Terra

Villa Vernacular - Kerala

Leisure is better when contextual

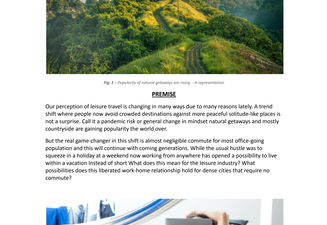


Fig. 1 – Popularity of natural getaways on rising. - A representation

PREMISE

Our perception of leisure travel is changing in many ways due to many reasons lately. A trend shift where people now avoid crowded destinations against more peaceful solitude-like places is not a surprise. Call it a pandemic risk or general change in mindset natural getaways and mostly countryside are gaining popularity the world over.

But the real game-changer in this shift is almost negligible commute for most office-going population and this will continue with coming generations. While the usual hustle was to squeeze in a holiday at a weekend now working from anywhere has opened a possibility to live within a vacation.Instead of short What does this mean for the leisure industry? What possibilities does this liberated work-home relationship hold for dense cities that require no commute?



Fig. 2 – Working from anywhere a reality more common

REMOTE

The internet solves a lot of problems for the world, especially the one that pertains to distance. This unlocks the idea that we can live in less crowded places with rural & scenic qualities. We can choose where our window faces, how big the house can be, what all it needs, more like a farmhouse. Although farmhouses are short-term leisure properties, this new typology can be of having long-term stays for almost 50% of the year. But with new possibilities, it brings new challenges to the rural.

The idea of a city like a budget in rural areas brings a lot of decision-making powers to architects and the clients they build for. The development control rules are lenient and possibilities are endless. This is liberating and alarming in all senses if we come to analyse it. The factor of rural fabric that can be hampered by such city-like construction styles is the biggest identity threat to the rapid rural expansion of the city. How can we find a balance?

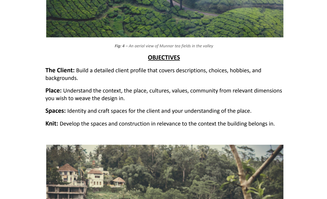


Fig. 3 – A road through the tropical forests of Kerala

BRIEF

Villa Vernacular is a design challenge focused on building a motion towards responsible leisure properties across the world. It is an idea that looks towards equalizing the balance between rural identities and urban demands. The ability to pay does give access to every construction technology at hand, but the challenge wants to normalize the fact that living in rural areas should be a healthy exchange instead of closed compound construction and living like the city.

The design brief is to develop a villa for a family of 4, who have switched to work from home completely and look to live in the countryside for half the year. The client profile can be defined by the participants followed by which design process can begin considering a vernacular approach for the entire building scheme.



Fig. 4 – An aerial view of Munnar tea fields in the valley

OBJECTIVES

The Client: Build a detailed client profile that covers descriptions, choices, hobbies, and backgrounds.

Place: Understand the context, the place, cultures, values, community from relevant dimensions you wish to weave the design in.

Spaces: Identity and craft spaces for the client and your understanding of the place.

Knit: Develop the spaces and construction in relevance to the context the building belongs in.

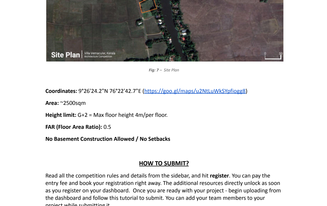


Fig. 5 – A resort in Kerala

PLACE KERALA

The site for this edition of Villa Vernacular is chosen in Kerala. Kerala, a state on India's tropical Malabar Coast, has nearly 600km of Arabian Sea shoreline. It's known for its palm-lined beaches and backwaters, a network of canals. Inland are the Western Ghats, mountains whose slopes support tea, coffee, and spice plantations as well as wildlife. National parks like Eravikulam and Periyar, plus Wayanad and other sanctuaries, are home to elephants, monkeys, and tigers.

Kerala's history is ancient, has centuries-old foreign trade links, and a long tradition in art and literature. With a very high literacy rate, Kerala is at the forefront in setting high standards in social justice, gender equality, health, and education in the country. An epitome of religious harmony, it was through Kerala that Christianity and Islam made its entry to India. And not just that! The country's first church and mosque are located in Kodungallur in central Kerala.

