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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 1,000 guests joined us to celebrate the success of the UAE's music and nightlife scene. The VIP guest list included nominees, industry professionals, sponsors and *Hype* guests. The remaining attendees registered on hypeawards.ae for a spot on the list.



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THE VENUE ...

NASIMI BEACH AT ATLANTIS, THE PALM

Luxurious restaurant by day, vibrant bar and club by night, Nasimi Beach boasts a rare and spectacular location overlooking pristine white sands and the glittering Dubai skyline.

Atlantis is a majestic five-star hotel situated on The Palm. From the architecture to the award-winning restaurants and must-visit aquatic attractions, this is one of Dubai's luxury resorts that never ceases to amaze.

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PARTY PEOPLE

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



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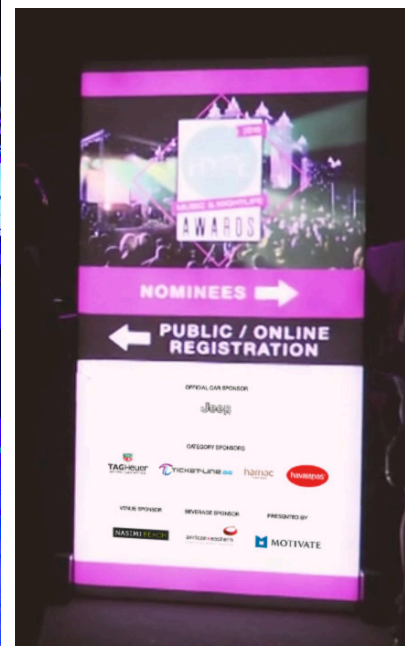


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EVENT BRANDING

Sponsors logos were featured on all event branding including the photo backdrops, tabletop tent-cards, bar branding, and the presentation screens.



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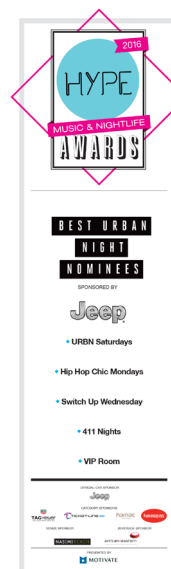
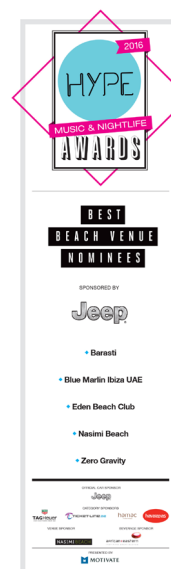


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Jeep

A Jeep Renegade was on display at the entrance of the event for all guests to see. Jeep photographers roamed the crowds, guests were invited to collect printouts and post their pictures online.



Nihar Anand, Marketing & Communications Specialist at Fiat Chrysler Automobiles, presented the Best Beach Venue award to Blue Marlin Ibiza UAE and Best Urban Night to Hip Hop Chic Mondays.

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TAGHeuer

SWISS AVANT-GARDE SINCE 1860

Professional graffiti artists were onsite transforming the Tag Heuer surf board into a work of art.



Anne-Claire Richomme, Marketing Manager of Tag Heuer Middle East, presented the Best International Set award to Octave One at Analog Room's Finest Friday. The final and most prestigious award of the night was presented to Best DJ Frederick Stone.



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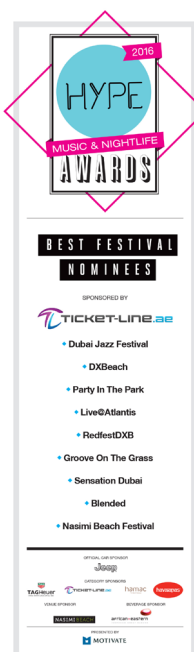
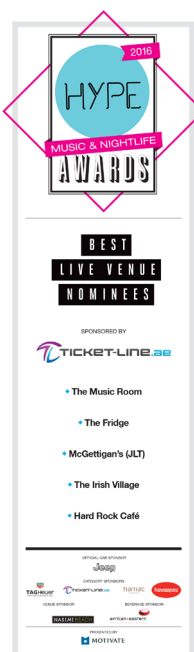


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John Wallace, Managing Director of Ticket-Line.ae, presented two awards on the night; Best Live Venue went to The Music Room and Best Festival went to Groove on the Grass.

