



WEDNESDAY 23RD APRIL 2014 * WHITE DUBAI

POST-EVENT REPORT

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THANK YOU

Motivate would like to extend our thanks and appreciation to our sponsors for a hugely successful evening, celebrating the very best in the music and nightlife industry.

We hope you thoroughly enjoyed your evening– and we very much look forward to working with you again in the future.

Thanks again,
The Motivate Events Team

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YOU ARE INVITED....

More than 600 guests joined us to celebrate the success of the UAE's music and nightlife scene. The VIP guestlist of 250 included nominees, industry professionals, sponsors and *Hype* guests. The remaining attendees registered on hypeawards.ae for guestlist.



DIGITAL INVITATION

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THE VENUE

WHITE Dubai

Based on the popular WHITE Beirut, the Dubai-based venue is located at Meydan Grandstand Rooftop in Meydan Hotel. The 860 square foot space holds over 1,200 guests and regularly features top international DJs, which are flown in every weekend to perform. The super club is managed by Add Mind, the management firm behind successful brands such as Iris and WHITE.

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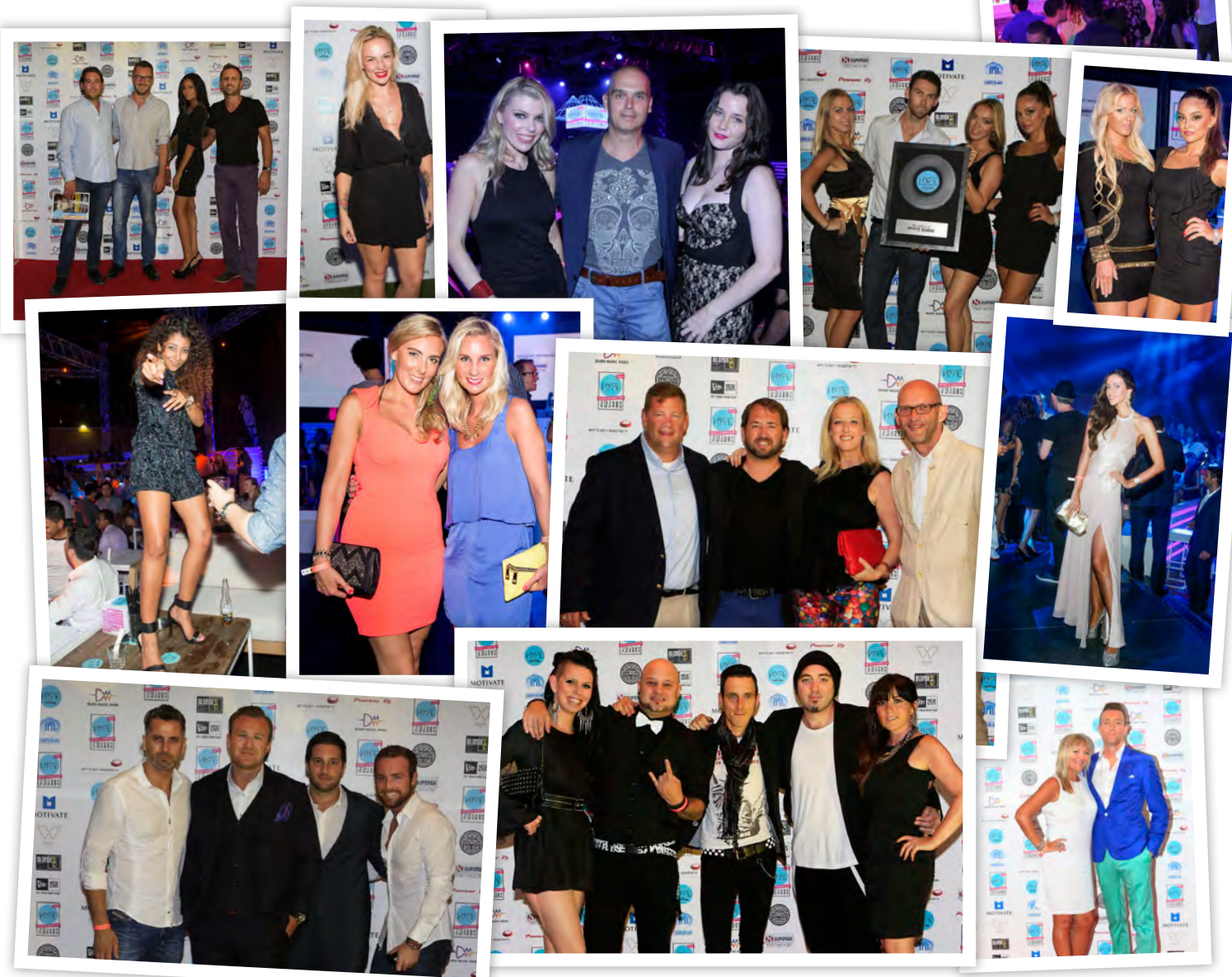
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PARTY PEOPLE

The city's party scene were out in full force to celebrate the inaugural Hype Music & Nightlife Awards.



