



DEPARTMENT OF PHARMACOLOGY PRESENTS

# PHARMACOLOGY ARTS EXTRAVAGANZA 2026

KING EDWARD MEDICAL UNIVERSITY

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 Pharma Blitz

 The Final Cut

 Wake Up

mpetition

 Wake Up Dead Man

 Meme Competit

 Draw & Decode

 Scientific Projects

 People

# APRIL 15, 2026

FUN MANDATORY; BORING CONTRAINDICATED



# WHAT IS ARTS EXTRAVAGANZA?

Since 2022, the Department of Pharmacology, led by the one and only **COOL HOD, PROF. DR. MONEEB ASHRAF**, along with **DR. MARYAM SAQIB — THE PRECISION ENGINE BEHIND THE SPECTACLE**, has been hosting an event that basically said, "What if pharmacology... but make it iconic?"

Pharmacology Arts Extravaganza isn't your typical academic event filled with dull presentations & forced applause. It's the only festival where receptors act, mechanisms become memes, side effects turn into jokes, and the everyone debates drugs like they're Marvel characters.

It's the one day of the year when med students channel all that suppressed creativity, chaos, humor, and main-character energy into projects, performances, films, hunts, and madness that are still scientifically correct. Somehow.

**AND NOW? WE'RE GOING NATIONAL.**

We're calling medical and dental students from across Pakistan to show up, and turn pharmacology into the most entertaining subject on campus.

Bring your talent. Bring your friends. Bring your best jokes.

**BECAUSE THIS ISN'T JUST AN EVENT.  
IT'S THE COOLEST PLACE TO BE.**



# THE COOL HOD'S DESK

When we first envisioned Pharmacology Arts Extravaganza, the idea was simple but bold: what if pharmacology did not have to feel heavy, intimidating, or memorized in isolation? What if it could be visual, cinematic, humorous, and still uncompromisingly accurate?

Since 2022, this platform has evolved into more than just an academic event. It's a vibrant space where ideas come alive, showcasing that scientific depth and artistic expression can work hand in hand.

This year is a big leap for the Pharmacology Arts Extravaganza as we broaden our horizons, inviting students from all over the nation. Our mission? To celebrate clarity, originality, and the boldness to present science in fun, engaging ways. We are all about embracing humor, memes, and Gen-Z vibes to showcase our vibrant energy!

I encourage you to explore, question, create, and most importantly, enjoy. May this Extravaganza inspire you to view pharmacology as more than just a subject, but as a language of expression.

**WITH GRATITUDE AND PRIDE,**

Prof. Dr. Moneeb Ashraf,  
Chief Organiser,  
PAE 2026.





# THE GENERAL SECRETARY

Pharmacology Arts Extravaganza was born from a simple but powerful thought: learning pharmacology should not feel burdensome or limited to memorizing mechanisms in isolation. It should be understood, experienced, and expressed. It should spark curiosity rather than intimidation.

Over the years, this event has evolved into a platform for showcasing science. Complex pathways are transformed into visuals, performances, models, and stories. It's a space where precision meets creativity, allowing students to blend academic excellence with artistic imagination.

This year marks an exciting chapter as we invite institutions nationwide. Our goal remains to celebrate clarity, originality, and the confidence to present scientific knowledge in engaging and accurate ways. The enthusiasm and fresh perspectives our students bring make this event truly unique.

I encourage you to engage fully, create intentionally, and savor each moment. Remember, pharmacology is more than just a subject; it's a language for sharing powerful ideas.

