

3RD PHDCCI
ARCHITECTURE EXCELLENCE
RECOGNITIONS
2024

RECOGNITION
CATEGORIES

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PHDCCI ARCHITECTURE EXCELLENCE RECOGNITIONS 2024 – CATEGORIES QUALIFICATION AND DISCRPTION

1 INTRODUCTION

Architecture embodies the spirit, achievements, and values of a civilization. It stands as a tangible testament to human creativity, cultural expression, technological advancements, and societal progress. Through architectural design, civilizations celebrate their unique identity, leave a lasting legacy, and shape the physical environment in ways that enrich the human experience.

The Architectural Designs have unique capability to transcend time and space and speak to the witness. It creates a magic that awes and inspires people to keep pushing the limits of creativity and execution. Working at the edge of Civilization they tame forces of nature to enable human civilization to expand and prosper.

The Architecture Excellence Recognitions is an initiative by PHD Chamber of Commerce and Industry (PHDCCI) to honour exemplary contribution made by Architecture Professionals.

2 QUALIFICATION FOR THE RECOGNITIONS

All Applications for Architecture Excellence Recognitions were accepted upon qualification of the following criteria:

- **Primary Criteria:**
 - **Professional Qualification:**
 - Individuals holding Professional License to Practice Architecture in India need only apply for the Recognitions Program;
 - Firms incorporated for undertaking the business of Architects with limited and unlimited liabilities may also apply for the Recognitions Program;
 - **Project for Evaluation:**
 - The Project of Evaluation should be under the undisputed aegis of the applicant. All shared and Co-Creation projects will be excluded unless clear aegis of the work is established;
 - In case of Co-Creation projects, NOC may be provided from the Project Collaborators to avoid any disputes;
 - The Designed Space has to be completed during 1st April 2018 to the Notification Date in 2024.
 - The Spaces have to be in active usage at the time of evaluation;
- **Essential Criteria:**
 - The applicant should not be debarred from the practice as an Architect at the time of making the application for the Recognitions;
 - One Project of Evaluation cannot be Applied by two different Individuals or Firms unless the scope of work undertaken by them is different and Valid NOC is submitted from other Collaborating Partners;
 - Projects that have penalties imposed for non-compliance of the guidelines issued by Regulatory Authorities would be excluded for the purposes of the Recognitions Program;
 - Decision of the Esteemed Jury will be Final and Binding on all parties to the Recognitions Program;

3 COMPONENTS OF EVALUATION

Architecture Excellence Recognitions is mandated to follow a 360° approach to evaluation of the Projects. The Essentials for Evaluation include the following Parameters:

- **Design Concept (Weightage – 20%):** A fundamental concept or theme drives the design decisions and shapes the overall form, function, and aesthetics of a building or space. The design concept is the starting point for an architect to develop a coherent and meaningful design solution that responds to the project's specific requirements and context. The markers for evaluating are:
 - *Enumeration of basic thought and concept*
 - *Description of design philosophy*
 - *Challenges*
 - *Area Program*
 - *Zoning, classification of activities, etc.*
 - *Circulation*
 - *Material Palette*

- **Architectural design (Weightage – 45%):** It is the process of envisioning, planning, and creating the physical and spatial form of buildings, structures, and spaces. It is a creative and problem-solving discipline that combines art, science, and technology to design structures that meet human needs and enhance the built environment.
 - *Site Analysis*
 - *Climate, Geological, Geographical and Cultural response*
 - *Architectural Form-3D development*
 - *Basic floor plans*
 - *Basic elevations*
 - *Basic sections*
 - *Architectural materials and usage*
 - *Architectural detailing*

- **Sustainability (Weightage – 15%):** *Optimize your BUILDING assets for long-term value* as defined by Siemens would include the following:
 - *Sustainability and environmentally concepts*
 - *Passive methods*
 - *Energy generation and conservation*
 - *Water recycle, harvesting, recharge and conservation*
 - *Contextual implications*
 - *Responsibility Index*
 - *Sustainable materials and relevant details*

