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FILM CITY
TOWER
MUMBAI

BOLLYWOOD
REIMAGINED

BACKGROUND

Mumbai, or erstwhile Bombay is the largest metropolis of India and an answer to the likes of Shanghai, London or New York. It is the financial capital and trade epicentre of the country, a city of lifestyles, a potpourri of cultures, and a confluence of varied traditions, religions, real-life-stories and narratives. The 'Maximum City' of Bombay is renowned all over the globe for the notoriety of Underworld, the enormity of Dharavi and the enchantment of BOLLYWOOD, which is the nickname given to the Hindi Film Industry located in the city. The industry has come a long way and bloomed since its inception, starting as a cottage industry, miniscule in size and linked with organised crime, to a multi-billion dollar industry, only second in capacity to its American cousin, Hollywood. Bollywood grew out of an idiosyncratic mix of factors in Mumbai – the presence of Parsi entrepreneurs, the legacy of Parsi theatre, the availability of capital in the city, and its multicultural ethos, among other things. The surrealism surrounding Bollywood is almost synonymous with the cultural ethos and is ingrained in the aspirations and lifestyle of common people across India. It has the emotional power to sway and swing millions of people. Bollywood is a goliath in terms of revenue generation and employment, both direct and indirect, supporting a multitude of auxiliary industries like tourism, music, design and fashion, being a significant contributor to the national GDP. Bombay is known as the 'City of Dreams' among the aspirants, from actors to directors, who struggle each day to churn out their success story in the city. Bollywood's film production centre is a government-owned studio facility known as "Film City" in the northern suburbs of Mumbai. It is an integrated film studio complex with several recording rooms, gardens, lakes, theatres and grounds that serve as the venue of many Bollywood film shootings. The neighbourhood of film city occupies prime land in the heart of Bombay, but has lacked the globalism and iconicity portrayed by the neighbourhood of Hollywood in Los Angeles, which houses all the legendary studios, theatres and film production units across its bay.

MISSION STATEMENT

The aim of this competition is to design a 'Film City Tower' in Bombay and explore the possibility of a new vertical typology for a film city. The project resolves to put Bombay and Bollywood on the global map through a futuristic and contemporary landmark for the city.
The competition hopes to achieve the following:

Propose a new holistic and integrated vision to inject a new sense of purpose in a Film City.
Film Cities are set up to facilitate the production of films and are provided with functions that deal with different aspects of film-making like production and shooting studios, audio and video recording theatres and post-production editing studios. The competition encourages participants to conceive and imagine additional innovative programming and integrate these functions with other essential functions like acting and drama schools, film screening spaces, auxiliary functions like museum, restaurants etc. that will open these gated neighbourhoods for the general public and aspirants and increase the commercial, social and ethical viability of such facilities.

Translation and appropriation of the components of a Film City in an innovative vertical tower typology.
The setting up of film cities require an enormous footprint on land, which is a scarce and vital resource in the case of Bombay. The proposal for the land intensive function of a film city is to be compacted and transformed into a vertical tower that would generate an exemplary urban form. The functions of a film city need to be optimised into vertical units through nesting, layering, stacking or overlapping onto one another in a legible fashion. The proposal requires to re-imagine the stereotype of film production centres and create a new workflow and circulation diagram for the functioning of a vertical film city, so that the different working environments do not get hindered.

Creation of a contemporary icon for Bollywood and the city of Bombay

The proposal should strive to create an iconic landmark representing Bollywood and its significant contribution to the cultural landscape of the subcontinent for over a hundred years. It should be styled according to the suitability of this enormous industry and transform the skyline of Bombay. The impact of the tower should be prolific, intense and symbolic that could be achieved by the factor of height, unique style of architecture, innovative structural systems, intriguing facades, interesting volumes and shapes, the art of contrast and material juxtaposition, interactive spaces, symbolic value etc.

Initiation and adaptation of a responsible and sustainable architecture discourse as an approach to design

The design for the tower should explore the insertion of alternative energy methods, responsive and adaptive design techniques and self regulatory systems to strike an equilibrium between the input-output energy cycle. It should reflect upon the passive methods of adaptability, flexibility and incrementality as alternatives to the ongoing hogwash sustainability.

Enliven and transform the social and community fabric within and around the Film city tower

The project should fulfil the mission of generating a new social and cultural hub for the residents of Bombay, giving them an opportunity to observe to the stars they have idolised. The proposal should insert a variety of public functions in the tower that would greet the public with a panorama view of the city. The proposal should innovate and distribute the aspect of social and community spaces equally in a tower, which in most of the cases, is absent as the building rises up.