**WITH SINCERE APPRECIATION,**

Dr. Maryam Saqib  
General Secretary  
PAE 2026





# THE STUDENT LEADS

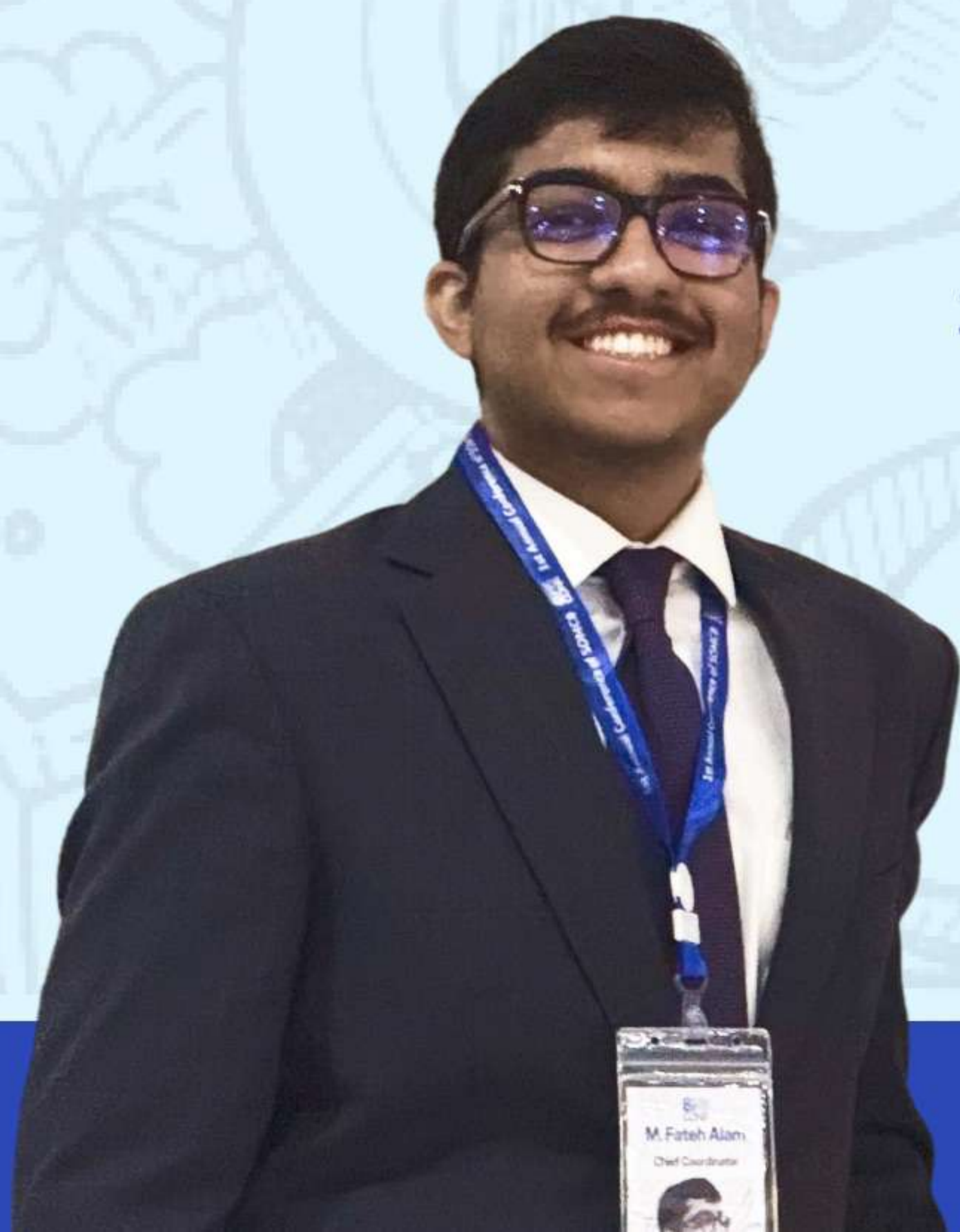
Let's be honest. No one grows up dreaming of memorizing 200 drug mechanisms. And yet here we are.

When we took on the responsibility of leading Pharmacology Arts Extravaganza 2026, we knew this could never be just another academic event.

This is where pharmacology drops the intimidating vibe and shows its personality. Where receptors get screen time, pathways get plot twists, and side effects somehow become comedy gold, without compromising scientific accuracy.

As third-year students, we understand the pressure, the long days, and the late-night confusion over mechanisms. This platform was built for students like us. The curious. The creative. The slightly chaotic but deeply capable. This year, we're going national. Bigger scale. Bigger energy. Same mission: turn knowledge into something bold, visual, and unforgettable.

**WITH EXCITEMENT AND PRIDE,**  
Fateh Alam And Ali Hassan  
Student Leads, 3rd Year MBBS  
PAE 2026





# THE WHEN AND THE WHERE?

**WHERE?**

**KING EDWARD MEDICAL  
UNIVERSITY, LAHORE**

**PRE-EVENT DAY?**

**APRIL 14, 2026**

**THE MAIN EVENT?**

**APRIL 15, 2026**



# REGISTRATION GUIDELINES

- Attention all students enrolled in recognized institutions across various degree programs, including MBBS, BDS, AHS, DPT, Nursing, BS Pharmacy, and Pharm D! You are warmly invited to participate in the Pharmacology Arts Extravaganza 2026. Come and showcase your talent!
- You can register individually on our official website ([PHARMAEXTRAVAGANZA.COM](https://pharmaextravaganza.com)) whether you're just observing or ready to dive into the fun and participate!
- The early bird registration fee is just **PKR 1500** for all delegates and observers. Plus, if you have an ambassador discount code, you can save PKR 200!
- Hurry up! The early bird phase wraps up on **MARCH 15, 2026**, after which the registration fee will jump to **PKR 2000**. But don't worry, ambassador discounts will still be available!
- Once you complete your registration, you'll gain access to your very own Event Portal!
- From your Event Portal, you can submit your scientific projects and join in on various exciting competitions happening at the Pharmacology Arts Extravaganza!
- Check out the following pages for all the details and guidelines about the Scientific Projects exhibition and competitions!