Ticket-Line.ae ran a competition on the evening for guests. The prize was two tickets to a UAE music festival.



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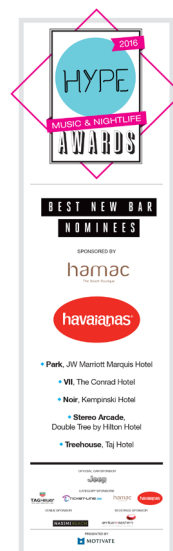


hamac

The Beach Boutique

havaianas®

An impressive giant havaianas flip-flop provided fantastic photo opportunities for guests. A pop up shop allowed attendees to purchase the latest range of footwear, and professional makeup artists were onhand to apply feet art to guests.



Alexandre Sliman, Head of Retail for AMZ Group, presented Best New Bar to The Pub inside Stereo Arcade and then Best Breakthrough DJ to Bachir Salloum.



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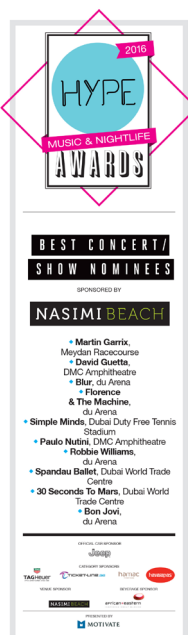
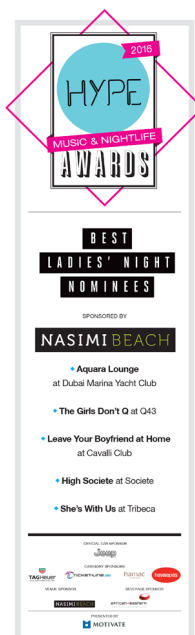


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NASIMI BEACH



Marco Rosado, Director F&B, presented Tribeca with the Best Ladies' Night award. Dima Afad, Vice President, F&B and Entertainment presented Best Concert/Show Award to Flash Entertainment for Florence and the Machine.



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african+eastern
INSPIRING GREAT BLENDS



Our beverage partner for the awards supplied a wide selection of drinks for the evening. David Beattie – Sales Manager On Trade in Dubai at African & Eastern presented the Best Bar award to McGettigan's – JLT, and Best Club to Cirque Le Soir.



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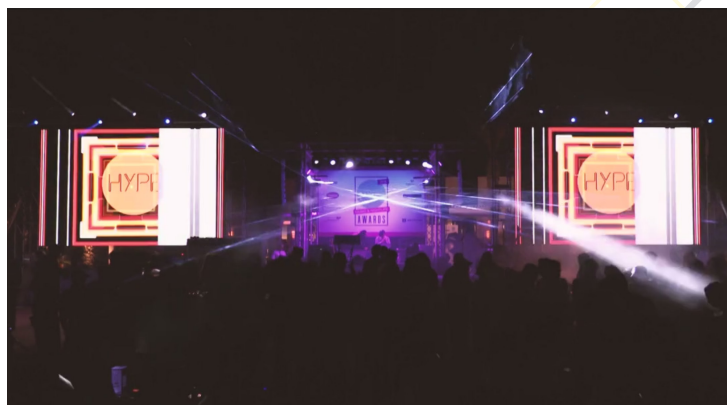
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Our AV supplier PRG Gearhouse and Matrix Laser provided the impressive screens and AV equipment, with the additional surprise of fire flames, CO2 cannons and lasers.



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PRE-EVENT COVERAGE

HYPE MAGAZINE - EDITORIAL COVERAGE ISSUE #121 MAR 6 - 12, 2016 (READERSHIP 60,000)

ALL NIGHT LONG!

Let's come together and celebrate the UAE's music and nightlife scene

There's never enough time to dwell on the closures before a new venue, new bar, new club night or new event pops up. And while we enjoy international names coming to town, we're equally as proud of home-based talent, who too often don't receive the recognition they rightfully deserve. More than anything, the Hype Awards is about all those who've put their heart and soul into pushing the scene forward, those who've gone all out to create amazing experiences and events and those who make the region such an exciting place to live. With so much good stuff on offer, even whittling down the longlist to the final shortlist has been a mammoth task this year. After much debate (and a few verbal fistcuffs), here are the Hype Awards 2016 categories and all the very deserving nominees...

