



DUBAI WORLD CUP 2018
MEYDAN
24.09.2017

MARHABAI

SAWASDEE!

KAMUSTA!

SALUT!



Hello!

KOHOMADA!

ZDRAVO!



OLÀ!

KARAM!

VITAYU!

HALLO!

NI HAO!



جائزة صاحب السمو الشيخ محمد بن راشد آل مكتوم
للتميز في سباقات الخيل
H.H. SHEIKH MOHAMMED BIN RASHID AL MAKTOUM
HORSERACING EXCELLENCE AWARDS



EXPERIENCE

WELCOME RECEPTION



DUBAI CANAL SITE

8

EXPERIENCE



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EXPERIENCE

10 ENTRANCE



EXPERIENCE

11 PHOTO OPPORTUNITY



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EXPERIENCE

14 ACCESS TO MAIN CEREMONY AREA





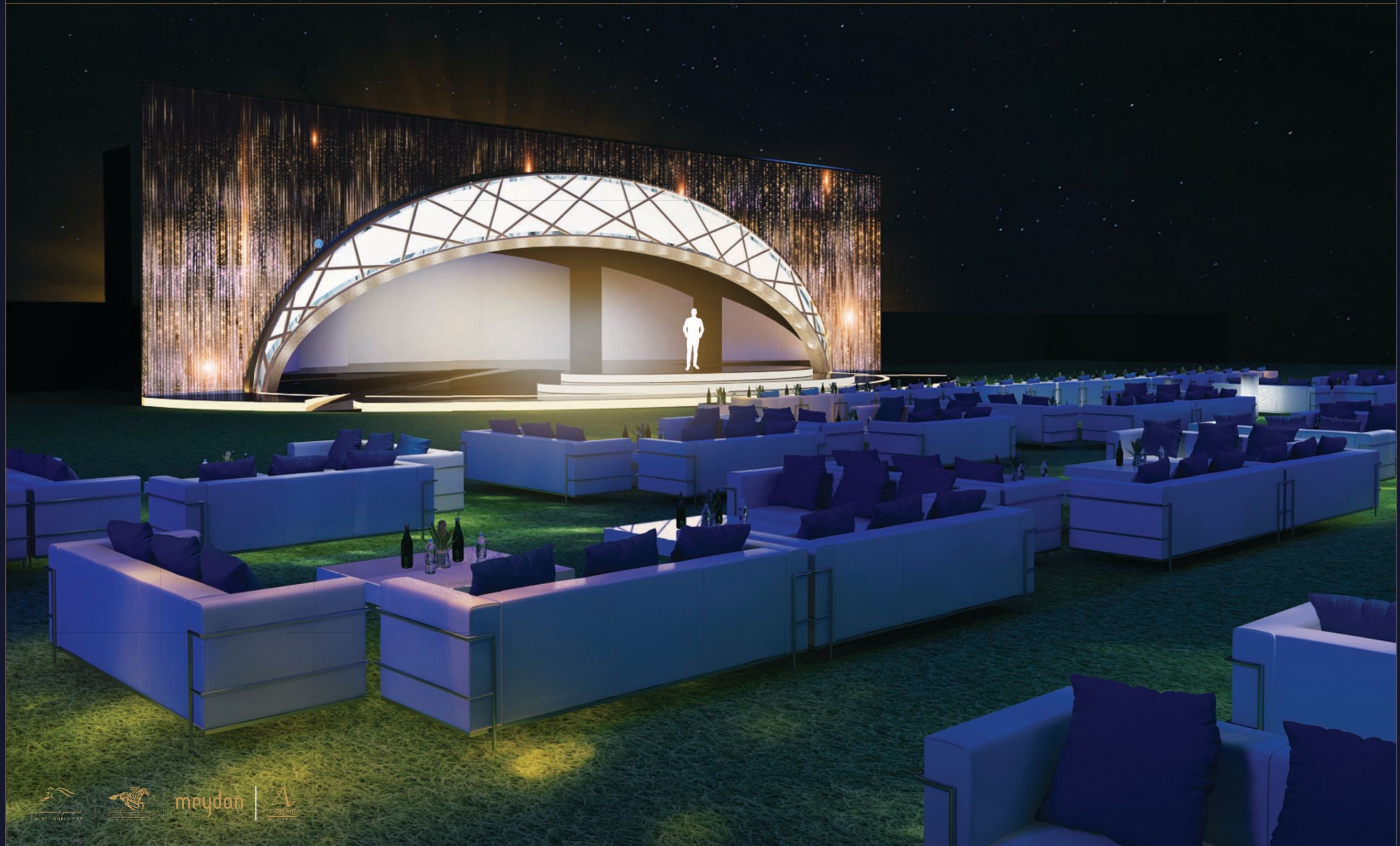
جائزة صاحب السمو الشيخ محمد بن راشد آل مكتوم
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STAGE

