



ZOOTOPIA-2021

a national level open design competition for designing a zoo interpretation centre in India

Background

ZOOTOPIA-2021 is an attempt to involve the creative minds of our nation in the exercise to bridge the gap between multi-disciplinary fields of architecture, design and zoo management. The aim is to generate awareness about conservation of wild animals, their habitat, all aspects of captive animal welfare and zoo ecosystem in the development sector. It is an open design competition which aligns with our honorable Prime Minister's vision of an *Atmanirbhar Bharat* by promoting the indigenous talents of the country and providing the young students a national-level platform to showcase their creativity.

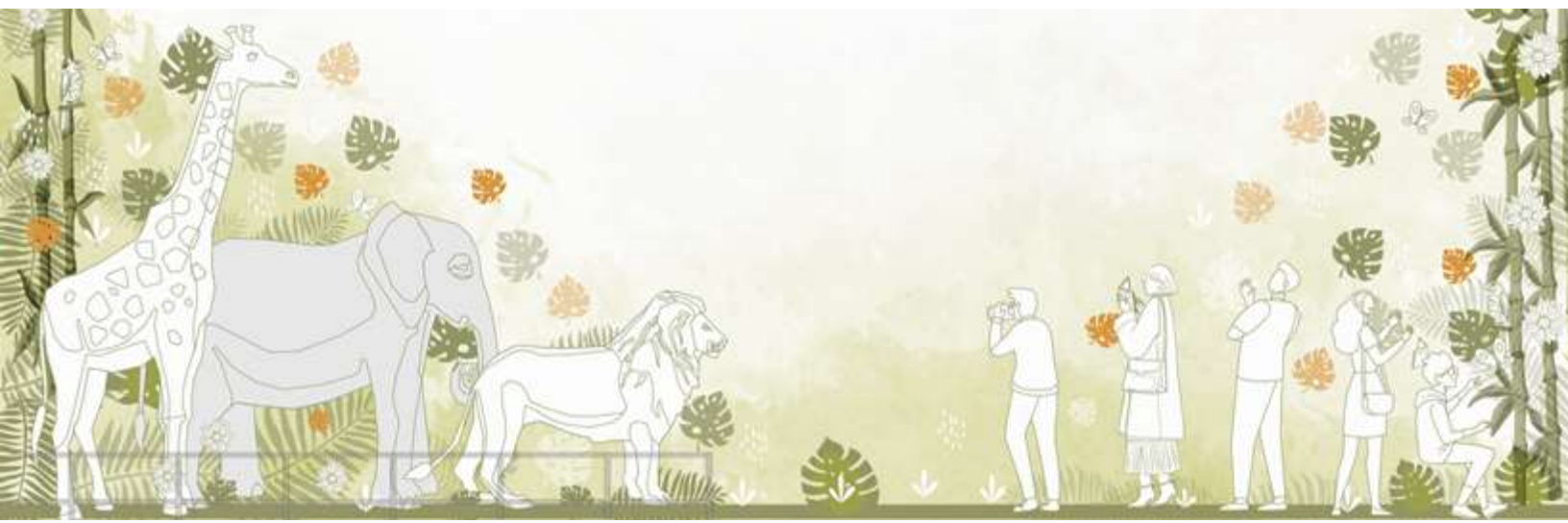
Who can apply for the Challenge?

Basic Eligibility:

- The challenge is open to students (in teams) from the field of architecture, design, planning, architectural conservation, interior design, urban design, museum design, etc.
- Team size may vary from **3 to a maximum of 5 members**. May form a multidisciplinary team (but not mandatory).
- The competition is open to Indian nationals only.

Student Competence:

- Participants can be currently enrolled students of Bachelor's degree such as B.Arch. / B.Plan / B.Des. **OR**
- Graduated B.Arch/ B.Plan/ B.Des not before April 2019 **OR** presently pursuing Master's degree such as M.Arch/ M.Plan/ M.Des/ **OR** Master's in Environmental/ Animal and Social Science
- Students registered/ currently enrolled in a course under Council of Architecture, IUDI, ITPI, ISOLA, etc.





