



Platinum Architectural Design Competition 2025

Terms of Reference

About PADC

The Platinum Architectural Design Competition (PADC) is a competition event for architecture and interior design students, organized by PT. Platinum Ceramics Industry in collaboration with Anakata Media.

First held in 2022, the competition gained significant attention, attracting more than 300 submissions from across Indonesia.

In 2023, PADC returned with a theme that explored the design timeline of Platinum Ceramics from 1971 to the present day.

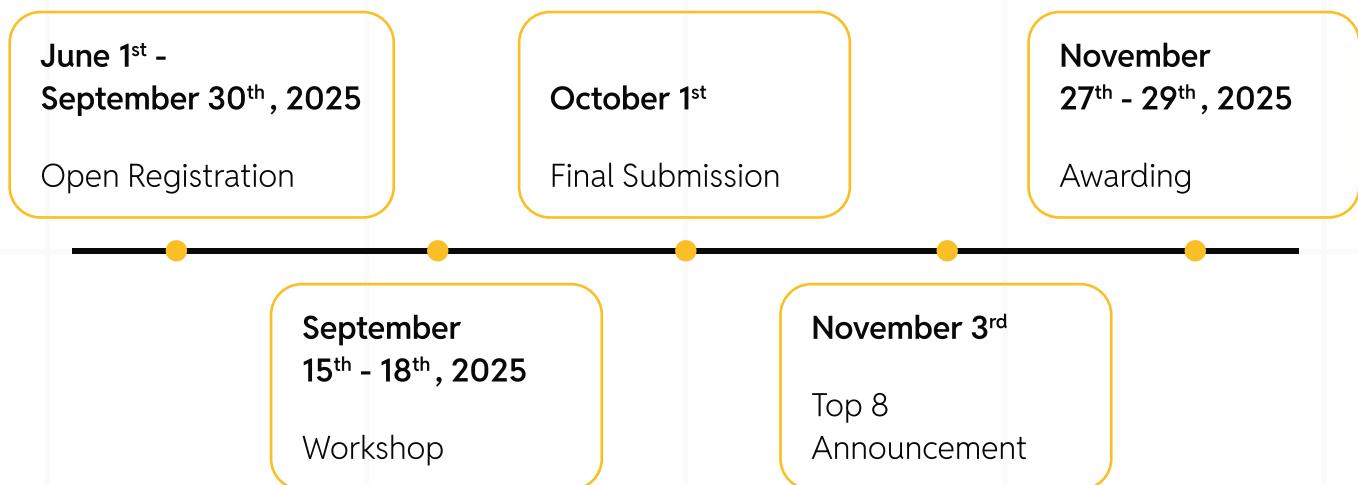
After a break in 2024, PADC returns in 2025, carrying the premise of **#redefinethespace**, exploring how retail spaces can be effectively defined through design to support business goals.

This year's competition site is a retail area with a complex function, located within a Platinum Ceramics Group showroom for two floors, measuring for first floor 20×13 meters and second floor 22×15 meters, intended to function as a commercial area. The space is designed for general public users to increase foot traffic within the showroom.

Competition Objective

PADC 2025 aims to redefine a retail space as a commercial area that supports business objectives through creative and innovative design approaches. It also aims to increase awareness of PT. Platinum Ceramics Industry's showroom through its retail design potential.

Timeline



1st Place 
IDR 12.500.000

Certificate & Trophy
Exposure in architecture media

2nd Place 
IDR 8.000.000

Certificate & Trophy
Exposure in architecture media

3rd Place 
IDR 5.000.000

Certificate & Trophy
Exposure in architecture media

Finalist
IDR 2.000.000 (per team)

