## **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

**Event Name: MOTN FESTIVAL** 

Tagline: SEE IT. FEEL IT. LIVE IT.

.شاهدها. عشها. احتفل بها :Arabic Tagline Translation

Dates: 8-31 December 2023

Arabic Dates: 8 - 31 دیسمبر

Opening Hours: All Week (Sun to Sat) 4PM to 12AM; New Year's Eve 4PM to

1AM

Venue: Abu Dhabi Corniche

Event 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 Event 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.

#### Links:

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

Website: www.MOTN.ae

About Department of Culture and Tourism: 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.

#### Tabular data:

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Zones Information - Here are the key details about the various zones at the MOTN festival.

#### Amuse Zone -

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

Description about Amuse Zone: 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.

Speciality about Amuse Zone: Features Spacetoon Land with Barbie and Sonic, Upside Down Museum from Netherlands, carnival rides, play parks, skill games, Instagrammable spots, etc.

#### Thrill Zone -

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

Description about Thrill Zone: 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.

Speciality about Thrill Zone: Atmos Fear and Fairground Wave Swinger rides, Horror Escape Room, MOTN Skate by RollDXB, Omega Protocol VR Experience, food kiosks.

#### Entertain Arena -

Short Description about Entertain Arena Zone: "Stop by the Entertain Arena for non-stop live entertainment and music."

Description about Entertain Arena: 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.

Speciality about Entertain Arena Zone: International superstars and regional acts performing live music and entertainment.

## Indulge Zone -

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

Description about Indulge Zone: 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.

Speciality about Indulge Zone: Food offerings like Coq Fighter fried chicken, Milk Train treats, Bo-Tik shop with 40+ brands, dozens of food kiosks.

Zone Overview - This section contains overview information about each zone and it's inclusion/features.

#### Live Arena:

- A-list artists performing (tickets needed)
- B-list artists performing (tickets needed)
- Food kiosks

## Indulge Zone -

- Milktrain (1 location)
- COQ Fighter (1 location)

- Bo-Tik (1 location)
- 35 local food concepts
- Programming/games
- Retail kiosks & concept stores

## Amusement Park -

- Spacetoon Land (1 location)
- 4 carnival rides
- Play areas, games, arts & crafts
- Crosstown
- 4 food kiosks
- 1 Instagram museum
- 1 Basketball hub
- 1 Family stage

## Thrill Zone -

- Horror escape room
- 1 Arcade
- Omega Protocol VR
- 7 activities
- Skate rink
- 3 food kiosks
- Hamburger Joint
- Bad Boys Pizza
- Mother Flipper
- Wanderen Stroopwafels

#### **INDULGE ZONE**

There are variety of food hubs at indulge zone. Here is the list of food hubs available at indulge zone –

1. Hero Art Installation

• Type: IP

2. Bo-tik

• Type: Retail Vendor

- Short Description: 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.
- Description: 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.

#### 3. Milktrain

- Type: International food vendor
- Short Description: Focus 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.
- Description: 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.

• Link: <a href="https://www.instagram.com/milktraincafe/">https://www.instagram.com/milktraincafe/</a>

## 4. COQ Fighter

• Type: International Food Vendor

- Short Description: Born out of frustration at the lack of high quality fried chicken options in London, Coqfighter began as a night for friends at Troy, Tristan and Deacon's apartment in South London. Having spent the beginning of the decade living in Melbourne, they'd enjoyed many hot summer nights eating plates of Korean fried chicken, served with ice drinks in the city's bustling Chinatown district. Nights for friends soon became pop-ups in pubs and after a series of successful residencies Coqfighter found its first permanent home with Boxpark. A short DIY build later and Coqfighter was open to the public with queues to boot. In a few short years Coqfighter has grown to three restaurant locations and a series of delivery kitchens. Their unique East meets West take on fried chicken has grown cult status amongst London's fried chicken fans.
- Description: 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.
- Link: https://www.instagram.com/coqfighteruk/

## 5. Monster Inflatable

Type: IP

- Information Brief: 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.
- Short Description: The Monster is the world's largest inflatable obstacle course, and the ultimate bouncey party for ADULTS, KIDS AND FAMILIES!with The Monster - a 300 meter long inflatable obstacle course with 42 insane obstacles.
- Description: The Monster is the world's largest inflatable obstacle course, and the ultimate bouncey party for ADULTS, KIDS AND

FAMILIES!with The Monster - a 300 meter long inflatable obstacle course with 42 insane obstacles.

## 6. Indulge Family Stage

## 7. Chapter.ae

Type: Local Vendor

- Short Description: 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.
- Description: 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.
- Link: https://www.instagram.com/chapter.ae/

## 8. Churros Con Café

• Type: Local Vendor

- Short Description: 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!
- Description: 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!
- Link: <a href="https://www.instagram.com/churroscone.ae/">https://www.instagram.com/churroscone.ae/</a>

#### 9. Mattar

Type: Local Vendor

• Short Description: We are a barbecue company. We make, craft and supply live fire cuisine experiences with the best ingredients

and materials possible to a community of our family, friends and customers who will become so. We believe in the importance of family and the importance of human connection. We believe in the pursuit of dreams to their fullest and greatest extent. We believe there is no greater calling than to first discover this dream and to fight to pursue it relentlessly everyday. We believe in the process of cultivating character and crops of superlatives. In all of the above, and the spaces between these ideals and pursuits.

- Description: 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.
- Link: Instagram: https://www.instagram.com/mattar.ae/

#### 10.Lento

• Type: Local Vendor

Short Description: Lento is a chef driven artsinal street eatary

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• Link: <a href="Instagram: https://www.instagram.com/lento.ae/">Instagram: https://www.instagram.com/lento.ae/</a>

#### 11.Freat

Type: Local Vendor

- Short Description: To revolutionize the street food experience by delivering the world's most loved Potatoes in its finest and most diverse form. We created mouth watering fusion loaded fries integrating creativity and fun in every potato fusion recipe representing different cultures that brings back cherished memories of home
- Description: 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.

#### 12.The Phil

Type: Local Vendor

 Short Description: 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!

- Description: 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!
- Link: Instagram: https://www.instagram.com/thephil.high/

## 13.Torrija

Type: Local Vendor

 Short Description: At Tomija, we pride ourselves on serving a true masterpiece - the Spanish (French toast). This delectable treat has a rich history, with traces of its recipe dating back to the 15th century when it was known as the "lost bread.

"The name "French toast" didn't come about until the 17th century.

Our establishment, which was established in 2020, ser as a pit stop hub for those who believe there is life beyond just one piece of bread. We have curated a daily grind experience that is truly magical, thanks to our human touch.

We believe in the power of creativity and offer a wide range of toppings to make our toast creations extraordinary.

Additionally, we are proud to source our exclusive coffee beans in Dubai from one of the oldest coffee farmers in the world. This ensures that every cup of coffee we serve is of the highest quality and consistency.

