

Event Name: MOTN Festival

Event Full Name: Mother of the Nation Festival

WE ARE BACK!

MOTN takes over the Abu Dhabi Corniche for the 7th edition of the region's ultimate entertainment festival, with 24 days of exciting festivities, all leading up to a spectacular New Year's Eve celebration. The festival returns December 8-31 and features plenty of Instagrammable opportunities, tons of family fun, and ongoing live entertainment

About Page

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Tagline	SEE IT. FEEL IT. LIVE IT.
Dates	8-31 December, 2023
Opening hours	All Week (Sun to Sat) 4PM to 12AM New Year's Eve 4PM to 1AM
Venue	Abu Dhabi Corniche
Description	This year, after Al Dhafra and Al Ain, MOTN takes over the Abu Dhabi Corniche for the 7th edition of the region's ultimate entertainment festival, with 24 days of exciting festivities, all leading up to a spectacular New Year's Eve celebration. The festival returns December 8-31 and features plenty of Instagrammable opportunities, tons of family fun, and ongoing live entertainment. Festival goers will find delight in the Amuse, Indulge, and Thrill Zones, each offering international experiences from Europe and the United States. In the Entertain Arena, live music will entertain the entire family. The festival is designed to be a full-blown entertainment destination showcasing global and local culture and hospitality, alongside world-leading retail outlets, an array of mouth-watering dishes, and the creative works of various international and regional artists.
Short Description	MOTN takes over the Abu Dhabi Corniche for the 7th edition of the region's ultimate entertainment festival, with 24 days of exciting festivities, all leading up to a spectacular New Year's Eve celebration. The festival returns December 8-31 and features plenty of Instagrammable opportunities, tons of family fun, and ongoing live entertainment.
Instagram Link	www.instagram.com/motnfestival/
Facebook Link	www.facebook.com/MOTNFestival/
Twitter Link	www.twitter.com/motnfestival
Youtube Link	www.youtube.com/channel/UCfilcKNtFKvV2beVl4R_cwg
Festival Website	MOTN.ae
About Department of Culture and Tourism (DCT)	The Department of Culture and Tourism conserves and promotes the heritage and culture of Abu Dhabi emirate and leverages them in the development of a world-class, sustainable destination of distinction, which enriches the lives of visitors and residents alike. The organisation manages the emirate's tourism sector and markets the destination internationally through a wide range of activities aimed at attracting visitors and investment. Its policies, plans and programmes relate to the preservation of heritage and culture, including protecting archaeological and historical sites and to developing museums, including Zayed National Museum, Guggenheim Abu Dhabi, and Louvre Abu Dhabi. DCT Abu Dhabi also supports intellectual and artistic activities and cultural events to nurture a rich cultural environment and honour the emirate's heritage. A key role is to create synergy in the destination's development through close coordination with its wide-ranging stakeholder base.
Short Description	MOTN is turning 7 and we're celebrating with more locations and more days for the biggest edition yet! We're taking over Al Ain, Al Dhafra, and the iconic Abu Dhabi Corniche with a world-class experience for festival goers of all ages. MOTN will feature captivating live entertainment,

	delightful culinary experiences, new and exciting pop-up shops, more activities than you've ever seen, and so much more. Are you ready for it all?
Tiktok Link	https://www.tiktok.com/@motnfestival

Discover the Zones at the festival

AMUSE ZONE	There's something for the entire family in Amuse Zone, a wonderland of entertainment.	We're here for fun and there's plenty of it to be had. Amuse Zone features Barbie and Sonic in Spacetoon Land, the topsy-turvy Upside Down Museum straight from the Netherlands, plenty of carnival rides, play parks, skill games, and so much more. Find your joy in this space full of Instagrammable-spots, the wonderful world of play, and innovative adventures for the entire family.
THRILL ZONE	The Thrill Zone is full of heart-thumping, action-packed activities around every corner.	We hope you're ready for some serious thrills in, well, the Thrill Zone! Start with the big international rides Atmos Fear and the Fairground Wave Swinger, before heading over to everyone's favourite Horror Escape Room where scary things await. MOTN Skate by RollDXB will have you showing off your skills on wheels, while the Omega Protocol VR Experience is the perfect activity to do with friends. Plus we've got delicious food, great rides, and movie screenings for everyone.
ENTERTAIN ARENA	Stop by the Entertain Arena for non-stop live entertainment and music.	Non-stop entertainment is waiting for you in the Entertain Arena, with international superstars performing live sets to keep you dancing through the night, as well as beloved regional acts that always get the crowds excited.
INDULGE ZONE	The Indulge Zone is the place to eat, shop, and be happy.	Get ready for complete satisfaction in the Indulge Zone. Come hungry and don't miss dozens of delicious food offerings, including London's best fried chicken at Coq Fighter, magical treats from Milk Train, straight from Covent Garden. Then head over to the Bo-Tik to shop over 40 brands in one location.

