



2015

HYPE

MUSIC & NIGHTLIFE

AWARDS

WEDNESDAY * 22ND APRIL
EDEN BEACH CLUB, RIXOS THE PALM

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....

Over 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 a spot on the guestlist.



DIGITAL INVITATION

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THE VENUE

Eden Dubai

Based on the popular Eden Ibiza, the Dubai-based venue is located at Rixos Hotel, The Palm. The venue holds over 700 guests and regularly features top international DJs, which are flown in every weekend to perform. The beach club is managed by Prive Beach Facilities Management Services, the same management firm behind successful brands such as People by Crystal Dubai & Abu Dhabi and 40 Kong.

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PARTY PEOPLE

The city's party scene was out in full force to celebrate the Hype Music & Nightlife Awards. Including two special guests and music legends, international DJ's Paul Van Dyk and Roger Sanchez.

Roger Sanchez also presented the final award of the evening to the 'Best DJ' Kay Tek.



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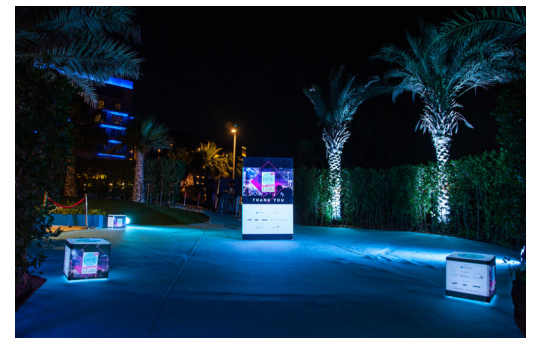
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EVENT BRANDING

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



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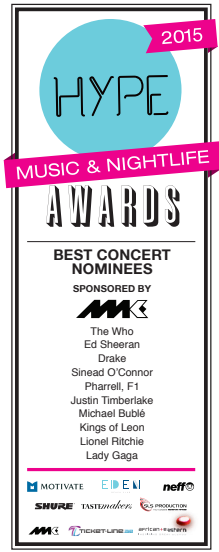
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SPONSOR/ACTIVATION



Shure and NMK showcased their top of the line headphones at the event.

Dino Drimakis, Operations Manager, presented both Louder Entertainment with their award for Best Concert - Drake and The Boxtones for Best Local Band/Act award.

Milton Kyvernitis, Mastering Engineer at Shure presented Hollaphonic with the Best Producer award.



SHURE®



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SPONSOR/ACTIVATION

Ticket-Line.ae planned a competition on the evening, the prize was two tickets to a concert of the winners choice.

John Wallace, Managing Director of Ticket-Line.ae presented three awards on the night; Best Festival went to Creamfields, Best Beach Venue went to Blue Marlin and Best Bass Night went to Superheroes.



2015

HYPE

MUSIC & NIGHTLIFE

AWARDS

BEST FESTIVAL NOMINEES

SPONSORED BY

TICKET-LINE.ae

Sandance

Creamfields

RedfestDXB

Party In The Park

Groove On The Grass

Piknic Electronik

Masterjam

Sensation Dubai

Blended

Mixtape Rewind

MOTIVATE

EDEN

neff

SHURE

TASTEmakers

SLS PRODUCTION

AMK

TICKET-LINE.ae

AFRICAN+EASTERN

2015

HYPE

MUSIC & NIGHTLIFE

AWARDS

BEST BEACH VENUE NOMINEES

SPONSORED BY

TICKET-LINE.ae

Eden Beach Club

Blue Marlin

Barasti

Nasimi Beach

Zero Gravity

MOTIVATE

EDEN

neff

SHURE

TASTEmakers

SLS PRODUCTION

AMK

TICKET-LINE.ae

AFRICAN+EASTERN



2015

HYPE

MUSIC & NIGHTLIFE

AWARDS

BEST BASS NIGHT NOMINEES

SPONSORED BY

TICKET-LINE.ae

GlobalFunk

Superheroes

Warehouse Dubai

Bassworx

Garage Nation

MOTIVATE

EDEN

neff

SHURE

TASTEmakers

SLS PRODUCTION

AMK

TICKET-LINE.ae

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SPONSORS ACTIVATIONS



DDE, who represents *neff* and Starter, showcased their range of hats and sunglasses. During the night they posted photos online of guests wearing their merchandise.



Shahriar Khodjasteh, CEO and co-founder of DDE, presented Hip Hop Chic Mondays at Cirque Le Soir with the Best Urban Night award and Sam Farsio with Best Breakthrough DJ award.



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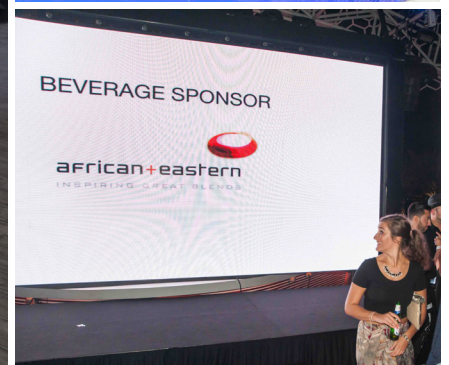
SPONSORS ACTIVATIONS



african+eastern
INSPIRING GREAT BLENDS

African & Eastern showcased their premium vodka brand **elit** by Stolichnaya.

Damon Tudor, General Manager of Group Retail and Corporate Marketing, presented Barasti with their award for Best Bar.



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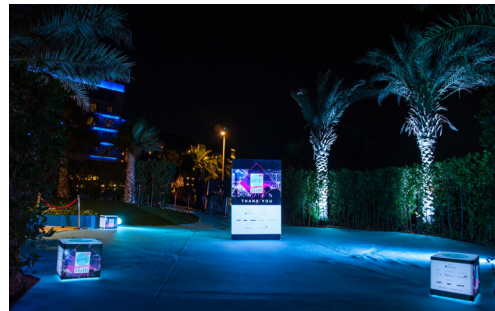
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SPONSORS ACTIVATIONS



SLS Production provided the event audio visuals.

Allan Barker, Director of Sales & Marketing, presented two awards on the night. The first was to the Irish Village for Best Live Venue and the second to The Basement for Best New Club.



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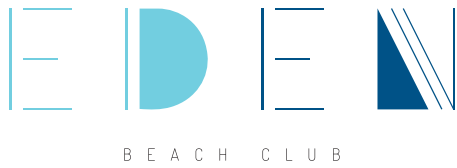
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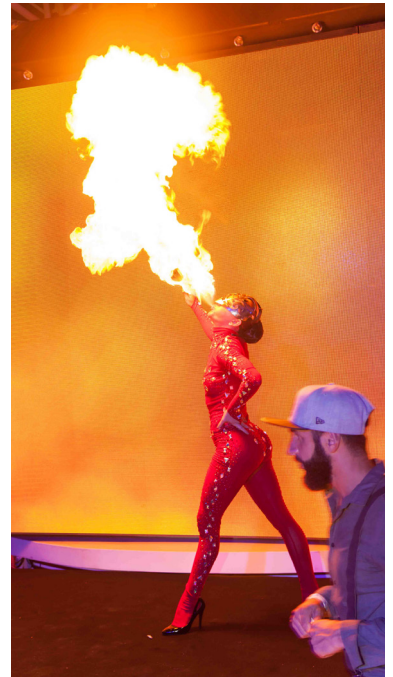
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SPONSORS ACTIVATIONS



Michael Stojkovic, Brand Director, presented Tim Derry and Greg Dufton with the prestigious Outstanding Contribution award.



