

The word 'goya' is rendered in a large, white, lowercase, sans-serif font. The letter 'o' is replaced by a solid orange circle. The background is a dark purple with several lighter purple, rounded rectangular shapes of varying sizes.

GOYA
National Art &
Architecture Festival

Introduction

Goya was born out of the necessity for establishing a collaborative network of artists, architects, investors, and other stakeholders in the creative field. It is a vibrant two-day celebration at the crossroads of art and architecture in Pakistan, serving as a platform with a multifaceted mission. It aims to dismantle the divisions that have historically separated creative segments. At its core, Goya strives for inclusivity, making art and architecture accessible to all, irrespective of background or social status. Beyond cultural enrichment, it recognizes the importance of preserving Pakistan's cultural heritage and reinvigorating its art scene through exhibitions, workshops, and interactive events. Moreover, Goya champions the growth of a thriving creative economy in Pakistan, connecting artists and architects with a broader audience, thus benefiting both the creative community and the country as a whole. In essence, Goya is a transformative force that celebrates creativity, fosters unity, promotes inclusivity, and safeguards Pakistan's cultural heritage, all at the dynamic intersection of art and architecture



What to Expect

Goya is a unique platform for creative studios dedicated to fostering a mutually beneficial environment for all involved. As a participating studio with Goya, you can look forward to an enriching experience that aligns with the core values of your creative endeavour. Here's what you can expect:

1. Networking Session with Stakeholders: Connect and collaborate with industry leaders, artists, and like-minded individuals during our exclusive networking sessions. Forge valuable connections in our limited and private Sub-Events designed for specifically for participants.

2. Social Media Presence & Exclusive Marketing: Goya is committed to promoting your studio's unique ideology and creative output. Become a part of Goya's active social media campaign throughout the event promotion. Benefit from our tailored media marketing efforts designed to showcase your studio's strengths and offerings. Get ready to be interviewed!

3. Recognition from PNCA: As a token of your participation, you will receive an official certificate from the prestigious Pakistan National Council of the Arts (PNCA), solidifying your studio's involvement in this creative journey.

4. Represent Your Ideology: Goya provides a platform for studios to showcase their ideology in front of a diverse and extensive audience. Expect an immersive experience that allows you to fully express your creative vision.

5. Creative Exchange: Engage in workshops and discussions led by industry experts to foster creative growth and learning.

6. Interactive Experience: Seize the opportunity to create an immersive and interactive experience for your audience, making your studio's presence truly unforgettable.

Goya is not just an event; it's a platform that empowers your studio to shine. We can't wait to have you on board.

Pavilion

A pavilion is a defined space that may not necessarily be covered or provide shelter. It serves as a platform for demonstrating spatial and material creativity. Pavilions can take various forms and don't have to be continuous elements or structures. They are versatile spaces that can be used for workshops, interactive experiences, installations, and immersive experiences.

Theme: Interactive Pavilions

Workshop Pavilion: Workshops often take place within pavilions, providing a dedicated space for hands-on learning, experimentation, and creative activities.

Interactive Space Pavilion: These pavilions are equipped with technology and interactive elements, creating engaging environments for visitors to interact with exhibits or installations.

Installation Pavilion: Installation pavilions serve as platforms for showcasing artistic or conceptual installations, allowing artists to express their ideas and creativity.

Immersive Experience Pavilion: Immersive experience pavilions are designed to envelop visitors in a multi-sensory environment, providing a unique and captivating journey through art, technology, or storytelling.

Without a doubt, temporary, lightweight, and low-maintenance pavilions are ideal for a two-day display. The aforementioned characteristics make the pavilion practical and efficient for short-term use, allowing for easy setup and take down while minimizing the need for extensive maintenance. This ensures that the focus remains on the content and experiences within the pavilion during the event, providing a seamless and enjoyable experience for both participants and visitors.



