Winners announced at the traffic design competition International applicants honoured at ceremony in Dubai

2 June 2010, Dubai - Seven months after its launch in November 2009, the traffic design competition finally announced winners last night of its multi-discipline design competition. Local and international applicants gathered together at traffic to find out the winners of the Mosque, Majlis, Pattern and Public Installation categories.

Winners were picked over the past week by the competition's four judges:

Alexander von Vegesack, Vitra Design Museum Dr. Sami Angawi, Amar Centre for Architectural Heritage Renny Ramakers, Droog Rami Farook, traffic

Alexander von Vegesack and Dr. Sami Angawi were both unable to attend the ceremony in Dubai, but were involved in the judging process via email. Alexander von Vegesack stated:

"Within four sections to apply for, Dubai's design competition "Design as Reform" (by traffic) this year shows up with some refreshing ideas.

The indeed "new" projects in the section of architecture impressed me most. The mosque and related to it, a very much traditional anchoring successfully was implied in simple and modern concepts. The applicants for interior and experimental design were not able to continue the high level of surprise effect of the first three sections mentioned. However each group could convince with one outstanding idea: especially the experimental design section appears with a very humorous and at the same time smart concept of public architecture: modern and clearly in the context of the Arab environment – that is Design as Reform 2010!"

Winners

MOSQUE:

RUX Design, 'The Vanishing Mosque', New York

Hires images http://www.viatraffic.org/uploads/tdc/RUX_Design_Vanishing_Mosque.zip





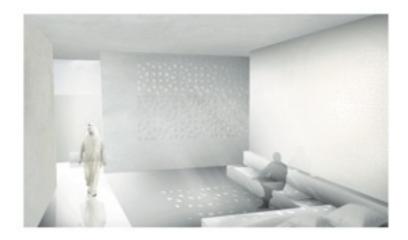


This mosque design strips down the idea of a physical building, and instead creates a place of worship in the alleys between buildings. The name 'The Vanishing Mosque' refers to the vanishing point, as experienced when pointing towards Mecca as well as to this architectural concept which is essentially stripped down to its bare minimum.

MAJLIS:

22 Quadrat, 'White Space', German

Hires images http://www.viatraffic.org/uploads/tdc/22_Quadrat_White_Space.zip



This climate-fitted, formally reduced space has a minimalistic aesthetic and is made up of contemporary materials like concrete. The stark interiors also act as a reference to the islamic cultural tradition of abstract art.

PATTERN:

Sebastian Klein, 'Think Colour', Dubai

hires http://www.viatraffic.org/uploads/tdc/Sebastian_Klein_Think_Colour.zip



traffic

In the words of the applicant - ' The region is full of reinterpretations of arabic patterns. Instead of plastering the city with more of the known, how about creating something new, striking and really contemporary? Let's create awareness by reducing the complexity of arabic patterns to a minimum – by turning it around 180°. Let's buy all sorts of media space: A spread in a newspaper, a billboard on Sheikh Zayed Road, set up a website, create a video and publish it on youtube, think of a facebook fanpage. Introduce these simple color patterns into the world around you, just the patterns, nothing else.'

PUBLIC INSTALLATION:

Mousa Beidas, 'Solar Banners', Dubai

hires http://www.viatraffic.org/uploads/tdc/Mousa_Beidas_Solar_Banners.zip

EXAMPLES 1





The Solar Banner project features a series of strategically placed mirrors across the city that reflect printed type on a blank surface such as a billboard, or construction site hoarding. They are constantly moving in unison with the sun as it moves the day forward. By taking advantage of these already present canvases, messages can be projected to remind the city that change is occurring and should not be taken for granted.

All winning entries will be realised by traffic and its competition partners, making the next few months a busy time.. The finalists for the competition will get the opportunity to have their work featured in a publication, to be released by traffic within the year.

design as reform: the traffic design competition has announced winners of its international design competition. Finalists and winning entries are on display at an exhibition at traffic, and will stay up June 15, 2010.

For more information and to request for interviews/high-res images, please contact:

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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. The current competition garnered applications from over 31 countries resulting in 27 finalists.

'design as reform', the traffic design competition vol. 2 is an international design competition that was open to students, professionals and enthusiasts from all over the world. Winners were announced at a private event in Dubai on June 1, 2010. The winning entries in each category will be produced by traffic, along with competition partners.

About traffic

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