- **Perception (Weightage – 20%):** It is the Perception generated in an untutored mind that is the most valued evaluation for an architect. This is common to all forms of arts, wherein without getting into the technicalities purely as an impression a subject is evaluated. It is these subliminal understanding about a project that arises in the minds of an observer that acts as a true barometer of the Architects success. The Perception markers would include the following:
 - *Visual perception by general public and untutored mind*
 - *Users opinion and perception*
 - *Functionality*
 - *Ageing and maintenance*
 - *Post Occupancy Evaluation Index and value*

The aforesaid are the essential themes that intend to capture the essence of the project. There were definitely other evaluation parameters that were specific to the Recognition Categories; however, the larger evaluation was based on the aspects discussed.

4 ARCHITECTURE RECOGNITION CATEGORIES

The Classification of Projects are based on similarity of Ideas. However, the evaluators have taken great care in Classifying and categorizing the projects, there did exist overlaps wherein the categorization provided did not agree with the point of view of the applicants. However, the decision of Categorization of Applications and Projects of the Evaluators has prevailed and confirmed by the esteemed Jury.

Based on the Previous Year, the following Categorizations are being proposed for AER2024:

4.1 C1: JURY CHOICES

The Jury adjudicated the following Category of Recognitions:

4.1.1 C1R1: LIFETIME ACHIEVEMENT - EDUCATOR:

Teachers have a pivotal role to play in the Study and Practice of Architecture. They hold the compass and channelize the growth energies. They also build the foundations for ethical practice for the profession.

4.1.2 C1R2: LIFETIME ACHIEVEMENT – PRACTICING ARCHITECT:

Practicing Architects spend a lifetime building infrastructure facilities for other people. It is the dwellings built by them that the society finds shelters and livelihoods. It is time to celebrate a lifetime spent on enabling human life in its pursuits.

4.1.3 C1R3: LIFETIME ACHIEVEMENT – PUBLIC SERVICE GOVERNMENT ARCHITECT

The Architects in Public Services create the most iconic structures of any City. These would include Iconic Government Buildings, Bus Stands and Railway Stations, Parks and the like. Despite the enormous contribution made by them to urban life, they are seldom celebrated.

AER intends to recognize their Lifetime Contribution to Quality of Life made by them. The Recognition will be given by the Jury to Architects who have spent a lifetime in public service and given us cherished landmarks.

4.1.4 C1R4: BOUNDLESS ACHIEVEMENT AS AN ARCHITECT

It is a common perception that the Achievements of Architects is limited to building towns and structures. A very large realm of their work is however, hidden from the public eye wherein they work silently with disadvantaged Communities, local arts & crafts, rehabilitation of people and Rejuvenation of critical infrastructure.

AER aims to recognize the unsung achievements of the community by bringing forth these stories.

4.1.5 C1R5: ARCHITECT OF THE YEAR

Architects that have displayed professional prowess in the conduct of the profession and delivered outstanding projects will be recognized by the AER. This Recognition will be provided based on submission of **at least two designs across the various categories.**

4.1.6 C1R6: HARBINGER OF CHANGE – ARCHITECT UNDER 40

AER intends to be a premier platform for the Young Architects to showcase their work and get recognized. This will also help in cross pollination of ideas and mixing of the fraternity. This Recognition will be provided based on submission of **at least two designs across the various categories.**

4.2 C2: DELIVERED PROJECTS – RESIDENTIAL DESIGNS

4.2.1 C2R1: RESIDENTIAL DESIGN – SMALL INDEPENDENT HOUSE (1000 S.Q TO 5000 SQ. FEET OF BUILT – UP AREA)

The Independent housing gives a lot of flexibility to the Architect to design the Spaces. The Independent housing projects also have space and resource constraints. The Aesthetics have a major role to play in the designs and execution of these projects. The small Independent House needs to focus on economical usage of space and facilitate the free flow of daily activities of the household.