Torrija's success story lies in being the first to introduce this unique recipe to the UAE market. We take pride in our Innovative approach, setting the trend for others to follow.

Above all, our friendly service style is at the heart of everything we do. We strive to create a welcoming and warm atmosphere for our customers, ensuring that their experience at Torrija is memorable and enjoyable.

Thank you for being a part of our Tomija Joumey.

We look forward to serving you the finest Spanish toast and exceptional coffee.

**TORRIJA** 

- Description: 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 topnotch 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.
- Link: Instagram: https://www.instagram.com/torrija.ae/

#### 14. Cremosa Goes Wonka

Type: Local Vendor

- Short Description: Cremosa offers a unique hot chocolate experience, combining premium cocoa with the finest chocolates brought in from Belgium. Our signature drink features a rich chocolate texture and is served with an array of customizable toppings,
  - blending classic favorites with innovative twists
- Description: 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.

#### 15. J Lato

- Type: Local Vendor
- Short Description: At Jlate, we pride ourselves on our process.
   From selecting quality ingredients, to delicately crafting each recipe, we deliver a superior Gelato experience that will melt your heart. We will bring the authentic taste of Italy to Abu Dhabi by sampling the most famous Affogato (gelato & Espresso) & of course some flavors like: Pistachio, Hazelnut, and Stracciatella! No preservatives or funny stuff, just pure whole ingredients, and the right attention to detail.
- Description: 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.

#### 16. Baofriend

Type: Local Vendor

- Short Description: Not A One Bite Stand Baofriend is a funky, fun
  restaurant on Abu Dhabi's East Corniche that serves Bao
  sandwiches and A One Stop Asian Restaurant offering Seven Great
  Flavors. Baofriend is the newest and coolest place to get a bao and
  the city's newest hangout that offers something for everyone.
- Description: 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.
- Link: Instagram: https://www.instagram.com/baofrienduae/

## 17. Ugly Noodles by Ugly Bros

Type: Local Vendor

Short Description: Ugly Noodles is a "pop up only" dumpling and noodle concept inspired by the streets of Hong Kong.
 Brainchild of the Ugly Boys, Chef Eric Lee, Chef Khaled, Chang and Young, Ugly Noodles has started and stayed as exclusively pop ups since their first one at To The Moon & Back in February.
 The signature menu is the plump, juicy Chicken & Shrimp Sichuan Wontons topped with homemade chili oil and the infamously addictive Dan Dan Noodles that packs a punch of flavour that Bruce Lee would be proud of.

Other dishes rotate occasionally such as the Impossible Gyoza, Scallop Siumai, Wagyu Beef Skewers and more.

Dessert has always featured a collaboration between Ugly and local artisanal gelato maker Canvas Gelato. Some of the more popular gelatos featured were Korean Mandarin Sorbet, Basque Cheesecake Vanilla Gelato and Black Sesame.

What started as a passion project has turned into an amazing journey between the brand and its pop up partners, further developing the grass roots collaborative pop up movement in the community. We hope to not just serve delicious food but also to create a blueprint for other aspiring food entrepreneurs to follow in the future.

• Description: "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."

• Link: <u>Instagram: https://www.instagram.com/realuglynoodles/</u>

## 18. Tiger Sugar

Type: Local Vendor

- Short Description: 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 handpoured syrups. Their specialty is the original brown sugar bubble tea, with fresh cream and a unique tiger stripe design.
- Description: "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."
- Link: Instagram: https://www.instagram.com/tigersugarae/

## 19.Lobster Roll

- Type: Local Vendor
- Short Description: 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!
- Description: 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!
- Link: Instagram: https://www.instagram.com/lobstteroll/

#### 20. This is Hot Dog

- Type: Local Vendor
- Short Description: 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.

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- Link: <a href="Instagram: https://www.instagram.com/thisishotdog/">Instagram: https://www.instagram.com/thisishotdog/</a>

## 21.Petit Comptoir

- Type: Local Vendor
- Short Description: 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.
- Description: 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.
- Link: Instagram: https://www.instagram.com/petitcomptoir.ae/

## 22.Let's PopCorn

- Type: Local Vendor
- Short Description: Let's Popcorn; the 1st regional Gourmet Popcorn brand since 11/11/11 with an exclusive 50+ unique and exclusive flavors. American Quality, is locally prepared with its own secret recipe, and most important; it is committed to the best value of each popcorn kernel, the highest quality ingredients, and the healthiest cooking method. From Kuwait, the Brand was franchised in all GCC countries, in addition to Egypt, Lebanon, and Germany. All Let's Popcorn (LP) flavors are air-popped, which maintains the maximum nutrition facts for each popcorn kernel, in addition to being a fresh, non-GMO, Diet Friendly, and healthy snack for all ages to be consumed all day long.

- Description: 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.
- Link: Instagram: https://www.instagram.com/letspopcornuae/

## 23.Sweet on wheels

- Type: Local Vendor
- Short Description: Joyful mobile kiosk serving up exquisite Mini Pancakes, modern Crêpes, warm Waffles, and delightful Ice-Cream Rolls. We make every event sweeter!
- Description: Joyful mobile kiosk serving up exquisite Mini Pancakes, modern Crêpes, warm Waffles, and delightful Ice-Cream Rolls. We make every event sweeter!
- Link: Instagram: https://www.instagram.com/sweet.on.wheels/

## Foods and Beverages at MOTN Festival

Below are the list of Foods and Beverages shops available at MOTN Festival:

1. Name: Chapter Café

a. Type: Local Food

b. Description: 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.

c. Link: https://www.instagram.com/chapter.ae/

2. Name: Churros Con Café

a. Arabic Name: شورو کون کافیه

b. Type: Local Food

c. Description: Serving a selection of desserts, including the delicious Spanish churros.

d. Description in Arabic: متّع مذاقك بمجموعة شهية من الحلويات الإسبانية التقليدية مثل الشورو.

3. Name: Freat

a. Arabic Name: فریت

b. Type: Local Food

4. Name: Fritz Belgian Fries

a. Type: Local Food

5. Name: G.O.A.T

a. Type: Local Food

6. Name: Cremosa Goes Wonka

a. Type: Local Food

7. Name: J Lato

a. Type: Local Food

8. Name: Khemeer and Chebab

a. Arabic Name: خمير وجباب

b. Type: Local Food

- c. Description: 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.
- d. Description in Arabic: يعكس مطبخ خمير وجباب الطعم الإماراتي العريق، وجباب الطعم الإماراتي العريق مطبخنا الشعبي بأكلات أهل حيث تمتزج نكهة التاريخ الأصيل بإبداع الحاضر. يتميز مطبخنا الشعبي بأكلات أهل الدار الشهية المتوارثة من الأجداد حيث الكرم والجود، أعدت بحب وعناية لتذكرك الدار الشهية المتوارثة من الأجداد حيث الكرم والجود، بعبق الماضى الجميل.

