



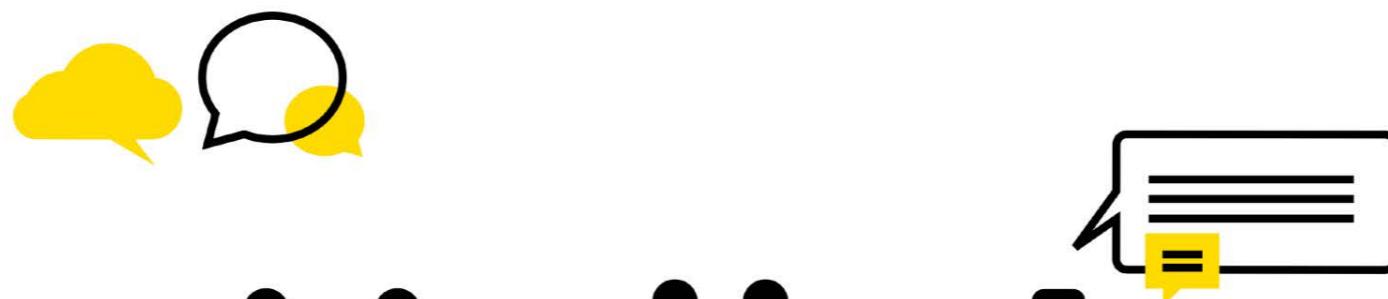
DUBAI WORLD CUP 2018
MEYDAN
24.09.2017

MARHABA!

KAMUSTAI

SAWASDEE!

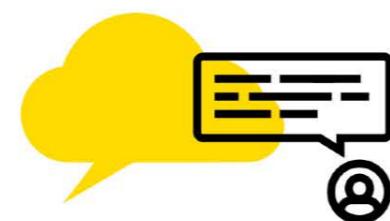
SALUT!



ZDRAVO!

KOHOMADA!

Hello!



OLÀ!

VITAYU!

HALLO!

NI HAO!



