

Sasha Shehryar

YSDN 3004

Fall 2020

DREAMHACK HACK DE RÊVE 2020

Design Approach for DreamHack 2020,
taking place in Montreal, Canada.



WHAT IS DREAMHACK?

Early 1990s

Small gathering of friends at elementary school

1997

Became the largest LAN party of Sweden and the third largest party in Scandinavia at the time.

2012

Partnered with MLG and ESL to help the growth and development of the North American and European esports scene.

Present

The world's largest computer festival with the world's fastest Internet connection, and the most generated traffic



NOSTALGIC

Bringing back the youthful experiences of curiosity.

FUTURISTIC

Highlighting the new waves in the tech and gaming sphere.

RIVALRY

Encouraging the friendly, competition spirit that drives us.

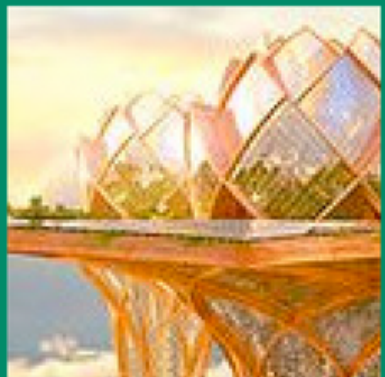
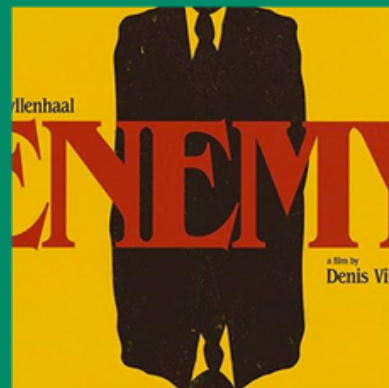
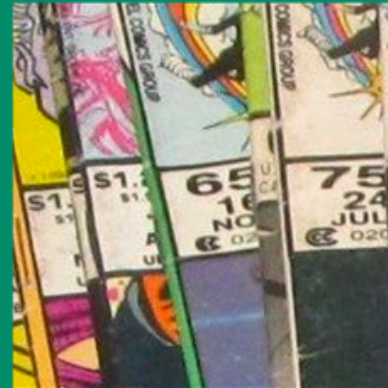
THE APPROACH

- Mood Words



THE APPROACH

- Consolidated Moodboard



BRINGING A FAMILIAR FEELING TO THE NEW GENERATION

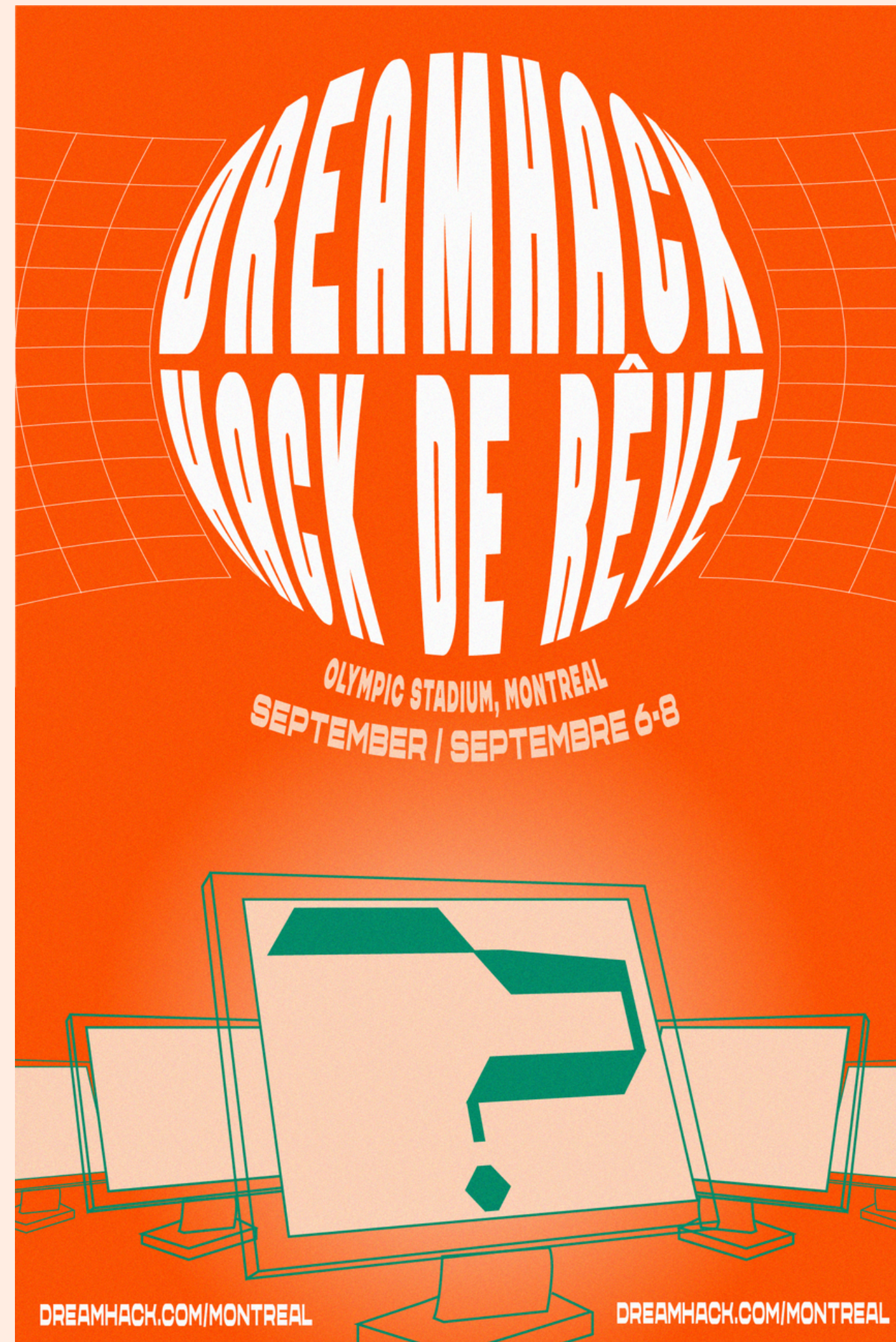
This design approach aims to create a visual image for DreamHack that reflects its origins of community, curiosity, and enjoyment.



THE POSTER



THE POSTER



THE POSTER - IN CONTEXT



THE PROGRAM



WE ARE DREAMHACK

The world's largest digital festival, hosting a series of events around the world and attracting over 300.000 gaming & esports enthusiasts annually.

