

NUS Entrance Design Competition

Do you have a passion for design and a vision for creating an iconic entrance that represents National University of Singapore (NUS)?

Showcase your creativity by participating in the **NUS Entrance Design Competition**. Design a gateway that embodies NUS's identity and future aspirations, creates a positive and memorable first impression, and showcases the vision of our campus for generations to come.

The **top three winning designs** will not only receive attractive sums of UNIQQIFT eVouchers (redeemable at various merchants) but will also be featured in the **NUS Masterplan Roadshow** later this year:

1st Prize: \$3,000

2nd Prize: \$2,000

3rd Prize: \$1,000

In addition, we will be presenting two consolation prizes to commend outstanding entries that show exceptional creativity and potential!

Competition Details

Theme: “The Gateway to Knowledge and Innovation”

Objective:

Aligned with NUS's vision as a leading global university shaping the future through education, innovation, and service, and with the NUS Campus Masterplan: *A Liveable and Sustainable Campus*, this competition seeks design proposals that imagine the University's main entrance not only as a symbolic gateway, but also as a space of community interaction and shared memories.

Site Context:

- Entrance A along Clementi Road, between the University Cultural Centre (UCC) and the College of Design and Engineering (CDE).
- Serve as a signature gateway and symbolic arrival point to campus.

Design Goals:

- Create a space that is not only a landmark but also supports:

- Collective life and community engagement
- Everyday use by students, staff, and visitors
- Activities, interactions, and social encounters
- A strong sense of place and belonging
- Offer photogenic, memorable spots for milestones (e.g., first day, graduation).
- Encourage spaces for ongoing, evolving forms of interaction—not just a pass-through zone.
- Leverage the site’s rich existing vegetation by integrating it with landscape systems and biodiversity elements, while proposing an environmentally responsive design.
- Design the transition from public realm to curated campus thoughtfully.
- Honour NUS’s heritage while expressing its forward-looking aspirations.
- Create a gateway that inspires the NUS community for generations.

Scope of design:

- Building the very first impression upon arrival, the design should focus on Entrance A, the area of the junction of Clementi Road and Kent Ridge Crescent, creating a sense of welcoming and transition.
- The proposal is encouraged to consider the surrounding context beyond the immediate site boundary to ensure cohesive integration with the broader campus environment.
- The proposed design must not introduce traffic or road-related concerns and must ensure clear visibility and safe sightlines for vehicles and pedestrians.

