

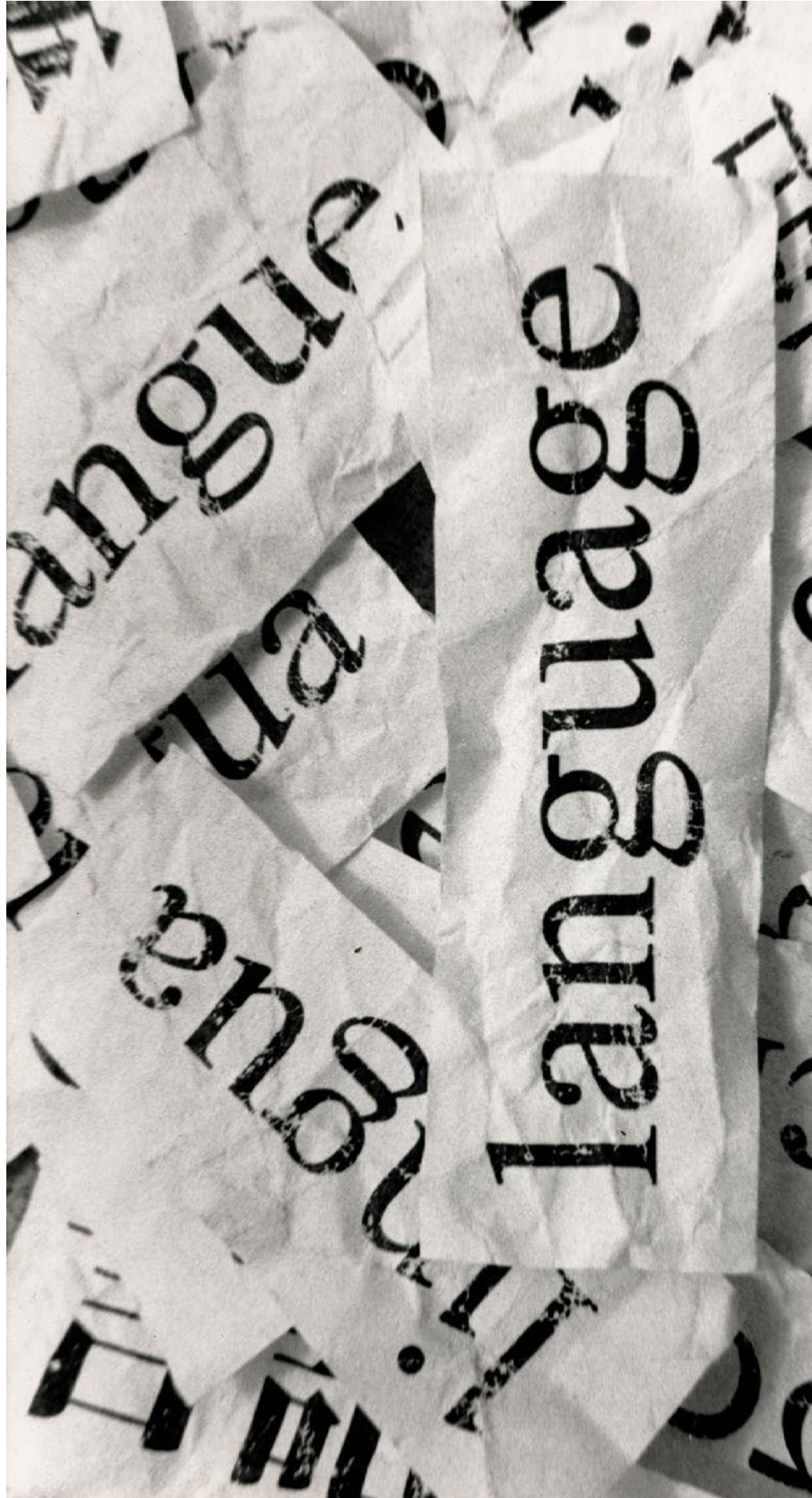
THE MUSEUM OF LANGUAGE

LONDON | 16TH JAN TO 30TH APRIL, 2018

***There are no handles upon a language
Whereby men take hold of it
And mark it with signs for its remembrance.
It is a river, this language,
Once in a thousand years
Breaking a new course
Changing its way to the ocean.
It is mountain effluvia
Moving to valleys
And from nation to nation
Crossing borders and mixing.
Languages die like rivers.
Words wrapped round your tongue today
And broken to shape of thought
Between your teeth and lips speaking
Now and today
Shall be faded hieroglyphics
Ten thousand years from now.
Sing—and singing—remember
Your song dies and changes
And is not here to-morrow
Any more than the wind
Blowing ten thousand years ago.***

-Carl Sandburg

BACKGROUND



Carl Sandburg has accurately described language as the most indispensable tool in the life of us social animals, men. Men have traversed through ages and grown into the most superior race on Earth because of their advanced linguistic and communication skills. Human language is unique in comparison to other forms of communication, as it allows us to produce a vast range of expressions and emotions from a finite set of elements.

The timeline for the development of modern day languages spans thousands of years. Sounds have developed into words, meanings, scripts, grammar, fonts and a formal system of communication called linguistics. One organization suggests that there are about 7099 living languages in the world, but which are not evenly distributed around the world geography. Only 23 languages account for more than half the world's population. Roughly a third of languages are now endangered, often with less than 1,000 speakers remaining.

Language is much more than just a means of communication. It is also an inseparable part of our culture. In fact, language allows culture to exist. Language allows us to pass on ideas, knowledge, and even attitudes on to the next generation. Language allows culture to develop by freeing people to move beyond their immediate experiences". Language is intrinsic to the expression of culture. As a means of communicating values, beliefs and customs, it has an important social function and fosters feelings of group identity and solidarity. It is the means by which culture and its traditions and shared values may be conveyed and preserved.

Languages are the most important part of a particular cultural heritage. As one culture dies and another grows, the same happens to their languages. Language is a relic that needs preservation as other inventions and objects of importance. It is an intangible resource that can also unlock some of the lost secrets and even civilizations that existed on the face of the earth.