4.2.2 C2R2: RESIDENTIAL DESIGN – LARGE INDEPENDENT HOUSE (MORE THAN 5000 SQ. FEET OF COVERED AREA)

The Large Independent House gives the liberty to the Architect to design the spaces as per the personality of the occupants. The Economics plays an important part however, the options that can be explored are often much more. Apart from the necessary the designer can experiment with new ideas and give the design a unique personality.

4.2.3 C2R3: RESIDENTIAL DESIGN – AFFORDABLE HOUSING (AS PER PMAY)

One of the greatest challenges faced by the Architecture Community is to design affordable housing projects. India has embarked upon the largest Housing for All program in human history under the Pradhan Mantri Awas Yojna (PMAY). The aim is to provide pucca accommodation to every Indian. Architects have to employ creativity, ingenuity and innovation to achieve this goal of Universal Housing.

4.2.4 C2R4: RESIDENTIAL DESIGNS – GROUP HOUSING (OTHER THAN PMAY)

Modern Urban Housing is the bulwark of urbanization. It has to create spaces for families in the midst of constraints. It has to create harmony among various activities. The Apartments are designed keeping in mind the generalized requirements of a socio-economic class of families.

This category will include all Group Housing Schemes apart from PMAY scheme of the Government.

4.2.5 C2R5: INNOVATIVE RESIDENTIAL DESIGN

Given the growing challenges of Urbanisation, the Architects have to devise innovation design responses to create spaces. This Category will be looking at ingenuity and out-of-the-box ideas deployed by architects to mitigate challenges. Innovation is the primary driver for this Recognition and the submissions from both Individual and Group Housing will be evaluated.

4.3 C3: DELIVERED PROJECTS – COMMERCIAL SPACES

4.3.1 C3R1: COMMERCIAL DESIGN – OFFICE BUILDING (LESS THAN 0.5 MILLION SQ. FEET BUILT - UP AREA)

Spaces designed for Commercial Activities have to be designed in a manner that it increases the energy levels of the occupants. It needs to achieve collaboration when working in teams and inspire focus when working alone. The Jury appreciates the constraints of Building Office Spaces which are Less than 0.5 Million Sq. Feet Built - Up Area. Hence, the efforts involved in creating these spaces are appreciated and recognised.

4.3.2 C3R2: COMMERCIAL DESIGN – OFFICE BUILDING (MORE THAN 0.5 MILLION SQ. FEET BUILT - UP AREA)

Designing Spaces for large work groups is a complex task. Adequate spaces have to be created in a manner that the working becomes pleasurable experience. Since a large number of people will be occupying the space sustainability and resource optimization need to be the corner stones of the building. The Jury appreciates these challenges and hence, has accorded this recognition to honour the effort.

4.3.3 C3R3: INDUSTRIAL BUILDING

Industrial Design is the physical manifestation of the Workflows. It is always expanding the frontiers of Design by provisioning efficiency and scale. Industrial Designs have to build harmony in the working of both man and machine and achieve higher levels of Productivity.

The Jury has accorded this Recognition in appreciation of the work done in the field of Industrial Design.

4.3.4 C3R4: COMMERCIAL DESIGN – HOTELS & RESORTS

Hotels & Resorts are the defining Structures of our times. They are symbols of Convenience and luxury. They challenge the Design Community to innovate and create benchmarks for future projects.

These are phenomenal Design achievement wherein the nature is allowed to build the mood and ambiance for cohabitation. Delicate balance has to be achieved to ensure that the conveniences required are provided without compromising the richness of nature.

4.4 C4: SOCIAL & PUBLIC SPACES DESIGN

Public Spaces are designed and Built by Governments and Public Utility Organisations like Electricity Boards, Transport Departments, Postal Offices, Railways and Municipal Authorities to deliver public services. These spaces see a huge footfall around the year. The wear and tear of these spaces happens at a very large scale. The Designing of these spaces have their unique dynamics which have to be addressed.

