

# VI EIPF 20 24

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THE CULTURAL & SCIENTIFIC ASSOCIATION



## Call for Entries: The 6th Emirates International Poster Festival (EIPF) 2024 — 'AI Futures: Creativity Meets Technology'

In alignment with the UAE's National Strategy for Artificial Intelligence 2031 and in response to our evolving world, the Cultural and Scientific Association "NADWA" is organizing the 6th edition of the Emirates International Poster Festival (EIPF) in November 2024, under the theme "AI Futures: Creativity Meets Technology."


### Objectives and Theme

The Emirates International Poster Festival (EIPF) aims to bridge culture and innovation. This forward-thinking approach celebrates diversity in artistic expression and explores how technology can enhance cultural narratives. As a premier platform for poster design in the MENA region, EIPF attracts participants and audiences from around the world, fostering global dialogue and collaboration.

This edition of EIPF showcases the intersection of art and technology, specifically focusing on how artificial intelligence is influencing and shaping the future. It serves as a platform for dialogue, collaboration, and inspiration, bringing together artists, designers, and innovators to explore the potential of AI in various creative fields.

### Theme Description

This year's festival highlights AI's role in driving progress, enhancing creativity, and fostering global connections. Participants are invited to address critical contemporary issues and promote social change through innovative design. The theme encourages designers



to explore the transformative impact of AI on our world, encompassing topics such as sustainability, global perspectives, innovation, societal transformation, cultural integration, and the synergy between creativity and technology. Designers are encouraged to select aspects that resonate with their interests and expertise and express their creative vision on how AI is shaping the future.

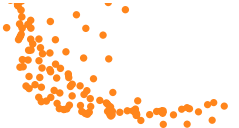
EIPF serves as a source of inspiration and education for students and professionals in graphic art, design, and related fields. Participants can learn from leading practitioners, engage in critical discourse, and showcase their interpretations of AI's impact on creativity.

EIPF stands as a prominent platform for poster design in the MENA region, with a dedicated focus on promoting creativity, facilitating intercultural exchange, shedding light on critical contemporary issues, and driving social change through innovative design.

For more information on the UAE's National Strategy for Artificial Intelligence, visit: [UAE AI Strategy](#).

## General Conditions

All participants agree to comply with the following conditions:

- a) The competition is open to all individuals, including students, graduates, and professionals from around the world.
  - b) Each participant can submit one design only.
  - c) All received posters go through a selection process.
  - d) The international committee/jury will nominate and select the works to be awarded. The jury's verdict is final, and the jury agrees not to reveal the results before the dates stipulated by the organization.
  - e) Selected participants and jury members will participate in the 6th EIPF.
  - f) An exhibition catalogue will be provided as a PDF file, and all participants will receive a PDF certificate of participation.
  - g) Posters will be evaluated on content (message relevance and depth), concept (originality and creativity), delivery (visual impact and execution), innovation (use of media and problem-solving), and engagement (ability to spark debates and contribute to discourse).
  - h) All submitted posters remain the intellectual property of the original designers. By submitting an entry, participants grant EIPF and NADWA the right to use the images for promotional purposes related to the festival, including exhibitions, catalogues, and online platforms.
  - i) The organizers retain the right to reject entries that are deemed morally or culturally inappropriate or contain offensive material.
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## Submission Guidelines

Please ensure your submission adheres to the following format:

- a) Poster size: 70x100 cm (vertical), JPEG format, RGB color mode, minimum resolution of 300 dpi.
- b) Filename format: Name\_Surname\_Country\_PostersTitle.jpeg
- c) Complete the submission form and upload your poster via the provided link <https://tinyurl.com/VIEIPF2024>.

## Timeline and Venue

Important Dates:

- **Submission Deadline: September 10, 2024**
- **Announcement of Selected Works: September 20, 2024**
- **Announcement of winners: November 4, 2024**
- **Opening Ceremony: November 4, 2024**
- **Exhibition Duration: November 4 - December 31, 2024"**

## Venue:

Cultural and Scientific Association (NADWA), Dubai.

## Awards

The 6th EIPF awards aim to encourage creativity, innovation, and thoughtful exploration in the realm of graphic design and poster art. Each award category is designed to inspire participants to push boundaries and contribute meaningful perspectives to the festival's theme.

1. **Golden EIPF Award:** Recognizing the poster that best exemplifies the theme "AI Futures: Creativity Meets Technology" through exceptional creativity, innovation, and visual intelligence.
2. **Silver EIPF Award:** Awarded to the poster that demonstrates outstanding innovation in the use of AI technologies in design. Chosen for its originality and creative approach to integrating AI with artistic expression.
3. **Bronze EIPF Award:** Recognizing the poster that best captures diverse global viewpoints on AI's role in shaping the future of creativity. Celebrates cultural integration and societal transformation.
4. **EIPF Student Excellence Award:** Specifically for outstanding entries submitted by students, highlighting emerging talent in AI-inspired design. This award aims to encourage and recognize young designers.
5. **NADWA Award:** Presented by the Cultural and Scientific Association "NADWA" to the poster that most effectively reflects the spirit of the UAE's National Strategy for Artificial Intelligence 2031, promoting AI-driven innovation, cultural integration, and social progress through creative design.

## International Committee/Jury

- Prof. Agnieszka Ziemiszewska — Poland
- Prof. Evripides Zantides — Cyprus
- Prof. Chang Sik Kim — South Korea/USA
- Prof. Andrea Szabó — Hungary
- Sudhir Sharma — India
- Thiago Lacaz — Brazil
- William Harald-Wong — Malaysia
- Prof. Irwan Harnoko — Indonesia
- Wesam Mazhar Haddad — USA
- Prof. Ryan Slone — USA
- Prof. Hajime Tsushima — Japan
- Prof. Fang-Pang Chang — Taiwan
- Prof. Orhun Türker — Türkiye
- Dr. Najat Makki — UAE
- Prof. Arafat Al Naim — UAE/Jordan



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