DreamHack has always brought communities and friends together, and created the ultimate gaming & lifestyle experience for fans. This year, we are coming to Montreal, Canada. We plan to grow all of your favorite events and meet-ups into something even more spectacular ... with more laser lights and DJ's than ever before!

Le plus grand festival numérique au monde, qui accueille une série d'événements à travers le monde et attirant chaque année plus de 300 000 passionnés de jeux et d'esports.

DreamHack a toujours réuni des communautés et des amis et créé l'expérience ultime de jeu et de style de vie pour les fans. Cette année, nous venons à Montréal, au Canada. Nous prévoyons de transformer tous vos événements et rencontres préférés en quelque chose d'encore plus spectaculaire... avec plus de lumières laser et de DJ que jamais!

NOUS SOMMES HACK DE RÊVE

DAY / JOUR

DAY / JOUR 1

SEPT. 6

10 AM

B.Y.O.C.
CHECK IN / ENREGISTREMENT



11:00

OMEN STAGE / ÉTAPE

COUNTER STRIKE:
MISSHARVEY
SHOWMATCH

MATCH DE
CONTRE-GRÈVE
MISSHARVEY

12:00

ROCKET LEAGUE STAGE / ÉTAPE

DREAMHACK
ROCKET LEAGUE
PRO CIRCUIT

CIRCUIT PRO
DREAMHACK
ROCKET LEAGUE

13:00

OMEN STAGE / ÉTAPE

DREAMHACK
CANADIAN
CHAMPIONSHIP

CHAMPIONNAT
CANADIEN
DREAMHACK

DAY / JOUR 1

SEPT. 6

13:00

RAINBOW SIX STAGE / ÉTAPE

DREAMHACK
RAINBOW/
SIX

DREAMHACK
ARC-EN-SIEL
SIX

14:00

FGC STAGE / ÉTAPE

FGC SUPER SMASH
BROS MELEE
DOUBLES POOLS

FGC SUPER SMASH
BROS MELEE
PISCINES DOUBLES

14:00

OMEN STAGE / ÉTAPE

DREAMHACK
BRAWLHALLA
DOUBLES

BRAWLHALLA
DOUBLES
DREAMHACK

16:00

FGC STAGE / ÉTAPE

FGC SUPER SMASH
BROS MELEE
DOUBLES POOLS

FGC SUPER SMASH
BROS MELEE
PISCINES DOUBLES

DAY / JOUR 1

SEPT. 6

16:00

STARCRRAFT 2 STAGE / ÉTAPE

STARCRRAFT II WORLD
CHAMPIONSHIP
SERIES

SERIE DE
CHAMPIONNATS DU
MONDE STARCRRAFT II

16:00

FGC STAGE / ÉTAPE

FGC SUPER SMASH
BROS MELEE
DOUBLES TOP 4

FGC SUPER SMASH
BROS MELEE
TOP 4 EN DOUBLES

19:00

FGC STAGE / ÉTAPE

FGC SUPER SMASH
BROS MELEE
DOUBLES TOP 4

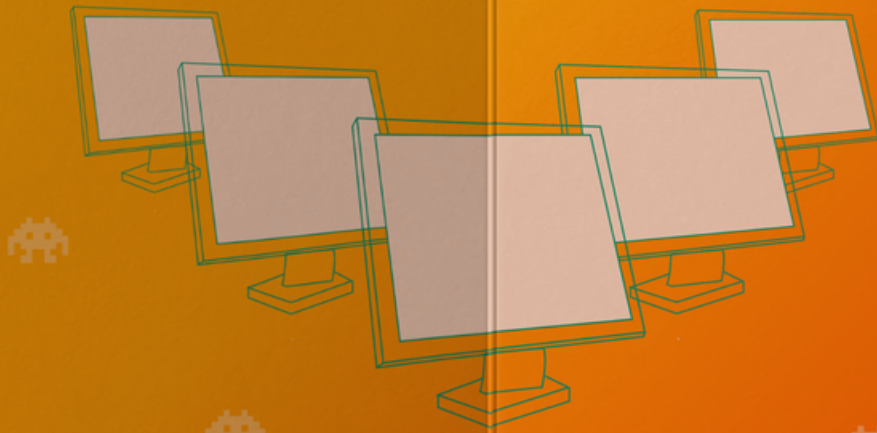
FGC SUPER SMASH
BROS MELEE
TOP 4 EN DOUBLES

19:00

OMEN STAGE / ÉTAPE

CANADIAN
CHAMPIONSHIP -
CSGO FINALS

CHAMPIONNAT
CANADIEN -
FINALES CSGO



DAY / JOUR

DAY / JOUR 2

SEPT. 7

9:00

MAIN STAGE / ÉTAPE

OPENING
BYOC
TOURNAMENTS

DÉBUT
TOURNOIS
BYOC

10:00

RAINBOW SIX STAGE / ÉTAPE

DREAMHACK
RAINBOW
SIX

DREAMHACK
ARC-EN-SIEL
SIX

10:00

STARCRAFT 2 STAGE / ÉTAPE

STARCRAFT II WORLD
CHAMPIONSHIP
SERIES

SERIE DE
CHAMPIONNATS DU
MONDE STARCRAFT II

11:00

OMEN STAGE / ÉTAPE

COUNTER STRIKE:
MISSHARVEY
SHOWMATCH

MATCH DE
CONTRE-GRÈVE
MISSHARVEY

12 PM

CIRCUIT PRO
ROCKET LEAGUE
ROCKET LEAGUE STAGE / ÉTAPE



DAY / JOUR 2		SEPT. 7		DAY / JOUR 2		SEPT. 7	
12:00 FGC STAGE / ÉTAPE		MORTAL KOMBAT 11 - POOLS		13:00 FGC STAGE / ÉTAPE		FGC BRAWLHALLA SINGLES POOLS	
		MORTAL KOMBAT 11 - PISCINES				FGC BRAWLHALLA PISCINE POUR CÉLIBATAIRES	
12:00 FGC STAGE / ÉTAPE		FGC STREET FIGHTER V - POOLS		14:00 OMEN STAGE / ÉTAPE		BEAT SABER INVITATIONAL	
		FGC STREET FIGHTER V - PISCINES				BEAT SABER SUR INVITATION	
12:00 OMEN STAGE / ÉTAPE		FGC SUPER SMASH BROS MELEE SINGLES POOLS		16:00 FGC STAGE / ÉTAPE		DH TEKKEN SEVEN POOLS	
		FGC SUPER SMASH BROS MELEE PISCINES CÉLIBATAIRE				DH TEKKEN SEPT PISCINES	
13:00 BELL STAGE / ÉTAPE		COSPLAY FINALS		20:00 OMEN STAGE / ÉTAPE		NHL DUO FINALS	
		FINALES COSPLAY				FINALES DUO DE LA NHL	