2015

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MUSIC & NIGHTLIFE

AWARDS

OUTSTANDING
CONTRIBUTION
NOMINEES

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EDEN
BEACH CLUB

Greg Dufton & Tim Derry
Charl Chaka
Break DJ Lobito
Pierre Ravan
Dany Neville

MOTIVATE EDEN neff

SHURE TASTEmakers SLS PRODUCTION

MK3 TICKET-LINE.ae african+eastern

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MARKETING

WEBSITE

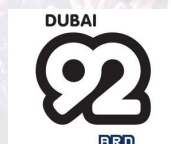
HypeAwards.ae was created for guests to register to attend the event, over 600 unique visitors registered.



RADIO AD

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

The annual *Hype* Magazine Music and Nightlife Awards will take place at Eden Beach Club, Rixos The Palm on April 22nd. Hype is your free essential guide to the UAE's music and nightlife scene. For your chance to join the party, register now at HypeAwards.ae. See you on the dance floor.



Aired on Dubai 92 from April 6 – 17



Aired on Virgin Radio from April 18 – 21

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MARKETING

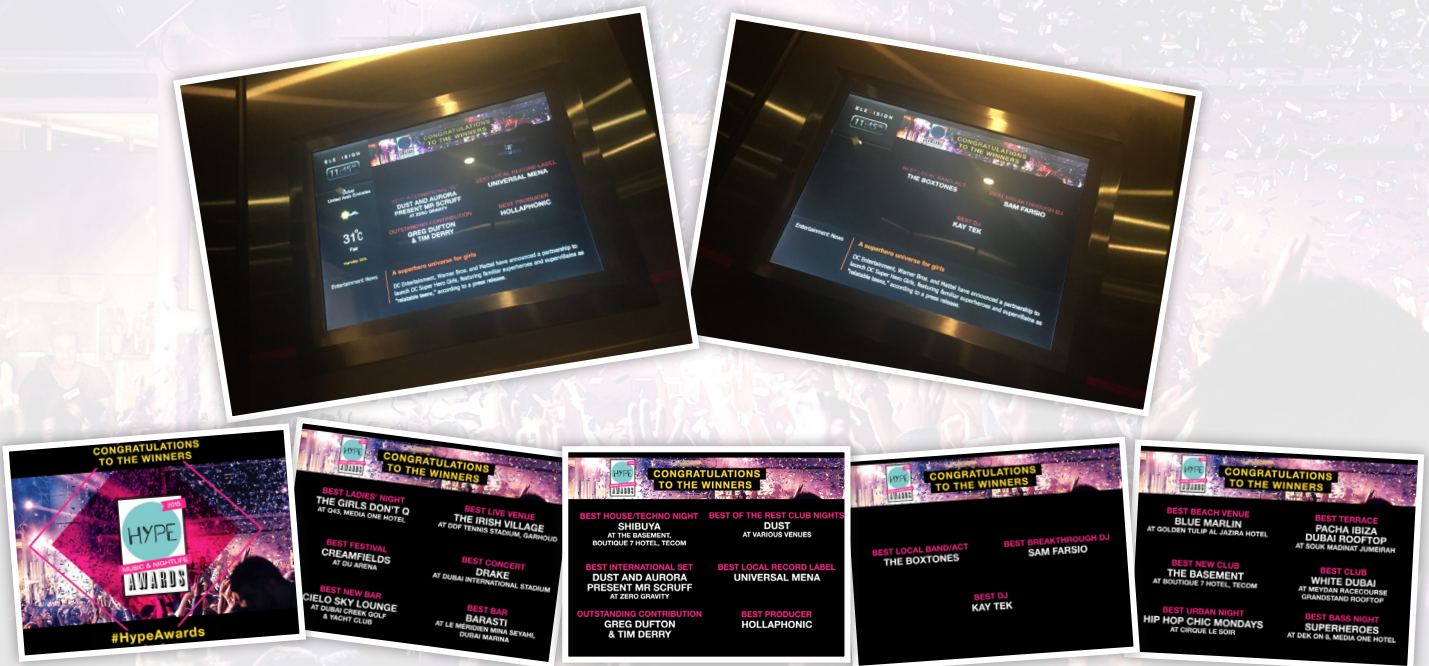
Elivision lift advertisement ran across the Dubai Media City and Dubai Financial District networks.



ELEVISION AD



ELEVISION WINNERS AD



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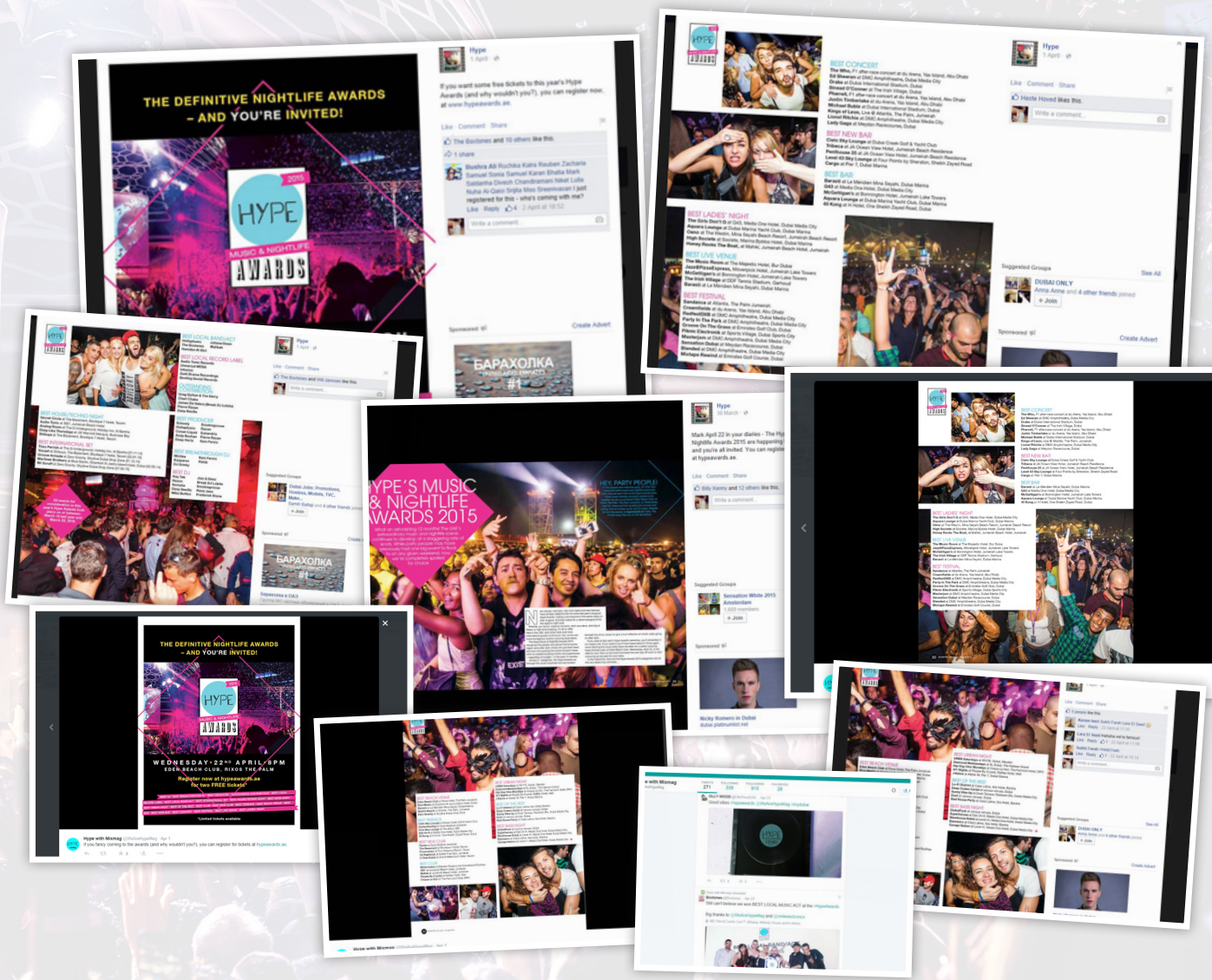
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ONLINE

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



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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 37,302), *Stuff* (Circulation 12,827) and *Campaign* (Circulation 7,915).

