

### DESIGN BRIEF

There are a total of 220,000 units of jeepneys all over the country, 67,000 of which are in Metro Manila. As part of the government's Public Utility Jeepney (PUJ) Modernization Program for the public transportation industry, Hyundai is doing its part in developing its own Modern Jeepney in partnership with the University of the Philippines College of Architecture (UPCA).

Each team will be comprised of undergraduate students who will be tasked to create a conceptual design for the body of a Modern Jeepney. The primary concerns of the conceptual design are the space for the commuters and the driver, and the creative form of the vehicle's body. There are two (2) types of passenger seating for Public Utility Vehicles (PUVs), front and side seating, which the students must explore in their design.

Technical aspects such as the engine and other mechanical parts will not be a concern in the design. The dimensions are based on the Philippine National Standard for PUV Class 2 and 3, which can be downloaded from the UPCA website.

### ENTRY CONDITIONS

To enter the competition, the team must:

1. Form a team comprising of:
  - Two (2) to three (3) undergraduate students (at least 18 years of age) currently enrolled in the University of the Philippines (UP). At least one member shall be a student of UPCA.
  - One (1) or two (2) members of the team may be students from the UP College of Fine Arts (CFA) and the UP College of Engineering (CE).
  - One (1) faculty adviser from UPCA.
2. Download and duly fill out the registration form from <http://upca.upd.edu.ph/blog-upca-extension>.
3. Submit to Secretariat at the Research & Extension Office of the UP Diliman College of Architecture.
4. Secure your Registration number through the Secretariat at the Research & Extension Office of the UP Diliman College of Architecture (you will be receiving a photocopy of your signed registration form and assigned entry registration number upon submission).
5. Employees of Hyundai Asia Resources Inc. including their relative up to second degree of consanguinity and affinity are disqualified from joining the contest
6. Submit CD's of their digital files to the Secretariat at the Research & Extension Office of the UP Diliman College of Architecture. The Competition Secretariat shall receive the final entries only until **April 24, 2018 at 5:00 pm.**

## SUBMISSION OF ENTRIES

1. Entrants are required to submit a concept board, essay, and video presentation of their design in the following format:
  - a. **Essay Submission in PDF only:**
    - Paper Size: A4
    - Maximum of 500 words to explain concept.
    - Maximum number of pages: One (1) only
    - Orientation: Portrait
    - Arial Font - 11
    - Spacing - 1.50
    - Images and Graphical Figures may be included in essay.
      - Format to be provided via e-mail to registered participants.
      - Registration Number and Title of Design, are the only other identifying markers for the essay.
  - b. **Board Layout:** A1 size board – Landscape Orientation, provide one inch (1.0”) margin all around the board – JPEG / PDF only
    - Maximum number of boards: one (1) board only
    - Registration Number at the lower left corner of the board, is the only other identifying marker for the A1 boards. Font must be **Arial Narrow Bold, Size 48**.
    - Secretariat will accept hi-resolution JPEG/PDF format only, up to 3.5MB per A1 board. PUB/CAD format will not be accepted. It is the responsibility of the entrants to check their designed line weights & line types in the PDF/JPEG print.
    - Board Content:
      - ✓ Concept
      - ✓ Exterior Perspectives
      - ✓ Interior Plan WITH GRAPHICAL SCALE
      - ✓ Four Elevations and Top View WITH GRAPHICAL SCALE
      - ✓ Cross and Longitudinal Sections or Exploded Isometric WITH GRAPHICAL SCALE
      - ✓ Interior Perspectives
  - c. **Video presentation**
    - Video entry must be at least two (2) minutes but no longer than three (3) minutes in duration
    - Video entry should be at least 1080dpi and in .MP4 video format
2. Late submissions shall not be accepted, and will be automatically disqualified.
3. Participants shall be anonymous to the external judges. Only registration numbers shall reflect authorship of the entries.
4. A1 boards of finalists shall be posted for public viewing in the official website or UPCA Facebook page, after final judging has been completed.
5. Only one entry per team is allowed. Entries must not have been used in a different competition, published, or distributed commercially.
6. Entries should not contain inappropriate content such as but not limited to: promotion of other brands, malicious and/or explicit content that offend race, religion, sex, sentiments or public taste.
7. Entries submitted are considered final. No Entrant is allowed to alter, modify, or withdraw their submitted entry.
8. Entrant agrees that by joining the Competition, members of the team will be required to be present for the awarding ceremony at the NISMED Auditorium on April 28, 2018, 2:00 PM.

