



## OVERVIEW

### **If you could design anything, what would you create?**

Get ready to unleash your creativity with the theme “**Be Bold. Be Free. Be You**”.

**Be Bold**, take on challenges and concepts that are out of the ordinary – break out from conventional ways. **Be Free**, there is nothing for you to lose, think beyond conservativeness and deliver ideas without boundaries. Finally, **Be You!** AYDA is a platform that rewards individuality of expressions. Unleash your creativity and let us nurture it together.

The Asia Young Designer Award 2016 encourages you to wow the judges with your ideas and to explore, propel and exceed the boundaries of design, with the opportunity to leave your mark in the industry through original work.

### **The challenge**

Create a design that has something unique to offer design professionals, commercial buyers and the community alike. It has to be a brave new idea that no one has ever seen, which carries commercial value and yet pays careful attention to the well-being and green sustainability of its surrounding community. Our judges are looking for a well thought out design that is both phenomenal and useful, executed in top-notch quality to match.

### **Interested?**



Every design submission will be carefully considered by our selected panel of judges. If you're ready to unleash your ideas and design something great, turn the page for more details you will need for your journey towards the extraordinary.

### **The Interior Design Brief:**

## **TURNING EVERYDAY SPACES INTO EXTRAORDINARY PLACES**

With daily routines making it very easy to take our repetitive behaviours for granted, ideas that make the most of the littlest design opportunities can greatly improve the lifestyles of many.

Envision a space that takes into consideration the social, economic and cultural aspects of design, making it conducive for its users to carry out their activities. Whether it is a location for personal use, a corporate workspace or a public facility, come up with a design that addresses a crucial need and fulfils its purpose well beyond expectations, in a remarkable, new way. Your project layout size can go up to a **maximum of 30,000 square feet.**

### **Remember to consider:**

- Creativity: the originality of your idea
- Efficiency: practicality and organization
- Comfort: the ease of use
- Sustainability: the ability to last through to the future
- Purpose: the scale of the need and how well it fulfills its purpose



- Heart for the community: catering to community needs
- Green Design: designs which are eco-friendly and beneficial to the environment

### The Architectural Brief:

# FROM ORDINARY STRUCTURES TO PHENOMENAL DESIGN

The shapes and structures around us influence the way we behave. With this in mind, what would you create to improve the way we live?

Design an architectural piece that uses a unique way to address a need. Think out of the box and put a new spin on dealing with familiar problems we face in our daily life. It could be the deep of the jungle or in the heart of the city but it needs to give a new twist to solving problems. Let your design shape a whole new perspective on the impact of architectural design on our world. Your project layout size must be **below 10 acres**.

### Remember to consider:

- Creativity: the originality of your idea
- Efficiency: practicality and organisation
- Comfort: the ease of use
- Sustainability: the ability to last through the future
- Purpose: the scale of the need and how well it fulfills its purpose



- Heart for the community: catering to community needs
- Green Design: designs which are eco-friendly and beneficial to the environment

## Judging Criteria

# GREEN AND SUSTAINABLE DESIGN CONCEPT

### **Climate, Energy & Water**

Demonstrate optimisation of the usage of energy and other resources in order to reduce load, increase efficiency and utilise renewable energy resources.

### **Building Material & Ecological Environment**

Demonstrate the use of eco-friendly materials and construction techniques aimed at reducing environmental pollution. These will help prevent negative health effects and create safer working environments.

### **Indoor Environment Quality (IEQ)**

The IEQ of a building has a great impact on its occupants' health, comfort and productivity.

A sustainable building will maximise the use of natural lighting and ventilation, as much as the building typology and other site specific conditions allow.

### **Green Innovation Practice**

The design should include, where appropriate, both passive design strategies (usually low-tech) as well as active systems (usually high-tech) and incorporate eco-friendly materials



and systems that require less maintenance, less resources, fewer chemicals and are cost effective throughout the lifespan of a building.

## Judging Criteria

# DESIGN CONCEPT STATEMENT

Your write-up will be the first component on the presentation board to be reviewed by judges. It needs to answer the following:

### Your Design Process

1. What inspired you to come up with this design and how does it relate to the theme of AYDA 2016 ?
2. What is the concept behind your design and its style?
3. Why were the selected colour schemes chosen?
4. What is your design's impact on the environment? For example, how does it affect the environment based on concept, materials, maintenance, energy usage, water, and waste management?
5. Was there an element or a person that influenced your design?

### Your Research Process

6. What was your research method like?
  7. Who was your main source of information during research?
  8. What questions did you consider during research?
  9. Was the research method you used sound?
  10. What did you learn from your research findings?
- Your content must be well organised and appropriately elaborated, with a succinct



explanation for the audience's understanding.

- The design concept statement should consist of a maximum of 1,000 words.
- You may present it in table form.

## **Judging Criteria**

# **DESIGN INNOVATION**

### **Functionality**

Designs to be appropriate for their intended use and have a positive impact that benefits the community as a whole.

