

UNI

Transcend

Clock Tower Design Competition



Fig: 1 - The sundial is one of the oldest time-measuring device – An impression

Premise

'Time is the most valuable thing a man can spend', this philosophy will hold true for eternity. Time can neither be stopped or reversed and measuring it is what helps us make sense of the world. Obelisks for shadows, hourglasses with sand falling, candles melting away, all of these, were the earliest devices of **measuring time**.

These ingenious methods were used to design the form of a **clock**. When mechanisms emerged, they were embedded in timepieces for **precision time-keeping**. Clocks with pendulums, which are now obsolete, are still known for their **antique aesthetic**.

In their time, pendulum clocks reduced the gain and loss of seconds by a huge range, compared to their predecessors, leading to a **decline in their usage**. Although they are obscure now, these **ancient timepieces had charming looks that drove curiosity and mysticism**, as compared to the clocks of today. Meanwhile, **modern clocks serve their purpose with ease, accuracy, and efficiency**.



Fig: 2 - Digital technology taking over timekeeping

Timekeeping Today

The intricacies of modern timekeeping devices are as complicated as their older counterparts, but since they incorporate **technological features like digitization** instead of analog parts. The design is left to the consumer, to choose from a range of **aesthetic features** that fulfill their desire.

The market for timepieces has grown exponentially since its inception. **In mass production, a functional and generic version of the clock became popular, and the characteristic features of timepieces were lost.** Visual articulation is key to draw in the gaze of its viewer, but **peculiarity and enigma are missed**, in the refined versions of clocks.

The concepts of past and present are derived from time, and every era that has passed has a different story to tell. **It is necessary to retain the essence of the ancient timepieces in present-day gadgets, to ensure the continuance of human legacy.**

Can we articulate a clock that preserves the essence of past time in a futuristic version?



Fig: 3 - Clock towers of early times where timekeeping met public spaces

Brief

Any monument, erected in public, needs to serve a purpose as it is **capable of affecting the thinking of people**. In any case, criticism is constant, since one design cannot appease everyone. Instead of focusing on how it is received, we must design so as to **stimulate... anticipation, conversation and contemplation, and so on**.

Brief: Design a public timepiece that reflects the advancement of humans through millennia.

Basic design principles can be used to play with, create a conceptual timepiece design that uses contextual elements and history, to instill uniqueness. The effect materials have on public spaces is also a major feature that should be taken into consideration.

The aim of the challenge is to understand how the physical device that measures the abstract concept of time, can be designed to be a representation of time itself. **A public timepiece that stands as a philosophical and technological timestamp, could become a modern monument of timekeeping, for generations to come.**

Objectives

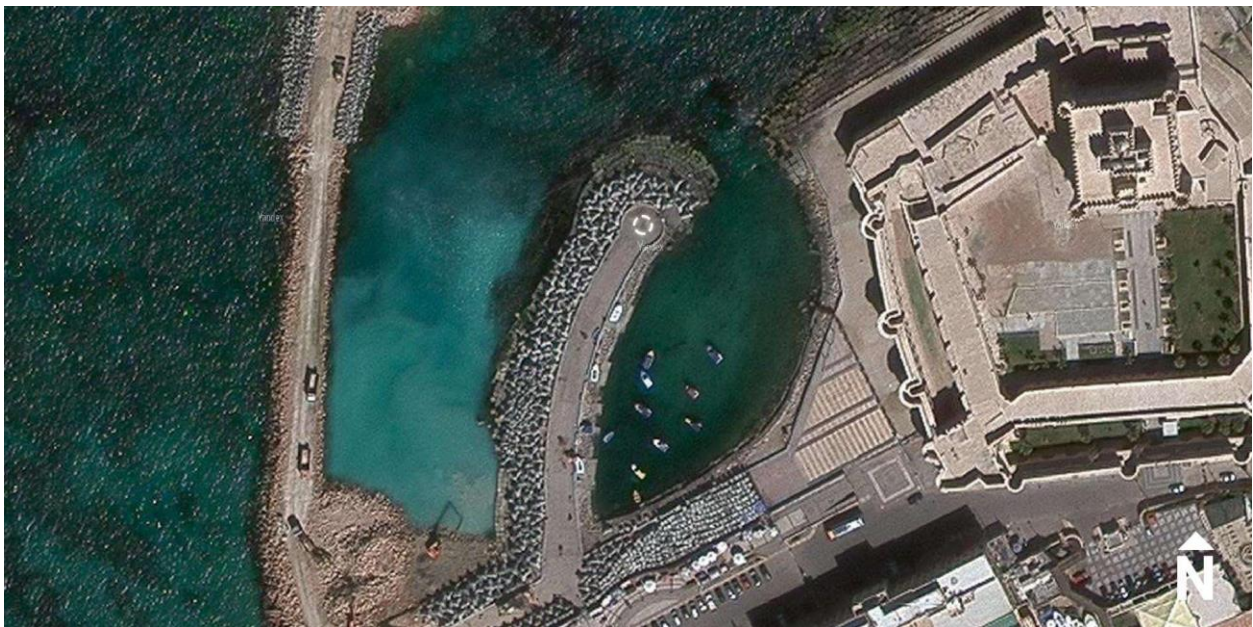
Ideation - The theme is to derive a suitable expression of time and this must be represented adequately in the design proposal

