

Uniquely Dublin

An international competition to celebrate Ireland's capital city.



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council



Tourism Ireland

The Little
MUSEUM of
DUBLIN



background



What's so special about Dublin? And how should the capital be promoted? These are important questions. The Dublin region accounts for four out of every 10 jobs in this country. It is responsible for nearly half of all goods and services produced, and nearly half of tax revenue. To put it simply: without a strong Dublin the rest of the country is banjaxed.

At the moment the capital has little sense of how it is perceived internationally. Meanwhile, the local tourism industry is struggling - along with the rest of the economy - and Dublin Tourism has become a victim of the recession. Its demise is a problem, but also an opportunity. **As tourism agencies look for a new way to promote the capital, Dublin City Council is engaging on a project to rebrand the city.**

This month a **major international competition** will be launched by a coalition of private and public stakeholders.



The aim of the **Uniquely Dublin** competition is to re-assert Dublin's identity in a positive way

We're inviting people from Dublin, Ireland and all over the world to re-define our shared identity in a way that is compelling, innovative and popular. From simple text messages to short films, a huge range of categories will make entry accessible to everybody, both amateurs and professionals alike.

The overall winners of the competition will be selected by popular vote, open to Irish citizens around the globe. **The competition will offer a number of very attractive prizes in addition to massive international exposure.**

There are prizes in the following categories:

- Film
- Animation
- Photography
- Graphic Design
- Written Word
- Visual Arts
- Music





Schedule

October 26th 2012

Official Launch of the 'Uniquely Dublin' Competition

January 26th 2013

Closing date for entries in all categories

January 27th - Feb 14th

Judging Process

Feb 15th - March 1st

Public vote and media/billboard exposure for shortlisted entries

March 2nd

Announcement of grand prize winner and category winners

March 4th

Start of 'winning entries' Exhibition in the Little Museum of Dublin

April 3rd

End of Exhibition in the Little Museum

Entry requirements

Detailed entry requirements and specifications will be made available online for each category of entry at www.uniquelydublin.ie

Film

Each entry must be no longer than 2 minutes

Animation

Each entry must be no longer than 2 minutes

Photography

Specifications: hi res for print in landscape or portrait format

Graphic Design

Specifications: hi res for print in landscape or portrait format

Written Word

Each entry must be no more than 100 words long. Entries invited in prose, poetry, copywriting, text message etc.

Visual Arts

One single piece of painting, drawing, sculpture or handcraft

Music

One single piece of music, no longer than 4 minutes, can contain lyrics

Copyright

Copyright for each entry will belong to the entrant. However, by entering the competition an entrant is deemed to consent to the use by the competition patrons of his/her entry indefinitely in whatever way they see fit; for example, in literature, exhibitions, advertising and public relations material. This will enable the entrants to retain ownership of their entries but it also provides the competition patrons with the right to use entries for promoting the city of Dublin.



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