growth strategy for delivering projects faster and with superior experiences for customers in the digital economy. We aim to do this sustainably, ensuring that our spaces integrate the best environmental sustainability and wellness practices.

ESG takes centre stage in all we do. Our philosophy is to conduct business ethically and sustainably, ever keeping the future in view. We drive immersive experiences, and define new standards for wellness, creativity, sustainability and collaboration at the workplace RMZ is diversifying our portfolio in to Industrial & Logistics and Hospitality. RMZ attracts tenants from a wide industry spectrum owing to its innovative and sustainable designs.

Understanding Social Design & Spatial Design:
RMZ has designed some of the best office spaces in India, creating stimulating vivid experiences for our members. These are places that are easily accessible, vibrant, and engaging with high-quality on-site services. The safe spaces and modern building designs make them destinations where people want to work, shop, eat and make their everyday count. These are places that people desire! Our Immersive Planning model creates an ecosystem where the lines blur between work, life, learning and playing as we create unique social experiences. We work to make memorable moments by bringing inspiring arts, culture, entertainment, and culinary offerings to life.

What social design means to RMZ:
The potential impact on global wellness has forced organizations to re-engineer their vision and subsequent design strategies – to flex, evolve and understand the deeper role design plays in our workspaces. Post the pandemic, the spotlight now centres on the use of more ergonomic, greener materials and the aesthetic use of art, to evoke both intellectual and ideological responses from workspace users.
'Architecture' transcends well beyond creating built structures – it plays a much larger role in environments that enable collaboration, the inception of new ideas and new networks. Biophilia, ergonomics, art, and sensorial engagement are the new dictums of the design world today.
One of the most important takeaways is the urgent need for a shift in the design thinking process, where social planning and social connections take precedence, synchronously enabling a safer and healthier environment. When you nurture a positive culture using effective office architecture and design concepts, you enhance every aspect of the day-to-day interactions of thousands of employees.
In the new normal, real estate is evolving into a spectrum of flexible spaces. There will be new choices and decisions to deal with, like having the option of a fixed hub or a core office, a range of locations for teamwork or meeting clients. Amidst these alternatives, RMZ Corp and its industry experts are defining new standards for wellness, creativity, sustainability and collaboration at the workplace, with their Avant-garde approach to design.

Architecture's potential to bring people together lies more in the programming of the building than in the actual built form. In this context, the built space acts as a container that holds within its folds, a multitude of activities that drive social interaction.

Architecture is more than just creating the built environment. Rather, these spaces serve as venues that enable collaboration and inception of new ideas. Design has a great impact on how its occupants live, behave and think. At the same time, a well-designed space impacts its surroundings and the whole community in a positive way. Public spaces, places of commerce & transportation influence people in the way they live, perceive and think. Built spaces are about people and for the people. When people are put together, they can behave in many unexpected ways. When placed together, people have a way of resonating with not only other people around them but also their surroundings.

The hierarchy of user needs identifies the following that is expected from a product, service or a space: functionality, usability and pleasure. And what this defines is that even though one of the three is met, such as physiological or safety, people will still be dissatisfied if the other higher needs are not met. Spaces that bring not only functional benefits but also emotional benefits, such as pleasure, relaxation and a sense of wellbeing, are a new challenge in workspace design.

The Future of Work:
The future of the workplace is being shaped by powerful forces: The growing adoption of Healthier Buildings, and Artificial Intelligence in the work environment, the need for socialization and collaboration that are innate to innovation and subsequently, the success of many organisations, all of which, is continued even in the pandemic landscape. The pandemic has forced us to re-evaluate the very nature of how businesses are conducted. Most enterprises are evaluating how to optimise office spaces. However, this space optimisation has to be in line with requisites for creating a physically and ideologically safe environment for the employees. These would require spatial, environmental and Wellness considerations.

Numerous smart developers, have made or are planning investments to update physical spaces to make them more suitable for flexible work, and for providing a safer place to work. The areas of investment focus on trends we've seen emerging for years that the pandemic accelerated: smart meeting room management, employee health, contactless controls, and energy consumption.

Technology will play a key role in enabling and facilitating the new normal not only allowing for building confidence in employees to return to work, but also facilitating new ways of working.
The process of design thinking will also evolve where it becomes user centric, and enables social connections in a safer & healthier environment.
As employers are working towards making the reintegration of the workforce to the workplace as safe and seamless as possible, diverse strategies emerge. The workspace by itself will serve as a versatile entity that will need to be adapted to the need of the hour. It's imperative to remember that a 'one size fits all' approach cannot be adopted across all kinds of workspaces. It is important to select the right kind of approach after evaluating the requirements of the workforce.