**THE DEFINITIVE NIGHTLIFE AWARDS
- AND YOU'RE INVITED!**

2015
HYPE
MUSIC & NIGHTLIFE
AWARDS

WEDNESDAY * 22ND APRIL * 8PM
EDEN BEACH CLUB, RIXOS THE PALM

**Register now at hypeawards.ae
for two FREE tickets***

BEST DJ * BEST BREAKTHROUGH DJ * BEST PRODUCER * OUTSTANDING CONTRIBUTION * BEST LOCAL
RECORD LABEL * BEST LOCAL BAND/ACT * BEST INTERNATIONAL SET * BEST HOUSE/TECHNO NIGHT * BEST BASS NIGHT *
BEST URBAN NIGHT * BEST OF THE REST * BEST CLUB * BEST NEW CLUB * BEST TERRACE * BEST BEACH VENUE * BEST
BAR * BEST NEW BAR * BEST CONCERT * BEST FESTIVAL * BEST LIVE VENUE * BEST LADIES' NIGHT

*Limited tickets available

THE COUNTDOWN HAS BEGUN

2015
HYPE
MUSIC & NIGHTLIFE
AWARDS

WEDNESDAY * 22ND APRIL * 8PM
EDEN BEACH CLUB, RIXOS THE PALM

BEST DJ * BEST BREAKTHROUGH DJ * BEST PRODUCER * OUTSTANDING CONTRIBUTION * BEST LOCAL
RECORD LABEL * BEST LOCAL BAND/ACT * BEST INTERNATIONAL SET * BEST HOUSE/TECHNO NIGHT * BEST BASS NIGHT *
BEST URBAN NIGHT * BEST OF THE REST * BEST CLUB * BEST NEW CLUB * BEST TERRACE * BEST BEACH VENUE * BEST
BAR * BEST NEW BAR * BEST CONCERT * BEST FESTIVAL * BEST LIVE VENUE * BEST LADIES' NIGHT

WeAreHypeMag **WeAreHypeMag** **EdenDubai** **EdenDubai**

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PRE-EVENT COVERAGE

EDITORIAL COVERAGE - HYPE

29 March - 4 April 2015 / Issue No. 79 (Readership 60,000)

HYPE'S MUSIC & NIGHTLIFE AWARDS 2015

What an astonishing 12 months! The UAE's extraordinary music and nightlife scene continues to develop at a staggering rate of knots. While party people may have previously had one big event to flock to on any given weekend, now we're completely spoiled for choice

HEY, PARTY PEOPLE!

It's the people who make the party. It's YOU who makes the UAE's music and nightlife scene and that's why we want YOU at the Hype Awards party, where music industry and party people come together. So join us at Dubai's Eden Beach Club, at Rixos The Palm, The Palm Jumeirah, on Wednesday, April 22, where we'll be revealing the winners and having a bit of a knees-up (to say the least). Register for two free passes at hypeawards.ae today. Yes, it's that easy! See you on the dancefloor.

New venues, new bars, new club nights and new festivals have all been added to the mix since last year's inaugural Hype Awards, making sure everyone in the sector stays on their A-game. And that makes for a vibrant playground for the region's night owls.

Whether you favour massive concerts, dark rave dens, dancing al fresco or high-end clubbing, it's all on offer here in the UAE. And while more and more international guests continue to visit, so too are more homegrown events nurturing local talent.

The Hype Music & Nightlife Awards 2015 recognise the people and places that bring the region alive after dark; those who put their heart and soul into pushing the scene forward; those who've created amazing events and experiences – regardless of budget – in the past 12 months.

Across 21 categories, the Hype Awards cut through the usual corporate bull and scratch

beneath the shiny veneer to give a true reflection of what's really going on after dark.

If you were at last year's Hype Awards ceremony, you'll remember it (or maybe not). If you weren't you'll have heard about it. Once again, we're ditching the usual stuffy black-tie affair for a (rather raucous) Hype Awards party at Eden Beach Club, Wednesday, April 22, is the date for your diary so be smart and book the next day off work or start conjuring up excuses for your boss.

In the meantime, here are the Hype Awards 2015 categories and all the very deserving nominees...



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29 March - 04 April 2015 HYPE #79 29

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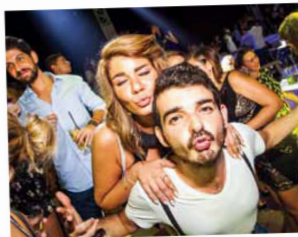
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PRE-EVENT COVERAGE

EDITORIAL COVERAGE - HYPE

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BEST CONCERT

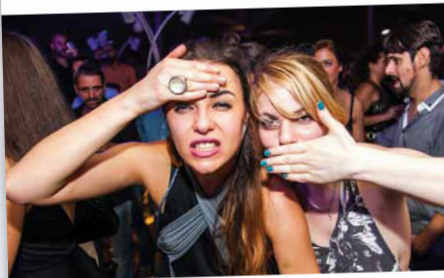
The Who, F1 after-race concert at du Arena, Yas Island, Abu Dhabi
Ed Sheeran at DMC Amphitheatre, Dubai Media City
Drake at Dubai International Stadium, Dubai
Sinead O'Connor at The Irish Village, Dubai
Pharrell, F1 after-race concert at du Arena, Yas Island, Abu Dhabi
Justin Timberlake at du Arena, Yas Island, Abu Dhabi
Michael Bublé at Dubai International Stadium, Dubai
Kings of Leon, Live @ Atlantis, The Palm, Jumeirah
Lionel Ritchie at DMC Amphitheatre, Dubai Media City
Lady Gaga at Meydan Racecourse, Dubai

BEST NEW BAR

Cielo Sky Lounge at Dubai Creek Golf & Yacht Club
Tribeca at JA Ocean View Hotel, Jumeirah Beach Residence
Penthouse 25 at JA Ocean View Hotel, Jumeirah Beach Residence
Level 43 Sky Lounge at Four Points by Sheraton, Sheikh Zayed Road
Cargo at Pier 7, Dubai Marina

BEST BAR

Barasti at Le Méridien Mina Seyahi, Dubai Marina
Q43 at Media One Hotel, Dubai Media City
McGettigan's at Bonnington Hotel, Jumeirah Lake Towers
Aquara Lounge at Dubai Marina Yacht Club, Dubai Marina
40 Kong at H Hotel, One Sheikh Zayed Road, Dubai



BEST LADIES' NIGHT

The Girls Don't Q at Q43, Media One Hotel, Dubai Media City
Aquara Lounge at Dubai Marina Yacht Club, Dubai Marina
Oeno at The Westin, Mina Seyahi Beach Resort, Jumeirah Beach Resort
High Societe at Societe, Marina Byblos Hotel, Dubai Marina
Honey Rocks The Boat, at Mahiki, Jumeirah Beach Hotel, Jumeirah