Zones Overview:

ZONES OVERVIEW				
ZONE	TYPE	QT	CONFIRMED BY?	TICKETS
LIVE ARENA	# A-LIST ARTISTS*			YES
	# B-LIST ARTISTS			YES
	FOOD KIOSKS			
INDULGE ZONE	Milktrain	1		
	COQ Fighter	1		
	Bo-Tik	1		
	LOCAL FOOD CONCEPTS	35		
	PROGRAMMING (C-LIST & GAMES)(Indulge Stage)			
	RETAIL KIOSKS & CONCEPT STORES			
AMUSEMENT PARK	SAPCETOON LAND	1		YES
	CARNIVAL RIDES	4		YES
	AMUSEMENT ACTIVITIES (PLAY PARK, PLAYSCAPE, SKILL GAMES, ARTS & CRAFTS)			YES
	Crosstown	1		
	FOOD KIOSKS	4		
	Instagrammable Museum (The upside down)	1		
	BASKETBALL HUB	1		
	Family Stage	1		
THRILL ZONE	HORROR ESCAPE ROOM	1		YES
	ARCADE	1		YES
	Omega Protocol VR	1		YES
	ACTIVITIES: 3XSKILL GAMES, Family escape the room, JEEP TRACK, 2X big rides	7		YES
	Skate rink	1		YES
	FOOD KIOSKS	3		
	Hamburger Joint	1		
	Bad Boys Pizza Society	1		
	Mother Flipper	1		
	Wanderen Stroopwafels	1		

INDULGE ZONE:

Description: The Indulge Zone is the place to eat, shop, and be happy.

FOOD HUB				
Name	Type	Information brief	English Description	Social Handles
Hero Art Installation	1. IP			
Bo-tik	RETAIL VENDOR		Bo-Tik focuses on fashion and accessories, showcasing the creativity and craftsmanship of local and regional brands. With a curated selection of 40 brands over the 24 days, the aim is to create an immersive shopping experience that reflects the festival's spirit and style. From elegant couture to trendy accessories, visitors will have the opportunity to explore a diverse range of fashion offerings, supporting and promoting the talents of emerging designers.	
Milktrain	3. International food vendor		From elegant couture to trendy accessories, visitors will have the opportunity to explore a diverse range of fashion offerings, supporting and promoting the talents of emerging designers, with a curated selection of 40 brands.	Instagram: https://www.instagram.com/milktraincafe/
COQ Fighter	3. International food vendor		Born out of frustration at the lack of high quality fried chicken options in London, Coqfighter's unique East meets West take on fried chicken has grown to cult status amongst London's fried chicken fans.	Instagram: https://www.instagram.com/coqfighteruk/
Monster Inflatable	IP	The world's largest inflatable obstacle course is coming to MOTN for the ultimate bouncy party for the whole family. The Monster is 300 meters of bouncy fun, with 42 insane obstacles.	The Monster is the world's largest inflatable obstacle course, and the ultimate bouncy party for ADULTS, KIDS AND FAMILIES!with The Monster - a 300 meter long inflatable obstacle course with 42 insane obstacles.	

Indulge Family Stage				
Chapter.ae	4. LOCAL VENDOR		Discover Chapter Cafe, nestled in Abu Dhabi's charming Ribbonaira Salon & Boutique complex. A fusion of Ribbonaira Floral Boutique, Chapter Cafe, and Remedy Room Beauty Lounge, it's your all-in-one escape. Enjoy a cozy, minimalistic modern ambiance with a tailored color palette. Our exclusive seasonal menu consistently surpasses expectations, providing a unique culinary experience.	Instagram: https://www.instagram.com/chapter.ae/
Churros Con Café	4. LOCAL VENDOR		Bringing you the authentic churros from Spain to Dubai! Try our delightful munchies with a variety of dips to choose from like Nutella, lotus, or dulce de leche, your churros, your choice!	Instagram: https://www.instagram.com/churroscone.ae/
Mattar	4. LOCAL VENDOR		a barbecue company crafting exceptional live fire experiences with top-quality ingredients. Our community, including family and friends, is central to our mission. We believe in the pursuit of dreams, the importance of family and human connections, and the cultivation of character and superlative experiences. In every aspect of our journey, we thrive.	Instagram: https://www.instagram.com/mattar.ae/
Lento	4. LOCAL VENDOR		Lento is a chef driven artsinal street eatary	Instagram: https://www.instagram.com/lento.ae/
Freat	4. LOCAL VENDOR		We're transforming street food with our globally inspired loaded fries—mouth-watering fusions that blend creativity and fun, representing diverse cultures and nostalgic home memories.	
The Phil	4. LOCAL VENDOR		Indulge in Philly's iconic Cheesesteak at Dr. High's! Savor the best rib eye and prime cuts, provolone, and semi-caramelized onions in a flavor-packed, cloud-like roll. A delicious take on a street food legend!	Instagram: https://www.instagram.com/thephil.high/
Torrija	4. LOCAL VENDOR		At Tomija, savor the timeless delight of Spanish toast, dating back to the 15th century. Offering a daily grind experience with creative toppings. Our exclusive coffee beans ensure top-notch quality, and Torrija leads with innovative toast recipes. Beyond culinary excellence, our friendly service creates memorable experiences. Join the Tomija Journey for the finest Spanish toast and exceptional coffee at Torrija.	Instagram: https://www.instagram.com/torrija.ae/

Cremosa Goes Wonka	4. LOCAL VENDOR
J Lato	4. LOCAL VENDOR
Baofriend	4. LOCAL VENDOR
Ugly Noodles by Ugly Bros	4. LOCAL VENDOR
Tiger Sugar	4. LOCAL VENDOR
Lobster Roll	4. LOCAL VENDOR
This is Hot Dog	4. LOCAL VENDOR

