

媽閣塘片區

標誌及視覺形象設計比賽

Barra District

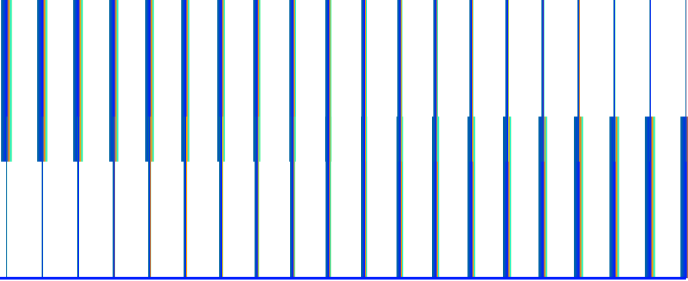
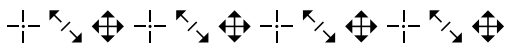
LOGO AND VISUAL IDENTITY DESIGN CONTEST

CALL
FOR
ENTRIES

作品徵集 →

8/7-23/8

REGULATIONS



Barra District Logo and Visual Identity Design Contest Regulations

Organizer:



Advising Unit:



Co-organizer:



Supporting Units:



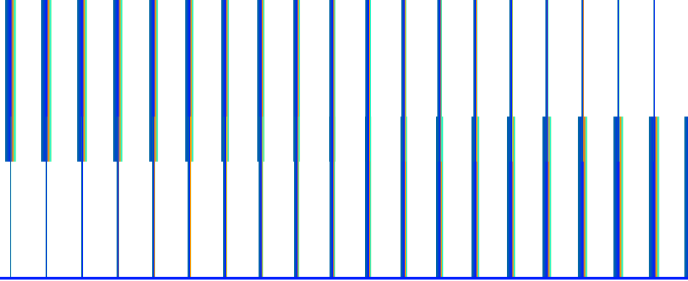
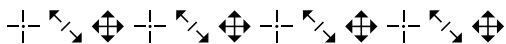
1. Background →

Barra District is a unique area with a relatively complete maritime culture and history and industrial complex that still exists in Macau. It consists of architectures of the former navy shipyard, machinery department, carpentry department, maritime offices and the old Barra slaughterhouse. During the 20th century, the area undertook the responsibility for constructing and maintaining vessels for the maritime operation of Macau, making it an epitome of the development of heavy industry in Macau. The preserved industrial architectural complexes reflect significant historical, cultural, social, technological and aesthetic values.

In 2023, the Macao SAR Government initiated historical district revitalization projects in collaboration with integrated resorts, and joins hands with MGM in revitalizing the Barra District. Through heritage preservation and creativity injection, the district has been endowed with new connotation and function, creating a sustainable public space that embodies Macau's maritime heritage and its importance as a trading port, while possessing local cultural uniqueness.

MGM envisions the Barra District as a vibrant area that promotes inclusivity and openness with limitless potential and allure. With the concept of "Living Art in Style", the maritime history and industrial heritage of the Barra District have been revitalized innovatively, transforming the area into a new art and cultural hub that connects the Porto Interior and the historic centre of Macau. By creating new attractions and photo spots within the district, it drives visits and spending of both tourists and locals, promotes the development of local businesses, encourages visitors to explore different areas of Macau apart from the Cotai Strip. Complemented by various transportation options, such as Macau Cruise and the light rail, more visitors are attracted to the Barra District, establishing a "new cultural and lifestyle hub".

To support the revitalization project of the Barra District and invite more public to explore the neighbourhood and reveal its uniqueness, MGM has launched the 'Barra District Logo and Visual Identity Design Contest'. Participants are required to base on elements of the Barra District (including but not limited to architecture, history, etc.) and blend innovative elements in their design works, while they can give full play to their creativity and design a set of logos and visual identity applications for the Barra District. The winning design will be adopted and used in the Barra District to shape the new image of the area.



2. Eligibility →

There are two categories: Student Group and Open Group. Participants can enter individually or as a group (with a maximum of three members, each must meet the following criteria).