BEST LIVE VENUE

The Music Room at The Majestic Hotel, Bur Dubai
Jazz@PizzaExpress, Mövenpick Hotel, Jumeirah Lake Towers
McGettigan's at Bonnington Hotel, Jumeirah Lake Towers
The Irish Village at DDF Tennis Stadium, Garhoud
Barasti at Le Méridien Mina Seyahi, Dubai Marina

BEST FESTIVAL

Sandance at Atlantis, The Palm Jumeirah
Creamfields at du Arena, Yas Island, Abu Dhabi
RedfestDXB at DMC Amphitheatre, Dubai Media City
Party In The Park at DMC Amphitheatre, Dubai Media City
Groove On The Grass at Emirates Golf Club, Dubai
Piknik Electronik at Sports Village, Dubai Sports City
Masterjam at DMC Amphitheatre, Dubai Media City
Sensation Dubai at Meydan Racecourse, Dubai
Blended at DMC Amphitheatre, Dubai Media City
Mixtape Rewind at Emirates Golf Course, Dubai



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PRE-EVENT COVERAGE

EDITORIAL COVERAGE - HYPE

29 March - 4 April 2015 / Issue No. 79 (Readership 60,000)



HYPE 2015
MUSIC & NIGHTLIFE
AWARDS

BEST BEACH VENUE
Eden Beach Club at Rixos Hotel, The Palm Jumeirah
Blue Marlin at Ghantoot Al Jazira Island Hotel, Dubai
Barasti at Le Méridien Mina Seyahi, Dubai Marina
Nasimi Beach at Atlantis, The Palm, Jumeirah
Zero Gravity at Skydive Dubai Drop Zone

BEST TERRACE
Cielo Sky Lounge at Dubai Creek Golf & Yacht Club
Pacha Rooftop at Souk Madinat Jumeirah
Pure Sky Lounge at The Hilton JBR
Dek On 8 at Media One Hotel, Dubai Media City
40 Kong at H Hotel, One Sheikh Zayed Road, Dubai

BEST NEW CLUB
Pacha at Souk Madinat Jumeirah
The Basement at Boutique 7 Hotel, Tecom
Provocateur at Four Seasons Resort, Dubai
O2 Nightclub at Sofitel The Palm, Jumeirah
C Club Dubai at Grand Millennium Hotel, Tecom

BEST CLUB
White Dubai at Meydan Racecourse Grandstand Rooftop
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

BEST URBAN NIGHT
URBN Saturdays at WHITE, Dubai, Meyden
Diamond Wednesdays at XL Dubai, The Habtoor Grand
Hip Hop Chic Mondays at Cirque Le Soir, The Fairmont Hotel, DIFC
411 Nights at People By Crystal, Raffles Hotel, Wafi
J'Adore at Atelier M, Pier 7, Dubai Marina

BEST OF THE REST
Lo-Fi District at Casa Latina, Ibis Hotel, Barsha
Deep Crates Cartel at various venues, Dubai
Sunny Vibe Up at Dusk Terrace, Radisson Blu, Dubai Media City
Dust at various venues, Dubai
Bad House Party at Casa Latina, Ibis Hotel, Barsha

BEST BASS NIGHT
GlobalFunk at various venues, Dubai
Superheroes at Dek On 8, Media One Hotel, Dubai Media City
Warehouse Dubai at Level 41, Media One Hotel, Dubai Media City
Bassworx at Casa Latina, Ibis Hotel, Barsha
Garage Nation at Level 41, Media One Hotel, Dubai Media City →



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29 March - 4 April 2015 / Issue No. 79 (Readership 60,000)



BEST LOCAL BAND/ACT

Hollaphonic
The Boxtones
Hamdan Al Abri

Juliana Down
Malikah

BEST LOCAL RECORD LABEL

Audio Tonic Records
Universal MENA
Infusion
Gold Drama Recordings
Bootleg Social Records

OUTSTANDING CONTRIBUTION

Greg Dufton & Tim Derry
Charl Chaka
James De Valera (Break DJ Lobito)
Pierre Ravan
Dany Neville

BEST HOUSE/TECHNO NIGHT

Secret Circle at The Basement, Boutique 7 Hotel, Tecom
Audio Tonic at 360°, Jumeirah Beach Hotel
Analog Room at The Q Underground, Holiday Inn, Al Barsha
Deep Like Thursdays at JW Marriott Marquis, Business Bay
Shibuya at The Basement, Boutique 7 Hotel, Tecom

BEST INTERNATIONAL SET

Theo Parrish at Analog Room, The Q Underground, Holiday Inn, Al Barsha (27.11.14)
Yousef at Shibuya, The Basement, Boutique 7 Hotel, Tecom (22.01.15)
Groove Armada at Zero Gravity, Skydive Dubai Drop Zone (31.12.14)
Martinez Brothers at Blue Marlin, Ghantoot Al Jazira Island Hotel, Dubai (02.05.14)
Mr Scruff at Zero Gravity, Skydive Dubai Drop Zone (27.02.15)

BEST PRODUCER

Schooly
Hollaphonic
Conan Liquid
Andy Buchan
Deep Hertz

Smokinggroove
Raxon
Subandrio
Pierre Ravan
Sam Farsio

BEST BREAKTHROUGH DJ

Michka
Kasparov
DJ Drinky

Sam Farsio
Haidz

BEST DJ

Kay Tek
Raxon
Somalie
Dany Neville
Mike Bufton

Jixo & Danz
Break DJ Lobito
Smokinggroove
Rone Jaxx
Frederick Stone

All events for consideration in this year's Hype Awards took place on or between March 16 last year and March 22, 2015.

PRE-EVENT COVERAGE

EDITORIAL COVERAGE - HYPE

5 April - 11 April 2015 / Issue No. 80 (Readership 60,000)



THE GOOD SHIP UAE

Celebrate a wealth of local talent at the Hype Music & Nightlife Awards



WARRIOR CALL

Every one of you plays a starring role in the UAE's nightlife scene. Clubs couldn't survive without the dancefloor warriors – and that's why we want YOU at the Hype Awards.

Last year's event was pretty, um, raucous (just the way we like it) and we expect nothing less at this year's Hype Awards party. The venue this year is the stunning Eden Beach Club, at Rixos Hotel, the Palm Jumeirah. And the all-important date is Wednesday, April 22, with kick-off at 8pm.

Ask anyone who was there last year, this is one party you don'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.

as Best Bass Night as a "mega hoof smasher!" and Bootleg Social Recordings said it was "humbly" to be nominated in the Best Local Record Label category. BSR boss Tobie Allen added: "To all the unmentioned heroes that keep this scene so vibrant along with all the nominees, I wish everyone congratulations."

Best DJ nominee Dany Neville, also nominated for Outstanding Contribution, said: "It has never been about winning an award. It is forever going to be about being recognised amongst true talent. This is a group of DJs I am honoured to be recognised amongst. Whoever takes this home takes it for all of us." Up for Best Live Act/Band and Best Producer, Hollaphonic's Olly Wood commented: "Judging by the nominated talent, the UAE is the big winner!"