Cremosa offers a unique hot chocolate experience with premium cocoa and Belgian chocolates. Our signature drink, rich in texture, comes with customizable toppings, blending classics with innovative twists.	
At Jlate, we prioritize quality ingredients and careful craftsmanship to deliver a superior Gelato experience in Abu Dhabi. Enjoy our famous Affogato and classic flavors like Pistachio, Hazelnut, and Stracciatella, all made with pure ingredients and meticulous attention to detail.	
Abu Dhabi's funky hotspot on the East Corniche, serving Bao sandwiches with Seven Great Flavors. The coolest place for baos and a diverse Asian menu, it's the city's latest hangout for everyone.	Instagram: https://www.instagram.com/baofrienduae/
"Ugly Noodles, a pop-up by the Ugly Boys, brings Hong Kong street-inspired dumplings and noodles exclusively to rotating pop-ups since February. Signature dishes like Chicken & Shrimp Sichuan Wontons and Dan Dan Noodles shine, with rotating options like Impossible Gyoza and Wagyu Beef Skewers. Collaborating with Canvas Gelato for unique desserts, Ugly Noodles inspires aspiring food entrepreneurs through grassroots collaborations and community-driven pop-ups."	Instagram: https://www.instagram.com/realuglynoodles/
"Tiger Sugar, a global Boba cult brand, crafts its unique story through hand-poured syrups creating iconic 'tiger stripes' on every order. Specializing in original brown sugar bubble tea, infused with fresh cream and a distinctive tiger stripe design."	Instagram: https://www.instagram.com/tigersugarae/
Home-grown seafood concept that serves lobster meat with special sauce like no place else. Sink your teeth into soft buttered buns mounded with chunks of fresh lobster. A delicious delight you cannot miss!	Instagram: https://www.instagram.com/lobstteroll/
This Is Hot Dog brings a new one-of-a-kind twist to a beloved culinary favourite. They aim to change the way people think about hot dogs and have developed a mouthwatering array of flavourful fusions, adding unique ingredients and a gourmet touch.	Instagram: https://www.instagram.com/thisishotdog/

Petit Comptoir	4. LOCAL VENDOR
Let's PopCorn	4. LOCAL VENDOR
Sweet on wheels	4. LOCAL VENDOR

<p>Petit Comptoir is a French Streetfood concept that offers a delicious steak served on a bed of homemade fries, accompanied by a fresh salad and a sauce prepared on site. Our menu offers a variety of meats, including the famous Wagyu rib eye, black angus striploin and even duck. With our attention to detail and professional know-how, we guarantee you an exceptional dining experience.</p>	<p>Instagram: https://www.instagram.com/petitcomptoir.ae/</p>
<p>Let's Popcorn: the first regional Gourmet Popcorn brand, with 50+ unique flavors, locally prepared with a secret recipe for American quality. Available across GCC countries, Egypt, Lebanon, and Germany, our air-popped snacks are fresh, non-GMO, and a healthy treat for all ages.</p>	<p>Instagram: https://www.instagram.com/letspopcornuae/</p>
<p>Joyful mobile kiosk serving up exquisite Mini Pancakes, modern Crêpes, warm Waffles, and delightful Ice-Cream Rolls. We make every event sweeter!</p>	<p>Instagram: https://www.instagram.com/sweet.on.wheels/</p>

AMUSE ZONE:

Description for Amuse Zone: There's something for the entire family in Amuse Zone, a wonderland of entertainment.

AMUSEMENT PARK			
Name	Type	Description (50 words max)	Social Handles
The Upside Down Experience	1. IP	All the way from Amsterdam and soon to be found in Berlin, The Upside Down is an immersive social media experience with endless photo opportunities to take your social media game to a whole new level. Expect an amazing ball pit, upside-down rooms, mind-blowing optical illusions and interactive decors.	https://www.instagram.com/upsidedownamsterdam/
Spacetoon Land	1. IP	A place where imagination comes alive with Barbie and Sonic coming together to create an amazing experience for both girls and boys to enjoy!	
CAROUSEL	2. CARNIVAL	The popular amusement park ride, themed around horses and chariots, will take your children on a magical trip.	
Bumper Cars	2. CARNIVAL	The electric bumper cars allow for up to two people per car to go on a fun drive, bumping into friends and complete strangers, at a speed of up to 6 meters per second.	
Tea Cups	2. CARNIVAL	Embark on a whimsical adventure in our Twirling Tea Cups, where laughter and delight spin together in a magical carnival experience for all ages!	
Octopus	2. CARNIVAL	Ride the waves of fun with Octopus, where tentacles twirl and carnival magic swirls!	
Play Park	3. ACTIVITIES	A fun-themed course including slides and climbing obstacles. Let your children burn some energy in our Play Park. Height restriction: Over 120 cm.	
PLAY SCAPE	3. ACTIVITIES	A larger-than-life outdoor playscape area for a fun and immersive experience for toddlers and young children.	
ARTS & CRAFTS	3. ACTIVITIES	Inline with the carnival theme, below show the sessions which will be hosted in the arts and crafts structures. Sessions will be capped at 20 minutes each with a maximum of 6 kids per structure. First session will start 16:10 and last session will close at 23:00.	

