



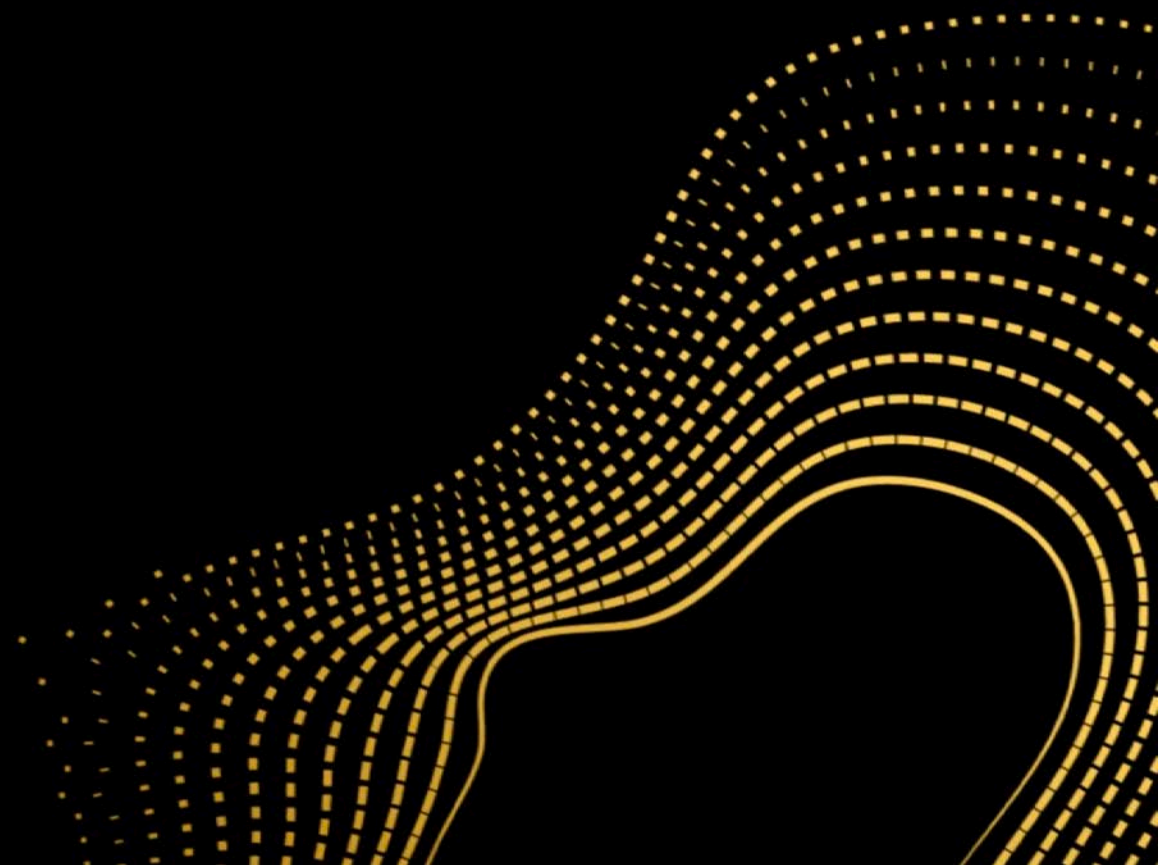
EMIRATI FUTURISM AWARD

A national design competition under the patronage of **Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum**, Chairperson of the Dubai Culture & Arts Authority (Dubai Culture) and Member of the Dubai Council.