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

BEST LADIES' NIGHT

- The Girls Don't Q at Q43
- Aquara Lounge at Dubai Marina Yacht Club
- Oleno at The Westin
- High Society at Societe, Marina Byblos Hotel
- Honey Rocks The Boat at Mahiki

BEST CONCERT

- The Who, du Arena
- Ed Sheeran, DMG Amphitheatre
- Drake, Dubai International Stadium
- Sinead O'Connor, The Irish Village
- Pharrell, du Arena
- Justin Timberlake, du Arena
- Michael Buble, Dubai International Stadium
- Kings of Leon, Live @ Atlantis
- Lionel Richie, DMG Amphitheatre
- Lady Gaga, Meydan Racecourse

BEST INTERNATIONAL SET

- Theo Parrish at Analog Room
- Yousuf at Shibuya
- Groove Armada at Zero Gravity
- Martinez Brothers at Blue Marlin
- Mr Scruff at Zero Gravity

BEST CLUB

- The Basement
- Pacha Ibiza Dubai
- Provocateur
- O2 Nightclub
- C Club Dubai

BEST NEW BAR

- Cielo Sky Lounge, Dubai Creek Golf & Yacht Club
- Tribeca, JA Ocean View Hotel
- Penthouse 25, JA Ocean View Hotel
- Level 43 Sky Lounge, Four Points by Sheraton
- Cargo, Pier 7

BEST BAR

- Barasti
- Q43
- McGettigan's, JLT
- Aquara Lounge, Dubai Marina Yacht Club
- 40 Kong, H Hotel

BEST LIVE VENUE

- The Music Room
- Jazz@PizzaExpress
- McGettigan's, JLT
- The Irish Village
- Barasti

BEST BEACH VENUE

- Eden Beach Club
- Blue Marlin
- Barasti
- Nasimi Beach
- Zero Gravity

BEST TERRACE

- Cielo Sky Lounge, Dubai Creek Golf & Yacht Club
- Pacha Rooftop
- Pure Sky Lounge, The Hilton JBR
- Dek On 8, Media One Hotel
- 40 Kong, H Hotel

BEST FESTIVAL

- Sandance
- RedfestDXB
- Groove On The Grass
- Masterjam
- Blended

BEST HOUSE/TECHNO NIGHT

- Secret Circle
- Audio Tonic
- Analog Room
- Shibuya
- Deep Like Thursdays

BEST URBAN NIGHT

- URBN Saturdays
- Diamond Wednesdays
- Hip Hop Chic Mondays
- 411 Nights
- J'Adore

BEST BASS NIGHT

- Creamfields
- Party In The Park
- Piknic Electronik
- Sensation Dubai
- Bassworx
- Garage Nation

BEST PRODUCER

- Schooly
- Smokinggroove
- Hollaphonic
- Raxon
- Conan Liquid
- Subandrio
- Andy Buchan
- Pierre Ravan
- Deep Hertz
- Sam Farsio

BEST OF THE REST

- Lo-Fi District
- Deep Crates Cartel
- Sunny Vibe Up
- Dust
- Bad House Party

BEST BREAKTHROUGH DJ

- Sam Farsio
- Haidz
- DJ Drinky

BEST LOCAL RECORD LABEL

- Audio Tonic Records
- On 28 Recordings
- Infusion
- Gold Drama Recordings
- Bootleg Social Records

BEST LOCAL BAND/ACT

- Hollaphonic
- The Boxtones
- Hamdan Al Abri
- Juliana Down
- Malikah

OUTSTANDING CONTRIBUTION

- Greg Dutton & Tim Derry
- Chari Chaka
- James De Valera (Break DJ Lobito)
- Pierre Ravan
- Dany Neville

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THE WINNERS



BEST LADIES' NIGHT
THE GIRLS DON'T Q AT Q43, MEDIA ONE HOTEL



BEST FESTIVAL
CREAMFIELDS AT DU ARENA, ABU DHABI



BEST LOCAL BAND/ACT
THE BOXTONES



BEST PRODUCER
HOLLAPHONIC



BEST LIVE VENUE
THE IRISH VILLAGE
AT DFF TENNIS STADIUM, GARHOUD



BEST LOCAL RECORD LABEL
UNIVERSAL MENA

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THE WINNERS



BEST INTERNATIONAL SET
DUST AND AURORA PRESENT MR SCRUFF
AT ZERO GRAVITY



BEST OF THE REST CLUB NIGHTS
DUST AT VARIOUS VENUES



BEST HOUSE/TECHNO NIGHT
SHIBUYA AT THE BASEMENT,
BOUTIQUE 7 HOTEL, TECOM



BEST BASS NIGHT
SUPERHEROES AT DEK ON 8, MEDIA ONE HOTEL



BEST URBAN NIGHT
HIP HOP CHIC MONDAYS AT CIRQUE LE SOIR



BEST CLUB
WHITE DUBAI AT MEYDAN RACECOURSE
GRANDSTAND ROOFTOP

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THE WINNERS



**BEST NEW CLUB
THE BASEMENT
AT BOUTIQUE 7 HOTEL, TECOM**



**BEST TERRACE
PACHA IBIZA DUBAI ROOFTOP
AT SOUK MADINAT JUMEIRAH**



**BEST BEACH VENUE
BLUE MARLIN AT GOLDEN TULIP AL JAZIRA HOTEL**



**BEST BAR
BARASTI AT LE MÉRIDIEN MINA SEYAH, DUBAI MARINA**



**BEST NEW BAR
CIELO SKY LOUNGE AT DUBAI CREEK
GOLF & YACHT CLUB**



**BEST CONCERT
DRAKE LOUDER ENTERTAINMENT
AT DUBAI INTERNATIONAL STADIUM**

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THE WINNERS



**BEST BREAKTHROUGH DJ
SAM FARSIO**



**OUTSTANDING CONTRIBUTION
GREG DUFTON & TIM DERRY
THINK ME**



**BEST DJ
KAY TEK**

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POST-EVENT COVERAGE

EDITORIAL COVERAGE - HYPE

3 May - 9 May 2015 / Issue No. 84 (Readership 60,000)

THE HYPE AWARDS 2015

Everyone's a winner, baby!

Anyone who thinks the UAE's music and nightlife scene is lacking needs to have a serious word with themselves. Take a closer look and you'll discover that the region is awash with a spectrum of club nights and music events spanning each and every genre. From high-end clubs to massive festivals and underground rave dens, we have it all. And we celebrated all those who help shape the scene at this year's Hype Awards.

Industry players, music heads, DJs, promoters, artists and dancefloor warriors – those who make up the region's thriving nightlife community – came together at EDEN Beach Club for our annual awards knees-up.

Every nominee and each winner in the 21 categories was chosen after hours of intense debate here at Hype HQ. And once again, it was truly great to see the camaraderie amongst all the nominees on the night as host Layne Redman announced the winners. It was a cool surprise too for house legend Roger

Sanchez to swing by to present the Best DJ award. In reality, though, it's the region's music and nightlife scene as a whole that's the overall winner.

If you were there, thanks for making it a night to remember. If you weren't, make sure you don't miss out next year. If it's all a bit hazy then let us remind you who won what on the night. Here are the Hype Music & Nightlife Award winners 2015...



