

National Association of Students of Architecture
Industrial Design Trophy 2026-27
Transcend

TRANSCEND NASA

About NASA India

The National Association of Students of Architecture (NASA, India) is the world's largest architectural student-run organization. Founded in 1957 with just seven colleges, it has grown to include over 250 colleges and more than 45,000 students, making it a significant voice for architecture students across India. The association aims to provide a platform for learning and interaction among students from diverse cultural backgrounds.

NASA India functions as a non-profit and non-political organization. It is officially registered under the Societies Act of 1860, with its headquarters at the Department of Architecture, School of Planning and Architecture in New Delhi.

NASA India organizes various events, programs, and competitions throughout the year. These include partnerships with organizations like HUDCO, GRIHA, and CPK for design trophies. There are 11 design trophies in total, with the Annual NASA Design Competition being the flagship trophy and offering students a platform to showcase their creative talents and design innovations. We have partnered with the Council of Architecture, India, for the Student of the Year trophy as well.

The association's flagship event is the Annual NASA Convention (ANC), the world's largest gathering of student architects. This event attracts 4,000+ students participating in workshops, masterclasses, and programs led by more than 200 esteemed architects.

NASA India's initiatives extend beyond traditional academics. The summer-winter school programs offer immersive experiences that enhance students' practical skills and broaden their educational horizons. The "Insider" initiative allows students to engage directly with experienced architects, gaining insights into office management and professional practice. This interaction fosters mentorship and provides valuable guidance. The Louis I Kahn Documentation series aims to preserve and disseminate architectural knowledge by documenting significant but often overlooked sites.

NASA India hosts programs both nationally and internationally, in countries like Japan, Sri Lanka, the USA, and South Korea. These experiences provide students with enriching learning opportunities and enhance their networking capabilities.

The NEXUS is an informal meeting ground where students can form bonds, share ideas, and collaborate. It emphasizes learning, mentoring, and networking, allowing students to showcase their talents and develop new ideas with peers from around the globe. We have also expanded into podcasts with our Spotify exclusive, The Archade.

For more information, you can visit NASA India's website - https://www.nasaindia.co/
Our social media pages are @wenasaindia and @mynasaindia on Instagram.

TRANSCEND

Transcend - Our Annual Theme

For nearly seven decades, NASA India has connected generations of architecture students through conventions, conversations, competitions, collaborations and collective learning. Every council has contributed another chapter to an institution built not on infrastructure, but on people. Yet history alone cannot guarantee relevance. The question before the 69th Year is no longer what NASA India has achieved. It is what NASA India chooses to become before its seventieth year.

Architecture today exists in a world profoundly different from the one that shaped NASA's origins. Students graduate into uncertain professions. Artificial intelligence is transforming design processes. Climate change demands architects who think beyond buildings. Communities demand participation instead of prescription. Cities require systems thinkers rather than object makers. Yet much of architectural education continues to measure success through drawings, grades, competitions and placements alone. NASA India must ask itself: Is architecture merely a profession or is it a responsibility towards society?

What does it mean to Transcend? Transcend is often mistaken for moving higher. It is not. To transcend is to move beyond inherited limitations, beyond assumptions, beyond comfort, beyond systems that no longer serve their purpose. For NASA India, transcendence is not abandoning its legacy; it is about honouring that legacy by refusing to become complacent. **Transcend** is to question before accepting, to research before concluding, to collaborate before competing, to create impact before recognition and to understand that architecture extends beyond buildings into culture, policy, ecology, technology and communities.

To transcend is not to leave the past behind; it is to carry it forward in ways the past could never imagine.

For NASA India to transcend is to become more than an event organiser, more than a representative body, more than an annual convention. NASA India must become a platform of discourse, a generator of research, a catalyst for policy conversations, a bridge between academia and practice and a voice for every architecture student.

The seventieth year should not simply celebrate seventy years of history. It should celebrate an institution that was courageous enough to evolve before the celebration arrived. The responsibility of the 69th Year is therefore unique, not to preserve, not merely to reform but to transcend. Architecture has always challenged the limits of material, imagination and society. The architects of tomorrow must challenge the limits of architecture itself. Let this year be remembered not for the scale of what we organised, but for the scale of what we dared to imagine.