SKILL GAMES	3. ACTIVITIES	Try your luck at the MOTN skill games and win a prize. This year, the games include Fried Frogs, Hook A Flamingo, and Basketball!	
Treats by Independent	4. FOOD IP	Bespoke dessert experience from Independent featuring treats by all their brands.	
Nap Pizzeria	5. LOCAL VENDOR	Nap is a progressive restaurant specializing in serving high quality Neapolitan pizzas in Dubai. From Italy to the UAE, Nap pizzas are cooked with passion and served with love, providing a nap from heaven.	Instagram: https://www.instagram.com/napbykon/
The Burger Maker	5. LOCAL VENDOR	A laid-back kiosk where our caring human staff encourages you to cut loose, enjoy too many burgers, and savor a good time—anything goes, especially if you're just passing through.	Instagram: https://www.instagram.com/tbm.dubai/
Sweet on Wheels	5. LOCAL VENDOR	Joyful mobile kiosk serving up exquisite Mini Pancakes, modern Crêpes, warm Waffles, and delightful Ice-Cream Rolls. We make every event sweeter!	Instagram: https://www.instagram.com/sweet.on.wheels/
Jlato	5. LOCAL VENDOR	At Jlato, we prioritize quality ingredients and careful craftsmanship to deliver a superior Gelato experience in Abu Dhabi. Enjoy our famous Affogato and classic flavors like Pistachio, Hazelnut, and Stracciatella, all made with pure ingredients and meticulous attention to detail.	Instagram: https://www.instagram.com/gelatobyjayousi/

Thrill Zone:

Description for Thrill Zone: The Thrill Zone is full of heart-thumping, action-packed activities around every corner.

THRILL ZONE			
Name	Type	Information brief	Description (50 words max)
Fairground Wave Swinger	IP Rides	Carnival Ride – Fairground Wave Swinger Big & International Ride	
The Extreme	IP Rides	IF you're a pleasure seeker this ride will have screaming your lungs out as you soar 20 meters in to the sky spinning back down to earth for a truly white knuckle experience taking your MOTN experience to the EXTREME	Soar 20 meters into the sky before spinning back down to Earth as you scream your lungs out in this exhilarating ride for thrill seekers!
Horror Escape Room (Silent Place)	1. IP	In a post-apocalyptic world ravaged by a deadly virus, a team of scientists embarks on a quest to create an antidote. The team needs to solve riddles and collect crucial vials while evading the sightless yet alert zombies that lurk in the shadows.	Solve riddles and collect crucial vials without alerting the zombies that lurk in the shadows on your quest to create an antidote for the deadly virus that has ravaged the world.
MOTN SKATE by RollDXB	1. IP	The coolest skating space to be in the abu Dhabi with the retro theme.	The coolest skating rink in Abu Dhabi, all decked out in a retro theme, in partnership with Roll DXB.
Omega Protocol-VR Experience	1. IP	Virtual Reality Experience Theme: VR, Sci-Fi Game Duration: 10min Step into Omega Protocol, a VR sci-fi game where you combat alien forces. With our VR headset on, you'll become an advanced soldier on an alien mothership, aiming to infiltrate and install AI into the ship's nodes. Using our innovative teleportation system, you'll move fluidly, battling alien soldiers and securing "Node" checkpoints, all while protecting crucial AI downloads. Game developed in Canada not yet released and it will be first time played at MOTN 2023.	Step into Omega Protocol, a VR sci-fi game where you combat alien forces using an innovative teleportation system. You'll move fluidly, battling alien soldiers while protecting your crucial AI assets. This experience has been developed in Canada and will be launched globally in MOTN for the first time.
Family Escape (Secret Spy School)	2. ACTIVITIES	Calling all aspiring spies to the Secret Spy School escape room! Put your inner secret spy skills to the test as you solve puzzles, navigate obstacles, and work as a team to complete your training with excellence. Finish the mission successfully, and you'll be rewarded as the next generation of top-notch secret agents Theme: Adventure, Fantasy Duration: 10min	Calling all aspiring spies to the Secret Spy School! This Escape Room for the entire family tests your skills in solving puzzles, navigating obstacles, and working as a team to complete your training with excellence.

