



**MALDIVES MARKETING &  
PR CORPORATION**  
State Owned Corporation

## **Competition to Design 10 Landmarks Across the Maldives**

Targeting the tourists visiting the Maldives, Visit Maldives is opening submissions for a competition to design landmarks to be built in different areas of the Maldives. Every Maldivian citizen above the age of 18 is invited to participate in this competition.

A cash prize of MVR 20,000 along with a gift package from the sponsors will be awarded for every design that secures a winner slot. A total of 10 winners will be selected in this competition. The rules and other details specifying the procedure and deadline for participation in the competition is outlined in this paper.

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## **Rules of the Landmark Design Competition**

### **Introduction:**

The competition is open to design landmarks that to be set up across the Maldives. The designs selected from the competition are planned to be placed in 10 different regions of the country in 2025.

### **Competition organisers:**

Maldives Marketing and Public Relations Corporation (MMPRC) is organising this competition.

### **Objectives of the competition:**

- Showcase the beauty of Maldives
- Increase participation of local artists in promoting the Maldives
- Showcase the talent of local artists to tourists visiting the Maldives
- Increase interest of tourists to visit the Maldives
- Expand the scope of promoting the Maldives through tourists via their photos and social media posts
- Incorporate the country's heritage and culture in the promotion of the Maldives

### **Who can participate in the competition:**

- Candidates who meet the following criteria will be eligible to participate in the competition.
  1. Must be a citizen of Maldives
  2. Candidates who have reached 18 years of age on the deadline for submission of competition design

### **The areas arranged for installation of the landmark:**

1. The competition will present the design of landmarks to be installed across the country. The areas for the installation of the landmark and its details are given below.

#### **Region 1 :Velana International Airport**

- This is the first landmark that visitors will get to see.
- The plan is to place it in the area instead of the existing Visit Maldives landmark, which will be selected first in this category from the competition.
- Only 1 landmark is planned to be placed in this area.

#### **Region 2: Male' City**

- This is a landmark planned to be installed in the city's suburbs.
- The designated locations for these landmarks are as follows:
  - o Official No. 1 Jetty Area
  - o Roundabout area (near Dharumavantha Hospital) near MTCC bus stop on the western side of the city.
  - o Near Varunulaa Surf Point

#### **Region 3: Underwater**

- These are landmarks planned to be placed in three different areas of the sea floor.
- The landmark should be designed so that parts of the landmark can be easily placed underwater.
- In designing such landmarks, the designer may choose a theme of choice. (E.g., Lost City of.....)
- These landmarks should be designed in such a way that they do not harm the marine organisms.

- These landmarks should be designed in such a way that tourists are interested in taking photos with it.

#### Region 4: 3 islands in the Maldives – excluding Greater Male

- This is a landmark planned to be set up in three islands across the country.
- The island where these landmarks will be kept will be selected by the designer.
- If it is difficult to place the landmark in an island designated by the proposer, MMPRC has the right to shift the landmark to another island.

2. If the location of the landmark is not specified in this policy, it will be chosen by the designer. In this way, the designers can submit a design to set up a landmark in any part of the country. The details of the location of the design should be mentioned in the form.

3. There will be enough space devoted for the installation of the landmark.

4. The key dimensions and patterns of the landmark to be designed will be determined by the designer.

#### **Key features that must be present in the design of the landmark**

1. In designing each landmark, it is necessary to represent something that is relevant to the area designated for its place, or to an activity performed in that area, or to a historical context.

2. The design of the landmark should capture people's interest.

3. The proposed designs should be the original work of the proposer, which conveys creative ideas.

4. The proposed design should be designed as a landmark with cement, wood or any other sustainable material.

5. By constructing a landmark to the proposed design, it should be designed so that people do not miss the landmark when they are standing near it to take pictures.

6. The proposed design should be designed in a safe way to stand next to it.

### **Design submission**

1. The landmark design for each region must be submitted separately. You can design landmarks to be placed in any part of the country.
2. Only 1 design for each region can be submitted.
3. The proposers can present the landmark design for each area.
4. The designs for the competition will be sent via email.
5. The design and form must be sent to the email [contest@visitmaldives.com](mailto:contest@visitmaldives.com) dedicated to the competition.
6. At the time of submission of the design, all dimensions of the landmark should be clearly identified.
7. At the time of submission of the design, the following material should be submitted.
  - i. CAD format of the drawing of the design
  - ii. PDF format of the drawing of the design
8. The presented design should be submitted as seen from the front, how it appears on the back, how it appears on the front and from above.
9. When designs are submitted via e-mail, if the file size is large, they can be sent via links such as Google Drive, WETransfer Link. The link sent in this manner should be sent in a non-expirous manner. It is the responsibility of the sender to ensure that the design submitted by the link can be opened.
10. The deadline for sending the designs for the competition is to the above email before 18:00 pm on November 30, 2024.
11. Candidates can be informed via email within 3 days of the official work that they have received the designs submitted for the competition.

### **Items to be submitted to participate in the competition:**

1. Application form and declaration to participate in the completed competition
2. Double copy of national ID card
3. CAD and PDF file or link of the participating design

4. An image indicating the location proposed to place the landmark/ Google image (optional)

**The selection of winners and awarding:**

1. The top 10 designs for the competition will be selected on the basis of marks awarded by a panel of technical judges constituted by the corporation and the response received by the general open vote. The total marks will be determined by 60% by the judges' marks and 40 % by the general open vote.
2. Judges will primarily look into the following factors while awarding marks:

The relation between the location and design of the landmark	15
The extent to which creative and modern ideas have been used	20
The extent to which people's interest is captured	15
No relation to other landmarks	05
Being a safe design	05
<b>Total</b>	<b>60</b>

3. After selecting the top 10 participants from among the designs proposed for the landmark, they will be notified.
4. Information on the top 10 designs will be published in the Government Gazette as the result of the competition.
5. Each of the top 10 well-designed contestants of the competition will be given a cash prize of Rs 20,000 and a gift package from the sponsors. They will be informed about the date of awards.



## **Rights to use designs selected for first place**

1. The top 10 designs selected in the competition are owned by this corporation.
2. The Corporation has full authority to modify parts of the designs.
3. The Corporation also has the right to use designs in its marketing activities. They can be given credit when they use these designs.
4. If those assigned by the corporation to build the landmark for the first-placed designs need more details about the design, the selected ones should help them provide the necessary information.

## **Disqualification**

**If any of the following factors are involved in submission of landmark designs, the design can be disqualified.**

1. Not completing the proposed design information form
2. Being a copy of any other design / including a part of something or something copied by someone
3. Representing a sign of a religion other than Islam
4. To indicate a meaning that would be like a human being's form
5. To indicate a meaning that would be cruel and supporting criminal behaviour
6. Design reflects the belonging to a political party
7. Giving a meaning that can be used to refer to negative health habits
8. Measurements are not included in the drawing of the design.