Let us Transcend, because the future will not be built by those who preserve boundaries, but by those who have the courage to question them and the 69th Year belongs to every student who are willing to rethink and redefine what architecture can become.



Moderator

Prof. Jayesh Pillai

Designer, Academic and Storyteller

Prof. Jayesh Pillai is a designer, academic, and storyteller whose work lies at the intersection of immersive media, interaction design, visual and interactive storytelling. He is a Professor at the IDC School of Design, Indian Institute of Technology Bombay, where he heads the Immersive Media Experience Design Lab (IMXD Lab). His academic and research interests span Virtual Reality (VR), Augmented Reality (AR), immersive experiences, and the ways in which technology can shape human perception, interaction, and engagement.

He holds a PhD in Virtual Reality from Arts et Métiers ParisTech, France, a Master of Design (M.Des) from IIT Kanpur, and a Bachelor of Architecture (B.Arch) from College of Engineering Trivandrum (CET). His work explores how emerging technologies and interactive media can be used to create meaningful experiences, with particular emphasis on the grammar of storytelling in virtual reality, narrative immersion, and the sense of presence within digital environments.

His research and creative practice include explorations of interactive storytelling, augmented reality, and immersive narrative experiences. Through his work in academia and design research, he examines how design can move beyond conventional modes of communication and interaction to create new ways of experiencing and understanding the world.

Introduction

Theme :
Civic Sense - The Design of Coexistence.

Introduction :

Design has always been a means of responding to human needs, shaping experiences, and reimagining the world around us. Yet, as the contexts in which we live continue to evolve, the boundaries that define design must evolve with them. What if a product could serve a purpose beyond its original intent? What if it could adapt to different users, extend its life beyond conventional limits, or create possibilities that move beyond human needs alone?

The 69th Year Industrial Design Trophy invites students to explore these questions through the theme "Transcend." It challenges participants to move beyond the familiar, question established conventions, and rethink the relationships between objects, people, time, and the environment.

Transcending design boundaries may mean moving beyond a single purpose, designing for multiple users, extending the life of an artefact, carrying knowledge across generations, or considering the interconnectedness of human and natural systems. It calls for a shift in perspective from designing merely for immediate needs to imagining solutions that are adaptable, enduring, inclusive, and meaningful.

Participants are encouraged to question assumptions, explore unconventional possibilities, and develop artefacts or systems that redefine what design can be and whom it can serve. Through this exploration, the trophy seeks to encourage a more expansive understanding of industrial design - one that goes beyond the expected to create possibilities for the future.

The Task

THE CHALLENGE

India's rapidly growing cities and communities depend on shared spaces, resources, infrastructure, and systems. Yet many everyday civic challenges emerge when individual actions and conveniences take precedence over collective well-being.

Issues such as littering, waste management, public cleanliness, traffic behaviour, noise, misuse of public spaces, and disregard for shared resources reflect the complex relationship between individual behaviour and society. These challenges are shaped not only by infrastructure and enforcement, but also by habits, attitudes, social norms, and our sense of responsibility towards others.

In this context, design presents an opportunity to encourage individuals to look beyond personal needs and consider the wider community. The challenge is to explore how design can influence everyday behaviour, transform shared experiences, and foster a more responsible relationship between individuals and the world around them.

DESIGN TASK

How can design help us transcend the self?

In a society, our individual choices and actions often affect those around us. From public spaces and shared resources to mobility, waste, noise, and everyday interactions, civic life depends on how we negotiate our needs with those of others.

Explore the idea of **civic sense in the Indian context** and how design can encourage individuals to look beyond personal needs towards the needs of others and the larger community.

Identify a situation where individual actions have an impact on shared spaces, resources, systems, or society, and develop a **physical, digital, or hybrid design** intervention that encourages more responsible, considerate, and collective behaviour, encouraging a shift from "me" to "we".

Intent & Learning Objectives

This design exercise aims to encourage students to look beyond the individual and understand design as a means of shaping shared experiences, behaviours, and collective well-being.