4.4.1 C4R1: COMMERCIAL RETAIL SPACE DESIGN

Shopping Spaces have to be extremely inviting for the subtle mind. The overtures have to be such that it encourages the visitors to spend time at the venue. It needs to be provided a design that heightens the alertness of the visitor and encourages an exploratory attitude.

4.4.2 C4R2: HEALTHCARE SPACE DESIGN

Healthcare Facilities are very complex designs wherein ease of access for patients and doctors alike has to be maintained. It has to make space for complex apparatus, Operation Theatres, Patient lodgings, etc.

4.4.3 C4R3: EDUCATIONAL INSTITUTION DESIGN

Educational Institutional are unique wherein the Overtures of the buildings have to be inviting for the Students. It has to ensure that Students are absolutely safe in the campus. The designs have to make spaces for the various activities to be undertaken at the Educational Institution.

4.4.4 C4R4: URBAN SPACE INTERVENTION

Urban Space interventions would include Architectural Intervention in places like Entry Gates to Towns or Institutions, Dead Spaces under flyovers, roundabouts, sidewalks, Market places, etc. which reinvents the character and adds vibrancy to unused areas. These require leaps of imagination, creativity and innovation.

4.4.5 C4R5: LARGE CIVIC AMENITIES

Enabling hassle-free mobility for visitors is an obstinate challenge for Public Utility junctions. Multiple projects have been implemented to mitigate these challenges wherein innovative solutions have been implemented. The following Junctions may apply for these Recognitions:

- Railway Stations
- Airports
- Bus Stands
- Billing Stations
- Stadiums
- Pubic Conveniences

4.5 C5: DISTINCTIVE DESIGN

4.5.1 C5R1: DISTINCTIVE BUILDING DESIGN

Distinctive Building Design is a category which has a unique project brief and utility. These Buildings can be Special Buildings which cater to specific purposes. These may include building of Specially Challenged, Animals, Iconic Monuments, etc.

4.5.2 C5R2: RESTORATION AND RENOVATION ACHIEVEMENT

Restoration and Renovation of Old Structures has itself emerged as a very refined activity requiring a unique set of skills. The Activity has to be undertaken in such a way that:

- Historical and Cultural identity of the structure is preserved and continued;
- Authenticity of the structure is maintained using technology;
- The Structural Stability is reinforced for the safety of the users;
- Conservation of Materials has to be made so that the originality is maintained;

4.5.3 C5R3: BEST LANDSCAPE DESIGN

Landscape Design is a unique form of Architecture wherein open spaces are altered to tell a story. It is unique in the sense that the Architect has to work with living and non-living material to create a unique experience for the user. The Evaluation of the Landscape is based on the following markers:

- The Goal or Theme that has been set for the Design
- Site Analysis becomes a crucial component to under the promise and possibilities;
- Visual Appeal is paramount as the primary draw is the aesthetics of the creation;
- Innovation and creativity;

5 CATEGORY FOR INTERIOR DESIGNERS

The Profession of Interior Design transforms spaces into captivating, functional, and harmonious environments that enhance our lives. It combines art, science, and practicality to create aesthetically pleasing and purposeful spaces that reflect the personality, lifestyle, and aspirations of the occupants.

It makes living possible by developing a deep understanding about the functional requirements, personality and habits of the users. It is a very fine art which works with aesthetics, styles and harmony of living energies.

6 QUALIFICATION FOR THE DESIGN RECOGNITIONS

All Applications for Design Excellence Recognitions were accepted upon qualification of the following criteria:

- **Primary Criteria:**
 - **Individual/Firms practicing Interior Design Professionally.**
 - **Project Period:** Projects completed in the last 3 Years from the date of Notification of AER 2024.
 - In case of Co-Creation projects, NOC may be provided from the Project Collaborators to avoid any disputes;
- **Project for Evaluation:**
 - The Project of Evaluation should be under the undisputed aegis of the applicant. All shared and Co-Creation projects will be excluded unless clear aegis of the work is established;
 - In case of Co-Creation projects, NOC has be provided from the Project Collaborators to avoid any disputes;
 - The Spaces have to be in active usage at the time of evaluation;

7 INTERIOR DESIGN RECOGNITION CATEGORIES

7.1 D1: RESIDENTIAL & COMMERCIAL INTERIOR DESIGN

7.1.1 D1R1: BEST RESIDENTIAL INTERIOR DESIGN

This category focuses on interior designs for private residences, including houses, apartments, condominiums, and villas. It recognizes outstanding designs that create comfortable, functional, and visually appealing living spaces.

