

design as reform

traffic design competition vol. 2

traffic announces the second traffic design competition entitled 'design as reform'

The competition returns to focus on design as a revolutionary art form

2, November 2009, Dubai - The traffic design competition returns with 'design as reform', and will be focusing on fostering a provincial sense of design through the re-application of existing Arab art forms on contemporary projects. Candidates are being asked to explore ways in which Arab culture should preserve authenticity in light of mass production and exportation.

After a successful competition in 2008, which focused on the categories of product, interior space and chair, 'design as reform' was conceived to continue the global understanding of regional design.

In an effort to revitalize a historically rich region, without withdrawing from constructive interactions with the modern world, this year's competition is dedicated to exploring regional design systems as an integral part of the everyday urban landscape. The competition has been divided into four categories that address the different aspects of Arab life. As a whole the categories envelope a basic value system by which the region is governed – essentially through faith, socio-political engagement, access to information and knowledge, and privacy and contemplation.

The applicant's task will be to reinterpret the following structures according to certain design disciplines without depriving them of their history, nor consequently, a sense of reverence for these forms:

The Mosque through Architecture.

The Majlis through Interior Design.

A Pattern through Graphic Design.

A Public Installation through Experimental Design.

The competition is open to students, professionals and enthusiasts from all over the world and launches on November 9, 2009 with the deadline for first entries on March 6, 2010. The award ceremony will be held in Dubai in June 2010. The winning entries in each category will be produced by traffic and the competition partners.

design as reform, the traffic design competition vol 2, is supported in the Media by Bidoun, brownbook and The National.

design as reform : the traffic design competition vol 2, launches on November 9th, 2009. For more information on the competition, join us at traffic on the 9th, between 4 pm and 6 pm.

For more information and to RSVP to the launch event contact :

Simone Sebastian

traffic

+97150 4500489 / simone@viattraffic.org

Notes to Editors

About the traffic design competition

The first traffic design competition received applications from more than 16 major cities including as far as Los Angeles, New York, London, and Ramallah.

'design as reform' will be open to students, professionals and enthusiasts from all over the world. The competition launches on November 9, 2009 with the deadline for first entries on March 6, 2010. The award ceremony will be held in Dubai in June 2010. The winning entries in each category will be produced by traffic and the competition partners. Media support by Bidoun, brownbook and The National.

About traffic

traffic is a Dubai-based multi-disciplinary art and design practice founded in 2007 which includes a store, gallery and studio.