The UAE is a playground for party people. But when we're having a great night out, losing ourselves on the dancefloor, it's easy to forget the hard work that goes on behind the scenes to make it all happen. The Hype Music and Nightlife Awards recognises the faces and places that make Dubai come alive.

Whether you favour dancing on the beach, mooring front of stage, the glitz and glamour of high-end clubbing or dark rave of stage, the UAE has it all. And whatever your preference, you're pretty sure, the UAE has it all. And whatever your preference, you're pretty sure, the UAE has it all. And whatever your preference, you're pretty sure, the UAE has it all. And whatever your preference, you're pretty sure, the UAE has it all.

Of course, this being the UAE, there has been plenty of changes to the region's nightlife landscape since last year's Hype Awards. But



All events for consideration in this year's Hype Awards took place on or between March 23 last year and March 21, 2016.

HYPE AWARDS 2016 NOMINEES

BEST LADIES' NIGHT

- Aquare Lounge at Dubai Marina Yacht Club, Dubai Marina
- The Girls Don't Q at Q43, Media One Hotel, Dubai Media City
- Leave Your Boyfriend at Home at Cavalli Club, The Fairmont Hotel, Sheikh Zayed Road, Dubai Marina
- High Society at Societe, Marina Bay Sands Hotel, Dubai Marina
- She's With Us at Tribeca, JA Ocean View Hotel, JBR

BEST LIVE VENUE

- The Music Room at The Majestic Hotel, Bur Dubai
- The Fringe, Alserkal Avenue, Al Quoz
- McGettigan's at Sarrington Hotel, Jumeirah Lakes Towers
- The Irish Village at Century Village, Garhoud
- Hard Rock Cafe, Dubai Festival City

BEST FESTIVAL

- Dubai Jazz Festival at DMC Amphitheatre, Dubai Media City
- DXBeach at Zero Gravity, Skydive Dubai Drop Zone
- Party in The Park at DMC Amphitheatre, Dubai Media City
- Live@Atlantis at Atlantis, The Palm Jumeirah
- RedFestDXB at DMC Amphitheatre, Dubai Media City
- Groove On The Grass at Emirates Golf Club, Dubai
- Sensation Dubai at Meydan Racecourse, Dubai
- Blended at DMC Amphitheatre, Dubai Media City
- Nassim Beach Festival at Atlantis, The Palm Jumeirah
- Sandance at Atlantis, The Palm Jumeirah

BEST CONCERT/SHOW

- Martin Garrix at Meydan Racecourse, Dubai
- David Guetta at DMC Amphitheatre, Dubai Media City
- Blur, F1 after-race concert at du Arena, Yas Island, Abu Dhabi
- Florence & The Machine, F1 after-race concert at du Arena, Yas Island, Abu Dhabi
- Simple Minds at Dubai Duty Free Tennis Stadium, Garhoud
- Paolo Nutini at DMC Amphitheatre, Dubai Media City
- Robbie Williams at du Arena, Yas Island, Abu Dhabi
- Spandau Ballet at Dubai World Trade Centre, Sheikh Zayed Road
- 30 Seconds To Mars, Dubai Music Week, Dubai World Trade Centre
- Bon Jovi at du Arena, Yas Island, Abu Dhabi

PRE-EVENT COVERAGE

HYPE MAGAZINE - EDITORIAL COVERAGE

ISSUE #121 MAR 6 - 12, 2016 (READERSHIP 60,000)

BEST NEW BAR

- Park at JW Marriott Marquis Hotel, Business Bay
- Vll at The Conrad Hotel, Sheikh Zayed Road
- Noli at Kempinski Hotel, Mall Of The Emirates
- Stereo Arcade at Double Tree by Hilton Hotel, JBR
- Treehouse at Taj Hotel, Business Bay

BEST BAR

- Q&3 at Media One Hotel, Dubai Media City
- Meddett's at Bonington Hotel, Jumeirah Lakes Towers
- Cargo at Pier 7, Dubai Marina
- Tribeca at JA Ocean View Hotel, JBR
- The Irish Village at Century Village, Garhoud