WELCOME RECEPTION

STAGE

19 SIGHT LINES

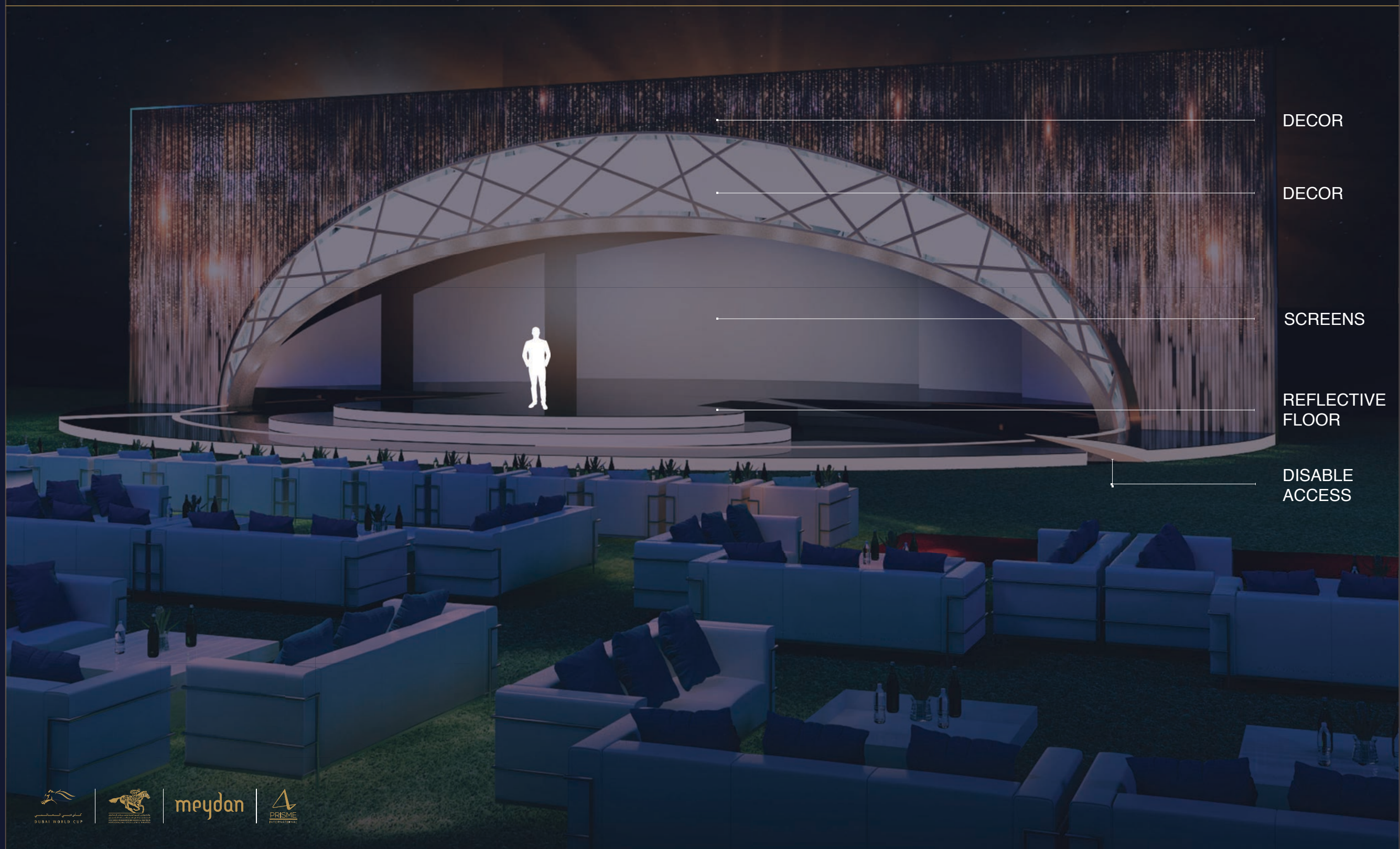


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STAGE

20 CLOSE UP



DECOR

DECOR

SCREENS

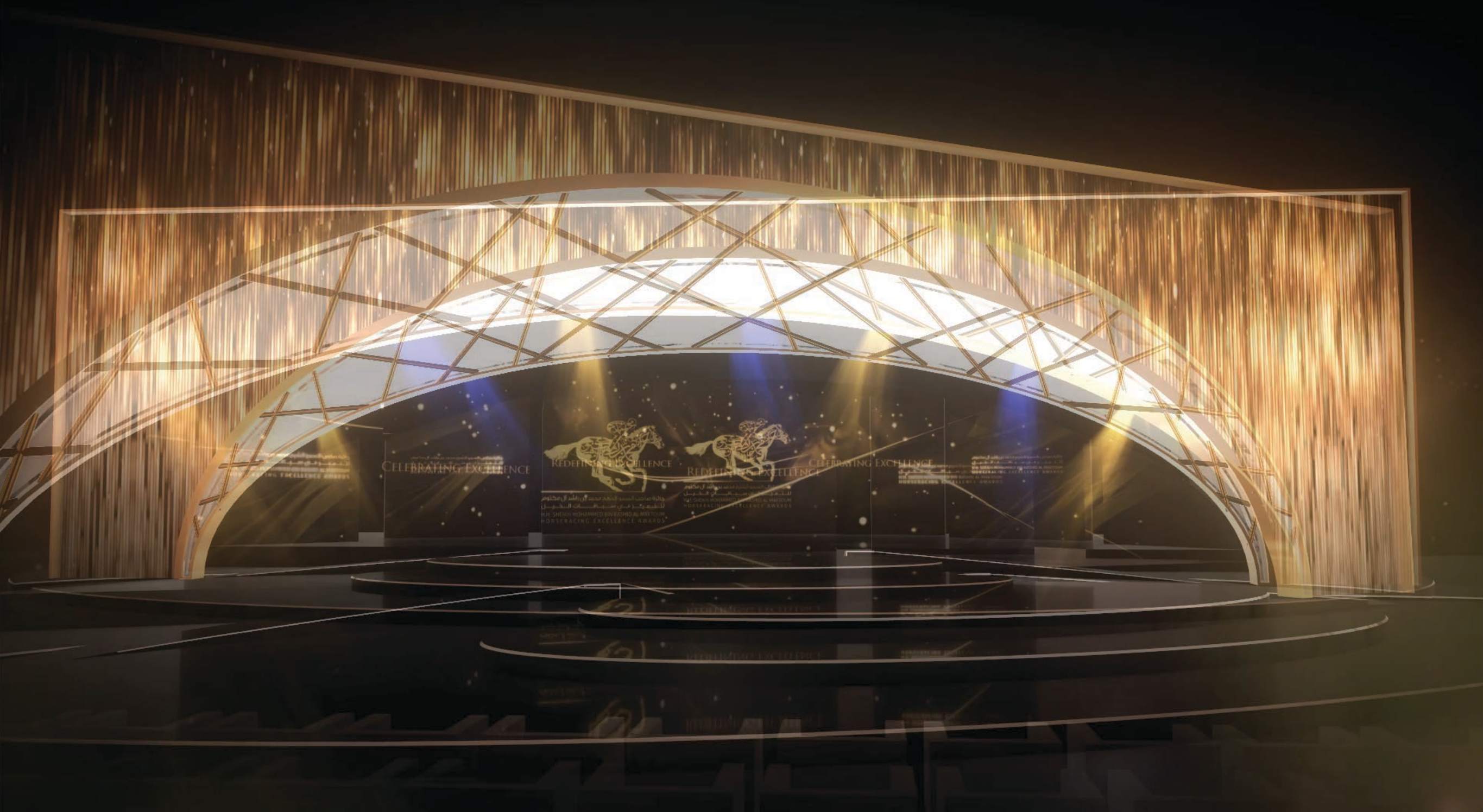
REFLECTIVE
FLOOR

DISABLE
ACCESS



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VIDEO CONTENT



جائزة صاحب السمو الشيخ محمد بن راشد آل مكتوم
للتميز في سباقات الخيل
H.H. SHEIKH MOHAMMED BIN RASHID AL MAKTOUM
HORSERACING EXCELLENCE AWARDS



