

KLAF 2026 BROWN BUILD IDEA COMPETITION

Frequently Asked Questions (FAQs)

GENERAL INFORMATION

1. What is the KLAF Idea Competition: BROWN BUILD?

BROWN BUILD is an architectural idea competition organised under KLAF 2026, aligned with the theme *Future Culture*. The competition invites participants to propose innovative architectural interventions that regenerate brownfield sites within downtown Kuala Lumpur through culturally sensitive, sustainable, and socially impactful design.

2. What is meant by a “brownfield site”?

A brownfield site refers to land or premises previously developed for commercial, industrial, residential, or other purposes that is currently vacant, underutilised, dilapidated, or economically inactive, and holds potential for redevelopment.

3. Where must the proposed site be located?

The selected site must be located **within downtown Kuala Lumpur**, inside the demarcated boundary shown in the Competition Appendix.

4. Is this a real project or an ideas competition?

This is an **open architectural ideas competition**. Proposals are speculative and conceptual but should demonstrate realistic urban and architectural thinking.

5. What type of proposal is expected?

Participants may propose **any program, scale, or architectural form**, provided that the proposal serves a **civic or public purpose** and contributes positively to urban regeneration.

ELIGIBILITY & PARTICIPATION

6. Who can participate in the competition?

The competition is open to:

- PAM Corporate Members
- PAM Graduate Members
- PAM Student Members

7. Can participants submit more than one entry?

Yes. Multiple submissions are allowed; however, **each entry requires a separate registration and entrance fee**.

8. Can teams participate?

Yes. Entries may be submitted individually or as a team, provided eligibility requirements are met.

SITE SELECTION

9. Can participants choose any site within Kuala Lumpur?

Participants may select **any site within the designated downtown Kuala Lumpur boundary**, not exceeding **20,000 m²**, provided it can be reasonably justified as a brownfield site.

10. Must the site already be abandoned or vacant?

Not necessarily. Sites may include:

- Dilapidated buildings
- Underutilised developments
- Inefficient land use areas
- Public realm voids
- Other sites justified as brownfield conditions

11. Is adaptive reuse encouraged?

Yes. Adaptive reuse, regeneration, and reinterpretation of existing structures are strongly encouraged.

DESIGN EXPECTATIONS

12. Are there restrictions on building height or program?

No fixed restrictions are imposed. Participants are encouraged to propose appropriate interventions responding to urban context, civic value, and feasibility.

13. What does “civic purpose” mean?

A civic purpose refers to proposals that benefit the wider public realm, community life, culture, social interaction, or urban experience rather than purely private development.

14. How important is heritage and culture in the proposal?

Cultural and historical responsiveness is a key evaluation criterion. Proposals should demonstrate meaningful engagement with Kuala Lumpur’s identity and urban memory.

SUBMISSION REQUIREMENTS

15. What must be submitted?

Each entry MUST include:

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

AND

HARDCOPY SUBMISSION : Two (2) A1 boards mounted on foam boards

Each submission shall include, but not limited to:

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

*** Please refer to clause 8.1 in the brief for further information.**

16. Must submissions be anonymous?

Yes. Submissions must **not contain names, logos, or identifying information.**

Only the assigned registration code may appear on submission materials.

17. How should the digital file be named?

Using the format:

KLAF_RB_[RegistrationCode].pdf

Example: KLAF_RB_AB123C.pdf

18. Are both digital and physical submissions required?

Yes. Participants must submit:

- Digital PDF submission, and
- Two mounted physical A1 boards.

19. How can participants submit questions?

All competition queries must be submitted before **11 March 2026** through the official competition communication channel. Responses will be issued collectively on **25 March 2026**.