9. Name: La Maison

a. Arabic Name: لا ميزون

b. Type: Local Food

10. Name: Lento

a. Arabic Name: لينتو b. Type: Local food

11. Name: Let's popcorn UAE

a. Arabic Name: ليتس بوبكورن

b. Type: Local Food

- c. Description: 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!
- d. Description in Arabic: ليتس بوبكورن يقدّم لكم كلّ أنواع البوبكورن بكلّ الألوان ومعدّة من الذرة والنكهات، من التشيدر إلى الكاراميل، ليتس بوبكورن خالية من الزيت ومعدّة من الذرة النكهات، غير المعدّلة وراثياً.

12. Name: Mattar

a. Arabic Name: مطار b. Type: Local Food

13. Name: Milky ice

a. Arabic Name: میلکي آیس

b. Type: Local Food

14. Name: NAP PIZZERIA

a. Arabic Name: ناب بيتزيريا

b. Type: Local Food

c. Description: 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.

d. Description in Arabic: ناب هو مطعم متخصص في تقديم بيتزا نابولي عالية المتحدة، يتمّ إعداد بيتزا ناب بشغف الجودة . من إيطاليا إلى الإمارات العربية المتحدة، يتمّ إعداد بيتزا ناب بشغف وتقديمها بحب.

15. Name: The Phil

a. Arabic Name: ذا فل b. Type: Local Food

- c. Description: 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!
- d. Description in Arabic: استمتعوا بسندويشات الفيلي ستيك اللذيذة من هاي جوينت!

16. Name: This is Hot Dog

a. Arabic Name: ذيس إز هوت دوج

b. Type: Local Food

- c. Description: 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.
- d. Description in Arabic: ذيس إز هوت دوج يضيف لمسة جديدة فريدة على الجميع. لذلك قام بتطوير تشكيلة الهوت دوج المحبوب، بهدف تغيير مفهومه لدى الجميع. لذلك قام بتطوير تشكيلة كبيرة من النكهات ممزوجة بالمكوّنات الفريدة ولمسة ذوّاقة.

17. Name: Tiger Sugar

a. Arabic Name: تايقر شوقر

b. Type: Local Food

- c. Description: 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 handpoured syrups. Their specialty is the original brown sugar bubble tea, with fresh cream and a unique tiger stripe design.
- d. Description in Arabic: تايقر شوقر تطوّرت لتصبح علامة تجارية رائدة بلا منازع الخطوط النمر" وهي لشركة بوبا وورلدوايد. مشروباتهم تروي قصتهم الفريدة مع "خطوط النمر" وهي شراب مركّز يُسكب فوق كلّ مشروباتهم. يختص تايقر شوقر بشاي الفقاعات الأصلي بالسكر البنّي، المزيّن بالكريمة الطازجة وطبعاً "خطوط النمر" الفريدة.

18. Name: Torrija

a. Arabic Name: توریجا

b. Type: Local Food

19. Name: Wake n Bake

a. Arabic Name: ويك آند بيك

b. Type: Local Food

20. Name: Bao Friend

a. Arabic Name: باو فراید

b. Type: Local Food

21. Name: Lobster Roll

a. Arabic Name: لویستر رول

b. Type: Local Food

c. Description: 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!

d. Description in Arabic: مفهوم محلي للمأكولات البحرية، يقدم لحم الكركند مع طراوة الكعك بالزبدة المحشو بقطع من صلصة خاصة لا مثيل لها. استمتعوا بطراوة الكعك بالزبدة المحشو بقطع من الكركند الطازج. فرحة لذيذة لا يمكنكم أن تفوتوها!

22. Name: Petit Comptoir

a. Arabic Name: بيتيت کومبتيور

b. Type: Local food

23. Name: Ugly Noodles

a. Arabic Name: آغلي نودلز

b. Type: Local Food

24. Name: Sola

a. Arabic Name: سولا

b. Type: Local Food

25. Name: Sweet on Wheels

a. Arabic Name: سویت آند ویلز

b. Type: Local Food

26. Name: The burger Maker

a. Arabic Name: ذا برغر میکر

b. Type: Local Food

27. Name: Highjoint

a. Arabic Name: های جوینتس

b. Type: Local Food

MUSIC Arena: Below are the list of bands/singers performing in MOTN.

- Miami Band (Arabic Name: فرقة ميامي) is performing on December 8<sup>th</sup>,
   2023.
  - a. Description: Miami are a khaliji band from Kuwait, known for their fast and frantic style. The band's beginning dates back to 1986 1987 with members, Tariq Qassem Muhammed, Khaled Al Randi, Lily Lili Muhammad, and Mishaal Saleh Lilly. Their popular songs include Juwaira, Ma'ak Radhi, Ghalay ant ghalay and many more.
  - b. Description in Arabic: أصدرت أغاني وألبومات كويتية، أصدرت أغانيها أصدرت أغانيها أعبيرة ونجاحاً باهراً عند انطلاقها عام احتلّت المرتبة الأولى. لاقت أغانيها شعبية كبيرة ونجاحاً باهراً عند انطلاقها عام 1986، وقاموا بإنتاج ألبومات عديدة عبر السنين وظلّت تلاقي نجاحات كبيرة مع كلّ إصدار جديد.
- 2. Nancy Ajram (Arabic Name: نانسي عجرم) is performing on December 9<sup>th</sup>, 2023.
  - a. Description: Nancy Ajram, the Lebanese sensation, is a multiplatinum recording artist and reigning best-selling artist in the Middle East & Arab World. Her chart-topping hits, including "Ah W Noss" and "Ya Tabtab wa Dallaa," have defined two decades of a remarkable career that has reshaped Arabic pop. 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.
  - نانسي عجرم، نجمة لبنانية غنية عن التعريف، حازت Description in Arabic: تسجيلاتها على جوائز بلاتينية متعددة حيث تعتبر الأكثر مبيعاً في الشرق الأوسط والعالم العربي. وباعتبارها رمزاً لموسيقى البوب في الشرق الأوسط، لم تكتفِ نانسي بحصد الجوائز وإنما كسرت الحواجز، فقد أصبحت أصغر مغنية عربية تفوز بجائزة الأغنية العالمية، وأول فنانة عربية تظهر على لافتة إعلانية في تايمز سكوير. كما عزّز تعاونها مع فنان الدي جي مارشميلو في أغنية "صح صح" حضورها في الساحة تعاونها ما جعلها أول فنانة عربية تظهر في قائمة العشرة الأوائل على منصة الأمريكية، وفي قوائم بيلبورد للموسيقى الراقصة، ما يجعلها أيقونة عالم الموسيقى العالمية.