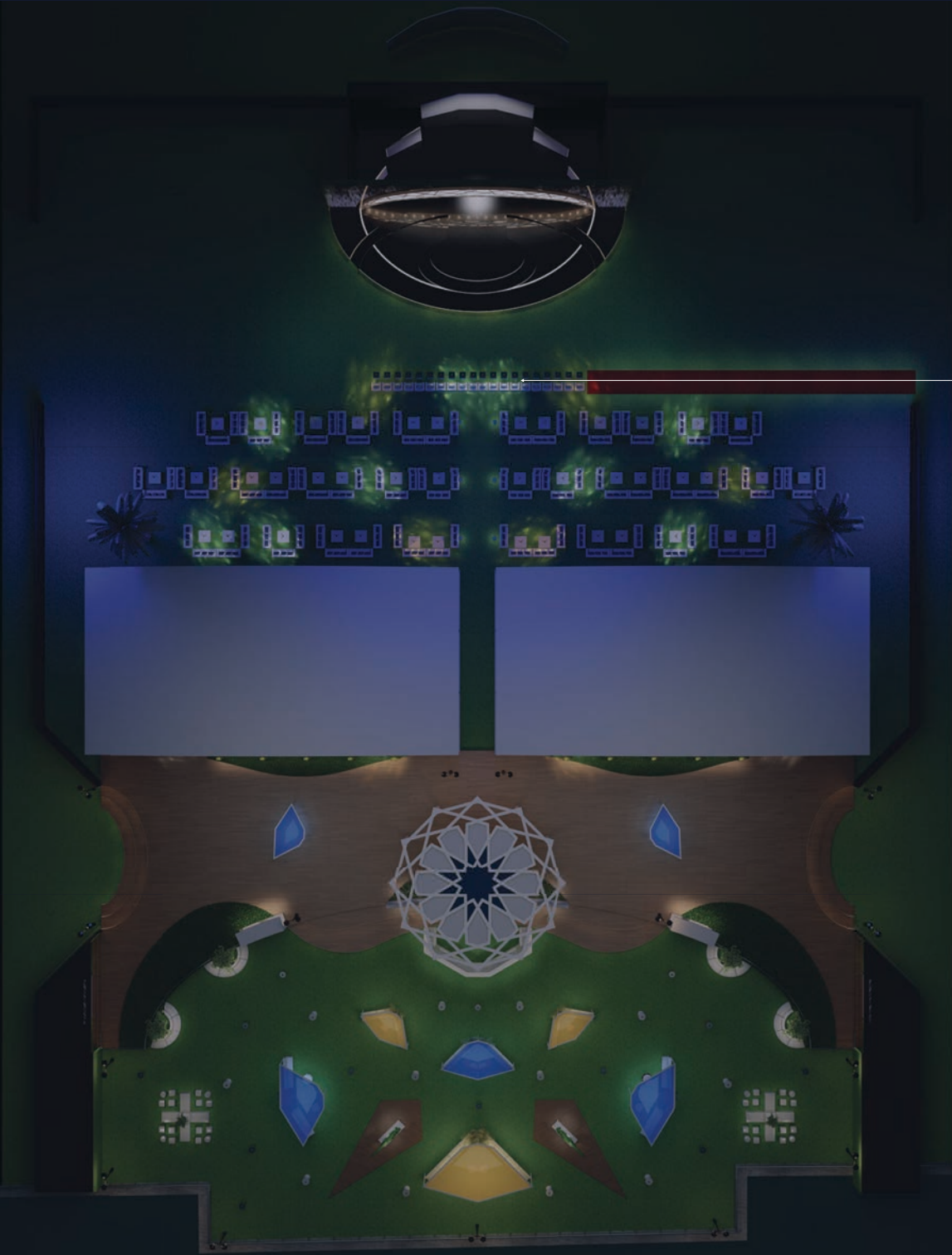
TRADITIONAL

WELCOME RECEPTION



DUBAI CANAL SITE

24 EXPERIENCE



H.H ENTRANCE



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STAGE

25 H.H ENTRANCE

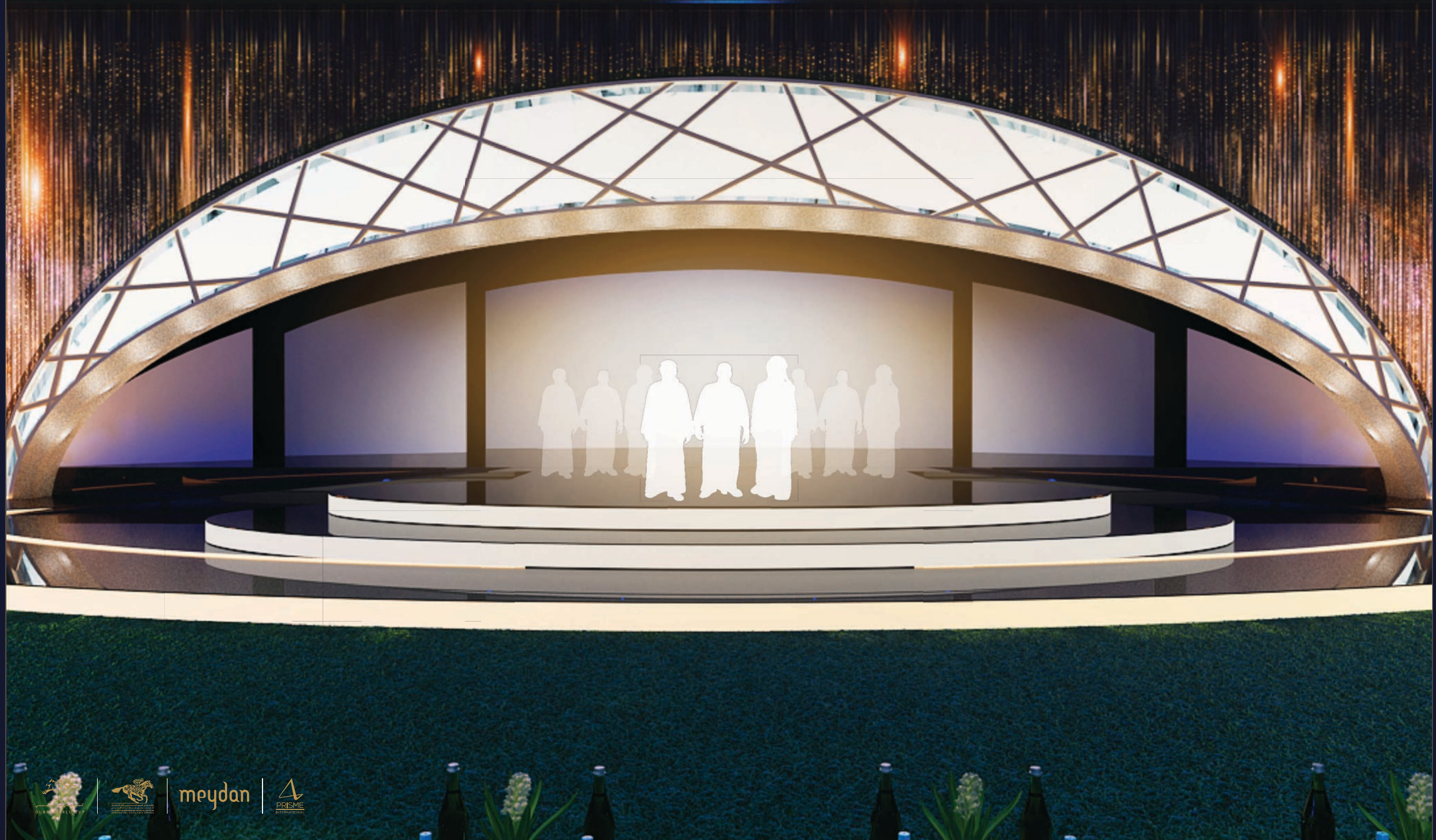


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STAGE

27 HERITAGE OPENER





جائزة صاحب السمو الشيخ محمد بن راشد آل مكتوم
للتميز في سباقات الخيل
H.H. SHEIKH MOHAMMED BIN RASHID AL MAKTOUM
HORSERACING EXCELLENCE AWARDS