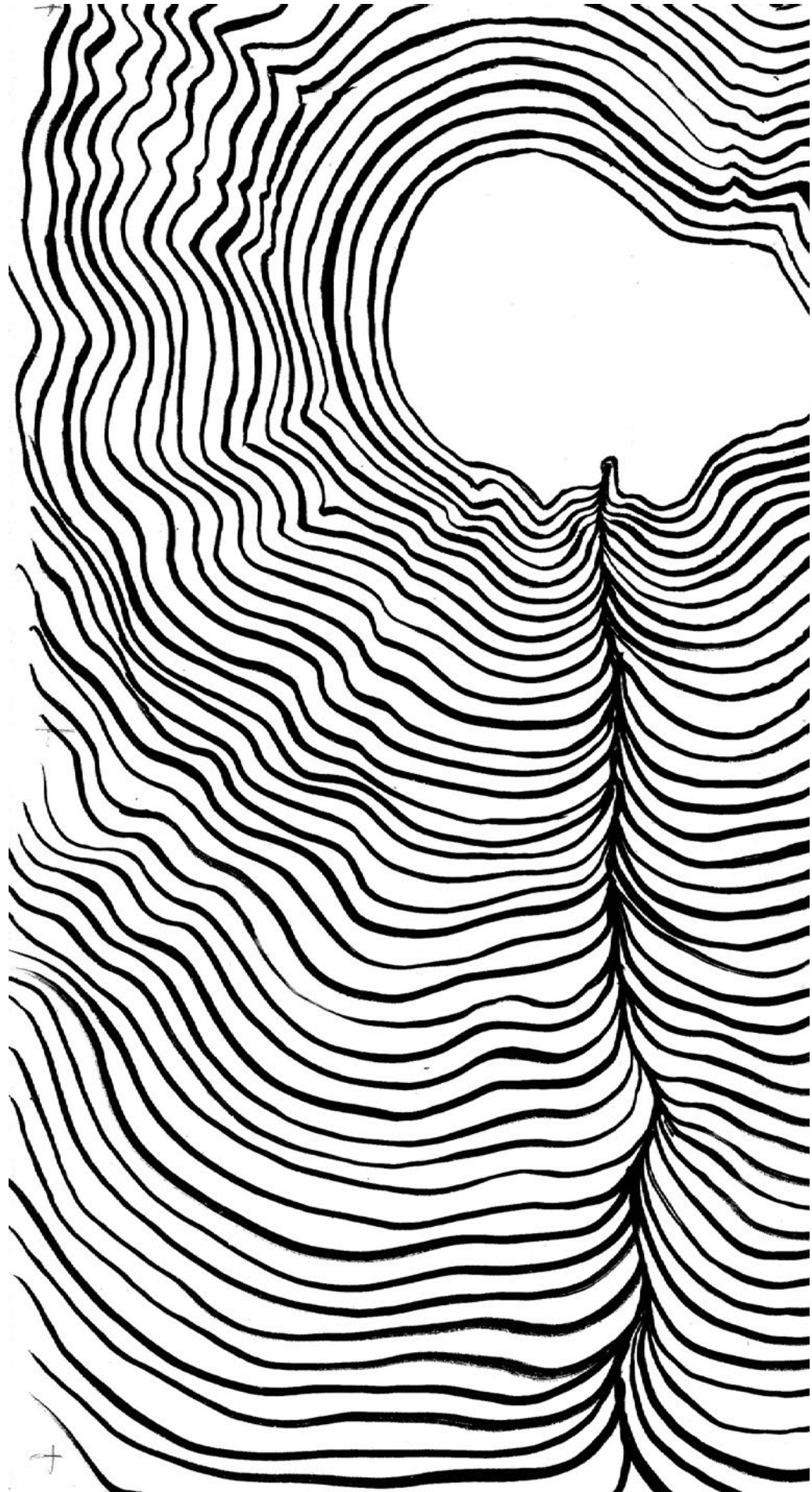
MISSION STATEMENT



Language has largely been neglected as a museological domain worldwide, apart from some certain sections in major museums devoted to individual linguistic contributions. The aim of the competition is to design an iconic museum of language in the heart of London that will deconstruct the science of linguistics into various aspects of- speech, script and sense. The proposal must not only become an archive for the past and present world languages but also serve as a learning center that works to develop languages and future communication systems.

Preservation of language through the creation of a dedicated language bank that exhibits different world languages in an interactive manner.

When a language dies out, future generations lose a vital part of the culture that is necessary to completely understand it. This makes language a vulnerable aspect of cultural heritage, and it becomes especially important to preserve it. The participants must strive to create a 'world of languages' in the museum that will put all the past, present and new languages on one platform. The museum should create a dedicated archive and exhibition space that will focus on classification of various languages with some comment about their status. The exhibition space should be immersive and interactive in experience so that the visitors feel the essence of a particular lingual form rather than a robotic brush through. The museum experience should be able to reflect on the culture where a particular language originated for the visitors to completely understand the vitality of that language



Creation of a dedicated learning platform that will allow a detailed research and innovation in terms of the past, present and future world languages.

The museum should also create a learning center that will decode and provide a detailed analysis of a particular linguistic system. The learning center should study various aspects of a language like speech (phonetics, pronunciations, accents etc.), writing (scripts, fonts etc.) and sense(vocabulary, grammar and structure). The learning center will be open-ended where everyone could contribute and study. The learning center should have designed spaces that will allow discussions, debates and presentations among people with linguistic interest. The learning center should also allow for the development of new communication systems and languages, especially for people with speech or hearing disabilities, thus contributing to the society in a fulfilling way.

