Competition to Design Logos for the Bamiyan Cultural Centre and the Bamiyan Creative Hub

UNESCO Office in Afghanistan hereby invites creative designers (individuals or companies) to participate in a competition for the creation of the Bamiyan Cultural Centre official logo and for the Bamiyan Creative Hub logo. The two logos should each reflect their mission uniquely and clearly while still looking visually related.

1. The Bamiyan Cultural Centre

The Bamiyan Cultural Centre, which ultimately aims to promote cross-cultural understanding and heritage safeguarding as tools for sustainable development, will promote diversity of cultural expressions through providing a modern display space for showcasing archaeological and ethnographic artefacts from across the country, and also under its traditional skills training and art education programmes.

As the centre will act as a multi-purpose state-of-the art cultural complex, the logo for the Bamiyan Cultural Centre should easily identify the purpose of the building as an adaptable space that will be used for an extensive variety of purposes, benefiting many stakeholders across a wide demographic ranging from young school children and visiting scholars to national and international organisations wishing to hold conferences; local population can be trained in arts and crafts, creative industries, as well as in other skills for employment in cultural industries. For more information on the Bamiyan Cultural Centre, please visit the project website: <http://www.bamiyanculturalcentre.org>

1. The Bamiyan Creative Hub, “THIS IS BAMIYAN” and #BMNHUB

Promote community

Create awareness

Develop an international brand for Bamiyan

Bamiyan’s cultural heritage is evident in a wide range of creative activities. Music, embroidery, wood-carving and photography are but a few of the activities that Bamiyanis engage in. Bamiyan also holds a strong grip in the imagination of international audiences and has the ability to become a well-known international brand.

In order to communicate and leverage this brand potential, manifested in tourism and sport, the carpet industry and other handicrafts, as well as UNESCO’s commitment in incubating Bamiyan as a Creative Industries Hub, this competition for a logo that synthesizes Bamiyan as brand is announced.

The logo should feature the text “This is Bamiyan” to be used in products made in Bamiyan and in all activities that relate to Bamiyan Creative Hub and in social media.

The idea behind the logo is to communicate a new narrative behind Bamiyan, one that connects its past with its future and celebrates the creative spirit of its people, its majestic cultural and natural landscape and its potential for growth. It should also communicate the idea of a hub, and point both to the past and the future.

The logo will also be used in sites that host events related to the creative industries, in stores that sell products made in Bamiyan, and in all other material related to the creative industries.

This logo will always be used with the logo for the Bamiyan Cultural Center, so the two should work well together, with an emphasis on simplicity. It should be easily identified and emphasize connectivity, timelessness and creativity.

Both logos should be easily rendered in print, must be scalable. Submitted entries should consist of the following:

1. Original artwork (softcopy), preferably in JPG format, of minimum resolution 300 dpi and of minimum width 800 pixels.
2. Thumbnail version, in JPG format, resolution: 96 dpi, width: 300 pixels.
3. Summary of description or explanation of the logo symbolism.
4. Brief write-up on the logo designer including e-mail address and phone number.
5. A signed authorship declaration, with the following text: “I/We represent and warrant that I am the creator of the Entry, and, to the best of my/our knowledge or belief, I/we am/are the sole owner of copyright or any other intellectual property right that may subsist in the Entry, and no other person has any intellectual property rights in the Entry, whether registered or unregistered.”

Deadline for submission of entries is the **14th of October 2015 (23:59 Kabul Time)**, and all submission should be done via e-mail: ce.song@unesco.org

(If the attachment is over 5MB, please use file-sharing platforms such as WeTransfer and Dropbox.)

Competitors can submit their proposals for one of the above logos or both logos.

The winner/s of the competition need/s to sign a copyright agreement with the Ministry of Information&Culture of Islamic Republic of Afghanistan which grants to the Ministry the full right to the logo/s.

The winning entry for each logo will be announced and presented on the **18th ofOctober 2015** both on the website of UNESCO Office in Afghanistan(<http://www.unesco.org/kabul>) and the Bamiyan Cultural Centre website(<http://www.bamiyanculturalcentre.org>), together with an explanation of the symbolism inherent in the design.

Prize: The winning entry of each logo will receive a monetary award of 500 USD.