



DUBAI WORLD CUP 2018
MEYDAN
24.09.2017

MARHABA!

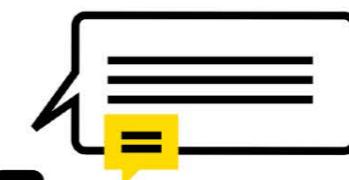
KAMUSTAI

SAWASDEE!

SALUT!

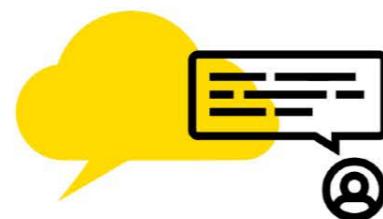


Hello!



KOHOMADA!

ZDRAVO!



OLÀ!

KARAME

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



EXPERIENCE

10 ENTRANCE



EXPERIENCE

11 PHOTO OPPORTUNITY



meydan



EXPERIENCE

14 ACCESS TO MAIN CEREMONY AREA





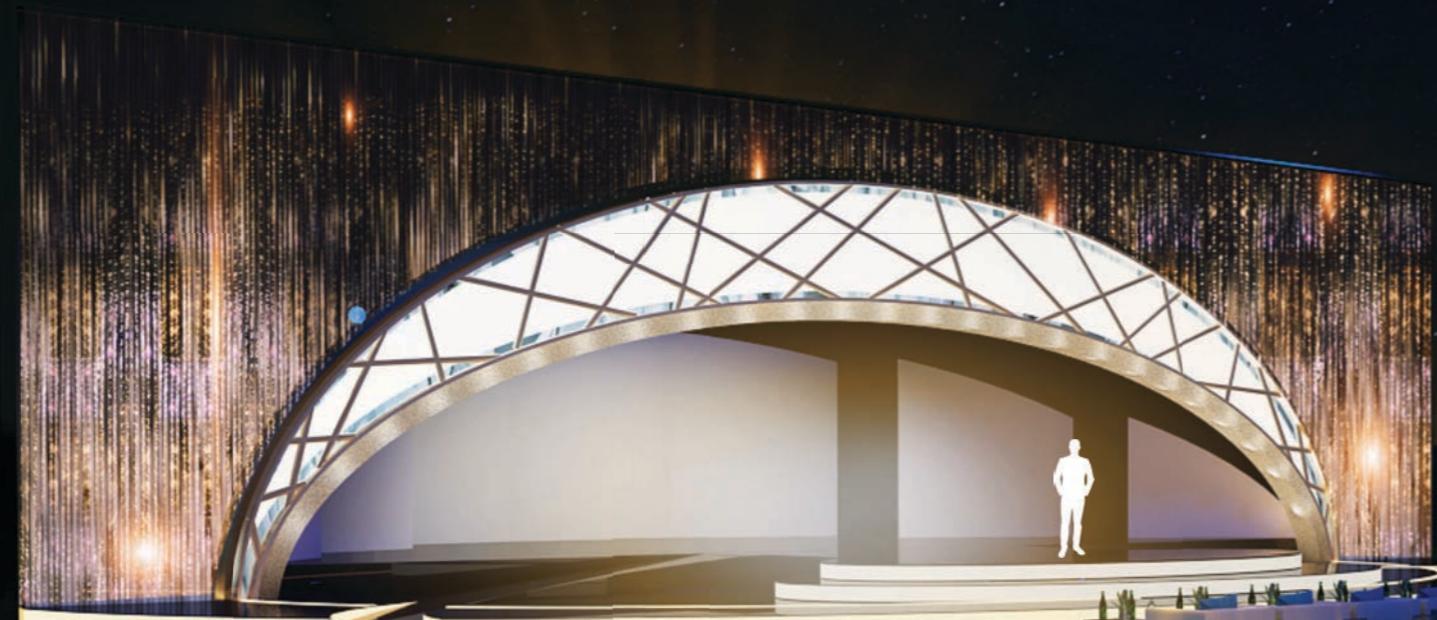
جائزة صاحب السمو الشيخ محمد بن راشد آل مكتوم
للتميز في سباقات الخيل
H.H. SHEIKH MOHAMMED BIN RASHID AL MAKTOUM
HORSERACING EXCELLENCE AWARDS

