

KYOORIUS YOUNG BLOOD AWARDS:

EVERY HOUSE HAS A STORY

Nestaway | Lopez Design



BACKGROUND

Nestaway is a prime leader in the market for home rental solutions. Established in 2014 by four founders with a mission to change the real estate market offerings, their vision was to deliver an ideal home to newcomers in a city. Building on their own experiences, the founding partners emphasized on offering homes with a policy of no discrimination and circumventing brokers. Nestaway grew rapidly over two years and is today placed across 12 cities with over 54,000 customers and 19,500 houses.

Targeting young migrants and their variable needs, the company sets out to give a wide range of offerings with its philosophy of 'we take care of basics' and aims to create a real home space away from homes, particularly addressing migrants to a new city. Nestaway homes are available in options of shared rooms, shared homes with your own room and independent houses. The shared homes are fully furnished with all basic amenities. Independent family homes are not furnished.

The essence of Nestaway is a brand that promotes an easy-to-manage lifestyle, fulfilling your basic needs and giving young people the space to grow and achieve their dreams. Every person who enters Nestaway automatically becomes part of its community and is called a Nestie. The company also supports and creates engaging platforms for special interest groups for music, sports, coding, reading, arts and various such activities. Through these, Nesties can interact with each other and discover their cities.

What Nestaway is all about

- We believe that every person has the right to have a good home.
- We believe in doing away with discrimination, making cities approachable for new migrants and creating homes with a sense of belonging.
- We are open to people of various cultures, traditions, religions and beliefs, believing in the beauty of diversity.

- We feel that a house should go beyond a home and extend to a supportive community.
- We are approachable and friendly, putting people first before transactions.
- We are direct in our communications and don't beat around the bush.

How do we behave?

We are open, humane, committed and empathetic.

What do we sound like?

We speak in a tone that is simple, direct, confident and youthful.

How do people see us?

We are seen as proactive, agile, fluid and relatable.

CHALLENGE

1. The key challenge would be to bring in product differentiation – how Nestaway houses can stand out and be different from regular houses. The brief is to develop a graphic language for external walls that can work across Nestaway homes. The resultant design should be a showcase of a typical Nestaway home's visual experience. The graphics should reflect the Nestaway brand philosophy. While all of the homes come under the Nestaway umbrella and would be tied in by a common visual language, each could be inspired by a different graphic theme from music to culture to art or craft. At the end a house would have a unique graphic story to tell.

2. The Nestaway houses should have the potential to become iconic city spots. The graphics and colours on the building exterior must be unique to us and easily identifiable as a Nestaway house from a distance. Therefore, some kind of consistency through colours or art forms should make a statement to clearly communicate this is a Nestaway house or cluster of Nestaway houses from a distance.

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AUDIENCE

The audience for Nestaway is fourfold:

1. Prospective Nestaway tenants – they are millennials, young people and often newcomers to a city including singles, young married couples and nuclear families.
2. Owners who rent out homes – they have to be convinced that doing up a home will get them better rental value.
3. Partners – corporate firms and large employers who would consider hiring Nestaway as a property management company for dedicated housing where their employees can rent
4. Independent contractors who affiliate with Nestaway to find homes for prospective tenants

CONSIDERATIONS

Type: Applicable to single or multi storied house/apartments.

Design in the budget given should cover: Overlay painting, graphics and artworks. You can include installations and textures if it adds value to your concept.

The design must be unique and have a story to tell. It should be a template for other homes to be designed so it is replicable as a system but not necessarily identical.

You can be as inventive to create a design that is rugged for pan Indian exterior environment, giving flexibility across types and facade area and suited for long-term use. The solution need not be conventional; it can be innovative to meet the budget constraints of not more than Rs 1 lakh per house

The design should align to a contemporary Indian outlook and reflect the Nestaway Life and philosophy. The output would be "statement houses that will drive pride of ownership". We want visual character of place to be

recognized as a driving factor in better lives, better cities and a better nation.

DELIVERABLES

The design solution should be presented on A3 landscape format. You can use photographs/sketches of existing buildings from Indian cities as mockups to demonstrate the graphics on external walls. All work has to be original and authentic.

SUBMITTING YOUR ENTRY

- **Post 1-6 A2 Presentation Boards, or**
- **Upload a PDF**

Your entry should include a written document guide, and Google Drive or Dropbox links to your source material.

Please review the submission guide for more information on formats, supporting materials, etc before submitting your entry.

IMPORTANT DATES

Entry collection opens	30 August 2018
Entry deadline	19 September 2018 (Online)
	20 September 2018 (Physical)
Jury session	21 September 2018
Awards ceremony	30 September 2018

KYOORIUS YOUNG BLOOD AWARDS: TERMS & CONDITIONS

This contest is organised by Kyoorius Communications Pvt. Ltd. Having its Offices at 2nd Floor, Kohinoor Estate, 165 Tulsi Pipe Road, Lower Parel, Mumbai 400013 hereinafter referred to as "Kyoorius".

Eligibility Criteria

Young working professionals or full-time design students aged 28 and below i.e. born after 10 September 1990 can enter the Kyoorius Young Blood Awards.