Certificate & Trophy
Exposure in architecture
media

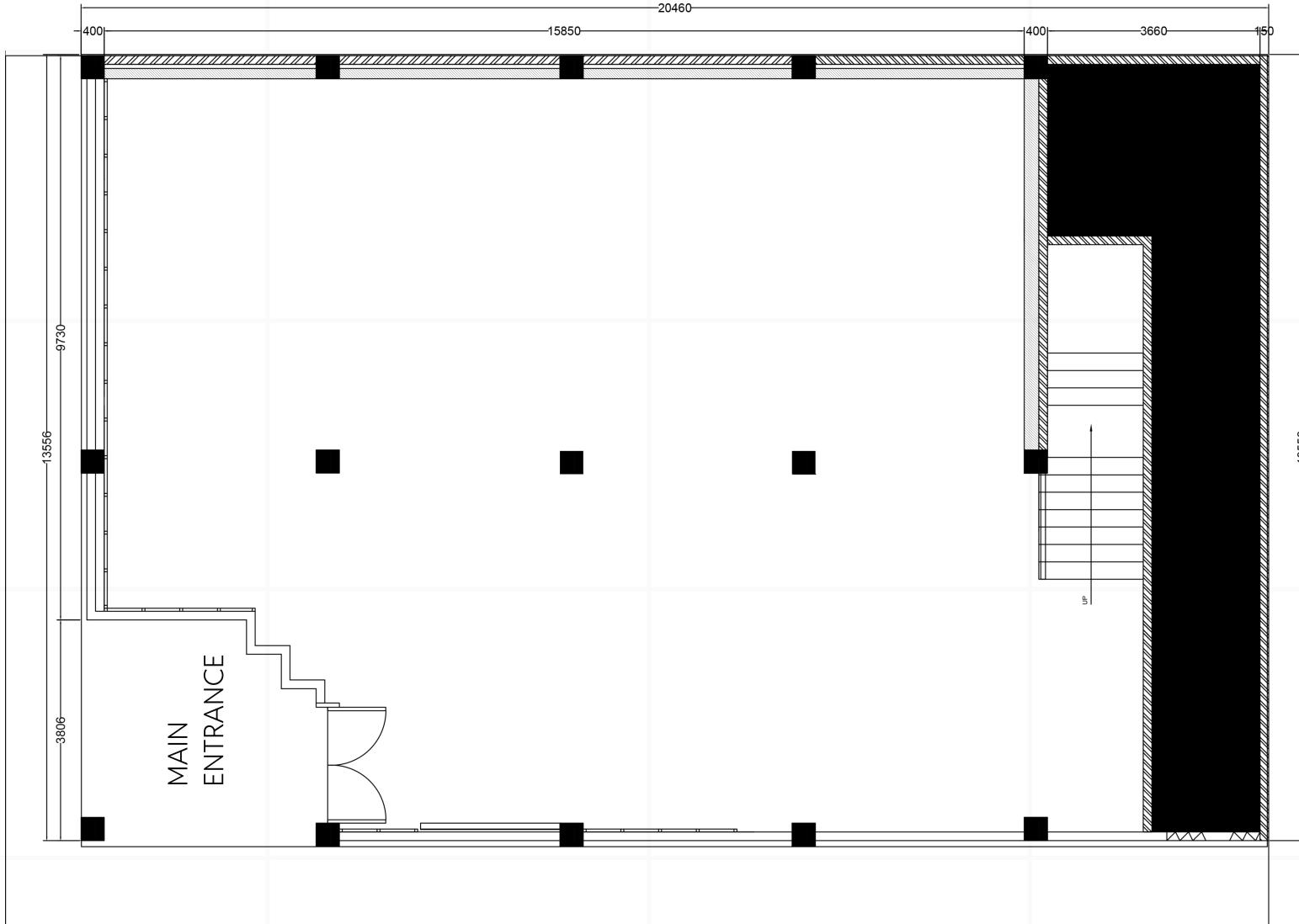
Awards & Rewards

General Informations

1. The competition seeks to redefine a retail space as a commercial area within the showroom of PT. Platinum Ceramics Industry.
2. This interior design competition includes architectural elements as part of the host building.
3. The retail space is public and not limited to showroom customers.
4. The designated space is on the ground and second floors, each measuring 20x13 and 22x15 meters with a ceiling height of 3 meters.
5. Modifications to walls or the building's main structure are not allowed.
6. The space is considered an empty shell with no assigned function.
7. Participants may assign a name to the space as an added value.
8. No major structural changes are allowed.
9. Semi-permanent partitions are permitted.
10. Relocating or modifying the main entrance is not allowed.
11. Participants must use products from **Platinum Ceramics: Beyond Border, Perfect Fit, and Pastel Harmony Collection** in any size or pattern.

1. Participants must be undergraduate students majoring in architecture and/or interior design from any region in Southeast Asia.
2. Participants must be active students who have not yet enrolled in their Final Project/ Thesis during the even semester (August – December 2025).
3. Participants are required to upload proof of active student status during online registration via the official website.
4. Participants must be able to present their Student ID Card as proof of active student status.
5. Participants must upload their Study Plan Card (KRS) showing the courses they are taking in the current semester.
6. Students enrolled in a professional architectural program, postgraduate program, or higher education are not eligible to participate.
7. Each team must consist of two students and may be from different academic years or levels.
8. A team may include members from different majors (architecture and interior design), as long as they are from the same university.
9. Participants must submit original work they can fully take responsibility for, which has never been published or used in any other competition.