Create a poetic response for a language museum through the means of architecture.

Architecture has the power to give meaning to a space. The physical manifestation of the language museum should be innovative and invoke an immediate powerful emotional response among the visitors. The participants must try to articulate the mass and volume of the shell with various aspects of design like rhythm, balance, scale and proportionality like a language is articulated to create the best piece of literature. The museum should create a multi-sensory experience for the visitors for them to understand the beauty of linguistics. The museum should be creative and dynamic so that it leaves a long-lasting impression on the visitors. The spaces must have different experiences which should be bound into an aesthetic and visually appealing museum shell.



Creating an icon that will have enrich and contribute to the culture of the city of London.

London is a cosmopolitan city and the most diverse place in the world at the present. The museum should become an icon and an important landmark for the city where people from different cultures could converge and celebrate the beauty of diversity. The museum should respect the context and enrich the public and community life in and around the complex in a meaningful and an environment friendly manner. The museum should be able to attract maximum visitors and become a significant socio-economic zone in the city by adding a wide range of soft functions like plazas and outdoor performance areas.

EVALUATION CRITERIA

The competition hopes to achieve the following:

- Translation and physical manifestation of briefs and the theme
- Built form and spatiality for the museum.
- Aesthetics and originality.
- Argumentation and Representation
- Clarity and comprehensibility of the design.
- Creating a rational between architecture and engineering, without curbing the possibility of futuristic and contemporary ideas.
- Pay homage to the context in an intelligent fashion.
- To create a landmark and icon for the city of London and be able to attract audiences.

SITE & PROGRAM



The site is situated along the North Woolwich pier and is flanked by the Pier road (A117) on two sides. The site is located on the existing site of North Woolwich Old Station museum that closed in 2008. The participants shall consider the site as blank and ignore the existing buildings.

Google Earth: Latitude: 51°29'56"N Longitude: 0°03'45"E

Site Area: 6400sq. meters

Max built area: 12000sq. meters

Max height allowed: No maximum limit above ground & 6 meter below ground

** Note- Please refer to the CAD file for exact site measurements.*

Following are the programmatical features that are to be provided in the proposal for the museum. The size, proportions and number of facilities are left to the participant's discretion and imagination. Competitors are encouraged to design and propose any kind of innovative and intuitive program or function in addition and extension to the following list of functions, but with an argumentized necessity. Keeping in mind the paucity of space in today's times, explore the possibility of designing multifunctional and dynamic spaces.

MUSEUM: Exhibition halls and galleries (dedicated to all the aspects of a language-speech, script and sense), Demonstration kiosks, Archives section, Information Center etc.

LEARNING CENTER: Data Collection Center, Media room, Discussion rooms, Lecture halls, Seminar rooms, Digital library etc.

MISCELLANEOUS: Reception space, Administrative offices, Researchers' rooms, Conference halls, Multipurpose hall, Reference library, Restrooms Service rooms etc.

SOCIAL AND LEISURE: Cafes, Restaurants, Open Air theatre, Retail and tuck shops, Landscaping zones and various types of gathering spaces.

**Note- All these are exemplary areas for participant's clarity. The programming should be done under these broad categories, but they are free to adhere, ignore, add or subtract to any one of the specific functions with a valid argument based on their theme and design.*



SCHEDULE

- Start of Competition and Early Registration: **16th January 2018**
- Early Registration ends: **31st March 2018**
- Standard Registration starts: **1st April 2018**
- Deadline for Questions: **15th April 2018**
- Standard Registration ends: **29th April 2018**
- Closing day for Submissions: **30th April 2018**
- Announcement of Winners: **21st May 2018**

**Note: All deadlines are 11:59 pm - 00:00 IST (India).*

PARTICIPATION

Architects, Architecture Graduates, Students or Engineers are eligible to participate. Interdisciplinary teams are also encouraged to enter the Competition.