DAY / JOUR

3

DAY / JOUR 3

SEPT. 8

10 AM WCS
STARCRAFT II
STARCRAFT 2 STAGE / ÉTAPE



10:00

OMEN STAGE / ÉTAPE

COUNTER STRIKE:
MISSHARVEY
SHOWMATCH

MATCH DE
CONTRE-GRÈVE
MISSHARVEY

11:00

RAINBOW SIX STAGE / ÉTAPE

DREAMHACK
RAINBOW
SIX

DREAMHACK
ARC-EN-SIEL
SIX

11:00

FGC STAGE / ÉTAPE

FGC SUPER SMASH
BROS MELEE
TOP EIGHT

FGC SUPER SMASH
BROS MELEE
HAUT HUIT

DAY / JOUR 3		SEPT. 8	
12:00 FGC STAGE / ÉTAPE			
DH TEKKEN SEVEN TOP EIGHT	DH TEKKEN SEPT HAUT HUIT		
12:00 FGC STAGE / ÉTAPE			
MORTAL KOMBAT 11 - TOP SIXTEEN	MORTAL KOMBAT 11 - HAUT SEIZE		
12:00 ROCKET LEAGUE STAGE / ÉTAPE			
DREAMHACK ROCKET LEAGUE PRO CIRCUIT	CIRCUIT PRO LEAGUE DE ROCKET HACK DE RÊVE		
13:00 BELL STAGE / ÉTAPE			
KING OF THE HAT TOURNAMENT	TOURNOI ROI DU CHAPEAU		
14:00 FGC STAGE / ÉTAPE			
FGC SUPER SMASH BROS ULTIMATE TOP EIGHT	FGC SUPER SMASH BROS ULTIME HAUT HUIT		
15:00 FGC STAGE / ÉTAPE			
STREET FIGHTER V TOP EIGHT	STREET FIGHTER V HAUT HUIT		
15:00 OMEN STAGE / ÉTAPE			
DH CLASH OF CLANS FINALS	DH FINALES DE CLASH OF CLANS		
20:00 BELL STAGE / ÉTAPE			
NHL SOLO FINALS	FINALES SOLO DE LA NHL		

LOCATION MAP / UNE CARTE OLYMPIC STADIUM



TRANSIT / TRANSPORT INFO

The Stadium is accessible via an underground corridor from the Pie-IX Metro station, and within walking distance of the Viau Metro station.

Le stade est accessible par un couloir souterrain depuis la station de métro Pie-IX et à distance de marche de la station de métro Viau.

DON'T KNOW WHAT TO PACK? HERE ARE
SOME GOOD THINGS TO REMEMBER:
VOUS NE SAVEZ PAS QUOI EMBALLER? VOICI
QUELQUES BONNES CHOSES À RETENIR:

- » Headset or headphones / Casque
- » Network cable (10 meters) / Câble réseau (10 mètres)
- » Duct Tape / Ruban adhésif
- » Mobile phone and charger / Téléphone portable et chargeur
- » Toothbrush and toothpaste / Brosse à dents et dentifrice
- » Comfortable clothes and shoes / Vêtements et chaussures confortables

ENTRANCES / LES ENTRÉES

- 1 Entrance to the Olympic Stadium
Entrée du Stade olympique
- 2 Entrance to the Tower
Entrée de la Tour
- 3 Entrance to the Sports Centre
Entrée du Centre sportif

