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Mural design competition

<https://uni.xyz/competitions>



Img 1: Aerial View of the KMV Vivaan site in Vijayawada, computer generated [Source](#)

Premise

The Indian city of Vijayawada is one of the fastest developing urban centres, not only in the country, but globally too. It stands at a unique precipice of growing trade and commerce, along with being rooted in history, tradition, and ensconced in abundant natural wealth, making it an extremely liveable urban destination for the state of Andhra Pradesh. Interestingly enough, it is also the third most densely populated urban built up areas in the world, attracting numerous real estate and social housing opportunities.

Vivaan by KMV Group, one of the fast-growing real estate developers in the region of Andhra Pradesh, India, is an ultra-modern mixed development project comprising of both luxury villas and vertical living. Each villa is to offer excellent quality living space that combines style, comfort, safety and functionality for its prospective owners. The design reflects an amalgamation of global living and cultural values of the region and is inspired from the elements of nature and Vaastu.

To complement the luxurious living and to enable social interaction, Vivaan has an ultra-luxurious clubhouse right near the complex's entry, housing modern recreational and entertainment facilities for its residents. The opulent, signature clubhouse is Vivaan's hub of amenities, get-togethers and social camaraderie, and presents with itself a unique design opportunity that **'Canva'** wishes to manifest.



Img 2: The application of sacred geometry at various spaces in KMV Vivaan. [Source](#)

The Project

KMV Vivaan's design has recurring motifs drawn from sacred geometry dotting its villas and the clubhouse. The flower of life, formed with nineteen overlapping circles envisages that geometry, and has been used extensively as a visual symbol and a design element with the intention of evoking the same profundity. The belief behind this is that the concept of sacred geometry visualises how the entire universe is made up of molecular and chemical arrangements, including even the DNA present in all life forms. These recurring arrangements, like fractals, are represented through multiple patterns and cycles in nature which continue without needing to be maintained, establishing a visually identifiable connection between the microcosm and macrocosm. Now more than ever, our need to reconnect with our roots, to the environment is a pressing one. When this need is seen in the context of today's urban and housing scenario, it allows the problem and the solution to it to be seen in a different light. This is exactly what this unique challenge is about.

The Vivaan Clubhouse is a two storey structure with a unique, unmissable design, sheathed by an all glass façade. The design has its most distinctive element visible in the elevation of the building. Though contemporary and modern, just like the villas and the architecture of the complex, it draws inspiration from natural patterns, fractals and sacred geometry in an attempt to help its residents reconnect with nature through these cognitive images.