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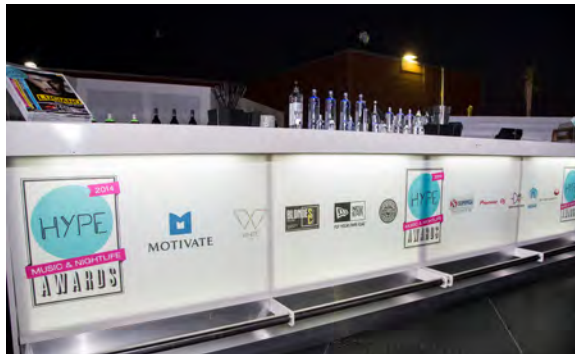
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EVENT BRANDING

Sponsors logos featured on all event branding including the photo backdrops, table top branding, stage and bar branding, giant screens and drinks coasters.



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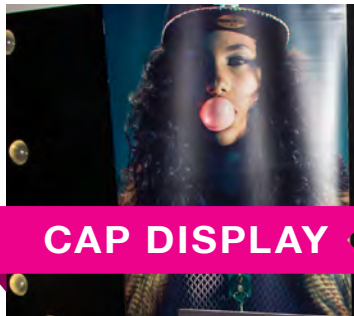
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ACTIVATIONS



CAP DISPLAY



SHOE DISPLAY



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ACTIVATIONS



HAIR STYLISTS ON HAND PROVIDING SALON-STYLES TO GUESTS AT THE EVENT

2014

HYPE

MUSIC & NIGHTLIFE

AWARDS

BEST LADIES' NIGHT SPONSORED BY

BLONDES

NOMINEES

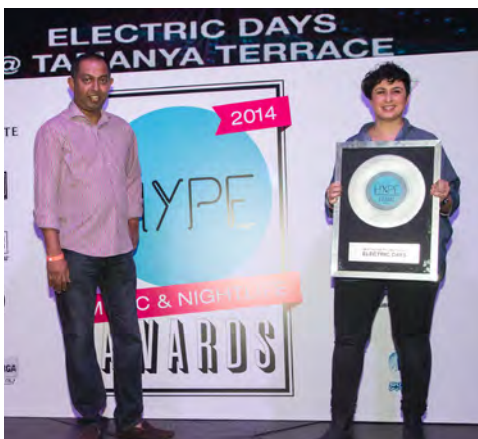
- Pink Ladies at Mahiki
- Aquara Lounge, Dubai Marina Yacht Club
- Oeno at The Westin
- High Societe, Marina Byblos Hotel
- Embassy Empress, Grosvenor House Hotel

PRESENTED BY MOTIVATE 1979 - 2014

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CATEGORY SPONSORS

BLONDES **NEW ERA** **Pioneer Dj** **SUPERGA**



2014

HYPE

MUSIC & NIGHTLIFE

AWARDS

BEST BAND/ACT SPONSORED BY

BLONDES

NOMINEES

- Hollaphonic
- Juliana Down
- The Electrons
- Nicotin
- Hannibal Al Azn

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CATEGORY SPONSORS

BLONDES **NEW ERA** **Pioneer Dj** **SUPERGA**



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ACTIVATIONS



AWARD PRESENTATION



AWARD PRESENTATION



LOCAL TV CELEBRITY LAYNE REDMAN PRESENTED THE AWARDS

PRESENTED BY



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MARKETING

WEBSITE

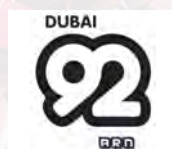
A website was created especially for the public to register to attend the event. Over 800 unique visitors registered on the page pre-event.



RADIO AD

The radio ad aired on both Dubai 92 and Virgin Radio.

The first ever *Hype* Magazine Music and Nightlife Awards are now on. We want party people like YOU to join our Winners' party at WHITE Dubai on Wednesday April 23rd. Register for two free passes at www.hypeawards.ae today. *Hype* magazine, your FREE essential, weekly guide to the UAE's music and nightlife scene. Grab your free copy today. See you on the dance floor.



Aired on Dubai 92
from April 6 – 18



Aired on Virgin Radio
from April 18 – 29

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PRE-EVENT COVERAGE

ONLINE

Nominee logos were used pre-event to promote the awards and the shortlisted categories. Sponsors logos were added to increase brand exposure.



DoneEvents Amg shared a link.
46 minutes ago

We are very happy to be nominated for #BestFestival for Red Fest DXB and #BestConcert for both Alicia Keys and Bruno Mars at the #HypeAwards if you want to go to the awards click here:



Hype Awards
www.hypeawards.ae



10,436 FANS



3,541 FANS

Frederick Stone
21 hours ago

I am super proud to say that i've been nominated for best dj at Dubai's best artists and friends for the #hypeawards . I truly think should go to all of us and not just to one!! to all of those people Dubai's nightlife interesting and fresh. All of those who are able their love for music with their audience deserve the award. It doesn't if i win or not, just being nominated is enough. Thank you Hype



16,031 FANS



The Boxtones

Ok it's time to give us your best Movie/TV show/Comic book quote and the best one will WIN 2 WEEKEND PASSES to Middle East Film & Comic Con (MEFCC) at Dubai World Trade Centre on the 4th and 5th of April. The Boxtones will be headlining alongside some exciting names in the Comic Con world so don't miss it!

Also we are pleased to announce that we are nominated in Hype Awards "Best Band/Act" category! Its a good week for The Boxtones! #hypeawards



Nikotin
Sweet!!! We've just been nominated for Best Local Act at #HypeAwards alongside some very talented nominees. Thank you Hype Magazine!