TIMETABLE

DAY 1

10:00
ENTERANCE
BYOC
CHECK IN

14:00
OM STAGE
BRAWLHALLA
DOUBLES
POOLS

11:00
OMEN STAGE
COUNTER-
STRIKE
SHOW/MATCH

16:00
FGC STAGE
SUPER SMASH
BROS MELEE
DOUBLES

12:00
RL STAGE
ROCKET
LEAGUE PRO
CIRCUIT

16:00
SC 2 STAGE
STARCRAFT 2
WORLD
CS

13:00
OM STAGE
DREAMHACK
CANADIAN
CHAMPIONSHIP

16:00
FGC STAGE
SUPER SMASH
BROS MELEE
DOUBLES TOP4

13:00
R6 STAGE
DREAMHACK
RAINBOW
SIX

19:00
FGC STAGE
SUPER SMASH
BROS MELEE
DOUBLES TOP4

14:00
FGC STAGE
SUPER SMASH
BROS MELEE
DOUBLES

19:00
OM STAGE
CSGO FINALS
CANADIAN
CHAMPIONSHIP

DAY 2

9:00
BYOC STAGE
BYOC
TOURNA-
MENTS

10:00
R6 STAGE
DREAMHACK
RAINBOW
SIX

10:00
SC 2 STAGE
STARVRAFT 2
WORLD
CS

11:00
OM STAGE
COUNTER
STRIKE
SHOW/MATCH

12:00
RL STAGE
ROCKET
LEAGUE PRO
CIRCUIT

12:00
FGC STAGE
MORTAL
KOMBAT 11
POOLS

DAY 3

12:00
FGC STAGE
STREET
FIGHTER V
POOLS

10:00
OM STAGE
COUNTER-
STRIKE
SHOW/MATCH

12:00
RL STAGE
ROCKET
LEAGUE PRO
CIRCUIT

12:00
FGC STAGE
SUPER SMASH
BROS MELEE
SINGLES

10:00
SC 2 STAGE
STARCRAFT
WORLD
CS

13:00
BEL STAGE
KING OF THE
HAT:
TOURNAMENT

13:00
BEL STAGE
BRAWLHALLA
SINGLES
POOLS

11:00
R6 STAGE
DREAMHACK
RAINBOW
SIX

14:00
FGC STAGE
SUPER SMASH
BROS ULTIM.
TOP 8

14:00
OM STAGE
DREAMHACK
COSPLAY
FINALS

11:00
FGC STAGE
SUPER SMASH
BROS MELEE
TOP 8

15:00
OM STAGE
CLASH OF
CLANS
FINALS

12:00
FGC STAGE
BEAT
SABER
INVATIONALS

12:00
FGC STAGE
TEKKEN
SEVEN
TOP 8

15:00
FGC STAGE
STREET
FIGHTER V
TOP 8

16:00
FGC STAGE
TEKKEN
SEVEN
POOLS

12:00
FGC STAGE
MORTAL
KOMBAT 11
TOP 16

16:00
BEL STAGE
NHL
SOLO FINALS

20:00
BEL STAGE
NHL
DUO FINALS

CALENDRIER

JOUR 1

10:00
ENTERANCE
ENREGIS-
TREMENT
BYOC

14:00
OM ÉTAPE
BRAWLHALLA
DOUBLES
PISCINES

11:00
OMEN ÉTAPE
MATCH DE
CONTRE
GRIÈVE

16:00
FGC ÉTAPE
SUPER SMASH
BROS MELEE
DOUBLES

12:00
RL ÉTAPE
CIRCUIT
PRO ROCKET
LEAGUE

16:00
SC 2 ÉTAPE
CHAMPION-
NATS DU
STARCRAFT 2

13:00
OM ÉTAPE
CHAMPIONNAT
CANADIEN
DREAMHACK

16:00
FGC ÉTAPE
SUPER SMASH
BROS MELEE
TOP4 EN DOUBLES

13:00
R6 ÉTAPE
DREAMHACK
ARC-EN-SIEL
SIX

19:00
FGC STAGE / ÉTAPE
SUPER SMASH
BROS MELEE
TOP 4 EN DOUBLES

14:00
FGC ÉTAPE
SUPER SMASH
BROS MELEE
DOUBLES

19:00
OM ÉTAPE
CHAMPIONNAT
CANADIEN
DREAMHACK

JOUR 2

9:00
BYOC ÉTAPE
TOURNOIS
DE
BYOC

10:00
R6 ÉTAPE
DREAMHACK
ARC-EN-SIEL
SIX

10:00
SC 2 ÉTAPE
CHAMPION-
NATS DU
STARCRAFT 2

11:00
OM ÉTAPE
MATCH DE
CONTRE
GRIÈVE

12:00
RL ÉTAPE
CIRCUIT
PRO ROCKET
LEAGUE

12:00
FGC ÉTAPE
MORTAL
KOMBAT 11
PISCINES

12:00
FGC ÉTAPE
STREET
FIGHTER V
PISCINES

12:00
FGC ÉTAPE
SUPER SMASH
BROS MELEE
CÉLIBATAIRES

13:00
BEL ÉTAPE
BRAWLHALLA
PISCINE POUR
CÉLIBATAIRES

14:00
OM ÉTAPE
DREAMHACK
FINALES
COSPLAY

12:00
FGC ÉTAPE
BEAT
SABER
INVITATIONAL

16:00
FGC ÉTAPE
TEKKEN
SEVEN
PISCINES

20:00
BEL ÉTAPE
FINALES DUO
DE LA NHL

JOUR 3

10:00
OM ÉTAPE
MATCH DE
CONTRE
GRIÈVE

10:00
SC 2 ÉTAPE
CHAMPI-
ONNATS DE
STARCRAFT 2

11:00
R6 ÉTAPE
DREAMHACK
ARC-EN-SIEL
SIX

11:00
FGC ÉTAPE
SUPER SMASH
BROS MELEE
HAUT HUIT

12:00
FGC ÉTAPE
TEKKEN
SEVEN
HAUT HUIT

12:00
FGC ÉTAPE
MORTAL
KOMBAT 11
HAUT SIEZE

12:00
RL ÉTAPE
CIRCUIT
PRO ROCKET
LEAGUE

13:00
BEL ÉTAPE
TOURNOIS
ROI DE
CHAPEAU

14:00
FGC ÉTAPE
SUPER SMASH
BROS ULTIM.
HAUT HUIT

15:00
OM ÉTAPE
FINALES DE
CLASH OF
CLANS

15:00
FGC ÉTAPE
STREET
FIGHTER V
HAUT HUIT

16:00
BEL ÉTAPE
FINALES SOLO
DE LA NHL



STADIUM MAP/ PLAN DU STADE

Got a question? Ask our helpdesk crew in BYOC!
Tu as une question? Demandez à notre équipe d'as-
sistance dans BYOC!

THANK YOU TO OUR SPONSORS MERCI À NOS SPONSORS

BELL | CANADA COMPUTERS | DEJARDINS
MONSTER | NINTENDO | OMEN BY HP
PEILOOT | MISE O JEU | XTREME DESIGN

GAME OVER

PLAY AGAIN?