## JUDGING OF ENTRIES

- 1.) Judging of entries will be held on the following schedule of Judging Process in the presence of DTI Representative/s:

|                   | DATE & TIME             | VENUE   |
|-------------------|-------------------------|---|
| Initial Screening | April 25, 2018, 1:00 PM | Hyundai Asia Resources, Inc. Head Office<br>16/F BGC Corporate Center, 3030 11 <sup>th</sup> Ave. cor.<br>30 <sup>th</sup> St., City Center, Bonifacio Global Center,<br>Taguig |
| Final Judging     | April 28, 2018, 2:00 PM | NISMED Auditorium<br>University of the Philippines- Diliman<br>Delos Reyes Street, U.P. Campus Diliman,<br>Quezon City, 1101 Metro Manila                                       |

### 2.) Judging Process:

#### A. INITIAL SCREENING

1. All submitted entries will be screened by a panel of judges from Hyundai Asia Resources Inc.
2. Criteria for Initial Screening:

|  |            |
|--|------------|
| • Does the design consider its applicability for mass production?                          | <b>50%</b> |
| • Will the production cost of the PUJ design still be economical for operators or drivers? | <b>50%</b> |

3. Only fifteen (15) entries will be shortlisted from all qualified entries to advance to the final judging. Each Shortlist Entrants will be notified by personal call and/or email specified in the Registration within 24 hours, on 26 April 2018, after judging date.

| NAME                     | DESIGNATION  |
|--------------------------|--|
| 1 Lord Nelson Zapata     | Technical and Sales Trainor for Commercial Trade<br>Division of Hyundai Asia Resources, Inc. |
| 2. Engr. Arnel Dela Cruz | Vice President for Production from Del Monte Motors<br>Work, Inc.                            |

**B. FINAL JUDGING**

1. A panel of seven (7) judges shall judge all fifteen (15) shortlisted entries based on their submitted essays, concept boards and video presentation:

| NAME                             | DESIGNATION   |
|----------------------------------|---|
| 1. Eden T. Sorupia, PhD.         | Professor and Sustainability Advocate<br>University of the Philippines Diliman – College of Architecture (UPCA)   |
| 2. Ernesto B. Abaya, PhD.        | Licensed Civil Engineer and Assistant Professor<br>University of the Philippines Diliman – College of Architecture (UPCA)   |
| 3. Edwin N. Quiros, D. Engg.     | Associate Professor<br>Department of Mechanical Engineering<br>University of the Philippines- Diliman<br>College of Engineering   |
| 4. Leonardo C. Rosete            | Dean<br>College of Fine Arts<br>University of the Philippines- Diliman<br><br>Member of the Technical Committee for Fine Arts of<br>Commission on Higher Education (CHED) |
| 5. Engr. Arnel Dela Cruz         | Vice President for Production<br>Del Monte Motors Work, Inc.  |
| 6. Engr. Numeriano Cortez, Jr.   | Senior Vice President<br>Trade Operation and Development Cluster of Hyundai<br>Asia Resources, Inc. (HARI)  |
| 7. Engr. Eduardo Sta Agueda, III | Assistant Vice President<br>Commercial Trade Division<br>Hyundai Asia Resources, Inc.   |

2. All shortlisted entries will be judged and ranked based on the following criteria:

| CRITERIA  |  |            |
|---|--|------------|
| <p><b>Innovation and creativity</b></p> <ul style="list-style-type: none"> <li>Is the design able to present an interesting approach to form finding and space planning?</li> <li>Is there any innovative element to address existing problems in PUV's?</li> <li>Does the design reflect the transportation culture of the Filipinos?</li> </ul>   |  | <b>25%</b> |
| <p><b>Functionality and Ergonomics</b></p> <ul style="list-style-type: none"> <li>Does the design address the functional needs of the Filipino commuter?</li> <li>Does the design maximize the space?</li> <li>Is the space ergonomic and does it conform to the anthropometric standards of the Filipino commuter?</li> <li>Are the interiors maneuverable and its elements effortless to interact with?</li> <li>Is the space comfortable for the occupants?</li> </ul> |  | <b>25%</b> |
| <p><b>Production feasible and economically viable</b></p> <ul style="list-style-type: none"> <li>Does the design consider its applicability for mass production?</li> <li>Will the production cost of the PUJ design still be economical for operators or drivers?</li> </ul>   |  | <b>20%</b> |
| <b>Accessibility and Safety</b>   |  |            |

|   |             |
|---|-------------|
| <ul style="list-style-type: none"> <li>• Does the design address the safety of its occupants?</li> <li>• Is the design inclusive for all people, including those with disabilities?</li> <li>• Does the design take into account all different users including children and seniors?</li> </ul> | <b>20%</b>  |
| <p><b>Sustainability</b></p> <ul style="list-style-type: none"> <li>• Are green and sustainable design concepts utilized?</li> <li>• Is energy usage optimized? Are there passive strategies?</li> <li>• Is the design durable and easy to maintain?</li> </ul>                                 | <b>10%</b>  |
| <b>TOTAL</b>  | <b>100%</b> |

3. Should there be a need for a tie breaker for the 4th or 10th place, the average of all the judges' ranking for the entries in question will be used. The entry with the higher average rank based on the combined judges' scores will be declared winner.