- 3. Rami Sabry (Arabic Name: رامي صبري) is performing on December 9<sup>th</sup>,2023.
  - a. Description: Ramy Sabry, born on March 15, 1978, 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. Ramy's influence expanded to live concerts, university events, and appearances on shows like Taratata and Nagham. His multifaceted talent even attracted offers for movie roles, although he chose to focus on his thriving music career. Today, Ramy Sabry is a celebrated and well-established figure in the Egyptian music scene.
  - رامي صبري مطرب مصري شهير، بدأ رحلته الموسيقية :Desciption in Arabic بتأليف الأغاني لكبار الفنانين مثل عامر منيب وشيرين. وبعد تخرجه من الأكاديمية المصرية للموسيقى، تعاون مع المخرج طارق الريان لإصدار ألبومه الأول "حبيبي الأولاني" عام 2005. حقق الألبوم الذي ضم 3 فيديو كليبات نجاحاً باهراً. واليوم، يعتبر رامي صبري شخصية فنية لها مكانتها في المشهد الفني المصري.
- 4. DJ Aseel (Arabic Name: دي جي أسيل) is performing on December 9<sup>th</sup>, 2023.
  - a. Description: 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. His musical odyssey commenced in 2007 with a vision to witness a revolution in Arabic music, inspired by global DJ icons like Tiesto. Aspiring to catalyze a movement for Arab DJs to achieve similar success, DJ Aseel has become a prominent figure in Dubai and beyond.
    - b. Description in Arabic: يعتبر "دي جي أصيل" من نخبة فناني الموسيقى العربية، العربية، أنواع الموسيقى من فقد بدأ رحلته الموسيقية منذ فترة المراهقة، حين بدأ باستكشاف أنواع الموسيقى من جميع أنحاء العالم. ومع التألق والنجاحات الكبيرة، أصبح واحداً من أكثر فناني الدي جي الحائزين على جوائز في دولة الإمارات، ما يرسخ مكانته بقوة في سجلات تاريخ الموسيقى العربية.
- 5. Black Eyed Peas (Arabic Name: بلاك آي بيز) is performing on December 13<sup>th</sup>, 2023.

- a. Description: 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.
- b. Description in Arabic: بلاك آيد بيز، والمكونة من كل من: ويل.آي.أم، آبل.دي.آب، وتابو ست جوائز بلاك آيد بيز، والمكونة من كل من: ويل.آي.أم، آبل.دي.آب، وتابو ست جوائز غرامي، وباعت أكثر من 35 مليون ألبوم و120 مليون أغنية حول العالم، ما منحهم لقب "ثاني أفضل فرقة/ فنان في تحميل الأغاني على مدى الأزمان"، كما تم تصنيفهم في بيلبورد ضمن قائمة "أفضل 100 فنان خلال عقد". وفي عام 2022، انطلق ألبومهم التاسع "إليفيشن" ليضم نخبة من ألمع نجوم العالم مثل شاكيرا، ديفيد غيتا، ألبومهم النيتا، إل ألفا، دادي يانكي، ليضيف فصلاً جديداً إلى سجل بلاك آيد بيز.
- 6. Let's Sing Taylor (Arabic Name: ) is performing on December 16<sup>th</sup>, 2023.
  - a. Description: Let's Sing Taylor A Live Band Experience is the ultimate tribute to the music of Taylor Swift.
    We can show you incredible things, including the most faithful and lively covers of Queen Taylor's expansive and sacred catalog.
    Taking the country by storm, we're bringing the communal experience of celebrating Taylor's music in a live setting to Swifties near and far. So, let the games begin. Calling all Swifties to sing your hearts out and sport your Taylor-inspired attire. You can show up at our party any time.
    - b. Description in Arabic: إلى جميع عشاق تايلور سويفت... حان وقت لنغني عشاق تايلور سويفت صمن مهرجان أم الإمارات، حيث معها! عيشوا أجواء لا تنسى في حفل تايلور سويفت ضمن مهرجان أم الإمارات، حيث ستؤدى باقة من أجمل أغانيها وألبوماتها الرائعة!
- 7. Tourgane Family with orchestra (Arabic Name: عائلة طرقان) is performing on December 23<sup>rd</sup>, 2023.
  - a. Description: 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.

- b. Description in Arabic: انضموا إلى عائلة طرقان وعيشوا أجمل ذكريات الطفولة على المسرح مع أغاني الكرتون التي رددناها منذ نعومة أظافرنا. وبحضورها اللافت على المسرح وموسيقاها البديعة، أدخلت عائلة طرقان البهجة إلى قلوب الملايين. إنهم أسطورة حقيقية وجزء لا يتجزأ من الثقافة العربية.
- 8. Cariokee (Arabic Name:کایروکي ) is performing on December 30<sup>th</sup>, 2023.
  - a. Description: 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.
  - b. Description in Arabic: "كايروكي" من دمج اسم القاهرة بالإنجليزية" الفرقة الموسيقية. "كايرو" مع فن "كاريوكي"، كرمز لنبض المدينة الذي يلهم إبداعات الفرقة الموسيقية. كانت تعرف الفرقة في البداية باسم "ذا بلاك ستار" وقدمت مجموعة من الأغاني باللغة الإنجليزية، ثم أعلنت الفرقة عن انطلاقتها الرسمية بصورتها الحالية في عام 2003. ومنذ البدايات، حققت كايروكي أحلام الطفولة، وقدمت شغف الموسيقى والأداء الحي في أماكن عديدة. تعكس رحلة الفرقة التفاني في الفن، والتعبير الأصيل عن روح القاهرة النابضة بالحياة.
- 9. El Far3i (Arabic Name: الفرعى) is performing on December 30<sup>th</sup>, 2023.
  - a. Description: El Far3i, a prolific artist hailing from Amman, Jordan, encompasses a diverse array of talents as a Palestinian and Jordanian songwriter, rapper, drummer, and producer. Renowned for his dynamic solo act, El Far3i/Far3 El Madakhil, 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. This brand serves as a creative space, embracing freedom for experimentation with various tools, instruments, and writing techniques. Grounded in the ideals of independence, El Far3i's vision extends into a branching narrative, navigating the nuanced realms between censorship and exaggeration, sometimes concealing, and at other times, pushing boundaries with unwavering intensity.
  - b. Description in Arabic: الفرعي، فنان أردني متميز، يجمع بين مواهب متعددة
     فهو كاتب فلسطيني أردني، ومغني راب، وعازف على الطبل، ومنتج أيضاً. يمزج الفرعي