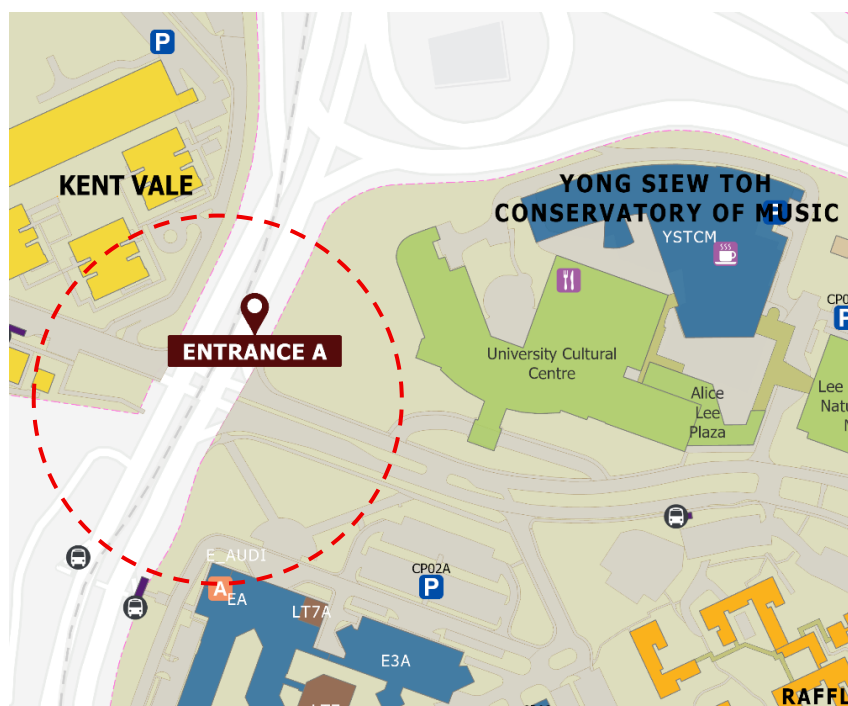


Fig.1 Location reference for Entrance A, NUS Kent Ridge Campus

Specifications

- Submit your design in common digital formats (PDF/PPT).
 - Include a **concept brief** explaining your design rationale, supplemented by visual representation and materiality. The entire submission should not exceed 10 slides.
 - Ensure the document is clear and readable for digital viewing.
 - For high-quality output, provide separate image files (JPG/PNG) of key visuals, graphics or final design elements at 300 dpi resolution for print purposes.
 - The design does not need to be fully to scale but should maintain reasonable proportions, as we are looking for a schematic concept/ design proposal.
 - An editable design file will be requested from the winning submission for production purposes.
 - You may include a short video (5min max.) to further illustrate the design intent.
 - Additional Requirement: Shortlisted candidates will be invited to present their design rationale to a panel for further discussion and clarification.
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Submission Deadline

17 June 2026, 23:59 hrs

How to Participate

- Participation can be as an **individual** or as part of a **team** (up to 5 members). If participating as a team, please designate one member as the **team lead**. The team lead will serve as the primary point of contact for all communications.
 - Email your design file, concept brief, and optional video link as an attachment or OneDrive link to **ucibox65@nus.edu.sg** with the subject title:
“NUS Entrance Design Competition”
 - Include your name(s), student ID, and contact information in the email.
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Judging Criteria

1. Design Creativity, Identity & Aesthetic Quality (35%)

Assesses the originality, creativity, and overall aesthetic appeal of the design, including how well it interprets the competition theme and reflects NUS's heritage, values, and aspirations. Emphasis is placed on visual impact, harmony, and timeless integration with the surrounding context.

2. Community Engagement & Social Imagination (35%)

Evaluates how the proposal supports community participation and shared experience for the NUS community and visitors, including its capacity to foster social interaction, inclusivity, and adaptability, while contributing positively to NUS's institutional identity.

3. Feasibility & Sustainability (20%)

Assesses whether the design proposal is conceptually realistic and buildable within the site context, while demonstrating functional clarity, practical usability for students, staff, and visitors, and thoughtful consideration of sustainability, biodiversity, and engagement with existing landscape.

4. Conceptualisation & Communication (10%)

Overall clarity and completeness of the design concept, and how effectively the design intent is communicated through a coherent narrative, drawings, and visual representations.

Terms and Conditions

- All entries must be received by **17 June 2026, 23:59 hrs**. Late submissions will not be considered.
- Only submissions by currently enrolled NUS students with a valid NUS email will be considered.
- Designs must be original and free of copyrighted material.
- Designs must not contain offensive or obscene elements.
- Designs which choose to include the university logo must adhere to NUS identity guidelines (<https://www.nus.edu.sg/identity/guidelines/logo-guideline>)
- NUS shall not be liable to pay or compensate the contestant for the use of the submitted design, other than through the prizes offered to the winning submissions.

- By submitting, you grant NUS the right to use, modify, and reproduce the design for promotional and implementation purposes.
 - All data will be managed in accordance with the NUS Personal Data Protection Policy and applicable PDPA requirements.
 - If the winning entry is submitted by a team, the designated team lead will be responsible for receiving the prize and distributing it among team members. NUS will not be involved in splitting or managing the prize share
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Let your creativity shape the future of NUS!

For inquiries, please email ucibox65@nus.edu.sg

We look forward to your innovative designs, may the best idea prevail!