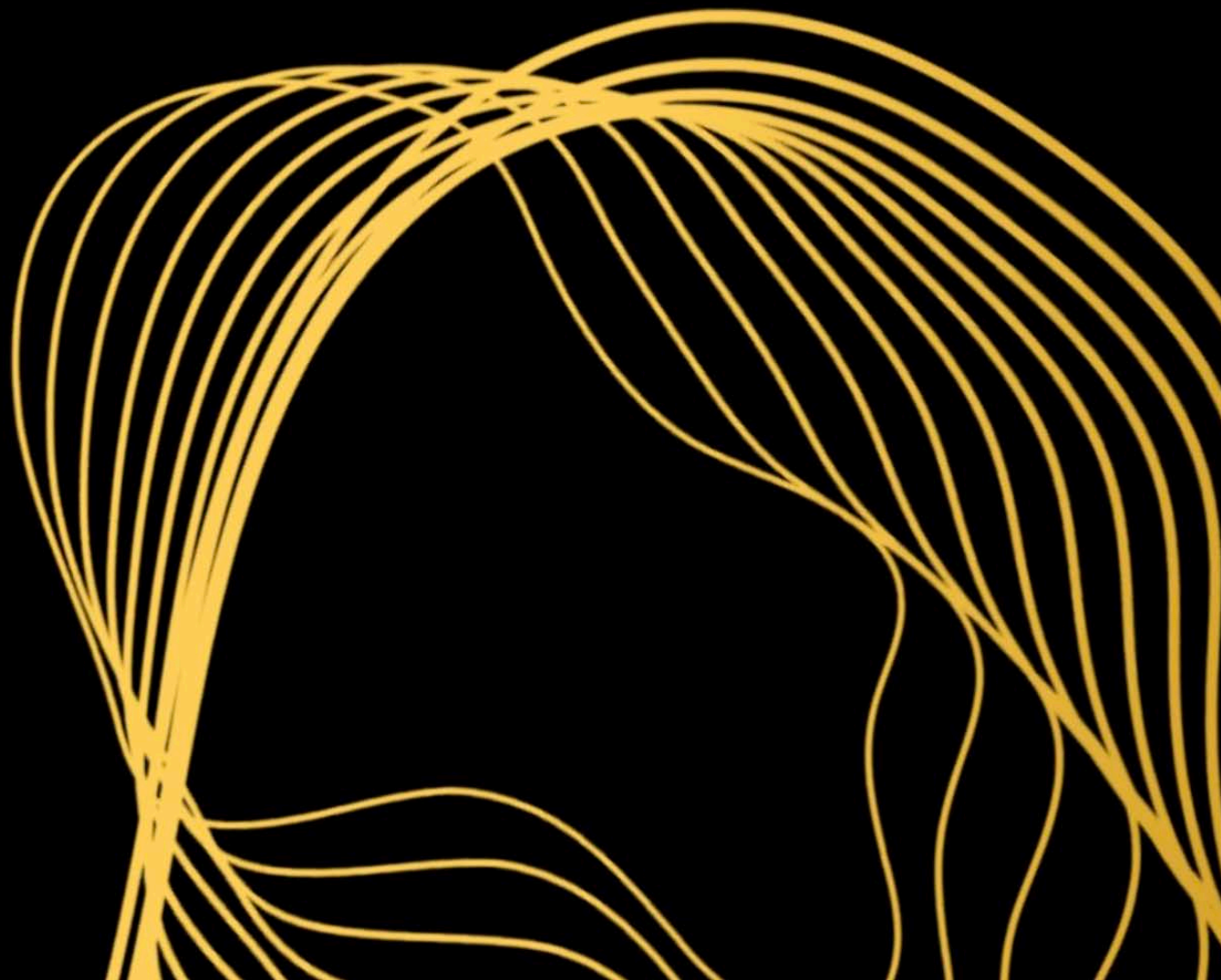
مؤسسة دبي للمستقبل
DUBAI FUTURE FOUNDATION

دبي
Culture للثقافة





Emirati Futurism is a cultural, aesthetic and philosophical effort to explore the intersection of Emirati heritage with high technology, futuristic concepts and science fiction themes.

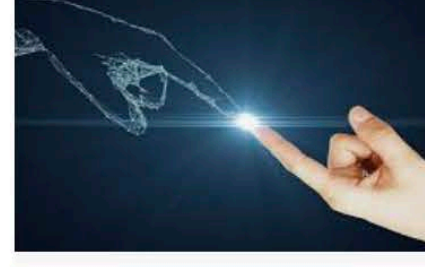
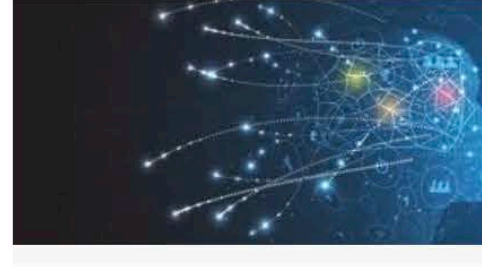


**When you think of the future,
what does it look like?**

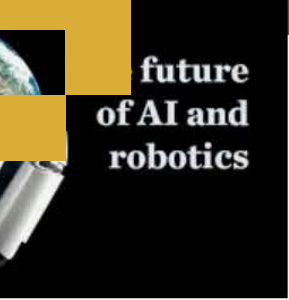
The background of the slide is black. On the right side, there is a series of thin, light brown or gold-colored lines that flow and curve upwards and outwards, resembling a stylized, abstract representation of hair or a dynamic, organic shape. These lines start from the bottom right and fan out towards the top right, with some lines crossing each other.

A detailed view of a futuristic cockpit or control room. The interface is dominated by several large, rectangular screens displaying various data visualizations, including radar-like maps, graphs, and 3D models of celestial bodies or structures. The screens are illuminated with a cool blue and purple light. Below the screens, there is a complex array of controls, including numerous buttons, knobs, and a large, glowing circular dial. The overall aesthetic is high-tech and sci-fi, with a dark, metallic background and vibrant, neon-like lighting. The text "Does it look like this?" is overlaid on the left side of the image, next to a yellow square graphic.

Does it look like this?



Or maybe like this?



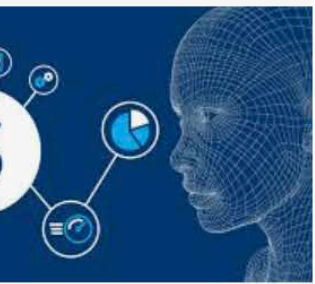
robotics ...

