

# YAS DESIGN CONTEST

## Brief | Creative Pop Up

As Yas Island continues to grow as an internationally renowned destination, we would like to invite young creative minds to join us in the journey of storytelling and transforming Yas Island into a place where local art and creativity are presented and showcased to residents and international travelers alike.

### The Creative Booth needs to fulfill several purposes:

1. A piece of public art
2. A backdrop for photo taking.
3. Tells a UAE story
4. Environmentally friendly materials

### Submission Parameters

1. The design must fit within a 3m x 3m x 3m space
2. The design must be made partially or entirely with recycled or compostable materials
3. The design must not utilize any characters, icons, landmark, markings, drawings, or other media forms that are protected by intellectual property.
4. The design must not contain any derogatory text, drawings, representations, or intention.
5. Participants can submit individual work or form a group of not more than 4 to submit.

### Technical Requirements

Participants should include the following in their submission:

1. A write-up about their design, not more than 300 words
2. A sketch of the design from at least 2 angles
3. A mood board showing intended colours, materials, etc.
4. Material list with clear indication of which are recycled/compostable materials, and which are not

### Projects will be graded on:

- Creativity
- Design Logic
- Material Planning (inclusion of recycled/compostable materials)
- Story and Concept

**Submissions Close: 5<sup>th</sup> of March**

For more information, please contact: [yascreativepopup@miral.ae](mailto:yascreativepopup@miral.ae)

Good luck!