Catch us live on the mainstage at Comic Con this Saturday -
<http://bit.ly/1gmaPrn>



Like · Comment · Share · 24 · 2 · Yesterday at 11:00 · Edited ·



14,159 FANS

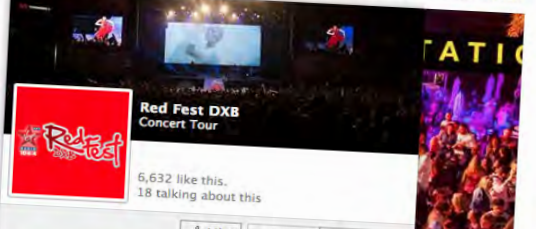


6,632 FANS

#redfestdxb

Red Fest DXB

We are very happy to be nominated for #BestFestival at the #HYPEAwards if you would like to go click below #RedFestDXB



6,632 like this.
18 talking about this

Like · Comment · Share · 21 minutes ago ·

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PRE-EVENT COVERAGE

PRINT AD

The print ad ran in the following magazines: *Hype* (Readership 60,000), *What's On* (Circulation 36,511), *Stuff* (Circulation 12,341) and *Campaign* (Circulation 7,547).



**MUSIC INDUSTRY AND
PARTY PEOPLE COME TOGETHER
FOR HYPE'S DEFINITIVE
NIGHTLIFE AWARDS**

2014
HYPE
**MUSIC & NIGHTLIFE
AWARDS**

WEDNESDAY * 23RD APRIL * 8 PM
WHITE DUBAI

**BEST DJ • BEST BREAKTHROUGH DJ • BEST PRODUCER • BEST HOUSE/TECHNO NIGHT • BEST URBAN NIGHT
• BEST BASS/BREAKS/FUNK NIGHT • OUTSTANDING CONTRIBUTION • BEST CLUB • BEST NEW CLUB • BEST BEACH VENUE
• BEST BAR • BEST NEW BAR • BEST BAND/ACT • BEST CONCERT • BEST FESTIVAL • BEST LADIES' NIGHT • BEST LIVE VENUE**

Register now at hypeawards.ae for two FREE tickets

f WeAreHypeMag @WeAreHypeMag White Dubai @whitedubaclub



PRE-EVENT COVERAGE

EDITORIAL COVERAGE - HYPE

March 30th - April 5th 2014 / Issue No. 34 (Readership 60,000)

2014
AWARD NOMINEES

THE HYPE MUSIC & NIGHTLIFE AWARDS



It's hats off to the region's after-dark heroes in the first ever Hype Awards

Here it is party people: Hype's first ever Music & Nightlife Awards! It's a year since the first issue of Hype hit the streets and since then we've thrown ourselves headlong into the UAE's extraordinary nightlife scene, from dingy basement parties to high-end glamorous venues and everything in between.

Music for us is the elixir of life; it lifts, soothes, unites and soundtracks our days and nights. And boy, are there plenty of people in this region passionately pouring their heart and soul into pushing the music scene forward. The Hype Awards are about them; the real movers and shakers; the risk-takers; the believers; the people and places that make our weekends.

There's no cheeky half measure with these awards. We're cutting through the corporate bull to shine the spotlight firmly on deserving nominees for the experiences they create and the parties they throw regardless of budgets. Across 17 categories, the Hype Awards recognise the people and places that bring the region to life after dark.

No awards would be complete, of course, without an awards ceremony. But we're ditching the normal stuffy black-tie affair for a Hype Awards Party that's a little more up our alley on Wednesday April 23. Hang tight for the details of that coming soon.

So here it is... the inaugural Hype Awards categories and deserving nominees in all their glory. And to those detractors who say there's nothing going on here in the UAE... well, look harder or leave.

BEST DJ

Schooly
MACH4
Break DJ Lobito
Darry Neville
Smokingroove
Johnny Thornhill
Razon
Tristan Bain
Frederick Stone
Siamak Amidi

BEST LOCAL BAND/ACT

Hollaphonic
Julianna Down
The Bostones
Nikotin
Hamdan Al Abri

BEST BREAK-THROUGH DJ

DJ KaBoo
Somali
Salar Ansari
Rishi
Miss P.M.

BEST CLUB

360° at Jumeirah Beach Hotel, Jumeirah
Mahiki at Jumeirah Beach Hotel, Jumeirah
People By Crystal at Raffles Hotel, Wafi
Cirque Le Soir at The Fairmont Hotel, DIFC
Rock Bottom, Ramee Rose Hotel, Toccon

HEY, PARTY PEOPLE!

It's YOU who makes the UAE's music and nightlife scene and that's why we want YOU at the Hype Awards. Come party with the region's music industry as the winners are revealed. Full details of the party are hush-hush for now. But mark Wednesday April 23 in your diary and register for two free passes to the awards ceremony at hypeawards.ae now. We'll see you on the dancefloor, disco amigos.

