



- THE ART OF **UAE** DRESS

fashion design contest

CONTEST GUIDELINES





ABOUT THE CONTEST:

The Zay Initiative and Hotel Indigo Dubai Downtown contribute to the growth of the cultural fabric of the UAE through a meaningful collaboration.

ZAY – THE ART OF UAE DRESS is a fashion design contest that aims to keep the UAE's cultural heritage alive through wearable art pieces that reflect traditional Emirati dress "Thawb" with a modern touch. All fashion designers worldwide are invited to design their own version of a contemporary UAE women's gown "Thawb" with inspiration from The Sofa Series and Hotel Indigo Dubai Downtown's art and interior design.



GUIDELINES SPECIFIC TO THIS CONTEST:

STEP 1: Conception Submission of sketches and concept note

All participants must submit their dress designing sketches along with a written concept note that explains their train of thought. A video clip outlining creative angle is highly recommended.

MEDIA:

Drawing or digital

SIZE:

Up to A3

STYLE:

Traditional Emirati dress "Thawb"

SUBJECT MATTER:

Inspired by The Sofa Series and Hotel Indigo Dubai Downtown's art and interior design.

A show-around can be arranged, and is encouraged (possible virtually). Contact the **Art Manager** at astrid.lesuisse@ihg.com to schedule your tour.

Entries are gently screened by a selected jury. All artists will receive emailed notifications of their results. Your submitted design will receive one of the following results: Accepted – submitted proposal has been chosen for contest and exhibition or Declined - submitted proposal was not chosen for contest and exhibition.

Only 5 submissions will be selected to go onto STEP 2.



GUIDELINES SPECIFIC TO THIS CONTEST:

STEP 2: Creation Submission of the final wearable dress

The 5 finalist fashion designers must submit the article of clothing itself that will be on display during an exclusive exhibition at the hotel for the public to view & vote on.

MEDIA:

Materials including, but not limited to textiles

SIZE:

5'10" model

STYLE:

Traditional Emirati dress "Thawb"

SUBJECT MATTER:

Inspired by The Sofa Series and
Hotel Indigo Dubai Downtown's art and design





GENERAL SUBMISSION GUIDELINES

HOW TO ENTER: This contest is open to all fashion designers worldwide. Submissions are accepted only to astrid.lesuisse@ihg.com. Fashion Designers must submit as early as possible to allow time for troubleshooting. If you require assistance, contact the Art Manager at astrid.lesuisse@ihg.com no less than 3 days prior to the deadline.

JURY: Entries are gently screened by the following jurors:

- **Dr Reem Tariq El Mutwalli**, Founder (CEO) of the Zay Initiative, a public figure, speaker and author. An expert curator and consultant in Islamic art and architecture, interior design, historic costume, and UAE heritage.
- **Patricia Millns**, Fellow of Royal Society of Arts (FRSA) and Creative Advisor at The Zay Initiative
- **Astrid Lesuisse**, Art Manager at Hotel Indigo Dubai Downtown

PRIZE: The 5 finalist wearable dresses will have the chance to be shown to the public during an exclusive exhibition at Hotel Indigo Dubai Downtown, from Nov. 2 until Dec. 31, 2021. The final winner of the contest will be revealed during a press-covered ceremony and awards jury for the celebration of the 50th anniversary of the UAE. The 5 finalist wearable dresses will become part of The Zay Initiative permanent collection of Arab historical attire with their documentation and digital archiving.

DELIVERY: Costs of shipping wearable dress to the hotel, including customs, import fees or additional postage are the responsibility of the fashion designer. Wearable dresses must be delivered with their mannequin for display during the time of the exhibition at Hotel Indigo Dubai Downtown. Please direct questions regarding shipping to the **Art Manager** via astrid.lesuisse@ihg.com.

INSURANCE: The hotel does not provide insurance for the wearable dresses. Fashion designers are responsible for arranging their own insurance during transit and exhibition.

PRICING: The original dresses will not be for sale. The 5 finalist dresses will become part of The Zay Initiative permanent collection of Arab historical attire with their documentation and digital archiving.

SALES: Orders can be placed via The Zay Initiative's website. If a sale is made, fashion designers will be informed by phone or email by The Zay Initiative, which will collect commission at a rate of 20% of the selling price. Payment to fashion designers will be made by transfer on submission of invoice.



CONTEST SCHEDULE

August 28, 2021

Submissions Open

September 28, 2021

Deadline for STEP 1: Conception Submissions of sketch and concept note

October 12, 2021

Applicants informed of their result by this date at the latest. Contact the hotel if you do not receive notice by this date at astrid.lesuisse@ihg.com.*

October 28, 2021

Deadline for STEP 2: Creation Submission of the final wearable dress.

October 28 – November 2, 2021

Delivery Window.

Deliver final dress before 6 PM on the final day of the delivery window to the following address:

Hotel Indigo Dubai Downtown, Marasi Drive, Dubai, UAE.

November 2, 2021

First official day of exhibition of the five finalist wearable dresses.

November 28, 2021

Grand finale of contest with a press-covered ceremony and awards jury.

December 31, 2021

Last day of exhibition





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For inquiries,

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