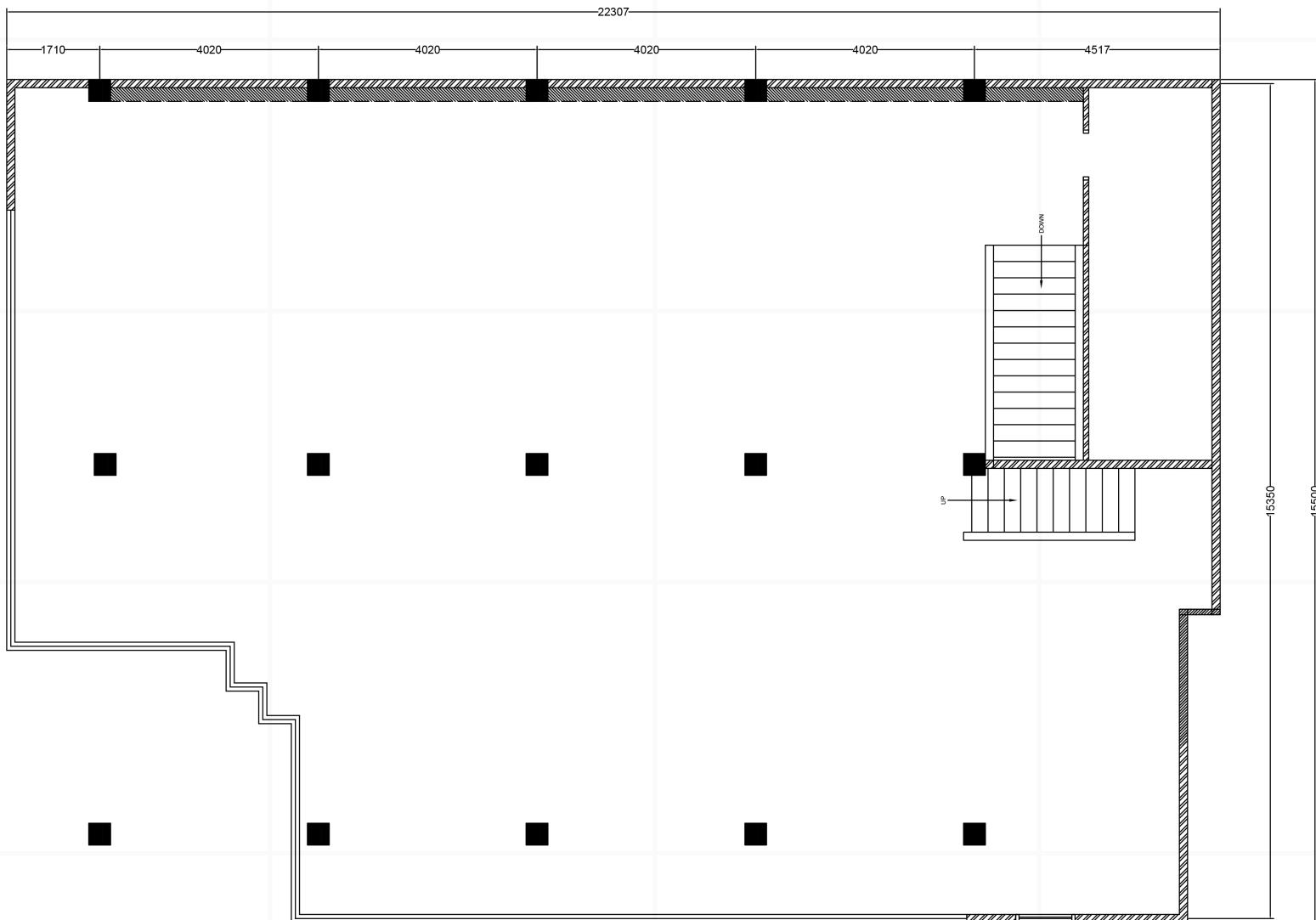
Participant Requirements



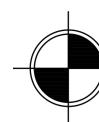
1ST FLOOR

SCALE 1:100

Site Plan



Site Plan



2ND FLOOR

SCALE 1:100



Image 1.1



Image 1.2



Image 1.3

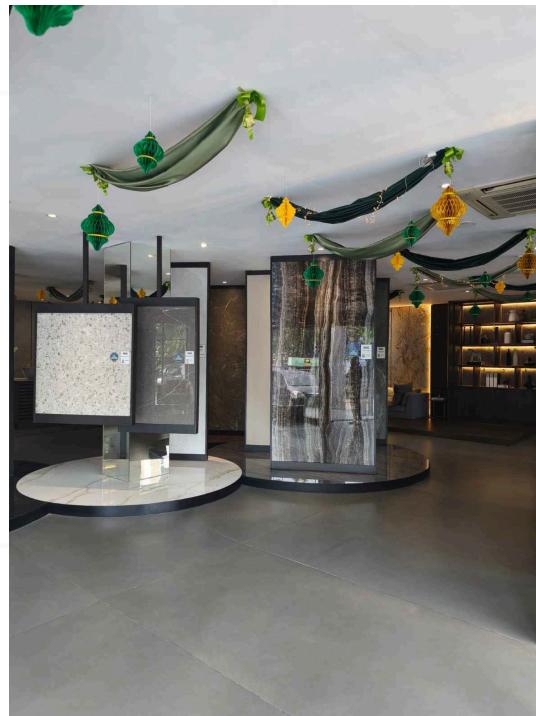


Image 1.4

Existing Site 1st Floor

09



Image 2.1

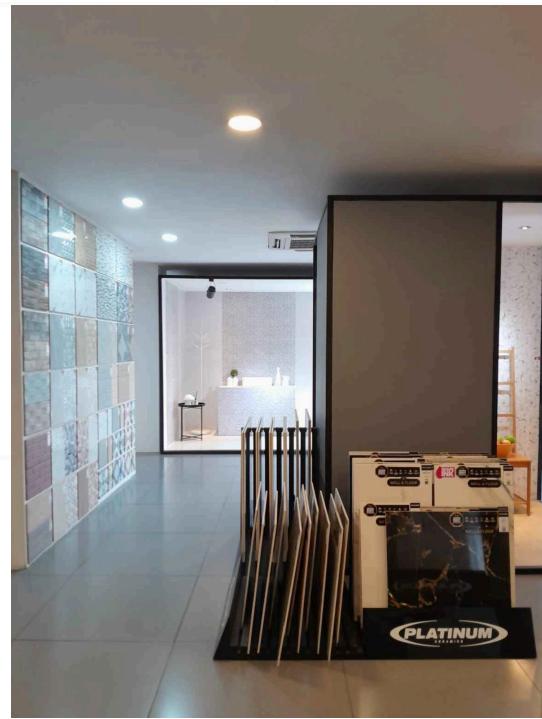


Image 2.2

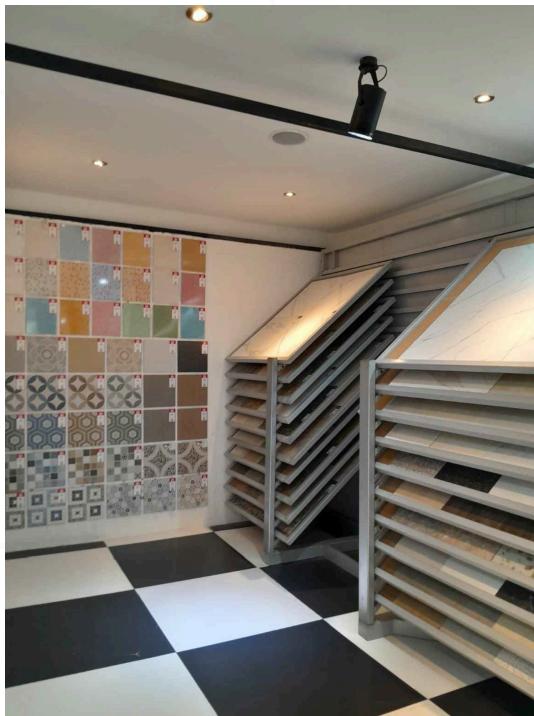


Image 2.3



Image 2.4

Existing Site 2nd Floor



Image 3.1



Image 3.2

Existing Site

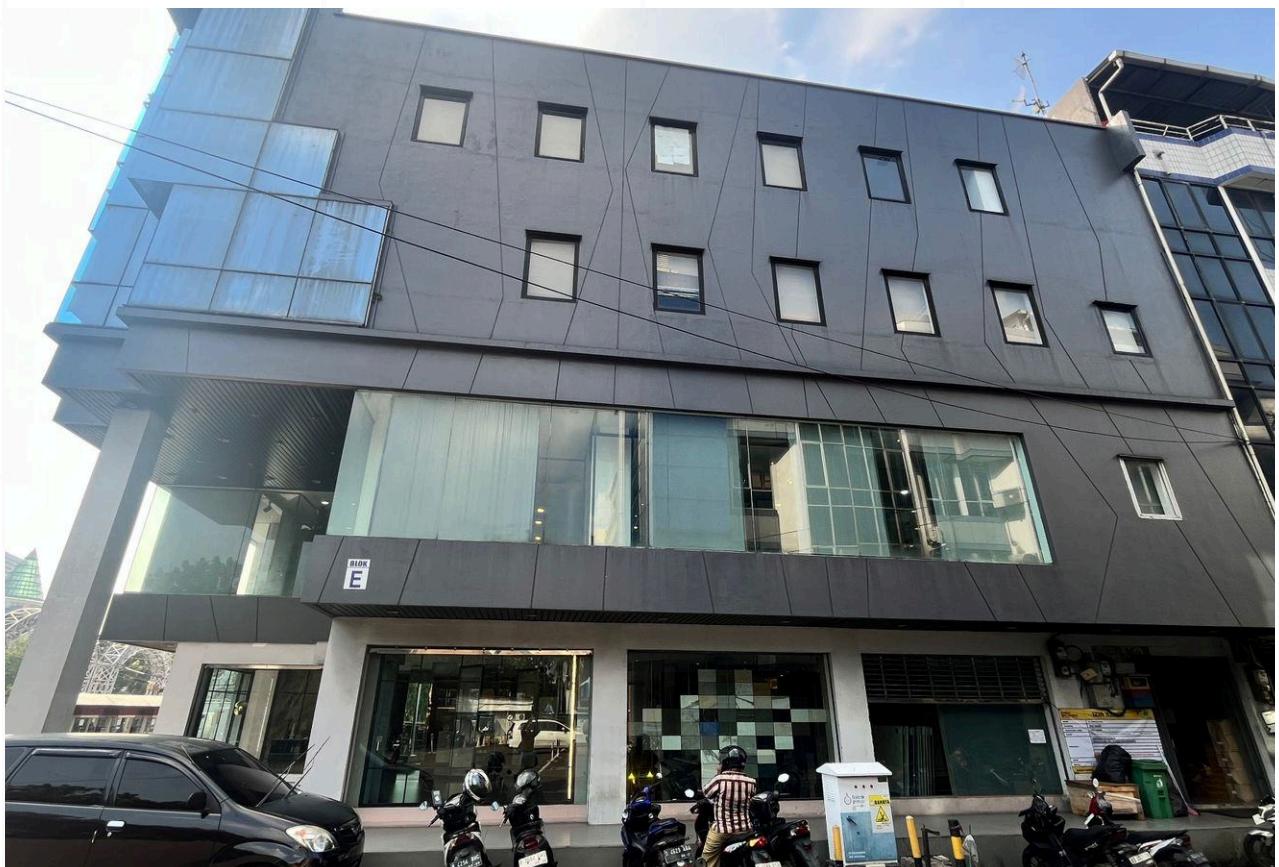


Image 3.3

Existing Site

Competition Requirements

Each participant is required to upload their design through the submission page:

1. Design concept and function are explained in a description. (*Format: PDF – no minimum word count, just a clear explanation of the design concept*)
2. Layout (*Format: PDF*)
3. 3D Renderings (*Format: PDF – minimum of 3 images*)