Student Group:



- Aged 16 or above (as of January 1, 2024), regardless of nationality, studying in Macau with a valid student identity card
- Aged 16 or above (as of January 1, 2024), Macau residents studying in mainland China or overseas with a valid student identity card

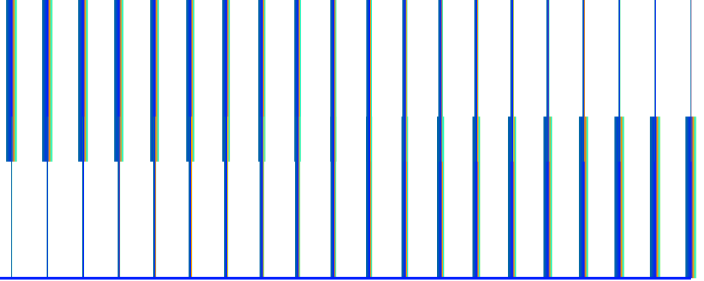
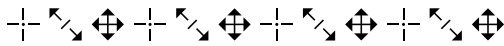
Open Group:



- Aged 21 or above (as of January 1, 2024), holding a Macau permanent or non-permanent resident identity card

3. Schedule →

July 8, 2024	Open call for submissions, announcement of online registration and submission link
July 20, 21	Introduction of the Barra District
August 23, 2024, 18:00	Deadline for design submission
August 30, 2024	Judging (venue: Old Barra Slaughterhouse) <ul style="list-style-type: none">– Selection of Gold, Silver and Bronze Award winners, and 7 finalists from each category
September 21, 2024	Finalists Exhibition and award ceremony <ul style="list-style-type: none">– Announcement of the Gold, Silver, Bronze in each category and award presentation– Presentation of works by winners to the media
October 6, 2024	End of exhibition



4. Specifications and Submission →

Specifications

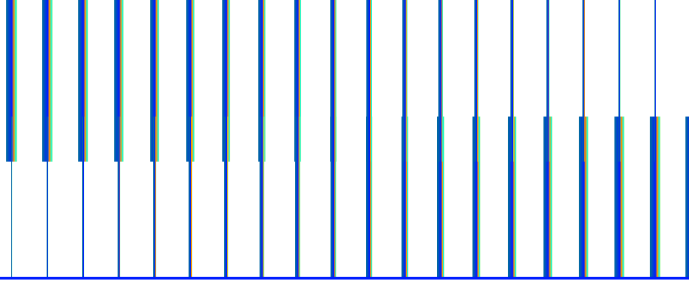
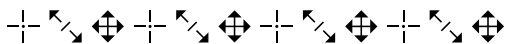
- i. Participants are required to come up with a **creative name** for the "Barra District" and design its **logo**, along with a design concept (100–300 words);
- ii. And submit **at least three or more** different items (such as promotional materials, souvenirs, environmental decoration, etc.) as extended applications of the visual identity. Mock-ups and renderings are welcomed to better express the design.
- iii. There are 13 distinctive architectures in the district. Participants are required to submit icon design for **five designated architectures**, along with the corresponding names and the concept (within 50 words). Information of the architectures can be found in the appendix.

Submission Requirements

- i. Complete and submit the application form.
- ii. Photocopy of valid ID card / student ID.
- iii. The design files should be arranged freely within an A3-sized layout. Each entry can submit a maximum of 6 to 10 images (in JPG format, resolution of 300 dpi or above, and total file size should not exceed 50MB).
- iv. Please submit all works, concepts and other documents of the same design series in one single ZIP or RAR compressed folder. All submitted compressed folders and files inside must be named based on the participant's or group's English name on the ID card (e.g. "wongsioman_01.zip").
- v. Entries should be uploaded to: **<https://forms.gle/a2JVrFdCXcaAwqox9>**
- vi. Participants can submit a maximum of three entries per unit, which should be uploaded separately.
- vii. Each entry can only be submitted once. Late submission or replacement will not be accepted.
- viii. Apart from the application form, participants should not display any personal information or markings in any part of the works.