AI) in Data Centers ...
datacenterfrontier.com

AI and the future of marketing - Geber
geberconsulting.com

Why Will Artificial Intelligence Matter ...
analyticstraining.com

Understanding AI and Emotion
fairobserver.com



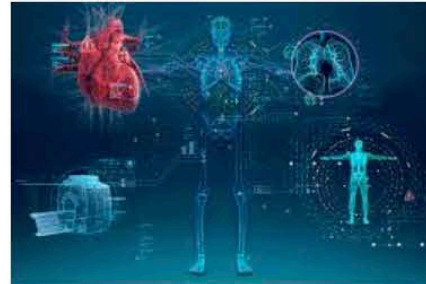
inking - IT Peer ...



Future of Artificial Intelligence
bbntimes.com



Is AI set to transform the future of ...
healthcareit.com.au



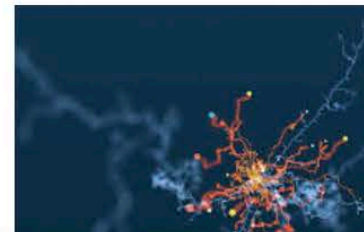
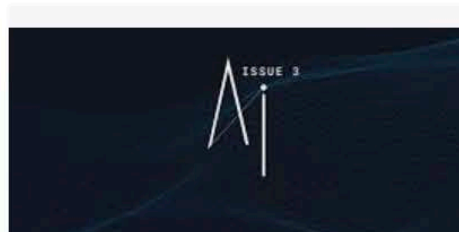
GE Healthcare ...
newsroom.gehealthcare.com