كأس دبي العالمي
DUBAI WORLD CUP

2018 Opening & Closing Ceremony

meydan

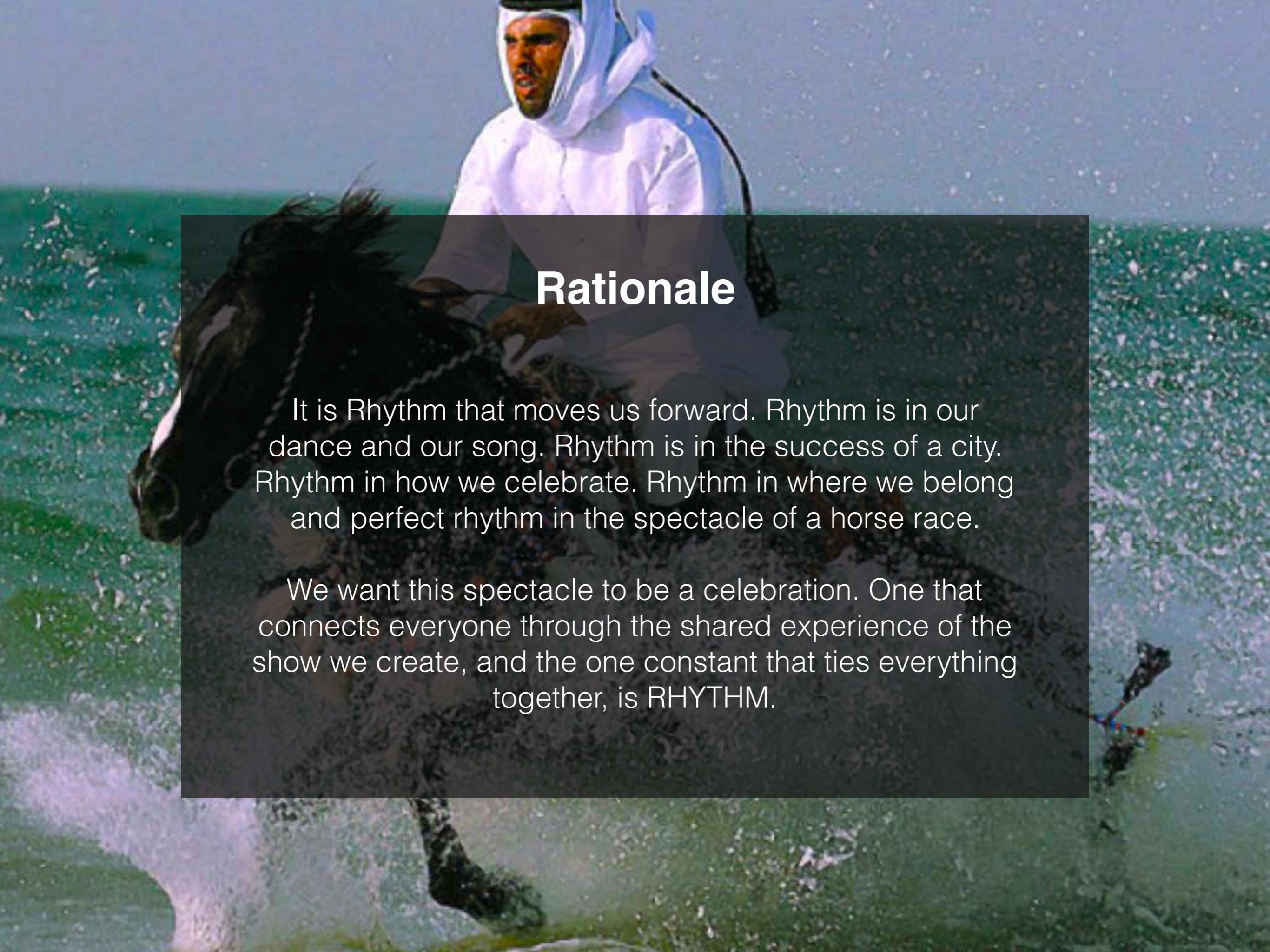
PRISME
INTERNATIONAL



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



CREATIVE CONCEPT

A jockey in a white silks and a white headdress is riding a dark horse on a grassy track. The horse is in mid-stride, and the jockey is leaning forward. The background is a blurred green field.

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



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



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



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.



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





Dubai World Cup Artist Reveal 2018

Artist Reveal



Artist Reveal



Artist Reveal





Dubai World Cup Closing Ceremony 2018

A dynamic night horse race in Dubai. In the foreground, a brown horse with a white blaze and a jockey in a red and yellow silks is in mid-stride, leaning forward. Behind it, another horse and jockey are visible. The background shows a brightly lit racing track, a city skyline with modern skyscrapers, and a large stadium. A dark rectangular box with white text is positioned in the center-left of the image.