SHOW CONCEPT

WELCOME RECEPTION



The entire show creatively classifies each act progressively by using the various types of walks, trots, canters and gallops of a horse.

By infusing this tempo with various styles of music such as a march, waltz and a musical fusion we are able to create a one of a kind show along with some never seen before show elements.

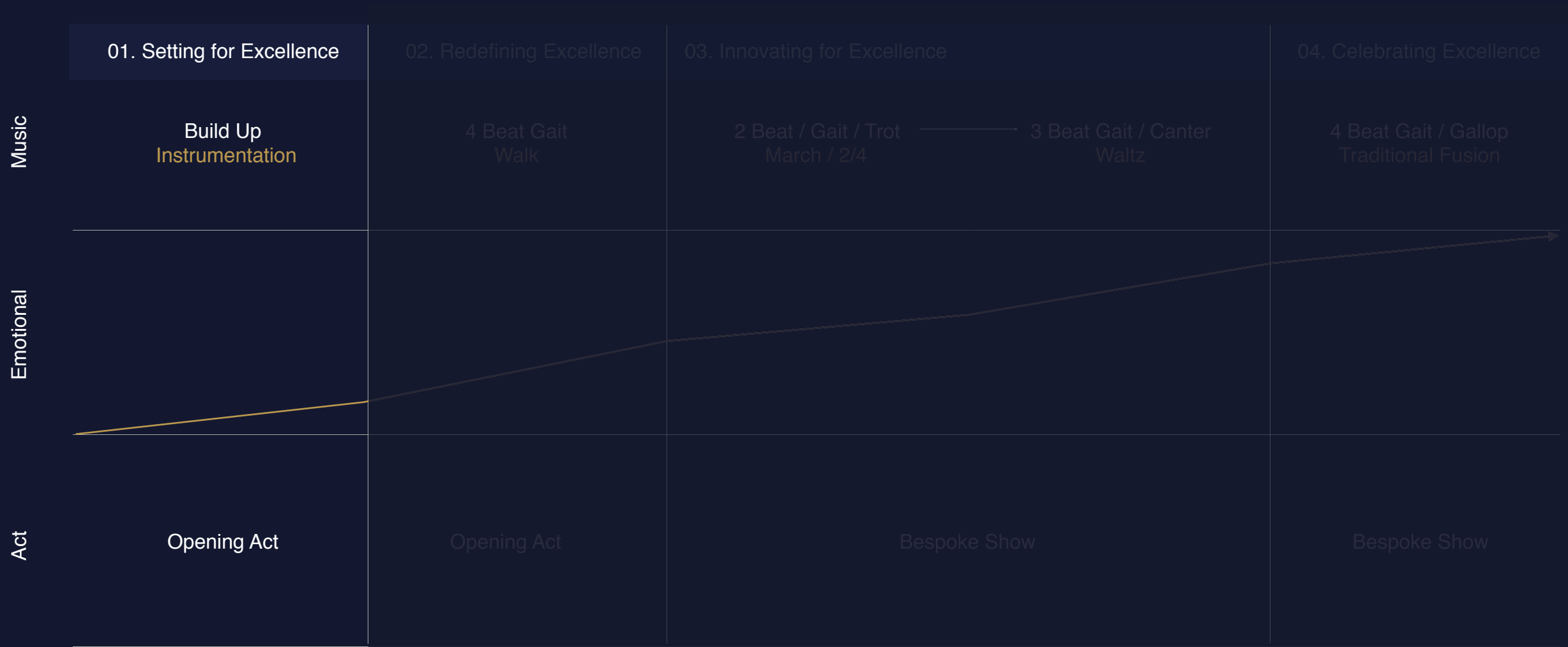
ACT CONFIGURATION

31 4 ACTS



ACT CONFIGURATION

32 FIRST ACT



01.



