



**ideas competition**

# BROWN BUILD

**prizes worth RM44,000 to be won**

Register by  
04 March 2026

Submission by  
04 May 2026

[competition.klaf@pam.org.my](mailto:competition.klaf@pam.org.my)

## KLAF Idea Competition: BROWN BUILD

### 1.0 INTRODUCTION

Kuala Lumpur stands at a pivotal moment in its evolution—balancing rapid growth with equitable, sustainable, and culturally rooted urban development. As an international capital and a dynamic Southeast Asian metropolis, the City faces mounting challenges to optimise its existing urban fabric while preserving the identity and memory of its historic heart, prioritising regeneration over sprawl and reuse over erasure.

The **Kuala Lumpur Structure Plan 2040 (KLSP 2040)** envisions a **City For All** that is inclusive, equitable and liveable. In pursuit of this vision, KLSP 2040 encourages the redevelopment of **brownfield sites** — underutilised or dilapidated sites with uneconomic usage — as strategic opportunities to create a more integrated, sustainable, and habitable city.

Similarly, **Warisan KL**, led by *ThinkCity* in partnership with key stakeholders, continues to drive culture-based regeneration in the city centre — reinforcing heritage, culture, and community life as drivers of inclusive economic and spatial transformation. This initiative foregrounds identity, people-centred design, and creative placemaking as essential components of urban renewal.

Aligning with KLAF 2026 theme, **Future Culture**, “**BROWN BUILD**” invites visionaries to propose bold, contextually grounded architectural ideas that activate existing brownfield sites. The Competition encourages socially impactful, environmentally responsible, and culturally sensitive solutions that align with the objectives of KLSP 2040, bringing the City’s rich culture and history into the future.

The participants may select any existing site not exceeding 20,000m<sup>2</sup> within downtown Kuala Lumpur from the demarcated area identified in the Appendix, provided that the selected site can be reasonably justified as a brownfield sites, defined as follows:

**“A brownfield site is a plot of land or premises previously used for commercial, industrial, or other development purposes that is now vacant or derelict and has potential for redevelopment”**

The participants are free to propose any program, scale or form provided that the proposal, serves a civic purpose. Submissions should demonstrate architecture as a catalyst for urban transformation – drawing inspiration from precedents such as the Guggenheim Museum Bilbao and its ‘*Bilbao Effect*’, the Elbphilharmonie and its role in the transformation of the Hamburg waterfront, and the adaptive reuse of a former dilapidated cinema into REXKL, now a vibrant community hub impacting the Petaling Street area.

### 2.0 OBJECTIVES

Participants are required to respond to the following overarching objectives:

#### 2.1 Select an Appropriate Brownfield Site:

To propose and justify the selection of a brownfield site within downtown Kuala Lumpur (based on the demarcated area in the Appendix), which may include, but not limited to:

- (i) Dilapidated private or public housing;
- (ii) Dilapidated commercial buildings;
- (iii) Underutilised plots with uneconomic usage;
- (iv) Public realm voids with limited usage;
- (v) Any other brownfield site with reasonable justification

Participants shall articulate the chosen site's historical and urban significance and provide a concise site contextual analysis.

## 2.2 **Support Strategic Urban Renewal:**

To propose architectural interventions aligned with the goals of KLSP 2040 by optimising underused land, supporting mixed-use intensification, and contributing to a more cohesive and resilient urban form.

## 2.3 **Elevate Heritage and Culture**

To develop responsive strategies that support Warisan KL's emphasis on heritage-led regeneration, where history and cultural identity acts as a catalyst for renewed urban life.

## 2.4 **Promote Inclusivity & Sustainability**

Demonstrate how design can enhance public spaces, foster socio-economic activity and advance environmental resilience within the downtown context.

# 3.0 ELIGIBILITY

- 3.1 Entry is open to all PAM corporate members, graduate members & student members.
- 3.2 No limit of entries, however each entry will require separate entrance fees .
- 3.3 The Organizing Committee of KLAF 2026 and PAM, including PAM Council members and PAM organising committee members, are not eligible to participate in this event.

