



## "Barra District Logo and Visual Identity Design Contest" Opens for Submission

*Calling for Macau's Creative Minds to Shape Distinctive Logo Identity for Barra District*

In a push to bolster public participation in the revitalization of Barra District, MGM collaborates with the Macao Illustrators Association to launch the "**Barra District Logo and Visual Identity Design Contest**" (Contest). This initiative – part of the fun-packed *Barra District "Summer Hype" Series Event* – opens for submission from today until August 23. It calls for the city's creative talents to unleash their artistic flair to create distinctive logo and visual designs representative of the rich culture and history of the district. The Contest is designed to boost public engagement to breathe new life into Barra District.

The Contest is co-organized by MGM and the Macao Illustrators Association, with the Cultural Affairs Bureau as the advisory unit; also with the Centre for Arts and Design of the University of Macau; the Macao University of Tourism; the Macao University of Science and Technology; the City University of Macau; the University of Saint Joseph; and the Macao Designers Association as supporting units. The competition is comprised of two streams: "Student Group" and "Open Group". Entrants from all ages are welcome to craft renewed visual identities for Barra District, including collateral designs like promotional materials, souvenirs, and environmental decorations, as well as unique logos for the five buildings within the area.

MGM aspires to provide a creative platform that enables everyone in town to contribute their artistic creativity into Barra District. Drawing on this initiative, the Company aims to reinforce public engagement as well as their sense of belonging to Barra District – uniting community forces to jointly enhance its brand image, thereby attracting more visitors and fostering the district's cultural and tourism development.

To help participants better understand the cultural and historical significance of Barra District, MGM is set to host dedicated "**Introduction Tours**" on July 20 and 21 for interested applicants. The guided tour will be held twice daily, at 4pm and 5:30pm every day. Professional guides will introduce the area's buildings, maritime history, and industrial heritage, offering participants firsthand insights into the district's transformation.

The judging panel of the Contest is composed of representatives of different organizing units. There are four major selection criteria, namely Creativity and Innovation, Design Concept, Functionality and Practicality, and Visual Presentation. Each stream (Student Group and Open Group) will have 10 winners, including Gold, Silver, Bronze Awards, plus seven finalist prizes. Winners will receive cash prizes of up to MOP 40,000, and their artworks may be exhibited at Barra District in September. The winning designs will also enjoy the opportunity to be used as new logo of Barra District.

This competition is one of four pillars of the *Barra District "Summer Hype" Series Event*. Following the launch of "*BERTILO Drifts in Barra*" earlier this month, MGM aims to further



stimulate public participation through this Contest and constantly instill novel tourism offerings filled with contemporary, trendy, artistic, and lifestyle elements into Barra District.

For more details about the Contest, please visit:

<https://www.mgm.mo/en/cotai/entertainment/Barra-Design-Contest>.

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## **About MGM**

MGM is an abbreviation for MGM China Holdings Limited (HKEx: 2282) and is a leading developer, owner and operator of gaming and lodging resorts in the Greater China region. We are the holding company of MGM Grand Paradise, SA which holds one of the six gaming concessions to run casino games in Macau. MGM Grand Paradise, SA owns and operates MGM MACAU, the award-winning premium integrated resort located on the Macau Peninsula and MGM COTAI, a contemporary luxury integrated resort in Cotai, which opened in early 2018 and more than doubles our presence in Macau.

MGM MACAU is a Forbes Five-Star luxury integrated resort inspired by the arts with every element of the resort infused with creativity and style. MGM MACAU has approximately 600 guest rooms and suites and boasts a number of distinguishing features, including the architecturally stunning European-inspired Grande Praça, housed under a soaring glass ceiling. MGM MACAU's world class facilities include the MGM Art Space, dedicating over 5,000 square feet to display authentic works of art, conference and event facilities, spa, and seven signature restaurants and bars to fulfill any gastronomic craving. Our property is conveniently located on the Macau Peninsula and is directly connected to the luxury retail shopping complex, One Central.

MGM COTAI is the latest integrated resort of MGM in China. Designed as the "jewelry box" of Cotai, it offers approximately 1,400 hotel rooms and suites, Asia's first dynamic theater, meeting space, high end spa, retail offerings and food and beverage outlets as well as the first international Mansion at MGM for the ultimate luxury experience. The Spectacle at MGM COTAI becomes the record holder of the largest free-span gridshell glazed roof (self-supporting) on January 19, 2019, making it the first architectural and structural GUINNESS WORLD RECORDS™ title for Macau, China. MGM COTAI is being developed to drive greater product diversification and bring more advanced and innovative forms of entertainment to Macau as it grows as a global tourist destination. MGM COTAI is the only mega complex and hotel in Macau to gain three-star certification in both Green Building Design and Operation Label, as well as the first hotel in the Greater Bay Area and second in Greater China to receive the certifications.



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