**ARCASIA Committee on Social Responsibility (ACSR)**

# ARCHITECTURAL STUDENT DESIGN IDEAS COMPETITION 2014
**In collaboration with PAM Education Committee**

*"THE MAKING OF SOCIALLY RESPONSIBLE DESIGNS TODAY TO SHAPE COMMUNITIES TO BE RESPONSIBLE CITIZENS OF TOMORROW"*

**COMPETITION BRIEF, RULES AND CONDITIONS**

# CONTENTS

## 1.0    INTRODUCTION

**Social Responsibility** is *an ethical ideology or theory that an entity, be it an organization or individual, has an obligation to act to benefit society at large.*

Socially Responsible Designs as defined in *PublicInterestDesign*[i] are designs that have a moral or social responsibility to all people, particularly those who are most disadvantaged in society. It also suggests that the responsibility of designers is not only to their direct clients but also to all people, environments and entities indirectly impacted by their work.  Hence it is a design that is thoughtfully, ethically and sincerely processed with all stakeholders in mind towards a continuous positive impact to the immediate and wider society as well as the environment.In another instant, John Emerson-an Activist and Graphic Designer[ii], discussed at length the meaning of Social Responsibility Design and conclude as follows:

> *"It's exciting to see the idea of socially responsible design become embedded in mainstream design discourses. Design is less centred on making objects, images, or spaces as on how people interact with them and how these things function within social, economic, political and environmental contexts. A socially responsible design practice may take on any number of forms for intervention, education or advocacy – even spinning off non-profits or non-governmental associations. At a certain point, a socially responsible design practice may cease to be recognized as design at all. "*

As cited in *Design Against Crime Research Centre, University of Arts London*[iii], a socially responsive design also act as the primary driver towards social issues with its main consideration being the social impact, and its main objective is therefore **social change.**

## 2.0    Objective of the Competition

ARCASIA Committee on Social Responsibility, towards inculturisation of architectural design ideas into budding architects in the making, would like to promote integration of ethical and societal values in the design process, through introduction of **Socially Responsible Design category**, not only at the professional level but at the ideas making level of would-be champions of the future architects that cares for the society and the future environment.

For the 2014 Competition, the ACSR in collaboration with PAM Education Committee, as an inaugural competition, the ideas presented would be an "open category" so that architecture schools / students can submit their existing "Socially Responsible Designs" for the Competition.

## 3.0    Judging Criteria

Assessment criteria will be based on how students best address and demonstrate Social Responsibility quality in their design as follows:

- general
- accountability
- transparency
- ethical behaviour
- respect for stakeholders interest
- respect for international norms of behaviour
- respect for human rights

 Source: Kwan, J., (2012).The principles of Social Responsibility (unpublished)

In architectural projects such as the following topics:

- Natural Disasters related shelters, products and items
- Social Housing and Liveable Conditions;

- Universal Design and Accessibility;
- Heritage and culture
- Urbanisation
- Public health
- Education
- Law and Justice
- Other

## 4.0    Panel of Jury
- Ar. Tan Pei Ing (ARCASIA President 2012 - 2014)
- Ar. Chan Seong Aun (PAM President 2013 - 2014)
- Ar. Joseph Kwan MH (ARCASIA ACSR Chairman)
- A representative from the Ministry of Women, Family and Community Development Malaysia
- A representative from a socially responsible organisation.

## 5.0    Prizes

1st Prize          RM 1,000
2nd Prize         RM 750
3rd Prize          RM 500
3 Special Mentions of RM 300

- All the above Winners will receive complimentary participation to the ACSR Symposium 2014 and a Certificate of Participation
- The Winning Entries will be exhibited at the KLCC during the ACSR Symposium and all Submission Entries will be included in a Competition publication

## 6.0    Participation Eligibility

1) Open to all architectural students from the accredited schools/programmes of respective ARCASIA Member Institutes' Board of Architects.

2) Only one (1) entry per team is allowed.

3) Only two (2) entries from individual are allowed

3) Only registered participants can submit entries to the Competition.