PREMISE AND OPPORTUNITY

Social spaces function as activating nodes through interactive platforms, work N play zones, enhance the arrival experience, and offer to interweave outdoor and indoor connections. It acts as a hub filled with unique possibilities to forge communal and cultural connections. It has been redefined multiple times through the implementation of materials, programs, aesthetics, spatial organization, and novel technologies such as metaverses and virtual art exhibitions.

This begs the question of what makes great social spaces and how can we realize them within our office footprints? what sort of transformation through cohesive design interventions are required for better design of people-centric spaces? How can it address the challenge of the "new normal" of hybrid and work from anywhere concepts?

At RMZ, we experiment with how space and sociality are perceived in contemporary times than being mere arrival spaces. The United Nations 17 Sustainable Development Goals (SDGs) 3 and 11, ESGs metrics are used to scaffold all RMZ project's social design spaces. To shape sustainable futures, it is imperative to educate the next generation of social designers on the agency of design, given how design acts upon the world and the world acts upon it. The unique opportunity through this has been to push the boundaries beyond basic infrastructural change and reimagine social spaces that transform the public realm at the neighbourhood scale.

COMPETITION THEME

What we are interested in extracting from the entire unit of this competition is how design pedagogy for social spaces combines design theory and practice to deepen inquiry into what, how, and why of social design interventions. Using a volumetric proportion of **6x6x6m** propose new collective ideas that strengthen the idea of community in social space.

STEP 1: Choose your category from RMZ experiences:

1. Practical Magic: creating the wow factor
Spatial order of grandiose sensibility echoing the sensory attraction in terms of space, scale, thematic engagements such as art, materials, colours, patterns, tech-integration etc. How can the social lobbies of commercial spaces be projected as a pivotal elements in to the construct of spatial atmosphere thereby enabling sensory aesthetic concept.
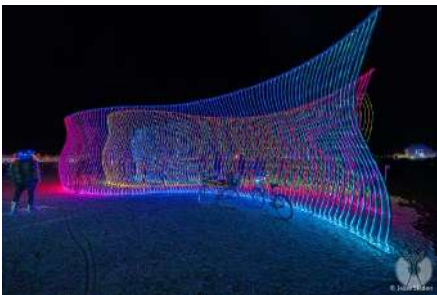
Source: Evolution Field: 2022 installation, the Burning Man

Source: Mid-journey Bot

2. All for one and one for all: collaborative spaces
The social space is the protagonist. Explore its relationship with its surroundings, with the users and the technology imbibed. Explore how "work from anywhere" concept be absorbed in today's collaboration platforms.

Source: Archdaily

3. Green Working: new way of working, biophilia

Volume explorations inspired by biophilia as a holistic approach to design. How can biophilia inspire the moment-to-moment sensory and physical elements. How can its power to impact health, emotions and well-being be utilised to enhance social spaces rather than just establishing visual relationships.

Source: Archdaily

4. Style Counsel: trend setting / built to last

A space aesthetic that blends the sense of eternity and vibrancy while maintaining a style through ups and downs of fashion trends. How can the social lobbies using its visual weight and varying hues capture customers' attention at the first sight.

Source: Empyrean: 2022 installation, the Burning Man

5. Once in a lifetime : Insta moments

Instagrammable elements or experiences (such as drone installations of "burning Man") which quickly imprints in one's memory thereby enabling the social space to become more of memory landmark and thereby enriching the user experience.

Source: Seed of dreams: 2022 installation, the Burning Man

6. Nurturing Nature - integrating outside with inside

Possessing the characteristics of open design trends and blurring the boundaries between inside and outside. Expressing the indeterminacy of the inner and outer limits of social design with programmatically indifferent spaces, self-regulating and creating a multi-space connection, bringing a liberal and inspiring beauty to the users.

Source: Archdaily

All designs should strive to integrate cultural attribute into design, environmental attribute to space and public attribute to its users.

STEP 2: UNDERSTAND AND DEFINE DESIGN

Once the participants have identified the theme of choice, they are required to understand and explain it in detail
- Define the various spaces and elements critical to the design.
- Devise a sensitive, and sustainable design output.

STEP 3: CREATE THE DESIGN

- Address as how these cubes can function as standalone as well as stacked if required next to each other.
- Have lightweight and adaptable structures for speedy construction and portability.
- Address how portable technology can be used.
- Address how neurodiversity and ambivert planning can be adopted.

COMPETITION RULES

1. Each individual/team has to develop a design proposal for one of the 6 categories.
2. The registration for the competition is free.
3. To take part in the competition, teams must register through the email: designcontest@rmzcorp.com, specifying the team size and which category they have participating. They will receive a unique code post their registration.
4. The unique code has to be added on right hand side of your presentation boards/documents/video files.
5. It is allowed for one team to register for 2 concepts and submit two proposals.
6. Submissions will be evaluated only if all the terms of this brief have been respected.
7. In case a proposal or the team doesn't fit within the brief's specified requirements, the project will be disqualified.
8. Overall 3 winners will be shortlisted across 6 categories.
9. No name of any college, team members to be mentioned. If done, will be disqualified.
10. All dimensions should be in metric unit.
11. All written texts should be in English.
12. RMZ reserves the right to alter the review time / dates temporarily for any in case there is additional time required to review the entries received.