STAGE

WELCOME RECEPTION

STAGE

19 SIGHT LINES



meydan



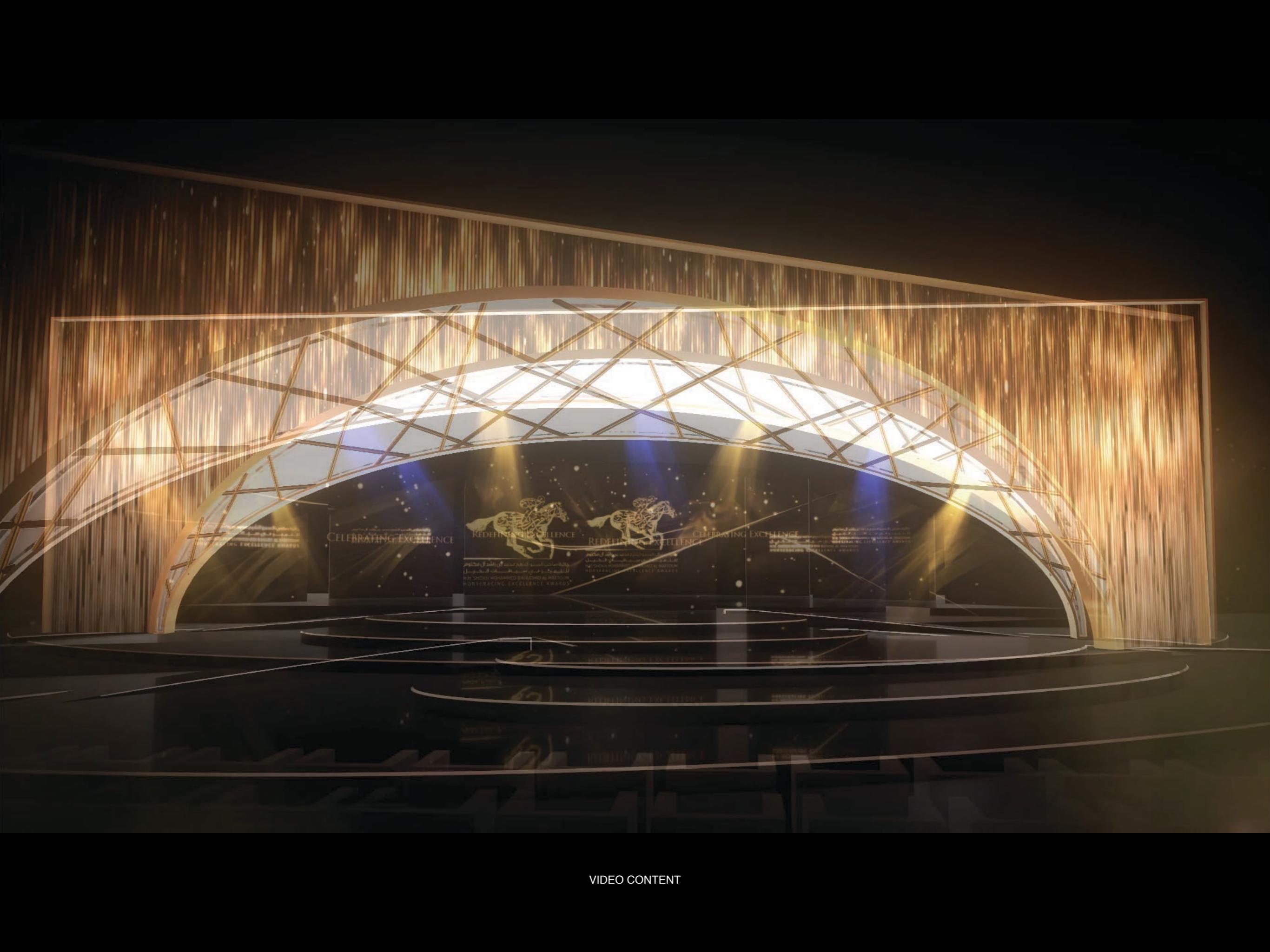
STAGE

20 CLOSE UP



meydan





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

STAGE

25 H.H ENTRANCE



meydan



STAGE

27 HERITAGE OPENER



meydan





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

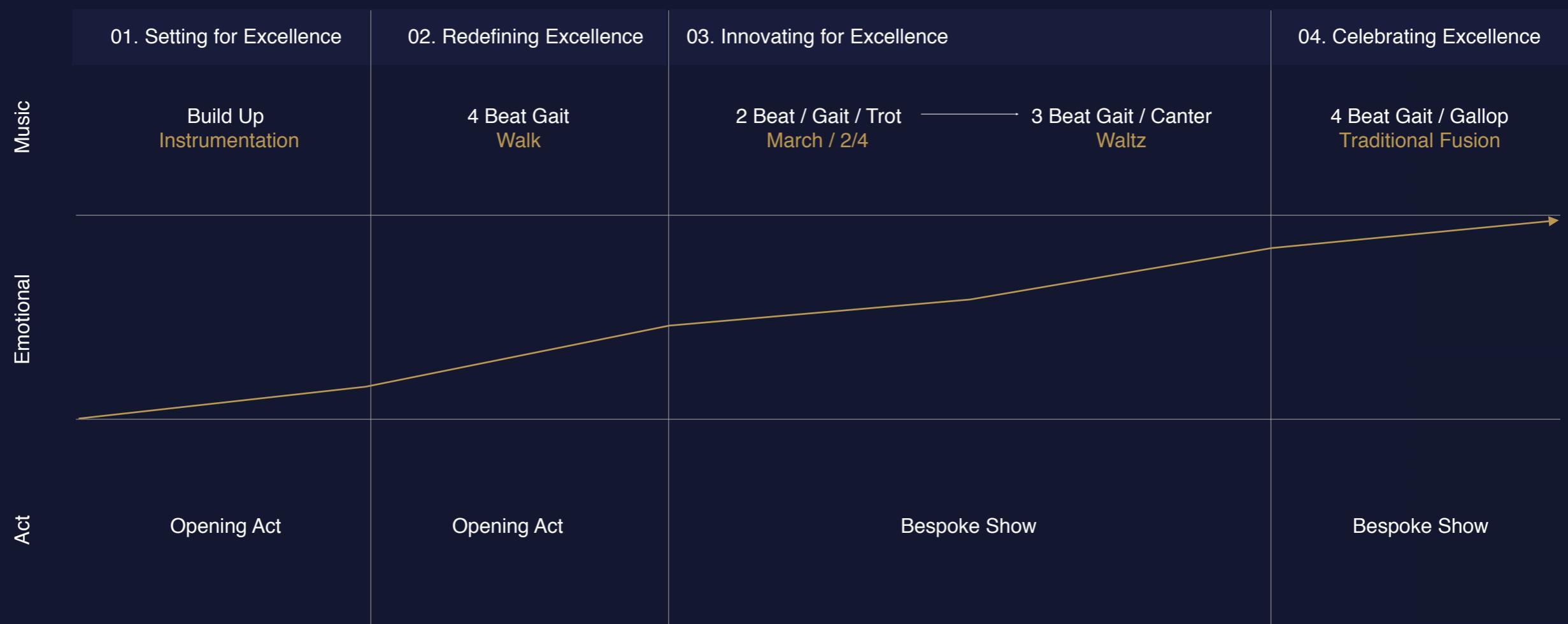
WELCOME RECEPTION

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

Music

Emotional

Act

01. Setting for Excellence

Build Up
Instrumentation

02. Redefining Excellence

4 Beat Gait
Walk

03. Innovating for Excellence

2 Beat / Gait / Trot
March / 2/4

3 Beat Gait / Canter
Waltz

04. Celebrating Excellence

4 Beat Gait / Gallop
Traditional Fusion



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.



meydan



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



02.