Through the exercise, participants are expected to:

01. Observe everyday civic behaviours, interactions, and challenges within their surroundings.
02. Understand the relationship between individual actions, social behaviour, and the larger civic environment.
03. Question assumptions about how people use, share, occupy, and care for common spaces and resources.
04. Research and interpret a chosen civic issue through contextual observation, conversations, documentation, and other relevant methods.
05. Reframe a civic challenge as a meaningful design opportunity rather than simply a problem to be solved.
06. Explore and experiment with different ideas, approaches, and forms of intervention.
07. Design a thoughtful physical, digital, or hybrid intervention that considers both individual and collective needs.
08. Develop their ability to connect context, behaviour, systems, and design decisions.
09. Communicate an idea clearly through appropriate forms of representation, demonstrating the thinking and intent behind the proposal.

Participants are encouraged to demonstrate how they arrived at their proposition rather than simply what they designed.

Guidelines

Evaluation Criteria

1. **Context & Understanding (20%) -** Depth of observation, research, and understanding of the chosen civic issue and its social context.
2. **Insight & Originality (20%) -** Quality and originality of the insight, idea, and interpretation of the civic challenge.
3. **Transcendence & Impact (20%) -** How effectively the proposal moves beyond the conventional and encourages a shift from individual interests towards collective well-being. Consideration of its potential social impact.
4. **Design Outcome & Sustainability (20%) -** Quality and relevance of the design proposition, including its feasibility, adaptability, and environmental and social sustainability.
5. **Communication & Representation (20%) -** Effectiveness in communicating the idea, process, rationale, and intended impact through appropriate forms of representation.

Jury Process & Timeline



1. STAGE 1

Online Submission & Shortlisting

All eligible entries shall be submitted online and evaluated by the appointed jury members through an online review of the submitted sheets. This stage shall be conducted as a closed jury, during which the jurors shall review the entries and shortlist a specified number of submissions for the next stage.

2. STAGE 2

Jury Presentation

The second stage shall be conducted offline at the Annual NASA Convention 2027, marking the 69th Year of NASA India. Shortlisted participants may be required to present physical prototypes of their proposed designs at a feasible scale, as specified in the subsequent guidelines. The jury shall evaluate the shortlisted entries and select the final award-winning submissions.

Trophy at a Glance

Who can participate: Design & Architecture students in India
Team: Maximum 3 members
Number of Entries: Not limited
Submission: 4 (A2 sheets) + 3 minute video
Registration: 17th October, 2026
Submission Deadline: 30th November, 2026
Prize: 1 Lakh (citations and special mentions)
Moderator: Prof. Jayesh Pillai
Registration: NASA Trophies - 69th Year Industrial Design Trophy

Submission Details & Format

1. Submission Sheets (A2 Size)

The project must be presented across a maximum of 4 (four) A2-sized sheets in landscape format. The sheets should clearly communicate the problem area, design process, key insights, and proposed solution. An editable file of the submission sheets will be requested if shortlisted.

2. Explainer Video (YouTube Link)

The submission must include an explainer video of up to 3 minutes. The video should clearly communicate the design proposal and may be used to demonstrate aspects of the project that cannot be adequately conveyed through the submission sheets. The video must be uploaded to YouTube as an unlisted video, and the link must be included in the submission. (Suggested minimum resolution: 1920 x 1080 px (HD))