Kerala is the spice garden of the world. Earlier, traders from far-flung lands reached Kerala in search of spices. Later, European powers followed this spice route to reach Kerala. Enriched by Nature and abundance of water, Kerala can be reckoned as the land of rains.

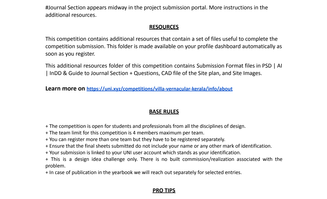


Fig. 6 – Backwaters of Alappuzha with Houseboats

SITE - ALAPPUZHA

Alappuzha also was known by its former name Alleppey, is the administrative headquarters of Alappuzha District in the Indian State of Kerala. Alappuzha is a city and a municipality in Kerala with an urban population of 174,164 and ranks third among the districts in literacy rate in the State of Kerala.

Alappuzha is considered to be the oldest planned city in this region and the lighthouse built on the coast of the city is the first of its kind along the Laccadive Sea coast. The site is within the region known as the backwaters of Kerala. The site is surrounded by farms and a network of rivers with scenic views.

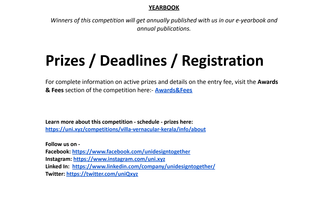


Fig. 7 – Site Plan

Coordinates: 9°26'24.2"N 76°22'42.7"E (https://goo.gl/maps/uZNELuWkSTqFoqp8)

Area: ~2500sqm

Height limit: G+2 + Max floor height 4m/per floor.

FAR (Floor Area Ratio): 0.5

No Basement Construction Allowed / No Setbacks

HOW TO SUBMIT?

Read all the competition rules and details from the sidebar, and hit **register**. You can pay the entry fee and book your registration right away. The additional resources directly unlock as soon as you register on your dashboard. Once you are ready with your project - begin uploading from the dashboard and follow this tutorial to submit. You can add your team members to your project while submitting it.

SUBMISSION GUIDELINES

You have to deliver an architectural outcome on the following site, based on the given outlines.

• Recommended number of sheets/presentation images/boards: 3 (Three) of size [2800px x 3500px] in **portrait digital format (JPEG only)**.

Minimum 3 (Three) & No maximum sheet limit. Each image should be less than 15MB. (Do not submit PNG format)

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

• Site plan (Compulsory)

• Key conceptual sections x 1 (Minimum)

• 3D views x 4

• Additional cover image of 2000px x 1000px

• Write an article/story in the journal section of the project (of about 700-1000 words) answering the questions given in the Additional Resources.

#Journal Section appears midway in the project submission portal. More instructions in the additional resources.

RESOURCES

This competition contains additional resources that contain 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 Submission Format files in PSD | AI | InDD & Guide to Journal Section + Questions, CAD file of the Site plan, and Site Images.

Learn more on https://uni.xyz/competitions/villa-vernacular-kerala/info/about

BASE RULES

• The competition is open for students and professionals from all the disciplines of design.
• The team limit for this competition is 4 members maximum per team.
• You can register more than one team but they have to be registered separately.
• Ensure that the final sheets submitted do not include your name or any other marks of identification.
• Your submission is linked to your UNI-cert account which stands as your identification.
• This is a design idea challenge only. There is no built commission/realization associated with the problem.
• In case of publication in the yearbook we will reach out separately for selected entries.

PRO TIPS

• Use exploded views to discuss multi-leveled conceptual models better.
• Mention sheet number on the 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)

JUDGING CRITERIA & JUDGES

The entries will be judged by an international jury of the competition on the following criteria:

Presentation: The fundamental to a good entry is a visual delivery of ideas.

Concept/Idea: Quality of thought and intent in the pre-design phase.

Spaces/Programme: How the spaces are calculated and ordered.

Design Outcome The final architectural outcome of the solution.

The judging panel can also add other criteria based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfill the above-given criteria first in their design. Names of the jury panel will be announced soon.

YEARBOOK

Winners of this competition will get annually published with us in our e-yearbook and annual publications.

Prizes / Deadlines / Registration

For complete information on active prizes and details on the entry fee, visit the **Awards & Fees** section of the competition here:- #awards&fees

Learn more about this competition - schedule - prizes here:
https://uni.xyz/competitions/villa-vernacular-kerala/info/about

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