

# INTO THE RABBIT HOLE

International Abstract Design Competition



## INTRODUCTION

The pandemic has proven to be a test for relation between human and architecture, lockdown – The experience of living within the four walls. How architecture affected your mind in the lockdown? What are stressed architectural spaces? What was the state of your mind as you were locked down? This pandemic has created an increased urgency to strengthen mental health care. We also realised the importance of role of architecture in mental health.

This competition aims to explore the **use of imagination** to design architecture spaces that can heal human mind. Explore your ideas at extreme levels. We as architects and designers are responsible more for the well-being of people. So let's get more creative and come up extraordinary solutions for this urgent issue faced by humanity.

We do not expect literal designs, we expect ideas and design development beyond the conditioned thinking.

Nothing is unreal!

*“The first step is to establish that something is possible. Then probability will occur.”*

**– Elon Musk**

### We expect:

To break the banality of healing architecture designs and test extreme possibilities in architectural design.

Think outside the box. In fact don't even consider the box ever existed create your own geometry, your own volume and an underland of your own. A space that has the capacity to heal stressed living being.

Everything starts with imagination – an idea – that may seem unreal initially but you never know.

Keywords: *Rabbit Hole, Underland, Imagination, Healing Architecture*

- **Rabbit Hole:** *A complexly bizarre / difficult state or situation conceived of as a hole into which one falls or descends.*
- **Design the underland:** *How architecture can help address mental health, architectural intervention into stressed spaces.*
- **Imagination:** *Use your imagination to convert melancholic experience into architectural healing.*

*"Logic will get you from A to B. Imagination will get you everywhere.."*

**- Albert Einstein.**

## GUIDELINES / RULES

- Site / Location: It can be hypothetical or real, choose wisely.
- You have to **design a world of your own**, the world could simply be **a single structure or a complex structure**.
- No specification, use your mind to generate an ultimate space that heals.
- The two words to remember **'IMAGINATION' & 'HEALING'**
- We are not expecting a mental health facility but an intervention that heals mind. (Abstract ideas)
- Drawing requirements: Conceptual (Priority), Plans, Sections, Elevations, Views.
- Support your design with all possible explanation, (Formats that are accepted: Text, Video, Audio and the most obvious drawings)
- These ideas will act as the foundation for further design development. This is the first step. Experiment to the extreme.

*\*It is an abstract design competition, so do not hesitate to ask questions in case of doubts email us at [hello@artuminate.com](mailto:hello@artuminate.com)*

*(Subject: ITRH- Query | Body: Your query)*

## PARTICIPATION

- This competition is open to all the designers and design student.
- We welcome architecture university students to participate as representatives for their university and spread the word among the fellow students.

*\*To know more about being representatives and benefits contact us at [hello@artuminate.com](mailto:hello@artuminate.com) (email subject: Representative volunteer)*

## SUBMISSION REQUIREMENTS

- Presentation Board (Min. **02** Max. **05** no | size: **A1 Landscape format**)
- Text Summary (Min. 300 words)

## JUDGMENT CRITERIA

- Conceptual development
- Design development
- Presentation
- Originality
- Description

## JURY

- **Mariana Cabugueira Custodio dos Santos** *(Senior Architect and Urban Designer -Zaha Hadid Architects)*
- **Andreea Felciuc** *(Founder - FAAR Concept Studio s.r.l.)*
- **Sunanda Satwah** *(Principal Architect | SUNARCS, design consultancy firm)*
- **& more**

## SUBMISSION GUIDELINES

- Download the submission folder (A zip folder).
- Upload all the requirements in the designated folder and rename the folders as mentioned on the info card in the folder.
- Rename the folder with your participation code.
- Upload the folder to google drive / dropbox
- Email the link in the format mentioned below:
  - Email address: [submit@archiol.com](mailto:submit@archiol.com)
  - Email Subject: ITRH\_your code (example: *ITRH\_XX\_XXX\_2202\_US*)

