www.sqrfactor.com

SQR - Spaces derived from Qualitative Research
PLUG AND PLAY LIVING

Co-living - the new lifestyle mantra for the millennial generation
Co-living, the new lifestyle mantra within the millennial generation is a form of housing which combines private living spaces with shared communal facilities.

But, do you know?

Co-living or ‘communal living’ is not a new concept - In fact, in many countries it dates back as far as the 17th century.

Medieval villages, religious cults, monks living in monasteries, the hippie movement of the 1970s, boarding houses, Post World War II housing are all examples of co-living solutions that catered to a common belief system while also addressing the economic constraints of its inhabitants.
The biggest driving force behind the rising popularity of co-living spaces are the young renters moving to new cities for job prospects who are looking to meet and connect with new people.

Experiences are replacing ownership of assets for the millennials and travel is an important part of their life – be it work related or leisure oriented.

For the millennial population, job mobility is the primary priority and home ownership is secondary. Unlike Gen X, homes are not the same emotional investments as they used to be. Rather, homes are viewed as a consumption product which suits housing requirements in a particular phase of life.

Co-living usually operate on a plug-and-play model that saves tenants the hassle of dealing with everyday household chores and also from the burden of paying frequent utility bills; giving them a lifestyle which is comfortable and with no strings attached.
Challenges

Can you design a co-living space in such a way that it benefits both people living in it and the startups running it?

- **A home away from home** – How can a person’s private space or community space make them feel at home?

- **Open yet private** – The millennial generation is open to new social interactions yet mostly looking for their own “me” time. Feel the complexity of this dual nature and provide solutions.

- **Optimum space utilization** – Can you offer the best design facilities within the least possible area? Utilize the space in best way to accommodate maximum people in the building.

- **Affordability** – Needless to say, the rooms per person should be budget friendly. A lot of you who are living in cities far from your homes would surely understand this.
Design Program

The idea of a well interactive space involves multifunctional aspects, never leaving the user unattended in every simple act of living in a community.

- A total *land area* of 10,000sqft to be designed as co-living space which can go about 4 storey tall considering 2.5 FAR / FSI.

- Single rooms, Double and Triple sharing room with required lavatories, beds, storages, study etc.. need to be designed for each person in the room.

- Total occupancy of 100 people of age group 18 – 35.

- For other facilities like kitchenette and dining space; casual workspace, leisure & activity area; digital library, Utility area (Washing, cleaning), community space and parking areas - the number and size of the structure is left to the participant’s understanding of space & user type.

- The planning should be done considering the multicultural coexistence. You can design community spaces on terrace as well. Also, you can provide premium rooms with pantry for a better user experience.

- Brownie points on deriving a pricing strategy for renting the rooms – single, double & triple sharing (inclusive of all facilities) that upholds inclusive growth of both dweller and the facilitator.
Participation

PLUG
Who can Plug (Participate)?

Everybody
Architects, students, product designers, thinkers, firms/companies, organizations and everyone interested in the mission of the competition to submit their ideas.

PLAY
How to Play (Register)?

Sing up
Entrants may register by signing up on sqrfactor.com and then participate in the competition by paying the registration amount through a payment gateway on our website.

POSE
What to Pose (Present)?

Submissions
Maximum 3 A2 landscape Sheets for idea presentation (PDF) including Autocad (.dwg) files with floor plans to be uploaded on www.sqrfactor.com. You can also include 3d (.skp) files. Not more than 25 MB in total.

**Autocad floor plans will help judge your submissions more efficiently as presentation alone sometimes aren’t the best way of judging the submission entries. You can also include 3d (.skp) Sketchup files to support your design**
# Important Dates and Registration

## Early Registrations

**For Individuals**
- Indian - INR 900 (per team)
- International – USD 20 (per team)

**For Architecture/Design Firms**
- Indian – INR 1500 (per team)
- International – USD 30 (per team)

**Period**
- **25th March to 15th April 2019**

## Standard Registrations

**For Individuals**
- Indian - INR 1500 (per team)
- International – USD 30 (per team)

**For Architecture/Design Firms**
- Indian – INR 2500 (per team)
- International – USD 45 (per team)

**Period**
- **16th April to 30th April 2019**

## Late Registrations

**For Individuals**
- Indian - INR 2400 (per team)
- International – USD 40 (per team)

**For Architecture/Design Firms**
- Indian – INR 3500 (per team)
- International – USD 60 (per team)

**Period**
- **1st May to 10th May 2019**

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**10th May 2019**

**Last Date for Submissions**
Portal will be open for submission till this day up to IST 23:59 hrs

**10th June 2019**

**Announcement of Winners**
Winners will be announced on this day at IST 17:00 hrs
FAQs (Frequently Asked Questions)

What is the location of the site?
You can choose any hypothetical site at any location with an urban context in New Delhi, Bangalore, Mumbai or any other metro city in the world where co-living spaces have started coming up.