Submissions can be the work of an individual or a group of up to **3 members**.

There is no age limit, however, entrants under 18 years of age must be lead or entered by someone over the age of 18.

AWARDS

Winning participants will receive prizes totaling INR 2,00,000 with the distribution as follows:

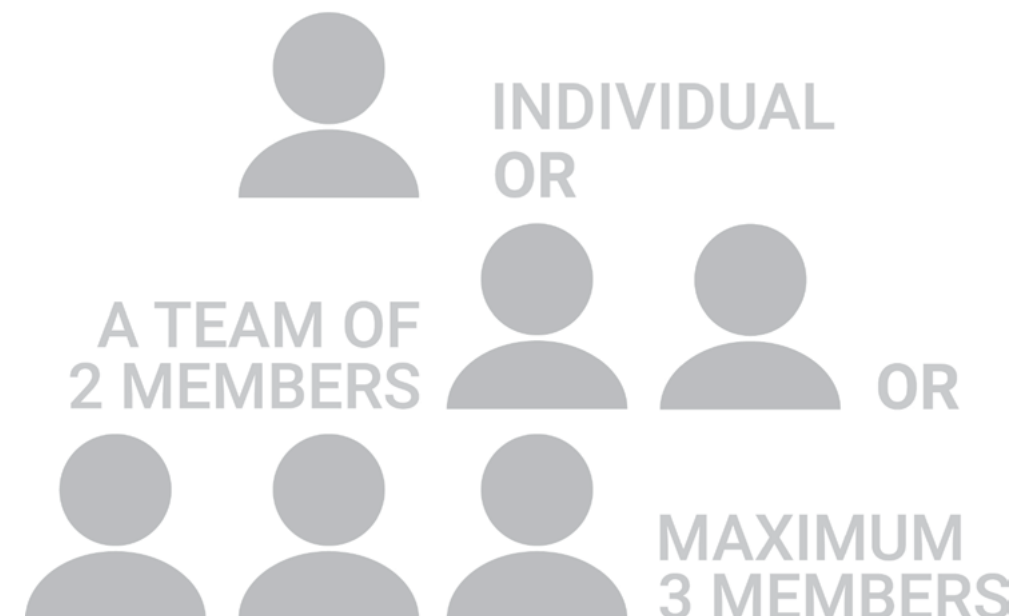
First prize- INR 1,00,000/- + Certificate

Second prize- INR 60,000/- + Certificate

Third prize- INR 40,000/- + Certificate

10 Honorable mentions

Winners and honorable mentions will be published on archasm's website and several international architecture magazines and websites partnered by us.



FEES

EARLY REGISTRATION:

From 16th January to 31st March 2018

- For Indian nationals- INR 1500 (per team)
- For Foreign nationals- EUR 60 (per team)

STANDARD REGISTRATION:

From 1st April to 29th April 2018

- For Indian nationals- INR 1800 (per team)
- For Foreign nationals- EUR 80 (per team)

Entrants may register by filling the registration form and submitting it with the appropriate payment through our secure gateway on our website www.archasm.in.

The participants will receive their TEAMCODE within 24 hours of completing their payment successfully.

TEAMCODE will be sent primarily to the email address provided to PAYUMONEY/PAYPAL while completing the transaction.

DISCOUNT

Group discounts apply for a minimum of 5 teams from one particular architecture school/university as our initiative to promote more participation from students.

Send us the following details at queries@archasm.in to avail the offer.

- Names of all the participating teams members and their respective team leaders.
- Name of the university.
- School ID proofs of the team leader.

REGULATIONS

- It will not be possible to amend or update any information relating to your registration including the names of team members once validated.
- Participant teams will be disqualified if any of the competition rules or submission requirements are not considered. Participation assumes acceptance of the regulations.
- Team code is the only means of identification of a team as it is an anonymous competition.
- The official language of the competition is English.
- The registration fee is non-refundable.
- Contacting the Jury is prohibited.
- Archasm as the competition organizer, reserves the right to modify the competition schedule if deemed necessary.