Arcade	2. ACTIVITIES	Arcade is the perfect playground for teens, retro gamers and modern arcade lovers. In addition to all the interesting arcade games we have 2x full bowling alley for people to enjoy	A bowling alley, retro games, modern arcades and everything you need for an all-inclusive space designed for teens.
4x4 Track	2. ACTIVITIES	Hop on a journey with the classic arcade themed track expedition, designed with photo opportunities and bespoke décor elements that will immerse guests into an exciting experience for kids and teens.	Hop on a track expedition, designed with photo opportunities and bespoke décor elements that will immerse guests into an exciting experience for kids and teens.
Skill Games	2. ACTIVITIES	1. Kick the Bucket Kick into the bucket to win prizes 2. Basketball Throw one ball in the basket to win 3. Can Smash Knock all 6 cans off the shelf to win	Try your hand at MOTN's skill games, featuring Basketball, Kick The Bucket, and Can Smash, and win some fun prizes.
Movies in the Park	2. ACTIVITIES	We will be featuring Movies in the main stage we will have different moves which are: Lion King (Dec 8, 5pm) Toy Story 1 (Dec 8, 8pm) Finding Nemo (Dec 9, 5pm) Avatar: The Way of the Water (Dec 9, 8pm) UP (Dec 10, 5pm) StarWars: The rise of Skywalker (Dec 10, 8pm) Little Mermaid (Dec 11, 5pm) Guardians of the Galaxy (Dec 11, 8pm) Encanto (Dec 12, 5pm) Gran Turismo (Dec 12, 8pm) (Lion King (Dec 13, 5pm) Toy Story 1 (Dec 13, 8pm) Finding Nemo (Dec 14, 5pm) Avatar: The Way of the Water (Dec 14, 8pm) UP (Dec 15 5pm) StarWars: The rise of Skywalker (Dec 15, 8pm) Little Mermaid (Dec 16, 5pm) Guardians of the Galaxy (Dec 16, 8pm) Encanto (Dec 17, 5pm) Gran Turismo (Dec 17, 8pm) (Lion King (Dec 18, 5pm) Toy Story 1 (Dec 18, 8pm) Finding Nemo (Dec 19, 5pm) Avatar: The Way of the Water (Dec 19, 8pm) UP (Dec 20, 5pm) StarWars: The rise of Skywalker (Dec 20, 8pm) Little Mermaid (Dec 21, 5pm) Guardians of the Galaxy (Dec 21, 8pm) Encanto (Dec 22, 5pm) Gran Turismo (Dec 22, 8pm)	Blockbuster movies will be screened on the main stage for kids and adults alike. The films include Lion King, Sky Fall, Finding Nemo, Avatar: The Way Of Water, Star Wars, The Little Mermaid, Guardians of the Galaxy, Encanto, Gran Turismo, as well as festive movies like Home Alone, Home Alone 2, The Grinch, & Love, Actually.

		(Lion King (Dec 23, 5pm) Toy Story 1 (Dec 23, 8pm) Home alone (Dec 24, 5pm) Elf (Dec 24, 8 pm) Home alone 2 (Dec 25, 5pm) The Santa Clause (Dec 25, 8pm) Finding Nemo (Dec 26, 5pm) Avatar: The Way of the Water (Dec 26, 8pm) UP (Dec 27, 5pm) StarWars: The rise of Skywalker (Dec 27, 8pm) Little Mermaid (Dec 28, 5pm) Guardians of the Galaxy (Dec 28, 8pm) Encanto (Dec 29, 5pm) Gran Turismo (Dec 29, 8pm) (Lion King (Dec 30, 5pm) Toy Story 1 (Dec 30, 8pm) Finding Nemo (Dec 31, 5pm) Avatar: The Way of the Water (Dec 31, 8pm) UP (Jan 1, 5pm) StarWars: The rise of Skywalker (Jan 1, 8pm)	
The Kamikaze	2.RIDES	Strap in and get ready to go to orbit with our Kamikaze ride, 2 rocket ships take off and flip you 360 degrees up-side-down so hold tight adventurers this is gonna be an experience this out of this world	Strap in and get ready to go to orbit on Kamikaze. Hold on tight as your rocket ship takes off and flips you 360 degrees for a ride that's out of this world.
The Pirate Ship	2.RIDES	Bring out your inner Jack Sparrow and ride the waves on our colossal private ship. sore 12 meters high and made sure you scream if you want to go higher.	Bring out your inner Jack Sparrow and ride the waves on a colossal private ship, full of thrills and exhilaration.
Bad Boy Pizza Society	International food vendor	'In the heart of Southampton, a group of like-minded pizza aficionados at the city's university came together to form what would become the legendary 'Bad Boy Pizza Society.' What began as a shared passion for pizza soon evolved into something extraordinary. Fueled by their love for the perfect slice, they embarked on a journey that has left an indelible mark on the culinary world. Our story traces back to the early days when Bad Boy Pizza Society emerged from the vibrant Southampton University campus. This society of pizza enthusiasts wasn't content with merely savouring the delightful flavours of their favourite pie – they aspired to master the art of pizza-making. To realize this dream, they embarked on thrilling expeditions to Naples and Rome, the birthplaces of pizza. There, they learned the secrets and traditions behind crafting the perfect pizza, infusing their creations with authenticity and passion. At the helm of this culinary adventure	Bad Boy Pizza Society is more than just a pizzeria; it's a pizza culture that was born from the heart of a university society, fueled by passion and knowledge, and dedicated to creating exceptional New York style pizza experiences that are both authentic and innovative.

