
EMOTIONS ON DISPLAY

International Museum Design Competition



Experiential Museum Design

International Design Competition

EMOTIONS ON DISPLAY

INTRODUCTION

Contemporary architecture has started to receive more accusations of emotional coldness, and restrictive aesthetics, distanced from humans and life (Pallasmaa, 2015).

An essential solution to improve the quality of life is to reconnect architecture with emotions and feelings. Architecture is the main element of our environment. Architecture has an impact on emotions followed by behaviour. As the architectural space changes, humans act, think, and feel differently. It is important to architect human emotions of positivity, to create an environment that reduces negative emotions.

Purpose:

Understanding the effectiveness of variations of environmental and design elements upon human emotions.

Objective:

Helping the visitor to understand the impact of different architectural spaces on their mind, identifying with their emotions and what are the environmental changes that they require for their well-being.

Design expectations:

- **An experimental model of a museum that displays emotions**
- Create spaces that evoke different emotions (Plutchik's model of emotions)
- The user should be able to identify with the emotion that overpowers their mind, so it is important for the designer to design spaces that specifically evoke certain emotions.
- Give importance to the transition spaces from one emotion to another.
- Spaces can be created as individual emotions or functional spaces that depict a particular emotion.
- The sequence of the emotions matters so zone them thoughtfully.
- You have to design a museum – that displays emotions, eventually leading to healing the visitor's mind.

Design elements that can be incorporated:

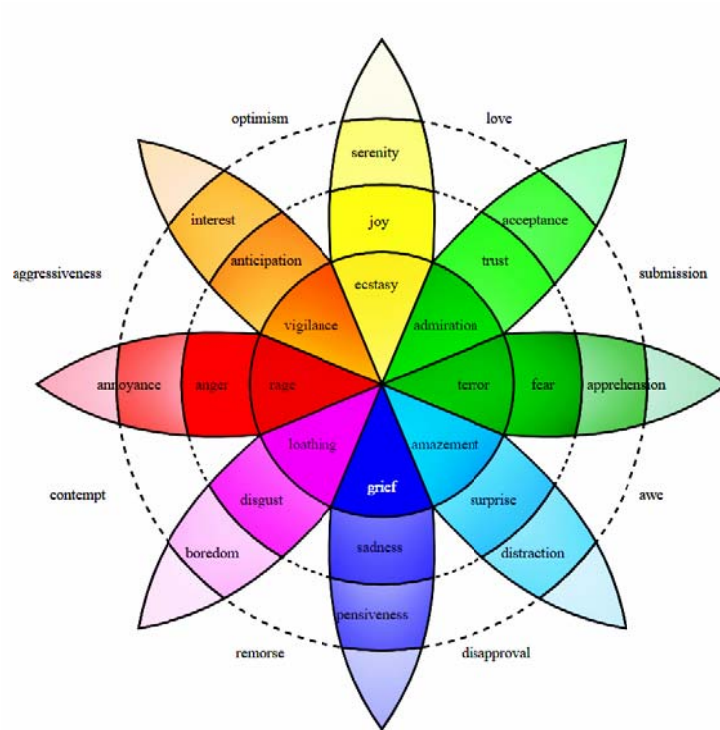
- Water elements
- Creating lively spaces
- Materiality
- Quality of Natural Light
- Psychology of colours
- Green elements
- Elements that improve the environmental temperature
- Noise level
- Geometry
- Heights
- views

Case studies:

- **'BIG WINDOW'** - Impact on human emotions & Behaviour
 - *(The famous)* Jewish Museum, Berlin – Daniel Libeskind
-

Supporting data:

Using Plutchik's Model of emotions:



Guidelines:

- **Site / Location:** It can be hypothetical or real, choose wisely.
- You have to design a museum – that displays emotions, eventually leading to healing the visitor's mind.
- The word to remember is '**Experiential**'.
- We are expecting spaces that people can experience and identify their own emotions
- Drawing requirements: Conceptual (Priority), Plans, Sections, Elevations, View.
- Support your design with all possible explanations, (Formats that are accepted: Text, Video, Audio and the most obvious drawings).

Key Idea to be remembered:

Contemporary architecture has started to receive more accusations of emotional coldness, restrictive aesthetics, and distanced from humans and life.