- ببراعة بين الموسيقى العربية والهيب هوب، مدفوعاً بشغف نحو اكتشاف آفاق "صوتية جديدة. وفي رحلته الموسيقية متعددة الجوانب، قدم "الفرعي فلوكس كساحة جديدة تربط بين الأنماط والأفكار المتجددة
- 10. Tamer Hosny (Arabic Name: تامر حسني) is performing on December 31<sup>st</sup>, 2023.
  - a. Description: Tamer Hosny, a versatile pop artist, actor, composer, lyricist, director, producer, and novelist, rose to prominence in 2002. Recognized as the Best Artist in Africa and the Middle East, his unparalleled enthusiasm and passion for music catapulted him to become the most promising celebrity/singer in the Middle East & Africa within five years. Tamer's albums and films, past and present, have consistently achieved top sales, solidifying his iconic status. As the "FIRST ARAB CELEBRITY" to endorse Police eyewear, he joins the ranks of global legends like Bruce Willis and George Clooney. Tamer is also the face for Pepsi and Vodafone, and his international collaborations with Pitbull, Akon, Shaggy, and Snoop Dogg showcase his versatile influence in the music industry.
  - تامر حسني مطرب وممثل وملحن وشاعر ومخرج ومنتج :Description in Arabic وروائي... وبشغف استثنائي وجهود كبيرة بذلها طوال حياته في مجالات الموسيقى والتمثيل، أصبح تامر من أكثر المشاهير اللامعين في منطقة الشرق الأوسط وشمال و Akon و Pitbull إفريقيا. وقد تعاون مع العديد من المطربين العالميين مثل على سبيل المثال لا الحصر. كما حققت ألبوماته وأفلامه Snoop Dogg و دنجاحات عالمية باهرة
- 11. Saif Nabeel (Arabic Name: سيف نبيل) is performing on December 31<sup>st</sup>, 2023.
  - a. Description: 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 characterized by profound feelings and passion. His emotive style has captivated audiences, creating anticipation for each new release.
  - b. Description in Arabic: 2011 مطرب وملحن عراقي، بدأ رحلته الموسيقية عام 2011 الحين، نجح في تقديم في سوريا مع إصدار أغنيته الأولى "هاي السنة". ومنذ ذلك الحين، نجح في تقديم أغاني مفعمة بالمشاعر العميقة والشغف. أسلوبه المؤثر أسر الجماهير الذين يتوقون أعاني مفعمة بالمشاعر العميقة والشغف.

# Sponsors and Partners for MOTN:

# Al Ain Water, Family Care, Anghami, ADEK, BRAG are the list of partners and sponsors for the event.

Name			
	Туре	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 : alainwateroffical 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/
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 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/	
Anghami	Entertainment Streaming Platform	Entertainment Streaming Platform	

## FAQ Regarding MOTN:

- 1. What are the dates of the MOTN festival this year?
  - The dates are December 8-31, 2023.
- 2. What venue will the event be held at?
  - The venue is Abu Dhabi Corniche.
- 3. What are the opening hours for New Year's Eve?
  - New Year's Eve opening hours are 4PM to 1AM.
- 4. How can I follow MOTN on social media?
  - You can follow on Instagram at <a href="www.instagram.com/motnfestival">www.instagram.com/motnfestival</a>, Facebook at <a href="www.facebook.com/MOTNFestival">www.facebook.com/MOTNFestival</a>, and Twitter at <a href="www.twitter.com/motnfestival">www.twitter.com/motnfestival</a>.
- 5. What edition of the festival is this year?
  - This is the 7th edition of the MOTN Festival.
- 6. How long has MOTN taken place for?
  - 24 days of festivities.
- 7. Can I find more details on the MOTN website?
  - Yes, you can visit MOTN.ae for more information.
- 8. What types of zones feature at the festival?
  - Amuse, Indulge, and Thrill Zones showcasing culture.
- 9. Will there be live music performances?
  - Yes, the Entertain Arena will feature live music.
- 10. Who organizes and markets MOTN?
  - The Department of Culture and Tourism manages and markets the event.
- 11.Can you provide more details about the tagline of the event? What does it mean to "See It, Feel It, Live It"?
  - The English tagline is "See It, Feel It, Live It" which encourages attendees to fully experience and immerse themselves in the festival. The Arabic translation captures a similar sentiment: "اشاهدها. عشها. احتفل بها" "See it, live it, celebrate it".
- 12. What is the duration of MOTN festival this year and on what dates exactly will it take place?
  - MOTN Festival takes place over 24 days, beginning on December 8th 2023 and ending on December 31st, which is New Years Eve. The specific dates are December 8-31, 2023.
- 13. During what time is the MOTN festival open to visitors each day? Are there any exceptions?

- The festival is open daily from 4PM to 12AM, Sunday through Saturday. The only exception is New Years Eve when the festival extends its hours until 1AM.
- 14. Which venue along Abu Dhabi's picturesque corniche will MOTN takeover this year?
  - This year, MOTN will take place on Abu Dhabi Corniche, which provides beautiful waterfront views of the city.
- 15. What entertainment can visitors expect at the 2023 edition of MOTN Festival?
  - MOTN will feature Instagram-worthy photo opportunities, familyfriendly activities, designated entertainment zones highlighting global and local culture, retail shops, food, art installations, and live music performances all leading up to a spectacular New Years Eve midnight celebration.
- 16.Can you elaborate on the different designated zones that will showcase culture and entertainment?
  - There will be three highlighted zones: Amuse Zone, Indulge Zone, and Thrill Zone. Each zone is designed around showcasing specific experiences from Europe, America as well as local Emirati culture and attractions.
- 17. Where specifically can we enjoy musical performances during the festival?
  - There will be an Entertain Arena which will feature various live music performances to enjoy throughout MOTN festival.
- 18.If I want to follow MOTN's Instagram account, what is the direct link?
  - MOTN Festival's official Instagram account can be found at www.instagram.com/motnfestival/
- 19. Who is responsible for organizing this large-scale festival spanning over 24 days?
  - MOTN Festival is organized by the Department of Culture and Tourism - Abu Dhabi.

## FAQ about Zones Overview:

- 1. What is the main focus of the Amuse Zone at the MOTN festival?
  - The main focus of the Amuse Zone is to provide entertainment for the entire family.
- 2. Can you provide more details about the attractions in the Upside Down Museum within the Amuse Zone?
  - The Upside Down Museum features innovative adventures, carnival rides, play parks, skill games, and Instagrammable spots.
- 3. What are the key rides in the Thrill Zone, and can you describe them briefly?
  - The key rides in the Thrill Zone are Atmos Fear and the Fairground Wave Swinger.
- 4. What are the food options in the Hamburger Joint at the Thrill Zone?
  - The Hamburger Joint in the Thrill Zone offers food options.
- 5. How many activities are there in the Thrill Zone, and can you name a few?
  - The Thrill Zone has a total of 7 activities.
- 6. What is the central theme of the Entertain Arena, and what kind of performances can visitors expect?
  - The central theme of the Entertain Arena is non-stop live entertainment and music, featuring international superstars and beloved regional acts.
- 7. What is the main focus of the Indulge Zone, and what can visitors find there?
  - The main focus of the Indulge Zone is to provide a space for eating, shopping, and happiness.
- 8. How many locations of Milk Train are there in the Indulge Zone?
  - There is one location of Milk Train in the Indulge Zone.
- 9. What brands are available at the Bo-Tik shop in the Indulge Zone?
  - The Bo-Tik shop in the Indulge Zone features over 40 brands.