# COMPETITIONS LINEUP

This year's exciting competitions and events lineup!

## SCIENTIFIC PROJECT EXHIBITION

A FUN, INTERESTING, PHARMACOLOGY SCIENTIFIC PROJECT EXHIBITION AND COMPETITION

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## Wake Up Dead Man

==== A PHARMACOLOGY HUNT ====

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## PHARMA BLITZ

A FAST-PACED, HIGH ADRENALINE, 60-SECOND ACTING COMPETITION

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## THE FINAL CUT

A COMEDY SHORT-FILM COMPETITION

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## DRAW & DECODE

SKETCHY-INSPIRED ART COMPETITION. PAINT OR SKETCH YOUR OWN VISUAL MNEMONIC

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## MEME & REEL COMPETITIONS

AT PHARMACOLOGY ARTS EXTRAVAGANZA, THERE'S NO LIMIT TO HUMOR, SO SURPRISE US.

DEADLINE FOR REGISTRATION OF EACH EVENT IS MARCH 30, 2026. THE DEADLINE FOR THE FINAL CUT (FILM FEST) IS APRIL 5, 2026.



FOR MBBS AND BDS STUDENTS ONLY

# SCIENTIFIC PROJECT EXHIBITION

Fun first. Science must make sense. Create wildly.

## 1. TEAM COMPOSITION

- Each project team must **consist of a minimum of 6 students**.
- **Eligible participants:** First Year to Final Year MBBS and BDS students only.
- Projects and teams can be registered from the Event Portal.
- The team can only consist of participants already registered and approved for Pharmacology Arts Extravaganza.
- Faculty members, demonstrators, researchers, or non-student staff cannot be part of the official project team or submission content.
- Any violation of rules may result in unannounced disqualification.
- The final decision rests with the Chief Organiser of Pharmacology Arts Extravaganza 2026.

## 2. EXHIBITION SETUP AND GUIDELINES

- Each team will be allotted one table of **2 x 4 ft.**
- All projects must be freestanding and self-supported.
- Wall mounting is strictly prohibited — nothing may be pinned, taped, or hung on walls. Spray paints are prohibited.
- No electrical connections will be provided. If your project requires power, teams must arrange their own battery-operated setup and appliances.
- Exhibits must be stable, safe, and easily viewable by judges and attendees.

### 3. TOPIC & SUBMISSION CRITERIA

- The project must center around a clear pharmacology concept, such as:
  - Drug, Drug class, Receptor, Mechanism of action, Side effects, Case scenario, Social or public health angle
- Submission must be original work specifically created for Pharmacology Arts Extravaganza 2026.
- Plagiarized or previously submitted academic projects will be automatically disqualified.
- Submission must include:
  - A physical exhibit (to be brought and set up on campus, on the pre-event day)
  - *A digital synopsis*

### 3. FURTHER DETAILS

- Further queries and questions can be resolved by contacting our support team at [pharmaextravaganza.com/contact](https://pharmaextravaganza.com/contact)



FOR MBBS AND BDS STUDENTS ONLY

# Wake Up **Dead** Man

A PHARMACOLOGY HUNT

Patient X presented to the ER, a few days ago, with a very strange complaint. Patient X was admitted to the hospital. Patient X is now dead.

With this premise, we present to you, **Wake Up Dead Man**, a scavenger-hunt unlike any other.

**EACH TEAM WILL COMPRISE  
5 MEMBERS**

**CROSS-INSTITUTE TEAMS  
ARE ALLOWED!**

## Round One

Round One is simple. There are 7 documents scattered across the campus. Each of these documents is somehow related to the patient.

Each team gets a randomised clue-card in beginning. The first 3 teams to seek out all the clues, and reach the **Finish Line** qualify to Round Two.

## Round Two

// REDACTED //

Round Two is CLASSIFIED.

It will be revealed on spot on the day of the event.

All that can be said is that, Round Two will test your medical wits.

[pharmaextravaganza.com/the-hunt](http://pharmaextravaganza.com/the-hunt)



FOR STUDENTS OF ALL DEGREE PROGRAMS

# THE FINAL CUT

A SHORT-FILM COMPETITION

## WHAT IS IT?

THE SHORT FILM COMPETITION WHERE PHARMACOLOGY MEETS CINEMA.

WE ARE LOOKING FOR STORIES FROM ANY FILM GENRE, AS LONG AS PHARMACOLOGY REMAINS THE PRIMARY THEME.

