



MAF x CRID-AUD Present:

DREAMSCAPES

Envisioning the Future of Dubai with AI
A Public Art Display Design Competition

DESCRIPTION:

This competition, initiated by Majid Al Futtaim, is an opportunity to transform the city's hoardings into a canvas that narrates the city's journey towards its future. Students will be given the opportunity to contribute to Dubai's narrative and envision its future through diverse artistic lenses.

The objective is to create an inspiring public art piece on street hoardings that reflects the title: **“DREAMSCAPES: Envisioning the Future of Dubai with AI.”** Your artwork must serve as a window into the future and must be co-created using any available Artificial Intelligence tools (Midjourney, DALLE...). The work should highlight one or more of the following emphases:

- 1- Cultural Emphasis: Showcase Dubai's rich heritage and its evolution into a cosmopolitan hub. Reflect on how traditional values blend with modern aspirations.
- 2- Sustainable Emphasis: Illustrate Dubai's commitment to sustainability and environmental stewardship. Depict futuristic concepts of green living, renewable energy, or sustainable urban development.
- 3- Community Emphasis: Highlight the sense of community in Dubai. Display the city's inclusive spirit, showcasing how diverse cultures and ideas contribute to a harmonious future.
- 4- Technological Emphasis: Showcase Dubai's role as a frontrunner in technological innovation and its impact on future living.
- 5- Artistic and Architectural Styles Emphasis: Draw inspiration from the styles of renowned artists and architects, ranging from traditional to contemporary, abstract to realism, or any artistic or architectural style that resonates with the vision for the future of Dubai.

TIMELINE:

Design Brief Launch: January 29, 2024

Submission Deadline: March 15, 2024

Winner Announcement & Award Ceremony: April 12, 2024

COMPETITION PRIZES:

1st price – AED 15,000 (In the form of Gift Card)

2nd price – AED 10,000 (In the form of Gift Card)

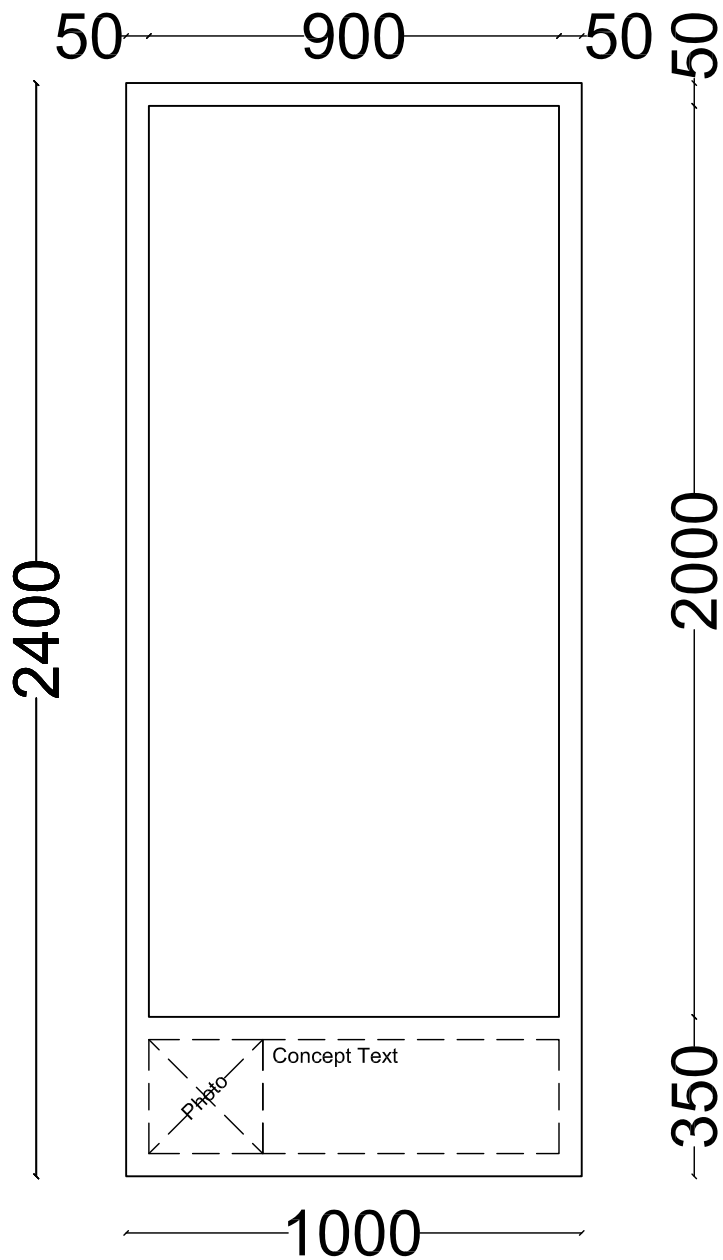
3rd Price – AED 5,000 (In the form of Gift Card)

PUBLICITY & EXPOSURE:

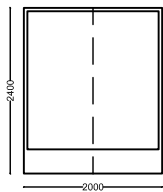
All selected work of art will be displayed publicly on the streets to be exposed to Dubai community.

SUBMISSION GUIDELINES:

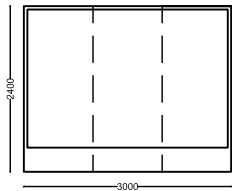
Designs must be original and not previously displayed publicly. Any format is accepted as long as it includes clear design visuals. The work must be done individually as per the template communicated on the next page. A combination of multiple display panels can be combined for groups of 2, 3, 4, or 5 members.



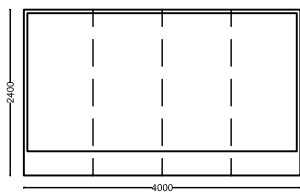
Individual



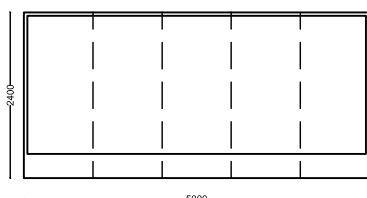
Group of Two



Group of Three



Group of Four



Group of Five