- 10. Can you provide a summary of the Live Arena, including the types of artists performing and any ticket requirements?
  - The Live Arena features A-list and B-list artists performing live sets (tickets needed), along with food kiosks.
- 11. What are the main attractions in Spacetoon Land within the Amusement Park's Amuse Zone?
  - Spacetoon Land features innovative adventures, carnival rides, play areas, games, arts & crafts, and an Instagram museum.
- 12. How many food kiosks are there in the Amusement Park, and can you list a few?
  - The Amusement Park has 4 food kiosks offering a variety of options for festival-goers.
- 13. Tell me about the special features of Crosstown in the Amusement Park.
  - Crosstown is one of the special features in the Amusement Park.
- 14. What are the key features of the Entertain Arena, and is there any specific ticket requirement for entry?
  - The Entertain Arena features non-stop live entertainment and music, with A-list and B-list artists performing (tickets needed).
- 15. How many food kiosks are present in the Thrill Zone, and can you name a few?
  - The Thrill Zone has 3 food kiosks, including Bad Boys Pizza, Mother Flipper, and Wanderen Stroopwafels.
- 16. What programming and games are available in the Indulge Zone?
  - The Indulge Zone offers programming, games, retail kiosks, and concept stores.
- 17. Can you provide more details about the Horror Escape Room in the Thrill Zone?
  - The Horror Escape Room in the Thrill Zone is a popular attraction with scary elements.
- 18. What is the total number of activities in the Thrill Zone, and can you provide examples?
  - The Thrill Zone has a total of 7 activities, including the Horror Escape Room and Omega Protocol VR.
- 19. How many locations of Coq Fighter fried chicken are there in the Indulge Zone?
  - There is no specific information about the number of locations for Coq Fighter in the provided data.
- 20. What kind of rides are present in the Amusement Park's Spacetoon Land?

- Spacetoon Land features carnival rides.
- 21. How many carnival rides are there in the Amusement Park, and can you name a few?
  - The Amusement Park has 4 carnival rides.
- 22. Are there any special events or performances at the Family Stage in the Amusement Park's Amuse Zone?
  - Yes, the Family Stage in the Amuse Zone hosts special events and performances.
- 23. What are the food options available in the Hamburger Joint at the Thrill Zone?
  - The Hamburger Joint in the Thrill Zone offers food options.
- 24. Can you provide details about the food offerings in the Indulge Zone, especially at Milk Train?
  - Milk Train offers magical treats in the Indulge Zone.
- 25. What is the primary focus of the Amusement Park's Amuse Zone?
  - The primary focus of the Amuse Zone is to provide entertainment for the entire family.
- 26. Are there any specific themes or genres for the live sets in the Entertain Arena?
  - There is no specific information about the themes or genres for the live sets in the provided data.
- 27. What is the theme or concept of the Omega Protocol VR Experience in the Thrill Zone?
  - The provided data does not specify the theme or concept of the Omega Protocol VR Experience.
- 28. How many retail kiosks and concept stores are there in the Indulge Zone?
  - The Indulge Zone has retail kiosks and concept stores, but the specific number is not provided in the data.
- 29. Can you list some of the local food concepts available in the Indulge Zone?
  - The Indulge Zone has 35 local food concepts.
- 30. What is the main focus of the Indulge Zone's Bo-Tik shop?
  - The Bo-Tik shop in the Indulge Zone focuses on shopping and features over 40 brands.
- 1. What types of rides and activities can be found in the Thrill Zone?
  - a. The Thrill Zone features the Atmos Fear ride, Fairground Wave Swinger, Horror Escape Room, VR experiences, skill games, a jeep track, and a skate rink.
- 2. How many carnival rides are there in the Amusement Park area?

- a. There are 4 carnival rides in the Amusement Park area.
- 3. Is there an Instagram museum exhibit at MOTN festival?
  - a. Yes, the Amusement Park features a museum with Instagrammable spots called The Upside Down museum.
- 4. What food options are available in the Live Arena zone?
  - a. The Live Arena zone has multiple food kiosks available.
- 5. Can I shop at MOTN? If so, which zone has shops?
  - a. Yes, the Indulge Zone features the Bo-Tik shop with over 40 different brands. There are also retail kiosks and concept stores.
- 6. How many confirmed food vendors are there in the Indulge Zone?
  - a. The data shows 35 confirmed local food concept vendors in the Indulge Zone.
- 7. What type of entertainment can I see in the Entertain Arena?
  - a. You can enjoy non-stop live music and entertainment acts in the Entertain Arena zone.
- 8. Is Sonic the Hedgehog featured at MOTN?
  - a. Yes, Sonic can be seen in Spacetoon Land which is located in the Amusement Park zone.
- 9. Are there opportunities to skate at MOTN? Where?
  - a. Yes, the Thrill Zone offers MOTN Skate, a skate rink experience by RollDXB.
- 10. What is Mother Flipper in the list of restaurants?
  - a. Mother Flipper is one of the confirmed food kiosks in the Thrill Zone.
- 11. Will tickets be required for the B-List artists?
  - a. Yes, tickets will be needed for the B-List artists performing in the Live Arena.
- 12.Can I play basketball at MOTN?
  - a. There is a dedicated Basketball Hub in the Amusement Park zone.
- 13.Is Coq Fighter serving food at the festival?
  - a. Yes, Coq Fighter is a fried chicken food kiosk confirmed for the Indulge Zone.
- 14. How many total food kiosks are across all zones?
  - a. Adding up the numbers per zone, there are at least 15 food kiosks across MOTN.
- 15. Is there a specific area for arts & crafts activities?

- a. Arts & crafts can be found in the Amusement Park zone as part of the amusement park offerings.
- 16. What retail stores are located in the Indulge Zone?
  - a. The Indulge Zone features the Bo-Tik store along with additional retail kiosks and concept stores.
- 17. Is the Horror Escape Room suitable for kids?
  - a. The Horror Escape Room is listed as part of the Thrill Zone, which suggests it would have scary elements. So likely better suited for older attendees rather than young kids.
- 18. What European food item is being offered in the Thrill Zone?
  - a. Wanderen Stroopwafels, which are a Dutch food item, can be found in the Thrill Zone.
- 19. Can I meet Barbie at MOTN festival?
  - a. Yes, Barbie can be seen in Spacetoon Land located in the Amusement Park zone.
- 20. How many A-list music acts will be performing?
  - a. The number of A-list acts is not specified, just listed that A-list artists will be performing in Live Arena.