-Juhani Pallasmaa, 2015.

Key words to be remembered:

- **Emotions:** It is a feeling which results from one's mood, and circumstances.
 - **Experiential:** Involving or based on experience and observation.
 - **Holistic Architecture:** a humanistic approach that integrates the mind, body, and soul.
 - **Sensory Architecture:** the experiences of spaces through the means of using our senses and ability of perception.
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Participation:

- This competition is open to all.
- You can participate individually or as a team (Maximum 3 members in a team)
- University students can contact us for discounts – email us at hello@artuminate.com

Submission Requirements:

- Presentation Board (Min. 02 Max. 05 no | size: A1 Landscape format) – JPEG /JPG. format
- Text Summary (Min. 300 words) – Docx./Docs. format

Submission Guidelines:

- Download the submission folder (A zip folder) – Click the requirements button on our online brief.
- Upload all the requirements in the designated folder.
- Rename the folder with your participation code.
- Upload the folder to Google drive / drop box
- Email the link in the format mentioned below:
- Email address: submit@archiol.com
- Email Subject: EXMD_your code (example: *EXMD_XX_XXX_2202_US*)

**Do not ask any queries on submit@archiol.com, email all your queries to hello@artuminate.com.*

Judgment Criteria:

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

Jury:

To be announced.

Timeline:

- **Registration deadline:** 31st Dec 2022
- AR (advanced registration): 1st July 2022 – 15th July 2022
- ER(early registration): 16th July 2022 – 31st July 2022
- SRL1 (standard registration level 1): 1st August 2022 – 31st August 2022
- SRL2 (standard registration level 2): 1st September 2022 – 30th September 2022
- SRL3 (standard registration level 3): 1st October 2022 – 31st October 2022
- SRL4 (standard registration level 4): 1st November 2022 – 30th November 2022
- LR (late registration): 1st December 2022 – 15th December 2022
- CR(countdown registration): 16th December 2022 – 31st December 2022
- **Submission deadline:** 15th Jan 2023
- **Result Announcement:** 25th Feb 2023

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

Prizes:



JURY CRIT REPORT



CERTIFICATE



BESPOKE MEDAL



INTERVIEWS



PUBLICATION

- **BESPOKE MEDAL**
The competition winner receives a bespoke medal as a token of appreciation.
- **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

**All the certificates will be attested and e-format*

Fees:

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

**(INT) – International payments /*(IND) – Indian payments*

Registration:

Visit our website: www.artuminate.com

Click the competition banner:

Emotions on Display – <https://www.artuminate.com/annual-competition/emotions-on-display>

Organisers:

Artuminate – www.artuminate.com & Archiol – www.archiol.com



artuminate

Contact:

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

Emotions on Display

INTERNATIONAL MUSEUM DESIGN COMPETITION

EMOTIONS

It is a feeling which results from one's mood, circumstances.

EXPERIENTIAL

Involving or based on experience and observation.

CAN YOU DESIGN SPACES WITH EMOTIONS?

EXPERIENTIAL MUSEUM DESIGN
International design competition

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Share

FAQ's:**1. Where can we download the submission folder?**

A: Submission folder can be downloaded by clicking on the requirements button in the online brief.

2. Do the presentation boards have to be in a combined pdf. format or individual jpeg images?

A: The presentation boards need to be in individual jpeg/jpg format.

3. Does the text summary have to be a word file?

A: Yes.

4. Do the presentation boards have to contain our participation code for identification?

A: No, only the files need to be named with the participation code.

5. How to submit the competition entry?

A: Follow the submission guidelines mentioned in the brief, which are as follows:

- Download the submission folder (A zip folder) – Click the requirements button on our online brief.
- Upload all the requirements in the designated folder.
- Rename the folder with your participation code.
- Upload the folder to Google drive / drop box
- Email the link in the format mentioned below:
- Email address: submit@archiol.com
- Email Subject: As mentioned in the guidelines

6. I forgot my participation code, where can I find my participation code?

A: Email us your query to hello@artuminate.com in the format mentioned below:

- Email Subject: Participation Code Query – Competition Name
 - Email Body:
 - Competition Name:
 - First name followed by last name:
 - Email id:
 - Country:
 - Phone number:
 - Date of registration:
-

Media Partners:

