CONCEPT HOME 2030 COMPETITION

Reimagine The Future Home

COMPETITION BRIEF, RULES AND CONDITIONS



a collaboration between :

PAM

Sime Darby Property

COMPETITION BRIEF, RULES AND CONDITIONS

CONCEPT HOME 2030 COMPETITION

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1.0 INTRODUCTION

CONCEPT HOME 2030 COMPETITION

Housing is a key infrastructure for the society's economic growth and wellbeing of its people. It is essential for the society to provide adequate housing of good quality to plan and promote sustainable development. Striving to achieve quality housing provide opportunities to build innovative sustainable housing solutions fit for the realities of the differing housing markets.

It is with this vision, Sime Darby Property (SDP) had approached Pertubuhan Akitek Malaysia (PAM) to embark on a journey to explore the quality of future of living through the idea of a Concept Home 2030 Competition. The vision is to reimagine housing and emulate life here in Malaysia in 2030.

As architects, this Concept Home 2030 Competition will provide a platform to join this journey, to develop a Concept Home to bring consumers to the future. As Industry leaders, we can help demonstrate the powers of architectural imagination when coupled with knowledge and skills of new technologies and digital tools can innovate and re-energise creative solutions to re-engage the industry with the ambitions for a positive Malaysian housing future.

"A baby of today may only see petrol fueled cars in museums when their time comes.
The future is approaching faster than we realize, let's test it out together!"

Once considered the mainstay of the Malaysian housing market, terrace houses were favoured due to their landed qualities and ease of customization. The aim of this this Concept Home 2030 Competition is to step outside the box to produce ideas that will truly make a dynamic shift, welcoming dialogue and interaction with the public. It is not about looking for a house with planter boxes buildable tomorrow, the aim should be BIG! While you are invited to explore housing typologies deemed fit for the future of Malaysia, the quintessential Malaysian Terrace House. As that is one of the most popular housing typologies in Malaysia, it is even more so in SDP.

"Great design is about better homes, in better neighborhoods,
built for how we live now and ready for the future."

– Live Well By Design, House by Urban Splash

As we seek to develop a terraced home that our society will live in 2030 by assessing global mega trends and future home predictions, focusing on finding new ways of designing, building, and innovating homes in the future by reigniting the passion of WHY. We welcome concepts that aspire to change the norm, adapt to ever-changing trends, reinvent the terraced home from all aspects of sustainability, modularity and future living to say the least, and see how these new home ideas fit into a future community. Join this journey to the future!

2.0 ORGANISERS

CONCEPT HOME 2030 COMPETITION

CONCEPT HOME 2030 COMPETITION – 'Reimagine the Future Home' is a collaboration between Pertubuhan Akitek Malaysia (PAM)/Malaysian Institute of Architects – the national professional institute of Architects in Malaysia and leading developer, Sime Darby Property Berhad (SDP).

About Sime Darby Property Berhad

Sime Darby Property is Malaysia's biggest property developer in terms of land bank, with 19,977 acres of remaining developable land with a total estimated GDV of RM86.9bil. Our excellent track record in developing residential, commercial and industrial properties is represented by the 24 strategically located and active townships integrated and niche developments built to date. These townships and developments are connected to major highways and transportation hubs within key growth areas from the central region of Klang Valley to Negeri Sembilan and Johor in the South. With assets and operations across the Asia Pacific region, we also have a global presence in the United Kingdom as the developer of the iconic Battersea Power Station project in central London.

3.0 COMPETITION OBJECTIVES

CONCEPT HOME 2030 COMPETITION – 'Reimagine the Future Home' seeks to develop a terrace home that our society will live in 2030 by assessing global mega trends and future home predictions, focusing on finding new ways of designing, building, and innovating homes in the future by reigniting the passion of WHY.

We welcome concepts that aspire to change the norm, adapt to ever-changing trends brought by disruptive events such as COVID-19, reinvent the terraced home from all aspects of sustainability, modularity and future living to say the least, and see how these new home ideas fit into a future community.

The competition project is an open architectural design ideas competition. The organisers are under no obligation from this exercise to appoint any particular participant as Architect for any project.

4.0 COMPETITION SITE

The Concept Home is envisioned to be a landed home set within a community of the future.

Typology:

- Terrace house, set in a community of houses
- Time is set in 2030
- Location is in Malaysia (think climate and culture)
- Built up area should be comparable to standard terrace houses in Malaysia, but push the boundaries in terms of maximizing area on the standard plot sizes of approx. 20' X 70'

Topology:

- Set on a generic, flat site
- Located in Malaysia's general climate and weather
- Should be adaptable to be placed in most areas of Malaysia.

5.0 COMPETITION BRIEF

CONCEPT HOME 2030 COMPETITION

Your idea proposals for the Concept Future Home 2030 should be able to demonstrate how the multiple attributes of the 4 pillars outlined below are considered in their holistic response and how innovative approaches, as well as product and process innovations, are deployed:

1. Sustainable Solutions

Implementation of sustainable solutions that foster resilient, caring communities that promotes multi-generational living within an ecosystem. The terrace home itself is sustainable in the long run whilst encompassing sustainable construction methods, materiality & design. For example, a biophilic design approach would further integrate nature and the surrounding environment with the buildings which elevates homeowners' ways of sustainable living in 2030. Overall, the ideas should also reimagine and touch upon how the community lifestyle in 2030 would be in a sustainability perspective.

2. Modular, Customizable & Expandable

Adaptable modular design systems that can be independently created, modified, replaced, and/or exchanged with other modules or between different systems. The future of homes is people-centric, allowing mass-customization in terms of space, design, and lifestyle through the modular design system. This allows future terrace homeowners to have the freedom of imagination in deciding and expanding their home layout to suit and cater for their ever-changing needs and growing lifestyle. Flexibility and agility are also key factors that should be addressed to tackle global life-altering events such as the COVID-19 pandemic and what that means to life at home. The disruptiveevent is critical for us to rethink the way home should be operate to suit multiple functions such as working or learning from home by multiple members any given time, a place of true versatility for life in the future.

3. Modern Methods of Construction

Utilisation of modern methods of construction which are better quality, faster, and cheaper to increase efficiency by reducing the construction time, cost, and even manual labour whilst maintaining overall sustainability. This covers prefabrication, off-site strategies, standard systemized production lines, 3D Printing, VR & AR, etc throughout the realization of the terrace home in 2030.

4. Tech-Infused / A Home Brain

Introduction of the futuristic lifestyle through the implementation of innovation and technology in optimizing the efficiency of living at a terrace home, where the interactivity between people & technology is seamless and embedded within their daily lifestyle. The home itself has become a brain that manages its occupants by helping their daily needs using innovative, smart technology which is accessible to all ages. Explore the endless possibilities of how a 2030 terrace home design is influenced by or influences this interaction with technology.

6.0 CRITERIA FOR JUDGING

CONCEPT HOME 2030 COMPETITION

The Panel of Jury shall evaluate the entries based on the following criteria:

i.	Concept Narrative relevant to the 4 pillars	**50%**
ii.	Innovation & Creativity	**25%**
iii.	Presentation Quality	**25%**

7.0 PANEL OF JURY

The Jury Chair shall determine all procedural matters for meeting, voting, etc. in the event of tie, the Jury Chair shall have the casting or second vote in the event of a tie. The composition of the Jury Panel shall be as follows:

1. **Datuk Ar Ezumi Harzani Ismail**
   President of PAM, (Jury Chair)
2. **Dato' Azmir Merican**
   Group Managing Director of SDP
3. **Ir. Mohd Sohimin Mohd Alayedin**
   Chief Operating Officer, township Development, SDP
4. **Appollo Leong Yong Kuan**
   Deputy Chief Operating Officer, Township Development, SDP
5. **Ar Alan Teh Yee Neng**
   Award Winning Architect, Atelier Alan Teh Architect
6. **Prof Ar Laurence Loh Kwong Yu**
   PAM Gold Medallist, Arkitek LLA Sdn. Bhd.
7. **Dr Ar Tan Loke Mun**
   PAM Eminent Architect, Archicentre Sdn. Bhd.