		<p>were four visionary co-founders who shared a deep commitment to their craft. Their combined expertise and unwavering dedication laid the foundation for what would become a pizza sensation.</p> <p>One of the crowning achievements of Bad Boy Pizza Society is the national recognition they received, having claimed the prestigious title of 'National Pizza of the Year' in the previous year. This accolade stands as a testament to their unwavering pursuit of pizza perfection and the creativity that they infuse into every slice.</p> <p>Bad Boy Pizza Society is renowned for its New York style pizza, which blends tradition and innovation in every bite. The distinctively thin and foldable crust, generous toppings, and signature sauce are a testament to the society's commitment to crafting the ultimate pizza experience.</p> <p>But what truly sets Bad Boy Pizza Society apart is their commitment to bringing a unique concept to each of their locations. Whether it's the vibrant ambiance, innovative toppings, or creative collaborations, every site offers a one-of-a-kind experience that keeps their customers coming back for more.</p> <p>In summary, Bad Boy Pizza Society is more than just a pizzeria; it's a pizza culture that was born from the heart of a university society, fueled by passion and knowledge, and dedicated to creating exceptional New York style pizza experiences that are both authentic and innovative.'</p>	
Mother Flipper	International food vendor	<p>Mother Flipper has maintained a solid consistency as one of the best burgers in London without having to resort to pandering to trends or gimmicks since 2012. By sticking to its stalls at various markets and street food sites it has become extremely sought after and its limited availability means people wait in extremely long ques to get the chance to try their burgers. It's become such a hot burger joint that it will be soon opening it first brick and mortar restaurant.</p>	<p>One of the best burgers in London working out of stalls at various markets and street food sites.</p>
Crosstown	International food vendor	<p>Crosstown produce handmade luxury sourdough doughnuts, ice cream & specialty coffee. They created a signature hybrid sourdough – the world's first yeast-raised sourdough base that they have become renowned for. They pride themselves on bringing together interesting, complimentary ingredients from around the world from season to</p>	<p>Handmade luxury sourdough doughnuts, ice cream, and specialty coffee.</p>

		season, to satisfy tastebuds all day and all year round.	
G.O.A.T	LOCAL VENDOR	G.O.A.T. brings to you homegrown Dubai burgers. Taste the Greatest Of All Time!	G.O.A.T. brings to you homegrown Dubai burgers. Taste the Greatest Of All Time!
Fritz Belgian Fries	LOCAL VENDOR	We are fritz the fries experts. Known as the best belgina fries in UAE, we serve only the top quality original belgian fries topped with our special toppings and sauces.	We are fritz the fries experts. Known as the best belgina fries in UAE, we serve only the top quality original belgian fries topped with our special toppings and sauces.
Milky Ice	LOCAL VENDOR	MILKY ICE CREAM IS POLISH-EMIRATI BRAND THE MOST MILKY ICE CREAM YOU HAVE EVER TRY ! STAY MILKY !	MILKY ICE CREAM IS POLISH-EMIRATI BRAND THE MOST MILKY ICE CREAM YOU HAVE EVER TRY ! STAY MILKY !
Wake n Bake	LOCAL VENDOR	A pâtisserie and all day dining space located at Mamsha Saadiyat, wake n bake is owned by Emirati Chef, Fatima Al Sayegh. After being trained in one of the worlds most renowned cooking schools, Le Cordon Bleu in London, Sayegh uses the finest ingredients with the most articulate methods of creating her dishes. Beginning as a home-based business in 2018, the passion fueled chef, brought her vision to life through testing her dishes within the community and hosting pop ups, which is where the infamous 'wake n bake donuts' became the main USP of the brand. 4 years later, wake n bake turned it's home business into a physical space at Mamsha Saadiyat, creating a comfortable, contemporary space serving sweet treats and an all day dining menu.	Wake n bake is an all day eatery and specialised bakery, a comfortable, contemporary space serving sweet treats and an all day dining menu.
La Maison	LOCAL VENDOR	La Maison, a Belgian pastry shop baking the original Liège waffles daily in the heart of Dubai. More than a shop, a love statement to Liège and its waffles. La Maison is a pastry shop created by Denis and Marla, two young Belgians. Our purpose is to offer you a true insight, not only of the Liège waffle, but also to pass on our love for the city of Liège, our hometown, to you.	Passionately baking original Liège waffles daily, La Maison is beyond a shop, serving as a love statement to Liège and its waffles. Sharing the essence of the Liège waffle and convey the love for their hometown, Liège
Khemer and Chebab	LOCAL VENDOR	Khemeer & Chebab reflects the heritage and traditional Emirati cuisine, where flavours of authentic history blend with the creativity of the present. Their traditional cuisine is characterised by the delicious and distinctive dishes of the Emirati people inherited from ancestors, distinguished by generosity.	Khemeer & Chebab reflects the heritage and traditional Emirati cuisine, where flavours of authentic history blend with the creativity of the present. Their traditional cuisine is characterised by the delicious and distinctive dishes of the Emirati people inherited from ancestors, distinguished by generosity.

Entertain Zone:

MUSIC ARENA				
Name	Type	Status	DATE & TIME	Description
MIAMI BAND	1. A-LIST	Confirmed	December 8	Miami Band is a popular Kuwaiti boy Band in the Middle East, with number one hits and albums. Founded in 1986, they have recorded several albums over the years, becoming more popular with every new release.
Nancy Ajram	1. A-LIST	Confirmed	December 9	Nancy Ajram, the Lebanese sensation, is a multi-platinum recording artist and reigning best-selling artist in the Middle East & Arab World. As one of the Middle East's foremost pop icons, Nancy has not only garnered awards but also broken barriers—being the youngest Arab singer to claim the World Music Award and the first Arabic female artist featured on a Times Square billboard. Her groundbreaking collaboration with Marshmello on "Sah Sah" further solidified her international acclaim, making her the first Arab artist to debut on the top ten of the US iTunes and Billboard Dance Charts, marking a trailblazing journey in global music.
Ramy Sabry	1. A-LIST	Confirmed	December 9	Ramy Sabry is a renowned Egyptian singer who began his musical journey by composing for artists like Amer Mounib and Sherine. After graduating from the Egyptian music academy, he collaborated with director Tarek Alrian, leading to the release of his debut album "Habiby Al Awalany" in 2005. The album's success, marked by three impactful music videos, catapulted him into the spotlight. Today, Ramy Sabry is a celebrated and well-established figure in the Egyptian music scene.
DJ Aseel	2. B-LIST	Confirmed	December 9	DJ Aseel, hailed as one of the best in Arabic Music, has been crafting his musical journey since his teenage years, immersing himself in diverse music genres from around the world. Rising through the ranks, he has become one of the most decorated DJs in the Arab Emirates, solidifying his place in the annals of music history.
Nancy Ajram & Ramy Sabry	-	-	-	MOTN presents an unforgettable night, featuring Nancy Ajram, the Lebanese sensation and multi-platinum recording artist and reigning best-selling artist in the Middle East & Arab World. Preceding Nancy on stage will be the renowned Egyptian singer Ramy Sabry who will perform the songs that made him a celebrated and well-established figure in the Egyptian music scene. Opening the evening will be DJ Aseel, hailed as one of the best and most decorated DJs in Arabic music.
Black Eyed Peas	1. A-LIST	Confirmed	December 13	For 25+ years, the LA trio Black Eyed Peas—will.i.am, Apl.de.Ap, and Taboo—has clinched six GRAMMY® Awards, with 35 million albums & 120 million singles sold. Named "Second best-selling artist/group of all-time for downloaded tracks," they've graced Billboard's "Hot 100 Artists of the Decade." In 2022, their 9th studio album ELEVATION kicked off with singles featuring Shakira, David Guetta, Anitta, El Alfa, and Daddy Yankee, marking another vibrant chapter in the Black Eyed Peas' ongoing narrative.
Let's Sing Taylor	1. A-LIST	confirmed	December 16	Calling all Swifties! Let's Sing Taylor - A Live Band Experience - is the ultimate tribute to the music of Taylor

				Swift, with the most faithful and lively covers of Queen Taylor's expansive and sacred catalog.
Tourgane Family with orchestra	1. A-LIST	confirmed	December 23	Join the Tourgane family and experience or relive childhood memories while singing along to your favourite tunes. With their infectious energy and heartwarming music, the Tourgane family has brought joy to millions of people around the world. They are true musical legends, and their impact on Arabic culture is undeniable.
Cairokee	1. A-LIST	confirmed	December 30	Cairokee, a name inspired by the fusion of "Cairo" and "karaoke," symbolizing singing along with Cairo, embodies the spirit of this dynamic band. Initially known as The Black Star, playing English covers, the band officially took shape in 2003. From the outset, Cairokee has been realizing childhood dreams, passionately playing music and performing live at diverse venues. The band's journey reflects a dedication to their craft, with performances that resonate with the vibrant energy of Cairo.
El Far3i	2. B-LIST	confirmed	December 30	El Far3i, a prolific artist hailing from Jordan, encompasses a diverse array of talents as a Palestinian and Jordanian songwriter, rapper, drummer, and producer. He skillfully intertwines Arab acoustic folk and hip-hop, consistently pushing sonic boundaries. In his multifaceted musical journey, El Far3i Flux emerges as the latest chapter, showcasing a fusion of styles and intricate ideas.
Tamer Hosny	1. A-LIST	confirmed	December 31	Tamer Hosny is a pop singer, actor, composer, lyricist, director, producer and novelist. Extensive enthusiasm, hard work, and passion for music and acting have made him the most promising celebrity in the MENA. He has collaborated with numerous international singers such as Pitbull, Akon, Shaggy, and Snoop Dogg, to name a few. His albums and films have been international successes.
Saif Nabeel	2. B-LIST	confirmed	December 31	An Iraqi singer and composer, this artist embarked on his musical journey in 2011 in Syria with the release of his debut song, "Hay al-Sana." Since then, he has consistently delivered compelling singles characterised by profound feelings and passion. His emotive style has captivated audiences, creating anticipation for each new release.
Sola	3. LOCAL VENDOR	confirmed	N/A	"Where modern meets tradition". Traditional dishes served in a modern way
Highjoint	3. LOCAL VENDOR	confirmed	N/A	The award-winning burger joint blends high-end ingredients and cooking techniques to create accessible, down-to-earth food for all.