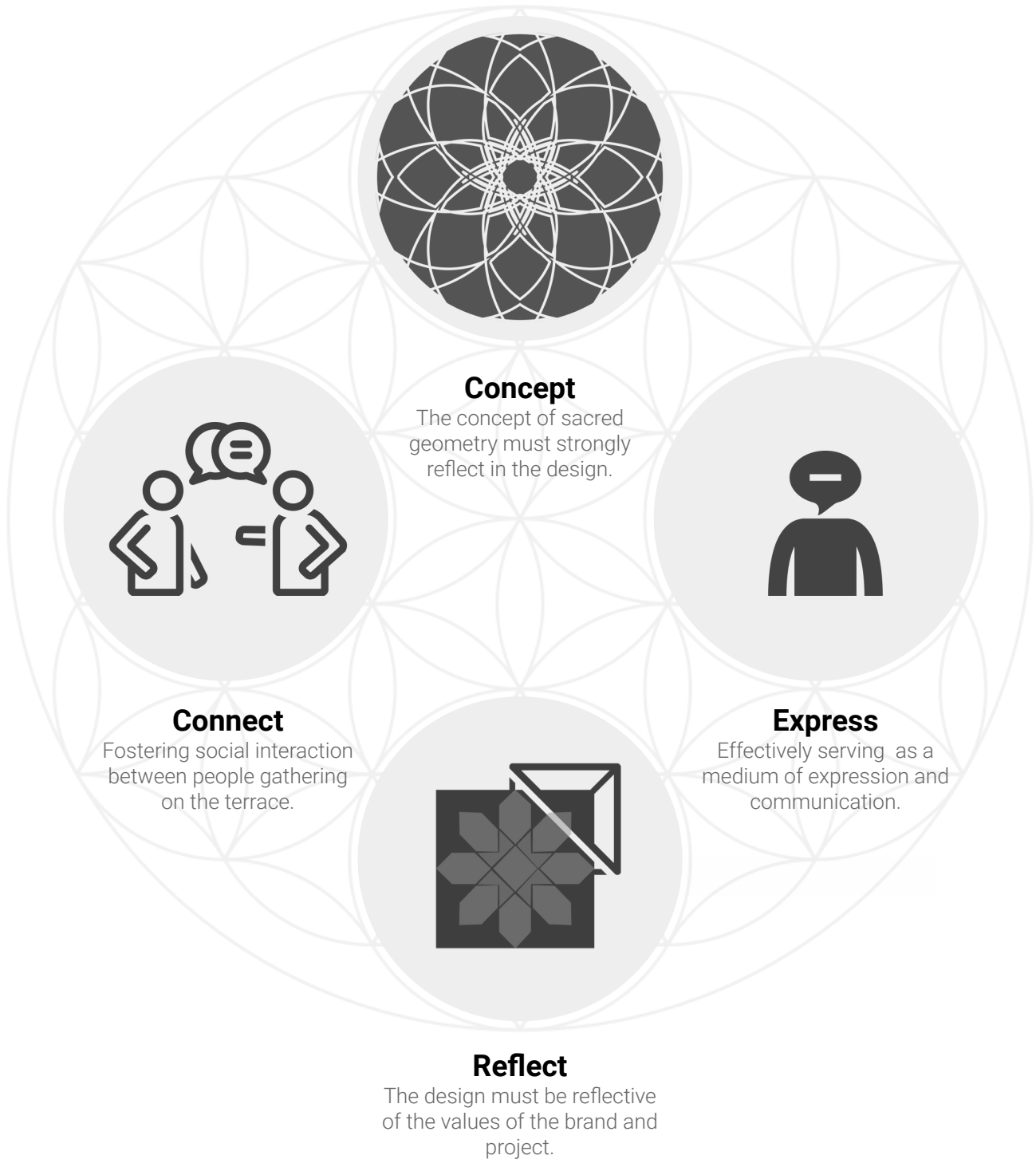


Img 3: The front view of the Vivaan Clubhouse, the terrace of which is the zone for intervention.

Brief

The KMV group invites artists, graphic/visual designers, architects and designers willing to engage with visual media and art to design a graffiti for the specified wall of the terrace floor, Club House building in the Vivaan township.

The graffiti is intended not merely to adorn the blank space formed by the design of the building, but to enhance it as an important space for communication and reflection as well. The design of the graffiti must cover the entirety of the curved wall (drawings provided) and must look to add a complementary yet transformative character to the space. The graffiti must also be reflective of a strong concept in theory, derived from the concepts of sacred geometry, natural fractals, and the like. Its visual design may not conform to any one style, but must be innovative and reflective of the congregative/social spirit of the space. The outcome of the competition is to be a digital graffiti/mural/visual design specific to the designated space, proportionate and to scale. The final entry must include a JPEG of the proposed art according to all dimensions mentioned and necessary ground files to support execution must be ready to be provided.



Objectives

The above objectives reflect qualitatively on the desired design and can be a point of beginning to conceive this design.



Img 5: Master Plan of the KMV Vivaan Complex, with the area for intervention highlighted.

Site Plan

Pictured above is the master plan of the KMV Vivaan Housing Complex, showcasing private villas, vertical housing towers and the Clubhouse (highlighted), situated at the entrance of the complex. The mural/graffiti/visual design outcome is to be designed for its terrace floor, intended to serve as a stepped open air gallery to foster a feeling of community in its residents. A detailed plan of the terrace would be available to registered participants in the additional resources provided.