SETTING *for* EXCELLENCE



2.30 Mins

This act looks at expressing Sheikh Mohammed's passion for horses and racing from a very young age.



Celebration KATHERINE JENKINS

Six out of seven of Jenkins's studio albums reached number one in the UK classical charts between 2004 and 2008, selling a total of more than 4 million copies. After her first album, *Premiere*, made her the fastest-selling mezzo-soprano to date she became the first British classical crossover artist to have two number one albums in the same year.

She is the first female artist to win two consecutive Classical BRIT Awards: her second album, *Second Nature*, reached number 16 in the UK Albums Chart, and was Album of the Year in the 2005 BRIT Awards.



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01. SETTING FOR EXCELLENCE

35 LIVE PERFORMANCE BY KATHERINE JENKINS



“I believe”

The song is an ode to His Highness vision as a child and as an accomplished leader



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02.



REDEFINING EXCELLENCE



1.30 Mins

This act looks at the birth of the world's largest and most successful racing operation in Godolphin and the world's richest day of racing, the Dubai World Cup and how it has aimed to 'Redefine Excellence'. Through a powerful and energetic musical piece performed by Katherine herself, creating the perfect segue to the Award Ceremony.

ACT CONFIGURATION

Music

Emotional

Act

01. Setting for Excellence

02. Redefining Excellence

03. Innovating for Excellence

04. Celebrating Excellence

Build Up
Instrumentation

4 Beat Gait
Walk

2 Beat / Gait / Trot
March / 2/4

3 Beat Gait / Canter
Waltz

4 Beat Gait / Gallop
Traditional Fusion

Opening Act

Opening Act

Bespoke Show

Bespoke Show



REDEFINING EXCELLENCE

40 LIVE PERFORMANCE BY KATHERINE JENKINS



Ending with a small teaser of fireworks...



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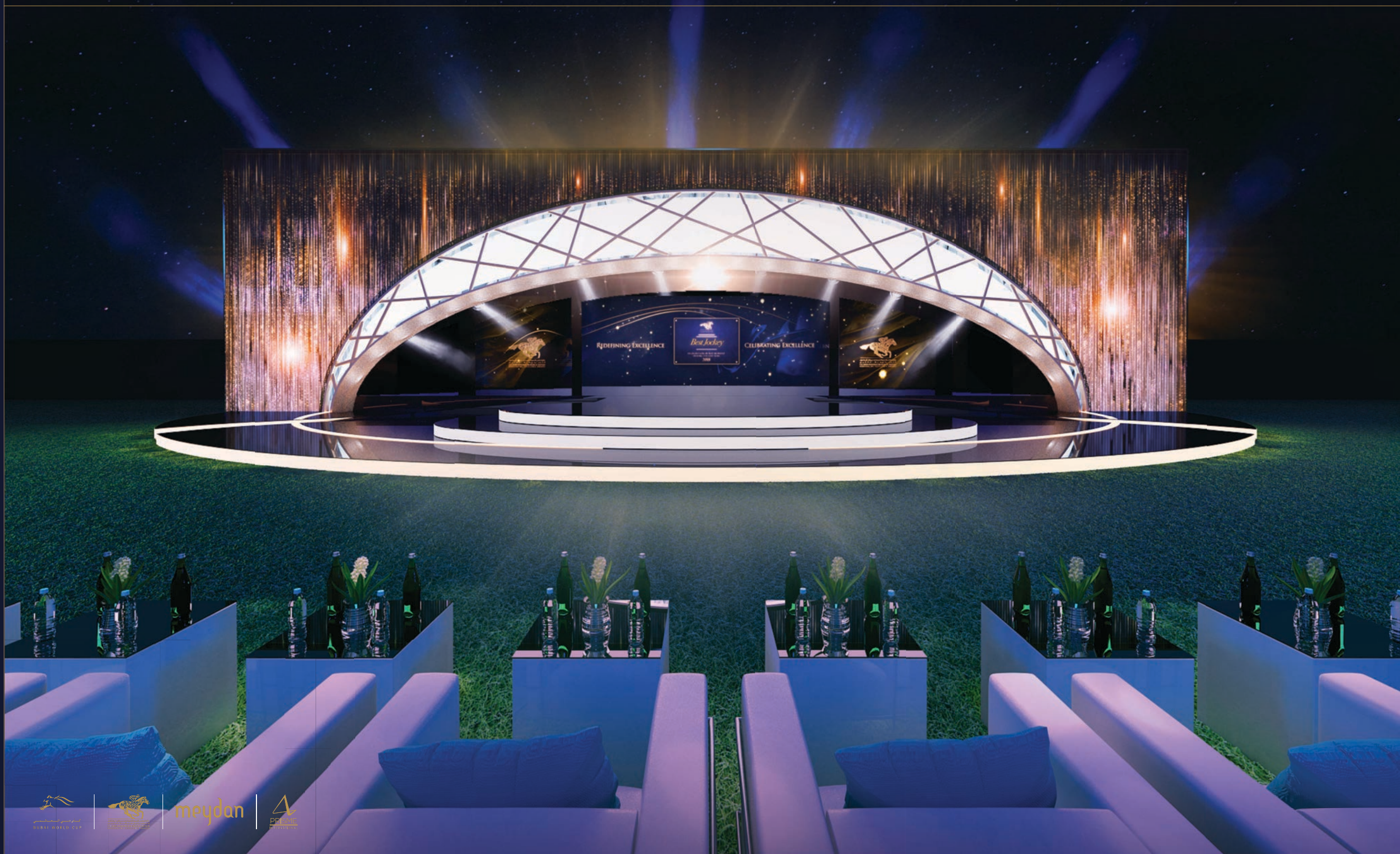