The Rhythm of Dubai - 10 Mins



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*

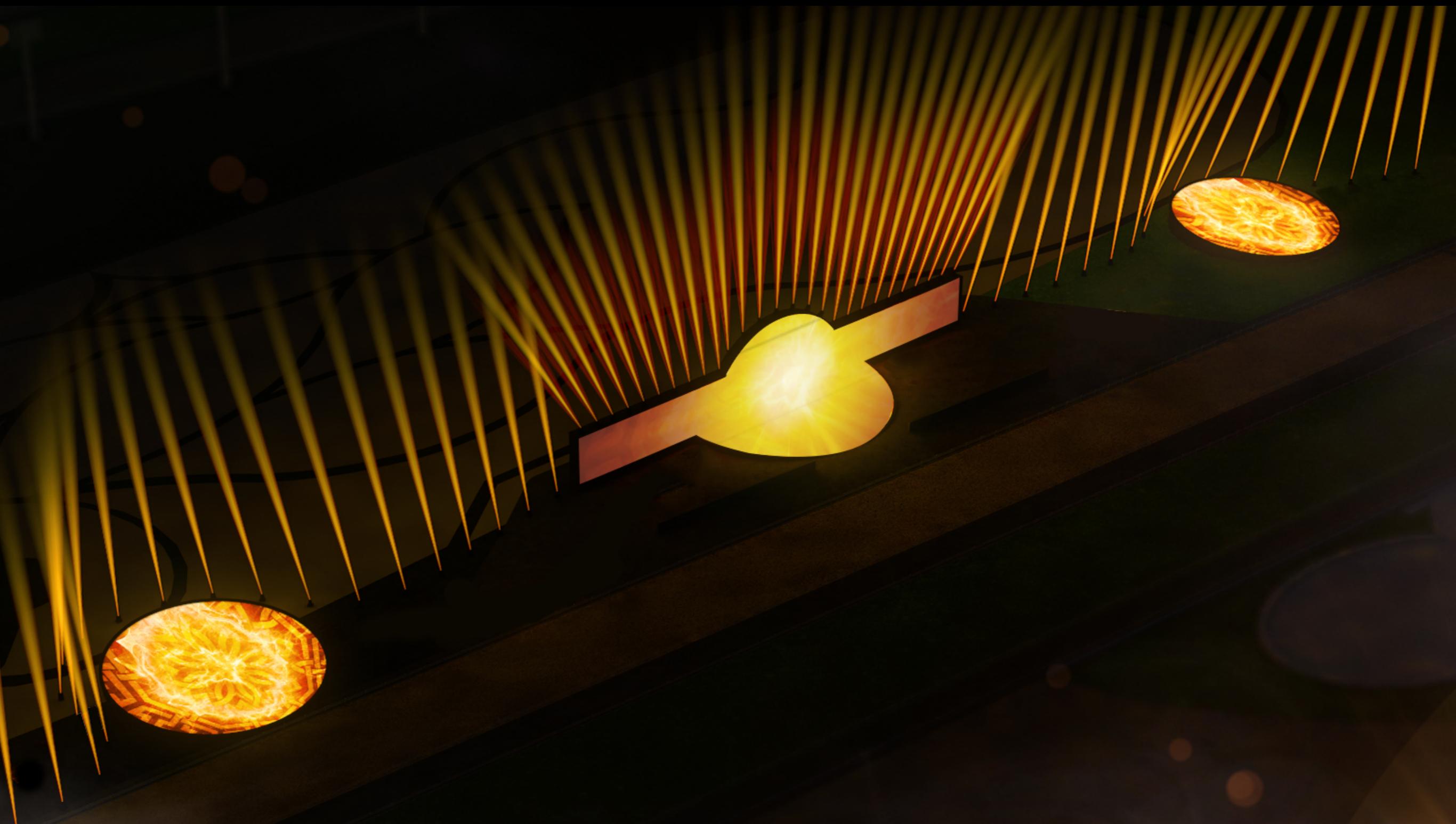




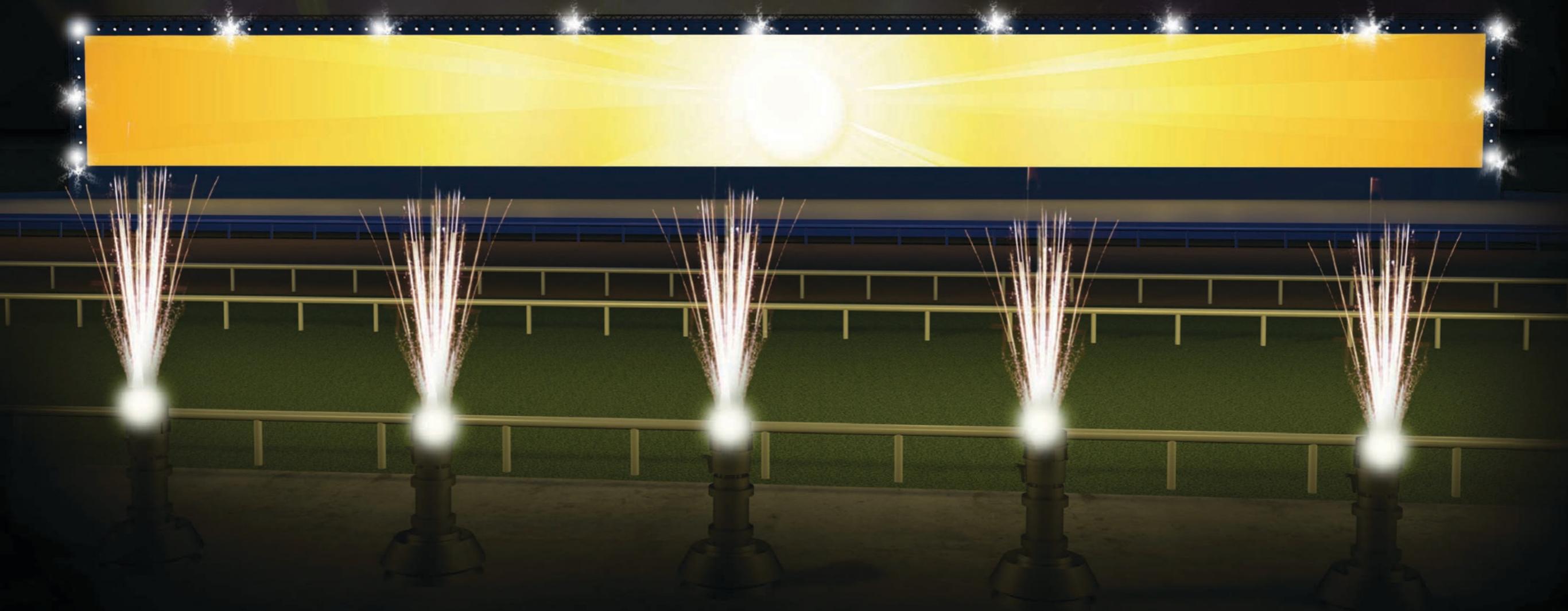
Act 1. The Rhythm of the Horse

