



**CREATIVE SPORTS AWARDS 2018**  
DUBAI WORLD TRADE CENTRE  
11.07.2017



# DESIGN CONCEPT

# Introduction

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مبادرات محمد بن راشد آل مكتوم العالمية  
Mohammed Bin Rashid  
Al Maktoum Global Initiatives

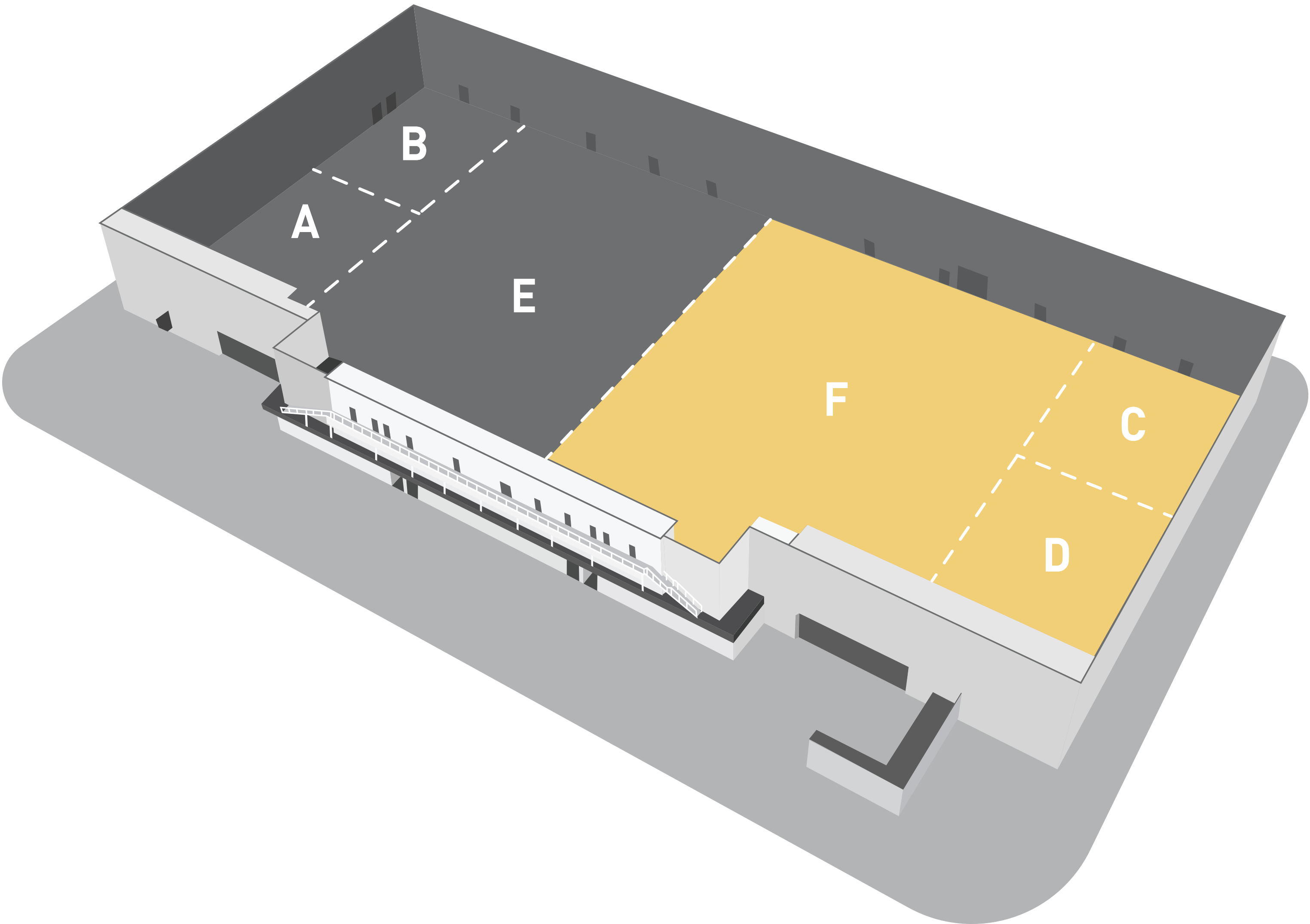
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جائزة محمد بن راشد آل مكتوم للرياضة  
Mohammed Bin Rashid Al Maktoum  
Creative Sports Award

Under the umbrella of the Mohammed Bin Rashid Al Maktoum Global Initiatives, the Mohammed Bin Rashid Al Maktoum Creative Sports Award (MBRCSA) was first launched in 2008. It reflects the thoughts and philosophy of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai to honor Individuals, Teams and Organizations with significant contributions in promoting and supporting sports. The Award now is considered one of the most prestigious awards of its kind.

# Venue



## DWTC

Sheikh Rashid Hall, C, D, F



# Visual Language

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As this is the 9th edition of CSA it is important that the visual language is consistent to the previous years, yet showcases the advancement and development of, not only the event, but of sports as a whole.



# The Empowerment of Women

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The underlying theme for CSA has evolved to engage the audience in empowering and encouraging women in sports.

The focus will be on celebrating everyday women, who on the surface lead everyday lives, but engage in a multitude of sports and fitness. It is these women that will inspire the stage content, scenography and future generations.