AREA PROGRAM

Following is the program that is to be incorporated in the proposal for the Film City Tower. The size, proportion and number of facilities are left to the participant's discretion and can be referred to in the **REFERENCE MATERIAL** provided in the briefs package. 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 argumentated necessity. Keeping in mind the paucity of space in today's times, explore the possibility of designing multifunctional and dynamic spaces.

Note- The competition encourages conceptual, schematic and rational arrangement of the below provided functions in a vertical tower and the participants' need not go into detailed planning of the functions and other such intricacies.

FILM PRODUCTION
- **Sound Stages**
- **Production Accommodation**- Make-Up Rooms, Costume/Wardrobe facility, Dressing/Changing Rooms, Arts Department, Workshops(plastering, carpentry, props, paint, steel work etc.), Utility/Storage, Actors'/Producers' Rest rooms, Lounge areas for junior artists etc.
- **Post Production-** Video Editing studios (linear/non-linear editing rooms, online/offline editing rooms, VTR rooms, VFX production room, Color Grading studios), Recording theatres, Audio Editing studios (Foley studios, Dubbing studios, Re -Recording studios), Screening theatres, Archival and Restoration facility, Media Transfer facility etc.

FILM SCHOOL
Shooting Floors, Acting studios, Dubbing studio, Photography studio, Multimedia laboratory, Library, Auditorium/Theatre, Dance/Music studios, Equipment laboratory, Cafeteria, Workshops, Reception and Conference area, Faculty rooms etc.

## SOCIAL AND LEISURE/MISCELLANEOUS
Bollywood Museum, Movie theatres, Exhibition areas, Cafes, Restaurants, Retail and Tuck shops, Children's gaming and play zones, Administrative areas, Vertical circulation cores, Landscape zones and other types of gathering spaces etc.

EVALUATION CRITERIA

Entries will be evaluated based on the following criteria:
- Innovative volumes and transformation of skyline.
- Aesthetics and originality.
- Intelligent and appropriate use of all design principles.
- Emotional power representing Bollywood.
- Clarity and comprehensibility of the design.
- Movement and activity within the FCT.
- Sustainability and functionality.

SITE
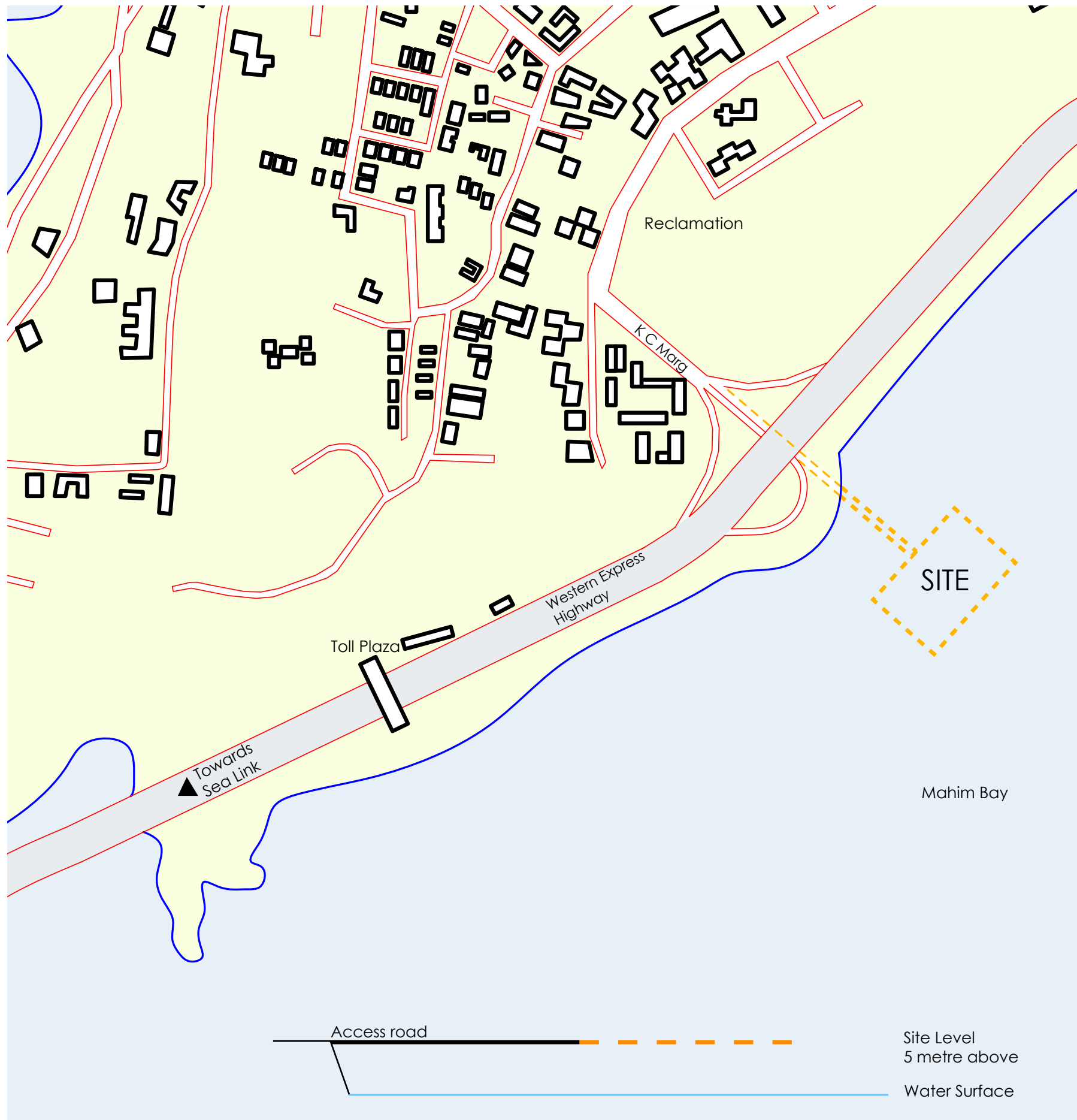
- The participants are asked to design a new site island for the Film City tower in the 'Mahim Bay', across the Bandra-Worli Sea Link, in Mumbai.