8.0 PRIZES & HONORARIA

Description	Amount MYR
Prize Money for Winners	
a. 1st Prize	**RM 100,000.00**
b. 2nd Prize	**RM 75,000.00**
c. 3rd Prize	**RM 50,000.00**
d. Honorary Mention #1	**RM 10,000.00**
e. Honorary Mention #2	**RM 10,000.00**
f. People's Choice Award	**RM 10,000.00**

All prize monies stated here shall include all govt statutory taxes where relevant

8.1 The Organisers of the Competition undertakes to accept the decision of the Jury, and within one (1) month from the date of the announcement of the Winners, to pay the prizes and honoraria to the Winners in the manner as stated below:

8.1.1 To the participant ("1st Prize Winner") whose proposal is judged to be worthy of winning the FIRST PRIZE by the Jury, a prize of **RM 100,000 and Certificate;**

8.1.2 To the participant whose proposal is judged to be worthy of winning the SECOND PRIZE by the Jury, a prize of **RM 75,000 and Certificate;**

8.1.3 To the participant whose proposal is judged to be worthy of winning the THIRD PRIZE by the Jury, a prize of **RM50,000 and Certificate;**

8.1.4 To the participant whose proposal is judged to be worthy of **HONORARY MENTION** by the Jury, a prize of **RM 10,000 and certificate** each

8.1.5 To the participant whose proposal has the highest vote by the public to be worthy of the **PEOPLE'S CHOICE AWARD**, a prize of **RM10,000 and Certificate**

8.2 The Jury shall make the final selection of the winners; and the Jury's decision on the same shall be final and binding on all parties concerned.

8.3 As the promoter of the Competition, SDP shall be accorded the first right of refusal to engage, appoint and/or collaborate with the Winners of the Competition particularly to use their design in the Competition for the sole benefit of SDP Group for a period of one year.

8.4 The Promoter may entrust One or more of the Prize Winner(s) with the commission of executing a virtual or physical showcase project and appoint the Prize Winner(s) as the Architect(s) of the Project(s).

8.5 In the event that the Prize Winner(s) is/are appointed as the Architect(s) for the Project, the terms of the appointed Architect(s) shall be negotiated directly with SDP.

8.6 The appointment of the Prize Winner(s) as the Architect of the Project(s) shall be in compliance with LAM Condition of Engagement and Scale of Minimum Fees.

9.0 ELIGIBILITY

CONCEPT HOME 2030 COMPETITION

a) The Competition is open exclusively to all Corporate Members of PAM with a valid membership. PAM Corporate Members are also required to have a valid LAM registration.

b) Proof of valid LAM registration and PAM membership to be enclosed in Registration Form.

c) Groups, Teams and Multidisciplinary consortia's incorporating other architects, individuals, designers, allied professionals, specialists, etc., are permitted to participate so long as the registered participant of record fulfils condition 9(a) and (b) above,

d) No member of the organizing team from PAM and SDP, nor member of the jury, nor any associate or employee, nor any family member, nor any person who has been concerned with the preparation or organization of the competition, shall be eligible to compete, or assist a competitor.

e) There is no limit to the number of entries submitted by a participant who complies with the above item/s. However, the rules of the Competition herein (including the registration and submission procedure and payment of the requisite fee) shall likewise be applicable to each additional entry.

10.0 REGISTRATION FEE

a) A non-refundable registration fee of RM 318.00 payable to PAM shall be paid upon registration.

b) Only registered participants may submit queries and entries to the Competition.

c) Each participant or organization may submit more than one (1) entry subject to compliance with the rules of the Competition herein (including the registration and submission procedure and payment of the requisite fee) for every entry made.

11.0 FORMAT OF COMPETITION

The **CONCEPT HOME 2030 COMPETITION – 'Reimagine the Future Home'** will be conducted in two parts.

Phase 1 Ideas/Conceptual submissions. To shortlist 6-10 entries

Phase 2 Short Listed entries shall attend a 1-day briefing session and submit additional/extra Detailed Deliverables (a fly-through video, etc)

12.0 ANONYMITY OF SUBMISSIONS

CONCEPT HOME 2030 COMPETITION

All submissions must not bear any name of the participant or any identifying marks whatsoever so as to ensure anonymity.

Submissions received by the Competition Secretariat shall be assigned an entry number which would not be made known to any party other than the Organiser.

Anonymity of all participants must be preserved throughout the entire duration of the Competition.

All entries submitted shall be kept secret until the shortlisted entries (Phase 1) are announced.

Non-compliance with any of the Competition rules and conditions may result in the entry being disqualified from the Competition.

