



**DUBAI WORLD CUP 2018**  
**MEYDAN**  
**24.09.2017**



MARHABAI

SAWASDEE!

KAMUSTA!

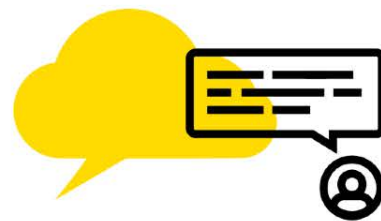
SALUT!



KOHOMADA!

# Hello!

ZDRAVO!



OLÀ!

KARAM!

VITAYU!

HALLO!

NI HAO!





كأس دبي العالمي  
DUBAI WORLD CUP

2018 Opening & Closing Ceremony





**IT'S SUNDAY  
IT'S EARLY**





# CREATIVE CONCEPT



A man in a white thobe and ghutra is riding a dark horse across a green field. The horse is galloping, and the rider is looking forward. The background is a clear blue sky.

## Rationale

It is Rhythm that moves us forward. Rhythm is in our dance and our song. Rhythm is in the success of a city. Rhythm in how we celebrate. Rhythm in where we belong and perfect rhythm in the spectacle of a horse race.

We want this spectacle to be a celebration. One that connects everyone through the shared experience of the show we create, and the one constant that ties everything together, is RHYTHM.






# The Rhythm





# Dubai World Cup Opening Ceremony 2018



An aerial photograph of a large stadium with a distinctive curved, metallic roof. The stadium is filled with green seating, and a large green field is visible in the center. The surrounding area is a mix of urban and desert landscape.

**Act 1. The Rhythm of Music - 6 Mins**  
**Act 2. The Rhythm of the Horse - 3 Mins**




A close-up photograph of a person's hands playing a djembe drum. The person is wearing a white, flowing robe. The drum is dark with a light-colored head and a wooden body. The background is blurred, showing more of the person and some colorful fabric.

## Act 1. The Rhythm of Music

This act celebrates the amazing music and rhythms from around the World. We focus on 4 regions: Africa, North America, Asia and the Middle East.



# Act 1 - The Rhythm of Music

A stage with a large screen displaying the text "The rhythm is how we move" in a cursive font. The screen is flanked by decorative geometric patterns. Above the screen, several colorful light beams (purple, blue, and white) fan out from the top of the stage. The stage floor is dark, and the audience seating is visible in the foreground.

*The rhythm is how we move*



# Act 1 – The Rhythm of AFRICAN





# Act 1 - The Rhythm of North America





# Act 1 - The Rhythm of ASIA






# Act 1 - The Rhythm of the Middle East







## **Act 1. The Rhythm of Horse - 3 mins**

This act focuses on the beauty and rhythm of the Horse - expressed through the connection with man and music.



A photograph of Benjamin Aillaud, a man with short dark hair wearing a black cap and a dark jacket, standing behind a white horse. He is gently holding the horse's head with both hands. The background is a soft-focus outdoor setting with a cloudy sky and a wooden fence.

## Equestrian Artistic Director - Benjamin Aillaud

Benjamin, is one of the Worlds best known equestrian choreographers. In 2009 he was offered the opportunity to work as the director of the world famous horse show 'Cavalia' in North America, and went on to direct a second show called 'Odysseo', which was set up in 2011. Benjamin will be working on the show as a main actor.



## Act 2 - The Rhythm of THE HORSE






## Act 2 - The Rhythm of THE HORSE





A blonde woman is captured in a dynamic pose, singing into a white microphone. Her hair is blowing in the wind, and she is wearing a white, long-sleeved shirt. The background is a solid dark grey. A dark grey rectangular box is overlaid on the image, containing the text "Dubai World Cup Artist Reveal 2018" in white.

# Dubai World Cup Artist Reveal 2018



# Artist Reveal





Artist Reveal





# Artist Reveal








## Dubai World Cup Closing Ceremony 2018



A dynamic photograph of a horse race at night. A jockey, wearing a red and yellow striped shirt, white pants, and a red helmet, is leaning forward on a dark brown horse. The horse is in full gallop, kicking up dust from the track. In the background, a large stadium is filled with spectators, and bright lights illuminate the scene. Another horse and jockey are visible in the distance, slightly behind the main subject.