## **Look & Feel**

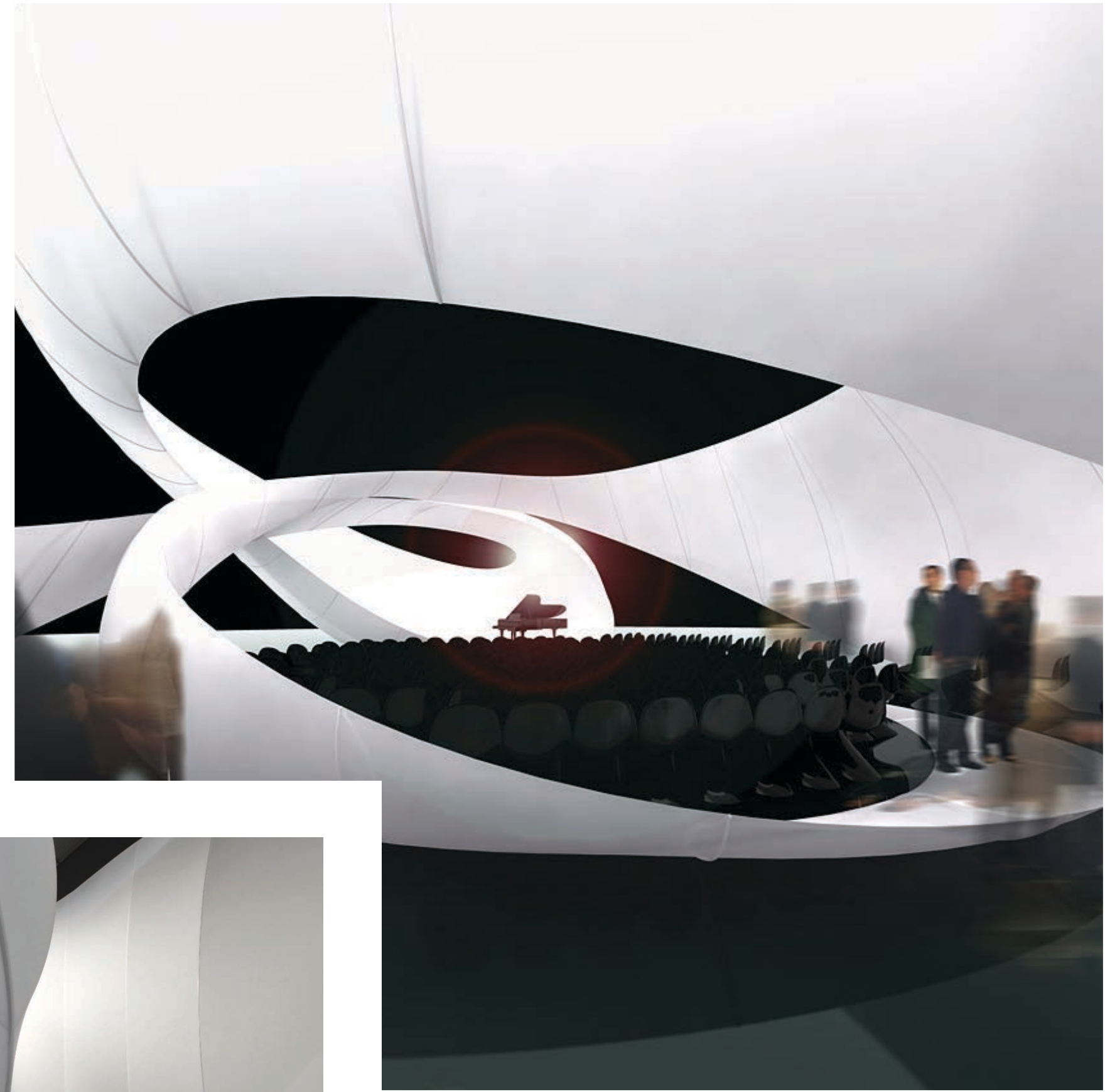
The spatial design will reflect femininity and fluidity, by using soft organic curves inspired by the ribbon.





# Inspiration

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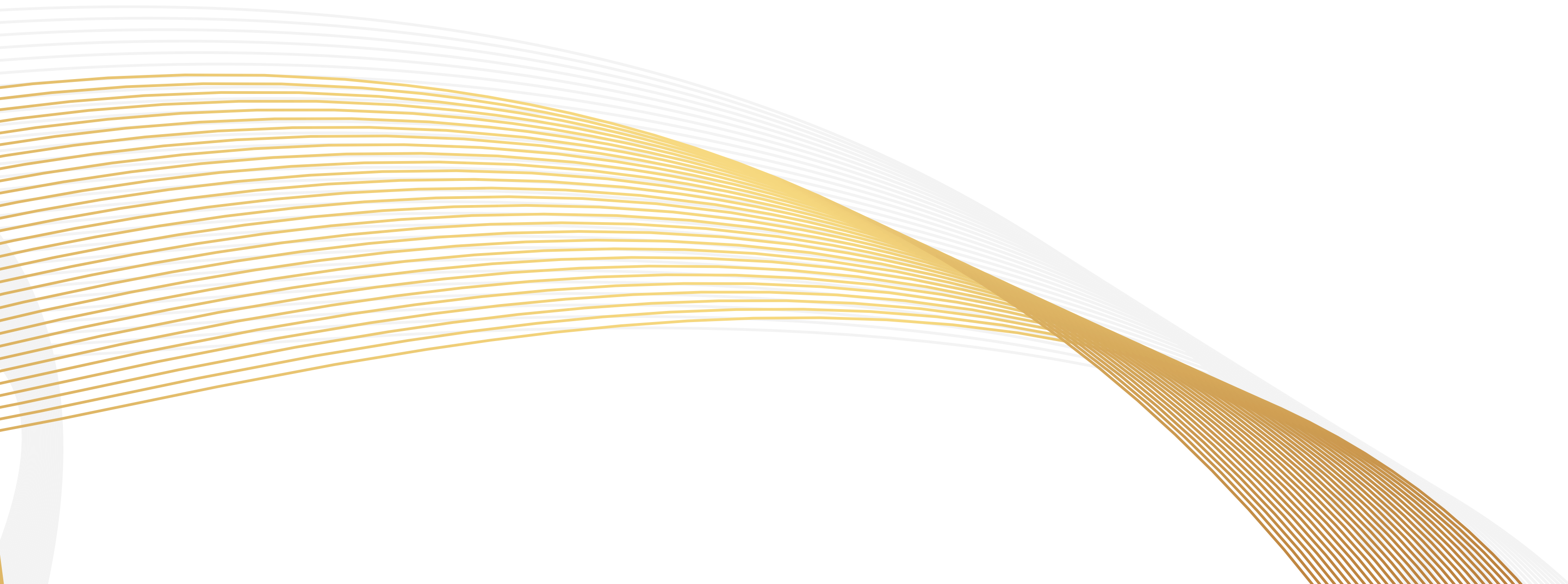


# Graphic Treatment

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A new form of treatment has been crafted to compliment and enhance the instantly recognisable CSA brand. Together, the CSA pattern and new circular formation strengthens the brand and highlights the concept of progression, fluidity and movement.

The solid line gives these forms a 'frame' in which to grow. These lines can be seen as key words, new shapes and become on-site branding and supporting assets.



# Graphic Treatment

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Combining the existing branding and the new concept in a soft and desaturated style, creates a treatment that is subtle yet dynamic. It can be used to accent and lift the spatial design, content and graphics.



# Experience

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The guest experience begins in the pre function, an open, yet visually stimulating space for socialising. The main awards take place on a sensational stage; the focal point of the experience, where excitement, celebration and recognition are at the heart.