DREAMHACK.COM

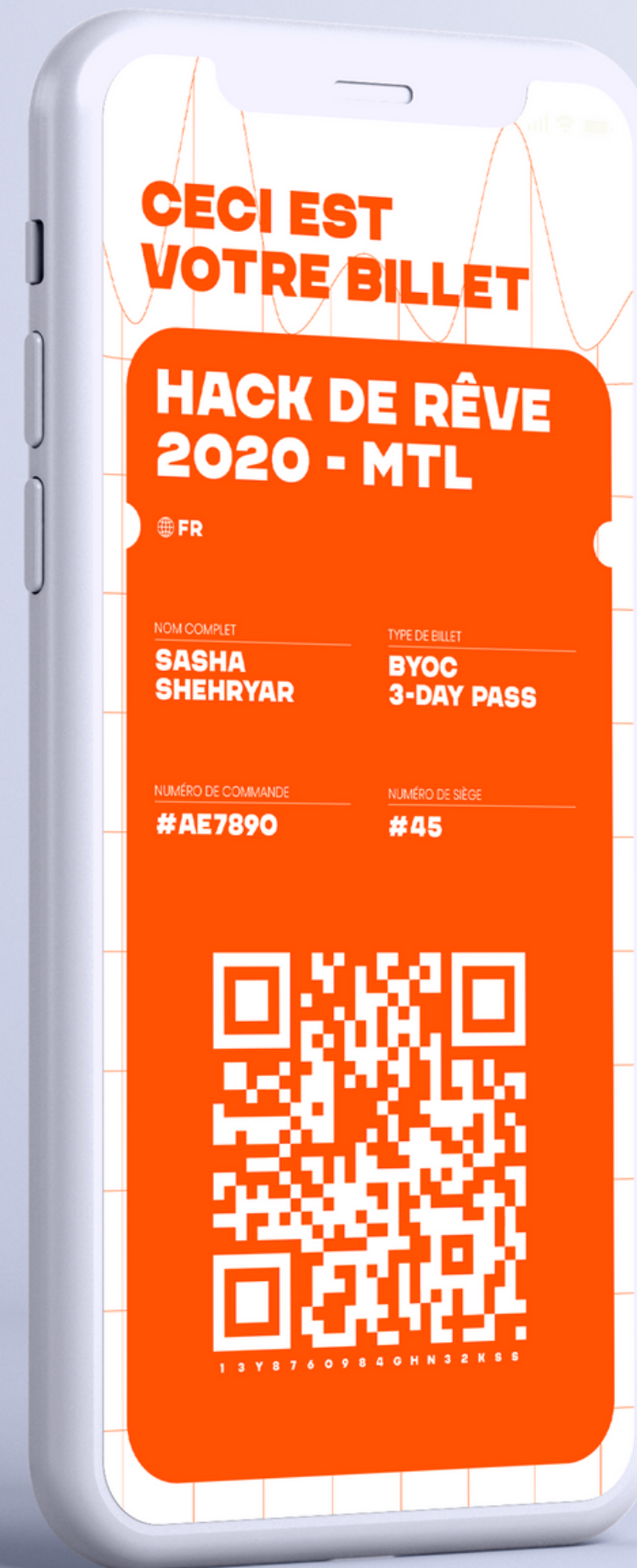
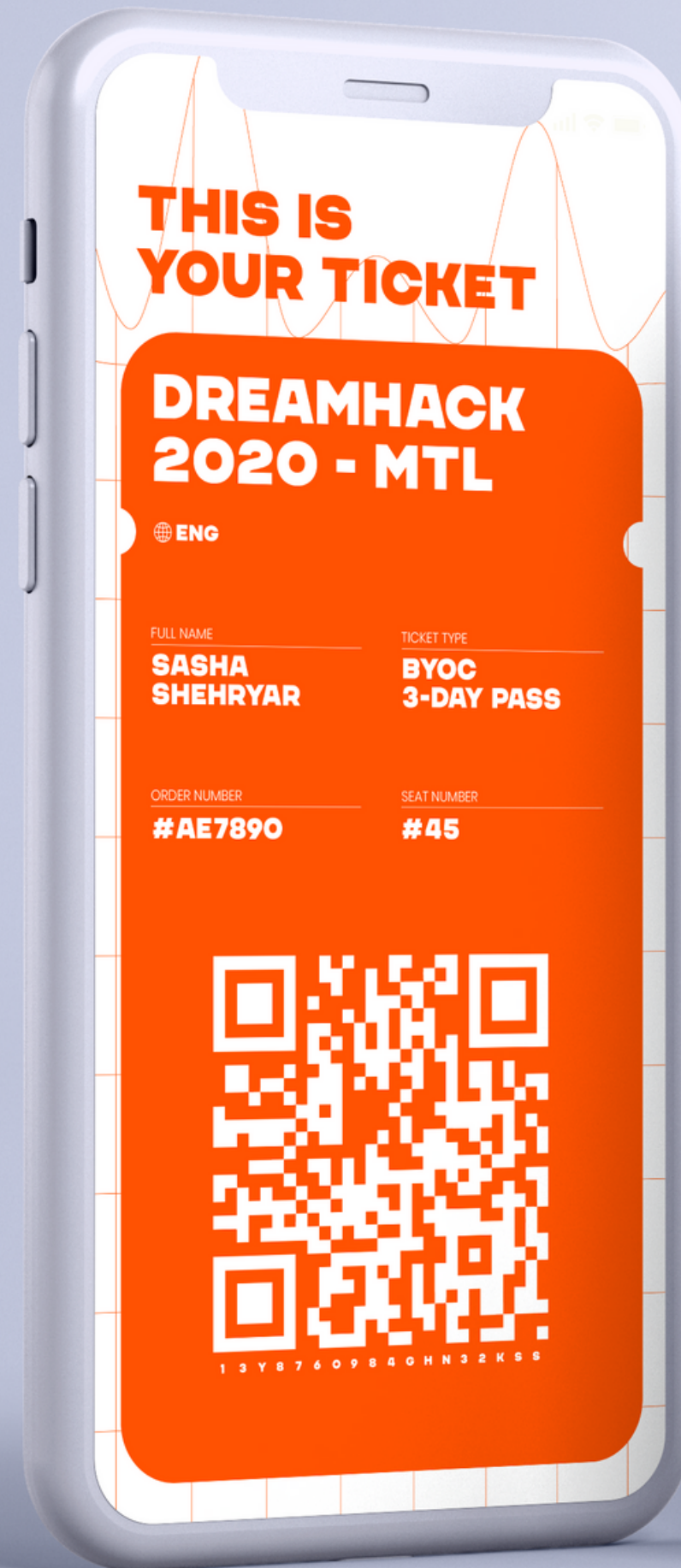
@DREAMHACKCANADA