## The Rhythm of Dubai - 10 Mins



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- Act 1. The Rhythm of the Horse - 1.30
- Act 2. The Rhythm of the People - 2.30
- Act 3. The Rhythm of the City - 3.30
- Act 4. The Rhythm of the Race - 2.30



## Poem Live Reading - 40 Secs

The show opens with a short poem in Arabic read live.

The poem is about Rhythm, and how it effects the heartbeats of our chest, in the language we speak, in the footsteps of our stride. The poem will appear on the giant LED screen.

Beautiful type, VO and graphics. Simple and elegant in style.





# Rhythm Poem

Rhythm.

Tempo. Momentum.  
Pattern. Flow.  
Pause. Keep moving.  
Stop and go.

There is not one, but any number.  
Different speeds, beginnings, ends.  
They're everywhere. A part of us.  
We're all a part of them.

Rhythm.

We create it, go with it, ignore it, resist it  
But, powerless to stop it  
It moves us.  
And it's in how we move.

From the beat of our heart to the beat of the drum.  
The pulse of the crowd to the movement of one.  
The canter of the horse to the step in our stride.  
The jolt of the city creates a jump inside.

Everything is connected.  
Everything entwined.  
Our world, our life, moves in beautiful, harmonious  
rhythm.




## Poem Live Reading - Screen Content animation

*From the beat of our heart  
to the beat of the drum*







## Act 1. The Rhythm of the Horse

After the poem we have a 5 second pause.

Act 1 celebrates the majestic Arabian Horse and its bond with the Emirati people.