Artificial Intelligence and the Future ...
hrtechnologist.com

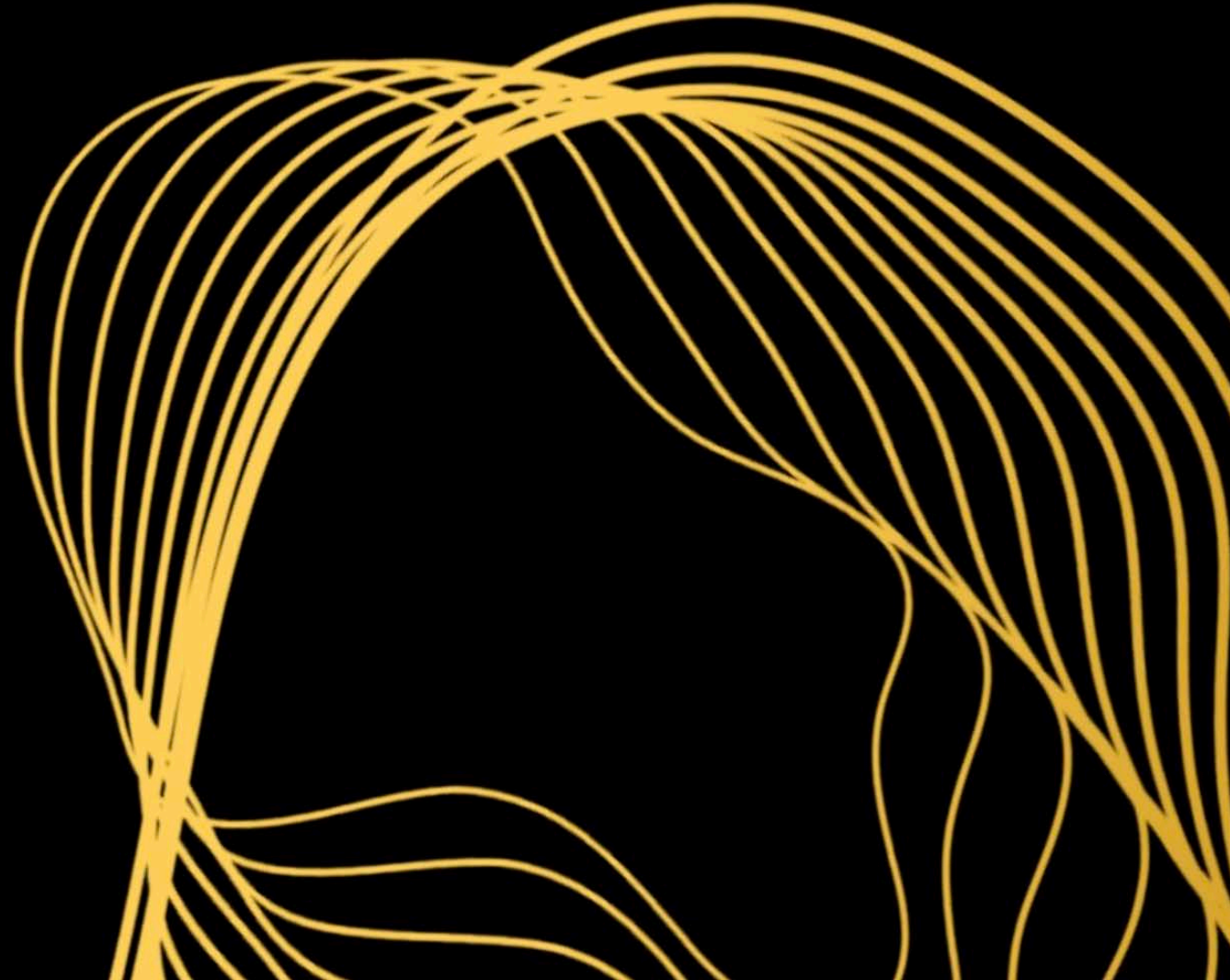


Artificial Intelligence in Healthcare ...
engineering.com



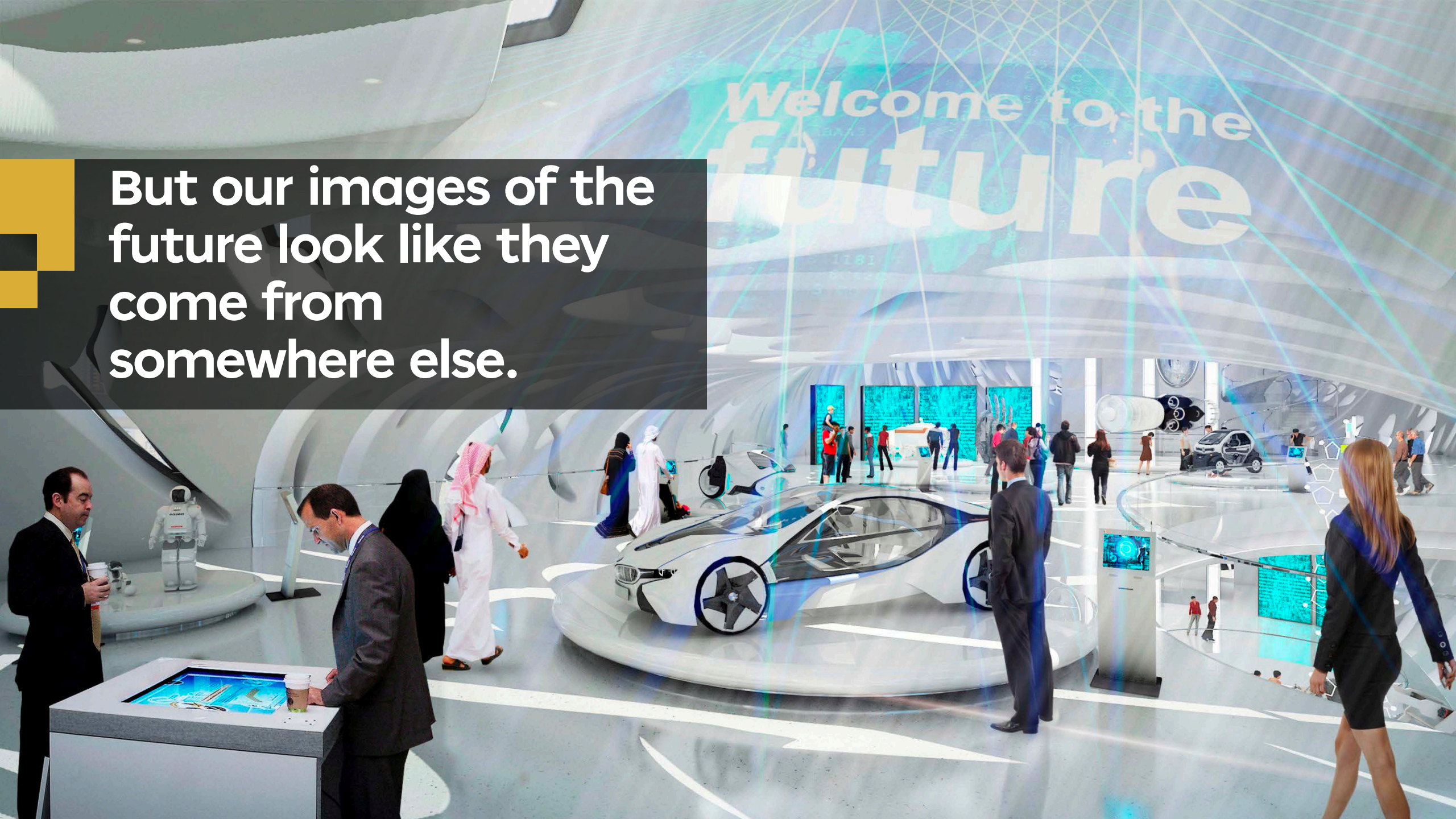


**Why? Where do these
ideas come from?**



The UAE has a rich heritage & tradition.

But our images of the future look like they come from somewhere else.



EMIRATI FUTURISM AWARD



The Emirati Futurism Award explores the intersection of Emirati tradition with high technology, imagining a new aesthetic that can inspire, guide, and empower a new generation of designers, artists & entrepreneurs.