# Pre-function

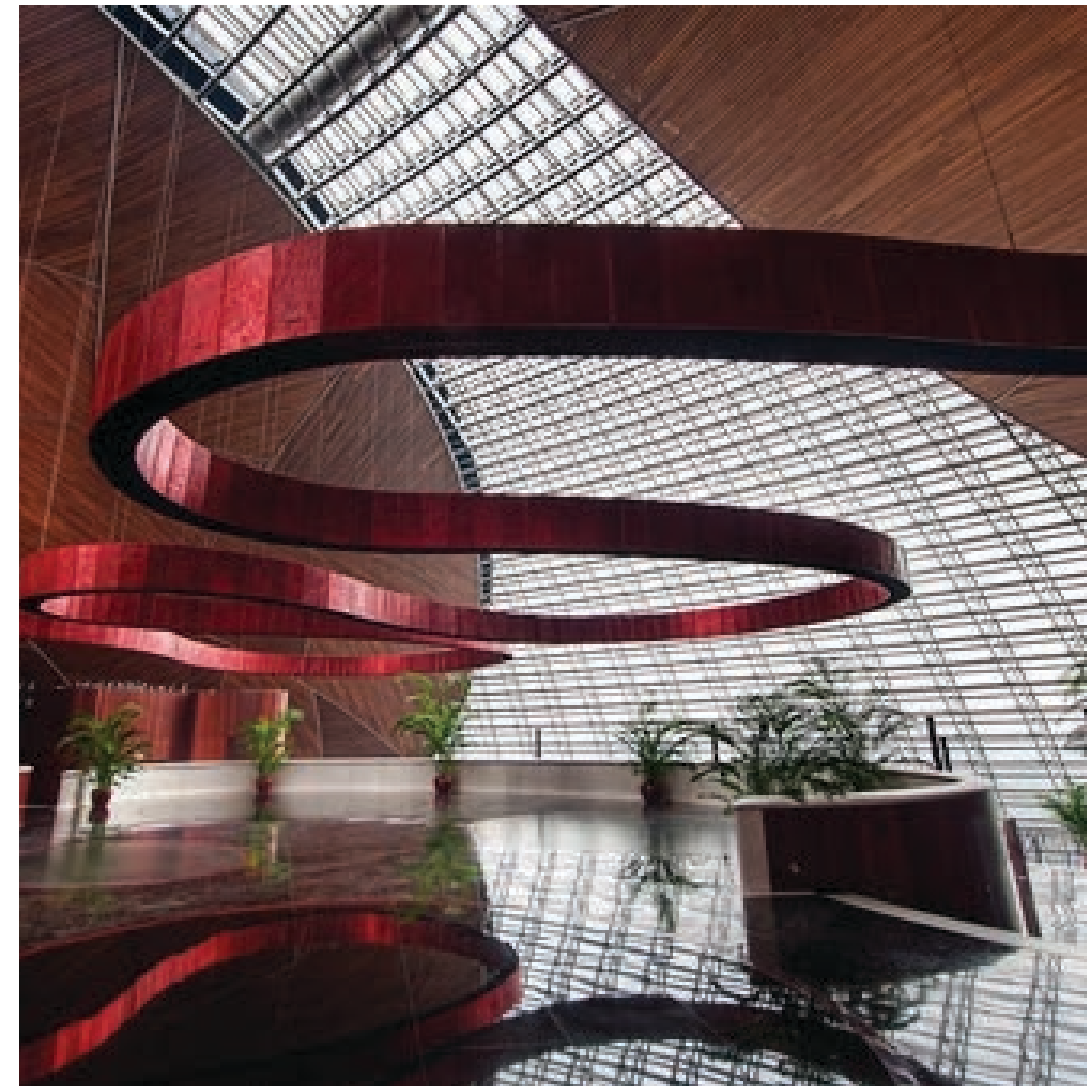
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An area to gather before the main event that shares the overall design direction. This features a Majlis, meeting areas and media features.



# Pre-function - Inspiration

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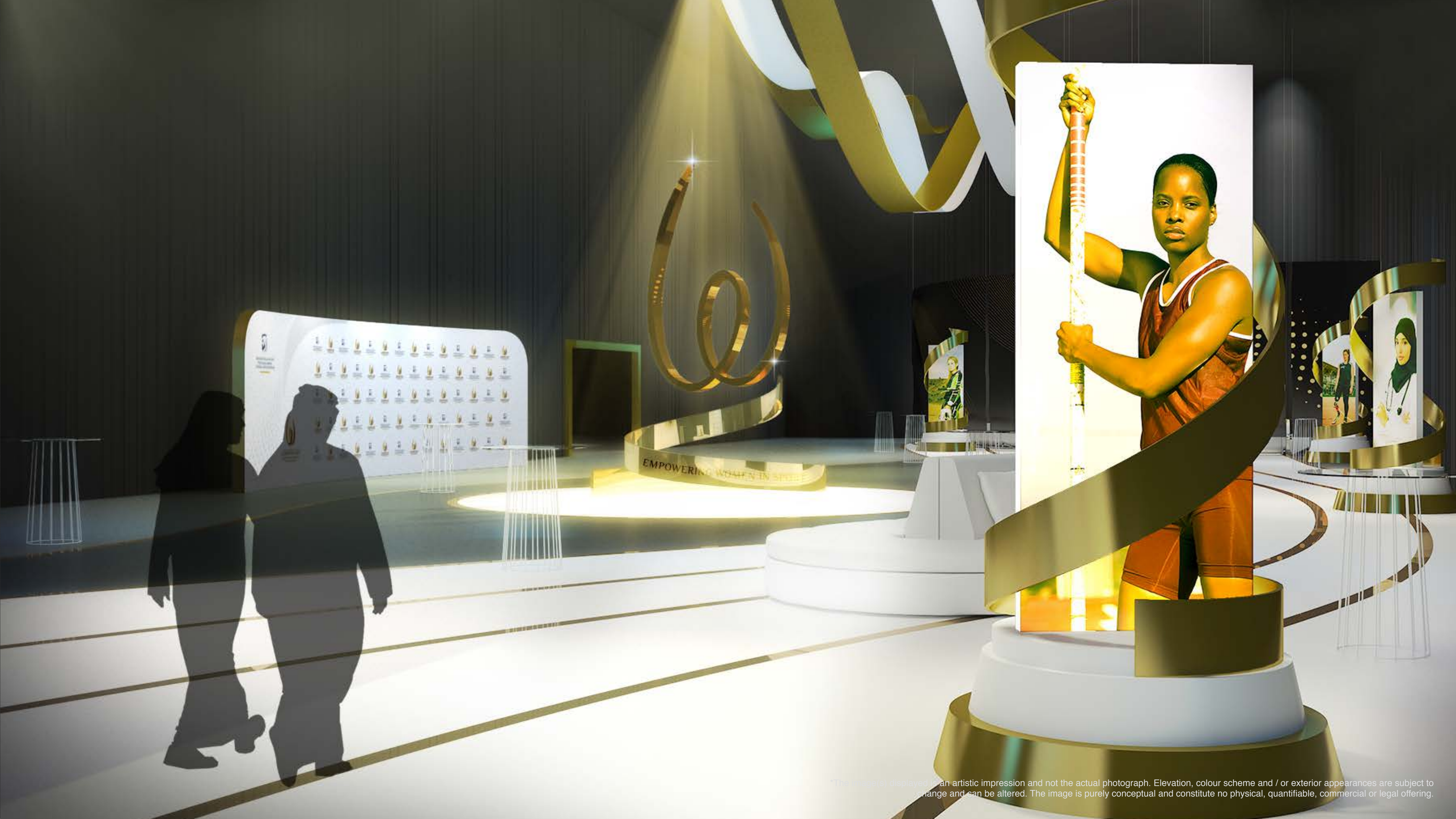