13.0 COMPETITION TIMETABLE

No	Schedule	By, or not later than
1.	Open for registration	Monday, 16 Aug 2021
2.	Closing of registration and submission of queries period (3 weeks)	Friday, 10 Sep 2021
3.	Replies to Queries	Friday, 17 Sep 2021
4.	Competition closing date for submission of entries (9 weeks)	Friday, 12 Nov 2021
5.	1st Judging Shortlisting (6-10 entries)	Sat, 20 Nov 2021
6.	Announcement of Shortlist	Mon, 22 Nov 2021
7.	Shortlisted Briefing/Workshop Session	Friday, 26 Nov 2021
8.	Launch of Public Voting for People's Choice Award	Wed, 1 Dec 2021
9.	Resubmission of Shortlisted entries	Fri, 7 Jan 2022
10.	Final Presentation of Shortlisted entries	Sat, 22 Jan 2022
11.	Final Jury Meeting and Deliberation	Sat, 22 Jan 2022
12.	Announcement of Competition Results	Sat, 22 Jan 2022

14.0 QUERIES

Participants may submit queries only with the Query Form as per Appendix C to the following address:

All queries must be submitted by Friday, 10 Sep 2021

Official replies to the queries, if any, based on the queries submitted, will form part of the conditions and instructions and shall be posted on the PAM Website by Friday, 17 Sep 2021.

CONCEPT HOME 2030 COMPETITION
– 'Reimagine the Future Home'

Competition Secretariat,
c/o **Pertubuhan Akitek Malaysia**
99L, Jalan Tandok, Bangsar,
59100 Kuala Lumpur,
WP Kuala Lumpur, Malaysia
or by email to:
competition@pam.org.my

15.0 SUBMISSION REQUIREMENTS

CONCEPT HOME 2030 COMPETITION

All entries must consist of:

Phase 1:

a) All entries must consist of:

i. Site plan, schematic plans, sections, elevations and interior/ exterior perspectives of the scheme, diagrams, text, axonometrics, detail of typical units, technical information as prescribed in Appendix D, and all other relevant materials of not more than Four (4) A1 size panels mounted on foam core boards in 'portrait' format, each board marked 1-4 according to the prescribed order in Appendix "E",

ii. One (1) A3 size bound Design Report including design concept statement, adaptable modular design strategy, sustainability solutions, implementation of innovation and technology, Schedule of Areas, etc., in not more than 30 sheets (excluding covers) in 'portrait' and PDF format,

iii. One (1) CD containing (i) and (ii) in high resolution (min 300dpi) in jpeg and PDF format

iv. Copy of Registration Form as per Appendix A hereto; duly acknowledged by the Competition Secretariat, and

v. Original Declaration Form as per Appendix B hereto; duly signed by the Registered Participant

Phase 2:

i. Additional/extra Detailed Deliverables – such as a teaser clip, Iconic image with concept statement (in specific size/format), 3D model fly through, digital presentation. (to be confirmed after shortlisting)

16.0 SUBMISSION PROCEDURES

Each entry submission outlined in item 14.0 above, must be contained in a single package delivered to the following:



CONCEPT HOME 2030 COMPETITION – 'Reimagine the Future Home'
c/o **Pertubuhan Akitek Malaysia**
99L, Jalan Tandok, Bangsar,
59100 Kuala Lumpur,
WP Kuala Lumpur, Malaysia

Phase 1 Submission

All submissions must be received by the Competition Secretariat **not later than 5.00 pm, Fri, 12 Nov 2021.**

Phase 2 Submission

All submissions must be received by the Competition Secretariat **not later than 5.00 pm, Mon, Fri, 7 Jan 2022.**

17.0 DISQUALIFICATION

CONCEPT HOME 2030 COMPETITION

a) Failure by participants to comply with the rules and conditions of this Competition may lead to immediate disqualification from the Competition.

b) Late submission of any entry may be disqualified.

c) The Jury shall have the sole and absolute discretion in deciding on the acceptance or disqualification of any entry on any grounds whatsoever; and the decision of the Jury on the same shall be final and binding on all parties concerned.

18.0 EXHIBITION AND PUBLICATION

a) The Organizer's reserves the right to retain all entries for the purposes of exhibition, publicity and promotion, subject always to the provision of Copyright Act 1987 (ACT 332) and all its amendments for the time being in force in Malaysia.

b) The Organizer's reserves the right to reproduce any of the submitted materials in their publications and websites or in other publications and websites authorized by them, without any payment to any party, and in doing so, will undertake to give due credit and acknowledgement to the authors concerned.

c) The Organizer shall notify registered competitors in good time of the date and place of the public exhibition and of the results of the Competition.

