

# ABU DHABI ART 2023 LOGO COMPETITION



## ABOUT

### Competition

Students nation-wide with an interest in graphic design are invited to participate in a competition this year to reimagine the Abu Dhabi Art logo. To enter the competition students are invited to contribute a proposal for the Abu Dhabi Art logo, with the winner of the competition receiving an award of 10,000 AED and the chance to work with the Abu Dhabi Art team.

Abu Dhabi Art has a long-standing commitment to supporting both students and the wider creative community in Abu Dhabi, offering diverse opportunities that seek to contribute to the personal and professional development of aspiring creatives in the emirate. For 2023, Abu Dhabi Art invites creative talents currently enrolled at any UAE University to conceive a new logo for Abu Dhabi Art, to celebrate our 15<sup>th</sup> anniversary. The winner of the competition will be awarded a prize of 10,000 AED. The runner ups in 2<sup>nd</sup> and 3<sup>rd</sup> place will be awarded a prize of 2,500 AED each.

### Abu Dhabi Art

Launched in 2009, Abu Dhabi Art expands beyond the notion of a traditional art fair in placing emphasis on a diverse public engagement programme, including art installations and exhibitions, talks and events, that take place in different locations throughout the year. The culmination of this year-long programme is the Abu Dhabi Art event in November, which provides an important sales platform for participating galleries whilst also offering these galleries an opportunity to showcase ambitious installations and site-specific works by their artists to a wide audience. [abudhabiart.ae](http://abudhabiart.ae)

Abu Dhabi Art is organised by the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi). [dctabudhabi.ae](http://dctabudhabi.ae)

## BRIEF

Abu Dhabi Art has gone through a series of logo updates throughout the years and as we reach our 15<sup>th</sup> anniversary, we are ready for a brand-new look! This is an open call for any students with an interest in

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graphic design to re-imagine our logo. We encourage participants to consider a completely open canvas, with no need to reference our previous or current logo. All potential candidates should be in teams of maximum three students. For a full list of requirements, please refer to the “Requirements” section below



2009 - 2015



2016



2017 - 2022

?

2023 -

Three proposals will be shortlisted to compete for the final logo design. At this stage of the competition the finalists will need to enlist the support of a mentor from their university faculty to help them prepare to present their proposal to an internal committee of art professionals (the Jury) at DCT Abu Dhabi. The overall winner will be chosen from the three final presentations to the Jury. The mentor will be required to write a supporting statement on behalf of the finalist, indicating that they are happy to support the finalist in the final stage of their presentation to the committee and during the final logo design phase.

## BENEFITS

**Prize:** The winner will receive a 10,000 AED award. The runner ups in 2<sup>nd</sup> and 3<sup>rd</sup> place will be awarded a prize of 2,500 AED each.

**Optional Internship:** The winning participant(s) will also be invited to gain professional experience by working with the Abu Dhabi Art team. This will provide the winner(s) with an opportunity to see their logo

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implemented across various communications. The winner(s) will have the opportunity to intern with the Abu Dhabi Art team.

**Communications:** The winning design will be chosen as the new logo for Abu Dhabi Art, bringing increased visibility for the winning candidates. Their names will be listed in our different communication channels.

**Invitations:** The winner and one guest will be given access to Abu Dhabi Art 2023 Patrons & Collectors Preview, giving them the opportunity to experience and view the fair prior to the public opening.

**Brand Guideline:** The winning participant(s) will have the chance to develop the Abu Dhabi Art 2024 Brand Guideline in collaboration with the appointed visual campaign artist and the DCT Abu Dhabi Marketing Team at an additional fee, if agreed by both parties. Abu Dhabi Art annually collaborates with guest artists to create the fair's Visual Campaign for the year. The chosen images by the artist are used across the marketing campaign and define the visual identity of the fair each year.

## REQUIREMENTS

- Application open to UAE-based university students.
- Group proposals are open to a maximum of 3 students in one group and the award money shall be divided equally among the participants in the group.
- Each participant should submit a portfolio (5 pages) showing examples of their previous work in their field of study and describing their field of interest.
- Proposal(s) to include sketches of the potential logo and a one-page brief about the concept behind the proposal(s).
- Logo design must be suitable to reproduce across visuals including but not limited to: print ads for Abu Dhabi Art, digital banners and merchandise.
- Designs submissions should be in the following formats:
  - Hi-res jpeg(s)
  - PDF
  - Illustrator file (AI)
  - Minimum 300 DPI, available as layered artwork
  - Not to exceed 20 MB

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- Filename: e.g. Applicant **name**.pdf
- Annotations on plans, proposed concept and all other written documents must be in English.
- University Mentor Statement for the shortlisted teams to be submitted in phase 2.

### EVALUATION

The evaluation of the submitted logo designs and the selection of the prize winners shall be conducted by the Jury.

Three designs will be shortlisted, before the winning design is selected.

Feedback and questions from the Jury will be shared with the shortlisted applicants.

The applicants should prepare a revised proposal based on the comments received by the Jury.

### JURY

#### The Department of Culture and Tourism – Abu Dhabi Jury

- Reem Fadda, Culture Programming Director
- Dyala Nusseibeh, Abu Dhabi Art Director
- Sherine Nour, Culture Sector Marketing Director
- Firas Saeed Bardan, Culture Sector Marketing Creative Section Head

### TIMELINE

#### Phase 1

5 July 2023: Portfolio submission and Initial logo submission

#### Phase 2

12 July 2023: Final three nominated teams will be announced

19 July 2023: Submit mentor statement

#### Phase 3

26 July 2023: Pre-final presentation

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2 August 2023: Final presentation

9 August 2023: Logo competition winner announcement

For submissions and any enquiries, please contact us on: [community@abudhabiart.ae](mailto:community@abudhabiart.ae)

## TERMS & CONDITIONS

The copyright of the submissions rests with the Applicant. The Applicant should have legal rights and copyrights to all materials submitted. If the submission contains any material or element that is not owned by the Applicant, the submission shall be excluded from any consideration. If it is later known that rights have been violated, the prize and the award will be recalled.

Abu Dhabi Art reserves the right to release any of the submitted materials to the media for public relations and will credit the Applicants responsible for authoring the work.

By entering the competition, the Applicant transfers unlimited use of the artwork for publication, exhibition, and electronic posting to Abu Dhabi Art. Abu Dhabi Art will credit the Applicant responsible for the work.

Submissions shall not be published or made public until after the final submission date.