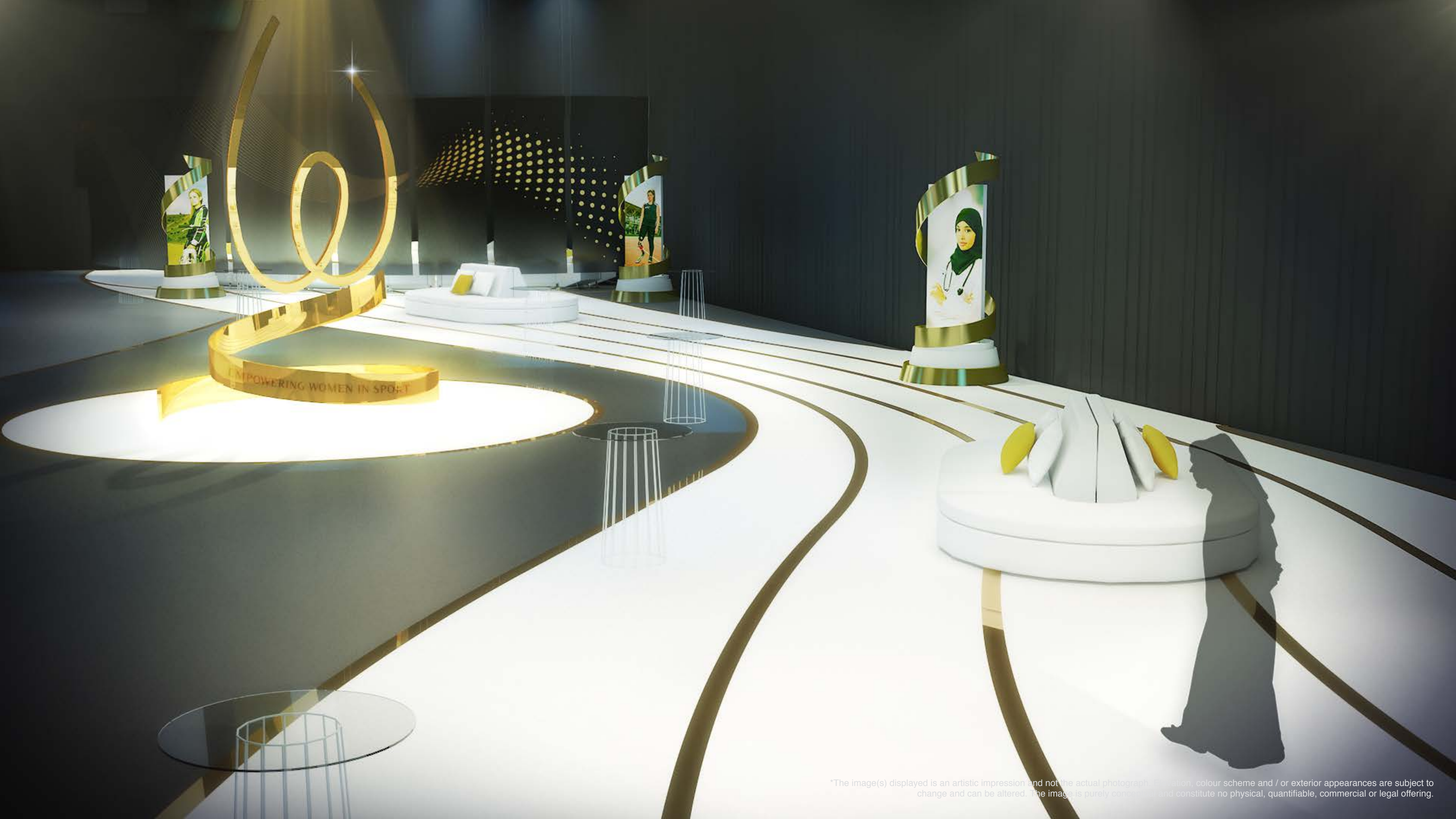
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Mohammed bin Rashid  
Al Maktoum Global Initiatives



محمد بن راشد آل مكتوم  
Mohammed bin Rashid Al Maktoum  
Creative Sports Award



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# Stage Scenography

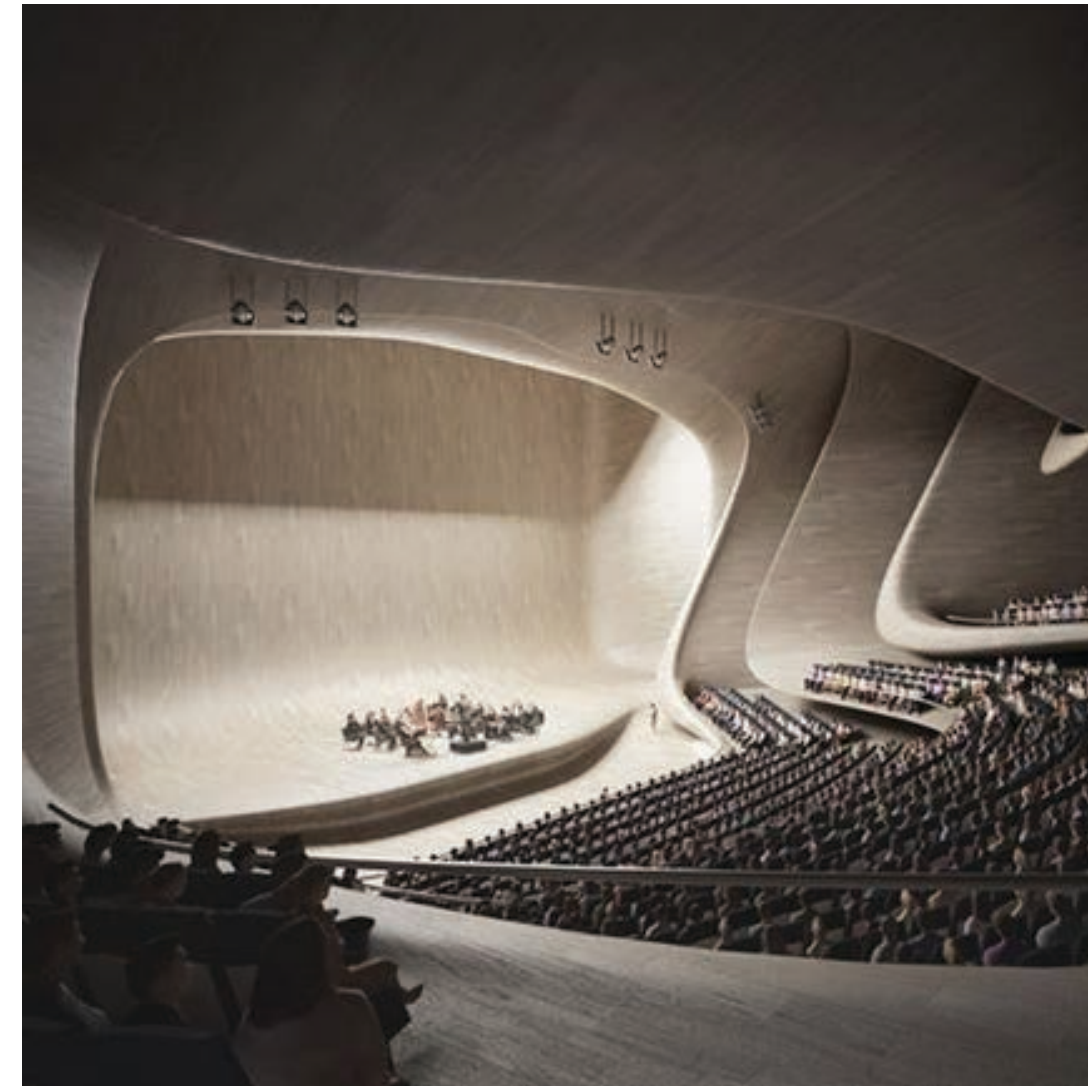
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The stage takes on the shapes inspired by the ribbon. Perfectly formed architecture creates the sense of motion. The stage must function as a practical setting but must stimulate the senses and bring the moment of glory to this occasion.



