



MGM Announces Winners of "Barra District Logo and Visual Identity Design Contest"

*Demonstrating Macau's Creative Talents who Come Together to
Build a Unique Identity For Barra District*

In a push to further bolster public participation in the revitalization of Barra District, MGM has earlier collaborated with the Macao Illustrators Association to launch the "Barra District Logo and Visual Identity Design Contest" (Contest) – and the results were officially announced today. This initiative, comprising "Student Group" and "Open Group", received a total of 78 design entries. The winning designs – including Gold, Silver, and Bronze awards along with several Finalists from each category – not only are publicly exhibited at the Former Barra Slaughterhouse Site Corridor, but also have the opportunity to be adopted into the district's development. The Contest was started off with guided "Introduction Tours", curated to offer contestants in-depth knowledge of the district's history, and for them to transform its cultural elements into unique creative works. The whole objective is to turn the public's innovation and creativity into a fresh impetus that helps enhance the district's visual identity and foster its long-term development.

The Contest's Award Ceremony and Finalists Exhibition was held today (21st) at the Former Barra Slaughterhouse Site Corridor. It was attended by a group of guests including **Leong Wai Man**, Director of the Cultural Affairs Bureau; **Nono Leong**, Founding President of the Macao Illustrators Association; **Kenneth Feng**, President and Executive Director of MGM China Holdings Limited; **Catarina Lio**, Senior Vice President of Brand Marketing of MGM; **Simon Chan**, Director of the Macao Designers Association; as well as representatives from several local tertiary institutions. After the ceremony, guests were guided to appreciate the winning artworks, with awardees sharing the creative concepts behind their works.

Kenneth Feng, President and Executive Director of MGM China Holdings Limited, said "This event is not merely a design competition, but an important step in raising public awareness and engagement with Barra District. By inviting submissions from across Macau, we aim to transform the perspectives of local creative talents into some captivating visual designs for the district's heritage buildings. These works not only showcase Macau's ingenuity, but also embody the public's respect for the district's history and their aspirations for its future. MGM will try to bring these distinguished ideas to life, integrating them into the everyday fabric of the district to further deepen both awareness and connection with the public."

Nono Leong, Founding President of the Macao Illustrators Association, said "I would like to thank MGM for placing their trust in our association and allowing us to co-organize this Contest. Throughout the process, I saw the dedication of each designer, who invested considerable time and effort to reinterpret the visual identities of the district, which has led to many professional designs. This platform has provided an opportunity to showcase Macau's creative talents. I look forward to seeing the district continue to offer a space where local creativity can flourish, becoming a vibrant new landmark for youthful and dynamic community life."

Mai Wan Jun and Li Ke Xin, Gold Award Winners of the Student Group, said, "We are delighted to have participated in this competition. Through the guided tours arranged by MGM, as well as



extensive research and data collection, we went from being unfamiliar to developing a deep connection with such a significant historical and cultural site in Macau. We believe this contest is valuable and has had a positive impact in promoting 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 Education and Youth Development Bureau; the Centre for Arts and Design of the University of Macau; the Faculty of Humanities and Arts of the Macau University of Science and Technology (MUST); the Macao University of Tourism; the Faculty of Arts and Humanities of the University of Saint Joseph (USJ); the Faculty of Arts and Design of Macao Polytechnic University; the City University of Macau; and the Macao Designers Association as supporting units. The Contest invited local residents as well as Macau students studying at home and abroad to design unique visual logos for five heritage buildings of Barra District.

A judging panel, composed of representatives from these supporting organizations, evaluated the submissions based on four major selection criteria, namely Creativity and Innovation, Design Concept, Functionality and Practicality, and Visual Presentation. A total of 20 award-winning entries from both the Student and Open Groups were selected, with some designs having the opportunity to be applied to elements within the district, such as promotional materials, souvenirs, and environmental decorations.

Since July, MGM has launched the “Summer Hype” Series Event at Barra District – in which MGM has strengthened collaborations with SMEs and creative partners across Macau to jointly launch four mega-events. These include leisure photo spots, visual identity design contest, cross-industry retail collaborations, and an illustration exhibition – all designed to transform the Barra District into Macau’s new landmark for trendy lifestyle.

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List of Winners of the "Barra District Logo and Visual Identity Design Contest"

Prize	Student Group	Open Group
Gold Award	Mai Wan Jun, Li Ke Xin (MUST)	Hoi Mei Ian
Silver Award	Xie Zhuo Jun (MUST)	Chio Ian I
Bronze Award	Cheong Ka Hou (China Academy of Art), Wang Hui Ze (City University of Macau)	Kou Lai lo
Finalists	David Perez Casamayor (USJ)	Long Hio Lam
	Choi Weng I (MUST)	Cheung Weng Kei
	Lok Chak Long (Instituto Salesiano)	Jenifer Alfonso Imperial
	Wong Chi Hou (Tongji University)	Lam Cheng Hou



	Wong Sio I (Fujian Normal University)	Chan Lap Kuong, Leong Man Chio
	Lou Yu Xin (Macao Polytechnic University)	Lao Chak Hang
	Lei Hao lan (Pratt Institute, New York)	Lei Chou I

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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 ppgreater 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.

MGM China is majority owned by MGM Resorts International (NYSE: MGM) one of the world's leading global hospitality companies, operating a portfolio of destination resort brands including Bellagio,



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