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.



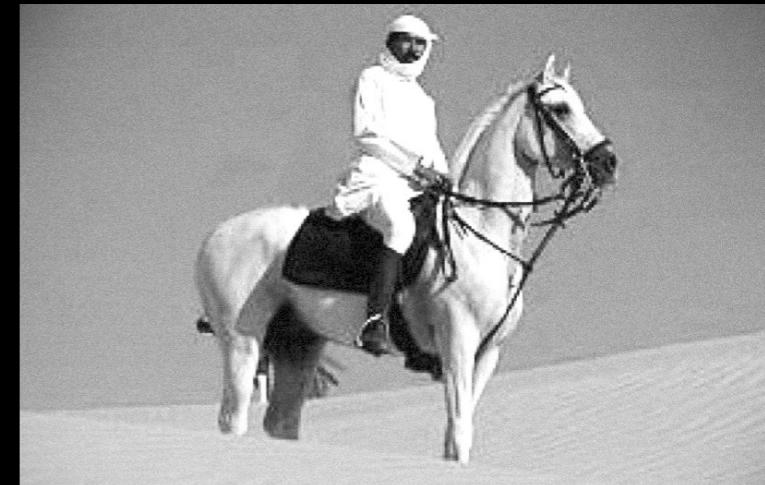
Full screen profile shot of the head.



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 reigns.