*\*Do not ask any queries on [submit@archiol.com](mailto:submit@archiol.com), email all your queries to [hello@artuminate.com](mailto:hello@artuminate.com).*

## TIMELINE

**Registration deadline:** 30th June 2022

- AR (advanced registration): 1st March 2022 – 15th March 2022
- ER(early registration): 16th March 2022 – 31st March 2022
- SRL1 (standard registration level 1): 1st April 2022 – 15th April 2022
- SRL2 (standard registration level 2): 16th April 2022 – 30th April 2022
- SRL3 (standard registration level 3): 1st May 2022 – 15th May 2022
- SRL4 (standard registration level 4): 16th May 2022 – 31st May 2022
- LR (late registration): 1st June 2022 – 15th June 2022
- CR(countdown registration): 16th June 2022 – 30th June 2022

**Submission deadline:** 15th July 2022

**Result Announcement:** 25th August 2022

*Participants will be notified in case of an update in the timeline.*

## FEES

- AR (advanced registration): 1st March 2022 – 15th March 2022 → **\$25 (INT) / ₹500(IND)**
- ER(early registration): 16th March 2022 – 31st March 2022 **\$27 (INT) / ₹800(IND)**
- SRL1 (standard registration level 1): 1st April 2022 – 15th April 2022 →**\$32 (INT) / ₹900(IND)**
- SRL2 (standard registration level 2): 16th April 2022 – 30th April 2022 →**\$37 (INT) / ₹1000(IND)**
- SRL3 (standard registration level 3): 1st May 2022 – 15th May 2022 →**\$39 (INT) / ₹1500(IND)**
- SRL4 (standard registration level 4): 16th May 2022 – 31st May 2022 →**\$42 (INT) / ₹2000(IND)**
- LR (late registration): 1st June 2022 – 15th June 2022 →**\$47 (INT) / ₹2500(IND)**
- CR(countdown registration): 16th June 2022 – 30th June 2022 →**\$57 (INT) / ₹2600(IND)**

*\*(INT) – International payments /\*(IND) – Indian payments  
Above mentioned fees is inclusive of taxes. The final amount to pay (No extra charges)*

## PRIZES

- **PUBLICATION**  
News announcement on global platforms (platforms partnered with us - Global exposure.)  
Design feature on our platform
- **INTERVIEWS**  
Exclusive Interview in both text & video format (Video feature on our home page)
- **ATTESTED CERTIFICATE**  
Certificate of achievement will be awarded to our winners / honourable mentions & a participation certificate to all our participants
- **PUBLICATION OF ARTICLE / DESIGN**  
Design / article feature on our partnering platform.
- **JURY CRITS / COMMENTS ON YOUR ENTRY WITH DETAILS**  
Comments from our jurors for improvement and appreciation.
- **& MORE**

## REGISTRATION:

Visit our website: [www.artuminate.com](http://www.artuminate.com)

Click the competition banner: Into the Rabbit Hole –  
[https://www.artuminate.com/annual-competition/into\\_the\\_hole\\_abstract\\_design](https://www.artuminate.com/annual-competition/into_the_hole_abstract_design)

Scroll down to the bottom and click on the registration button

- International Registration:
  - <https://www.archiol.com/registration>
  - <https://www.artuminate.com/international-registration>
- Indian Registration:
  - <https://www.artuminate.com/product-page/into-the-hole-design-competition>
  - Use Razorpay – Payment gateway in case you are unable to pay using PayU

## ORGANISERS:

- ARTUMINATE – [www.artuminate.com](http://www.artuminate.com)
- ARCHIOL – [www.archiol.com](http://www.archiol.com)

## CONTACT:

- Doubts /Queries related to competition: [hello@artuminate.com](mailto:hello@artuminate.com)
- Request an online chat support for queries: *DM (Instagram) @archi\_ol (Team will redirect you the chat support)*
- Payment related queries: [media@archiol.com](mailto:media@archiol.com)  
(Once you receive a successful registration, it means that you have been registered).