Food and Beverages Stalls:

F&B			
Name	Type	Information brief	Description (50 words max)
Chapter Cafe	LOCAL FOOD	Chapter Cafe is located in a quaint area of Abu Dhabi City, as a product and a brand of Ribbonaira Salon & Boutique. Bringing together three brands in one, Ribbonaira Floral Boutique, Chapter Cafe and Remedy Room Beauty Lounge, for an all-in-one getaway. A homey-cozy ambiance, designed in a minimalistic modern and contemporary interior with a color palette that suits your taste. Offering an exclusive and unique menu for every season, meeting and exceeding customers' expectations.	
Churros Con Café	LOCAL FOOD		Serving a selection of desserts, including the delicious Spanish churros.
Freat	LOCAL FOOD		
Fritz Belgian Fries	LOCAL FOOD		
G.O.A.T	LOCAL FOOD		
Cremosa Goes Wonka	LOCAL FOOD		
J Lato	LOCAL FOOD		
Khemeer and Chebab	LOCAL FOOD		Khemeer & Chebab reflects the heritage and traditional Emirati cuisine, where flavours of authentic history blend with the creativity of the present. Their traditional cuisine is characterised by the delicious and distinctive dishes of the Emirati people inherited from ancestors, distinguished by generosity.
La Maison	LOCAL FOOD		
Lento	LOCAL FOOD		
Let's popcorn UAE	LOCAL FOOD		Enjoy a variety of flavours from Creamy Cheddar to Caramel, a crowd favourite! Air popped, oil free and non-GMO corn for the best healthy option!
Mattar	LOCAL FOOD		
Milky ice	LOCAL FOOD		
NAP PIZZERIA	LOCAL FOOD		Nap is a progressive restaurant specializing in serving high quality Neapolitan pizzas. From Italy to the UAE, Nap pizzas are cooked with passion and served with love, providing a nap from heaven.

The Phil	LOCAL FOOD		Sink your teeth into Philadelphia's most iconic food – The Philadelphia Cheesesteak! Freshly-sliced meat, the best blend of rib eye and juicy prime cuts, provolone cheese, and semi caramelized onions all inside a soft and cloudy roll that oozes with flavor. You must try Dr. High's delicious rendition of a street food legend!
This is Hot Dog	LOCAL FOOD		This Is Hot Dog brings a new one-of-a-kind twist to a beloved culinary favourite. They aim to change the way people think about hot dogs and have developed a mouthwatering array of flavourful fusions, adding unique ingredients and a gourmet touch.
Tiger Sugar	LOCAL FOOD		Tiger Sugar has grown into an undisputed cult brand of Boba worldwide. Their drinks tell their unique story with "tiger stripes" that are infused onto every order with unique hand-poured syrups. Their specialty is the original brown sugar bubble tea, with fresh cream and a unique tiger stripe design. ☑
Torrija	LOCAL FOOD		
Wake n Bake	LOCAL FOOD		
Bao Friend	LOCAL FOOD		
Lobster Roll	LOCAL FOOD		Home-grown seafood concept that serves lobster meat with special sauce like no place else. Sink your teeth into soft buttered buns mounded with chunks of fresh lobster. A delicious delight you cannot miss!
Petit Comptoir	LOCAL FOOD		
Ugly Noodles	LOCAL FOOD		
Sola	LOCAL FOOD		
Sweet on Wheels	LOCAL FOOD		
The burger Maker	LOCAL FOOD		
Highjoint	LOCAL FOOD		

Sponsors / Partners:

Name	Type	Description	Social
Al Ain Water	Water Partner	Al Ain Water As a brand with an attitude of uncompromising quality and heritage, Al Ain Water is your most trusted companion. In line with the Agthia's commitment to provide a wide range of wholesome and nutritious consumer-relevant products to encourage a healthy lifestyle, Al Ain Water aims to drive a growing understanding of an ideal balance for one's body among consumers. Al Ain Water is the most balanced bottled water with an optimal composition of essential minerals your body requires for a healthy lifestyle.	Instagram : alainwaterofficial https://www.instagram.com/alainwaterofficial/?hl=en Facebook : Al Ain Water https://www.facebook.com/alainwater/ URL Website : www.alainwater.com
Family care	Supporting Partner	The Family Care Authority (FCA) in Abu Dhabi is dedicated to empowering families to achieve self-reliance. An affiliate of the Department of Community Development, the FCA is mandated by the Abu Dhabi government to provide comprehensive and proactive support to families across the Emirate.	Website: https://www.adfca.gov.ae/ FB: https://www.facebook.com/people/FCAAbuDhabi/100077520244976/ Insta: https://www.instagram.com/fca_abudhabi LinkedIn: https://www.linkedin.com/company/fca-abudhabi/ X: https://twitter.com/FCA_ABUDHABI
Anghami	Music Partner		
ADEK	ADEK		
BRAG		Brag is a UAE-born experiential collective, creating new social patterns that push boundaries and the perception of what you think an event should be. By fostering that creative energy into Brag-worthy content, the company generates events and live activations that build brands and communities. The innovative company's portfolio consists of iconic projects like Expo Infinite Nights, Jeddah Season 2022 Anime Village Stage, Riyadh Season 2023 Anime Stage, Fashion Forward, Budx FIFA Fan Festival Dubai , Qatar FIFA FanZone, Expo Fan city, Meet	

		<p>D3, Bred Abu Dhabi, International artists' concerts such as Dua Lipa, Enrique Iglesias, Robbie Williams, Kaiser Chiefs, Alicia Keys, Craig David, Black, Giggs, Armani White and more..., Sole DXB, Dubai Fitness Challenge and the Dubai Food Festival's Beach Canteen. For more info, please visit https://brag.world Follow Brag on Instagram: https://www.instagram.com/brag.world/</p>	
Anghami	Entertainment Streaming Platform	Entertainment Streaming Platform	