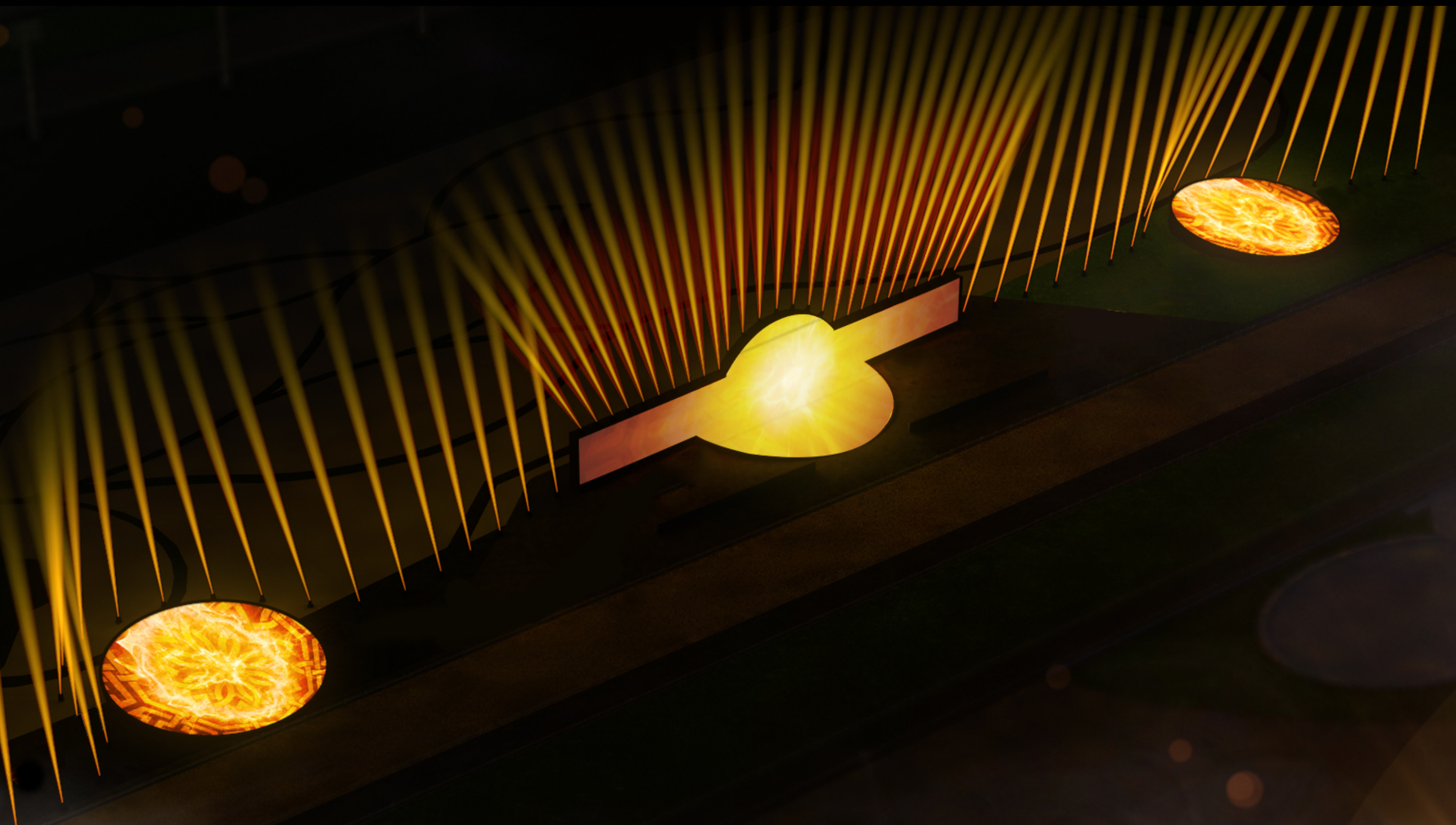














# Closing Ceremony Act 1 - Film Content





## Film - The Majestic - 45 secs



Open on a majestic Arabian Horse standing proud.



Close to see various angles of this beautiful animal.



Full screen profile shot of the head.



A hand comes into the frame and softly strokes the Horse.



We see an Emirati standing next to the Horse.



Emirati sits on top of the horse and gentle tugs the reins.



The Horse walks, trots, canters and then...



... full gallop



Towards the city, we see the Majestic heading towards Dubai.



## Act 1 - Fireworks between acts







## Act 2. The Rhythm of the People

This act celebrates the multi cultural diversity of the City of Dubai.

We express this through colour, beat dance and delight.



## Closing Ceremony Act 2 - Meydan Percussion Drummers 2.30





## Closing Ceremony Act 2 - Percussion Drummers & Sand Dancers





## Closing Ceremony Act 2 - Sand Dancers close up





## Closing Ceremony Act 2 - Percussion Drummers & Sand Dancers, screen content





## Closing Ceremony Act 2 - Strange Fruit in audience





A nighttime photograph of the Dubai skyline, featuring the Burj Khalifa as the central focus. The city is illuminated with warm yellow and orange lights, reflecting on the water in the foreground. The sky is a deep blue with some light clouds. A semi-transparent dark grey box is overlaid on the center of the image, containing white text.

## Act 3. The Rhythm of the City

This act celebrates the multi cultural diversity of the City of Dubai, a vibrant Metropolis.



## Closing Ceremony Act 3 - Film + Act 3.30

The film opens with the majestic Arabian Horse and rider from Act 1.

The horse appears in the city of Dubai. We see various shots of the horse and rider framed by the iconic architecture. Emirates Towers, DIFC, Burj Khalifa and The Meydan. We then lock onto the Horse and Rider while we see the City super seep up behind them. The day moves from daylight to night time, the buzzing metropolis.





## Closing Ceremony Act 3 - The Rock Drummers

As the energy rises a spectacular light show starts and we create a Rock Concert with Lasers, dry ice and 6 full on Rock drummers.

