

# RE-IMAGINING COMMERCIAL SIGNAGES IN PANAJI

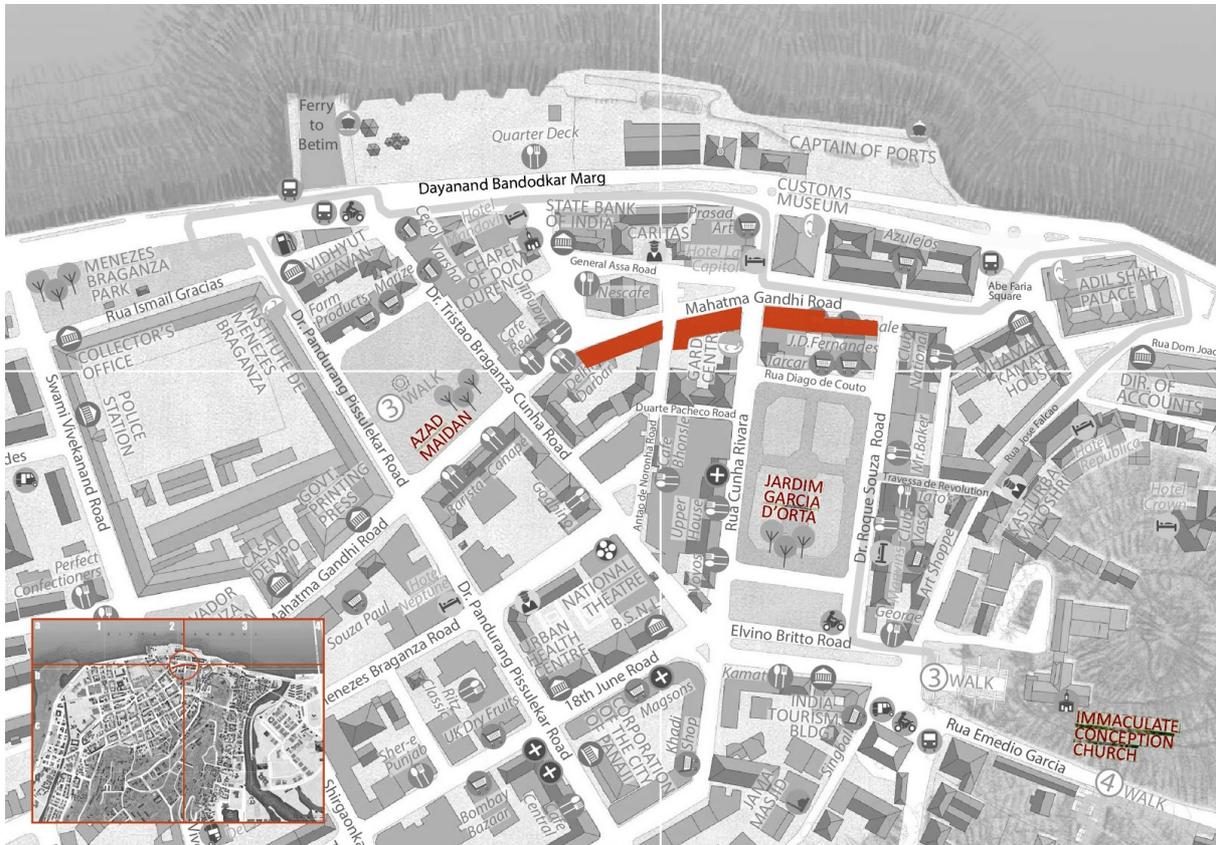
## DESIGN COMPETITION BRIEF

### BACKGROUND

Commercial signages help in promoting business of an advertiser by communicating its business to its visitors and citizens in general. Besides this primary purpose, it contributes to visual continuity and uniformity throughout the city. When left unregulated, signages create visual clutter affecting the character of an area, alter facade of a building and jeopardize its structural integrity, pose a threat to pedestrians and distract motorists. Hence, commercial signage plays a vital role in the image making of a city.

With the intention to revamp the image of Panaji city by regulating signages, the Charles Correa Foundation in collaboration with the City Corporation of Panaji completed a research project on the topic 'Guidelines for Commercial Signages in Panaji'; analyzing different typology of shops, feature of building facades and prevalent signage types used in the commercial establishments throughout the city. As a practical extension of this research, the competition intends to understand the impact of such regulation on the character of an area while discerning the beneficiary's reality, simultaneously examining the feasibility of the proposed guidelines and reviewing its ease of usage.