03 May - 09 May 2015 | HYPE #84 27

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POST-EVENT COVERAGE

EDITORIAL COVERAGE - HYPE

3 May - 9 May 2015 / Issue No. 84 (Readership 60,000)

"It's an astounding experience and a great honour to be named as the Best DJ in Dubai. Thank you all. The music is yet to get even louder!" **Kay Tek** (Best DJ Winner)



"Hype hype! Absolutely buzzing to have won Best Bass Night in the country at the Hype Awards. Hoofs are still twitching! Mad props to all the bassheads, promoters and DJs who make it happen week in, week out, and the Media One Hotel team for their ongoing support. Keeping it low and wonky. Big love all round!" **Sean Rutherford**, Superheroes (Best Bass Night Winner)



"So the Hype Awards was a raging success! I didn't win in my category but I was in great company with Kasparov, Haidz, Michka and, of course, the well deserved winner Sam Farsio. Congratulations to all concerned. Roll on the next Hype Awards!" **Drinky** (Best Breakthrough DJ Nominee)

THE HYPE AWARDS NOMINEES & WINNERS

BEST DJ

- KAY TEK** (Winner)
- Raxon
 - Mike Burton
 - Break DJ Lobito
 - Frederick Stone
 - Fione Jaxx
 - Smokinggroove
 - Dany Neville
 - Jaxo & Darz

BEST BREAKTHROUGH DJ

- SAM FARSIO** (Winner)
- Michka
 - Haidz
 - Kasparov
 - Drinky

BEST LOCAL BAND/ACT

- THE BOXTONES** (Winner)
- Hollaphonic
 - Malikah
 - Juliana Down
 - Hamdan Al Abri

BEST PRODUCER

- HOLLAPHONIC** (Winner)
- Schooty
 - Raxon
 - Subandrio
 - Pierre Ravan
 - Sam Farsio
 - Smokinggroove
 - Conan Liquid
 - Andy Buchanan
 - Deep Hertz

OUTSTANDING CONTRIBUTION

- GREG DUFTON & TIM DERRY** (Winner)
- Charl Chaka
 - Pierre Ravan
 - Break DJ Lobito
 - Dany Neville

BEST LOCAL RECORD LABEL

- UNIVERSAL MENA** (Winner)
- Audio Tonic Records
 - Gold Drama Recordings
 - Infusion
 - Bootleg Social Records

BEST URBAN NIGHT

- HIP HOP CHIC MONDAYS** (Winner)
AT CIRQUE LE SOIR
- URBN Saturdays at WHITE Dubai
 - Diamond Wednesdays at XL Dubai
 - 411 Nights at People By Crystal
 - J'Adore at Atelier M

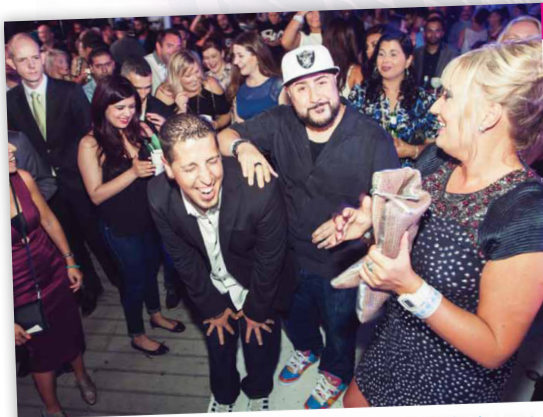
BEST BASS NIGHT

- SUPERHEROES** (Winner)
AT DEK ON 8, MEDIA ONE HOTEL
- GlobalFunk at various venues, Dubai
 - Warehouse Dubai at Level 41, Media One Hotel
 - Bassworx at Casa Latina, Ibis Hotel, Al Barsha
 - Garage Nation at Level 41, Media One Hotel

POST-EVENT COVERAGE

EDITORIAL COVERAGE - HYPE

3 May - 9 May 2015 / Issue No. 84 (Readership 60,000)



"I consider Hype a major authority on the region's electronic scene so it was great to be on their radar for Best Breakthrough DJ this year. Let alone to pick up the award for Best Bass Night with our Superheroes events." **Kasparov Hasslehoff** (Best Breakthrough DJ Nominee)



"What an amazing night! I had hoped we might win something, but to win in two categories was huge and unexpected; especially when you consider the other nominees - all friends of ours - and their own killer events. The best part of the night for me, though, was hanging out with so many industry mates in one location, a rare occasion indeed. It was nice to share the love." **Megadon Betamax**, Dust (Best Of The Rest Club Night Winner & Best International Set Winner for Dust & Aurora Present Mr Scruff)



"Being recognised by Hype as the leading record label in MENA is a great honour and gives us the right push to support more local quality productions across all genres." **Claudius Bolter**, Universal MENA (Winner Best Local Record Label)

BEST HOUSE/TECHNO NIGHT

SHIBUYA AT THE BASEMENT, BOUTIQUE 7 HOTEL, TECOM

- Secret Circle at The Basement, Boutique 7 Hotel, Tecom
- Audio Tonic at 360°, Jumeirah Beach Hotel
- Analog Room at The Q Underground, Holiday Inn, Al Barsha
- Deep Like Thursdays at JW Marriott Marquis, Business Bay

BEST OF THE REST CLUB NIGHTS

DUST AT VARIOUS VENUES

- Lo-Fi District at Casa Latina, Ibis Hotel, Al Barsha
- Deep Crates Cartel at various venues
- Sunny Vibe Up at Dusk Terrace, Radisson Blu, Dubai Media City
- Bad House Party at Casa Latina, Ibis Hotel, Al Barsha

BEST INTERNATIONAL SET

DUST & AURORA PRESENT MR SCRUFF AT ZERO GRAVITY

- Theo Parrish at Analog Room
- Youssef at Shibuya
- Groove Armada at Zero Gravity
- Martinez Brothers at Blue Marlin

BEST NEW BAR

CIELO SKY LOUNGE AT DUBAI CREEK GOLF & YACHT CLUB

- Tribeca at JA Ocean View Hotel, JBR
- Penthouse 25 at JA Ocean View Hotel, JBR
- Level 43 Sky Lounge at Four Points by Sheraton
- Cargo at Pier 7, Dubai Marina

BEST BAR

BARASTI AT LE MERIDIEN MINA SEYAH, DUBAI MARINA

- OAS at Media One Hotel, Dubai Media City
- McGettigan's at Bonnington Hotel, JLT
- Aquara Lounge at Dubai Marina Yacht Club
- 40 Kong at H Hotel, One Sheikh Zayed Road

BEST BEACH VENUE

BLUE MARLIN AT GHANTOOT AL JAZIRA ISLAND HOTEL

- EDEN Beach Club at Rixos Hotel, The Palm
- Barasti at Le Meridien Mina Seyahi, Dubai Marina
- Nasimi Beach at Atlantis, The Palm
- Zero Gravity at Skydive Dubai Drop Zone

POST-EVENT COVERAGE

EDITORIAL COVERAGE - HYPE

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BEST TERRACE

PACHA IBIZA DUBAI ROOFTOP

- Cielo Sky Lounge at Dubai Creek Golf & Yacht Club
- Pure Sky Lounge at The Hilton, JBR
- Dek On 8 at Media One Hotel, Dubai Media City
- 40 Kong at H Hotel, One Sheikh Zayed Road
- C Club Dubai at Grand Millennium Hotel, Tecom

BEST NEW CLUB

THE BASEMENT

- Pacha at Souk Madinat Jumeirah
- Provocateur at Four Seasons Resort, Dubai
- 02 Nightclub at Solihel The Palm
- C Club Dubai at Grand Millennium Hotel, Tecom

BEST CLUB

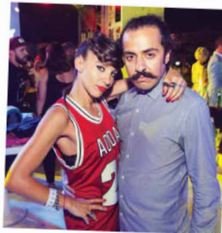
WHITE DUBAI AT MEYDAN

- 360° at Jumeirah Beach Hotel
- Mahiki at Jumeirah Beach Hotel
- People By Crystal at Raffles Hotel, Wafi
- Cirque Le Soir at The Fairmont Hotel, DIFC

BEST FESTIVAL

CREAMFIELDS AT DU ARENA

- Sandance at Atlantis, The Palm
- RedfestDXB at DMC Amphitheatre
- Party In The Park at Emirates Golf Club
- Groove On The Grass at Emirates Golf Club
- Piknic Electronik at Dubai Sports City
- Masterjam at DMC Amphitheatre
- Sensation Dubai at Meydan Racecourse
- Blanded at DMC Amphitheatre
- Mixtape Rewind at Emirates Golf Club



"Everyone nominated was a winner to be honest, but picking up the award for Best House/Techno Night was the bassline on my dub plate. Bravo Hype crew - 2016 can't come soon enough!" Mike Buffon, Shibuya (Best House/Techno Night Winner)



"The Hype Awards was splendid this year. Obviously winning was a high point, but I truly believe it was the most connected we've ever been as an industry, with support from all sides for all people. Great vibes."

