



# 2024 AL OMRAN AWARD

PARTICIPATION GUIDE



مجموعة العمران  
AL OMRAN GROUP 





Our passion for design provides us possibility of opening wide horizons with a number of well-known brands around the world to be in harmony with our ideas and meet the needs of our customers. AL-Omran Group also opened a distinctive showroom that makes your imagination a reality and gives you a distinctive experience and advanced luxury that blends different worlds in the field of ceramics tile and Sanitaryware & paints.



# 2024 ALOMRAN AWARD

To consolidate innovation and knowledge of the creative potential of all engineers and designers in Iraq, the Al-Omran Award Competition for the Best Architectural Design in Iraq was launched to be the first event of its kind, as we seek to highlight the pluralism and diversity in the field of designs with excellence in talent and high skills and to enhance visual identity, and this is our ultimate goal of this competition. It is to honor the best designs and publish them under the supervision of a specialized jury in this field, and to be a starting point for successful designs with a promising future for the participants and winners.

## Who can participate?

1. Architects
2. Engineering offices
3. Interior designers



# REGISTRATION MECHANISM

Log in through the website or scan



[www.doratalomran.iq/award](http://www.doratalomran.iq/award)

Enter your data as shown below and ensure that you receive the registration notification.

## REGISTRATION MECHANISM?

You can subscribe by filling out the electronic form and sending it by pressing on submit

### Full name

Enter your Full Name

### Email Address

Enter your Email Address

### Profession

Enter your Profession

### Phone Number

Enter your Phone Number

### Address

Enter your Address

How did you get to know Al-Omran Group?

- Through specific company
- Through external advertisement
- Through Social media ads
- Through a person

Choose File No file chosen

PDF FILE ONLY

SUBMIT

# TIMETABLE

OCT

14/10/2023

NOV

DEC

JAN

FEB

MAR

APR

MAY

JUN

JUL

18/07/2024

AUG

SEP

OCT

18/10/2024

The launch date for Alomran Award 2024 in its second edition

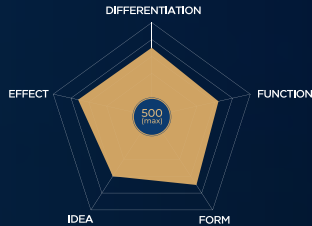
You can participate in the competition at any time during the period before the project submission deadline

The deadline for submitting projects for Alomran Award 2024

The closing ceremony of the competition and the announcement of the winners

# STANDARDS

The jury for Alomran Award evaluates all entries on the basis of 5 criteria (idea, form, function, differentiation, effect) and will give grades for each of them.



## IDEA

- Mission: What is the project mission? How does the design achieve the mission?
- Relevance: Why is it relevant?
- Fit for purpose: Why is the idea suitable?

## FORM

- Aesthetics: Why does it look like that?
- Emotional appeal: How do you attract the user or target group?
- Implementation: How is it done?

## FUNCTION

- Ease of use: Why can it be used easily?
- Efficiency: Why does it work so well?
- User benefit: How does it serve the user?

## DIFFERENTIATION

- Innovation: What's new? Why is it innovative?
- Brand differentiation: How to support the brand

## EFFECT

- Impact: What goals were achieved? Have the goals been reached?
- Social benefit: How do you serve or benefit society?
- Sustainability: Why is it sustainable?

### Impact on the environment:

- Are the products used in the design environmentally friendly?
- Does the design reduce energy consumption?

# CONDITIONS



## 1. Products used within the project

Utilizing the raw materials of the products used within the project regarding paints, ceramics, and sanitary ware (bathrooms) exclusively within the following brands: San Marco paints, Berger paints, Porcelanosa ceramics, Florim ceramics, Tao ceramics, and Jaquar sanitary ware)



PORCELANOSA

FLORIM

san marco

TAU  
cerámica



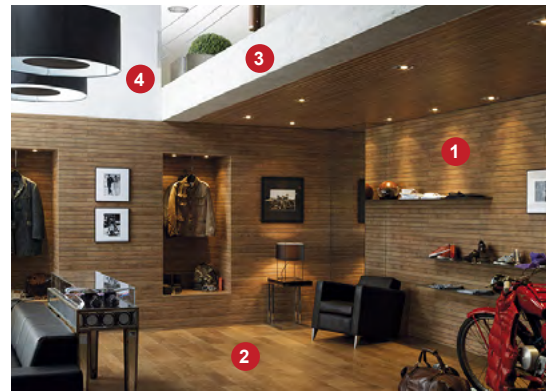
- i** You can get the raw materials through Telegram channel [t.me/alomrantexture](https://t.me/alomrantexture)



## 2. Indexing of product materials

In case of distributing the materials, each material used must be numbered, with product details mentioned in a table

#	Product name	Product Picture	Used place
1	Liston Oxford Cognac		Living room wall
2	Selection Oak		Living room floor
3	Cadoro		Living room ceiling
4	Royal		Living room wall



### 3. Design idea

The design idea must be implementable and appropriate to the Iraqi environment

### 4. Participation with more than one contestant

If more than one person participates in the design, the group must be represented by one person, or the name of a company or office, and the award must be attributed to him.