- The highlighted area in the site plan are the site limits. The size and shape of the site island is up to the participants and can be up to 15000 sq. metres within the borders of the highlighted area or the site limits.

- The site is located at a distance of approximately 100 metres off the BWSL promenade in the Mahim Bay waters, adjoining the Western Express highway. It is bounded by the Bandra Reclamation area to its north and west, Mahim and Worli to the far east and south respectively.

- It is assumed that the site island will be approached by a hypothetical extension road of the KC Marg straight upto its edge. All the parking facility for the Film City tower is assumed to be provided in the existing promenade area, with the island being open to vehicular access for drop-off purposes of people and logistics.

Location: Mahim Bay, Mumbai

Google Earth: Latitude: 19°02'43"N
   Longitude: 72°48'22.24"E

Site Area: 15,000 square metres
Note: The site island could be of any shape within these limits and its area can be equal to or less than the above given area.

Minimum Bulilt Area: 1,00,000 square metres

Maximum Ground Coverge: 4500 square metres
Note: This is the maximum ground footprint for the built mass of The Film City tower to be designed on the site island.
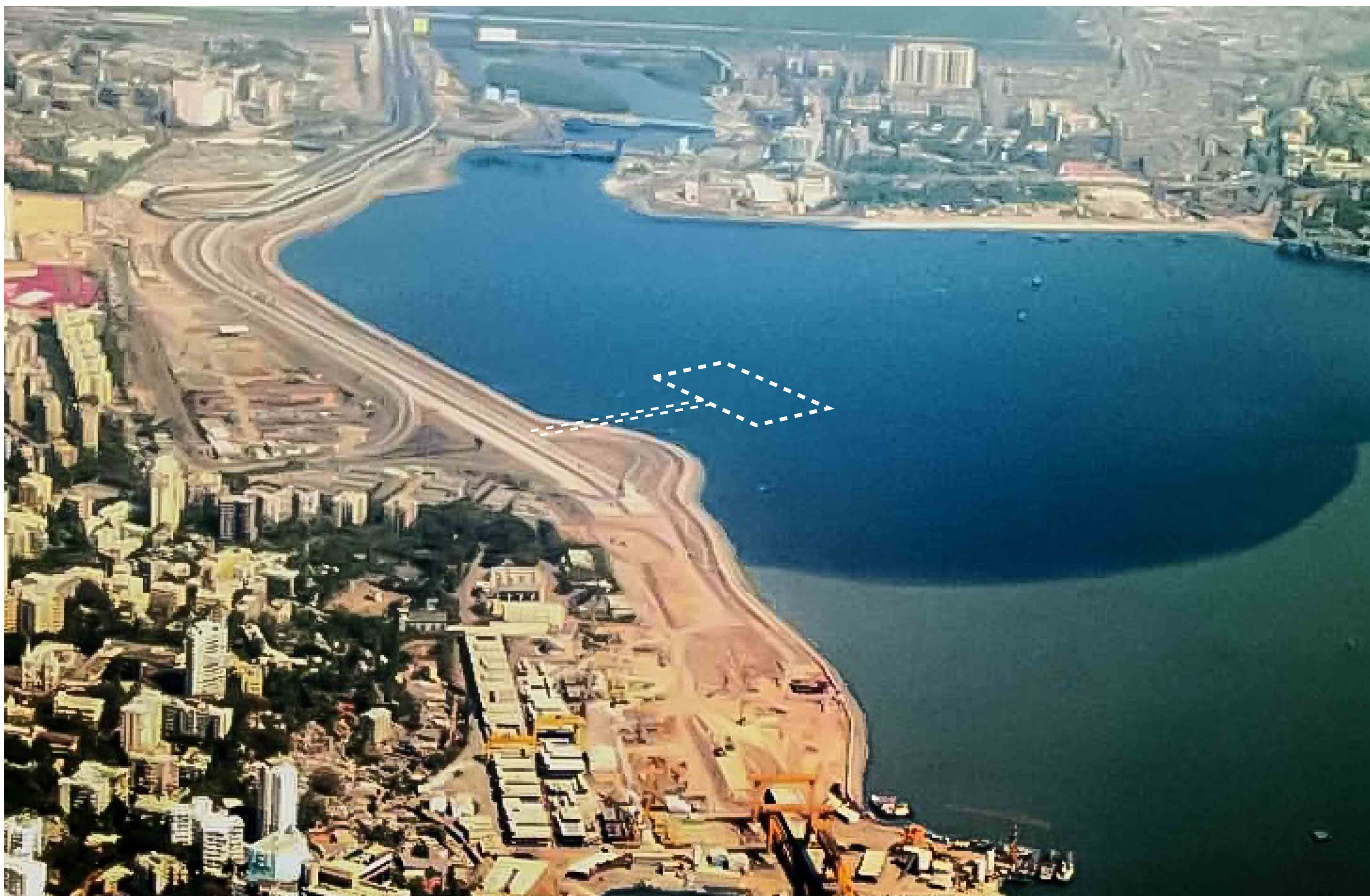
SCHEDULE

Start of Competition and Early Registration: **1st November 2015**

Early Registration ends: **15th January 2016**

Standard Registration starts: **16th January 2016**

Deadline for Questions: **31st January 2016**

Standard Registration ends: **14th February 2016**

Closing day for Submissions **15th February 2016**

Announcement of Winners: **12th March 2016**

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

AWARDS

Winning participants will receive prizes totalling 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

Top 50 – Fifty short-listed entries featured in one single online publication on our blog and social media pages.

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

REGISTRATION

Early Registration:
From 1st November 2015 to 15th January 2016
o   For Indian nationals- INR 1500 (per team)