5. Entry Guidelines →

- All entries must comply with the following requirements and formats. The Organizer reserves the right to disqualify an entrant at any stage of the contest if any of the requirements are not met.
- All entries must be original and unpublished. Plagiarism or the use of others' works is strictly prohibited. Entries must not contain any obscene, violent, defamatory, malicious, insulting, or commercial elements.
- All participants must sign and submit a declaration of originality.
- The Organizer bear no legal responsibility for any violations of the law in the entries.
- If AI is used in the creative process, the prompts or instructions must be provided.



6. Judging Criteria →

Creativity and Innovation	- Conformity to the theme of the Barra District and its extended concept	40%
Design Concept	- Overall design, aesthetics, and utilization of uniqueness of the district	30%
Functionality and Practicality	- Feasibility and versatility of the overall design for future applications	20%
Visual Presentation	- Overall aesthetic expression of the mockups and renderings	10%

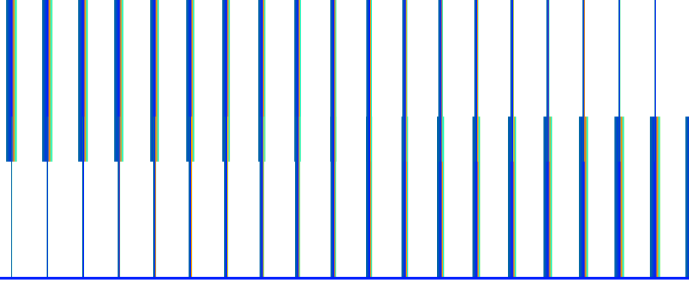
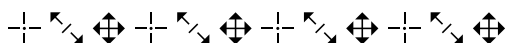
The jury consists of representatives from MGM, Macao Illustrators Association, Macau Designers Association, and two design institutes in Macau (TBC).

7. Prizes and Awards →

There will be **10 winners** in each category of the Student Group and the Open Group, with Gold Award, Silver Award, Bronze Award, and seven finalists.

	Student Group	Open Group
Gold Award	Cash Prize MOP20,000 and Certificate	Cash Prize MOP40,000 and Certificate
Silver Award	Cash Prize MOP10,000 and Certificate	Cash Prize MOP20,000 and Certificate
Bronze Award	Cash Prize MOP5,000 and Certificate	Cash Prize MOP10,000 and Certificate
Finalists (each)	Cash Prize MOP2,000	Cash Prize MOP4,000

The winning entries belong to the Organizer, who reserves the right to promote, publish, and display all the entries, and use in merchandise production. If the works are ultimately used, the Organizer will further liaise with participants on the copyright fee.



8. Use of Personal Data →

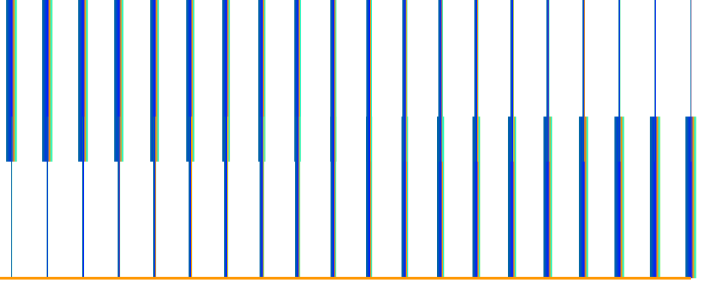
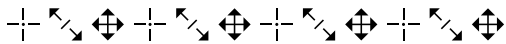
Participants' personal data will only be used for submission and communication during the selection process and for administrative purposes related to the contest.

9. Contest Rules →

- Participants' personal data must match with the eligibility and identification documents.
 - All applicants are deemed to agree to the rules and results of the competition.
 - If the jury considers that the entries are not up to satisfactory level, the corresponding awards may be vacant, without mandatory acceptance or adoption of any entries.
 - In case of violation of the above terms, the Organizer reserves the right to withdraw the awards and prizes, and the participants should be responsible for their own legal responsibility.
 - The Organizer will take photographs and video recordings during the district introduction day and the award ceremony. The Organizer reserves the right to use these photos and video clips for future promotions and publicity.
 - Participants shall not object to the contest results and decisions by the jury. In case of any dispute, the Organizer reserves the final decision, including the right to suspend, amend, or terminate the campaign or its terms and conditions without prior notice.
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10. Enquiries →

For enquiries, please call 6851 4985 (during office hours) or email to **moillopower@gmail.com**.