PRE-EVENT COVERAGE

EDITORIAL COVERAGE - HYPE

March 30th - April 5th 2014 / Issue No. 34 (Readership 60,000)

2014 AWARD NOMINEES

BEST URBAN NIGHT
 No.1 Fridays at N'Dulge, Atlantis, The Palm, Jumeirah
 Urban Chic at District Lounge, Capital Club, DIFC
 Magnum Sundays at Boudoir, Dubai Marina Beach Resort
 Hip Hop Chic Mondays at Cirque Le Soir, The Fairmont Hotel, DIFC
 411 Nights at People By Crystal, Raffles Hotel, Wafi

BEST HOUSE/TECHNO NIGHT
 Audio Tonic at 360°, Jumeirah Beach Hotel
 Analog Room at The Q Underground, Holiday Inn, Barsha
 Electric Days at Tamaniya Terrace, Radisson Blu, Media City
 Plus Minus Sessions at Naami Beach, Atlantis, The Palm, Jumeirah
 Groove On The Grass at Emirates Golf Club, Dubai

BEST BASS/BREAKS/REGGAE/FUNK
 Globalfunk at The Music Room, The Majestic Hotel, Bur Dubai
 Deep Crates Cartel at Casa Latina, Ibis Hotel, Barsha
 Basswork at Casa Latina, Ibis Hotel, Barsha
 Something Big at The Catwalk Club, Golden Tulip Hotel, Al Barsha
 Sunny Vibe Up at Dusit Terrace, Radisson Blu, Media City

BEST CONCERT
 Rolling Stones at du Arena, Yas Island, Abu Dhabi
 Texas at The Irish Village, Garhoud
 Jay Z at du Arena, Yas Island, Abu Dhabi
 Alicia Keys at DMC Amphitheatre, Dubai Media City
 Bruno Mars at DMC Amphitheatre, Dubai Media City

BEST BAR
 Barasti at Le Meridien Mina Seyahi, Dubai Marina
 Belgian Beer Café at Souk Madinat Jumeirah
 The Dek On Eight at Media One Hotel, Dubai Media City
 McGhettigan's at Bonington Hotel, Jumeirah Lake Towers
 Aquara Lounge at Dubai Marina Yacht Club, Dubai Marina

BEST PRODUCER
 Raxon
 Schooly
 Smokinggroove
 Altitude
 Megadon Betamax

BEST LADIES' NIGHT
 Pink Ladies at Mahki, Jumeirah Beach Hotel, Jumeirah
 Aquara Lounge at Dubai Marina Yacht Club, Dubai Marina
 Oeno at The Westin, Mina Seyahi Beach Resort, Jumeirah Beach Resort
 High Society at Marina Byblos Hotel, Dubai Marina
 Embassy Empress at Grosvenor House Hotel, Dubai Marina

BEST NEW BAR
 Pure Sky Lounge at The Hilton, Jumeirah Beach Residence
 Story Rooftop Lounge at Holiday Inn, Dubai Media City
 Q43 at Media One Hotel, Dubai Media City
 40 Kong at The H Hotel, World Trade Centre
 Izet at The Conrad Dubai, DIFC

HYPE AWARDS

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PRE-EVENT COVERAGE

EDITORIAL COVERAGE - HYPE

March 30th - April 5th 2014 / Issue No. 34 (Readership 60,000)



2014 AWARD NOMINEES

BEST BEACH VENUE
Blue Marlin at Ghantoot Al Jazira Island Hotel, Dubai
Barasti at Le Méridien Mina Seyahi, Dubai Marina
XL Beachclub at Habtoor Grand, Dubai Marina
Nasimi Beach at Atlantis, The Palm, Jumeirah
Meydan Beach Club at The Walk, Jumeirah Beach Residence

OUTSTANDING CONTRIBUTION
Greg Dufton & Tim Derry, Think
Nik Lall & Satyen Choksi, OHM Events
Mike Bufton, Audio Tonic
Charli Chaka, Infusion
Kit Kheedo, No.1 Events

BEST FESTIVAL
Sandance at Atlantis, The Palm, Jumeirah
Dubai Jazz Festival at Festival Park, Dubai Festival City
Creamfields at du Arena, Yas Island, Abu Dhabi
RedfestDXB at DMC Amphitheatre, Dubai Media City
Live @ Atlantis at Atlantis, The Palm, Jumeirah

BEST NEW CLUB
White Dubai at The Meydan Hotel, Meydan
Supperclub Dubai at Zabeel Saray, The Palm, Jumeirah
2Liv at Sofitel The Palm, Jumeirah
Ego Urban Lounge at Boutique 7 Hotel, Tecom
Societe at Marina Byblos Hotel, Dubai Marina

BEST LIVE VENUE
The Music Room at The Majestic Hotel, Bur Dubai
Jazz Nights at Pizza Express, Mövenpick Hotel, JLT
McGettighan's at Bonnington Hotel, JLT
The Irish Village at Century Village, Garhoud
Barasti at Le Méridien Mina Seyahi, Dubai Marina

34 #34 HYPE | 30 march - 05 april 2014

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PRE-EVENT COVERAGE

PRINT - HYPE

April 6th - April 12th 2014 / Issue No. 35 (Readership 60,000)

COME TOGETHER

Hype's Music & Nightlife Awards unite the region's night owls

Everybody's talking about Hype's Music & Nightlife Awards. And so they should, for our inaugural awards shine the spotlight on Dubai's true after-dark heroes. These are the region's definitive nightlife awards, cutting through the corporate bull to get to the heart of the matter and the middle of the dancefloor. The Hype Awards recognise the real movers and shakers: the risk-takers; the believers; the people and places that make our weekends. Dubai's party crew went into overdrive when the categories and nominees were announced last week, Hype picking up props for introducing new categories not found at any other awards ceremony in the region. Trust us when we say this is just the start.

Nominated in both Best DJ and Best Producer category, DJ Schooly said: "Being nominated in a DJ category I guess comes with the territory, but to be nominated in a Best Producer category, I must admit, is a very humbling compliment. And there are a few great new categories that others have failed to recognise." Fellow Best Producer nominee Megadon Batamax added: "Kudos [to Hype] for adding this often overlooked category." Also up for the Best Producer gong, Altitude - aka Ali Taher - said: "What an honour to be considered amongst such quality local talent." DJ and producer Marko Smokinggroove said he was "loving all of the award categories" and added: "Hats off to all our peers and the people that make Dubai's nightlife scene so cool and vibrant."