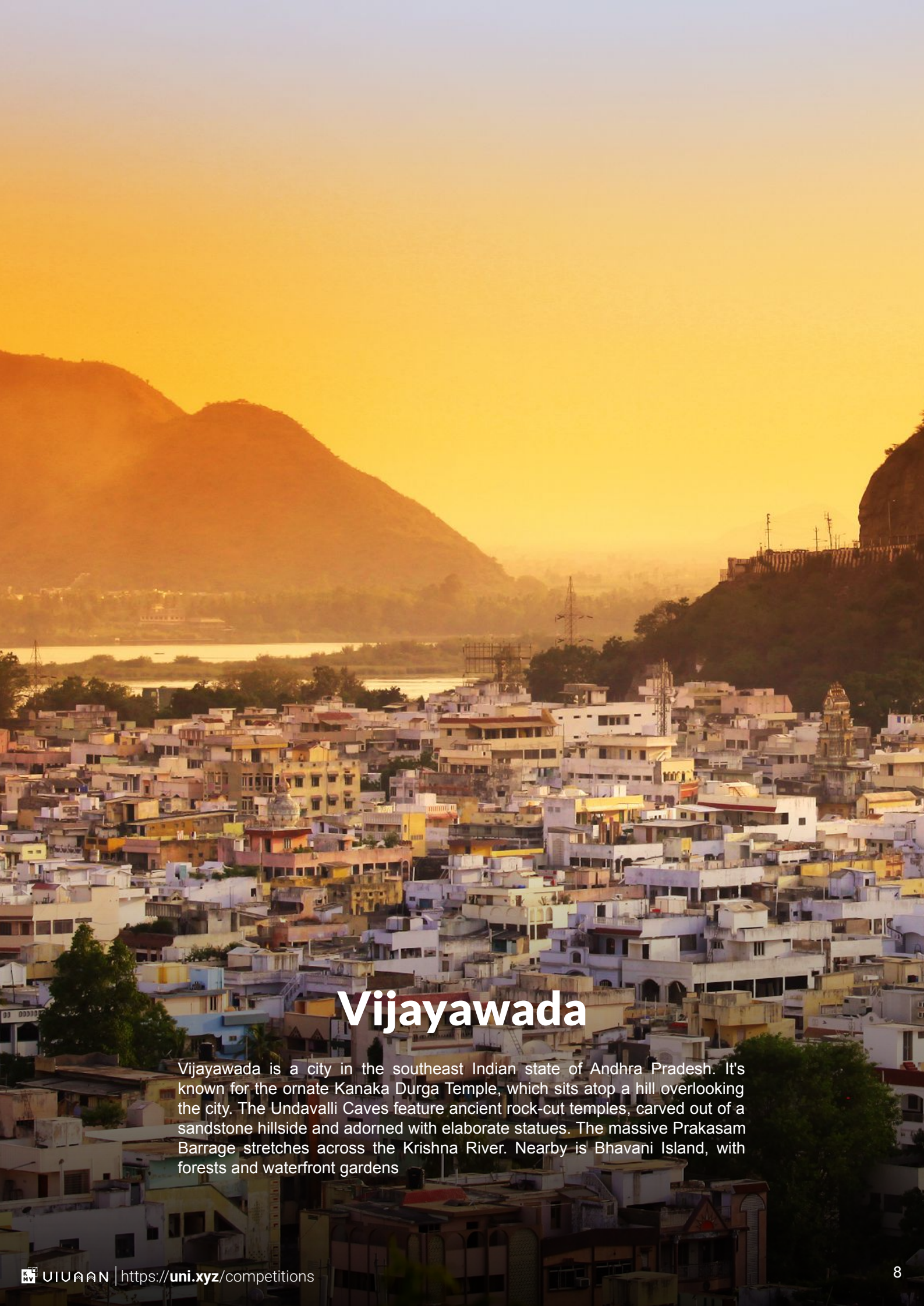


Img 4: Sectional View of the Vivaan Clubhouse and its Terrace, site for the mural/graffiti.

Design Opportunity

The clubhouse is the edifice of all things social and recreational for Vivaan. It is intended to serve as a banquet, social gathering space, conference hall, card room, and the like. It also houses a swimming pool and other amenities for its residents to indulge in. A unique feature of the Clubhouse is its completely utilisable terrace that innovatively uses the vast floor area to form an open-air, stepped seating gallery, another front to socially engage, network and make connections for fellow residents. A sectional view of the building reveals that its unique inwardly curved roof profile gives way to an incremental floor profile above, that the design utilises to form the steps, revealing a blank wall adjoining the steps behind. With a curved top and a stepped base, the wall proves to be an opportunity for graphic intervention, a blank canvas to additionally engage people and residents gathered on the terrace, to reflect the spirit of Vivaan, and to actively multiply the visual imagery and motifs that guide the design of the complex. Another interesting aspect of the challenge is the night time perception of the mural/graffiti. The parapet of the terrace has been equipped with rope lighting along its entire length, and therefore, the design should look to amplify night time user experience.