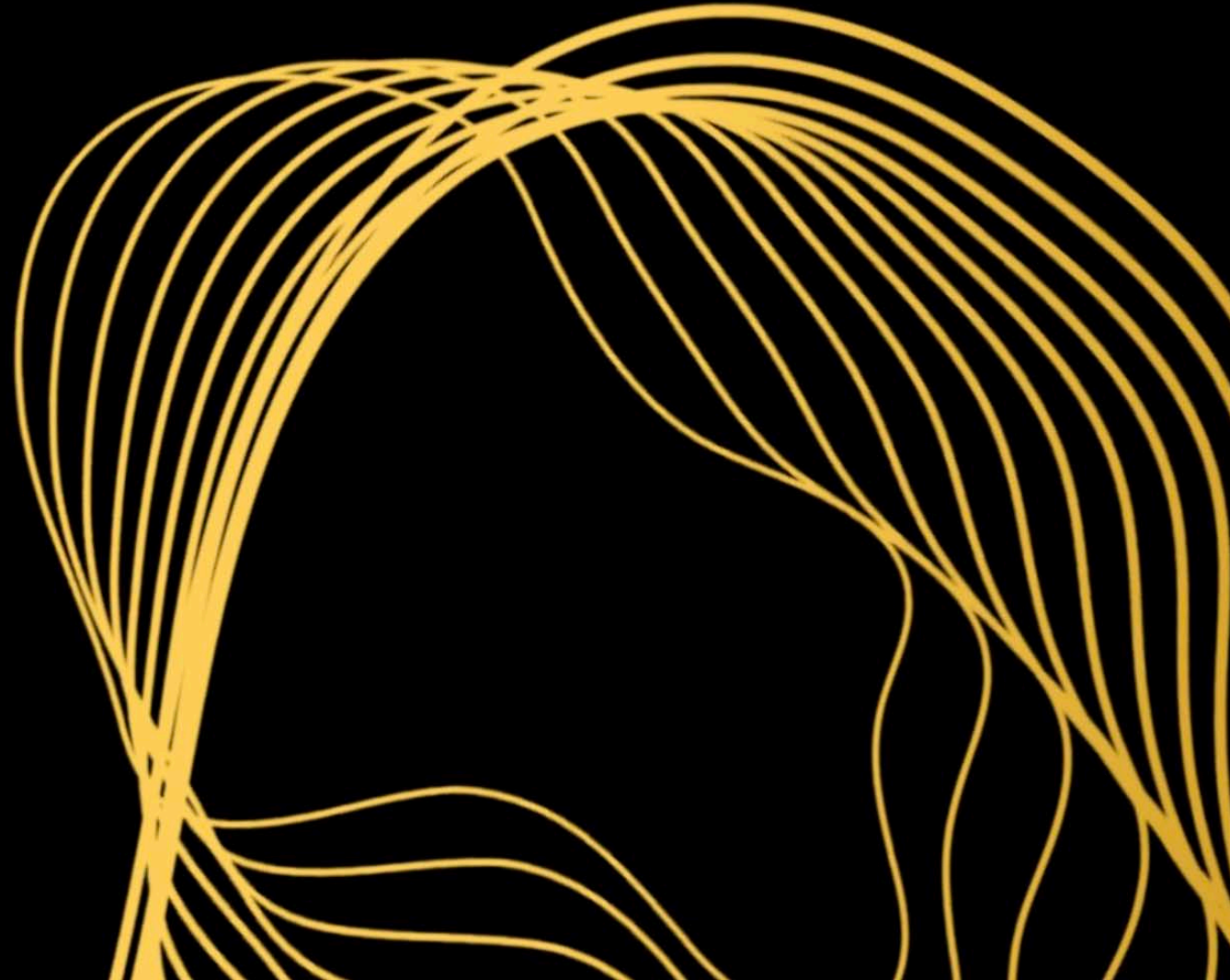
The award challenges the stereotypical “futuristic” aesthetic and invites anyone living in the UAE to share their interpretation of what an original Emirati Future might look like.

OUR GOAL

Our goal is to imagine what a high technology, futuristic style might look like, incorporating the characteristics, style and traditions of the UAE.

What is your interpretation of what the future would look like if it was designed in the UAE?

There is no right answer, especially in a place as diverse as this country. We look forward to learning from your imagination and creating a new image of the future, together.





7 CATEGORIES

Architecture & Urbanism / Fashion &
Jewelry / Product & Industrial Design /
Photography & Graphic Design / Film &
Animation / Music & Performing Arts /
Fine Arts



CATEGORIES

ARCHITECTURE & URBANISM

This category explores the design of living spaces, buildings, structures, and urban environments.

The UAE's traditional architecture is a mix of historic stone, wood, fabric and palm. The shape of its buildings and housings were adapted to a hot climate, a nomadic way of life and close proximity to both the desert and the sea.

It incorporates elements of traditional Islamic architecture and other regional influences. Over time, the rise of glass and steel skyscrapers came to define the modern aesthetic.

Looking forward, what does parametric design, 3D printing, robotic construction and climate sensitivity look like? What new materials, techniques and designs might be possible in the future? How will our cities change due to self-driving cars, climate change, migration and automation? Will we still have offices? Will we still need roads? How will we design our homes, offices and cities in a way that is both functional responsive and culturally expressive?