The design competition aims at re-imagining commercial signages in the selected area of MG Road in Panaji (please refer the site plan given below). The competition requires the participants to design and locate signages on the basis of a given set of guidelines, contextual analysis of the site, locally available resources and user-specific needs that will help in promoting the local business as well as enhancing the character of the area.



INDICATIVE SITE PLAN

Coordinates : 15.50047, 73.82871 to 15.500444, 73.827194



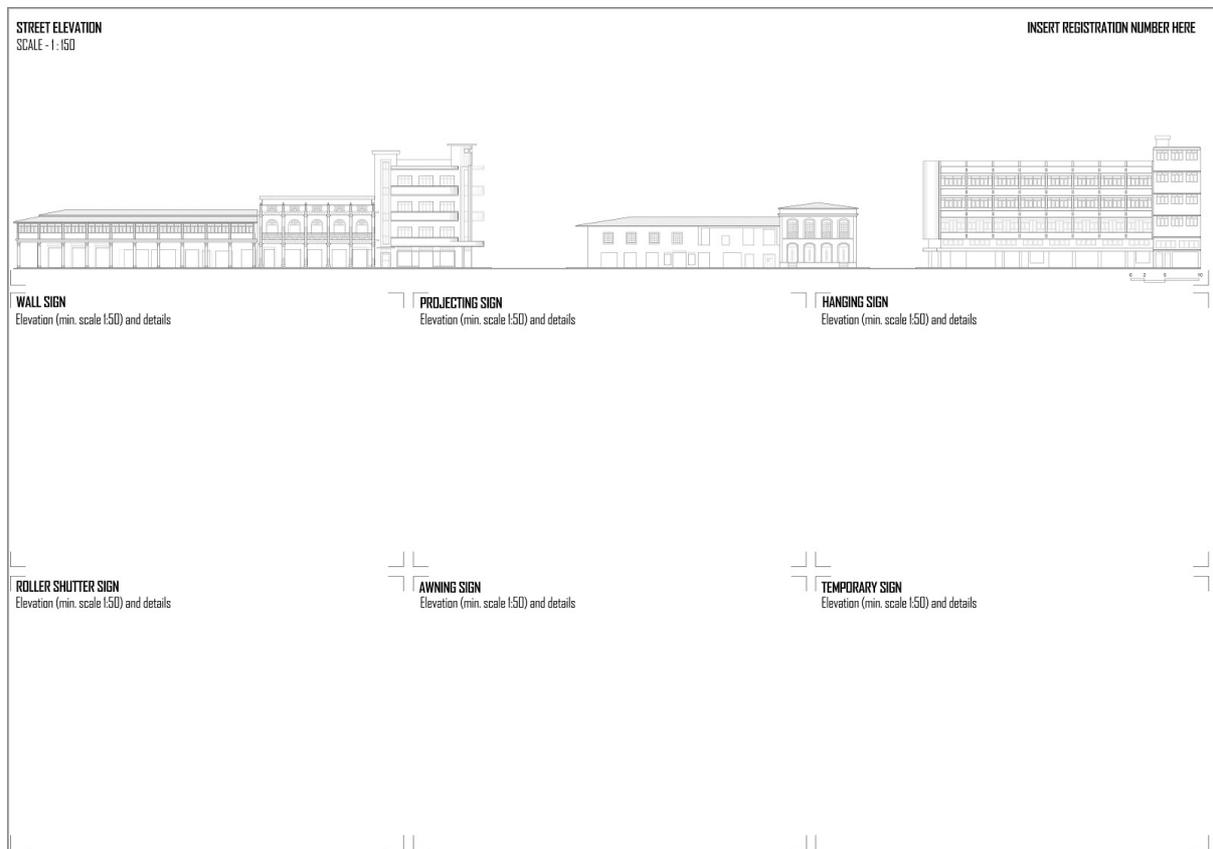
The proposal will include two components. One, designing of the possible signs that can be used in a shop (single or multiple) for all the shops in the selected site and their placement in the street elevation. Here, it's crucial to ensure uniformity in all the different types of signages used from a single shop to all the shops in the street. Second, detailing of six different typologies of signs that are proposed in the street elevation that can be illustrated in terms of, but is not limited to the concept, design, graphics, size, location, internal or external illumination, material, finishes, installation method, etc. The participants are encouraged to detail every aspect of signages possible.