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



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 Lazers, 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

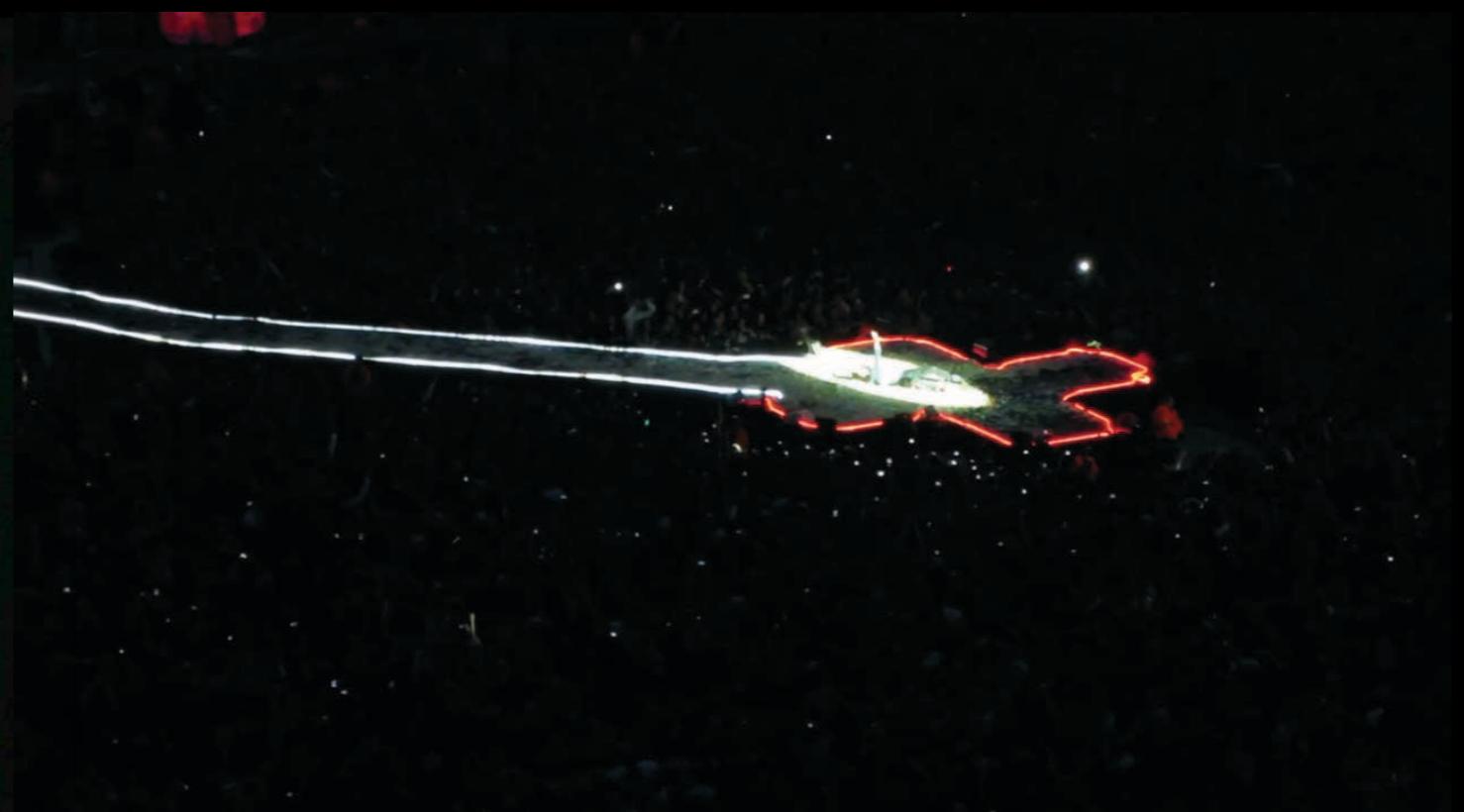


Closing Ceremony Act 3 - The Rock Drummers



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.