7.1.2 D1R2: BEST COMMERCIAL INTERIOR DESIGN

Commercial interior design covers a wide range of spaces such as offices, retail stores, restaurants, hotels, spas, and entertainment venues. It acknowledges designs that effectively cater to the specific needs of businesses, create unique brand identities, and enhance customer experiences.

8 EVALUATION

The Evaluation process will be two pronged. Equal importance will be given to Academia and Professional Experience. This will ensure that Recognitions are firmly rooted in the Technical Soundness and Practicality.

The Evaluation of the nominations will be undertaken by the following:

- **Jury Verdicts:** Eminent Persons from the professions will be invited to join the Jury Duty and evaluate the Nominations.
- **Jury Sub-committees** - In case, some categories receive more than 8 Nominations, the Hon'ble Jury Members may be required to form sub-committees to Shortlist the Nominations for final Evaluation.

8.1 PROCESS FLOW FOR EVALUATION

The Evaluation process to be followed has been discussed sequentially:

- **Gathering Nominations:** The awareness generation and Gathering of Nominations for the Recognitions will be done by PHDCCI. Both online and offline methodologies will be adopted to encourage the Architects to file nominations. A webpage has been developed and integrated on the PHDCCI National Server and the same is available as an e-banner on the PHDCCI Ins & Outs Website. All participants are required to file the nominations online. In case, the Participants have any difficulty to understand the process PHDCCI officials will help them by providing clarifications. PHDCCI will be responsible only for the fulfilment of the data requirements for evaluation.
- **Evaluation Team** –Evaluation Team will be breaking the submissions into various datasets. These Datasets will be nested based on Attributes and Vantage points. Based on the Nesting, the parameters for evaluation will be arrived at based on the Design Concept, Architecture Design, Sustainability and Impressions.
- **Jury Submission:** Evaluation Team will make a detailed Submission to the Esteemed Jury Members. All the parameters for the assessment will be deliberated in detail and agreed upon. The Weights will be assigned accordingly to all the agreed parameters.
- **Additional Data Collection:** Evaluation Team will follow up for collection of Additional Information, if required, for further assessment. These data points will be nested further on the evaluation grid for each of the nominees.
- **Evaluation process:** The Evaluation Process will be two pronged. A Sub-Committee of the Jury Members will scrutinize the Categories that have received more than 8 nominations for Shortlisting. Further, based on the shortlisting parameters the final list of projects eligible for Jury Evaluation will be identified and submitted to the Jury. The Jury will then evaluate the Nominations and accord scores.
- **Jury Privilege:** The Hon'ble Jury Members may unanimously exercise the privilege of According or Withdrawing a Recognition. The PHDCCI and Evaluators will abide by the decisions of the Jury.

Finally, the Jury Scores will be collated to arrive at the final scores for each of the Nominations. The Scores will then be shared with the Jury Members for their consensus. Upon receiving their consent, the same was shared with PHDCCI.

- All Participants will receive a Certificate of Appreciation from PHDCCI for Participation in AER 2024.

9 CONCLUSION

The Architecture Excellence Recognitions (AER), 2024, is going to be the 3rd Edition of the initiative started by PHDCCI. The Event intends to build the Recognitions Program as a forum where new ideas and trends are evaluated and recognised. It intends to showcase emerging talent in the fields of Interior Design and Architecture.

The process discussed above has been designed to minimize the biases and ensure a level playing field for all the nominations. The Process will help identify the emerging trends that are shaping the industry. Further, the Esteemed Jury Members will be able to satisfy themselves about the important aspects of the nominations before they provide their verdicts.