# Stage - Inspiration

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Welcome مرحبا



تمكين المرأة في القطاع الرياضي  
Empowerment of Women in Sport

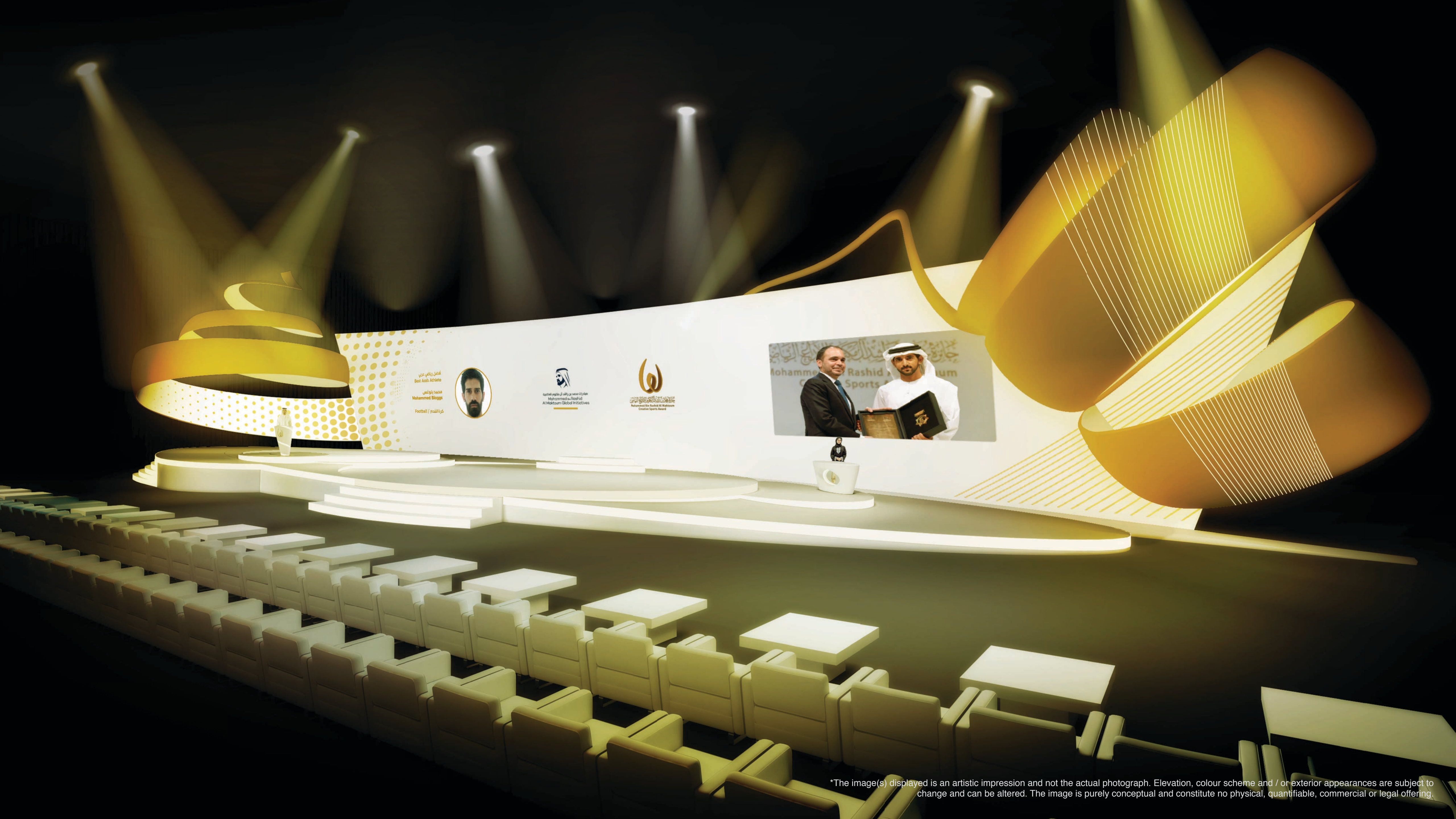
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أفضل رياضي عربي  
Best Arab Athlete  
محمد بلوغس  
Mohammed Bloggs  
كرة القدم / Football