Barra District Logo and Visual Identity Design Contest Appendix: Supplementary Information on the Five Architectures

Since the mid-16th century, by virtue of its geographical location along the southern coast of China and the historical context of the Age of Discovery, became an entrepot for maritime trade and port of departure for China's export to the world. The rise of Macao not only expanded and extended the global trade route of the Maritime Silk Road, but also became a bridge between the Eastern and Western cultures. Barra, said to be the spot where the Portuguese first landed in Macao, has played a pivotal role in Sino-foreign trade and cultural exchange over the centuries.

In the old days, the thriving area spanning from Barra to Porto Interior served as a hub for vessels and visitors to replenish supplies, rest, pray, and engage in trade. The area boasts the ancient A-Ma Temple, fort, pier, dockyards and other constructions, which bear witness to the development of Macao's unique East-meets-West culture.



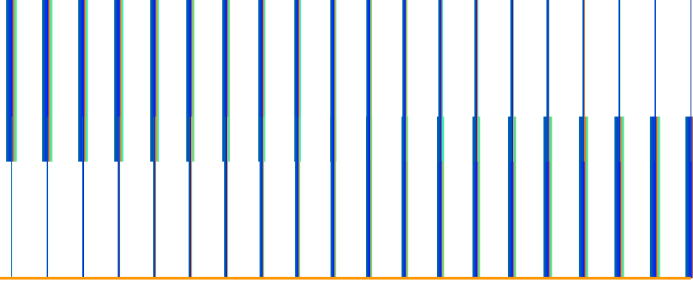
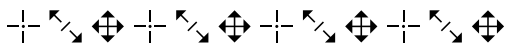
1. Navy Yard No.1

Navy Yard No. 1 is the oldest establishment in the Barra District, with its gateposts inscribed with 'construída em 1891-1893'. It served as the dock mechanical room of Government and is the largest standalone building of the government dockyard. Remnants bearing witness to the mechanization of Macao's shipbuilding industry, such as pits for machine beds still remain.



2. Navy Yard No.2

Navy Yard No.2 was one of the shipyard establishments constructed after land expropriation in 1920. Its early functions included a carpentry workshop, drafting room, canteen, medical room, and the director's office, making it one of the iconic landmarks in the Barra District.



Barra District Logo and Visual Identity Design Contest Appendix: Supplementary Information on the Five Architectures



3. Former Site of the Barra Slaughterhouse

Standing beside the Colina da Barra for over a century, the former Barra slaughterhouse epitomizes the municipal construction in Macao from the late 19th to the early 20th century. It primarily served the slaughter function in compliance with hygiene requirements, while its exterior design exemplifies eclecticism in architecture, combining functionality and aesthetic design, which reflects the municipal construction style of Macao during the above period. In addition, the slaughterhouse represents the progressive modernization of the city. Macao began to regulate meat supply, quarantine, slaughtering, distribution, and transportation over a century ago, and established a system of municipal supervision. The Barra slaughterhouse and its regulations were key indicators of construction modernization and significant testament of urbanization in Macao.



4. Complex No.5

The former pig storage of the Barra slaughterhouse was situated at 29–31 Rua de S. Tiago da Barra and 2–4 Beco da Pedra. The buildings were constructed from 1906 onwards, and were repaired and rebuilt for multiple times. They were part of the city's slaughter system established after the implementation of centralized slaughter and sanitary inspection in Macao. After the relocation of the Barra slaughterhouse to Green Island in 1987, the complex became the offices of the Department of Environmental Hygiene and Licensing of Municipal Affairs Bureau in the 1990s.



5. Dock No.7

The inclined shipbuilding platforms (slipways) of the Shipbuilding Division are core components of the former Government Dockyard and an exemplification of its shipbuilding function. There are various constructions within this area, making it a highlight of the unique landscape of Barra. The shipbuilding dock was already in use at the site early in 1921, while the construction of slipways completed in 1952.