

With What Design Should I Apply?

We are looking for designs that celebrate The Ingenuity of the Human Hand — creations that connect craftsmanship, culture, and innovation.

Your submission should tell a story of how design can shape the future while remaining rooted in the spirit of AIUla

You may apply in one of two categories:

- Fashion Design
- Product Design

- Your design must clearly respond to the theme ***“The Ingenuity of the Human Hand.”***
- It should reflect a meaningful connection to the **natural, cultural, or historical context** of AIUla, inspired by its landscapes, materials, traditions, or spirit.

Original & Innovative Thinking

- Apply with an **original, unpublished design** that has never been produced or sold.
- Surprise us with **fresh, bold, and creative ideas** that push boundaries and show your unique design voice.

Feasibility & Craft

- Your design should be **technically realistic** — something that could be prototyped and produced using approved materials and techniques.
- Keep it **safe, functional, and ready to scale**.

Production Guidelines

- **Prototype budget:** up to **SAR 1,500**.
- **Commercialization cost (for finalists):** maximum **SAR 400 per unit**, including packaging.
- **Weight limit:** 5 kg maximum.
- **Size limit:** up to **1 m × 1 m** — no side larger than 1 meter.

Design Excellence

- Show **harmony between form and function**.
- Present your idea professionally: include **drawings, renders, models**, and a **short written concept** that explains your vision.

Responsibility & Respect

- Your project should integrate **eco-conscious materials and practices**.
- Designs must be **respectful of culture and ethics** — no cultural appropriation or offensive content.

Before You Apply

- Make sure you're available for the **Award Ceremony on January 23, 2026 if you are one of the finalists**.
- If selected, you agree to let AIUla **exhibit your work and concept** during the **AIUla Arts Festival**.
- Finalists also agree to a **limited-edition commercialization** of their design by the Royal Commission for AIUla (RCU) in exchange for a **SAR 30,000 design fee**.

What You Could Receive

If You're Shortlisted

- Your concept will be **prototyped** and **exhibited at the AIUla Arts Festival**, showcasing your creativity alongside top regional talents.

If You're a Finalist

- **Two finalists will see their work produced and sold** through the AIUla Boutique.
- **Each finalist receives a SAR 30,000 prize** as a design fee.