



News Release

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EXPLORE EDMONTON ANNOUNCES K DAYS DESIGN COMPETITION WINNER.

EDMONTON, ALTA - Explore Edmonton is pleased to announce that The UNbrella by Team AdaMatium, comprised of Mathew Hale and Adam Groshong, is the winner of the third annual KDays Design Competition.

The competition, run in partnership with [Media Architecture Design Edmonton \(MADE\)](#), focuses on showcasing Edmonton's design community and creating unique points of interest on the KDays fairgrounds. The 2025 theme 'Make It Rain' looked for inspiring designs for a misting structure, and received a total of 16 submissions.

Two runners-up were also selected: (mist)ery pavilion by Jonathan Monfries Design and Cloud Canopy by Jordan Bussière.

About The UNbrella

The UNbrella is a 12-foot-tall misting structure designed to transform the KDays fairgrounds into a refreshing oasis. Inspired by the competition theme "Make It Rain," The UNbrella delivers an ironic twist on the traditional use of umbrellas— instead of keeping people dry, it invites them to embrace the mist and cool off beneath its playful canopy.

Crafted from durable and recyclable aluminum, The UNbrella is designed for both functionality and sustainability. Its structure will feature vibrant, fun colours, creating a visually engaging centerpiece for the fairgrounds while providing much needed relief from the summer heat.

This unique installation encourages visitors to interact with water in a surprising and lighthearted way, blending whimsy with practicality. The UNbrella isn't just a misting station—it's an experience that reimagines how we connect with water, shade, and design in public spaces.

To learn more about the 2025 KDays Design Competition, visit: [KDays Design Competition](#)

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