From the Best Breakthrough DJ category, nominee Rishi said: "Just being nominated is wicked enough." And his stable mate in the same category, Miss P.M., added: "It's such an honour to be nominated alongside the country's respected and hard working artists. I feel like a winner already!"

Looking forward to the Hype Awards party on Wednesday, April 23, MAC44 - aka Ben McDonald - who's up for Best DJ and Best Bass/Breaks/Reggae/Funk Night for Globalfunk said: "We'll all be in heady company on the night and best of luck to the rest of my musical friends and family here in Dubai."

So if you didn't catch them first time around, here are the Hype Awards categories and nominees in all their glory once again...

BE OUR GUEST

Join us at the Hype Awards party

You do know that every one of you plays a starring role in the UAE's nightlife scene, right? It's the people who make the party and that's why we want YOU at the first ever Hype Awards.

It'll be all White on the night with the Hype team instigating a White Dubai takeover for our Hype Awards on Wednesday, April 23, at 8pm. With the region's industry heads, and serious party people out in force at the stunning Meydan Racecourse Grandstand

venue, and with the Dubai skyline offering a dramatic and breath-taking backdrop to the rooftop club, this is one party you won't want to miss.

We have two FREE tickets to the awards party waiting for YOU! Get your mitts on them now by hitting up hypeawards.ae quick style. Don't miss out on this little piece of history in the making. Tell your friends, spread the word and share the love. See you on the dancefloor!

Hit up hypeawards.ae for two FREE tickets



THE HYPE AWARDS NOMINEES

BEST BREAKTHROUGH DJ

DJ Kibbo
Salar Ansari
Rishi
Miss P.M.

BEST PRODUCER

Raxon
Schooly
Smokinggroove
Altitude
Megadon Batamax

BEST DJ

Schooly
MAC44
Break DJ Lobito
Dany Neville
Thornhill
Raxon

BEST HOUSE/TECHNO NIGHT

Audio Tonic
Analog Room
Electric Days
Plus Minus Sessions
Groove On The Grass

BEST URBAN NIGHT

No.1 Fridays
Urban Chic
Magnum Sundays
Hip Hop Chic Mondays
411 Nights

BEST BASS/BREAKS/REGGAE/FUNK NIGHT

Globalfunk
Deep Grates Cartel
Bassworx
Something Big
Sunny Vibe Up

OUTSTANDING CONTRIBUTION

Mike Buffon, Audio Tonic
Chal Chaka, Infusion
KJ Kheeso, No.1 Events
Greg Duffon & Tim Dery, Think
Nik La & Satyen Choksi, Chill Events

BEST CLUB

360°
Mahiki
People By Crystal
Cirque Le Soir
Rock Bottom, Tecom

BEST NEW CLUB

White Dubai
Supersclub Dubai
2Liv
Ego Urban Lounge
Sociale

BEST BAR

Barasti
The Oak On Eight
McGertigan's, JLT
Belgian Beer Café, Souk
Madinat Jumeirah
Aquara Lounge, Dubai
Marina Yacht Club

BEST BEACH VENUE

Blue Marlin
Barasti
XL Beachclub
Nasimi Beach
Meydan Beach Club

BEST BAND/ACT

Hollaphonic
Juliana Down
The Boxtones
Nikolai
Hamdan Al Abri

BEST NEW BAR

Pure Sky Lounge, JBR Horizon,
Story Rooftop Lounge,
Holiday Inn
Q43, Media One Hotel
4Q Hong, The H Hotel
Lest, The Conrad Dubai

BEST CONCERT

Rolling Stones
Texas
Jay Z
Alicia Keys
Bruno Mars

BEST FESTIVAL

Dubai Jazz Festival
Cyamfields
Redfieds
Live @ Atlantis

BEST LADIES' NIGHT

Pink Ladies, Mahiki
Aquara Lounge, Dubai
Marina Yacht Club
Oono at The Westin
High Society, Marina
Byblos Hotel
Embassy Empress,
Grosvenor House Hotel

BEST LIVE VENUE

The Music Room
Jazz Nights at Pizza Express
McGertigan's, JLT
The Irish Village
Barasti

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#35 HYPE | 06 april - 12 april 2014

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PRE-EVENT COVERAGE

PRINT - HYPE

April 13th - April 19th 2014 / Issue No. 36 (Readership 60,000)



DANCEFLOOR WARRIORS!

Get ready for the Hype Awards

It's all coming together for Hype's Music & Nightlife Awards with the region's after-dark heroes and party people gearing up for a night to remember.

The Hype team are instigating a White Dubai takeover, hosting our first ever awards at the über cool club on Wednesday, April 23. Set on the rooftop of Meydan Racecourse Grandstand, and with the Dubai skyline offering a breath-taking backdrop, we're hyped about our inaugural awards.

The winners in our 17 categories have been selected – the victors chosen after lengthy and intense debate amongst the judging panel. But we're remaining tightlipped until the very end when the newly crowned Best DJ and Best Breakthrough DJ will play on the night. But even the DJs themselves won't know who is playing until the last moment. Yup, we're being a little bit sneaky. Unlike other awards ceremonies where a performance by an artist usually guarantees that artist has won, we're keeping everyone in the dark. All nominees in the Best DJ and Best Breakthrough DJ categories have been asked to submit the necessary documentation required for a DJ licence for the event. All have been asked to rock up with a bag of tunes. None of the DJs will be any the wiser as to who has won until those announcements are made on stage, thus keeping everyone in suspense on the night.