## FILM SPECS

SUBMIT AS GOOGLE DRIVE LINK  
ORIENTATION 16:9 LANDSCAPE.  
1080P MINIMUM. 4K PREFERRED.

## THE DIALOGUE

LANGUAGE اردو BILINGUAL ALLOWED  
SUBTITLES ENGLISH (PREFERRED)  
NON-ENGLISH/URDU DIALOGUES REQUIRE SUBTITLES

## THE FILM

RUNTIME 5-10 MINUTES MAX (STRICTLY)  
GENRES ANY GENRE IS ALLOWED  
CREATIVE SURPRISE US WITH YOUR IDEAS.

## MORE INFO?

CONTACT OUR TEAM ANYTIME  
[pharmaextravaganza.com/  
contact](https://pharmaextravaganza.com/contact)

A film crew can comprise of any number of actors or members. They may or may not be registered delegates of Pharmacology Arts Extravaganza 2026.

Films will be submitted through the Event Portal. The Leader of the film team needs to be a registered delegate.

FILMS MUST REFRAIN FROM DEPICTING NARCOTICS OR ANY FORM OF DRUG ABUSE. ANY SUCH REPRESENTATION WILL LEAD TO THE IMMEDIATE DISQUALIFICATION OF BOTH THE FILM AND ITS DELEGATE, IN ACCORDANCE WITH THE EQUITY POLICY OF THE PHARMACOLOGY ARTS EXTRAVAGANZA.

[pharmaextravaganza.com/the-final-cut](https://pharmaextravaganza.com/the-final-cut)



FOR STUDENTS OF MBBS AND BDS

# PHARMA BLITZ

60-SECOND, HIGH ADRENALINE, ACTING COMPETITION

## IMAGINE

EXPLAINING THE MECHANISM OF ACTION OF DIGITOXIN TO A TODDLER.

EXPLAINING THE CONCEPT OF TACHYPHYLAXIS LIKE A STREET VENDOR.

YOU GET 60 SECONDS. A WILD PROMPT. ZERO PREPARATION. THINK FAST. EXPLAIN SMARTER. SURVIVE THE TWIST.

TEAMS OF 4 • TWO TEAMS ELIMINATED EACH ROUND

**ROUND 1**  
ALL TEAMS ENTER  
ONLY 4 SURVIVE  
60 SECONDS

**ROUND 2**  
4 TEAMS  
HARDER TWISTS  
60 SECONDS

**ROUND 3**  
2 TEAMS  
THE FINAL SHOWDOWN  
90 SECONDS

AT ANY MOMENT, THE BLITZ CAN DEMAND A SACRIFICE. ONE TEAMMATE. YOUR CHOICE.

**SURVIVE THE PRESSURE. WIN THE BLITZ.**

[pharmaextravaganza.com/pharma-blitz](http://pharmaextravaganza.com/pharma-blitz)



FOR STUDENTS OF ALL DEGREE PROGRAMS

# DRAW & DECODE

INSPIRED BY SKETCHY AND PIXORISE

We've all probably used Sketchy at some point for pharmacology or microbiology.

**BUT, HOW ABOUT CREATING YOUR OWN VISUAL MNEMONIC?**

DRAW, PAINT, OR PIECE TOGETHER (COLLAGE) A HAND-MADE VISUAL MNEMONIC FOR ANY PHARMACOLOGY CONCEPT.

## FORMAT

INDIVIDUAL SUBMISSIONS  
HAND-MADE WORK  
PRESENT IN-PERSON

## NOTES

MUST BE 100% ORIGINAL  
PHARMACOLOGICALLY  
CORRECT

**GO WILD. PICK UP A BRUSH. THIS IS YOURS."**

[pharmaextravaganza.com/draw-and-decode](https://pharmaextravaganza.com/draw-and-decode)



FOR STUDENTS OF ALL DEGREE PROGRAMS

# MEME & REEL COMPETITIONS

THE COMPETITION SPECIALLY FOR YOUR CREATIVITY

**WE ALL KNOW HOW GEN-Z LIKES MEMES?  
I MEAN, IT'S PRACTICALLY THEIR LIFE.**



**STUDYING  
PHARMACOLOGY  
NORMALLY**



**MAKING  
MEMES ABOUT  
IT**

**DO YOU HAVE WHAT IT TAKES TO GO VIRAL?**

[pharmaextravaganza.com/#meme-reel-arena](https://pharmaextravaganza.com/#meme-reel-arena)



# SUPPORT TEAM

**CONFUSED? IT'S OK FAM, WE GOT YOU!**



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**KING EDWARD MEDICAL UNIVERSITY**



# **PHARMACOLOGY ARTS EXTRAVAGANZA 2026**

*presented by*

DEPARTMENT OF PHARMACOLOGY



KEMU BATCH '28

