

Announcement of IIM MURAL Competition

A **mural** is any piece of artwork painted or applied directly on a wall, ceiling or other permanent surfaces. A distinguishing characteristic of **mural** painting is that the architectural elements of the given space are harmoniously incorporated into the picture.

AN OVERVIEW:

This Competition's purpose is to find a suitable design for a mural for the *IIM HO premises*, 'METAL HOUSE',

The designs need to be submitted separately for

The Exteriors [Front & Side (Eastern)]: Outlined in **Appendix II**

&

Auditorium Mural which would act as a Stage-backdrop; Outlined in **Appendix III**

- ✚ *Thematically*, the idea is to revitalize the look to commemorate the Platinum Jubilee Year, by designing a façade by projecting the **Vision & activities** of the Institute, exhibiting it to the Members, Stakeholders, as well as visitors, since the mural wall is immediately visible from the main road heading to the Institute. We are looking for artwork that communicates how we wish to serve the metallurgical and materials engineering profession and its allied disciplines with distinction by providing leadership in scientific investigations, engineering invention, technological innovation and policy framing for the benefit of the country and humanity at large.
- ✚ *Aesthetically*, patterns should promote a sense of identity, belonging, attachment, learning, and strengthen the concepts and mission of the Metallurgical fraternity. Colourful artwork shall be preferred over monochrome.
- ✚ This Contest seeks for **designs of the mural and not the painting of it**. We shall initially shortlist two designs each in the respective categories [External Mural facades [Front & Side], and an Auditorium Internal Mural], from all entries submitted in the prescribed format. The actual execution of the wall art will be done by professional muralists.

ELIGIBILITY CRITERION

The competition is open to all, both Members & Non-Members. An applicant may join with experts, individuals and designers to form their teams for conceptualization & finalization the artwork. However, the submission needs to be done in the respective Member's name, furnishing all requisite team details.

AWARDS

Two entries each for the respective categories shall be selected for the second round of jurying, which will involve more elaboration of the technicalities. The finalists may be required to formulate more accurate plans for the practical implementation of their designs in the final round. After the review of more detailed, finalized plans, the winners shall be declared [One in each category] on the Institute's website.

The Winners shall receive awards of Rs 2500 each, a scroll of Honor and free membership of IIM for one year.

SUBMISSION GUIDELINES

I] TECHNICAL:

- a. A PDF File of the artwork may be submitted over email, with the *Overall Visualisation*, *Artist Statement*, *Scaled Detail* and *Supporting Images*.

- **Overall Visualization** :Of the finished mural in its entirety on the walls of Metal House [Front & Side Facades].

- **Artist Statement:** This should explain how the work relates to the Vision & Activities of the Institute and the future roadmap, as explained here.
- **Vision Statement:** "Build a community of scientists, engineers and technologists that will take India to global leadership in minerals, metallurgical and materials science and engineering, and be the premier advocate for materials and manufacturing innovation."
- **Objectives:**
 - a) To promote and advance the study and practice of the science, design, engineering and technology concerned with minerals, metals, materials and their applications.
 - b) To provide forums and opportunities for exchange, dissemination of information and technology innovations & updates among students, researchers, teachers and industry professionals.
 - c) To promote and facilitate education and development of working professionals.
 - d) To undertake studies on human resources, requirements and availability, related to minerals, metals, materials and processes on behalf of the govt. industry or individuals.
 - e) To act as honorary advisor to the government, industries or individuals engaged in the fields of minerals, metals and materials.
 - f) To recognize and reward eminent metallurgists, materials scientist, industry professionals, teachers and students for significant contributions in their areas of specialization.

- b. Entries should be submitted in digital format [pdf version], including Photoshop or Illustrator files.
- c. Illustrator files should be at no less than 50% of final size
- d. Photoshop files must be provided as 150-dpi to 300-dpi TIFFS at final size
- e. Files can be converted to JPEG for transport using HIGHEST quality setting
- f. The final project estimates would be INR 5L for Exterior Murals Designs, Painting & Materials & INR 3L for Internal Mural designing, painting & materials procurement @ auditorium.

II] GENERAL

- a) The artwork should be the original work of the participant and must not infringe the Intellectual Property
- b) The final selected artwork shall become the Intellectual property of the IIM and the designer shall not have any right over the same.
- c) IIM reserves the right to assign a third party/Professional Muralist to further modify the selected artwork
- d) IIM reserves the right not to consider the finally selected version for the final execution.
- e) An entry which does not comply with the required conditions and guidelines will be rejected.

KEY TIMELINES

- a) The referred competition shall be effective from 2nd March 2021 and shall be valid till 22nd March 2021.
- b) Winners shall be informed by first week of April 2021, and shall be felicitated subsequently.
- c) Please specify your Membership Details (if a Member/available) in **Appendix I**.