REDEFINING EXCELLENCE

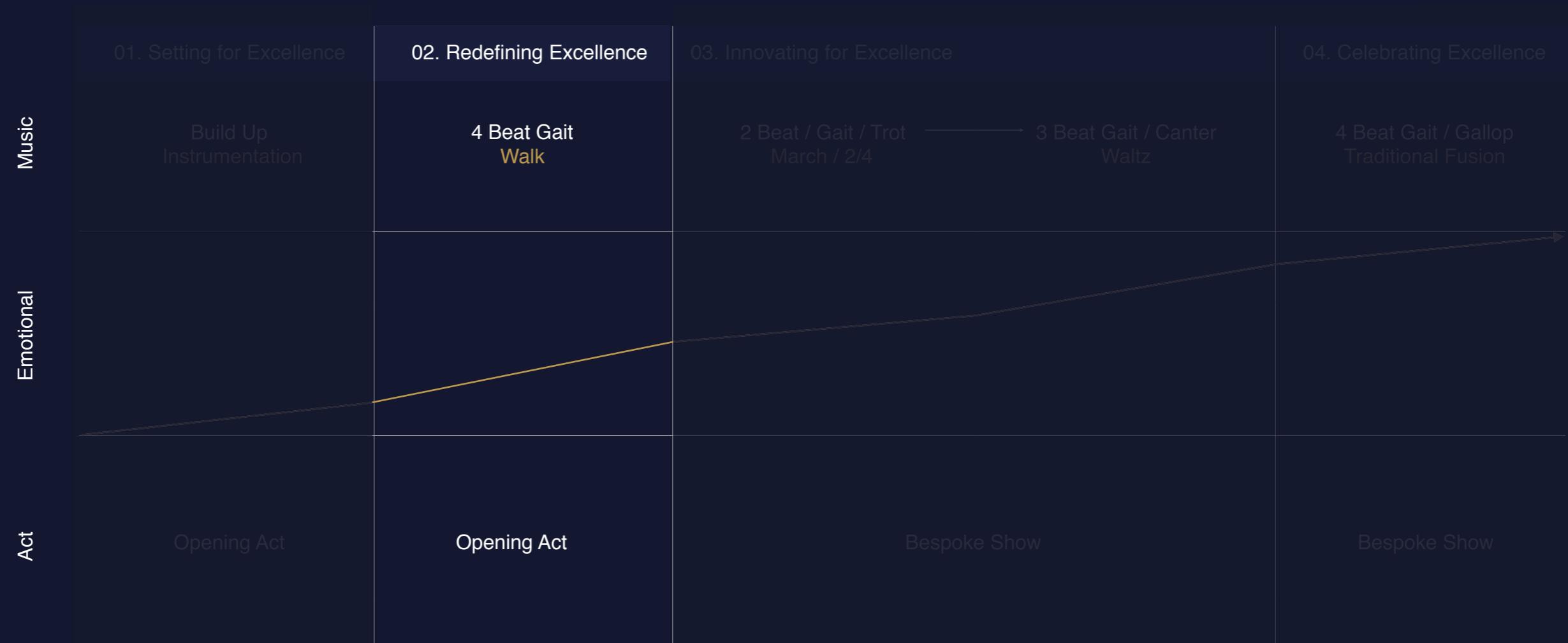
1.30 Mins

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

38 SECOND ACT



meydan



REDEFINING EXCELLENCE

40 LIVE PERFORMANCE BY KATHERINE JENKINS



Ending with a small teaser of fireworks...



meydan



AWARD CEREMONY



AWARD CEREMONY

42 SCREEN CONTENT



meydan



AWARD CEREMONY

45 SCREEN CONTENT



Similar configuration for each of the 6 award categories



AWARD CEREMONY

46 GROUP PHOTOGRAPH



H.H

Positioning for the Group Photograph



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



meydan



INNOVATING FOR EXCELLENCE

49 WIRELESS MOVING SCREENS X 5



meydan



INNOVATING FOR EXCELLENCE

51 VARIOUS STAGE CONFIGURATIONS



meydan



INNOVATING FOR EXCELLENCE

52 VARIOUS STAGE CONFIGURATIONS



Final position before the next and final act commences



meydan



04.