CATEGORIES

FASHION & JEWELRY

What does it mean to look both futuristic and traditional? How will the patterns, jewelry, fabrics and texture of the UAE combine with technology and change in the future?

The sense of style and fashion in the UAE changes every year, yet certain core elements remain. The Emirati Kandoora is distinct from other traditional clothing and subtle differences in how a Sheila or Abaya are worn can differentiate UAE residents from other countries in the world.

How will our formal and casual wear change over time? What would a futuristic wedding dress and Jewelry look like? How will jewelry items and accessories look like in the future? What about sportswear and casual wear? How will our business attire grow and change? How will these combine with technology to create a new, unique sense of style?





CATEGORIES

PRODUCT & INDUSTRIAL DESIGN

What products and services will we need to manage the future? How will we grow our food? What devices and tools will we use to do our jobs? What will our kitchens look like? What will be in our homes? Our offices? Our personal lives?

This category explores the way everyday products and objects might change in our daily lives. This includes everything from cars, planes and vehicles to furniture, decoration, and even sunglasses and other personal devices.

This category explores how technology like augmented reality, AI, robotics, 3D printing, and advanced materials might interact with the traditional daily objects in our lives, focusing particularly on the everyday experiences we may have in the UAE.





CATEGORIES

PHOTOGRAPHY & GRAPHIC DESIGN

How will our posters, billboards, advertisements and computer interfaces look like? How will they incorporate things like multiple languages while retaining a distinct look and feel?

This category seeks to highlight the unique visual, typographic, and design aspects of the Emirati Futurist aesthetic.

What fonts will they use and how will images be composed? What colors will it use? What textures and information density will it have? How will it be different from other forms of graphic design?

Also, what will our photographs look like in the future? What story would they tell?