About the Challenge

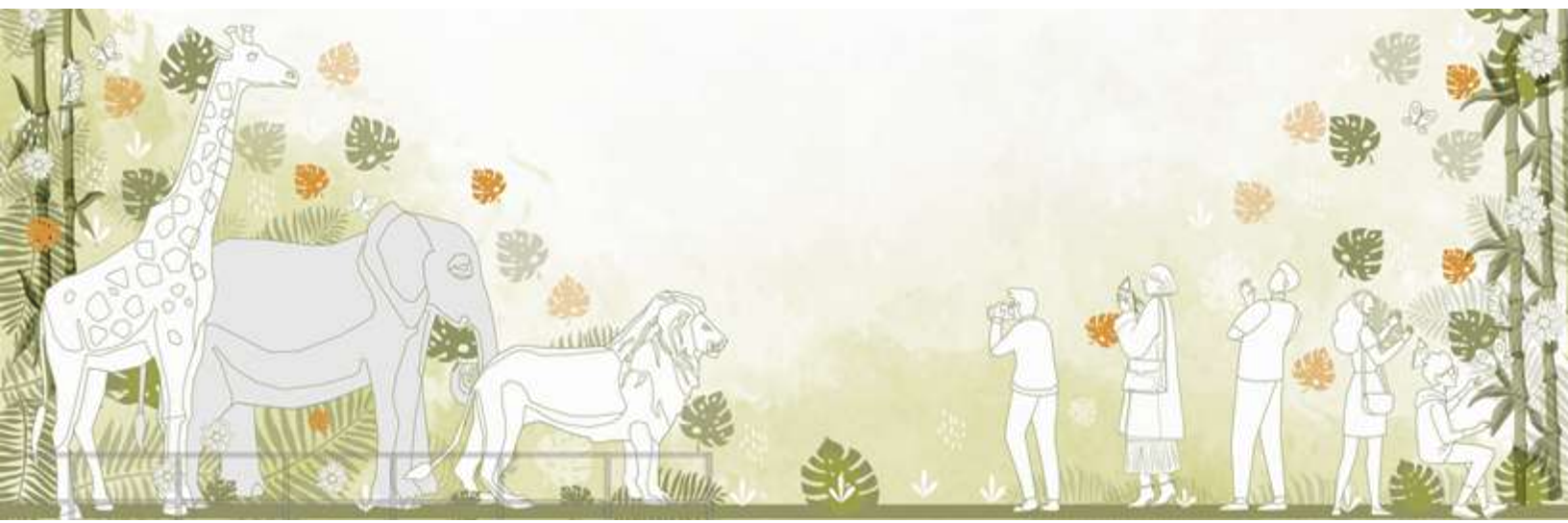
To design an *Interpretation Centre*¹ at par with global standards, by reusing the existing heritage building at Sri Chamarajendra Zoological Gardens, Mysuru Karnataka. The proposed design of the Interpretation Centre should aim to transform the visit into an experiential learning opportunity, enhancing and enriching the experience by providing information on wildlife and wild habitats through a variety of media:

- Signages (sensory and technology enabled)
- Exhibits (diorama, three dimensional models of animals either in miniature or large scale)
- 2D panels (led tv screens) or 3D panels
- Innovative technologies
- Innovative interpretation and storytelling with KEY focus on Environment conservation

The heritage building is currently being used as an office building and located near the main entrance of the zoo. Participants are required to submit a proposal for adaptive reuse of the existing heritage structure into an Interpretation Centre. Zootopia requires a comprehensive plan for the Interpretation Centre enhancing the visitors' experience whilst focusing the following **key elements**:

1. The themes should be related to the indigenous landscape and animal species of India, focusing especially on the Western Ghats. The design may include visitor attractions like picture points, selfie points, and pause points.
2. Clear articulation of an innovative design concept for the proposed plan of the Interpretation Centre with key focus to enhance knowledge and education on zoo and animals.
3. The plan should also include universal accessibility (catering to mental & physical disabilities).
4. Use of audio-visuals sensory, modern technology and illustrative-scientifically apt modern interpretive models.
5. Creating a sequence in the visitors' experience.
6. Promoting natural biodiversity, highlighting animal welfare and providing information on biodiversity conservation and challenges and success stories.
7. Spatial design which includes interconnected, interactive spaces depicting a storyboard with an engaging environment.

¹ Participants are required to refer the [CZA Design Guidelines](#) for designing the Interpretation Centre. Participants may also refer to [National Zoo Policy of India](#).



8. Design proposal must be sustainable and low-cost.

Unique Innovative ideas/ technology driven ideas and out of the box ideas will have extra weightage

Application Process

1. The application for the challenge will only be accepted through the AIM-CZA Challenge portal (aimapp2.aim.gov.in/zoo/) and no physical application will be accepted or required.
2. **Design Proposal:** A single A1 sheet in JPEG format (120 DPI Resolution). The file size must not exceed 5 MB.

The **Design Proposal** must include the following required drawings (but are not limited to):

- Concept plan that illustrates the idea behind the design idea.
 - Detailed floor plans (Ground floor and first floor) to demonstrate the interior spatial layouts and program (1:200)
 - Elevations and sections must demonstrate materials, texture and the color (1:200)
 - Three-dimensional representation explaining the design which can display the major spatial arrangement of the proposal. Specifically, a perspective of the interior space.
 - The design proposal must include interpretative strategies that can be both digital and non-digital.
 - Detailed drawings that can illustrate the innovative details and cohesive features of the design.
 - Summary: Comprising of the above (*only in English language; max 500 words*)
 - Estimate of proposal is required (broad costing not detailed).
3. **Video:** 1 min video / process explaining the proposal in MP4 format. The file size must not exceed 20 MB. The video **must include** walkthrough or perspectives and montages which can showcase the design proposal.

For any query please reach out to aim.challenges@gov.in