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# Stage Animation



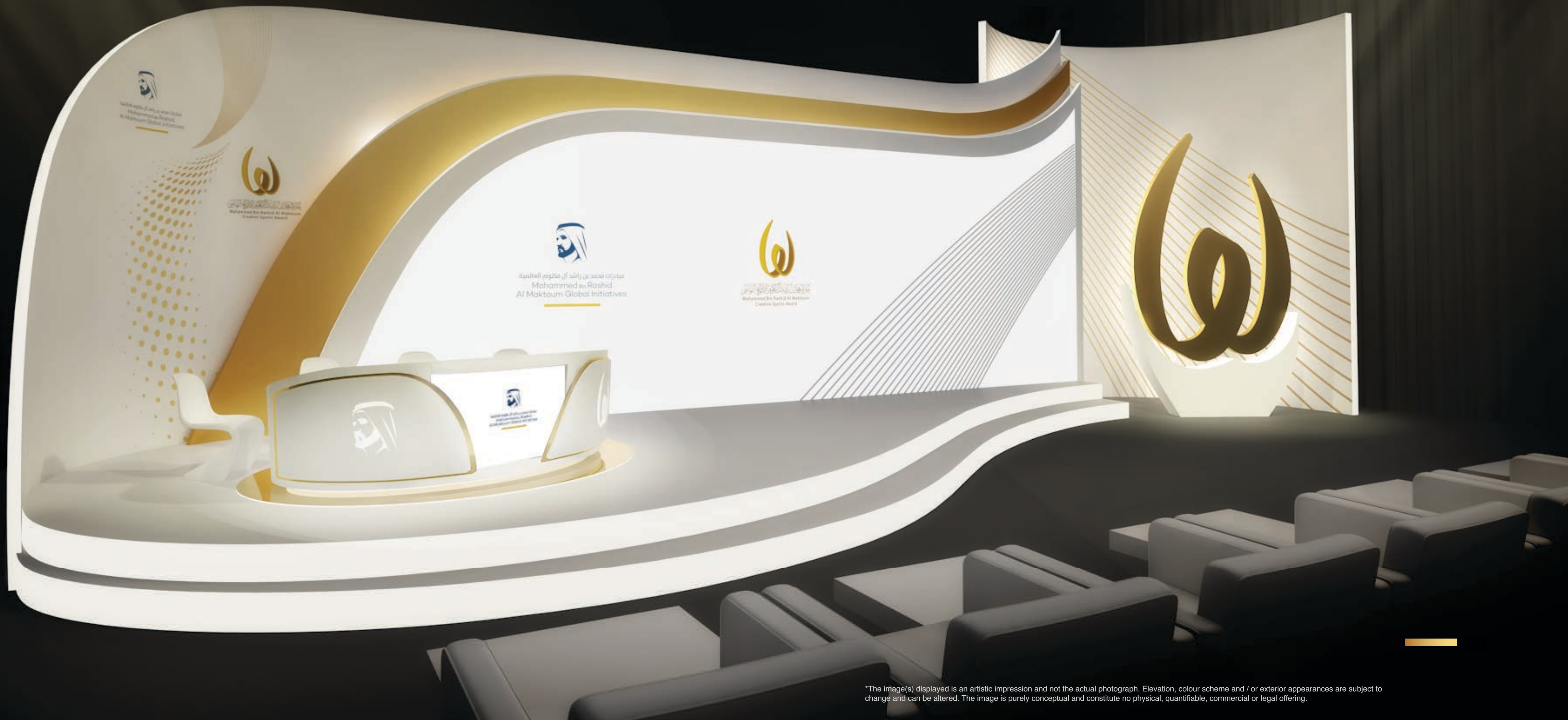


# Press Conference

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The press conference will announce award winners and give the media a subtle hint at what's to come in the main event.





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# Symposium

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Welcome مرحبا



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# Entertainment

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# Journey of Empowerment

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## Objective

Our aim is to embody the primary principles of sport and engage the audience in the empowerment of women, by using movement and flow to highlight strength, power, speed, determination, perseverance and energy.

## The show

The performance consists of four acts, using only female performers. The four acts will follow a journey from a global to local scale focusing on the empowerment of women. Each act will include a range of artists from aerial to acrobatic. The show will be energetic and stimulating.