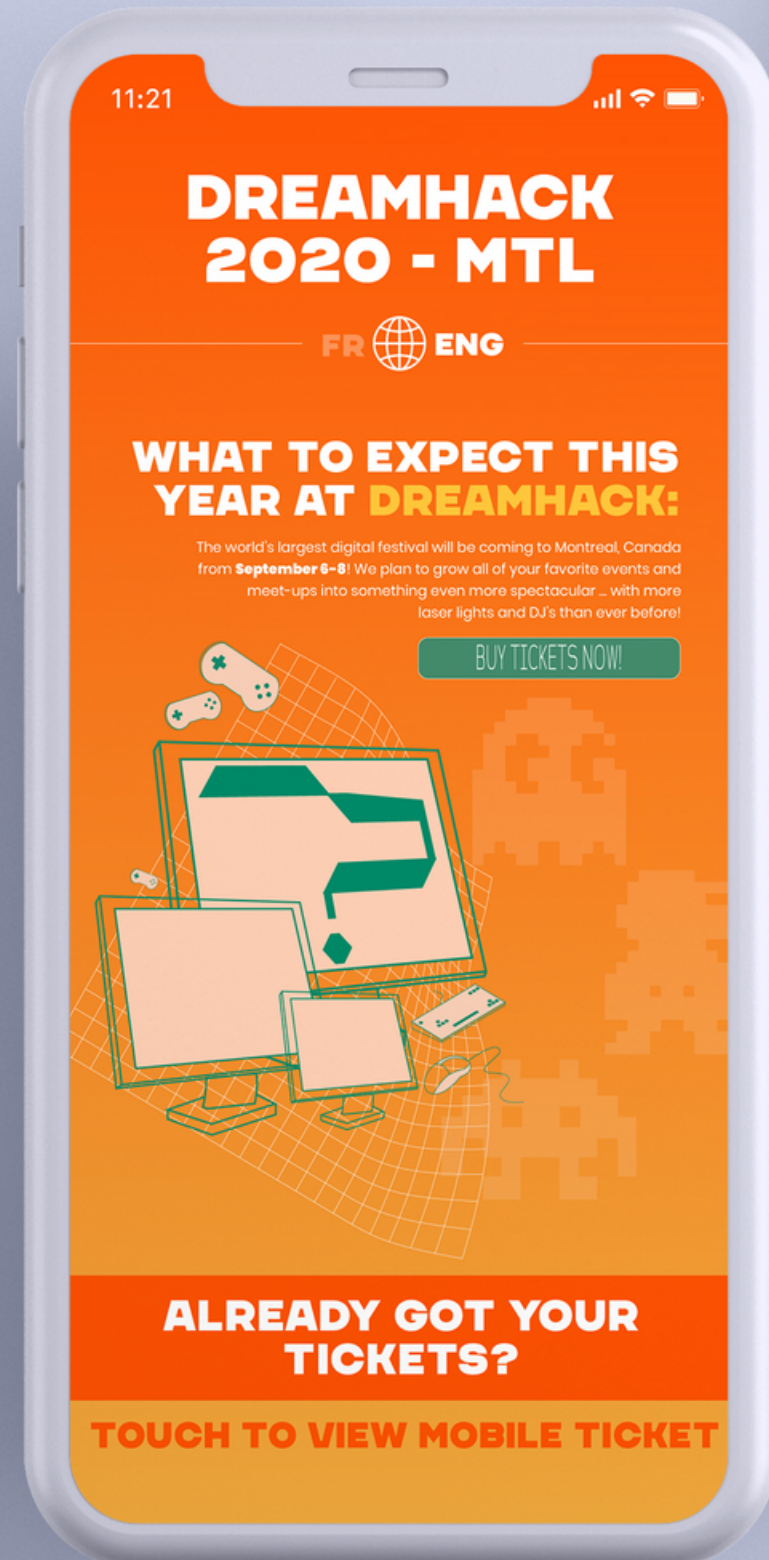
2020 PROGRAM



WEB APPLICATIONS









English Mockups

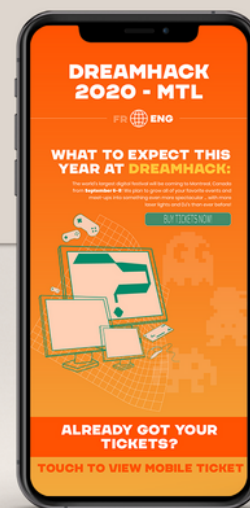
homepage



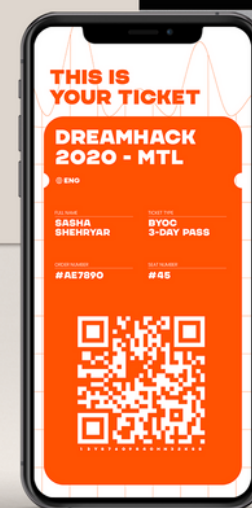
landing page



mobile homepage



mobile ticket



French Mockups