As mentioned in - last point of design program, what is pricing strategy and Is it compulsory to work on it?
Different startup founders are looking for pricing strategy for tenants for single, double and triple sharing room. This means – if you could come up with how much should a tenant pay for different room types depending on your design, space utilization – can you derive a pricing strategy.
This is not at all compulsory and is just an added thing - it doesn’t affect your marks

For the Site - only the area is given; Any particular shape that needs to be considered?
It should be a rectangle or square shaped land (site).

Can single person participate? Is it compulsory to have a mentor?
Yes, a single person can participate in the competition. No, its not compulsory to have a mentor

What are different parameters of marking?
Every member in the jury panel come from different background and have varied choices – some are looking for out of the box innovative solutions and some for functional solutions. The range of parameters this time is too wide to explain here. We would recommend this time you just “be yourself” to produce the best work you can. Feel the problem and design for yourself 😊
More FAQs

What should we focus on more? Architecture or Interior space design?
We would suggest to focus on both. But, that being said – the internal or interior space utilization of rooms – single, double and triple sharing rooms with beds, furniture and other necessary amenities for every person in the room should be the main priority.

I’m a student – what happens if my design gets selected, do I get to execute it?
Yes, why not. You might not get a chance to directly execute the design yourself but if your design is selected – you can work with the startup who has selected your design concept to execute it or work with them.

I feel the competition restricts my creativity and talks too much about functionality? Are only functional designs going to win?
Not at all. Every jury member is expecting out of the box, innovative design solutions from this competition. But, you need to understand that there has to be some functional approach to execute it. That’s all.

Can I just design modules for single, double and triple sharing as I am interested in doing only that? What are my chances of winning?
Good question. You can actually go ahead with designing prototype modules which can be copied on every floor with best space utilization. You might not be shortlisted as a top entry but your prototypes can still be used and you might land up getting a job with co-living companies as this is one of the major requirements of the competition.

I’m an Architect/Firm from outside India? What happens if my design gets selected?
One of the ways that we have figured out is that you will be partnering with SqrFactor for the execution of the project. Otherwise, for freelancers – you can come and directly work with the co-living startups.
Rewards & Recognition

**FIRST PRIZE**
INR 50,000 + Certificate + Feature in Website/Magazine

**SECOND PRIZE**
INR 25,000 + Certificate + Feature in Magazines

**THIRD PRIZE**
INR 15,000 + Certificate + Feature in Magazines

*Presentation with Co-founders of partnered Co-living Startups + A chance of Execution*

**BEST STUDENT DESIGN ENTRY**
(UNDER - 25YRS)
INR 10,000 + Certificate + Feature in Magazines

**BEST YOUNG ARCHITECT DESIGN ENTRY**
(UNDER - 35YRS)
INR 10,000 + Certificate + Feature in Magazines

**PEOPLE’S CHOICE AWARD**
(MOST VOTED ENTRY)
INR 10,000 + Certificate + Feature in Magazines

Top-10 to be given certificates + Goodies worth INR 5000 &
Top-30 short-listed entries will be featured on Sqrfactor’s competition results page +
Certificates + Eligible for People’s Choice Award
Honorary Jury Panel

Architects

Ar. Pramod Jaiswal  
*Principal Architect*  
Between Space

Ar. Alexis Dornier  
*Principal Architect*  
Alexis Dornier

Ar. Paul Moses  
*Director, Design & Projects*  
RSP Design Consultants

Startup Founders & Senior Associates

John Jacob  
*Associate VP*  
CoHo.in

Devashish Dalmiya  
*Co-Founder,*  
StayAbode Ventures

Ish Anand  
*Executive Director,*  
Isthara Co-living

Kunal Malhotra  
*Co-Founder*  
Hood Co-Living

Shashikiran Rao  
*Co-Founder*  
Tribe Theory Hostels

Sneha Chaudhary  
*Co-Founder*  
ZoloStays