## Performers

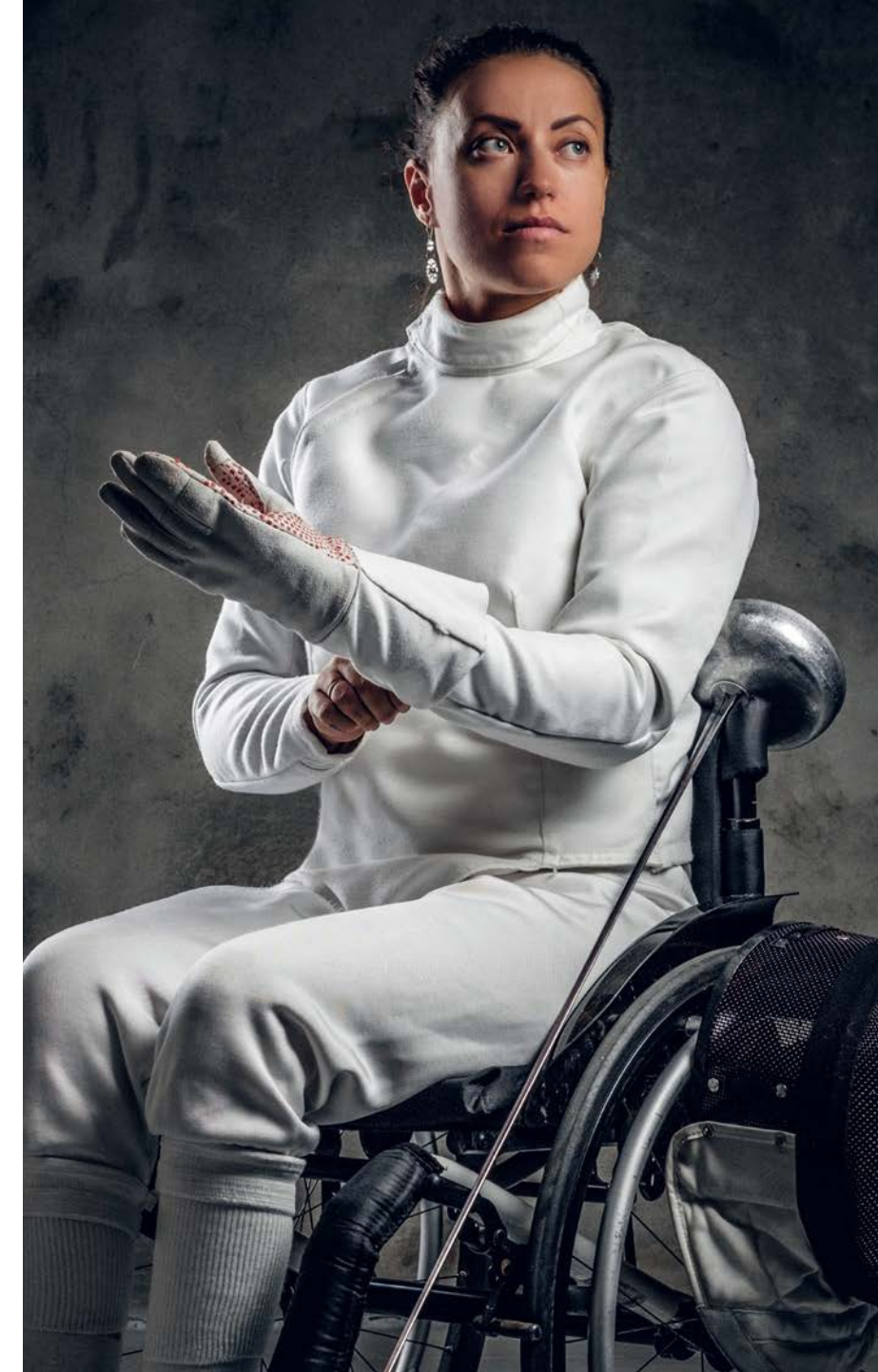
2 x Aerialists

1 x Girl

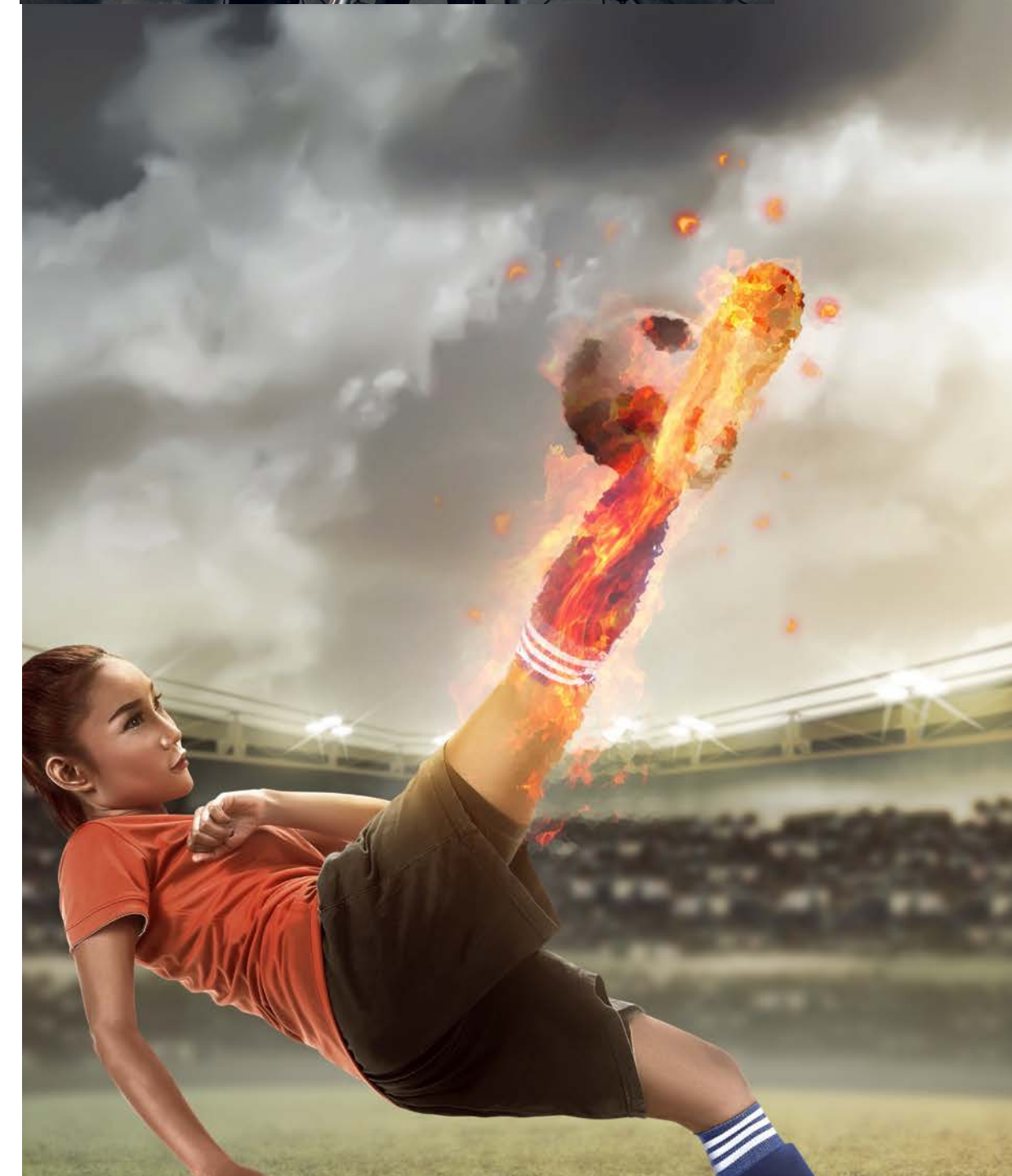
2 x Football

2 x BMX

3 x Acrobats



*Strength and  
movement, flow  
and energy,  
speed and  
teamwork.*





# Act One - Global Talent





# Act One - Global Talent

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## Stories of Individual Talent

The mix of live talent and multi-media will bring the performance to life and through close up profiles, personalise it.

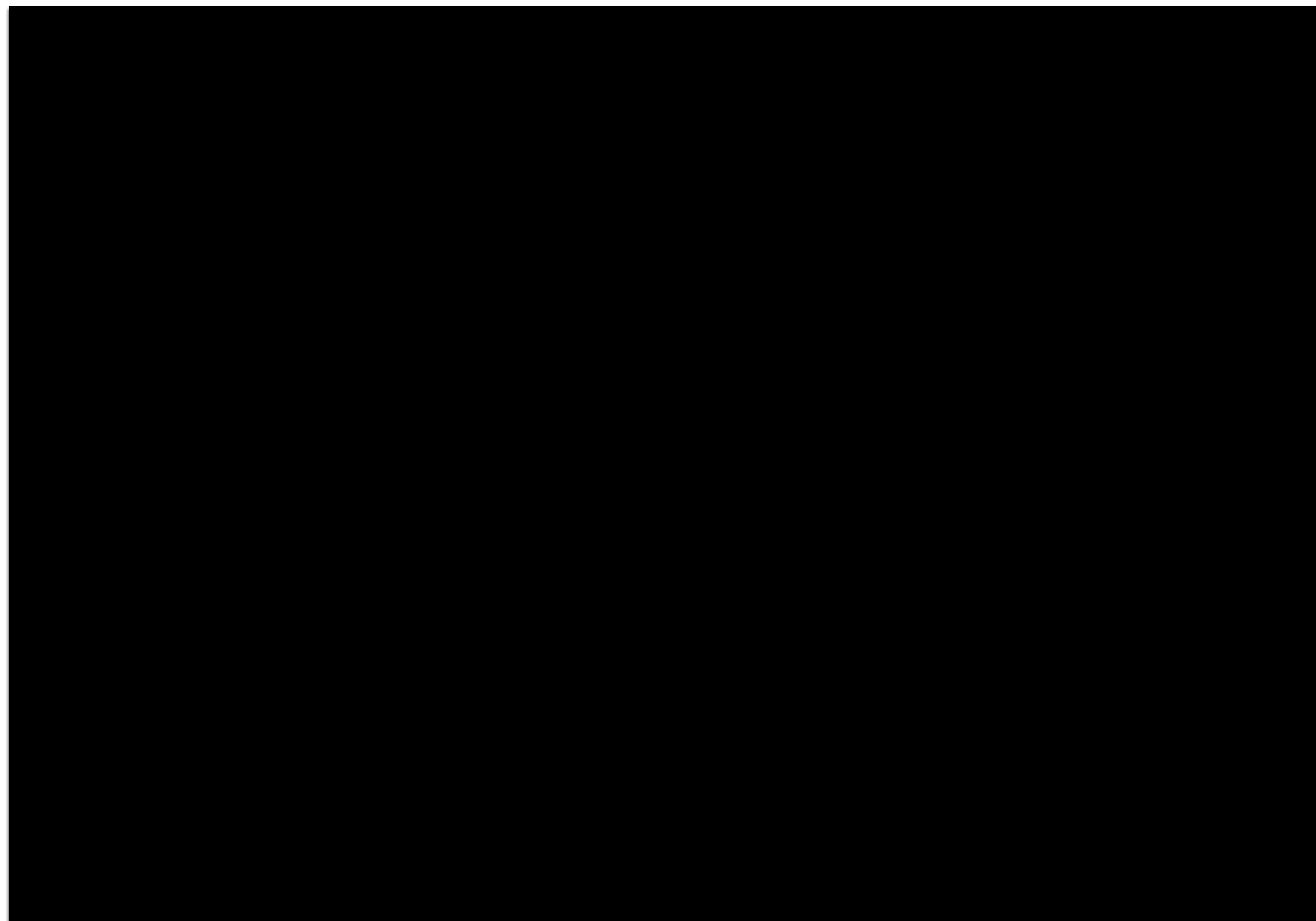
The beginning sequence will allow us to be committed to the individual talent and their story, the close association will captivate the audience and provide the bait to capture imaginations.