BEST BEACH VENUE

- Barasti at Le Meridien Mina Seyahi, Dubai Marina
- Blue Marlin Ibiza UAE at Ghantoot Al Jazira Island Hotel, Dubai
- Eden Beach Club at Rixos The Palm, The Palm Jumeirah
- Nasimi Beach at Atlantis, The Palm, Jumeirah
- Zero Gravity at Skydive Dubai Drop Zone

BEST CLUB

- WHITE Dubai at Meydan Racecourse Grandstand Rooftop
- 360° at Jumeirah Beach Hotel, Jumeirah
- People By Crystal at Raffles Hotel, Wafi
- Cirque Le Soir at The Fairmont Hotel, Sheikh Zayed Road
- Amami Pina Club at the Burj Khalifa, Downtown Dubai
- Pacha at Souk Madinat Jumeirah
- Provocateur at Four Seasons Resort, Jumeirah
- Cavalli Club at The Fairmont Hotel, Sheikh Zayed Road
- The Act at The Shangri-La Hotel, Sheikh Zayed Road
- MAD at Yas Island, Abu Dhabi

BEST URBAN NIGHT

- URBN Saturdays at WHITE Dubai, Meydan Racecourse Grandstand Rooftop
- Hip Hop Chio Mondays at Cirque Le Soir, The Fairmont Hotel, Sheikh Zayed Road
- Switch Up Wednesday at Provocateur, Four Seasons Resort, Jumeirah
- 411 Nights at People By Crystal, Raffles Hotel, Wafi
- VIP Room at JW Marriott Marquis Hotel, Business Bay

SAVE THE DATE!

It's all about **Tuesday 12th April**. That's the date of this year's Hype Awards ceremony, when the music and nightlife community will come together at gorgeous **Nasimi Beach, Atlantis The Palm**. To celebrate the region's after-dark heroes. Far from being a old knees-up, think 'lively' rather than 'formal' and 'lively' rather than 'lame'. Neither will we accept any lame excuses from anyone trying to show off early - so be smart and book the next morning/day off work now.

YOU'RE THE REAL STARS!

Who are the most important people in any nightlife scene? It's **YOU** - the dancefloor warriors. It's **YOU** who makes the UAE's music and nightlife scene and that's why we want **YOU** at the Hype Awards Party. Join us at **Nasimi Beach, Atlantis The Palm, Jumeirah**, on **Tuesday, April 12**, where we'll be revealing this year's winners during a raucous party that will be the talk of town. Register for two **FREE** passes at hypeawards.ae today. Yes, it's that easy!

BEST OF THE REST

- Deep Crates Cartel at various venues, Dubai
- Dust at various venues, Dubai
- Cuts Above at 360° Jumeirah Beach Hotel
- Bad House Party at Casa Latina, Ibis Hotel, Al Barsha
- The Other Side at The Address, Dubai Marina

BEST INTERNATIONAL SET

- Quanto at Deep Crates Cartel The Music Room, Majestic Hotel, Bur Dubai
- Richie Newton at Groove On The Grass Emirates Golf Club, Dubai
- Sven Vith at Blue Marlin Ibiza UAE Ghantoot Al Jazira Island Hotel, Dubai
- Octave One at Analog Room's Finest Friday Level 41, Media One Hotel, Dubai Media City
- Red Bull present DaM-Funk The Music Room, Majestic Hotel, Bur Dubai
- DJ Tennis at Plus Minus Level 41, Media One Hotel, Dubai Media City
- Anton Zappi at Analog Room The Q Underground, Holiday Inn, Al Barsha
- Day Garber at Eden Rixos The Palm, The Palm Jumeirah
- General Levy at Deep Crates Cartel Velocity, JW Marriott Marquis Hotel, Business Bay
- Davide Squillace at Blue Marlin Ibiza UAE Ghantoot Al Jazira Island Hotel, Dubai

OUTSTANDING CONTRIBUTION

- Cheri Chela (House of Afrika/Infection)
- Break DJ Lobito (Deep Crates Cartel/Street Nights)
- Dorian Marlow (Groove On The Grass)
- Izzy Abidi (Freshly Ground Sounds)
- Dany Neville (The Fix)