6 Rock Drummers with full rock kits entering into our show. They play in unison a full on Rock track.



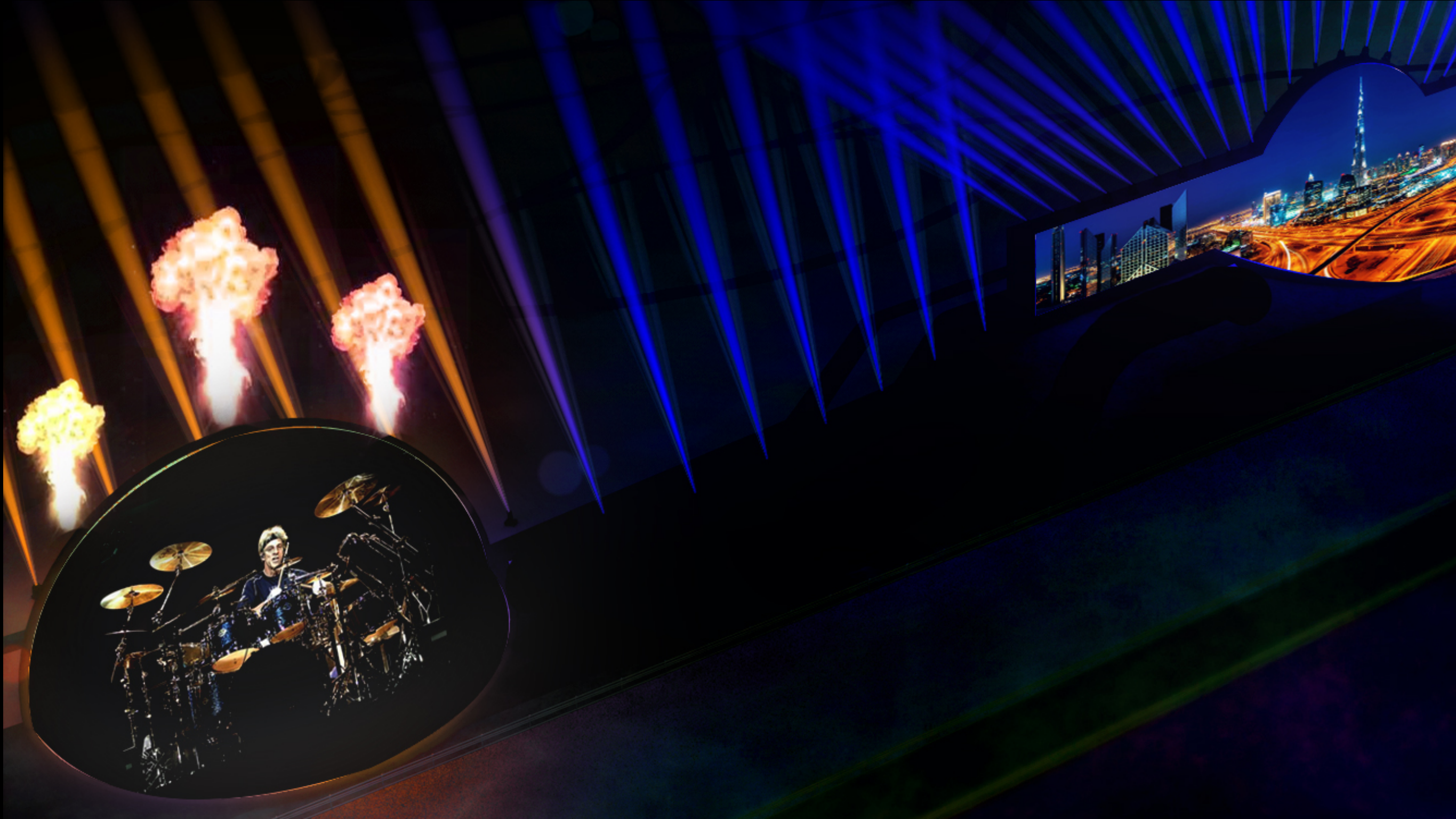


## Closing Ceremony Act 3 - The Rock Drummers





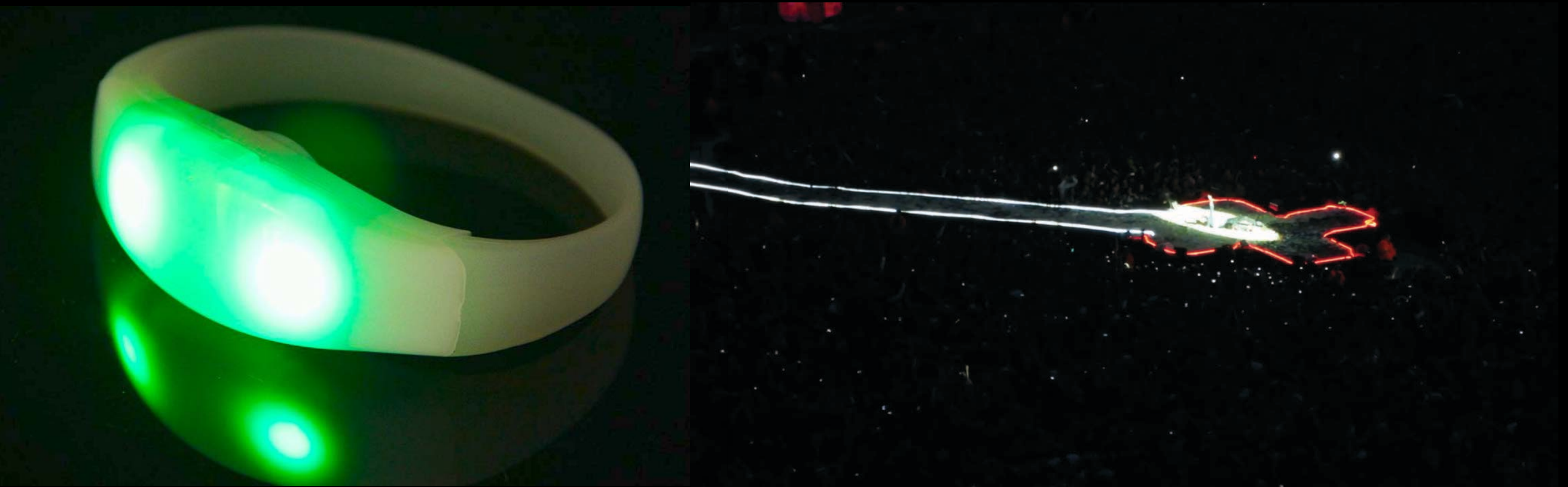
## Closing Ceremony Act 3 - The Rock Drummers





## Closing Ceremony Act 3 - Synchronized wristbands

We create epic crowd participation with remote operated LED wristbands. The wristbands will be synchronized with the drummers and the wow reveal.