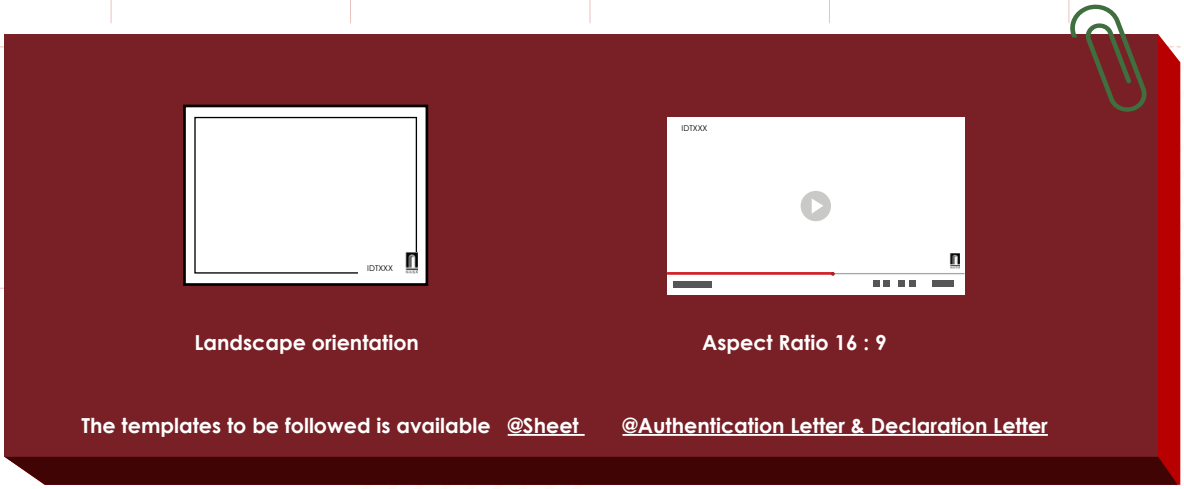
Checklist for submission

1. Online Submission of A2 **Sheets** in form of PDF of not more than **25MB (Max 4 sheets)**
2. Online Submission of YouTube Explainer Video (Unlisted video)
3. Original Copy of Authentication Letter
4. Original Copy of Declaration Letter
5. Original Copy of AI Usage Declaration Letter
6. Editable Format of the Sheets (Applicable if shortlisted)

Sheet & NASA India Logo Guidelines

Failing to comply with any of the guidelines may lead to disqualification at the discretion of the executive council.

- NASA India Internal Logo shall always be placed on the right-hand bottom corner of the sheet.
- NASA India logo should not be merged, overlapped etc. with any sort of text, graphic, image, etc.
- NASA India logo should be in true black with a perfectly white background.
- Sheet Template to be followed are available in the drive link - https://drive.google.com/drive/folders/1A-6NCBf5mAmYUP43NdtJbPMzlNRJNvfQ?usp=drive_link



Use of AI

The National Association of Students of Architecture (NASA) India recognises Artificial Intelligence (AI) as an emerging tool within architectural education, design and creative practice. AI may be used to support research, ideation, visualisation, iteration, analysis, documentation and communication throughout the design process. However, AI should remain a tool, not the author of the work. The core idea, design intent, critical thinking, architectural decisions and final outcome must originate from the participant. Entries should demonstrate the participant's ability to question, interpret, develop and communicate ideas rather than rely solely on AI-generated outputs. Participants are encouraged to explore AI critically and creatively, including generative AI, image-generation tools, computational tools, language models and other emerging technologies. The use of AI should contribute meaningfully to the design process and should not replace architectural thinking, experimentation or authorship.

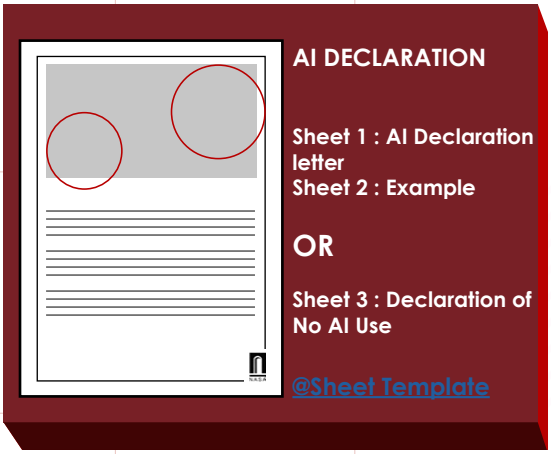
Submission Requirements

AI may be used to support the representation and communication of the work; however, the overall use of AI in the final submission **must not exceed 30%**. This includes AI-assisted text, graphics, images, visualisations, diagrams, research, analysis, post-production and other generated content. The design concept, architectural thinking, design decisions and final design must be entirely the participant's own work. All AI-assisted content must be clearly identified and declared.

AI Usage Declaration

Any use of Artificial Intelligence (AI) in the development of the submission must be clearly identified and declared. Participants are required to circle or mark on the submission sheet wherever AI has been used, whether for research, ideation, image generation, text, analysis, visualisation, post-production or any other part of the process. For every identified instance, participants must declare:

- **AI Tool**: Name of the AI tool/platform used.
- **Prompt:** The text prompt or input provided to the AI tool.
- **Method:** A brief description of how the AI output was used, interpreted, modified or developed as part of the final work.



