

Wulfa Season KHDA X Patchi Competition

Competition Overview

As part of Wulfa Season, a new cultural initiative celebrating the warmth of Emirati traditions, students across Dubai are invited to participate in a creative competition launched by KHDA in collaboration with Patchi.

The competition is simple yet meaningful: design original chocolate packaging inspired by one of the UAE's treasured cultural moments: **Hag Al Laila, Ramadan, and Eid Al-Fitr.**

Through this competition, students will express what these celebrations mean to them while reflecting the Wulfa values of **culture, community, generosity, and storytelling.**

The competition is open to **students aged 10 and above in Dubai private schools.**

Themes

- Hag Al Laila
- Ramadan
- Eid Al-Fitr

Design Packaging Formats

- Hag Al Laila: Chocolate pouches
- Ramadan & Eid: Mandoos style chocolate boxes

Die cuts, templates, colour palettes and technical drawings for each packaging type are provided in the attached documents.

Design Expectations

Students should create a packaging design that showcases their personal interpretation of the chosen celebration.

Designs may include elements such as:

- Crescent moons, lanterns, stars
- Emirati patterns and traditional motifs
- Family and community scenes
- Festive colours and symbols
- Details inspired by Al Mandoos

All submissions must follow the official Patchi templates and colour palette.



Judging Criteria

Submissions will be evaluated using the following criteria:

Criteria	Weight	Description
Cultural Connection	30 %	Reflects Emirati identity, traditions, and stories
Creativity & Imagination	25 %	Original unique, expressive and visually engaging
Aesthetic Appeal	25 %	Effective use of colour, balance, and presentation
Theme Relevance	10 %	Clear connection to the selected cultural moment - Hag Al Laila, Ramadan, or Eid
Effort and Detailing	10 %	Demonstrates care, effort, and craftsmanship

Submission Requirements

- Designs must be created using the **official Patchi template**.
- Final artwork must be submitted in **high resolution format as a flat design on the provided die cut**.
- Each school may submit up to **five (5) designs**.
- Each submission must be done via the submission form, including each **student's name, age, and school name**.
- **Submission Deadline: January 8, 2026**

