QA Venue Solutions Rwanda, the firm that manages the multi-purpose Kigali Arena has announced that Axel Kalisa is the winner of the ‘Kigali Arena Logo Contest’. He beat out over 1,400 applicants to win the contest.

The contest, an opportunity for creativity onto the Kigali Arena, one of the most famous African sporting and events venue was looking for a logo to be used not only in the Arena but the firm’s online, print, merchandise and visual collateral.

Announcing the winner, QA Venue Solutions Director, Kyle Schofield said: “For the logo that we chose, we looked at the criteria that we gave at the very beginning on the contest. We wanted to get a logo that was simple, relevant and easy to apply. The logo that we selected not only fit those criteria but it also have us the identity that we were looking for. We are confident that the Kigali Arena brand will continue to grow, and the logo that we now have will match the heights we intend of taking Kigali Arena too. Moving forward, we shall work with Axel to create the different applications of the new logo as we create the new Kigali Arena corporate identity. We are confident of the partnership between Kigali Arena and Axel”.

Explaining the inspiration for the logo, winner Axel Kalisa said: “The inspiration came from the architectural design of the Kigali Arena. We made everything from scratch, whether the drawing or the digital creation process”.

To take part in this contest, contestants visited the Kigali Arena website and completed the Official Entry Form. The winning entry was chosen by a judging panel which included representatives from the artistic community, Government of Rwanda and the Kigali Arena management. The deadline for submission was 20, November 2020 (4:00 pm Kigali time).

Rwanda has been consistently ranked the second most popular destination in Africa for hosting international conferences and events by the ICCA (International Congress and Convention Association) and the award-winning Kigali Arena is one of Rwanda’s world class venues.

Inaugurated in August 2019 and managed by QA Venue Solutions, the multi-purpose Kigali Arena has, among other events, successfully hosted renowned R&B star Ne-Yo in a sold-out concert as well as the FIBA Afrobasket 2021 Regional Qualifiers.

This fabulous a 10,000 seating capacity Arena can host live concerts, sporting

events, beauty pageants, gala dinners, product launches, exhibitions and much more. With the Arena comes a host of meeting rooms, open spaces and VIP Suites. With its state of the art facilities, Kigali Arena is the ideal home for Africa’s events and sport industry. (End)