### **Space Planning**

Appropriate design and planning of individual spaces as suited to their specific needs, with an emphasis on anthropometric and ergonomics principles.

### **Redefinition of Space**

Design idea to be innovative, creative and beneficial to the users and the public at large.

### **Contextual Appropriateness**

Innovative designs to create hope for a better world and also become the ideal model for other areas to follow.



## **Judging Criteria**

# **COLOUR CONCEPT**

### **Colour Harmony**

Create a harmonious colour palette and balance between the selected colours

### **Colour Coordination**

Ensure colours work together in highlighting the design elements

### **Colour Innovation**


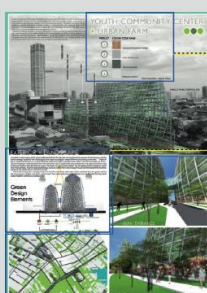
Implement creative use of colours to produce a prominent design that stands out

## Judging Criteria

# SAMPLE PRESENTATION BOARD



### Architecture Category

#### Sample Presentation Board

<p>Sample Presentation Board 1 - Architecture Design (A2)</p>  <ul style="list-style-type: none"> <li>PROJECT PROFILE <ul style="list-style-type: none"> <li>• Project Name</li> <li>• Project Category</li> <li>• Concept</li> </ul> </li> <li>PROJECT PLAN &amp; FURNITURE LAYOUT PLAN</li> <li>DESIGN STATEMENT</li> <li>PROJECT ELEVATION</li> <li>EXISTING SITE PHOTO</li> </ul>	<p>Sample Presentation Board 2, 3 and 4 - Architecture Design (A2)</p>  <ul style="list-style-type: none"> <li>Students should provide captions to selected perspective with reasons why the colours are applied with regards to the concept.</li> <li>Colour chip with the corresponding Nippon Paint colour codes and names.</li> <li>Explanation of the green element and green paint product used in the project.</li> <li>PERSPECTIVES ON THE PROJECT IN 3D <ul style="list-style-type: none"> <li>• Students can place perspectives according to their own preference.</li> </ul> </li> </ul>
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### Interior Design Category

#### Sample Presentation Board

<p>Sample Presentation Board 1 - interior Design (A2)</p>  <ul style="list-style-type: none"> <li>EXISTING SITE PHOTO</li> <li>PROJECT PROFILE <ul style="list-style-type: none"> <li>• Project Name</li> <li>• Project Category</li> <li>• Concept</li> </ul> </li> <li>PROJECT PLAN &amp; FURNITURE LAYOUT PLAN</li> <li>DESIGN STATEMENT</li> <li>PROJECT ELEVATION</li> </ul>	<p>Sample Presentation Board 2, 3 and 4 - Interior Design (A2)</p>  <ul style="list-style-type: none"> <li>Students should provide captions to selected perspective with reasons why the colours are applied with regards to the concept.</li> <li>Colour chip with the corresponding Nippon Paint colour codes and names.</li> <li>Explanation of the green element and green paint product used in the project.</li> <li>PERSPECTIVES ON THE PROJECT IN 3D <ul style="list-style-type: none"> <li>• Students can place perspectives according to their own preference.</li> </ul> </li> </ul>
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## SUBMISSION CRITERIA

Category	Interior Design	Architecture
Theme	Be Bold. Be Free. Be You. / Free Your Mind	
Project Category	Open category	
Project Layout Size	Below 30,000 sqft	Below 10 acres
Participant Requirements	Diploma Year 2 student and onwards	Diploma Year 3 student and onwards
Submission Limit	One project, maximum	
Project Requirements	<p><b>Colour Chip and Product Name</b></p> <p>Students must use Nippon Paint products and colours in the project.</p> <p><b>Green Elements</b></p> <p>Students must state clearly what the eco-friendly products are, as well as the elements, used in the project.</p> <p><b>Colour Scheme</b></p> <p>Justify why the colours were chosen.</p>	



	<p><b>Name and Theme Concept</b></p> <p>All projects must be started with the project title and theme/concept.</p>
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## IMPORTANT

### Presentation Board (A2 size)

- A minimum of 3 boards or a maximum of 4 boards is to be submitted, based on the soft copies.
- Board 1 must show: Existing site photo (if applicable), property/site developer (if applicable), floor plan, elevation, furniture layout plan and site analysis.
- Boards 2, 3 and 4 must show: 3D perspectives with Nippon Paint colour chips and codes.
- Presentation boards must be designed in vertical layout format.
- In the digital copy of the project on CD/DVD, the design of the A2 board must be saved in a folder named "Presentation Board", with the file name set as "Your Name – Board 1". The design statement needs to be included.

### Design Statement

- Design statement should not be more than 1,000 words, saved in a Microsoft Word file format.

### Photographs

- Provide your recent personal photo in JPEG format.
- All required image files must be in 300dpi with JPEG format ONLY.
- The individual perspectives in JPEG format, high resolution (300dpi) and minimum A4 size must be saved in a folder entitled "Perspective". The file name of the JPEG shall be saved in a naming format based on "area". For example: Living room/Lobby.