homepage



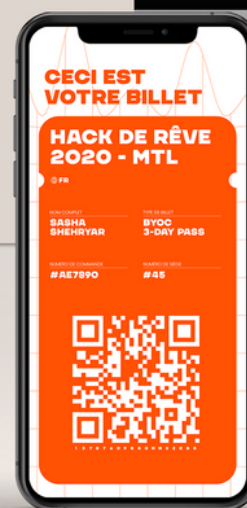
landing page



mobile
homepage



mobile
ticket



SIGNAGE AND EPHEMERA

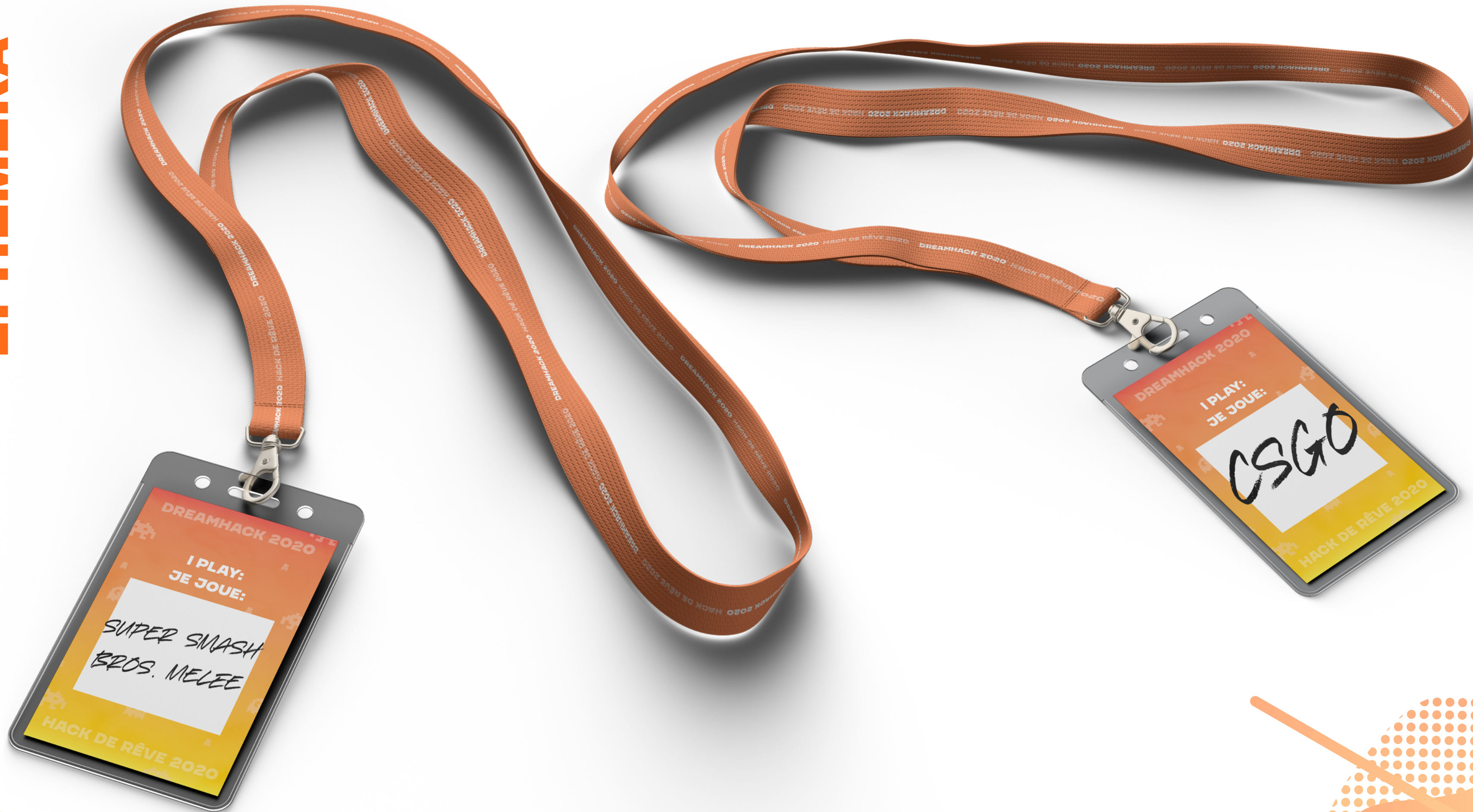


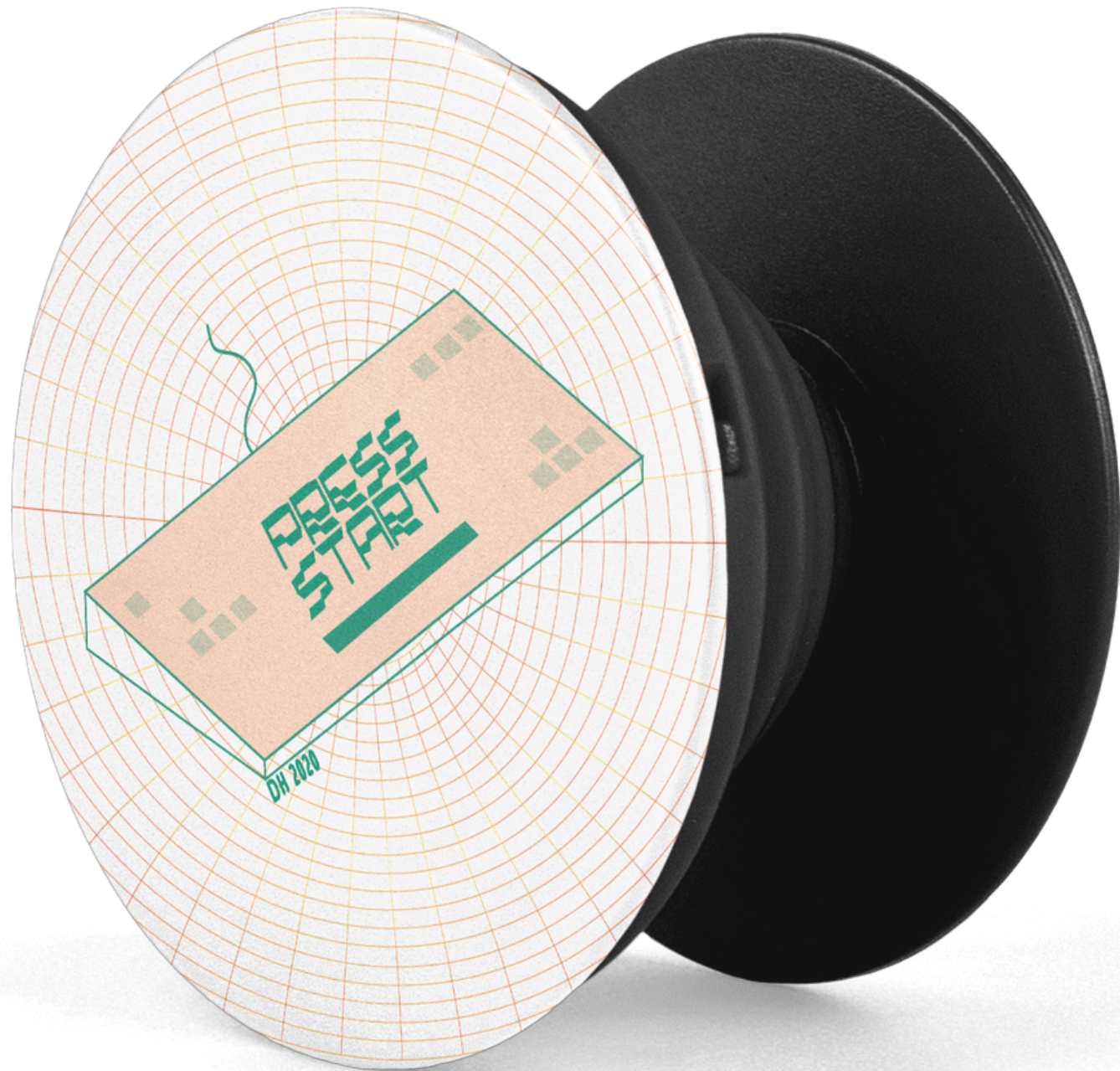
SIGNAGE



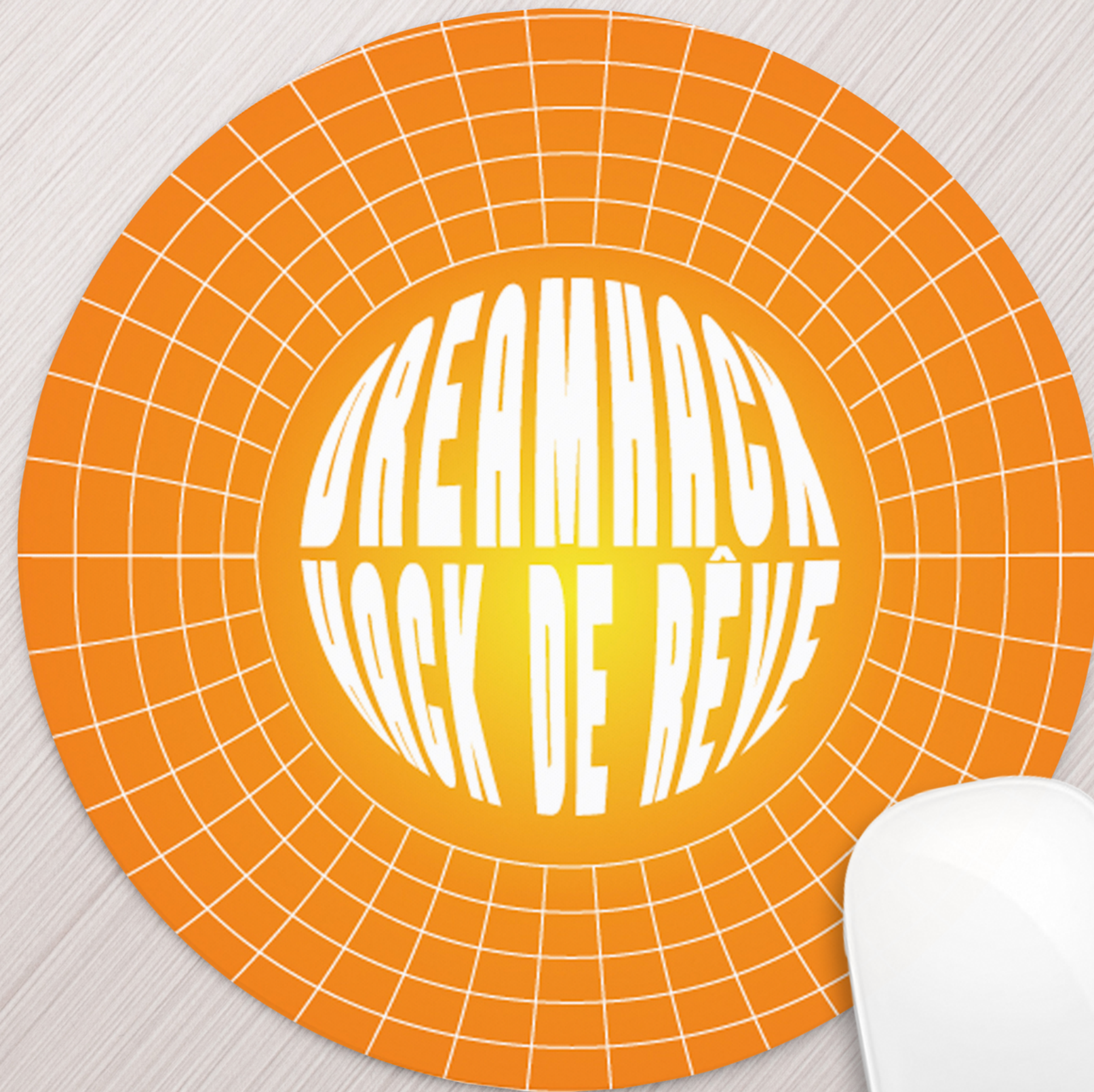