Oily Wood, Hollaphonic (Best Producer Winner)

BEST CONCERT

DRAKE

AT DUBAI INTERNATIONAL STADIUM

- The Who, F1 after-race concert at du Arena
- Ed Sheeran at DMC Amphitheatre
- Sinead O'Connor at The Irish Village
- Pharrell, F1 after-race concert at du Arena
- Justin Timberlake at du Arena
- Michael Buble at Dubai International Stadium
- Kings of Leon, Live @ Atlantis
- Lionel Richie at DMC Amphitheatre
- Lady Gaga at Meydan Racecourse

BEST LIVE VENUE

THE IRISH VILLAGE

AT DDF TENNIS STADIUM, GARHOUD

- The Music Room at The Majestic Hotel, Bur Dubai
- Jazz@PizzaExpress, Movenpick Hotel, JLT
- McGettigan's at Bonnington Hotel, JLT
- Barasti at Le Meridien Mina Seyahi, Dubai Marina

BEST LADIES' NIGHT

THE GIRLS DON'T Q

AT Q43, MEDIA ONE HOTEL

- Aquara Lounge at Dubai Marina Yacht Club
- Oeno at The Westin, Mina Seyahi Beach Resort
- High Society at Societe, Marina Byblos Hotel
- Honey Rocks The Boat at Mahiki, Jumeirah Beach Hotel



"We took the stage by storm to accept our victory as Best Local Music Act/Band. Nothing makes us more proud than to see our efforts recognised."

Will Janssen, The Boxtones (Winner Best Local Band/Act)

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POST-EVENT COVERAGE

WINNERS AD

CONGRATULATIONS TO THE WINNERS



BEST LADIES' NIGHT
THE GIRLS DON'T Q AT Q43,
MEDIA ONE HOTEL

BEST LIVE VENUE
THE IRISH VILLAGE AT DFF
TENNIS STADIUM, GARHOUD

BEST FESTIVAL
CREAMFIELDS AT DU ARENA

BEST CONCERT
DRAKE AT DUBAI
INTERNATIONAL STADIUM

BEST NEW BAR
CIELO SKY LOUNGE AT DUBAI
CREEK GOLF & YACHT CLUB

BEST BAR
BARASTI AT LE MÉRIDIEN MINA
SEYAH, DUBAI MARINA

BEST BEACH VENUE
BLUE MARLIN AT GOLDEN TULIP
AL JAZIRA HOTEL

BEST TERRACE
PACHA IBIZA DUBAI ROOFTOP AT
SOUK MADINAT JUMEIRAH

BEST NEW CLUB
THE BASEMENT
AT BOUTIQUE 7 HOTEL, TECOM

BEST CLUB
WHITE DUBAI AT MEYDAN
RACECOURSE GRANDSTAND
ROOFTOP

BEST URBAN NIGHT
HIP HOP CHIC MONDAYS CIRQUE
LE SOIR

BEST BASS NIGHT
SUPERHEROES AT DEK ON 8,
MEDIA ONE HOTEL

BEST HOUSE/TECHNO NIGHT
SHIBUYA AT THE BASEMENT,
BOUTIQUE 7 HOTEL,
TECOM

BEST OF THE REST CLUB NIGHTS
DUST AT VARIOUS VENUES

BEST INTERNATIONAL SET
DUST AND AURORA PRESENT
MR SCRUFF AT ZERO GRAVITY

BEST LOCAL RECORD LABEL
UNIVERSAL MENA

OUTSTANDING CONTRIBUTION
GREG DUFTON & TIM DERRY

BEST PRODUCER
HOLLAPHONIC

BEST LOCAL BAND/ACT
THE BOXTONES

BEST BREAKTHROUGH DJ
SAM FARISIO

BEST DJ
KAY TEK

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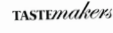
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POST-EVENT COVERAGE

WINNERS AD

TheNational

The winners advert was placed in The National - 26 April 2015



CONGRATULATIONS TO THE WINNERS

2015 HYPE MUSIC & NIGHTLIFE AWARDS

BEST LADIES' NIGHT THE GIRLS DON'T Q AT Q43, MEDIA ONE HOTEL	BEST URBAN NIGHT HIP HOP CHIC MONDAYS CIRQUE LE SOIR
BEST LIVE VENUE THE IRISH VILLAGE AT DFF TENNIS STADIUM, GARHOUD	BEST BASS NIGHT SUPERHEROES AT DEK ON 8, MEDIA ONE HOTEL
BEST FESTIVAL CREAMFIELDS AT DU ARENA	BEST HOUSE/TECHNO NIGHT SHIBUYA AT THE BASEMENT, BOUTIQUE 7 HOTEL, TECOM
BEST CONCERT DRAKE AT DUBAI INTERNATIONAL STADIUM	BEST OF THE BEST CLUB NIGHTS DUST AT VARIOUS VENUES
BEST NEW BAR CIELO SKY LOUNGE AT DUBAI CREEK GOLF & YACHT CLUB	BEST INTERNATIONAL SET DUST AND AURORA PRESENT MR SCRUFF AT ZERO GRAVITY
BEST BAR BARASTI AT LE MERIDIEN MINA SEYAH, DUBAI MARINA	BEST LOCAL RECORD LABEL UNIVERSAL MENA
BEST BEACH VENUE BLUE MARLIN AT GOLDEN TULIP AL JAZIRA HOTEL	OUTSTANDING CONTRIBUTION GREG DUFTON & TIM DERRY
BEST TERRACE PACHA IBIZA DUBAI ROOFTOP AT SOUK MADINAT JUMEIRAH	BEST PRODUCER HOLLAPHONIC
BEST NEW CLUB THE BASEMENT AT BOUTIQUE 7 HOTEL, TECOM	BEST LOCAL BAND/ACT THE BOXTONES
BEST CLUB WHITE DUBAI AT MEYDAN RACECOURSE GRANDSTAND ROOFTOP	BEST BREAKTHROUGH DJ SAM FARSIQ
	BEST DJ KAY TEK

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POST-EVENT COVERAGE

WINNERS AD

7DAYS UAE

The winners advert was placed in 7Days - 26 April 2015

PAGE 16 7DAYS SUNDAY APRIL 26, 2015

Diary



An Oscar winner

EDDIE Redmayne won an Oscar for his starring role as scientist Stephen Hawking coming to terms with love and motor neurone disease in 'The Theory of Everything' this year. 'The Theory of Everything' is showing on OSN Movies Box Office 1 HD