## 7.0    Registration

1) Entry to the Competition is free of charge.

2) Registration Form and Declaration Form can be downloaded at PAM website www.pam.org.my. Declaration Form must indicate endorsement from the Head of Department/Course Coordinator/Programme Leader.

3) Closing Date for Registration is: **30 April 2014** (Wednesday).

## 8.0    Timeline of the Competition

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|---|---|
| Launching / registration open | 7 April 2014 |
| Closing date of registration | 30 April 2014 |
| Closing date of submission | 11 June 2014 |
| Jury assessment | 23 June 2014 |
| Prize presentation | 29 June 2014 (At ACSR 2014 Symposium) |

**9.0    Submission Requirements**

1) All entries must consist of:

   i)   Presentation drawings/design concept to be in A1 size image in portrait or landscape format (limited to 3 A1 size images only) with minimum 600 dpi resolution.

   ii)  A separate sheet of brief description of the design concept in A4 size with 300 - 400 words on the ideas of the submission in English and in Arial/Times New Roman with font size of 11 pts.

   iii) Completed Declaration Form.

2) No personal identifying information shall be visible on any of the materials submitted. Failure to comply will result in disqualification.

3) All entries will be assigned with a Reference Number which will be provided to participants via email upon registration. Please indicate the Reference Number provided in the Declaration Form when submitting online.

4) All entries shall be submitted electronically / digitally save as JPEG or PDF file at 600 dpi resolution. Please name all digital files with indication of the Reference Number provided. Entries to be submitted via email or in digital copy to:

   **ACSR Architectural Student Design Ideas Competition 2014**
   **Level 11, Wisma Bandar**
   **No. 18 JalanTuanku Abdul Rahman**
   **50100 Kuala Lumpur**
   **Malaysia**
   **Tel: +603-2693 4182**
   **Fax: +603-2692 8782**
   **Email: acsrcompetition@pam.org.my**

**10.0    Rules and Regulations**

1) Entries can be individuals or teams of not more than 5 members.

2) Participant is deemed the copyright owner of the entries. The Organiser shall not be held responsible for any copyright issue of the entries.

3) While submitters retain the copyright, all entries are non-returnable and Organiser shall be permitted to reproduce, exhibit, publish or otherwise reuse the submission at anytime without notification or payment to the submitters.

4) By participating in this Competition, participants agree to be bound by the Competition Rules and Regulations.

5) The Organiser reserves the rights at the absolute discretion to vary or add any of the Rules and Regulations from time to time without any prior notice.

6) Proof of postage/email is not proof of receipt. No correspondence will be entertained for any damages or loss.

7) All decisions made by the Panel of Jury are final and no further enquiries will be entertained.

For more information, please visit www.pam.org.my or call Competition Secretariat, Ms. Nor Suryati Sulong at +603-2693 4182 or email acsrcompetition@pam.org.my.

# REFERENCES

[i] Cary,J. &Meron,G. (ed),  Social Responsible Design in 'Glossary', *in 'PublicInterestDesign'*. Retrieved 090214 at http://www.publicinterestdesign.org/glossary/

[ii] A phrase by John Emerson extracted from a dialogue that discuss "Design Matters" in a roundtable discussion between six designers and critics, led by Eugenia Bell. They debated on largely unresolved relationship between design and social responsibility – one that is constrained by politics and fraught with pitfalls. Other designers includes *Allison Arieff-a journalist, Ryan Duke-industrial designer, Julie Lasky-a web design observer editor, Damon Rich-artist and urban designer and Jan-ChristophZoels, a design professor* from Turin, Italy. Source: "Design Matters", in Frieze, Issue 138, April 2011. Retrieved 090214 at http://www.frieze.com/issue/article/design-matters/

[iii] "Socially responsive design takes as its primary driver social issues, its main consideration social impact, and its main objective social change". Source : http://www.designagainstcrime.com/methodology-resources/socially-responsive-design/


ISO 26000:2010  "Guidance on Social Responsibility"