

دبي

Prize Pool £1,500

2100

DEADLINE : 29 July 2024

 CREATHLON



Brief



Dubai has emerged as a prime example of human ingenuity and determination to transform a once harsh desert into a modern metropolis, attracting millions of people worldwide through its rapid development, businesses, and tourism.

Its contemporary high-rise architecture, comprising glass, steel, and concrete, has set new benchmarks in urban design and architecture, earning global recognition for its world-record-breaking developments.

The city is renowned for its luxurious lifestyle, safety, and ambitious architectural and urban developments like the Burj Khalifa, Burj Al Arab, The Atlantis Hotel, The Palm, Dubai Mall, and many others. The Dubai Frame, Museum of the Future, and Expo 2020 are recent developments that have strengthened Dubai's reputation as a city that always strives for the impossible.

Dubai's growth in architecture is largely due to the discovery of fossil fuels and the global market's trade opportunities. However, Dubai is now looking to transform into a sustainable and distinctive city, breaking away from its current economic model.

Dubai is committed to promoting sustainability, innovation, and inclusivity, investing in sustainable infrastructure, technologies, and green transportation. It has become a leader in smart cities, artificial intelligence, and blockchain technology, attracting innovative and entrepreneurial minds from around the world. Dubai is also committed to promoting social cohesion and tolerance, home to people from over 200 different nationalities. It is creating a more inclusive and welcoming environment for all, attracting and retaining top talent from around the world, and ensuring that it remains a beacon of hope and progress for the region.

As Dubai looks to the future, it is seeking to transform into a sustainable and vibrant urban landscape that expresses its local culture and its relationship with a global population.

The competition invites participants to share their ideas on what kind of radical and innovative developments could ensure Dubai remains at the forefront of humankind and becomes a world-leading sustainable city.

Explore the potential for Dubai to become a global leader in addressing climate change, conserving natural resources, and promoting a circular economy, all while maintaining its status as a hub for business, tourism, and innovation.

Your ideas hold the power to shape the cities of tomorrow and inspire the world.

We look forward to your entries!



Sites



The Marina

The Marina is an iconic development zone within the a city that comprises both residential and commercial areas. Spanning a length of 3km along the coast, The Marina boasts of promenades, beaches, docks, and luxurious residences, making it a major attraction for both locals and tourists alike. The boundary of this area extends to include the residential complexes situated further inland adjacent to The Marina.



Deira Islands

Dubai Islands, formerly known as Deira Islands, represents a new frontier for development and expansion within the city. Initially conceived as another palm island and artificially created over a decade ago, the development of the area faced a setback due to the 2007-2008 economic crisis. As of now, the future of Dubai Islands remains uncertain.



The Expo City Dubai

Since 2021, the Expo has been serving the public by showcasing the latest developments of nations for the World Fair, with a focus on opportunity, mobility, and sustainability. Located in close proximity to Dubai Investment Park and Al Maktoum International Airport, it has emerged as a prominent place within the City of Dubai.



The Downtown Dubai

Developed in the early 2000s, Downtown Dubai is a vast multi-use complex that is home to some of Dubai's most iconic buildings, including the Burj Khalifa, the Dubai Mall, and The Dubai Fountain. As a significant hub of the city, the area is subject to rapid change and hosts numerous events throughout the year.





Requirements



The submission format to be uploaded:

3x A3 Drawings in Portrait as individual **.JPG** files

- Concept
- Vision
- Experience

Project Description - 300-word Text in **.pdf** format

Files should be zipped as one file, named just with your **TEAMID** received at registration, and uploaded at <https://www.creathlon.co.uk/competitions/dubai-2100/submit>

File names to be in the following format :

TEAMID_Concept ; TEAMID_Vision ; TEAMID_Humanscale ; TEAMID_DESCRIPTION

A3	A3	A3
Concept	Overview	Experience
TEAMID_Concept.jpg	TEAMID_Overview.jpg	TEAMID_Experience.jpg

- Concept
- Graphic Representation of Idea
- Can be abstract or realistic up to participants

- Overview
- Vision
- Immersive aerial view of intervention

- Experience
- Human Scale
- Immersive eye level view of architectural experience



Prizes



1st Prize

GBP700 + Certificate + Custom Trophy

2nd Prize

GBP500 + Certificate

3rd Prize

GBP300 + Certificate

Honorable Mentions

Certificate





Timeline



Terms & Conditions



1. Eligibility:

- All participants must be over the age of 18.
- Participants can enter as individuals or as teams. If entering as a team, a team leader must be designated.
- Participants must not be affiliated with The Organiser, including its employees, affiliates, jury members or beneficiaries as well as immediate family members of parties involved with The Organiser.

2. Registration:

- Participants must register for the competition by the stated deadline.
- Registration must include all required information. Incomplete registrations will not be accepted.
- Each individual or team can only register once.

3. Submissions:

- All submissions must be original work. Plagiarism will result in immediate disqualification.
- Submissions must comply with the competition brief and submission guidelines. This includes any specific requirements for format, size, content, etc.
- Submissions must be anonymous. Do not include any identifying information on the submission itself. Any submissions with identifying information will be disqualified.
- Submissions must be received by the deadline. Late submissions will not be accepted.

4. Judging:

- All submissions will be judged based on the criteria specified in the competition brief.
- The decisions of the jury are final and not subject to appeal.

5. Intellectual Property:

- All participants retain the intellectual property rights to their designs.
- By entering the competition, participants grant the organizing entity a non-exclusive license to use, reproduce, and display their submissions for promotional purposes.

6. Prizes:

- Prizes will be awarded as stated in the competition brief.
- Prizes are non-transferable and cannot be exchanged.
- Winners will be responsible for any taxes or charges associated with receiving the prize.

7. Conduct:

- Participants must conduct themselves professionally throughout the competition.
- Any form of harassment, discrimination, or other inappropriate behavior will result in immediate disqualification and potential further action.

8. Changes to the Competition:

- The organizing entity reserves the right to cancel or modify the competition if necessary. Any changes will be communicated to all registered participants.



Check creathlon.co.uk for full terms & conditions