Web wonder

'THE Future of the Internet' is up for discussion at the latest Open Diversity meeting, held in the Change Initiative tonight. A Q&A session plus networking will take place after the talk by Cisco's Irfan Verjee. 7pm. See the Open Diversity Facebook page





Two worlds collide

STEEL meets print in a stunning new collection of pieces at the 'Mosaic Art Gallery' in Dubai. The 'A La Steel' exhibition includes a whole range of different pieces - with calligraphy through to digital paint, etching, photography and screen printing all part of the display. The exhibition runs until May 2. Mosaic Art Gallery is located in Souk Al Bahar, Downtown Dubai, 04 277 6122

One week only

CONGRATULATIONS TO THE WINNERS

HYPE AWARDS

BEST CACER NIGHT THE GIRLS DON'T Q AT Q&S, MEDIA ONE HOTEL	BEST VENUE PACHA IBIZA DUBAI ROOFTOP AT SOUK MADINAT JUMEIRAH	BEST OF THE BEST CLUB NIGHTS DUST AT VARIOUS VENUES
BEST LIVE VENUE THE IRISH VILLAGE AT DFF TENNIS STADIUM, GARHOLD	BEST NEW CLUB THE BASEMENT AT BOUTIQUE 7 HOTEL, TECOM	BEST INTERNATIONAL SET DUST AND AURORA PRESENT MH SCRUFF AT ZERO GRAVITY
BEST FESTIVAL CREAMFIELDS AT DU ARENA	BEST CLUB WHITE DUBAI AT MEYDAN RACECOURSE GRANDSTAND ROOFTOP	BEST LOCAL RECORD LABEL UNIVERSAL MENA
BEST CONCERT DIRAKE AT DUBAI INTERNATIONAL STADIUM	BEST OPENING NIGHT HIP HOP CHIC MONDAYS CIRQUE LE SOIR	OUTSTANDING CONTRIBUTION GREG DUFFON & TIM DERRY
BEST NEW BAR CIELO SKY LOUNGE AT DUBAI CREEK GOLF & YACHT CLUB	BEST BARRY NIGHT SUPERHEROES AT DEK ON 8, MEDIA ONE HOTEL	BEST LOCAL BAND/ART THE BOXTONES
BEST BAR BARASTI AT LE MERIDIEN MINA SEYAH, DUBAI MARINA	BEST HOUSE/TECHNO NIGHT SHIBUYA AT THE BASEMENT, BOUTIQUE 7 HOTEL, TECOM	BEST BREAKTHROUGH DJ SAM FARSIQ
BEST BEACH VENUE BLUE MARLIN AT GOLDEN TULIP AL JAZIRA HOTEL		BEST DJ KAY TEK

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Say cheese

SUNDAY means cheese and grape at Ruth's Chris Steak House. At Dhs200, it's a great night out. There's also a three-course set menu to celebrate Australian food and drink tonight only. The set menu is Dhs499 per person. Located in The Address Dubai Marina, 04 454 9538



Drum up support

HAVE some family fun with a free Dubai Drum session at Chubby Cheeks Nursery this afternoon. Kids can get into the groove with the experts and there's plenty more fun and games on the agenda. Discovery Gardens, free entry. 3-5pm. RSVP on 04 435 6598



You know the script

SIGN up for a playwrighting course with 'the Shakespeare of the short', Alex Brown. Thursday to Saturday at The Space, Abu Dhabi. alex@constellation.ae, 04 438 5574



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Removes hard skin from feet




Baby Foot

Made in Japan

Exfoliate with 17 Natural Extracts



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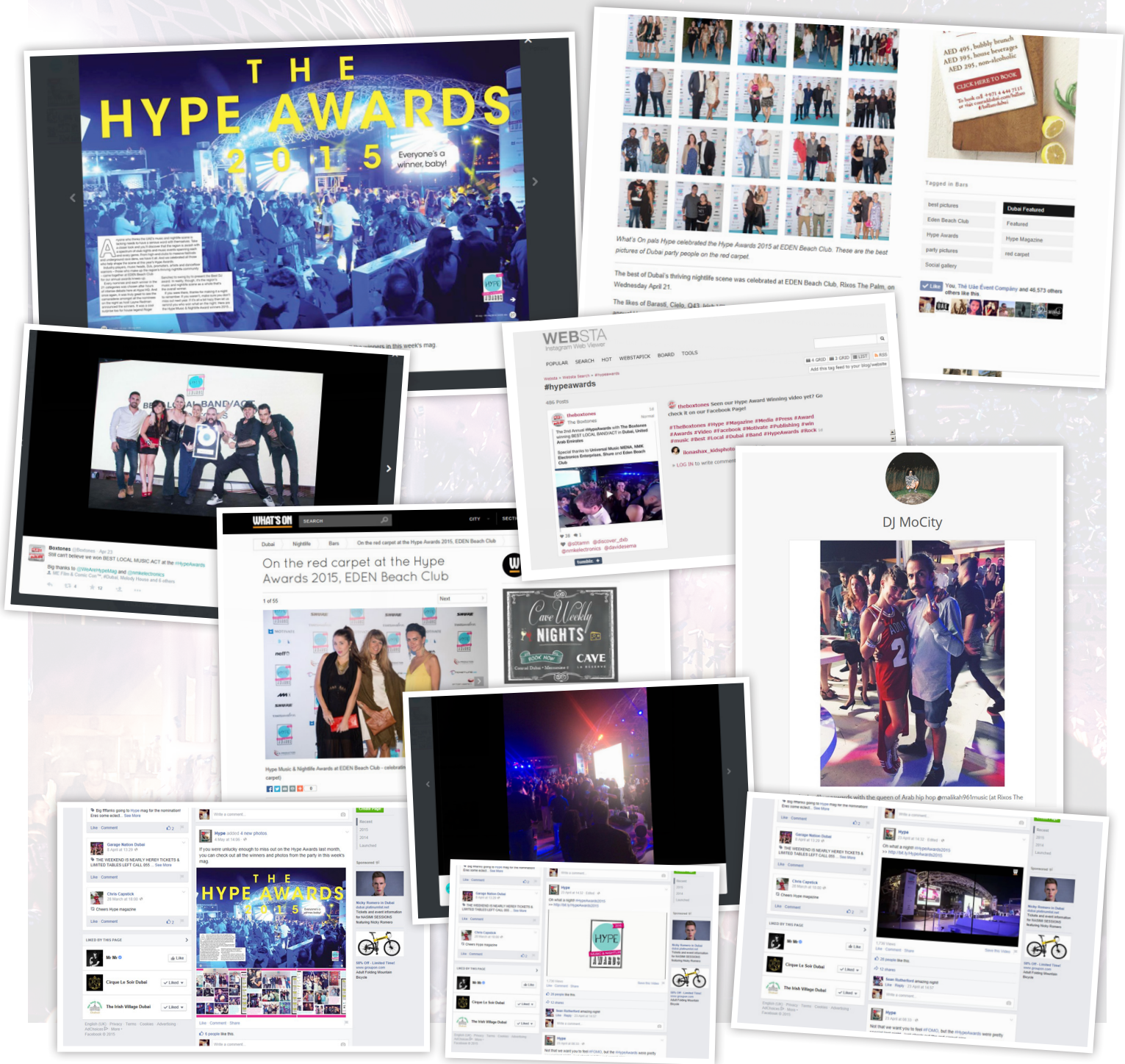
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POST-EVENT COVERAGE

ONLINE

#hypeawards

Social media was aflush with post-event congratulatory coverage.



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