4. Presentation materials (*Format: PDF – the content to be presented during the presentation session*)

Registration Procedure

1. Participants must register via the website platinumceramics.com/platinumcompetition.
2. After registration, participants will receive a participant number for the team's identification during submission.

Submission Procedure

1. Participants must log in using the account created during registration.
2. Participants must submit their work through the “submission” page by completing the required fields. The following are the file requirements for submission:
 - **Design Concept** (PDF, max 5 MB)
 - **Layout / Floor Plan** (PDF, max 5 MB)
 - **3D Rendering** (PDF, max 15 MB)
 - **Presentation Material** (PDF, max 15 MB)
 - **Video link** (if available)
3. The naming format for folders and files must follow this structure:
 - **Example folder name:** PADC1234
 - **Example file name:** PADC1234_Layout1
4. Participants will receive a confirmation email once their submission has been successfully uploaded.
5. The final deadline for submission is Wednesday, October 1st, 2025, at 20:59 WIB.

Assessment Parameters

Conceptual Design (Function, Effectiveness, Aesthetic & Artistic)	20%
Can optimize the use of space according to function through design	
Layout and Flow of Visitors in the Room	20%
Suitability of design to space and users	
Product Usage	20%
Using Platinum Ceramics: Beyond Border, Perfect Fit, and Pastel Harmony Collection in any size or pattern. Products are customized to design needs and solutions.	
Color Concept & Material Selection	15%
Can specify the colors and materials used according to the needs of the space	
Selection of Lighting and Presentation of Indoor Display	15%
Can choose the lighting system and present the display in the room	
Presentation Exposure	10%
Accuracy and fluency (public speaking) in presenting design ideas and ideas	

Good
Luck!