# 4.0 CRITERIA FOR JUDGING

- 4.1 The submissions shall be assessed based on, but not limited to, the following criteria:

## **Narrative and Conceptual Depth (40%):**

The strength and originality of the idea in addressing the "Future Culture" theme, and the clarity of the narrative conveyed through the design.

## **Urban and Architectural Innovation (30%):**

The creativity, feasibility and architectural quality of the proposed interventions, including the innovative and sustainable use of materials.

**Cultural & Historical Synthesis (20%):**

The effectiveness of preserving and reinterpreting the cultural and historical essence of the chosen site, creating a meaningful dialogue between place, culture, and design.

**Visual Communication (10%):**

The clarity, aesthetic beauty, and effectiveness of the presentation in conveying the design concept.

## 5.0 ENTRANCE FEE

- 5.1 A non-refundable entrance fee of RM108.00 including 8% SST (Ringgit Malaysia One Hundred and Eight Only) shall be payable upon registration.

## 6.0 COMPETITION STAGES

- 6.1 The Competition will be conducted in a single stage comprising the following:

- 6.1.1 Opening and Registration
- 6.1.2 Closing and Submission
- 6.1.3 Judging and Award

- 6.2 Accuracy of Submitted Information

Entrants shall ensure that all submitted information is correct. Any errors will be corrected at the Entrant's own expense. KLAF accepts no responsibility for the publication of incorrect information supplied by the Entrant.

## 7.0 TIMELINE

The Competition timeline shall be as follows:

ACTIVITIES	DATES*
Registration Opening	January 17, 2026
End of Registration	March 04, 2026
Deadline for Queries Submission	March 11, 2026
Replies to Queries	March 25, 2026
Submission Deadline	May 04, 2026
Judging Period	April - May 2026
Winners Announcement	June 27, 2026
Exhibition of Winning Entries	July, 2026

The KLAF Committee reserves the right to amend the above schedule without prior notice.

## 8.0 SUBMISSION FORMAT

### 8.1 Submissions

8.1.1 Submission shall be anonymous. Each Entrant shall be assigned a unique registration code upon registration. No names, logos, or identifiable marks shall appear on any Entry Materials, except for the registration code displayed at the bottom right corner on the reverse of the A1 boards.

8.1.2 Submissions shall be made in both digital and physical formats and shall include:

**One (1) PDF file (Maximum 20MB), containing two (2) A1 sized boards in landscape format**

**Two (2) A1 boards mounted on foam boards**

**Each submission shall include, but not limited to:**

- ﷲ **Site plan**
- ﷲ **Key architectural plans, sections & elevations**
- ﷲ **Diagrams illustrating conceptual narrative**
- ﷲ **Perspectives**
- ﷲ **A descriptive text of not more than 3,000 words, outlining the key concepts, site selection and historical and cultural significance.**

8.1.3 The PDF file shall be named using the assigned registration code in the following format:

`KLAF\_RB\_[RegistrationCode].pdf`

Example: `KLAF\_RB\_AB123C.pdf`

8.1.4 All submissions must be received by 5:00 pm (GMT+8) on May 04, 2026 at the following address:

PAM Centre (Reception),  
99L Jalan Tanduk,  
59100 Bangsar, Kuala Lumpur

### 8.2 Requirements Related to Each Entry

8.2.1 No identifying marks, names, logos or other identifying information of the Entrants shall appear on the Entry Materials.

8.2.2 All intellectual property rights, including copyright, in the submitted Entry Materials shall remain vested in the Entrants. By submitting an entry, the Entrants grant KLAF and PAM a royalty-free, non-exclusive, perpetual and worldwide license to reproduce, print, publish, display, adapt, use and exhibit the Entry Materials for both non-commercial and

commercial purposes, including but not limited to use in KLAF's and PAM's media, publications, exhibitions, promotional materials, and official merchandise, without further payment, and with due credit given to the Entrants.