Entries shall be submitted to the below-mentioned E-Mail Addresses; **Addressed to:** Mr. Kushal Saha, Secretary General/ Ms. Atashi Saha, Deputy General Manager

E-Mail ID: iimmuraldesignpjyear@gmail.com CC: kushal.saha@iim-india.net / atashi.saha@iim-india.net *Enclosures: **IIM Brochure & a photograph of METAL HOUSE premises.**

Subject: IIM MURAL DESIGN COMPETITION

APPENDIX I

ENTRY FORM MURAL Design Competition The Indian Institute of Metals

Photograph

First Name															
Middle Name															
Entry Type	INDIVIDUAL <input type="checkbox"/> TEAM <input type="checkbox"/>														
Name of the Team Members	[Optional]														
Surname															
IIM Member	Yes/ No [Membership No. required for Members]					IIM Chapter					If Member				
Village/Town/City															
State						Pin Code									
Mobile no															
Email ID															

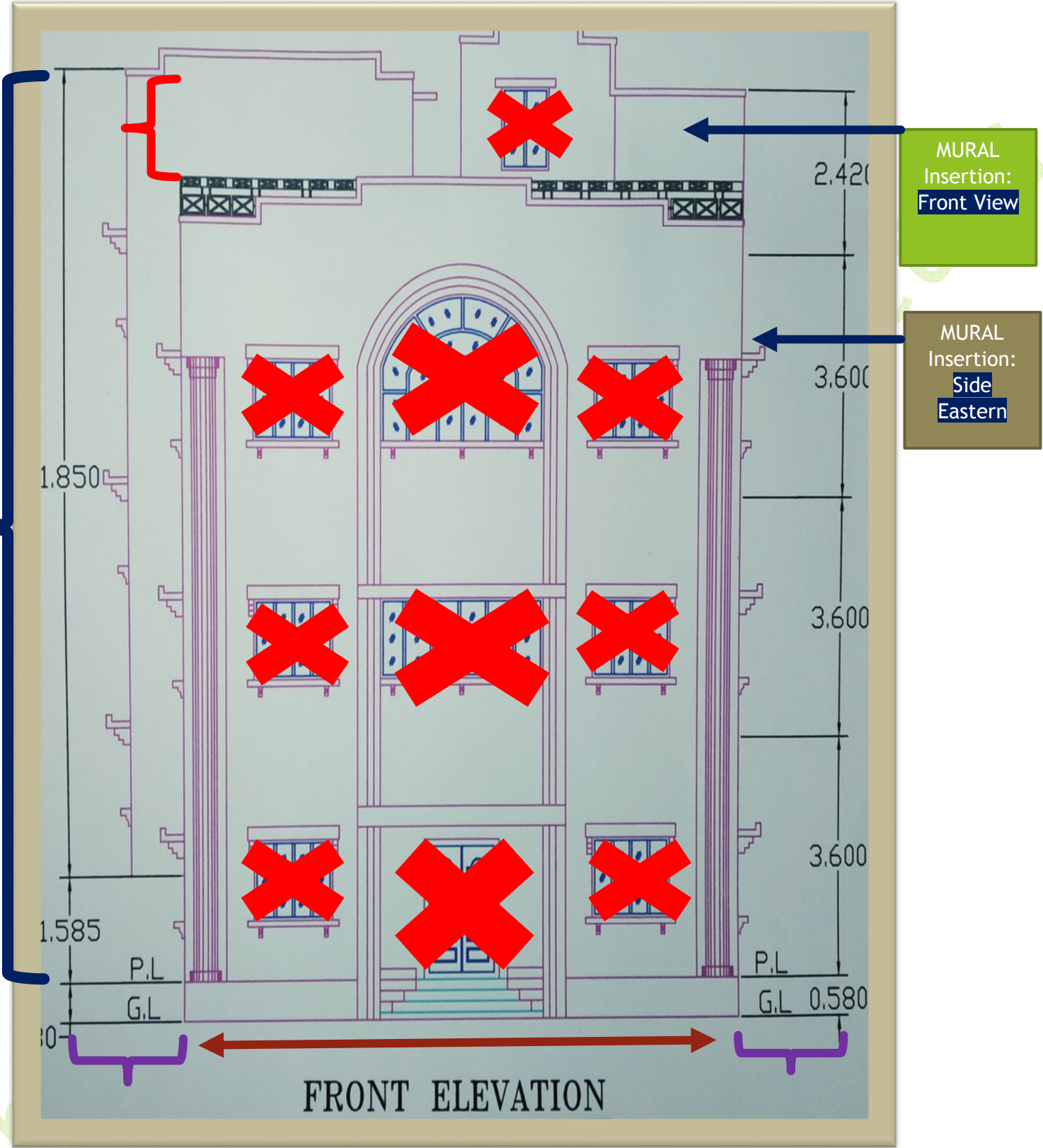
DECLARATION •

I understand that the entries sent once shall not be returned • The final selected design shall become the intellectual property of the Indian Institute of Metals and I shall not have any right over the same • I declare that the design(s) submitted as a part of the entry to this competition is my original creation and does not infringe the Intellectual Property Rights of any third party • The responsibility to comply with the guidelines and other conditions fully lies with me and The Indian Institute of Metals shall not be liable for any dispute raised by a third party • The Indian Institute of Metals reserves the right to assign a third party to further develop, modify, colour and define usage of the selected design by this process • I accept that the Jury's decision will be final • I understand and agree that if my entry does not comply with the required conditions and submission guidelines, or reaches after the deadline, it will not be eligible for the competition • I also understand that even if my entry gets selected, it may not be considered for the final MURAL design.