o   For Foreign nationals- EUR 60 (per team)

Standard Registration:
From 16th January to 14th February 2016
o   For Indian nationals- INR 1800 (per team)
o   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**

Note:
It will not be possible to amend or update any information relating to your registration including the names of team members once validated.

REGULATIONS
- 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 & CONDIDITONS
Please see the terms and conditions section on www.archasm.in.

SUBMISSION REQUIREMENTS

Your proposal must be presented on a **single landscape oriented A1 sheet** using any techniques of your own choice (sketches, diagrams, 3D visualizations, model photos, CAD drawings, etc.). Your team code must be mentioned in the top right-hand corner of your sheet. Your sheet must not include ANY information that may give away your identity. Do NOT include your name on your sheet, only the team code.

All text must be in English, with a maximum of 250 words for project explanation on the A1 sheet.

Format: A single folder named as your team code containing the following files must be submitted via email to **submission@archasm.in** (team code being the subject of the email) within the deadline of **15th February 2016:**

High-resolution PDF containing the A1 sheet for your project.
THE MAXIMUM FILE SIZE IS 20MB FOR THIS FILE.
THE NAME OF THE FILE YOU SHALL USE IS: TeamCode.pdf

Low-resolution illustration (main render/ graphic) of your project. This file will be used for our web page and promotional purposes.
THE FILE FORMAT MUST BE A JPEG, WITH 100DPI RESOLUTION.
THE MAXIMUM FILE SIZE IS 1MB FOR THIS FILE.
THE NAME OF THE FILE YOU SHALL USE IS: TeamCode.jpeg

COMPETITION PROJECT DISCLAMER
This is an open international competition hosted by archasm to generate progressive design ideas. There are no plans for the Film City Tower to be built. The competition is organized for education purpose only.

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 **31st January, 2016**. 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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