1. Entering the Contest

- 1.1 Entry is open to individuals working alone or in groups of up to 4 persons working as a team.
- 1.2 All members of a team must meet the eligibility criteria outlined above. If you enter as a team, the winning entitlements will be handed to the primary entrant.
- 1.3 Entrants should register on the Kyoorius Young Blood Awards site, download a brief, generate a response to that brief and submit their work digitally in accordance with the deliverables as laid out in their chosen brief and in accordance with the Submission Guide.
- 1.4 Entrants can download and respond to as many briefs as they wish; they may also submit more than one response per brief. Each Response is considered a separate entry.
- 1.5 All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, music, or other creative material belonging to someone else must obtain the other party's permission. Entrants may be asked to evidence their ownership of the response and should keep dated records of all working materials.
- 1.6 All Entries must be submitted via our Online entry system. Physical work where relevant, may be submitted as supporting material only. Kyoorius accepts no responsibility for lost or undelivered entry material. Proof of postage does not guarantee that work has been received by Kyoorius.
- 1.7 In order to assist Kyoorius in promoting the winning work after judging, all entrants are asked to provide or confirm credits for each entry. These must include:
 - a. Full names of entrant(s), including all team members
 - b. All contact details of entrant(s) – mobile, postal & email address
 - c. Full names of tutor(s) (as applicable)
 - d. All contact details of tutor(s) if applicable – mobile, postal & email address
 - e. The name & address of the college, university or company
- 1.8 Contact details of winning & nominated entrants will be passed to sponsors, in order to help promote the winning work.

2. Sponsors' Logos and Names

- 2.1 Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting responses. The logos issued to the entrant may not be used for any commercial or republication purposes.
- 2.2 All sponsors operate strict controls on the use of their names, trademarks and logos. Any misuse of sponsors brands by an entrant will lead to the disqualification of all that entrant's responses and may expose the entrant to legal liability and subsequent legal claims.
- 2.3 By submitting a response, entrants agree to use the sponsor branding only in accordance with these terms and conditions, and any prevailing sponsors' terms and conditions.
- 2.4 The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor.
- 2.5 Entrants may:
 - a. Only use sponsor branding on Responses submitted to the Kyoorius Young Blood Awards 2018.
 - b. Include a submitted Response in their personal portfolio after the winners have been announced, in exactly the same format as that submitted to the Kyoorius Young Blood Awards 2018.
- 2.6 Entrants must not:
 - a. Use sponsor branding on any other material or for any other purpose;
 - b. Upload their submitted Response to any Online location before the Nominations have been announced, whether as part of an open or access-restricted site, unless all sponsor branding is first removed from the uploaded version of the response;
 - c. Denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and /or its brands into disrepute;
 - d. Do anything to suggest that the entrant is endorsed, associated or otherwise affiliated with the sponsor;
 - e. Provide or make available sponsor branding to any third party for any purpose whatsoever.
- 2.7 For the avoidance of doubt, the sponsors for the Kyoorius Young Blood Awards 2018 are as listed on the briefs page on awards.kyoorius.com/2018/youngblood/
- 2.8 For the avoidance of doubt, the sponsor clients for the Kyoorius Young Blood Awards 2018 are as detailed on the individual briefs
- 2.9 Entrants who submit a Response that contains any trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding.

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3. Ownership of Your Work

- 3.1 Entrants retain ownership of their responses submitted into the contest, but where such work incorporates sponsor branding entrants may only use the work for personal references and promotion as part of a portfolio.
- 3.2 By submitting a response, entrants grant Kyoorius and the relevant sponsor an exclusive license for the duration of copyright protection to reproduce or reproduction of their entry in all media in order to promote, or act as a historical record of, the Kyoorius Young Blood Awards or a sponsor's involvement with the Kyoorius Young Blood Awards; or as part of any Kyoorius publication (whether online or offline).
- 3.3 Entrants agree that, should a sponsor wish to develop or use a response for commercial purposes, the entrant will enter into negotiations with that sponsor to agree terms for such development or usage before negotiating with any other party in relation to the response.
- 3.4 No additional agreement will be needed for the winning entry. The sponsor of the brief can use the winning entry for commercial purposes.

4. Judging the Contest

- 4.1 Kyoorius will appoint a jury that shall be composed of judges who, in Kyoorius' sole discretion, have the appropriate qualifications to judge the work. Responses will be considered in accordance with the awards selection criteria. These are:
 - a. An excellent creative idea
 - b. Great craft or execution
 - c. Answers the brief
- 4.2 Each jury will award a select number of the responses whom the jury considers, in its sole discretion, to be the best responses.
- 4.3 The jury is not limited in the number of Responses it can award, and similarly there is no guarantee that a jury will grant an award in each brief, if they do not feel that work is of the standard required.
- 4.4 The jury has the right to edit pieces submitted as part of a response and to ask for only certain parts of the response to be displayed or promoted.
- 4.5 General feedback will be gathered from the jury, and may be made available to view on the Kyoorius Young Blood Awards website when the nominations are announced. Individual feedback will not be available.
- 4.6 If Kyoorius is made aware of any concerns that a response does not constitute the original work of the entrant, Kyoorius will contact the entrant and ask for evidence that proves the entrant's assertion to be the creator of the work.

- 4.7 Kyoorius will also contact credited tutors for further information if applicable. Kyoorius will consider the evidence gathered and decide whether to allow the response to remain within the contest or to remove it. Kyoorius' decision is in its sole discretion and is final.

5. Prizes

- 5.1 The prizes to be awarded to the winning entry are:
 - a. A gorgeous Red Elephant which you pick up at the Kyoorius Awards Night.
 - b. A paid trip to "London Design Festival" (Only one person of the group will be sponsored)
 - c. All Shortlisted entries will be sent to the Agency Heads
 - d. Right to use the relevant Red Elephant Mark
- 5.2 The prize awarded to the nominated entries is:
 - a. Entry details in the Kyoorius Awards Annual

6. General Points

- 6.1 Kyoorius reserves the right to make changes to these Terms and Conditions, if necessary, from time to time.
- 6.2 The Terms and Conditions are subject to Indian law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of India.

For enquiries relating to the Kyoorius Young Blood Awards, email queries@kyoorius.com