CALENDER

The competition is open to all undergraduate students of Architecture and Design in India and Turkey (1-5th Year). The entry can be submitted as an individual or team of 2-3 members.

Last date of registration and Closure of Stage 1: 10th Feb 2023	**Announcement of shortlisted entries for stage 2:** 17th Feb 2023
Closing date for stage 2: 17th March 2023	**Announcement of results:** 24th March 2023

- **Timelines may change based on availability of Jurors & Semester schedules.**

Timing always refer to Indian Standard Timing (IST)

JURY

1. Mr Sinan Kafadar, Principal Architect, Metex Design, Istanbul
2. Mr Vikas Gore, Director, DPA, Singapore
3. Mr Ravi Sarangan, Founding partner, Edifice Architects
4. Mr Imran Syed Md, Head, Bose International, Delhi
5. Ms Yasemin Koluglu, Director, SOM, NY

PRESENTATION REQUIREMENTS

Stage 1: **Ideation:**

1. **There is no specific site for this competition**. We do not want to place any limits on creativity of submitted projects, giving the participants freedom to explore any of the 6 given concepts.
2. **Single A2 storyboard**(300 dpi, jpeg's)+ *optionally 20 slides max presentation* via hand drawn sketches, mood boards, isometric, diagrams, collages, pictures, perspectives explaining the unique Strategy and explaining as why would it be on importance to users and general public. Be creative!
3. **Project abstract (max. 500 words)** in doc format explaining the design philosophy.
4. Top 10 will be selected to move forward to stage 2.
5. Optional: Animation/Video content explaining the design. File size should be no larger than 200mb. Submit a 1 minute (maximum) video to explain, in a few words, the key concepts of your proposal. Please use English language while speaking. (It is not mandatory to speak in the video, you may also

use text, images, animation etc). To submit the video: First upload the video to YouTube, then paste the YouTube link in a separate text document of the zip folder.

Participants design on which we want more clarity, may get a call back to help us understand design better via an online call.

Stage 2: **Actualization**

1. **Detail submissions** including plans, details, construction details, concepts of circular economy if any etc. in maximum of **two no. of A2 boards** + *optionally 20 slides max presentation* (landscape format)
2. Optional: Animation/Video content explaining the design. File size should be no larger than 200mb. Submit a 2 minute (maximum) video to explain, in a few words, the key concepts of your proposal. Please use English language while speaking. (It is not mandatory to speak in the video, you may also use text, images, animation etc). To submit the video: First upload the video to YouTube, then paste the YouTube link in a separate text document of the zip folder.
3. **Online presentation of 20-30 mins** to the final Jury.

Stage 3: **Declaration of Winners**

1. Top 3 winners will be selected (India and Turkey each) , to get INR 5,00,000 each.
2. 3 honourable mentions (both countries included)
3. All participants will get participation certificates.

SUBMISSION
For every stage please follow the below format:

Combine documents into zip folder

Upload to WeTransfer and get "we transfer link"

Send it to email id: designcontest@rmzcorp.com

EVALUATION
The competition entries will be evaluated based on following:

1. **Architectural expression:** Design proposal has the potential to effect positive change.
2. **Technical Skill:** Execution, adaptability and materiality of the cube.
3. **X -factor**- the proposals displays creativity, innovation.
4. **Completeness**- In terms of program management and originality of the formal solution proposed.
5. **Representation** - Clarity, appeal and technique in the presentation of the proposal.

INTELLECTUAL PROPERTY

All the materials submitted to the competition will become part of RMZ Competitions' files. RMZ will have full rights to publish and promote this material, always making proper mention of their authors. The material might also be used for the platform's merchandising and exhibition purposes. The authors of the projects will keep full rights over their design and will be asked to grant permission to publish. RMZ Competitions will also have the right to slightly modify any of the mentioned materials in order to better adapt it to the different formats and layouts that different publications might have.

ELIGIBILITY

The competition is open to all undergraduate students of Architecture and Design (1-5th Year). The entry can be submitted as an individual or team of 2-3 members. Personal information of all the team members can be uploaded during the submission procedure of the final drawing.

Country Restrictions: India and Turkey

ADDITIONAL NOTES

The competition has been operated solely for explorative purposes. Competition entries gathered are not meant to be built and implemented in any way. Yet, we hope to trigger through the designs an inspiring dialogue that might lead to have direct impact on future development of our projects.

CONTACT

For additional info please check please write us on: designcontest@rmzcorp.com
During the competition, all participants are permitted to ask questions which help them better understand the project description and/or any other aspect of the competition.