

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.
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Instagram Link	<a href="https://www.instagram.com/motnfestival/">www.instagram.com/motnfestival/</a>
Facebook Link	<a href="https://www.facebook.com/MOTNFestival/">www.facebook.com/MOTNFestival/</a>
Twitter Link	<a href="https://www.twitter.com/motnfestival">www.twitter.com/motnfestival</a>
Youtube Link	<a href="https://www.youtube.com/channel/UCfilcKNtFKvV2beVI4R_cwg">www.youtube.com/channel/UCfilcKNtFKvV2beVI4R_cwg</a>
Festival Website	<a href="https://MOTN.ae">MOTN.ae</a>
About Department of Culture and Tourism (DCT)	<a href="#">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.</a>
Short Description	<a href="#">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?</a>
Tiktok Link	<a href="https://www.tiktok.com/@motnfestival">https://www.tiktok.com/@motnfestival</a>

### 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		

## Sponsors / Partners:

1. Al Ain Water
  - a. Name: Al Ain Water
  - b. Type: Water Partner
  - c. Description: 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.
  - d. Links:
    - i. Instagram : alainwaterofficial - <https://www.instagram.com/alainwaterofficial/?hl=en>
    - ii. Facebook : Al Ain Water <https://www.facebook.com/alainwater/>
    - iii. Website : [www.alainwater.com](http://www.alainwater.com)