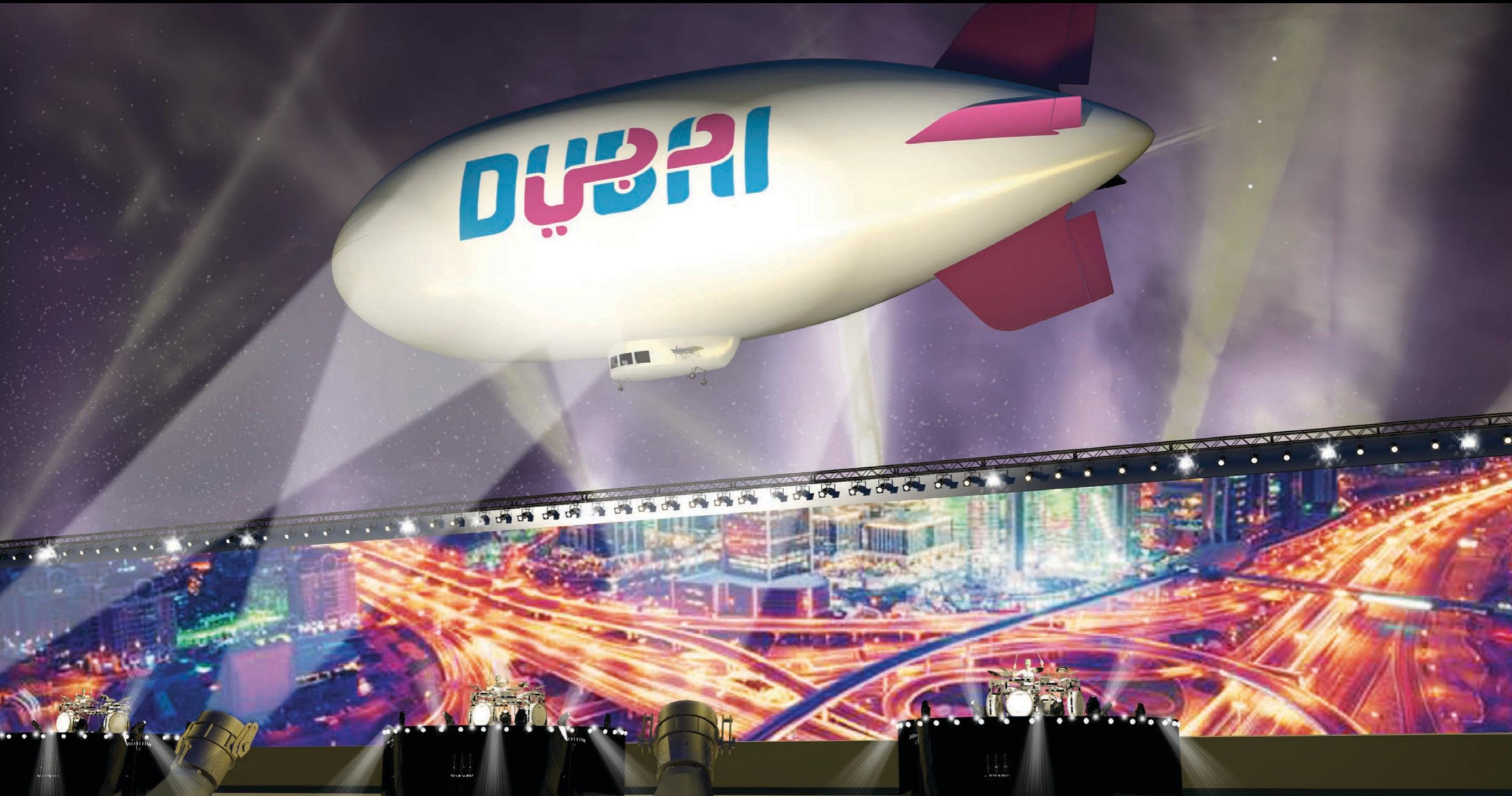
Closing Ceremony Act 3 - The Rock Drummers



Closing Ceremony Act 3 - The Zeppelin



Closing Ceremony Act 3 - The Zeppelin



A dynamic night horse race on a green grass track. In the foreground, a jockey in a purple and white silks is riding a brown horse, leaning into a turn. Behind them, another horse and jockey are visible, slightly blurred. The background shows the illuminated stands of a stadium with many spectators. The sky is dark, and the stadium lights create a bright, glowing atmosphere.