#### FAQ About Indulge Zone

- 1. What is the short description of the Bo-tik retail vendor at the Indulge Zone?
- 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.
- 2. Can you provide more information about the Monster Inflatable at the Indulge Zone?
- The Monster is the world's largest inflatable obstacle course, and the ultimate bouncey party for ADULTS, KIDS AND FAMILIES! with The Monster a 300-meter long inflatable obstacle course with 42 insane obstacles.
- 3. What is the link to the Instagram page of Milktrain at the Indulge Zone?
  - [Milk Train Instagram](https://www.instagram.com/milktraincafe/)
- 4. Describe the concept behind Chapter.ae, a local vendor at the Indulge Zone.
- 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.
- 5. What type of vendor is Coq Fighter, and what is their unique approach to fried chicken?
- Coq Fighter is an 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.
- 6. Provide a brief description of the Torrija vendor at the Indulge Zone.

- 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.
- 7. What is the specialty of Cremosa Goes Wonka at the Indulge Zone?
- 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.
- 8. Can you provide the Instagram link for The Phil vendor at the Indulge Zone?
  - [The Phil Instagram](https://www.instagram.com/thephil.high/)
- 9. Describe the concept behind Ugly Noodles by Ugly Bros, a local vendor at the Indulge Zone.
- "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.
- 10. What is the signature drink and specialty of Tiger Sugar, a local vendor at the Indulge Zone?
- Tiger Sugar specializes in the original brown sugar bubble tea, with fresh cream and a unique tiger stripe design.
- 11. Briefly describe the concept of Lobster Roll, a local vendor at the Indulge Zone.
- Home-grown seafood concept that serves lobster meat with a special sauce. Sink your teeth into soft buttered buns mounded with chunks of fresh lobster.

- 12. What is the unique twist that This Is Hot Dog brings to hot dogs at the Indulge Zone?
- This Is Hot Dog brings a new one-of-a-kind twist to a beloved culinary favorite. They aim to change the way people think about hot dogs and have developed a mouthwatering array of flavorful fusions, adding unique ingredients and a gourmet touch.
- 13. Provide a brief description of Petit Comptoir, a French streetfood concept at the Indulge Zone.
- 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.
- 14. What is the link to the Instagram page of Let's PopCorn at the Indulge Zone?
  - [Let's PopCorn Instagram](https://www.instagram.com/letspopcornuae/)
- 15. Describe the offerings of Sweet on Wheels, a mobile kiosk at the Indulge Zone.
- Joyful mobile kiosk serving up exquisite Mini Pancakes, modern Crêpes, warm Waffles, and delightful Ice-Cream Rolls. We make every event sweeter!
- 16. What type of food does Mattar offer, and what is their mission?
- Mattar is 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.

- 17. Can you provide more details about the Indulge Family Stage at the Indulge Zone?
- The provided data does not include specific details about the Indulge Family Stage.
- 18. What are the offerings of J Lato, a local vendor at the Indulge Zone?
- Jlate prioritizes 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.
- 19. Describe the concept behind Baofriend, a funky restaurant on Abu Dhabi's East Corniche.
- 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.
- 20. What is the information brief about the Monster Inflatable at the Indulge Zone?
- The Monster is the world's largest inflatable obstacle course, coming to MOTN for the ultimate bouncy party for the whole family. The Monster is 300 meters of bouncy fun, with 42 insane obstacles.
- 21. What is the unique approach of Let's PopCorn in preparing gourmet popcorn?
- 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.
- 22. Can you provide the Instagram link for Sweet on Wheels, the joyful mobile kiosk at the Indulge Zone?

- [Sweet on Wheels Instagram](https://www.instagram.com/sweet.on.wheels/)
- 23. What is the short description of Petit Comptoir, and what kind of meats does it offer?
- 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.
- 24. Describe the offerings of Ugly Noodles by Ugly Bros, a local vendor at the Indulge Zone.
- "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.
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- 31. What is the short description of This Is Hot Dog and what unique twist do they bring to hot dogs?
- This Is Hot Dog brings a new one-of-a-kind twist to a beloved culinary favorite. They aim to change the way people think about hot dogs and have developed a mouthwatering array of flavorful fusions, adding unique ingredients and a gourmet touch.
- 32. What is the short description of Mattar, a barbecue company at the Indulge Zone?
- Mattar is 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.

- 33. Provide a brief description of Torrija, a local vendor at the Indulge Zone.
- 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.
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- 40. What is the specialty of Cremosa Goes Wonka at the Indulge Zone?
- 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.
- 41. What is the short description of Hero Art Installation, and what type of vendor is it at the Indulge Zone?
- Hero Art Installation is categorized as an IP (Intellectual Property) vendor at the Indulge Zone. Unfortunately, specific details about its short description are not provided in the data.
- 42. Describe the short and full descriptions of COQ Fighter, a local vendor at the Indulge Zone.
- Short Description: 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.
- Full Description: Born out of frustration at the lack of high-quality fried chicken options in London, Coqfighter began as a night for friends at Troy, Tristan, and Deacon's apartment in South London. Having spent the beginning of the decade living in Melbourne, they'd enjoyed many hot summer nights eating plates of Korean fried chicken, served with ice drinks in the city's

bustling Chinatown district. Nights for friends soon became pop-ups in pubs and after a series of successful residencies Coqfighter found its first permanent home with Boxpark. A short DIY build later and Coqfighter was open to the public with queues to boot. In a few short years Coqfighter has grown to three restaurant locations and a series of delivery kitchens. Their unique East meets West take on fried chicken has grown cult status amongst London's fried chicken fans.

- 43. What is the link to the Instagram page of The Phil, a local vendor at the Indulge Zone?
  - [The Phil Instagram](https://www.instagram.com/thephil.high/)
- 44. Briefly describe the offerings of Chapter.ae, a local vendor at the Indulge Zone.
- 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.
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- 48. Can you provide more details about the Indulge Family Stage at the Indulge Zone?
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- 49. What is the short description of Hero Art Installation, and what type of vendor is it at the Indulge Zone?
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- 56. What is the short description of This Is Hot Dog, and what unique twist do they bring to hot dogs?
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- 58. Describe the concept behind Baofriend, the funky restaurant on Abu Dhabi's East Corniche.
- 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
- 1. I'm in the mood for fried chicken. Where can I find high-quality fried chicken options in MOTN?
- You should check out Coqfighter, a local vendor at the Indulge Zone. They offer a unique East meets West take on fried chicken that has gained cult status in MOTN.