Blend - A seamless blend of the past and the present, must be achieved to design a timeless timepiece, for an unpredictable future.

Landmark - The design must create a visual impact on the context. Consider material palette, form, lighting, and so on.

Context - The design must take into consideration the site conditions and the culture and heritage of its surrounding

Site



The site is located in **Alexandria, Egypt**. Alexandria is the largest city along the Mediterranean and a popular tourist spot. The land has a rich history, but very few physical pieces of it were able to survive since most of them were lost due to constant warfare.

Despite this loss, there are many libraries and museums that have been built to display the remaining relics of their past heritage. The sundial, the oldest form of timekeeping, was a clock invented in the city. From the knowledge of shadow lengths, the time of day is calculated by the apparent position of the Sun in the sky.

Our site is located by the **Citadel of Qaitbay**, a harbor-front fortress, built in the 15th century. It is now a historic battle museum that attracts a lot of visitors. The site is a man-made platform, which is currently serving as a viewpoint for the fortress, facing the ocean.

Site area = 15 sqm

Ground coverage - 40%

Height restrictions - 10m

Coordinates - 31°12'49.5"N 29°53'02.7"E

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.

Discover the full submission tutorial here: <https://to.uni.xyz/uploadtutorial>

Submission Requirements

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

1. Recommended number of sheets/presentation images/boards:
3 (Three) of size [2800px x 3500px] in portrait digital format (JPEG only).
2. Minimum 3 (Three) & No maximum sheet limit. Each image should be less than 15MB.
(Do not submit PNG format)
3. Minimum requisite submissions are sheets/boards + Cover image containing:
 - a. 1 x Key concept section
 - b. 3D views x 4
 - c. Additional cover image of 2000px x 1000px
 - d. Write an article/story in the Journal section# of the project (of about 700-1000 words) answering the questions given in the guide pdf.

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

Additional 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 resource folder of this competition contains:

Submission Format files in PSD | AI | InDD, Guide to Journal Section + Questions, A few site Images, and CAD file of the Site plan.

Learn more on: <https://uni.xyz/competitions/transcend/info/about>

<https://uni.xyz/competitions>

Base Rules

- + The competitions are 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 mark of identification.
- + Your submission is linked to your UNI user account which stands as your identification, we do not have any identification codes.
- + 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

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

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.

Programme/Spaces: How the spaces are conceived along with the programme.

Design Outcome The final architectural outcome of the solution.

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 fulfill the above given criterions first in their design. Names of the jury panel will be announced soon.

Disqualification

The competition is protected by our [disqualification policy](#) to support fair play in a competitive environment like UNI. Participants are requested to stick to the details in the brief and connect with the curatorial committee on contact@uni.xyz in case of doubts or revisions.

Please check the link above for details. Failure to adherence may lead to soft or hard disqualification based on the violation.

Yearbook



Winners of this competition will get published in our annual publication known as **UNI Design Explorer** which is released every year. This particular publication is one of the most important design resources released every year for the design community on UNI. Earn these bragging rights by participating in this competition. The project titles featured in this publication series are Winner, Runner-up*, Honorable Mention*, People's Choice, and Editor's Choice.

*These titles vary from competition to competition. Please refer to the Award & Fees section for more information.

<https://uni.xyz/competitions>

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 here: <https://uni.xyz/competitions/transcend/info/about>

Follow us on -

Facebook: <https://www.facebook.com/unidesigntogether>

Instagram: <https://www.instagram.com/uni.xyz>

Linked In: <https://www.linkedin.com/company/unidesigntogether/>

Twitter: <https://twitter.com/uniQxyz>