And what a night it's going to be. These are the region's definitive nightlife awards, cutting through the corporate bull to get to the heart of the matter and the middle of the dancefloor. The Hype Awards recognise the real movers and shakers: the risk-takers; the believers; the people and places that make our weekends.

Who'll go home victorious?

LET'S PARTY!

YOU – the dancefloor warriors – play a key part in the UAE's music and nightlife scene. That's why there are two **FREE** tickets to the Hype Awards with your name on them.

Unlike other stuffy award events, this is less black tie and more club cool swagger as Dubai's music industry and party people come together for a mid-week knees-up.

The party takes place at White Dubai, on Wednesday April 23, at 8pm. Get your act in gear and hit up hypeawards.ae now for your free tickets.

If you haven't already been, this is your chance to check out the stunning White Dubai. Open only on Thursdays until now, the rooftop club is now also open every Tuesday night.

Our takeover of the Meydan Racecourse Grandstand venue wouldn't be the same without you so prepare your next-day sick note and we'll see you on the dancefloor.

HYPE AWARDS 2014
MUSIC & NIGHTLIFE

PRESENTED BY



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PRE-EVENT COVERAGE

PRINT - HYPE

April 20th - April 26th 2014 / Issue No. 37 (Readership 60,000)

PULL YOUR FINGER OUT!

Last chance to nab your **FREE** tickets to the Hype Awards

If you haven't got your **FREE** tickets to this week's Hype Awards, it's seriously time to get your finger out! There are just a few days to go until the **Hype** crew and the UAE's party people descend on White Dubai to honour our after-dark heroes in the first ever Hype Awards.

The Hype Awards recognise the real movers and shakers: the risk-takers; the believers; the people and places that make our weekends. Join us this Wednesday evening - April 23 - as we announce the winners in 17 categories and then celebrate with a proper knees-up. Rumour has it there might even be a back-to-back throwdown between the Best DJ and Best

Breakthrough DJ. That's definitely worth checking out!

There are two free tickets to the Hype Awards with your name on them.

Make sure you rock up the Meydan Racecourse Grandstand venue in plenty of time to support your favourite DJs, club crews and bar teams.

Hit up hypeawards.ae and print off your two free tickets without any further delay.

You wouldn't want to miss out in this little piece of history in the making, now would you?



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#37 HYPE | 20 april - 26 april 2014

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THE WINNERS



BEST LADIES NIGHT
Pink Ladies at Mahiki



BEST LIVE VENUE
The Irish Village



BEST CONCERT
The Rolling Stones



BEST FESTIVAL
Sandance



BEST NEW BAR
Q43



BEST BAR
Barasti



BEST BEACH VENUE
Blue Marlin Ibiza UAE



BEST NEW CLUB
WHITE Dubai



BEST CLUB
360°



BEST URBAN NIGHT
Hip Hop Chic at Cirque Le Soir



**BEST BASS/BREAKS/
REGGAE/FUNK NIGHT**
**Globalfunk at
The Music Room**



**BEST HOUSE/TECHNO
NIGHT**
**Electric Days at
Tamanya Terrace**



BEST LOCAL BAND/ACT
Hollaphonic



BEST PRODUCER
Schooly



**OUTSTANDING
CONTRIBUTION**
Mike Bufton, Audio Tonic



BEST BREAKTHROUGH DJ
Somalie



BEST DJ
Smokinggroove

PRESENTED BY



VENUE SPONSOR



CATEGORY SPONSORS



BEVERAGE SPONSOR



POST-EVENT COVERAGE

PRINT - HYPE

May 4th - May 10th 2014 / Issue No. 39 (Readership 60,000)

THE HYPE AWARDS: WINNERS & GRINNERS



Well, well... we came, we saw, we smashed it!

And by 'we' we mean everyone who came together for the first ever Hype Awards; everyone who contributes to the UAE's music and nightlife scene in some way, shape or form; the after-dark community; the region's finest dancefloor warriors.

Industry figures and serious party heads alike gathered at White Dubai to celebrate the region's vibrant and varied music and nightlife scene in an awards ceremony like no other, an event less about black ties and more about clubland swagger. And you lot sure own the swagger.

Yup, it's safe to say the inaugural Hype Awards went down a storm. We knew it would be a wicked, fun-filled night – that was always our intention – but boy, did you lot bring the party!

Every nominee and each winner in our 17 award categories was chosen after hours of intense debate here at Hype Towers. And it was truly great to see the camaraderie among so many nominees on the night. Host Layne Redman somehow captained the ship through the awards categories, the winners received on stage to whooping, hollering and cheering from the increasingly raucous crowd. As many heads throbbed the next morning, social media was on fire with some calling the party "the best awards event in Dubai, ever".

If you were there, thanks once again for coming along. If you missed it... fear not, it's just the start! If it's all a bit of a blur, let us help you out... Here are the winners and gridders in all their glory...

#39 HYPE | 04 may - 10 may 2014

31

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CATEGORY SPONSORS



BEVERAGE SPONSOR



POST-EVENT COVERAGE

PRINT - HYPE

May 4th - May 10th 2014 / Issue No. 39 (Readership 60,000)

"Thank you *Hype* for recognising the new/underground DJs who've been working hard to push the scene in Dubai. I had a wonderful time catching up and celebrating with the people in the industry. It was such a great atmosphere at the Hype Awards. Looking forward to next year already!"