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Signature

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Date

APPENDIX II An outline of the METAL HOUSE FAÇADE & SIDE [With original dimensions]

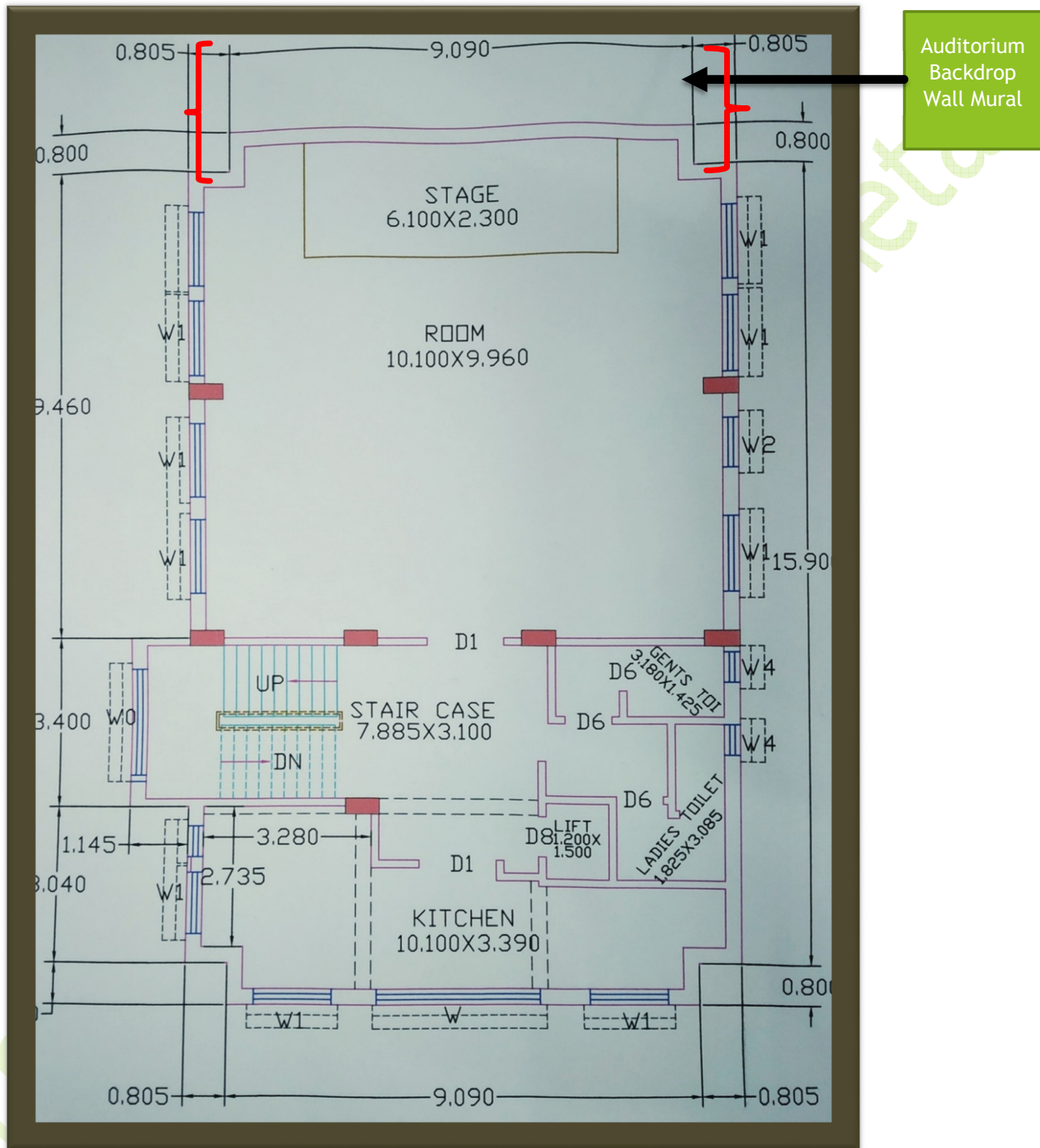


Height	15.89
Front Width	9.090
Side Width	17.43

*The dimensions given are in metres

APPENDIX III

An outline of the Auditorium STAGE BACKDROP MURAL [With original dimensions]



*The dimensions given are in metres.