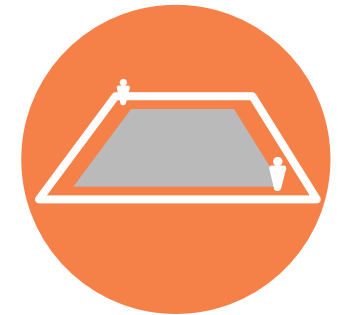
Discontinuous pavilion



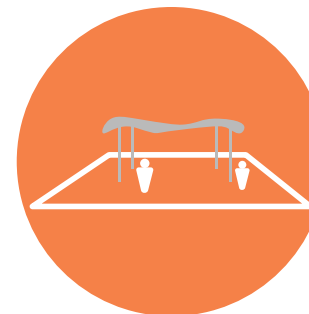
Continuous pavilion



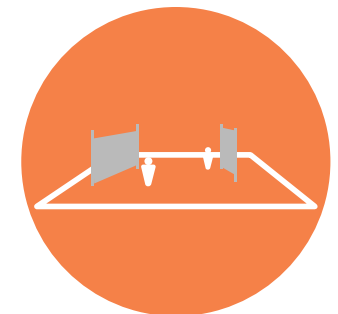
Irregular shaped pavilion



Regular shaped pavilion



Covered pavilion



Uncovered pavilion

— Rules and Regulations for Pavilions —

No Alteration of Landscape: All pavilion installations must adhere to the "leave no trace" principle. No alterations or damage to the event site's landscape are allowed.

Heuristic Approach: Designers and participants are encouraged to apply a heuristic approach, focusing on creative, innovative, and sustainable solutions while adhering to safety guidelines.

Size Limit: Pavilion installations should range between 70 to 600 square feet in size, promoting diversity and creativity within defined spatial constraints.

Installation Timing: All pavilion installations must be set up one day before the event to allow for inspections and preparations.

Safety and Awareness Inspection: Pavilion designs shall undergo a rigorous safety and awareness inspection before commencement. This inspection aims to ensure that there are no trip hazards, electrical hazards, or other safety concerns.

Standard Materials: All materials used in pavilion construction must meet established safety and quality standards.

Marketing Guidelines: Marketing efforts within pavilions are limited to a display of two logos, each placed at two different locations within the pavilion – one for your organization and one for your sponsor's logo (if applicable). This guideline aims to maintain a balanced and aesthetically pleasing environment while acknowledging sponsors' contributions if they are involved.

Adhering to these rules and regulations will help create a safe, innovative, and visually appealing pavilion display at the event while preserving the integrity of the event space.

Logistical Support by PNCA for Your Pavilion:

PNCA is pleased to offer comprehensive logistical support for your pavilion, ensuring a seamless and successful experience. The support includes:

Electrician/Carpenters: Skilled professionals to assist with electrical and carpentry needs, ensuring the proper setup and maintenance of your pavilion.

Lighting: Provision of lighting equipment and expertise to create an ideal ambiance and showcase your pavilion's features.

Tables (x2) and Chairs: Furnishing your pavilion with two tables and chairs for various activities and interactions.

Standee: Standee displays to convey information and guide visitors within your pavilion.

Helpers/Labor/Cleaning Staff: A dedicated team of helpers, labourers, and cleaning staff to aid with setup, maintenance, and cleanliness, ensuring your pavilion remains impeccable.

Security (Gate Pass): Security personnel and gate passes to safeguard your pavilion and control access, guaranteeing a secure environment.

Ushers: Ushers to assist and guide visitors, enhancing their overall experience within your pavilion.

With PNCA's logistical support, you can focus on creating an engaging and memorable pavilion while knowing that essential logistics are in capable hands.

Application Process

Thank you for your interest in participating in the creative pavilion at Goya. To ensure a smooth application process, please make sure to follow the steps below:

1 Eligibility Check

- Ensure that your studio is a registered entity. Only registered studios are eligible to apply for the pavilion.

2 Application Form

- Visit the official Goya website and locate the 'Participate as Creative Studio form'

- Fill out all the sections of the form accurately and completely. Incomplete applications may not be considered.

- Attach the required PDF proposal in the form before submitting

3 Proposal Submission

- Prepare a detailed proposal for your pavilion in PDF format.

Your proposal should include the following:

Concept/Ideology of Pavilion (300 words): Describe the overarching concept or ideology behind your pavilion. What message or theme does it convey?

Interactivity (200 words): Explain how your pavilion will engage and interact with event attendees. How will it captivate and involve the audience?

Size of Pavilion: Specify the dimensions of your pavilion, including length, width, height, and area.

Medium and Materials: Mention the materials and medium you plan to use in constructing your pavilion. Highlight any innovative or sustainable materials if applicable.

Visualizations (x4): Provide four visual representations of your pavilion design. These could include sketches, renderings, or 3D models to help the selection committee visualise your concept.

Logo of Your Studio: Include your studio's official logo in the proposal.

We look forward to receiving your application and seeing your creative ideas come to life at Goya. Good luck with your application, and we can't wait to see your innovative pavilion concept at Goya!