### **Colours Used**

- All colours used in the project must be from Nippon Paint's product range.
- All colours used in the design must be clearly illustrated with Nippon Paint's colour name, colour code and product range. Please download the colour chips from [www.asiayoungdesigneraward.com](http://www.asiayoungdesigneraward.com)

### **Labelling**

- Label all areas on the floor plan.
- Perspectives in A2 boards numbers 2, 3 and 4 must be in A3, A4 or A5 sizes to be pasted on the board.
- The Entry Form must be attached or affixed as a cover page when submitting the entry in the CD/DVD submission.
- Submissions should not have the Participant's profile and education institution details on top of the presentation board to ensure the anonymous judging of the competition.



## **Interior Design and Architecture**

# **PRIZES TO BE WON**

### **Platinum Award**

**All AYDA 2016 Gold Winners** from 15 countries will be competing for the Platinum Award at the **Bali Learning Programme and Trip in 2017** to win **USD1,000 Cash** and the **bragging rights of being the Platinum Award winner of AYDA 2016!**

### **Gold Award**

RM5,000 Cash

6 Months' Internship with IJM Land Berhad  
Bali Learning Programme and Trip in 2017

### **Silver Award**

6 Months' Internship with IJM Land Berhad  
RM3,000 Cash

### **Honorary Mention x2**

RM1,500 Cash

### **Finalist x8**

RM200 Cash

### **Best Colour Choice**

RM500 Cash

### **Best Green Innovation**

RM1,000 Cash

### **Best Mentor**

RM1,000 Cash



### **Best College/University**

Gold

RM1,000 Cash

### **Best Supporting College/University**

RM1,000 Cash + RM1,000 Paint Voucher

## **RULES AND REGULATIONS**

Participants must be enrolled in an educational institution of interior design or architecture.

This contest is open to all interior design students who are second-year onwards and architecture students who are third-year and onwards.

Only one entry is allowed per student.

Entries must conform strictly to the submission guidelines and must be submitted to the contest coordinator of each school.

Final date of entry is **7<sup>th</sup> October 2016, Friday**.

All entries become the property of Nippon Paint Group of Companies.

Judges decisions are final.

Shortlisted candidates will be notified to present an oral presentation as a final judging procurement.

Winners will be notified to attend the award ceremony.

Winning entries may be featured in marketing and promotional materials as deemed appropriate by the organiser and sponsor.

Winners will bear all the expenses for travel costs and other incidentals relating to their



appearance at the launch, oral presentation and award ceremony.

Prizes are non-transferable and non-exchangable for cash or credit.

The organiser reserves the right to substitute the top prize with another product of similar retail value without prior notice.

Participating students must have international passports.

## SUBMISSION METHOD

### **Submission deadline:**

All completed entries must be postmarked by

**7<sup>th</sup> October 2016, Friday**

### **Mail your Entries (Entry Form & CDs) to the address below:**

Attention to: Ms. Veronica/ Ms. Pei Ling

The Red Tag Sdn Bhd (AYDA 2016 Event Organiser)

N06-05, Level 6, First Subang Mall, Jalan SS15/4G,

47500 Subang Jaya.

### **For any inquiries, contact:**

Ms. Veronica at 016-291 9443

or

Ms. Pei ling Ong at 012-615 9198

You can also email [veronica.theredtag@gmail.com](mailto:veronica.theredtag@gmail.com) / [peiling.theredtag@gmail.com](mailto:peiling.theredtag@gmail.com)

or log on to [www.asiayoungdesigneraward.com](http://www.asiayoungdesigneraward.com) for more information.



## ENTRY FORM

Student Name: \_\_\_\_\_

College/University: \_\_\_\_\_

Course: Architecture / Interior Design

Year:

- Diploma Programme
  - Year 2
  - Year 3
- Degree Programme
  - Year 1
  - Year 2
  - Year 3

I.C. No.: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_

Postcode: \_\_\_\_\_



Email: \_\_\_\_\_

Competition Category: Architecture / Interior Design / Interior Architecture

No. of Presentation Boards: \_\_\_\_\_

Project Location (if applicable): \_\_\_\_\_

Lecturer's Name: \_\_\_\_\_

Applicant's Signature: \_\_\_\_\_

## **DISCLAIMER**

I hereby certify that the information above is true and accurate. This work is intended solely for the Asia Young Designer Award (AYDA) 2016 Competition.

In compliance with the Personal Data Protection Act 2010 (PDPA), your personal data will not be disclosed to third parties except for companies and/or brands collaborating with Nippon Paint (M) Sdn. Bhd. By submitting your data, you agree to have Nippon Paint (M) Sdn. Bhd. to process your data and access it for future use. You shall not in any way hold Nippon Paint (M) Sdn. Bhd. liable for any breach of its obligations under the PDPA.

Notes:

The entries for the Asia Young Designer Award 2016 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 are ineligible to enter the AYDA 2016 competition.





Submissions that do not comply will not be judged.