

/WEAREDESCO

the Future of Cities on — Planet Earth

Rebuilding narratives

healing places, home, and hope through art

AI CHALLENGE

TOTAL PRIZE:
500\$

REGISTRATION DEADLINE
01 february 2024

REGISTER NOW

challenge

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This competition aims to emphasize the power of storytelling and art in the process of rebuilding communities, restoring the concept of home, and nurturing hope in a world plagued by darkness and turmoil. It encourages participants to contemplate significant questions related **to home and belonging, freedom, justice, and power.**

In the midst of destruction caused by wars, natural disasters, and tragic events, we want you to share your story about meaningful locations in your life and how these places have transformed.

The competition is all about exploring **loss, unresolved grief, and understanding where our stories come from.** We hope that by sharing these stories through art, we can make positive changes and move towards a peaceful and safe future.

jury

WE ARE DESCO

Samer ElSayary



Assistant professor of Architecture, researcher, and award-winning architect with a special passion for Outer space architecture.

Hassan Ragab



Interdisciplinary designer with an architectural and computational design background who is highly interested in visual arts.

Shail Patel



Architect with over 8 years of professional experience. Having worked in India and China and currently based in the USA.

Carlos Bannon



Architect and director of AirLab; currently an Associate Professor of Architecture and Sustainable Design at the Singapore University of Technology & Design (SUTD).

evaluation criteria

All projects will be assessed anonymously.

When making their assessments, judges will take into account the following criteria:

- Creativity in developing novel and inventive ways of living in the future. (20pts)
- Criticality in developing new ways of living that are consistent with the suggested scenario. (15pts)
- Desirability of imagining a future where everyone has access to opportunities and is encouraged. (10pts)
- Innovation in the application of artificial intelligence tools. (10pts)
- The design's conceptual and visual quality, as well as its potential to have an impact on the area of design and its applicability to the contest's theme. (10pts)

timeline

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01/03/2024

Competition
**Registration & Submission
Ends**

15/03/2024

Longlist
Announcement

20/03/2024

Finalist & Honorable mention
Announcement

29/03/2024

Winner
Announcement

registe - ration

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Early Registration

30\$
(01Dec -14Jan)

460 LE for Egyptians

Standard Registration

40\$
(14Jan - 15Feb)

770 LE for Egyptians

Late Registration

50\$
(16Feb - 01 Mar)

1230 LE for Egyptians

prizes

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first place

Cash Prize
Certificate
Publication



second place

Cash Prize
Certificate
Publication



third place

Cash Prize
Certificate
Publication



10 honorable mentions

Certificate
Publication

deliverables

You will submit 4 4000X4000Pixel Images combined in 1 Pdf

1. Share your story about the city you love in a maximum of 500 words, Your story and images must be reflected on each other
2. AI-generated image showing the current situation of the city.
3. AI-generated image showing the future situation of the city.
4. Show all the process you did in one image

what to submit?

A total of 4 Jpegs 4000X4000 Pixels, 150dpi

-Jpeg01: A story of maximum 500 words about the city

-Jpeg02: Ai image about the current situation of the city

-Jpeg03: Ai image about the future of the city

-Jpeg04: Add all your progress images

Reg Code	
JPEG 01	JPEG 02
Add your story	Current city image
JPEG 03	JPEG 04
Future city image	Progress images

how to submit?

- Fill in the **registration form** on our website **starts 01/12/2023**
- You will receive a **registration code** via email
- Combine all your jpegs in **one pdf** with your **registration code**
- Fill in the **submission form** on our website and submit your pdf

how to
generate
an ai image?

Engines to use:

- Midjourney
- Adobe Firefly
- Genecraft

<https://www.midjourney.com>

<https://firefly.adobe.com>

<https://genecraft.com>



media

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bustler

eligibility

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The competition is open to all. Everyone is welcome to enter the contest. There is no need for a professional qualification. Design proposals can be created alone or in groups of up to 2 people. We invite intellectuals, visionaries, and innovators from all backgrounds to share their future visions because we believe that creativity cannot thrive in the absence of variety.

All communications with the organizers must be in *English*, and participants are required to provide all information in English.

rules

- The official language of this competition is English; All information submitted by participants must be in English.
- Maximum team number is (2)
- Don't add any personal information(Only the registration code)
- Design proposals can be developed individually or in teams.
- Entry Fees is non refundable
- Don't add any nude images or violent content
- The money prize will be paid by the egyptian pound
- All submitted images should be original work done sign/image/text will be disqualified with a notice.
- All images should be generated by AI tools such as Midjourney, DALLE-3, Stable Diffusion, etc, though retouching/adjustments using Photoshop is permitted.
Any violation of the previous rules might result in the disqualification of the participants or teams.

A young boy is seen from behind, carrying a massive, precarious stack of cardboard boxes on a long wooden pole balanced on his head. He stands on a pile of debris and rubble, likely in a slum or a disaster-stricken area. The background shows a dense, multi-story residential building. The entire image is in grayscale with a dark overlay.

We firmly believe in giving back to the community and supporting causes that make a positive impact.

As part of our commitment to social responsibility, we have decided that 25% of the competition's profits to be directed towards affected cities around the world.

For further details
www.wearedesco.com