AWARD CEREMONY



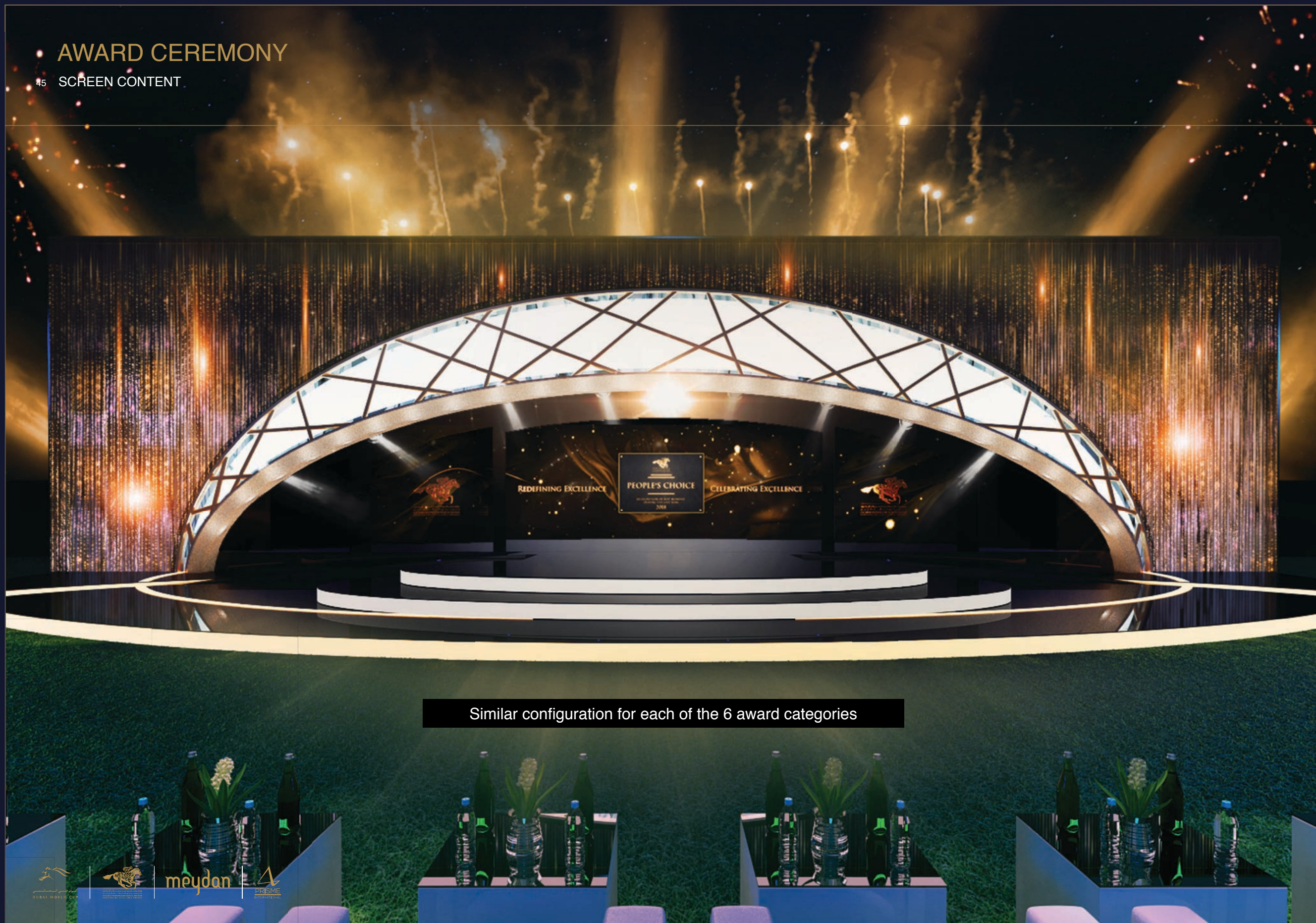
AWARD CEREMONY

42 SCREEN CONTENT



AWARD CEREMONY

45 SCREEN CONTENT



Similar configuration for each of the 6 award categories



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AWARD CEREMONY

46 GROUP PHOTOGRAPH



H.H

Positioning for the Group Photograph



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03.