TERMS AND CONDITIONS

Please see the terms and conditions section on www.archasm.in.

COMPETITION PROJECT DISCLAIMER

This is an open international competition hosted by archasm to generate progressive design ideas.

There are no plans for the bridge to be built.

The competition is organized for education purpose only.

SUBMISSION REQUIREMENTS

- Proposal to be presented on ONE LANDSCAPE ORIENTED A1 SHEET.
- TEAMCODE to be mentioned on the TOP RIGHT-HAND CORNER of the sheet.
- Proposal MUST NOT include ANY INFORMATION (Name, Organisation, School etc.) that may give away your identity.
- All text must be in ENGLISH, with a MAXIMUM of 250 WORDS for project explanation. Proposal may be presented using any technique of your choice (sketches, diagrams, 3D visualizations, model photos, CAD drawings, etc.).

SUBMISSION FORMAT

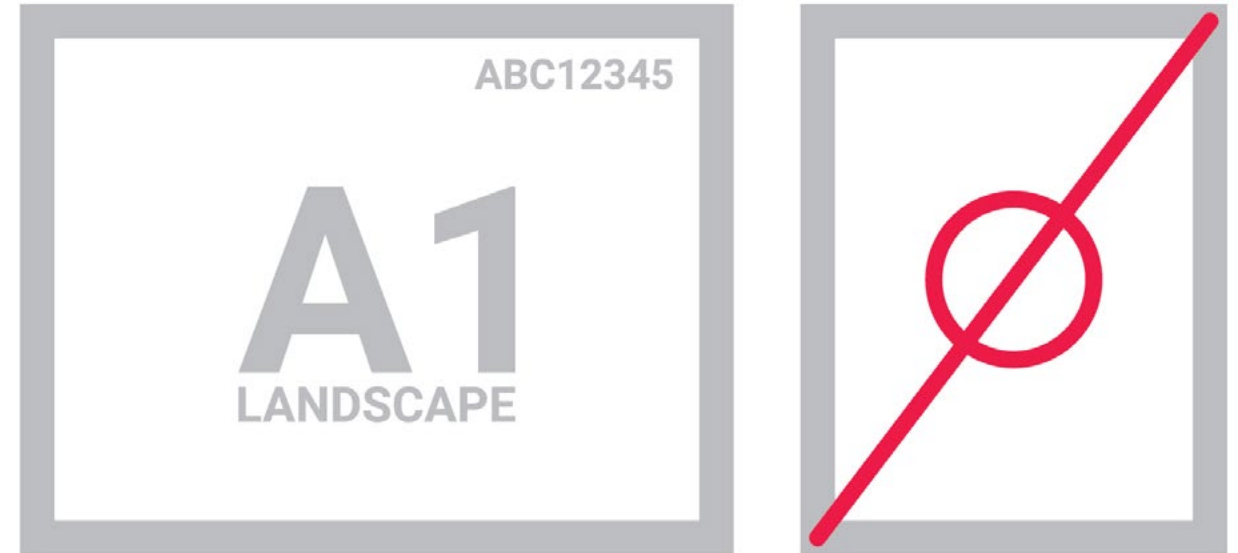
JPEG of your project must be submitted within the deadline of **30th April 2018**.

Submission to be sent via email to: **submission@archasm.in**

TEAMCODE must be the subject of the email.

MAXIMUM FILE SIZE : 8MB

NAME OF THE FILE : TeamCode.jpeg



QUERIES AND QUESTIONS

In case you still have questions related to the briefs and the competition, please send them to **queries@archasm.in** with 'FAQ' subject until **15th April 2018**.

We highly recommend our participants to check the FAQ section on the archasm website as this will provide additional vital information from time to time.

All queries regarding registration process, fees or payment should be sent on the same email address with 'ENQUIRY' as the subject.

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