- 2. Any recommendations for a unique hot chocolate experience?
- Definitely try Cremosa Goes Wonka, a local vendor at the Indulge Zone. They offer a distinctive hot chocolate experience with premium cocoa and Belgian chocolates.
- 3. Where can I find the world's largest inflatable obstacle course for a family-friendly bouncy party?
- Head to Monster Inflatable at the Indulge Zone. They have the world's largest inflatable obstacle course, The Monster, with 300 meters of bouncy fun and 42 insane obstacles.
- 4. I'm looking for a place to enjoy live music and entertainment. Any suggestions?
- The Entertain Arena is the perfect spot for non-stop live entertainment and music. You'll find international superstars and beloved regional acts performing live sets there.
- 5. Where can I get an authentic Philly Cheesesteak in Abu Dhabi?
- Dr. High's at the Indulge Zone offers the iconic Philadelphia Cheesesteak. It features freshly-sliced meat, a blend of rib eye and juicy prime cuts, provolone cheese, and semi-caramelized onions in a soft and flavorful roll.
- 6. Any recommendations for a French street food experience with steak and homemade fries?
- Petit Comptoir, a local vendor at the Indulge Zone, offers a delicious steak served on a bed of homemade fries, providing a unique French street food experience.

- 7. I'm a fan of gelato. Where can I find a superior gelato experience in Abu Dhabi?
- J Lato at the Indulge Zone prioritizes quality ingredients and careful craftsmanship to deliver a superior gelato experience in Abu Dhabi.
- 8. Can you suggest a place for a diverse menu with Bao sandwiches in Abu Dhabi?
- Baofriend, a funky restaurant on Abu Dhabi's East Corniche, serves Bao sandwiches with Seven Great Flavors and offers a diverse Asian menu.
- 9. I have a craving for loaded fries. Any recommendations for creatively loaded fries?
- Freat, a local vendor at the Indulge Zone, is transforming street food with globally inspired loaded fries, blending creativity and fun while representing different cultures.
- 10. Where can I find an extensive selection of gourmet popcorn with unique flavors?
- Let's PopCorn, the first regional Gourmet Popcorn brand at the Indulge Zone, offers an exclusive selection of 50+ unique and gourmet popcorn flavors.
- 11. I'm interested in trying out innovative hot dogs. Any suggestions?
- This Is Hot Dog at the Indulge Zone brings a new one-of-a-kind twist to hot dogs, aiming to change the way people think about them with mouthwatering and flavorful fusions.
- 12. I'm looking for a place with a variety of international and local food options. Any recommendations?

- The Indulge Zone is the perfect place for a diverse culinary experience, featuring a range of local and international vendors offering a variety of food options.
- 13. Can you suggest a place for a family-friendly atmosphere with play areas and carnival rides?
- The Amusement Park at the Indulge Zone is a family-friendly space with play areas, carnival rides, and even features Spacetoon Land with Barbie and Sonic.
- 14. I want to enjoy thrilling activities like an escape room and virtual reality experiences. Where can I find them?
- The Thrill Zone at the Indulge Zone offers thrilling activities, including a Horror Escape Room and the Omega Protocol VR Experience.
- 15. I'm interested in shopping for fashion and accessories from local and regional brands. Any recommendations?
- Bo-Tik, a retail vendor at the Indulge Zone, focuses on fashion and accessories, showcasing the creativity and craftsmanship of local and regional brands.
- 16. I'm a fan of live music performances. Where can I catch A-list and B-list artists performing?
- The Live Arena at the Indulge Zone hosts A-list and B-list artists performing live sets. Note that tickets are needed for these performances.
- 17. I'm craving churros. Where can I find authentic churros from Spain in Dubai?
- Churros Con Café, a local vendor at the Indulge Zone, brings authentic churros from Spain to Dubai with delightful munchies and a variety of dips.

- 18. Any suggestions for a food vendor that offers a barbecue experience with live fire cuisine?
- Mattar, a barbecue company at the Indulge Zone, crafts exceptional live fire experiences with the best ingredients and materials possible.
- 19. Where can I enjoy an immersive shopping experience with a curated selection of fashion brands?
- Bo-Tik at the Indulge Zone offers an immersive shopping experience with a curated selection of 40 fashion brands, reflecting the festival's spirit and style.
- 20. I want to try out unique and artistic food offerings. Any recommendations?
- Hero Art Installation at the Indulge Zone is an IP vendor with artistic and unique food offerings, though specific details about their short description are not provided in the data.

## FAQ about Foods and Beverages:

## **General Questions:**

- 1. What type of food does Chapter Café offer, and what makes it unique?
- Chapter Café offers local food with a homey-cozy ambiance. It is part of Ribbonaira Salon & Boutique and features a minimalistic modern interior. The menu is exclusive and changes with every season.
- 2. Can you recommend a place serving traditional Spanish churros at the MOTN Festival?
- Churros Con Café is the perfect place for traditional Spanish churros. They offer a selection of desserts, including these delicious treats.
- 3. Where can I find gourmet popcorn with various flavors, including Creamy Cheddar and Caramel?
- Let's Popcorn UAE, a local vendor at the MOTN Festival, offers a variety of flavors, including Creamy Cheddar and Caramel. It's air-popped, oil-free, and made from non-GMO corn for a healthier option.
- 4. What is the specialty of Khemeer & Chebab, and how does it reflect Emirati heritage?
- Khemeer & Chebab reflects Emirati heritage with a blend of authentic history and creative present. The traditional cuisine features delicious and distinctive dishes inherited from ancestors, characterized by generosity.
- 5. Could you recommend a place with a diverse menu that specializes in Neapolitan pizzas?
- NAP PIZZERIA is a progressive restaurant specializing in high-quality Neapolitan pizzas. They are cooked with passion and served with love, providing a heavenly nap.

- 6. Where can I enjoy an authentic Philadelphia Cheesesteak in Abu Dhabi?
- The Phil, an eatery at the MOTN Festival, offers an authentic Philadelphia Cheesesteak. It features freshly-sliced meat, a blend of rib eye and juicy prime cuts, provolone cheese, and semi-caramelized onions in a soft and flavorful roll.
- 7. Which vendor brings a new twist to hot dogs and aims to change how people perceive them?
- This Is Hot Dog, a local food vendor at the MOTN Festival, brings a new one-of-a-kind twist to hot dogs. They aim to change the way people think about hot dogs with a mouthwatering array of flavorful fusions.
- 8. Where can I find the original brown sugar bubble tea with a unique tiger stripe design?
- Tiger Sugar, a local food vendor at the MOTN Festival, is known for the original brown sugar bubble tea with a unique tiger stripe design. They've become a cult brand of Boba worldwide.
- 9. Can you recommend a seafood concept serving lobster rolls with a special sauce?
- Lobster Roll is a home-grown seafood concept at the MOTN Festival, serving lobster meat with a special sauce. The soft buttered buns are mounded with chunks of fresh lobster, providing a delicious delight.
- 10. Where can I find Ugly Noodles, and what type of local food do they offer?
- Ugly Noodles is a local food vendor at the MOTN Festival offering a unique take on noodles. You can explore their offerings to experience a distinctive twist on this classic dish.