INNOVATING *for* EXCELLENCE



1.45 Mins

Innovation is a 'way of life' - His Highness.
This act entails an overview of bringing innovation to the Dubai
World Cup racing while introducing a unique entertainment act.
With innovation in mind, the act is a humble nod to the five-decade
H.H Plan 'UAE Centennial 2071'

Live a happier life. Bigger Opportunities. Environment for Growth

ACT CONFIGURATION

48 THIRD ACT



INNOVATING FOR EXCELLENCE

49 WIRELESS MOVING SCREENS X 5



INNOVATING FOR EXCELLENCE

51 VARIOUS STAGE CONFIGURATIONS



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INNOVATING FOR EXCELLENCE

52 VARIOUS STAGE CONFIGURATIONS



Final position before the next and final act commences



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04.



CELEBRATING EXCELLENCE

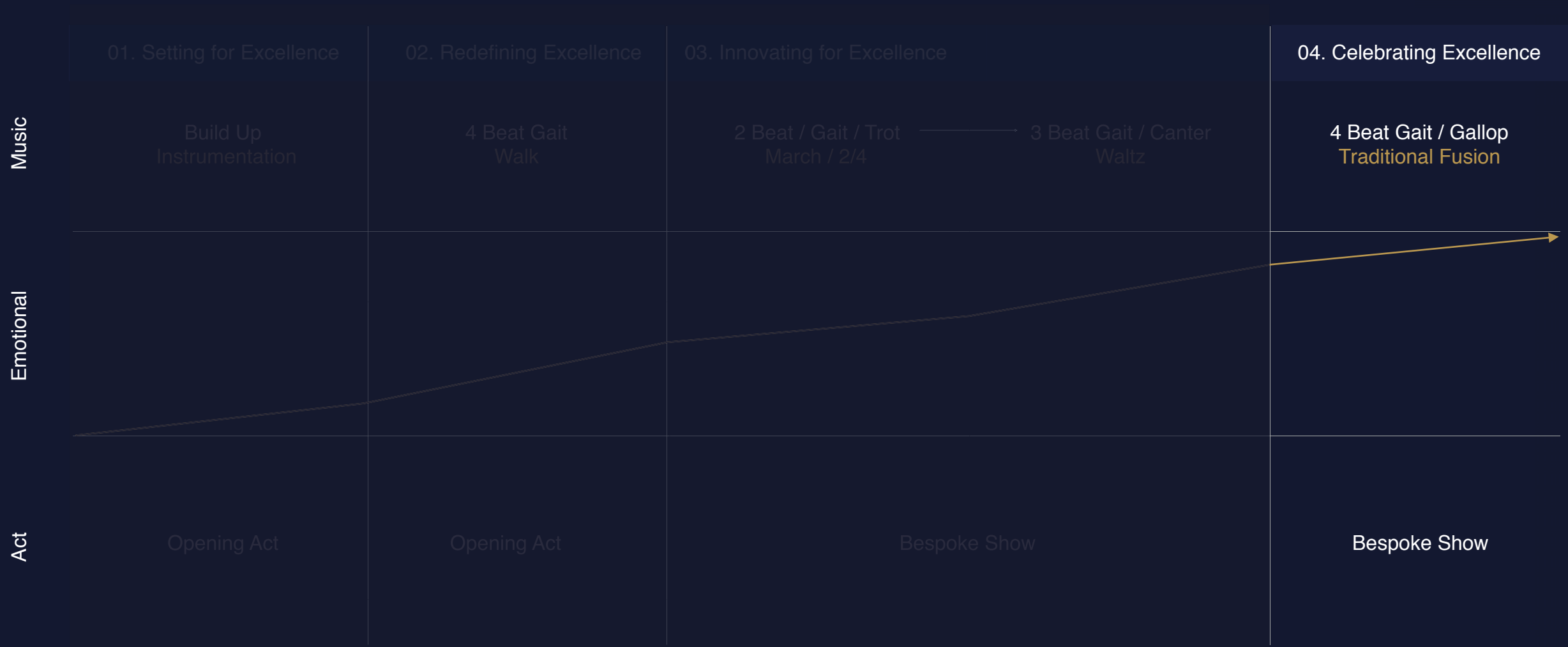


1 Min

This act dovetails quickly through an intense fusion of traditional and modern music. Using the moving screens to create a cinematic end, glorifying the award ceremony with an aura of fireworks.

ACT CONFIGURATION

54 FOURTH ACT



CELEBRATING EXCELLENCE

56 MONTAGE OF PAST WINNERS



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CELEBRATING EXCELLENCE

57 MONTAGE OF PAST WINNERS



meqdan



CELEBRATING EXCELLENCE

58 FIREWORKS



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CELEBRATING EXCELLENCE

59 FIREWORKS





REDEFINING EXCELLENCE

ADDITIONALS



RUN OF SHOW

62 INVITATION



ENVELOPE



INVITATION
(accompanied with print of Invitee)

MATTE GOLD FINISH

ACRYLIC

REFLECTIVE GOLD FINISH



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**THANK
YOU!**