### 5. Type of project required

The contestant can choose one of the following projects

#### Hospitality project

- Hotel
- Restaurant
- Cafe

#### Business

- Mall
- Trade fair
- Hospital

#### Residential project

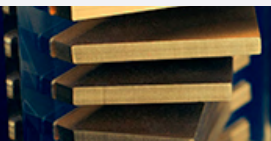
- Apartment complex
- villa
- Apartment

### 6. No objection

The contestant submits a written pledge of no objection to publishing his design at the ceremony and in the visual media

**i** The project will be abandoned if it does not meet the above conditions

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## How to send the completed design

- The project should send within the specified period to the email **best.design@doratalomran.iq**, in the form of a PDF file and in the name of the designer.



- The file must contain 5 to 10 photos



- The design which done by the below programs will not take into account.

### New Mail

To **best.design@doratalomran.iq**

Cc -

Subject **Alomran Award 2024**

This attached file contains 6 images from the project I extended

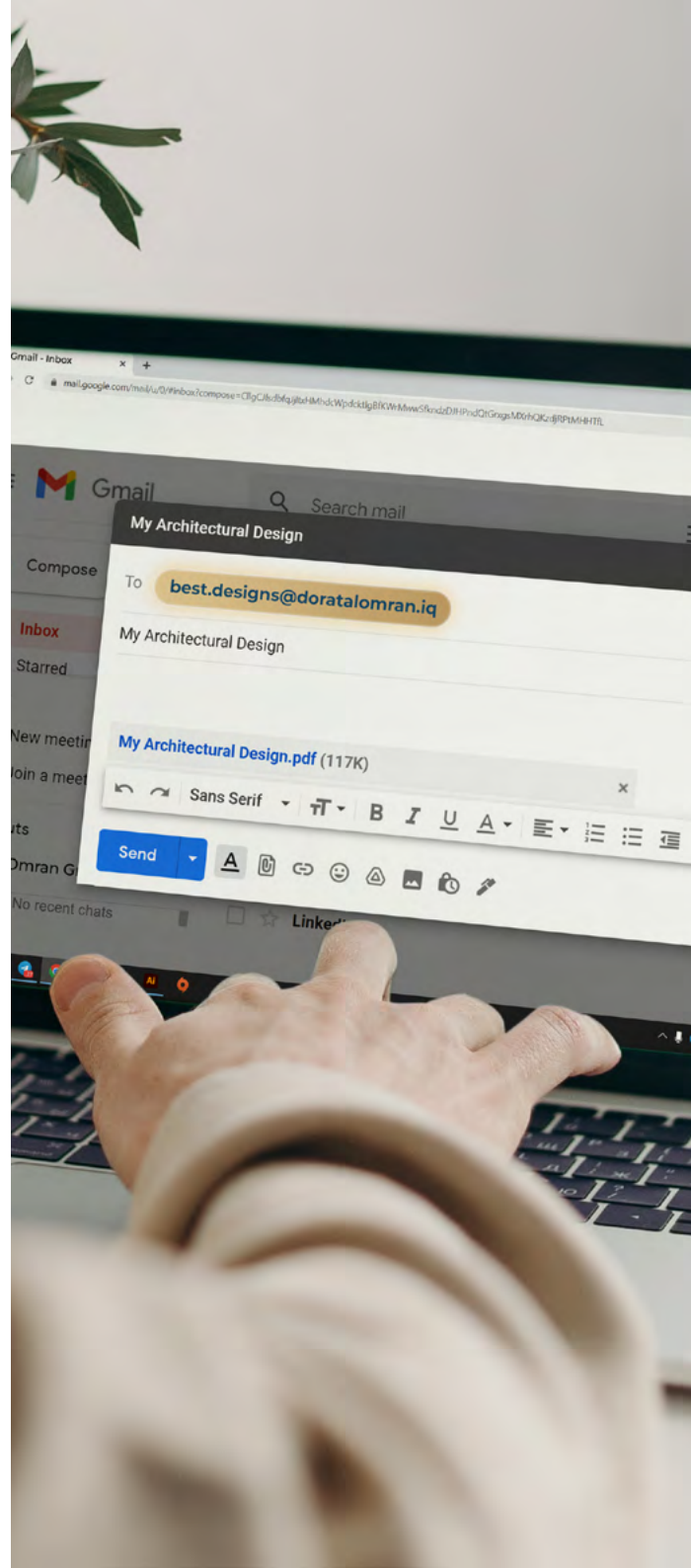
Attached files

Name\_Surname.pdf (447K)

**SEND**



After sending the project, you will receive a response to receive the project. If the answer does not arrive within 72 hours, please call this number **07723227500**.



# HONOR

After sending the projects within the specified date, 12 contestants will be nominated to compete for Alomran Award within the commercial, hospitality and residential sectors, and 3 winners will be selected out of 12 contestants.

- Each winner receives a shield for Alomran Award
- Financial rewards



- The names of the winners and their projects are published in scientific journals specialized in the architectural field
- The names of the winners will be mentioned at the closing ceremony of the competition, in addition to being highlighted on media platforms



## SPONSORS





2024

ALOMRAN  
AWARD