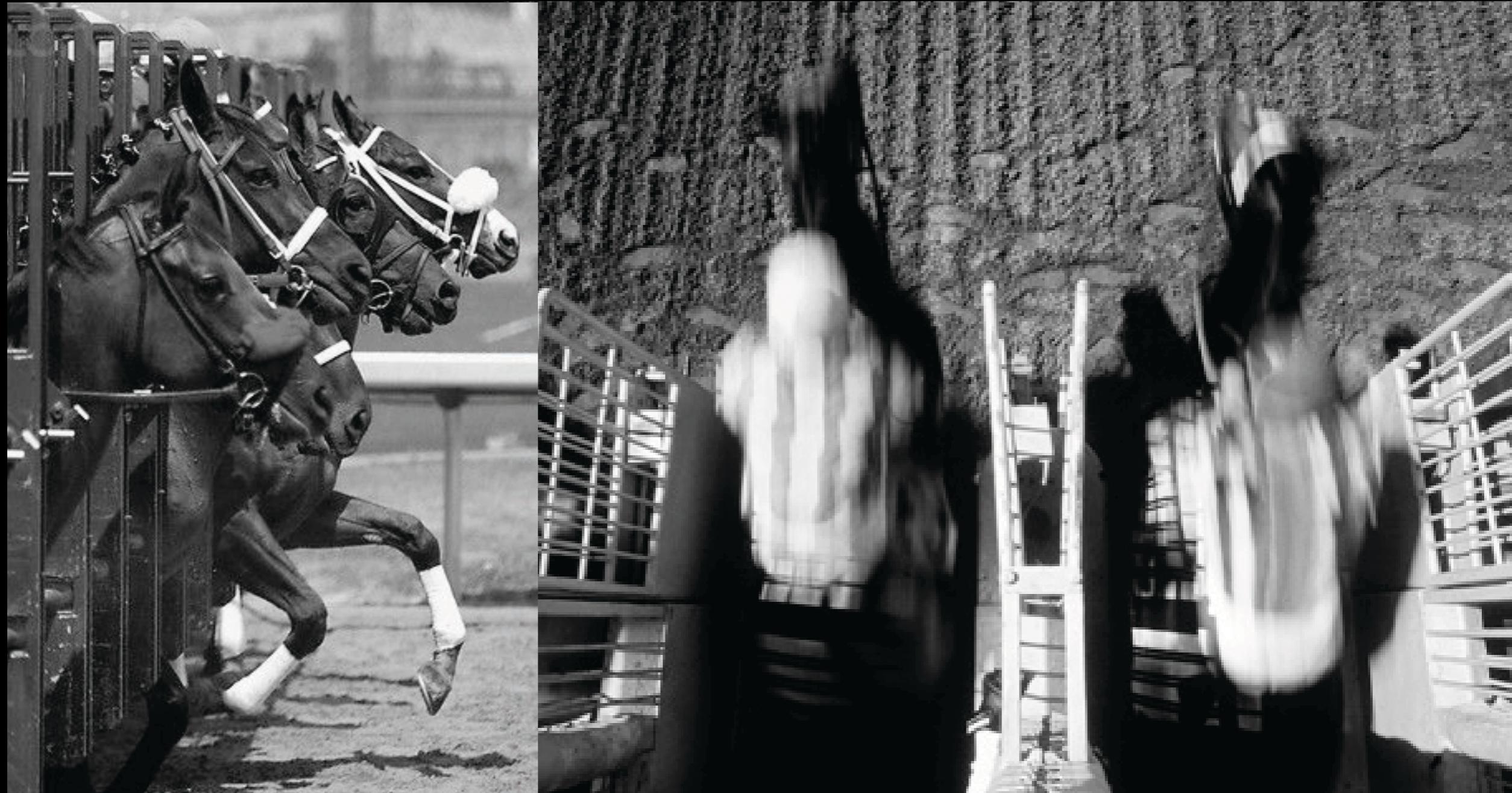
Act 4. The Rhythm of the Race

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!**