CELEBRATING EXCELLENCE

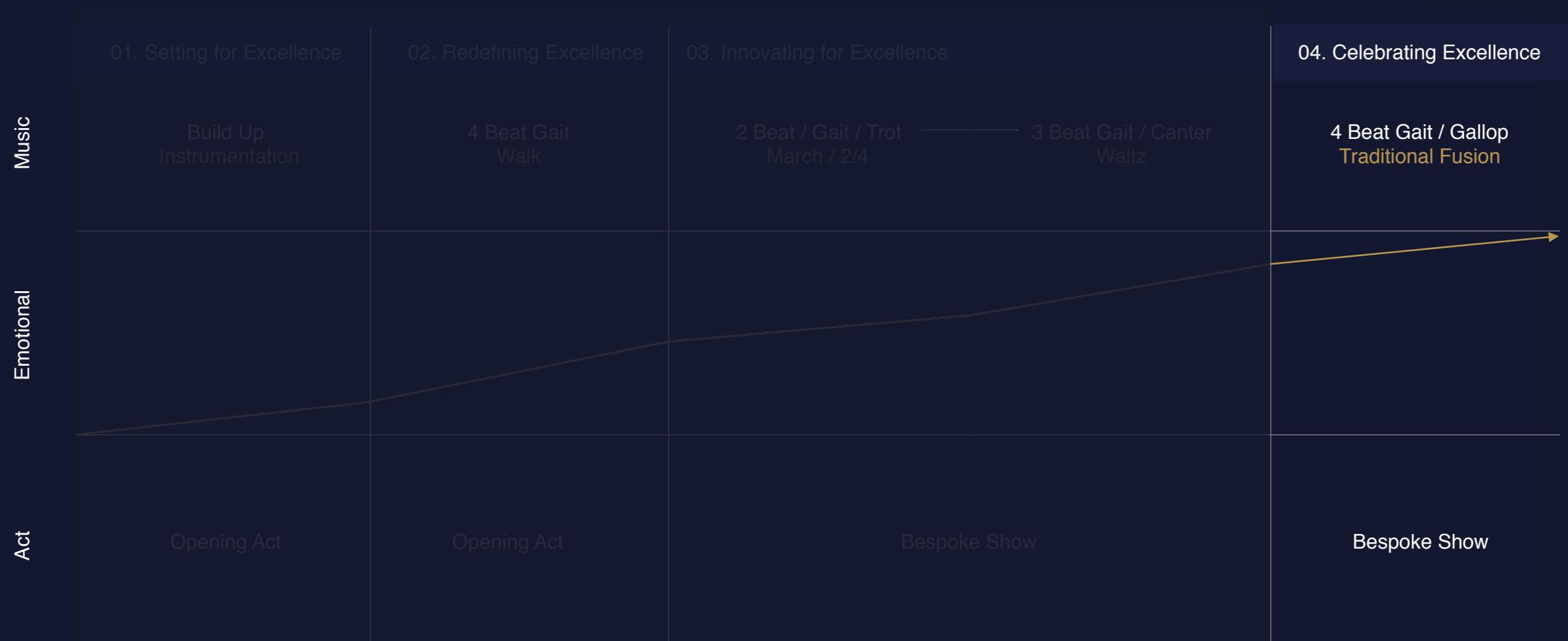
1 Min



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



meydan



CELEBRATING EXCELLENCE

57 MONTAGE OF PAST WINNERS



meydan



CELEBRATING EXCELLENCE

58 FIREWORKS



meydan



CELEBRATING EXCELLENCE

59 FIREWORKS



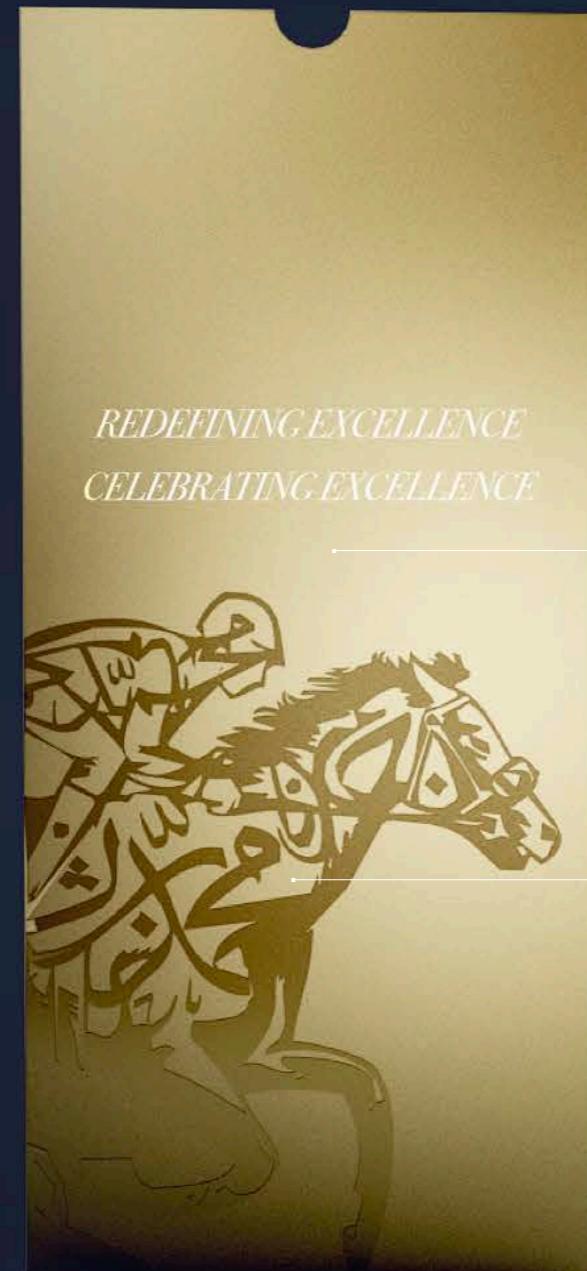


REDEFINING EXCELLENCE

ADDITIONALS

RUN OF SHOW

62 INVITATION



ENVELOPE



INVITATION
(accompanied with print of Invitee)

MATTE GOLD FINISH

ACRYLIC

REFLECTIVE GOLD FINISH



meydan





**THANK
YOU!**