#### **PRIZES**

- Top Ten (10) finalists shall be chosen. Each team shall receive PhP 25,000.00, PhP 7,000.00 of which shall be given to the faculty adviser.
- Top Four (4) winners will receive an additional PhP 50,000.00 each, PhP 14,000.00 of which shall be given to the faculty adviser.
- Top eleven (11) to fifteen (15) will be awarded consolation prizes of limited edition Hyundai jackets
- Organizer shall shoulder the 20% tax imposed by law.

#### **ANNOUNCEMENT & AWARDING OF WINNERS**

- Venue: NISMED Auditorium, UP- Diliman
- Date & Time: April 28, 2018, 2:00 PM
- Attire: Business Casual
- Note: All finalists and professors are invited to attend

HYUNDAI MODERN JEEPNEY BODY DESIGN COMPETITION  
**GENERAL LIABILITIES**

- This is a closed college competition hosted by the UP College of Architecture (UPCA) and Hyundai Asia Resources Inc. (HARI). UPCA and HARI reserve the right to refuse any entry that has not complied with the competition mechanics and guidelines
  
- Violation of any above-stated rules and/or non-compliance of the same shall be ground for automatic disqualification, at the sole discretion of the Organizer.
  
- The Organizers are not liable for lost or misdirected, late or substantially incomplete entries, as well as any entries containing text/ images that identify the Competitors to jurors.
  
- All prizes will be awarded at the awarding ceremony to be held on April 28, 2018 at the University of the Philippines NISMED Auditorium. All winners chosen by the judges based on the competition criteria and concurred with by the DTI Representative assigned are FINAL
  
- This competition, while conceptual, aims to influence the future design of PUJs designed by HARI. However, selection of finalists or prize winners shall in no way indicate a commitment or intent of HARI or UPCA to implement the proposed schemes, in part or in whole.
  
- This competition, has no intention to award or grant any building or assembly contracts for the designs submitted in this competition.
  
- The decision of the jurors represents their professional viewpoints, not the Decision of the organizers.

HYUNDAI MODERN JEEPNEY BODY DESIGN COMPETITION  
**TERMS & CONDITIONS**

These Terms and Conditions, along with the Mechanics and Registration (“Agreement”), shall govern the participation by the teams (“Entrant”) joining the Hyundai Modern Jeepney Body Design Competition (“Competition”), organized by Hyundai Asia Resources, Inc. (“Organizer”) in partnership with the University of the Philippines College of Architecture. It is recommended that the Entrant read, with maximum care, each item of the Agreement.

By submitting an entry into the competition, the Entrant grants the Organizer sole and exclusive right to the use and possession of the entry, including reproduction, preparation of derivative works, distribution of copies of the design submission and the right to authorize such use by assigned representatives of UPCA and HARI. The Entrant further grants the Organizer the right to use the entries/photos/artworks or a portion thereof, in its marketing and corporate materials, without any obligation on its part to pay any amount, whether by way of compensation, royalty, or reimbursement for expenses incurred, to the Entrants whose entries are used.

The Organizer shall own all the design entries submitted, and shall not be liable for any further compensation to the winners. The Entrants shall be credited as the author of the work but the Entrants agree to credit the said organizations by name in any subsequent exhibition or publication of materials

The Entrant warrants that his/her entry does not infringe on the copyrights (and related rights), trademarks, design rights, or any other intellectual property rights of any third person or entity.

The Entrant further warrants that their entries do not infringe on the rights, claims, or interests of any other person under any laws of the Republic of the Philippines, including a person's right to privacy or breach of contract rights of any third party, and that their entries do not contain any information considered by the Competitor's place of business, university, college or any other third party to be confidential.

In entering the competition, all entrants/competitors agree that the "Hyundai Modern Jeepney Body Design" competition program is the intellectual property of UPCA and HARI.

The Entrant shall indemnify and hold the Organizer free and harmless against all and any claims, demands, loss, damages, liability and costs (including reasonable legal expenses) that the Organizer may sustain or incur as a result of, or in connection with, any breach by the entrant of the warranties.

By submitting their respective entries all entrants/competitors do hereby release, quitclaim, discharge and waive any and all claims and actions of whatever nature, expected, real or apparent, which they or their heirs, successors and assigns may have against HARI and UPCA, its directors, officers, employees and personnel, agents or representatives and all other parties that were involved in organizing the competition and/or any subsequent exhibit using their works, that may directly or indirectly arise out of or relating to any claim they have under the Intellectual Property Code.

The Entrant agrees that aside from the duties and obligations arising from this Agreement, there is no relationship created between and among the Entrant, UPCA, and HARI.

The Competition and this Agreement will be governed by Philippine law and any disputes will be subject to the exclusive jurisdiction of the courts of Taguig City.

By virtue of registering, and submitting an entry to the Competition, the Entrant hereby states that he/she/they have read all the provisions contained in the *Terms and Conditions* and *General Liabilities* and voluntarily agrees to the above-stated provisions. The Entrant further warrants strict compliance with the obligations arising from the Terms & Conditions and that the information provided are true and correct.

Names/Members of Entrant

Date