

Design Idea
COMPETITION
for
**Students
of Architecture**



7 | 8 | 9 | FEB 2025



Curated & Hosted by
IIA Tamilnadu Chapter

Enablers

REIMAGINING ARCHWAYS AND SIGNAGES FOR AN EXPERIENTIAL HERITAGE WALK OF MAHABALIPURAM

An **Architectural Idea Design Competition for Students**, as part of the **Young Architects Festival 2025**, that blends the rich heritage of Mahabalipuram with the forward-thinking application of technology.

Mahabalipuram, a UNESCO World Heritage Site, is renowned for its rock-cut temples, sculptures, and architecture dating back to the Pallava Dynasty. As we enter an era of smart cities and technological advancements, this competition challenges participants to design **ENABLERS** for a heritage walk route that marries the past with the future.

The competition will focus on SYNERGY of key ENABLERS with the heritage walk by integrating innovative solutions that respect the cultural significance of Mahabalipuram while offering visitors an enhanced, technology-driven experience, encompassing lighting, acoustics, visitors comfort and support services.

Competition Goals

1. To encourage participants to design interactive, technology-enhanced public infrastructure – ENABLERS synergised with a Heritage Trail that respects the historical and cultural importance of Mahabalipuram.
2. To explore the use of smart technology, energy-efficient lighting, and augmented reality in enhancing visitor engagement during the heritage walk.
3. To promote sustainability and accessibility in design, ensuring that all proposed solutions are environmentally conscious and inclusive.

OBJECTIVES

- To encourage participants to design interactive, technology-enhanced public infrastructure – ENABLERS synergised with a Heritage Trail that respects the historical and cultural importance of Mahabalipuram.
- To explore the use of smart technology, energy-efficient lighting, and augmented reality in enhancing visitor engagement during the heritage walk.
- To promote sustainability and accessibility in design, ensuring that all proposed solutions are environmentally conscious and inclusive.

GOALS

Enhanced Image, Identity and Visibility

- Proposed HERITAGE TRAIL AND ENABLERS must reflect the Global image for Mamallapuram, yet start from its heritage value we associate ourselves with
- Create an identity for the Heritage site
- Integration of Technological aspects at every possible instance of ENABLERS for an experiential HERITAGE WALK of Mahabalipuram.

Revitalising the heritage destination and the beachfront through enhanced connectivity, seamless access and circulation with state-of-the-art signages / archways

- Tourist Trails with Heritage Walks
- Improvement of Internal Streets redirecting the crowd with better signage management and information
- Decongesting Mahabalipuram – Parking Solution by identifying potential vehicle free trails
- Solar Panels and how to use them innovatively
- Smart Bi-cycle/ Electric Bi-cycle sharing and their Tracks/ paths

ELIGIBILITY

The competition is open to all students of architecture (UG and PG) from the affiliated institutions of good standing registered with the Indian Institutes of Architect (proof of affiliation to be submitted along with the registration form).

Individual or group entries (up to 5 members) are allowed.

SUBMISSION DEADLINE

Submissions will be open from 09/01/2025 12.00 IST to 16/01/2025 23.59 IST.

HOW TO SUBMIT

Participants should submit their entries digitally via the competition website (URL to be provided) in the following formats: PDF (max 50MB) for drawings, narrative, and reports; PowerPoint (max 10 slides) for the presentation.

1. Heritage Walk with ENABLERS 1:1000 SCALE not exceeding 3Nos. A0 sheets
2. ENABLERS details – 1:50 SCALE not exceeding 16 Nos. A3 sheets

For inquiries, contact participants may contact immediately at

dcyaf2025@gmail.com or **+91 89403 41545**

For complete details on the competition,

visit www.iiatamilnadu.com

DATES

Competition Launch	Monday, 25 th Nov 2024	
Deadline for Round of Questions	Saturday, 2 nd Dec 2024	1 week after Announcement
Deadline for Answers	Monday, 4 th Dec 2024	2 days after Questions deadline
Deadline for Registrations	Wednesday, 9 th Dec 2024	
Opening of Entry Submissions	Thursday, 9 th Jan 2025	
Deadline for Entries	Thursday, 16 th Jan 2025	
Formal Examination of Entries by Technical Committee	Friday, 17 th Jan 2025	
Announcement of Shortlisted Entries (through Email)	Saturday, 18 th Jan 2025	
Jury Sessions, Evaluation of Entries and Report	Friday, 7 th Feb 2025 Saturday, 8 th Feb 2025	During the 1 st & 2 nd Day of YAF 2025
Announcement of Competition Results	Sunday, 9 th Feb 2025	During the 3 rd Day of YAF 2025

EVALUATION

Submissions will be judged based on the following criteria:

Cultural Sensitivity

How well the design respects the heritage of Mahabalipuram

Innovation and Technology

Creative use of technology to enhance the heritage walk experience

Sustainability

The environmental impact and sustainability of the design

Aesthetics and Functionality

Balance between aesthetics and practical functionality

User Experience

How the design improves accessibility, engagement, and inclusivity for visitors

PRIZE MONEY



FIRST PLACE
Rs.50,000/-



SECOND PLACE
Rs.25,000/-



THIRD PLACE
Rs.15,000/-

Special Mentions: Certificates for outstanding submissions in categories like Sustainability, Innovation, or Cultural Sensitivity.

All Winners declared will be honoured duly during YAF 25

CONTACT

For queries or assistance, write to

dcyaf2025@gmail.com

or reach out to

Ar. Parisutharajan - 89403 41545

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