



GRIDLINERS CONTEST ENTRY

DESIGNER: ANAS ARAB

CATEGORY: VISUAL

PROJECT NAME: MOQ KEY VISUALS

CLIENT NAME: MALL OF QATAR

CLIENT COUNTRY: QATAR



قطر مول
MALL OF QATAR

MY DESIGNS CAPTURE THE ESSENCE OF EACH EVENT, USING COLOR TO EVOKE EMOTION AND EXCITEMENT.

FROM THE FIERY RED OF WINNING A CAR TO THE PLAYFUL ORANGE OF THE KIDS' PLAYGROUND, THE SERENE BEIGE OF THE TRANSITIONAL SHOW, AND THE GLAMOROUS VIOLET OF THE FASHION SHOW.



MALL OF QATAR IS NOT A MALL, IT'S A

WINNING OPPORTUNITY



ОБЪЕКТУИТА

IT IS NOT A MALL, IT IS
**NON-STOP LIVE
ENTERTAINMENT**



قطر مول
MALL OF QATAR
THE MALL THAT IS NOT A MALL

IT IS NOT A MALL
IT IS A NATIONWIDE
INDOOR CELEBRATION



قطر مول
MALL OF QATAR
THE MALL THAT IS NOT A MALL



IT IS NOT A MALL, IT IS
FASHION SHOW

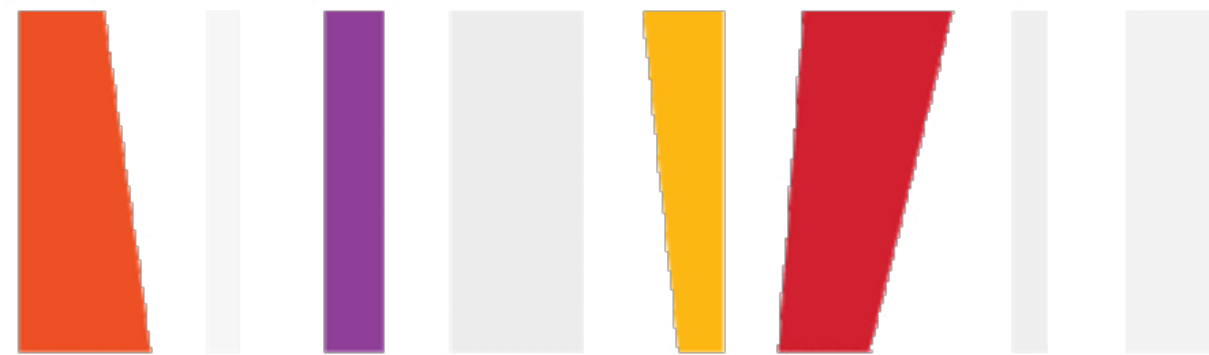


قطر مول
MALL OF QATAR
THE MALL THAT IS NOT A MALL



قطر مول
MALL OF QATAR

The color used is inspired by the logo





WIN
RED



The bold red color of this poster immediately grabs attention and creates a sense of excitement and urgency. It symbolizes the thrill of winning a car, a luxurious prize that represents success and achievement. The vibrant red also evokes a sense of energy and dynamism.



PLAY
ORANGE



The bright orange color of this poster instantly creates a sense of fun and playfulness, perfectly reflecting the theme of the kids' playground. Orange is associated with joy, creativity, and energy, making it the ideal choice to capture the attention of young children.



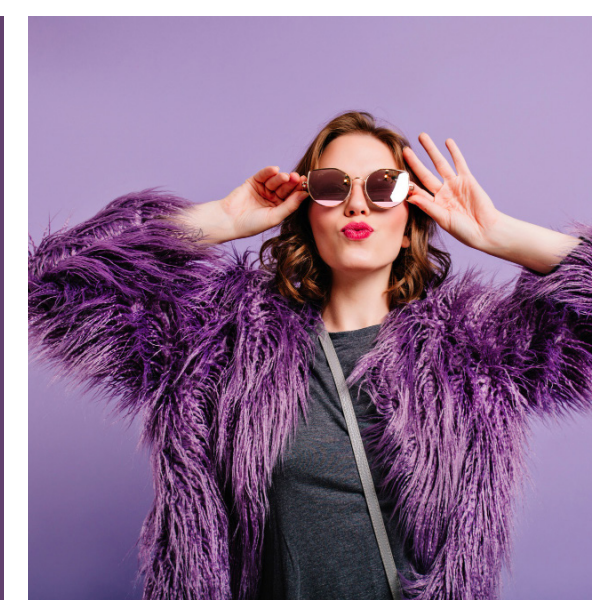
HERITAGE
BEIGE



The calming beige color of this poster evokes a sense of heritage and ancient traditions. This timeless hue, often associated with earthy tones and natural materials, creates a feeling of nostalgia and reverence.



SHOW
VIOLET



The vibrant violet color of this poster immediately creates a sense of glamour and excitement, perfectly reflecting the theme of the fashion show. Violet is associated with creativity, luxury, and individuality, making it the ideal choice to capture the attention of fashion-conscious individuals.