Note: The image shown is only representative, to give participants and designers an idea of the profile of the blank wall. Detailed drawings are to be provided with Additional Resources.

An aerial photograph of Vijayawada, India, taken during the golden hour of sunset. The city is densely packed with multi-story buildings, mostly in shades of white and light yellow, with some colorful accents. In the background, a large river (Krishna River) flows through the landscape, with a long bridge visible in the distance. The sky is a deep orange, and the hills in the background are silhouetted against the bright light. The overall atmosphere is warm and serene.

Vijayawada

Vijayawada is a city in the southeast Indian state of Andhra Pradesh. It's known for the ornate Kanaka Durga Temple, which sits atop a hill overlooking the city. The Undavalli Caves feature ancient rock-cut temples, carved out of a sandstone hillside and adorned with elaborate statues. The massive Prakasam Barrage stretches across the Krishna River. Nearby is Bhavani Island, with forests and waterfront gardens

Guidelines

You have to deliver a graffiti/mural design on the following site, based on the given outlines.

Minimum requisite submission are sheets/boards + Cover image containing:

- One full elevation image of Mural
- 3 blowups/zoom view of key places
- Cover image/Thumbnail of size **2000px x 1000px** or larger in aspect ratio **2:1**.
- Selected participant will have to provide the full resolution image before the declaration of result.
- Answer three FAQ questions as given in the additional resources tab.
- This is the link for new file sizes, [here](#).

Deadlines

Discover the competition schedule and deadlines on the competitions page or on this link - [Schedule](#).

Resources

This competition contains additional resources that contains a set of files useful to complete the competition submission. This folder is made available on your profile dashboard automatically as soon as you register.

This additional resources folder of this competition contains: Template file in DWG and JPEG, Concept document on flower of life by the organizers and FAQ questions.

Rules

+ The competitions is open for **students and professionals** from all disciplines of design.

+ The team limit for this competition is **4 members maximum per team**.

+ You can provide a maximum of two entries but they have to be uploaded as a separate project.

+ Ensure that the final sheets submitted **do not include your name or any other mark of identification**. Your submission is linked to your user account which stands as your identification.

+ This is a design realization challenge. The artwork submitted will be executed on site. The image will be printed and pasted on the wall.

Pro-Tips

+ Mention sheet number on corner of every sheet.

+ Plagiarism of any idea / form / design / image will be disqualified with a notice.

+ All the sheets or images will be viewed on a digital device. **e.g.** Laptop screen or projector. Uploaded sheets or images will not be physically printed for evaluation. The submission hence should be prepared for digital viewing only.

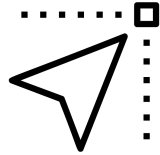
+ Submit JPEG images only. (PNG will not function)



Awards

Grants of up to a total of **70000 INR** can be won on this challenge. Learn more about the full conditions on the competition page [here](https://competitions.uni.xyz).

The entries will be judged by an internal jury panel by management of KMV spaces on the following criterions:



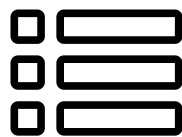
Presentation

The fundamental to a good entry is a good presentation.



Concept/Idea

Quality of thought and intent in pre-design phase.



Details

How smaller parts of the mural are executed.



Design Outcome

The final graphic outcome of the solution.

Judging Criteria

The judging panel can also add other criterions based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfil above given criterions first in their design.

About



KMV Spaces LLP is one of the of the fast-growing real estate developers in the region of Andhra Pradesh, India engaged in the business of construction, development, sale, townships, housing projects, commercial premises and other related business activities. KMV Spaces is part of the renowned KMV Group which is active in the arena of high quality construction and infrastructure development for over 100 years. KMV Vivaan is the fruition of its ambitious plan to develop ultra-luxury residential villas in Vijayawada, India, with each villa offering excellent quality living that combines style, comfort, safety and functionality for its prospective owners.

Project: kmvvivaan.com

Queries: support@uni.xyz

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