CATEGORIES

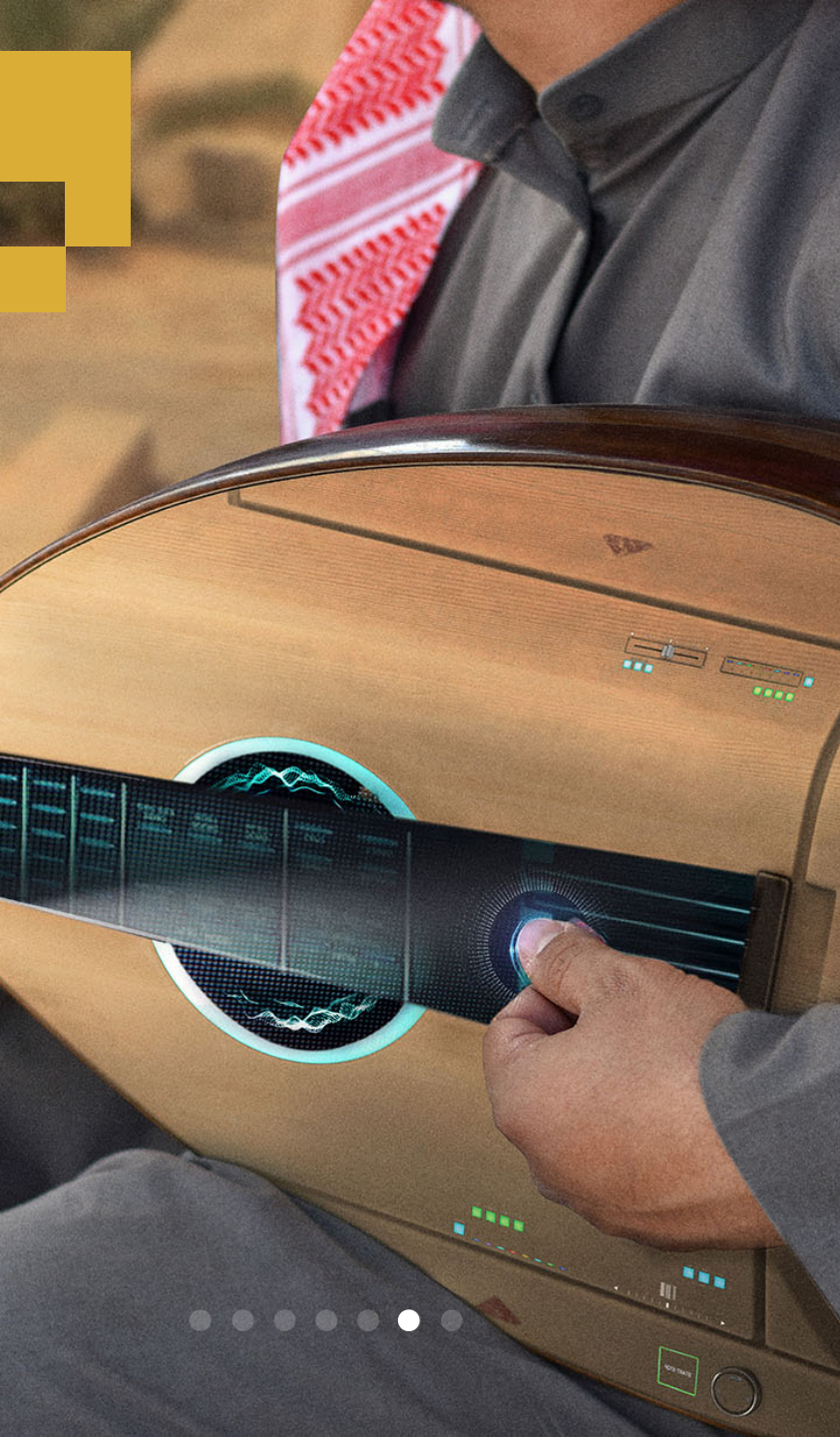
FILM & ANIMATION

What stories of birth, growth, challenge and opportunity might we face? How would the traditional elements of life in the, both for those born here and those living or working here, change over time?

In particular, how will the art of film, animation and cinema change with virtual reality and other technologies? How will cinema change when viewed only on our phones, in our heads, or written across the skies?

This category explores the moving image, one of the most evocative forms of media in the world. It is both one of the most difficult and powerful categories in the competition.





CATEGORIES

MUSIC & PERFORMING ARTS

This category explores the sounds and movements of Emirati Futurism.

Each culture has its own dances, rhythms and sounds. In the past, these were linked to everyday activities like fishing, farming and craft-making.

Songs were sung to communicate values, tell stories, share history and lift the spirit. You could tell where a person was from by the songs they sang, not just by the way they dressed or the accent they used.

How might this evolve over time? How do the traditional sounds, instruments, chants and songs of the UAE's past blend with the sounds of tomorrow?

This category is about uncovering and showcasing the futuristic sounds of Emirati Futurism, connecting tomorrow's beat to the images and experiences of today.



CATEGORIES

FINE ARTS

What does it mean to look both futuristic and traditional? What art might be in our walls when augmented reality becomes an everyday thing? What will our sculptures look like when designed and fabricated by AI? How will we retain a unique sense of style, shape and aesthetics in a machine-driven world?

This category covers painting, drawing, print making, sculpting and more.

Fine arts have always been one the primary ways a culture expresses itself. In the past, the patterns of baskets, the colors in paintings and the styles of prints helped to define a place. Art influences society by shifting mindsets, instilling values and translating experiences. It is forever evolving and adapting.

Over time, digital technology has abstracted the creative elements of a place and made them global. Advanced technology will only accelerate this process.





21 WINNERS

Each category will have three (3) winners

FIRST PRIZE

- 15,000 AED
- Internship with various organizations
- Promotion & inclusion in award ceremony & associated media.
- Work space and membership to AREA 2071
- Retail and exhibition opportunities in the Museum of the Future (if applicable)

SECOND PRIZE

- 10,000 AED
- Internship with various organizations
- Promotion & inclusion in award ceremony & associated media.
- Work space and membership to AREA 2071
- Retail and exhibition opportunities in the Museum of the Future (if applicable)

HONORABLE MENTION

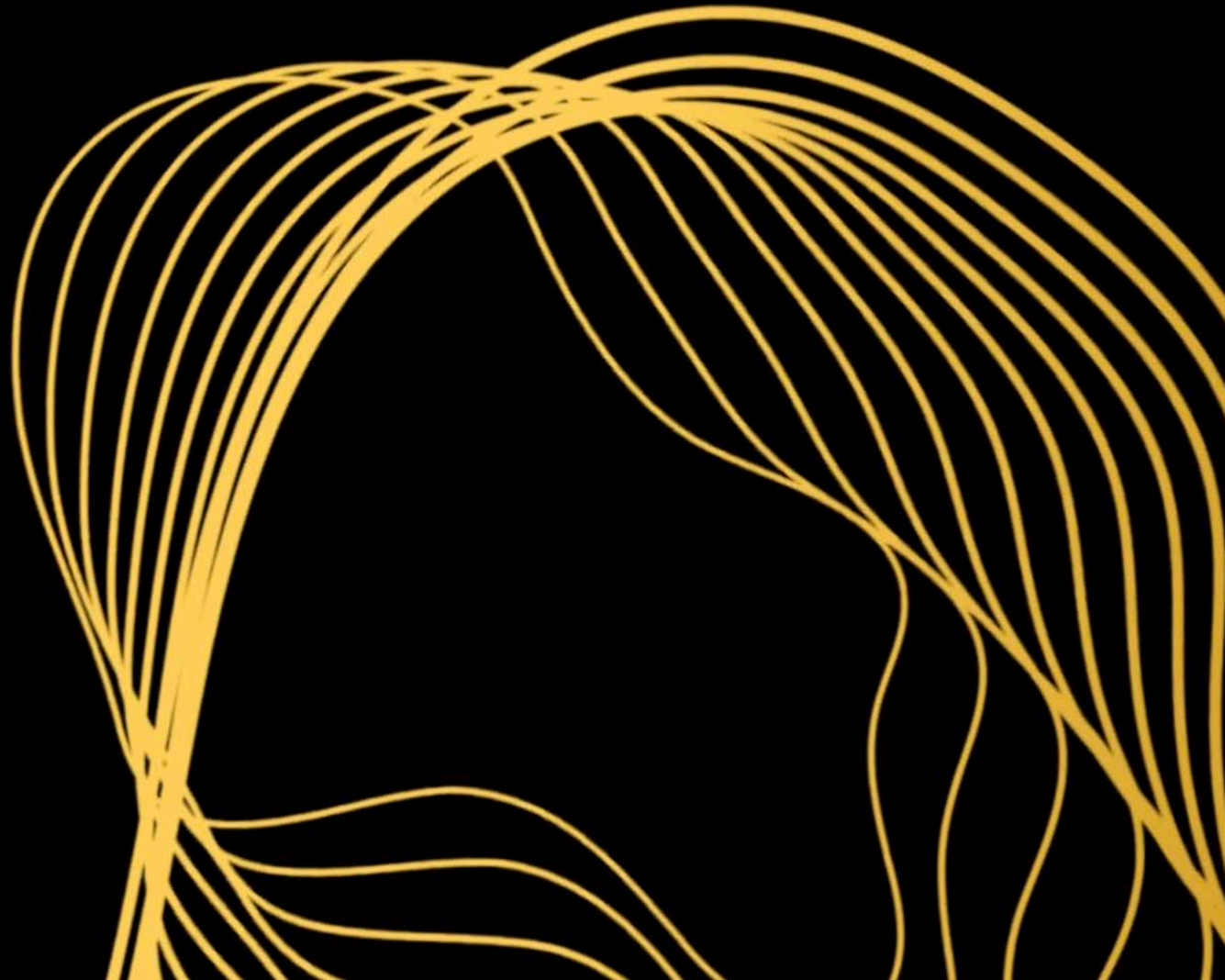
- Promotion & inclusion in award ceremony & associated media.
- Work space and membership to AREA 2071
- Retail and exhibition opportunities in the Museum of the Future (if applicable)