# Act One - Global Talent

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A blacked out stage sets the scene.



A glow begins to resonate from the main screen.



We see the world come into focus.

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**Opening Scene**

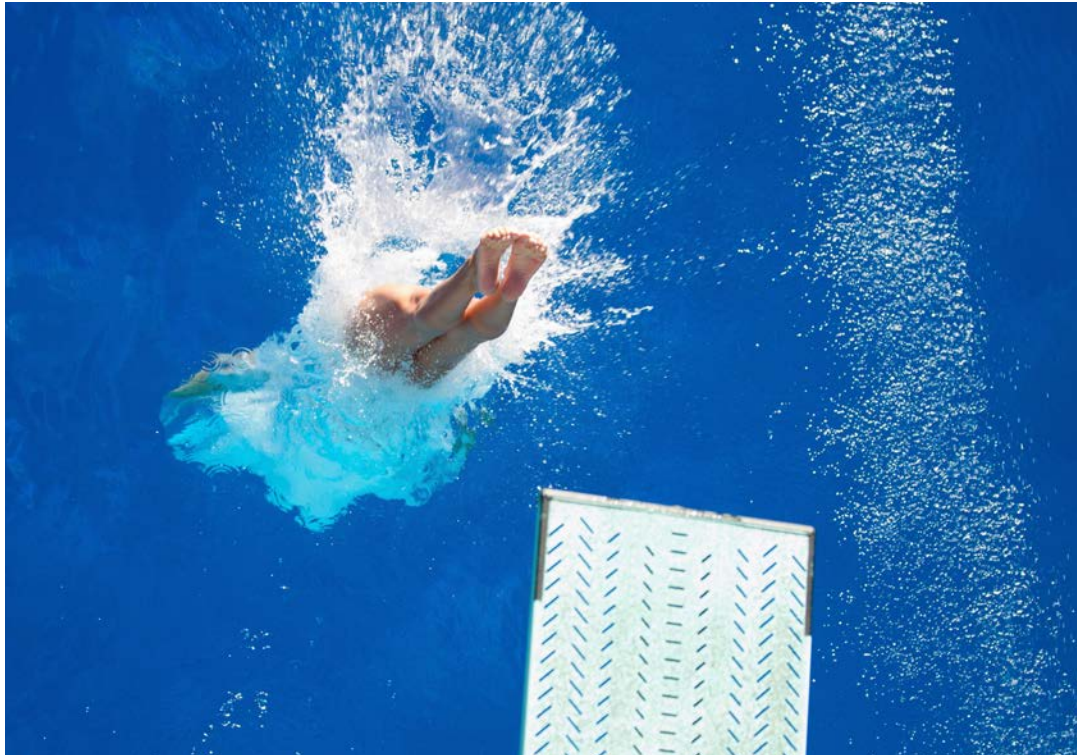


# Act One - Global Talent - The Stories

Story 1



VO: “In Guangzhou, China, 12 year old Shi Tingmao won Olympic Gold in the 3m Springboard Diving”



An **acrobat** dives off the board.



The giant splash fills the screen and creates a huge wave.

Transition

Story 2



VO: “In Bells Beach Australia, 11 Year old Surfing Sensation Kyle Mckay becomes the youngest surfer on the Surfing Tour.”



The wave grows towards the audience.



The **aerial surfer** flies along the wave (on ZFX Flying Cables) towards the audience.



# Act Two - Seeds of Hope





# Act Two - Seeds of Hope

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A young girl triggers the sequence with the seeds of growth inspired by CSA's commitment to sport into an international platform. This will celebrate the variety of sports and their diversity.

*“As the world is closer,  
children have seen their  
dreams become closer, a  
dream is the seed to make it  
become a reality”*





# Act Two - Seeds of Hope

## Scene 1



Young **female soccer player** stands proud centre stage.



The young female's dreams of the future are reflected on the screen.



The young female sprinkles seeds - grass grows through the cracks of the desert sand.

Transition

## Scene 2



The grass grows on screen and transforms the stage into a stadium.



**Female football freestylers** fill the stage and start performing.



The performers and the young girl interact with the content.



# Act Three - Everyday Women





# Act Three - Everyday Women

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## Acknowledging Everyday Women in Sport

This act is dedicated to the acknowledgement of the UAE's initiative of empowering and engaging women in sport.

The scene will follow the incredible story of everyday women who contribute to society, and yet, still find time to dedicate themselves to the sports they love.





# Act Three - Everyday Women

## Story 1



The audience are introduced to our heroin, a female pediatriician.



**BMX freestylers** flood the stage performing tricks with supporting dynamic content.



As the performers slows, the performer is revealed as our very talented female heroin.

Transition

## → Story 2



The audience are introduced to our heroin, a female teacher.



Choreographed **acrobats** perform and interact with the screen, imitating a boxing scenario.



As the performer slows, the performer is revealed as our very talented female heroin.



# Act Four - The Empowerment of Women





# Act Four - The Empowerment of Women

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## Path to Success

The finale focuses on bringing the audience back to the event and the CSA brand.

Screen content will celebrate the event and showcase the logo of CSA, as all the empowered women congregate on the stage being drawn towards the CSA logo.



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# Act Four - The Empowerment of Women



Female freestylers



Female BMX artists



Female acrobats

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**Dramatic Finale**



# Invitations

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Invitations will be individually designed for both VIP and general guests, each reflecting the elegance and unique nature of CSA.



# VIP Invitation

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An exclusive gift for the exclusive guest. A rose-gold Nike band with an inspiring story behind it.

**“Inspire her now.”**

This year, we want to empower and engage more women in sports, for their health and their family.





# Guest Invitation

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The guest invite is a simple bracelet with an inspiring message to be passed onto future generations.

**“Inspire her now.”**

This year, we want to empower and engage more women in sports, for their health and their family.







**THANK YOU**