MISS P.M.
(Best Breakthrough DJ Nominee)

"The Hype Awards set a new benchmark of credibility in the Middle East. Few could argue with the nominees and eventual winners, and the night itself was a right laugh. Big congratulations to our brothers in bass at Globalfunk and Somalie for their awards. Props to *Hype* on pushing and representing the 'real' music, club and bar scene here in the region."

BASSWORX PROMOTER TIM WOODSTOCK (Best Bass/Breaks/Reggae/Funk Night Nominee)

"Thank you to *Hype* for one heck of an event. From the hosting to the venue, it was classy, glamorous and very well put together. I can see all the other [award] organisers switching their game up, wondering how they top that. Top marks for a great night. I was over the moon with the initial nomination but to walk away with the award was completely overwhelming."

SCHOOLY (Best Producer Winner)

"Big thanks to *Hype* magazine for the recognition, I'm truly overwhelmed! There's plenty more contribution to come, this is just the start."

MIKE BUFTON, AUDIO TONIC
(Outstanding Contribution Winner)

THE HYPE AWARDS NOMINEES & WINNERS

BEST DJ

SMOKINGROOVE

Schooly
MAC4H
Break DJ Lobito
Dany Neville
Johnny Thornhill
Raxxon
Tristan Bain
Frederick Stone
Siamak Amidi

BEST BREAKTHROUGH DJ

SOMALIE

DJ KaBoo
Salar Ansari
Rishi
Miss P.M.

OUTSTANDING CONTRIBUTION

MIKE BUFTON, AUDIO TONIC

Greg Dulton & Tim Derry, Think
Nik Lail & Satyen Choksi, OHM Events
Charl Chalka, Infusion
Kiti Kheddo, No.1 Events

BEST PRODUCER

SCHOOLY

Raxxon
Smokinggroove
Altitude
Megadon Betamax

BEST HOUSE/TECHNO NIGHT

ELECTRIC DAYS

Analog Room
Audio Tonic
Plus Minus Sessions
Groove On The Grass

BEST URBAN NIGHT

HIP HOP CHIC MONDAYS

No.1 Fridays
Urban Chic
Magnum Sundays
411 Nights

Photographers: Mounir Gaudin, Farooq Saki, Victor Bana, Amin Al-Husseini & Kristina Kucharska

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"When you win an award it means more when you have good people around you. In the last 12 months I've been lucky enough to work with, and become friends with, some great local DJs, promoters, artists and presenters. As for the awards party – great venue, great vibe, and a slick and polished performance by all. The fact we won is an added bonus."

SPENCER HARTWELL @ Q43
(Best New Bar Winner)

"We're both humbled by the recognition we've received this year from fans and peers alike; we've worked really hard to get here and this makes it all worth the sweat. Win or no win, the team at Hype has been central to our growth in fan base and in the awareness of our sound. They work tirelessly to be fresh and forward-thinking in their editorial."

HOLLAPHONIC
(Best Band/Act Winner)

"Thanks for a great night and the award. Loved the format, less formal, everyone having a laugh – top job, guys."

GLOBALFUNK PROMOTER BEN McDONALD
(Best Bass/Breaks/Reggae/Funk Night Winner)

Continued...

BEST BASS/BREAKS/REGGAE/FUNK NIGHT
GLOBALFUNK
Deep Crates Cartel
Bassworks
Something Big
Sunny Vibe Up

BEST CLUB
360°
Mahiki
People By Crystal
Cirque Le Soir
Rock Bottom, Tecom

BEST NEW CLUB
WHITE DUBAI
Supperclub Dubai
2Liv
Ego Urban Lounge
Societe

BEST BAR
BARASTI
Belgian Beer Café, Souk Madinat Jumeirah
The Oak On Eight
McGettigan's, JLT
Aqara Lounge, Dubai Marina Yacht Club

BEST NEW BAR
Q43, MEDIA ONE HOTEL
Pure Sky Lounge, The Hilton, JBR
Story Rooftop Lounge, Holiday Inn
40 Kong, The H Hotel
Izeli, The Conrad Dubai

BEST BEACH VENUE
BLUE MARLIN
Barasti
XL Beachclub
Nasimi Beach
Meydan Beach Club

BEST LOCAL BAND/ACT
HOLLAPHONIC
Juliana Down
The Boxtones
Nikotin
Hamdan Al Abri

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POST-EVENT COVERAGE

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May 4th - May 10th 2014 / Issue No. 39 (Readership 60,000)

"Obviously, I was disappointed not to win my category but Somalia is one hardworking dude, and such a nice guy with it, always supporting everyone, so I'm very happy for him. Everyone who was nominated deserved to be there and congratulations to all the winners. What a scene we have in Dubai right now, filled with amazing people who are bringing in some great music."

RISHI (Best Breakthrough DJ Nominee)

"Looking at all the winners from the Hype Awards, I would say this: the Hype Awards should become the norm and THE ONLY award ceremony in Dubai. Hype really showed what it's all about; you guys captured it completely. Big congrats to all my friends, both nominees and winners. I couldn't agree more with all the names on those shiny vinyl trophies."

DUBAI-BASED DJ FRAK FU

PINK LADIES AT MAHIKI

"Massive thanks and love to Team Hype for a great night and the nomination. Huge congrats to all the winners and other nominees; nice to see everyone's smiling faces in the same place at the same time."