In any commercial establishment, it is observed that while physical features of the building influence the usage of a certain types of signages, the more intangible features such as the retail or service typology of shops, sale of single-multiple product, brand identity of a shop, etc. impacts the number of signages used per shop and the content on these signages. Hence, we strongly recommend the participants to visit the site and interact with the shopkeepers to understand the usage of signages. It is also expected of the participants to use the real nomenclature of shops while designing.

## SUBMISSION DETAILS

The participants are required to submit their proposal **on or before 20 March 2018 by 12:00 p.m.** to [convener@charlescorreaofoundation.org](mailto:convener@charlescorreaofoundation.org). The documents to be submitted (in a PDF format) are:

1. A0 sheet as per the given template with the location of the following two components :
  - a. Overall appropriation of street signages
  - b. Detailing of six different typologies of signs



**A0 SHEET TEMPLATE**

Size : 33.1 x 46.8 in



The A0 sheet will be a high resolution document (300 dpi) and the size of the sheet should not exceed 20MB.

2. A brief write-up on A4 sheet describing the main idea of the proposal not exceeding 500 words.
3. On the jury day, the participants will be given a maximum of 15 minutes time to give a presentation on their submitted work. If required, the participants can include a maximum of 10 additional slides to give any detail that supports their proposal.

**Note:**

The documents to be submitted should be named according to your registration number -

1. RCSP\_00X\_A0 for A0 Sheet
2. RCSP\_00X\_A4 for A4 Writeup
3. RCSP\_00X\_PPT for presentation

## **EVALUATION CRITERIA**

The submitted work will be judged on the basis of the following criterias :

1. Analysis of site
2. Following set of guidelines
3. The level of design and detailing of signages
4. Design intent
5. The quality of graphics

## **JURY AND AWARDS**

The entries will be evaluated by a five member jury panel including architects, designers and consultants from across India and will be awarded the prizes in the following three categories :

### **CATEGORY 1**

Overall appropriation of street signages - Rs. 50,000

### **CATEGORY 2**

Design and detailing of signages - Rs. 50,000

### **CATEGORY 3**

People's Choice Award - Rs. 20,000

## **DOCKET CONTENTS**

The docket comprises of the following documents for the participants :

1. Indicative site plan
2. Site Location
3. A0 Template
4. Guidelines
5. Site elevation
6. Site photographs



## COMPETITION RULES

Participation in the competition implies unconditional acceptance of the Competition Rules. The following are the competition rules :

1. As the organizers will be printing the submitted entries, they will not be returned to the authors.
2. The entries submitted by the participants will be displayed in an exhibition as a part of the competition. These may also be exhibited elsewhere after the competition at the discretion of the organizer.
3. The organizer retains the right of duplication and publication of any or all materials submitted for the competition, and there shall be no obligation whatsoever to the participants, beyond the acknowledgment of the authorship of the works exhibited or published.
4. Participants are not allowed to have their submissions (or any part thereof) published in any way before the competition ends.
5. Participants are prohibited from contacting any member of the jury prior to or during the competition process.
6. Participants are expected to produce work of professional standards and shall strictly comply by competition deadlines.

## IMPORTANT DATES

Opening of the Competition	20 February 2018	12:00 p.m.
Submission Deadline	20 March 2018	12:00 p.m.
Presentation of participants to jury, Public Discussion, and Distribution of prizes at Fundacao Oriente	24 March 2018	09:00 a.m. - 04:30 p.m.
Exhibition at Fundacao Oriente	24 - 25 March 2018	10:00 a.m. - 08:00 p.m.
Exhibition at Azad Maidan	30 - 31 March 2018	10:00 a.m. - 08:00 p.m.

The submitted work of the participants will be exhibited for three days for public viewing. The jury will be followed by a public discussion session including the shopkeepers of the selected site, after which the prizes will be distributed. The detailed schedule of the jury day will be provided to the participants upon confirmation of their submission.

For any information or query please write to the following email id including tag #competition into the subject of your email.

[convener@charlescorreaofoundation.org](mailto:convener@charlescorreaofoundation.org)