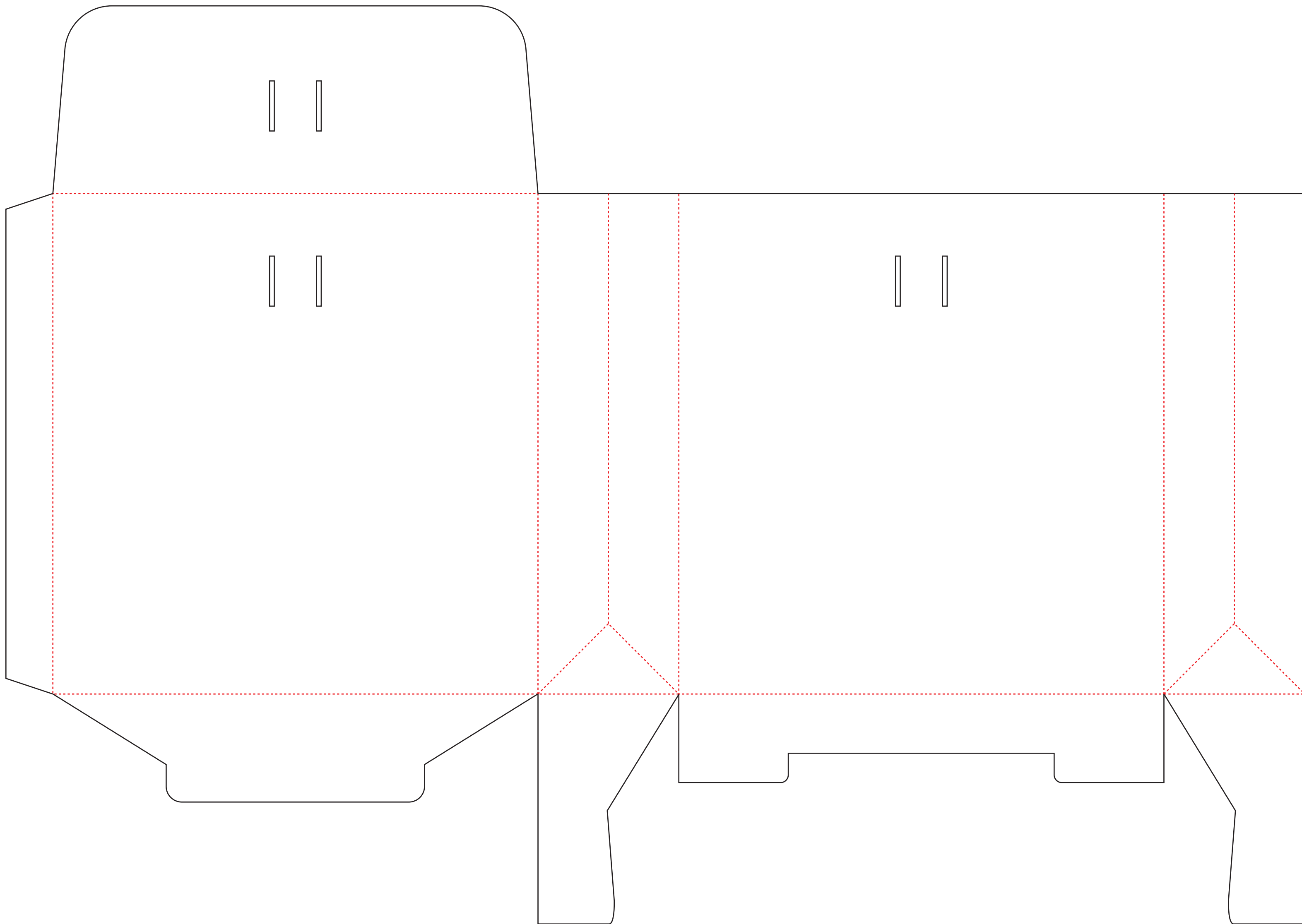
Awards and Recognition

Winning designs will be:

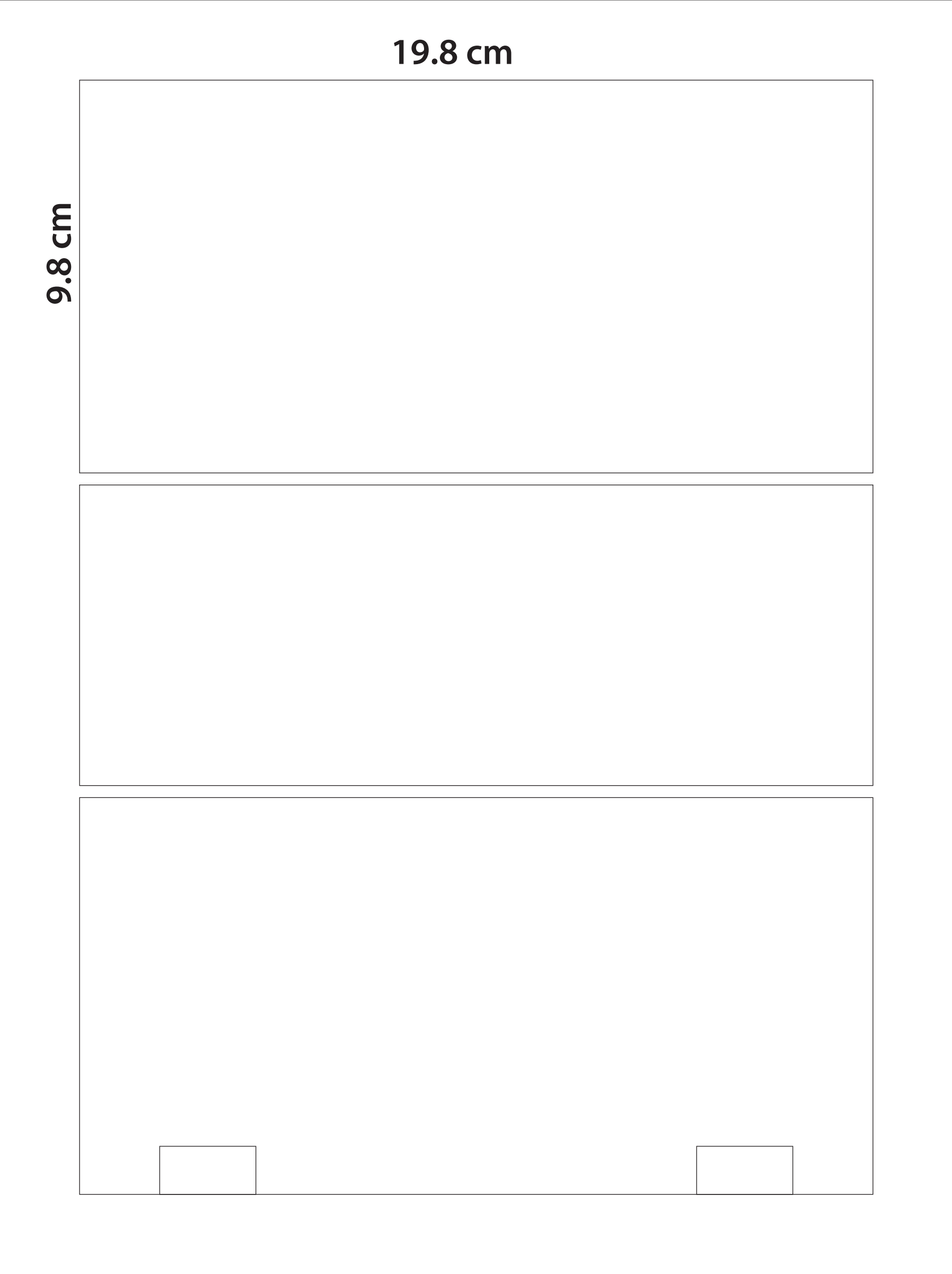
- Produced and displayed in Patchi stores across Dubai
- Showcased on KHDA's digital channels
- Awarded gifts and certificates from Patchi

Sponsored By:











Color Palette



#b1ccd6



#6698ac



#face5a



#e9cc97



#d39a2c



#c2bdb0



#cccbca



#c96035



#da854d



#cfb0b4



#dba9b2



#a0626b