MEGADON BETAMAX (Best Producer Nominee)

Continued...

BEST CONCERT
ROLLING STONES, DU ARENA
Texas, The Irish Village
Jay Z, du Arena
Alisia Keys, DMC Amphitheatre
Bruno Mars, DMC Amphitheatre

BEST FESTIVAL
SANDANCE, ATLANTIS
Dubai Jazz Festival
Creamfields
RedfestDXB
Live @ Atlantis

BEST LIVE VENUE
THE IRISH VILLAGE
The Music Room
Jazz Nights At Pizza Express
McGettigan's, JLT
Barasti

BEST LADIES' NIGHT
PINK LADIES, MAHIKI
Aquara Lounge, Dubai Marina Yacht Club
Oono, The Viceroy
High Society, Marina Byblos Hotel
Embassy Empress, Grosvenor House Hotel

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POST-EVENT COVERAGE

PRINT - HELLO!

Featured in HELLO! May 8th 2014 / Issue No. 465 (Circulation 14,356)



DIARY OF THE WEEK

BELIEVE THE HYPE

With more than 700 guests in attendance, the inaugural Hype Music and Nightlife Awards took centre stage at the recently opened superclub, White Dubai. The evening celebrated the region's hottest after-dark spots, from trendy bars and lounges, cool clubs and festivals – the event officially paid respect to Dubai's movers and shakers. Smokinggroove scooped the award for Best DJ and Somalie went home with the Best Breakthrough DJ award. Media City hangout Q43 celebrated the coveted title for Best New Bar and Sandance at the Atlantis walked away with Best Festival.



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WINNERS AD - HYPE

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CONGRATULATIONS TO THE WINNERS

2014 HYPE MUSIC & NIGHTLIFE AWARDS

BEST LADIES NIGHT Pink Ladies at Mahiki	BEST URBAN NIGHT Hip Hop Chic at Cirque Le Soir
BEST LIVE VENUE The Irish Village	BEST BASS/BREAKS/REGGAE/FUNK NIGHT Globalfunk at The Music Room
BEST CONCERT The Rolling Stones	BEST HOUSE/TECHNO NIGHT Electric Days at Tamanya Terrace
BEST FESTIVAL Sandance	BEST LOCAL BAND/ACT Hollaphonic
BEST NEW BAR Q43	BEST PRODUCER Schooly
BEST BAR Barasti	OUTSTANDING CONTRIBUTION Mike Bufton, Audio Tonic
BEST BEACH VENUE Blue Marlin Ibiza UAE	BEST BREAKTHROUGH DJ Somalie
BEST NEW CLUB WHITE Dubai	BEST DJ Smokingroove
BEST CLUB 360°	

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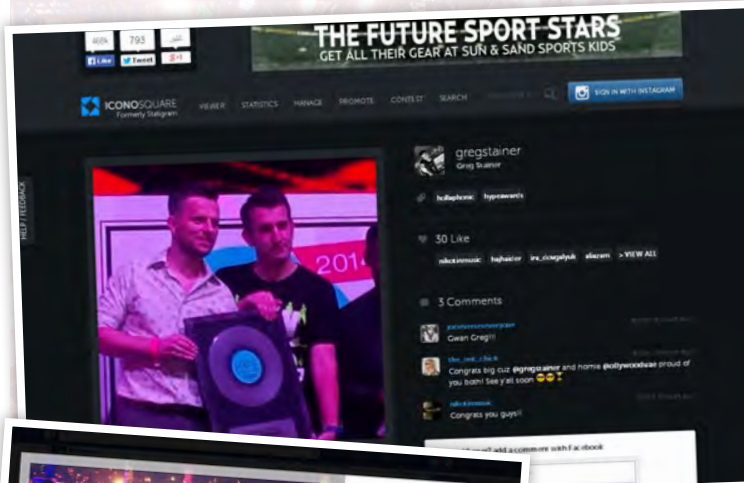
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POST-EVENT COVERAGE

ONLINE

#hypeawards

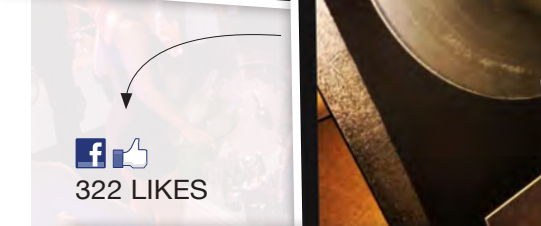
Social media was aflush with post-event congratulatory coverage.



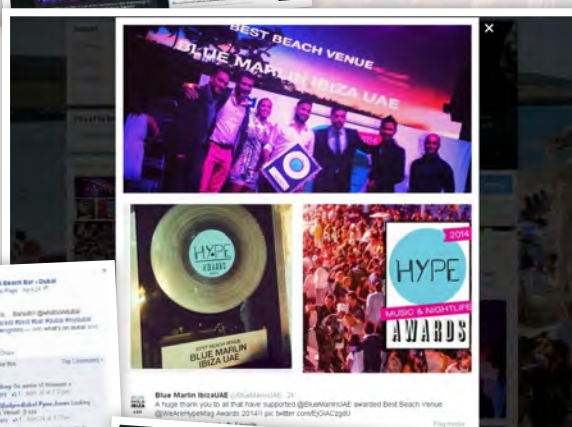
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