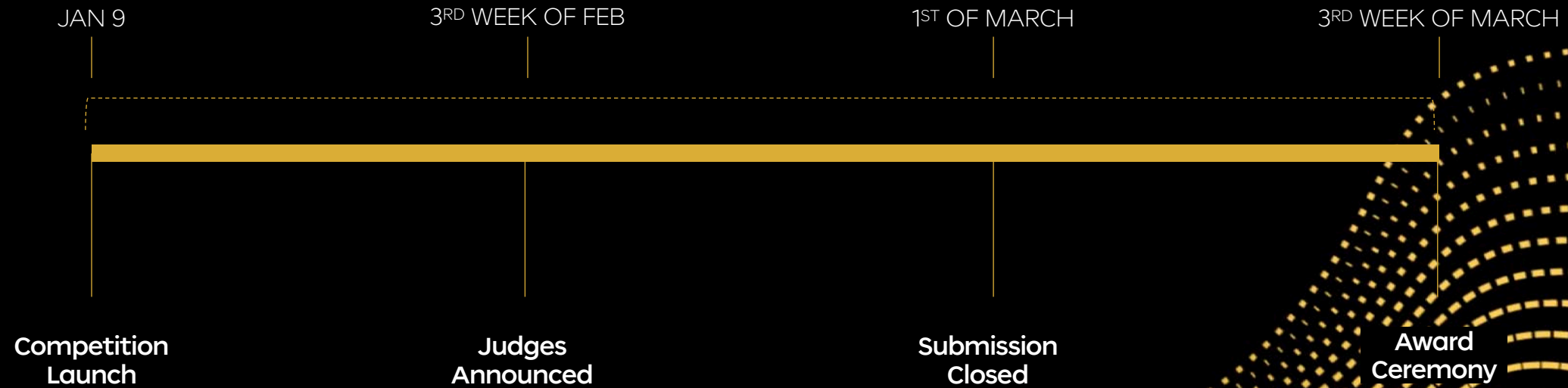
JUDGING CRITERIA

The submissions will be evaluated based on the following criteria:

- 1. Innovation:** How original, creative and clever was the submission? Does it conceptually deliver on the challenge theme?
- 2. Presentation:** How well executed was the submission, from a technical / quality point of view?
- 3. Values:** Does the submission build on, respond to, or reference the heritage and experience of the UAE?



TIMELINE





FAQ

Who can participate?

Anyone in the UAE can submit ideas, proposals or concepts.

Is it only open for Emiratis?

No, it is open to anyone with a valid Emirates ID and a great idea.

Can companies participate?

Yes, you can submit as a group, an office, a team or as an individual.

How do we submit?

Click the “Apply Now” link for the category you want to apply for. Submit your idea and you’re in!

What format is required?

All submissions are digital images, drawings, animations or sounds.

What is the deadline?

1st March 2021

Who are the judges?

Each category will have its own group of unique judges. They will be announced soon. Stay tuned!

When will the winners be announced?

Winners will be announced during the award ceremony on the third week of March, pending public health conditions and the ability to hold the event in person.

Apply Now

<https://www.dubaifuture.ae/emirati-futurism-award/>



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