The declaration should make the extent and role of AI within the design process transparent, while demonstrating the participant's own design thinking, decisions and authorship. Undeclared AI-generated or AI-assisted content may be considered a breach of the competition guidelines.

General Submission Guidelines

Failing to comply with any of the guidelines may lead to disqualification at the discretion of the executive council.

- All text should be in English.
- The projects should use the decimal metric system and contain a metric graphic scale in order to enable publication in reduced formats.
- The format of the sheets should clearly mention the name of the trophy followed by the year i.e. "**Industrial Design Trophy 2026-27**".
- The format of the sheet should contain a square box of 25mm x 25mm at the bottom right-hand corner, next to the NASA India logo which should have the unique registration number allotted to the participants after registrations.
- 10MM white margin is to be left on all sides of A2 sheets.
- The scale is left to the discretion of the participant(s) to the condition that the scale should be in metric system and all the drawings should be clear and legible.
- Manually rendered entry should be scanned at least in 300 dpi (dots per Inch) resolution.
- **The soft copy (non-editable format) of the sheets along with authentication letter, declaration letter, AI Declaration and any other required documents prescribed in the submission requirements should be uploaded on the website by the submission deadline.**
- The soft copy file of the sheets should not be corrupted or incomplete or in low resolution.
- It is mandatory to produce the original copy of the Authentication Letter for each entry (entry code should be mentioned if allotted) with the name of participant(s) and stating the unit/college will abide by whatever may be the final results and also agree that this entry is a property of both the institute and NASA India.
- **The Authentication Letter should be signed by the HOD/Principal/Director of the unit/college.**
- It is mandatory for the colleges to produce the original copy of the Declaration Letter for each entry (entry code should be mentioned if allotted) signed by the participants stating the work submitted is genuine and they have endorsed copyrights for the same and to adhere by all the rules and regulations, jury process and the results.
- The Prize Money Authenticating Letter signed by the Director/Principal/HOD in the college letterhead specifying the account details (Account Name, Account Number, Bank Name, IFSC Code) in which the money is to be credited for each entry (entry code should be mentioned if allotted) shall be collected at a later stage.
- The working files in editable formats of the Shortlisted Entries should be submitted to the Council, failing which, the submission requirements would be deemed incomplete leading to the prize money being withheld.
- Shortlisted Entries with manual hand-done sheets should submit high-quality scans (min. 300 dpi) along with the content in a word document of the shortlisted entries should be submitted to the Council, failing which, the submission requirements would be deemed incomplete leading to the prize money being withheld.
- Any misconduct such as exposing identity through college name/ stamp participant(s) name or college code on the sheets or the video will be disqualified.
- Any disclosure of a college's identity through any method or medium will result in disqualification.

Other Information

- **Maximum (3) participants Per Entry for 69th Year Industrial Design Trophy**
- **A participant can submit only one entry, whether as part of a group or individually** for 69th Year Industrial Trophy.
- The trophy is open to all students pursuing design-related programmes across disciplines.
- No limit to the number of entries per unit/college for the 69th Industrial Design Trophy.
- Queries to be put forward through the trophy page on the website (http://www.nasaindia.co)
- **Registration should be done by the Participant in NASA India website before the registration deadline. One Participant can register one team & its members.**
- Registration of the trophies will be final and cannot be changed or withdrawn henceforth.
- Late Registration & submission will not be entertained, henceforth the defaulters shall be disqualified.

Important Dates

Release of Brief:
17th October 2026, Saturday

Queries Deadline:
1st November 2026, Sunday 1800 hrs IST

Registration Deadline:
15th November 2026, Sunday 1800 hrs IST

Submission Deadline
30th November 2026, Monday 1800 hrs IST

Prize pool of
INR 1,00,000 /-

Prize money of Rupees 1 Lakh is allotted to the trophy and it will be divided according to the number of the Citations and Special Mentions.

All the Best!

Don't forget to follow our social media handles!
Visit them by clicking the icons below

www.nasaindia.co