EPHEMERA

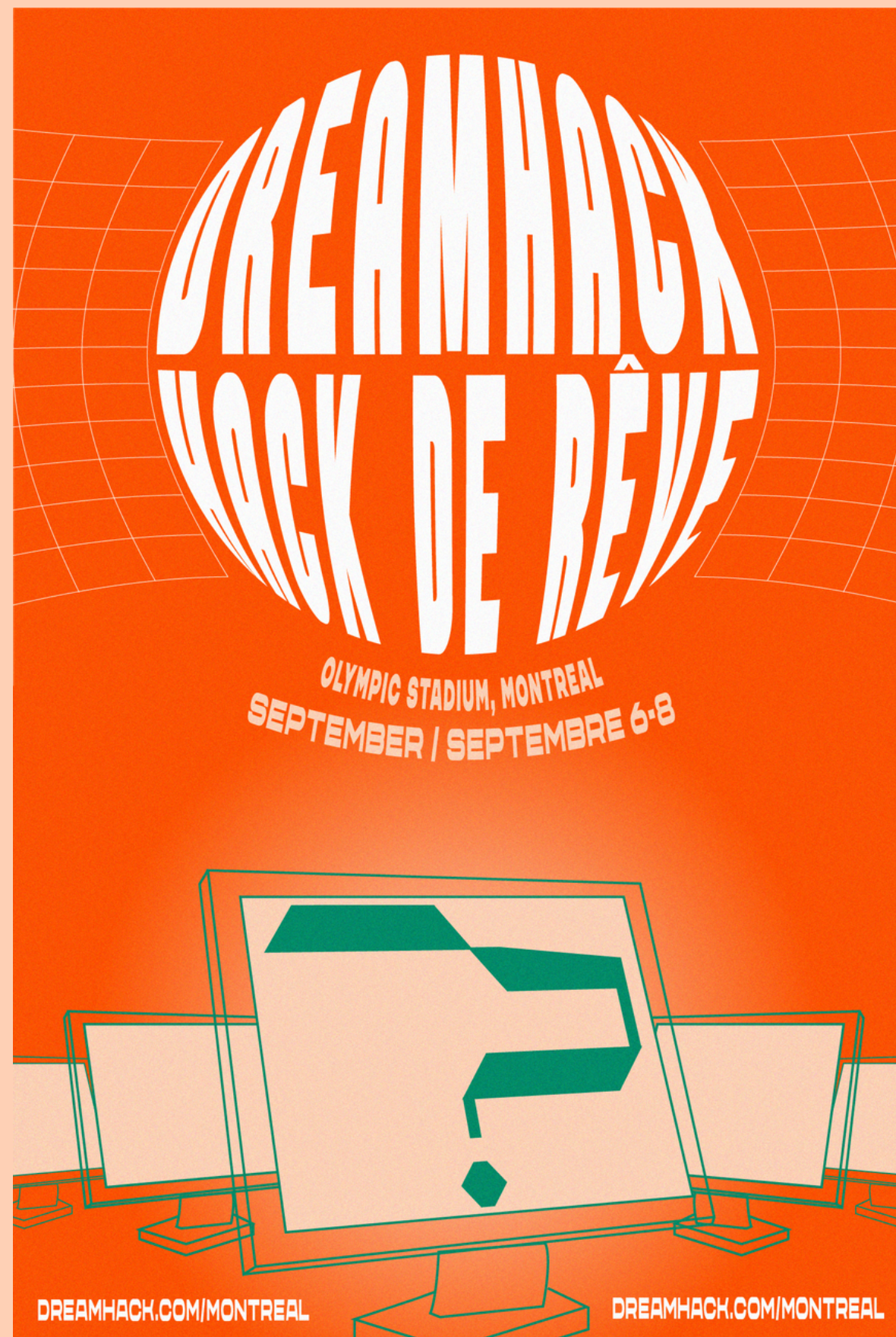








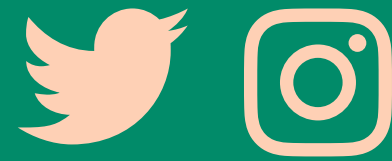
FULL SYSTEM





THANK YOU FOR LISTENING

Sasha Shehryar
YSDN 3004
Fall 2020



@dreamhackcanada

all festival image credits:

www.dreamhack.com/montreal