19.0 COPYRIGHT AND RIGHT OF OWNERSHIP

a) The copyright of all the participants' works shall be in accordance with the Copyright Act 1987 (ACT 332) and any of its amendments for the time being in force in Malaysia.

b) The author of any design shall retain the copyright of his work; no alterations may be made without his formal consent.

c) No entries or designs, whether it has been awarded a prize or not, may be used wholly or in part by the Organizer except by agreement with the author to carry out any project on any site, as this is a design ideas competition only.

d) In all cases, the author of any design shall retain the right of reproduction, subject always to the provision of Article 19 (b) above.

20.0 ENTRIES

CONCEPT HOME 2030 COMPETITION

The organizer will not accept responsibility for any loss or damage to the entries.

21.0 RETURN OF ENTRIES

All drawings and plans, other than those which have received prizes or been purchased and are retained by the promoter, shall be destroyed at the end of the public exhibition, unless the participant has made prior arrangement with the Organizer to collect the materials immediately at the close of the exhibition.

22.0 LIST OF APPENDICES

Appendix A Registration Form
Appendix B Declaration Form
Appendix C Query Form
Appendix D Technical Digital Design Brief
Appendix E Arrangement of the 4 nos. A1 Portrait Boards

CONCEPT HOME 2030 COMPETITION

Reimagine the Future Home
a collaboration between : PAM Sime Darby Property

Appendix B

DECLARATION FORM

To the Competition Organiser,

We have read and understood the whole of the COMPETITION DOCUMENT and we confirm our full understanding and acceptance to all its contents. We declare that we are the rightful author(s) of this bona fide submission and we also confirm our commitment to our submitted competition proposal.

Signed : _____ Date : _____

Name of Registered Participant : _____

Contact Person Tel/Email : _____

Name of Team : _____

Name of Team Members & Collaborators
(Individuals/ Company/ Scope):

_____

_____

_____

_____

_____

_____

To be submitted in duplicates with each copy duly completed and signed by the participant.

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Appendix C

QUERY FORM

To:

CONCEPT HOME 2030 COMPETITION - 'Reimagine the Future Home' Secretariat
Open Architectural Ideas Competition

Name of Registered Participant :

Query

You may submit more than one query. Please use more than one page if necessary.
To be email to competition@pam.org.my ***at or before Friday, 10 September 2021***

TECHNICAL BRIEF

All entries must include the submission of One (1) A3 size bound Design Report including design concept statement, sustainability solutions, adaptable modular design strategy, implementation of innovation and technology. Schedule of Area, etc., in not more than 30 sheets (excluding covers) in 'landscape' and PDF format.

Your idea proposals for the Concept Future Home 2030 should be able to demonstrate how the multiple attributes of the 4 pillars outlined below are considered in their holistic response and how innovative approaches, as well as product and process innovations, are deployed:

1. Sustainable Solutions

Implementation of sustainable solutions that foster resilient, caring communities that promotes multi-generational living within an ecosystem. The terrace home itself is sustainable in the long run whilst encompassing sustainable construction methods, materiality & design. For example, a biophilic design approach would further integrate nature and the surrounding environment with the buildings which elevates homeowners' ways of sustainable living in 2030. Overall, the ideas should also reimagine and touch upon how the community lifestyle in 2030 would be in a sustainability perspective.

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Adaptable modular design systems that can be independently created, modified, replaced, and/or exchanged with other modules or between different systems. The future of homes is people-centric, allowing mass-customization in terms of space, design, and lifestyle through the modular design system. This allows future terrace homeowners to have the freedom of imagination in deciding and expanding their home layout to suit and cater for their ever-changing needs and growing lifestyle. Flexibility and agility are also key factors that should be addressed to tackle global life-altering events such as the COVID-19 pandemic and what that means to life at home. The disruptiveevent is critical for us to rethink the way home should be operate to suit multiple functions such as working or learning from home by multiple members any given time, a place of true versatility for life in the future.

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4. Tech-Infused / A Home Brain

Introduction of the futuristic lifestyle through the implementation of innovation and technology in optimizing the efficiency of living at a terrace home, where the interactivity between people & technology is seamless and embedded within their daily lifestyle. The home itself has become a brain that manages its occupants by helping their daily needs using innovative, smart technology which is accessible to all ages. Explore the endless possibilities of how a 2030 terrace home design is influenced by or influences this interaction with technology.

ARRANGEMENT OF THE A1 PORTRAIT BOARDS

All panels should include the Assigned Anonymous Participant Code on the back of the each panel which must also have the Board Number (1-4) clearly indicated at top right corner at the back.

All paned should be mounted on the paper counted foam core boards (4-5mm minimum)