# Closing Ceremony Act 3 - The Rock Drummers



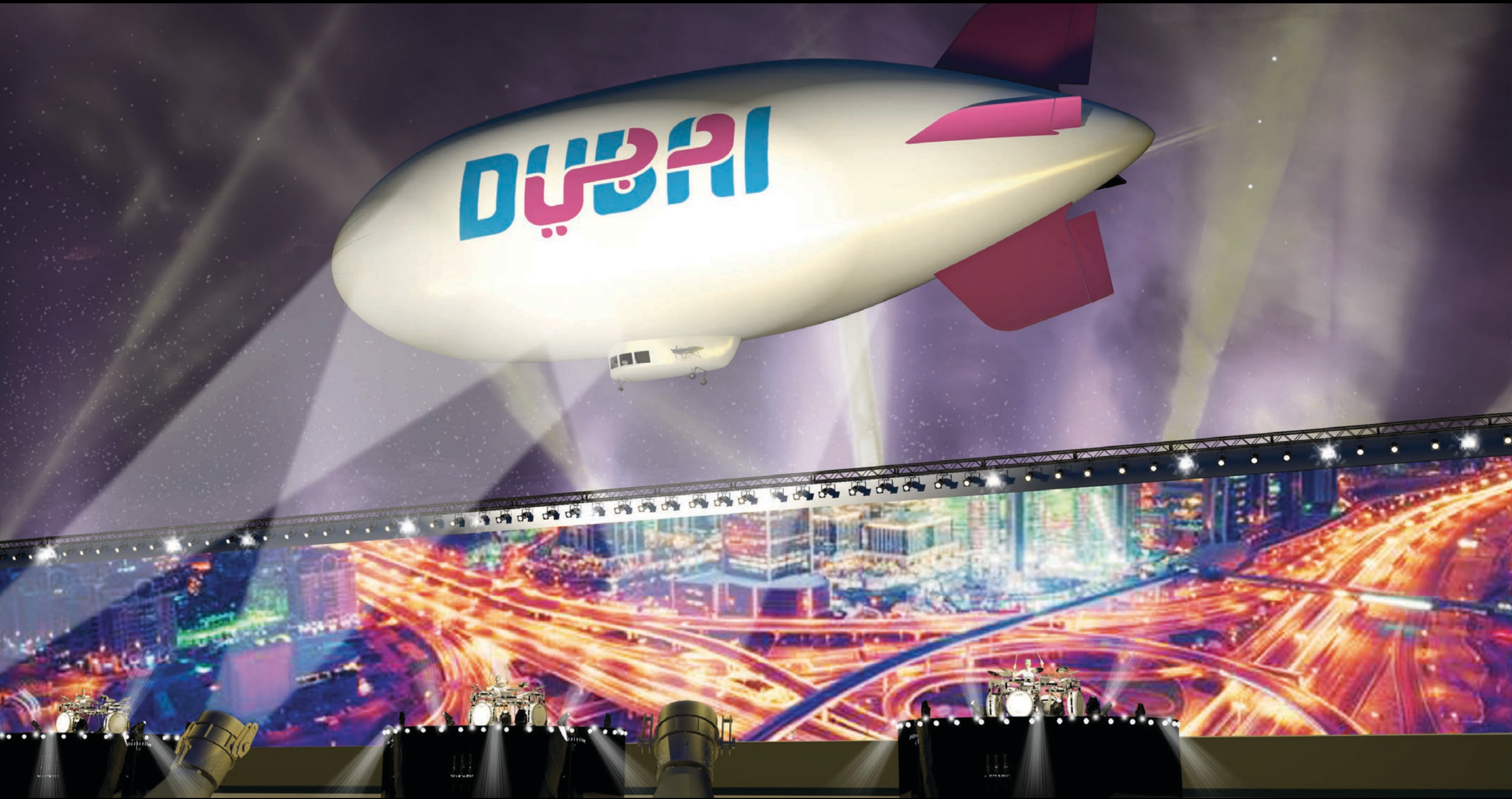


## Closing Ceremony Act 3 - The Zeppelin





## Closing Ceremony Act 3 - The Zeppelin





A dynamic night-time photograph of a horse race. In the foreground, a chestnut horse with a white blaze on its face is galloping towards the left. Its jockey wears a purple and white checkered silks and a purple helmet. Behind it, another horse and jockey are visible, and further back, a third horse in blue silks is also racing. The track is a vibrant green, and the background is filled with the tiered seating of a large stadium, illuminated by bright, modern lights. The sky is dark, and the overall atmosphere is one of high energy and competition.

## Act 4. The Rhythm of the Race

The final act.  
We celebrate the world's finest horse  
race, with a twist...



## Film Act 4 - The Majestic V. Robots + Act 2.30

We start with darkness and again we hear the heartbeat. However, this time it's a continuous and faster beat.

We see horses explode out of the starting gates. Front shot and side shot in quick succession.





# THE MAJESTIC V ROBOTS



## Film Act 4 - The Majestic enters the track

The majestic Arabian horse and rider with UAE flag now enters onto the stage...





## Film Act 4 - The Majestic enters the track with other riders and flags

...He's followed by more horses and riders carrying flags of the world.





## Film Act 4 - The Majestic enters the track

The Majestic rears up to signify the end of the acts.





## Film Act 4 - The Majestic enters the track





## Film Act 4 - The Majestic enters the track





## Film - The Grand Finale Fireworks - 3 mins







**THANK  
YOU!**