- 8.2.3 The Entry Materials shall be the original work of the Entrants and shall not infringe any intellectual property or other rights of any third party.
- 8.2.4 Entrants agree to indemnify and hold harmless KLAF, PAM, and their respective officers, committee members, partners and agents from and against any claims, damages, losses or liabilities, costs or expenses arising out of or in connection with any breach of Clause 8.2.3 or any third-party claim relating to the Entry Materials.
- 8.2.5 KLAF and PAM reserve the right to disqualify any entry that does not comply with these Competition Rules, or that is, in the reasonable opinion of KLAF or PAM, offensive, inappropriate, contrary to public decency, inconsistent with PAM's values or in breach of any applicable Malaysian laws or regulations.
- 8.2.6 Submission of an entry constitutes the Entrants' full and unconditional agreement to be bound by all Competition Rules, terms, and conditions.
- 8.2.7 KLAF and PAM shall take reasonable care of all submitted Entry Materials after receipt. Notwithstanding this, KLAF and PAM shall not be responsible for any loss of, damage to, deterioration of, or delay in the receipt, processing, handling, storage, judging, exhibition, or return of the submitted Entry Materials howsoever caused, including during transit, save for loss or damage arising from wilful misconduct.
- 8.2.9 By submitting an entry, Entrants consent to the collection, use, processing and publication of their personal data by PAM and KLAF for purposes related to the administration, promotion, exhibition and publication of the Competition, in accordance with the Personal Data Protection Act 2010 and applicable data protection laws.
- 8.2.10 KLAF and PAM reserve the right, where circumstances so require, to amend, suspend, postpone, or cancel the Competition, or to withhold, substitute or modify any prize, without incurring any liability to the Entrants.
- 8.2.11 Unless otherwise notified, submitted hardcopy entry materials shall not be returned to the Entrants. KLAF and PAM reserve the right, after the conclusion of the Competition and any related exhibition, to retain, archive, display, donate, or dispose of any submitted entry materials at their discretion, without liability.

## 9.0 MASTER JURY

- 9.1 The Master Jury shall comprise internationally renowned architects, urbanists, historians, and cultural theorists. The final panel shall be nominated by the Convenor and approved by the KLAF2026 Curators, and shall include :

**PAM President 2026 or Representative**  
**Malaysian Eminent Architect**  
**KLAF 2026 Director or Representative**  
**Malaysian Emerging Architect**  
**Representative from ThinkCity / Tourism Malaysia/ DBKL**

- 9.2 The decision of the Master Jury shall be final and binding.

- 9.3 Disqualification

- 9.3.1 The Master Jury may disqualify any entry for reasons including, but not limited to:

Failure to comply with Competition Rules;  
Late submission;  
Plagiarism or copyright infringement; and/or  
Inclusion of identifiable information on the Entry Materials.

## 10.0 AWARD

- 10.1 The Master Jury shall award the following prizes:

First Prize: RM 20,000 + Official Certificate  
Second Prize: RM 10,000 + Official Certificate  
Third Prize: RM 5,000 + Official Certificate  
Three (3) Honorable Mentions: RM3,000 each + Official Certificates

- 10.2 Winning and selected entries shall be featured in a dedicated exhibition and/or at the KLAF2026 Conference, and published in the official Competition catalogue and affiliated architectural publications.

- 10.3 Jury's Commendation Award(s) may be conferred at the discretion of the Jury and the Organiser. The Organiser reserves the right not to confer any such award(s) if, in its opinion, the submissions do not meet the required standard.

- 10.4 These Competition Rules shall be governed by and construed in accordance with the laws of Malaysia.

- 10.5 All prizes awarded under the Competition may be subject to any applicable taxes, duties, or governmental charges in accordance with Malaysian law. Any such taxes or charges shall be the sole responsibility of the prize recipient.

**APPENDIX**  
Location Plan