BEST LOCAL RECORD LABEL

- Box Logic
- Gold Drama
- Universal MENA
- Bootleg Social
- Audio Tonio

BEST LOCAL BAND/ACT

- The Boxtones
- Hollaphoria
- The Recipe
- Carl & The Reds Mafia
- Arcade 82

BEST PRODUCER

- Andy Bushen
- Deep Hertz
- Eliaz
- Hollaphoria
- Scott Forsshaw & Greg Stainer
- Dierko De Jin
- Moe Turk
- Arcade 82
- Smokinggroove
- Stu Todd

BEST BREAKTHROUGH DJ

- Bachir Selloum
- Sobeirby
- Skinny Loop
- Josephine De Retour
- Malc

BEST DJ

- Key Tek
- Marko Smokinggroove
- Frederick Stone
- Shaf Codes
- James Locksmith
- Jaso & Danz
- Lobito
- Mchka
- Sam Farsio
- Dany Neville

BEST BASS NIGHT

- Superheroes at Media One Hotel, Dubai Media City
- Basement at Casa Latina, Ibis Hotel, Al Barsha
- Garage Nation at Level 41, Media One Hotel, Dubai Media City
- Bassline Dubai at Story Rooftop Lounge, Holiday Inn Express, Dubai Internet City
- Karak Beats at Velocity, JW Marriott Marquis Hotel, Business Bay

BEST HOUSE/TECHNO NIGHT

- Secret Circle at Level 41, Media One Hotel, Dubai Media City
- Shibuya at various venues, Dubai
- Deep Like Thursdays at various venues within JW Marriott Marquis Hotel, Business Bay
- House of Afrika at Dek on 8, Media One Hotel, Dubai Media City
- Analog Room at The Q Underground, Holiday Inn, Al Barsha
- Night Vibes One Big Vibes at various locations, Dubai
- audio tonic at 360° Jumeirah Beach Hotel
- Plus Minus at Level 41, Media One Hotel, Dubai Media City
- Trip Land at The Fairmont Hotel, Sheikh Zayed Road
- Back2Basics at Level 41, Media One Hotel, Dubai Media City



PRE-EVENT COVERAGE

HYPE MAGAZINE - EDITORIAL COVERAGE

ISSUE #125 APR 3 - 9, 2016 (READERSHIP 60,000)



LET'S DO THIS!
The Hype Awards Party wants you!

The countdown is on to this year's Hype Music & Nightlife Awards – and to say we're looking forward to this rather cheeky party is an understatement!

In its third year now, we're switching things up as we celebrate the great and the good of the UAE's music and nightlife scene. We'll be announcing the winners in 19 categories amidst an electric night of great music and wicked banter.

Our presenter for the night is the multi-talented MC Goofy, who'll be bringing his energetic charm to the event, and we're stoked to have some of the hottest DJ and producer talents in the Emirates providing the music. Think the ethereal electronic sounds of Muhaisnah Four, the neo hip-hop of Aeli and the past, present and future beats of DJs MoCity and James Looksmith. Tasty! Discover more about our star turns on the following pages.

Just as importantly, we want YOU to come and party with us. The Hype Awards is the chance

ALL YOU NEED TO KNOW

What: The Hype Music & Nightlife Awards
Where: Nasimi Beach, Atlantis The Palm, Palm Jumeirah
When: Tuesday, April 12, from 8pm
Why: In a nutshell, it'd be rude not to
How: Taxi to Nasimi Beach
Cost: Free
Info: hypeawards.ae
Heads up: Get along there early gang, as the awards kick off at 9pm prompt

for all dancefloor heroes – DJs, producers, promoters, club managers and dedicated clubbers – to get together for a bit of a shindig. So come and join the party at Nasimi Beach, Atlantis The Palm, on April 12 (and best prepare your next-day excuse for your boss). Head over to hypeawards.ae and claim your two FREE tickets to the party everyone will be talking about for some time to come.

03 april - 09 april 2016 | HYPE #125 **21**

HYPE MUSIC & NIGHTLIFE AWARDS 2016

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PRE-EVENT COVERAGE

HYPE MAGAZINE - EDITORIAL COVERAGE

ISSUE #125 APR 3 - 9, 2016 (READERSHIP 60,000)

HOME FIRES BURNING

We're delighted to have the amazingly talented Muhaisnah Four playing live at this year's Hype Awards party

There's a new wave of electronic music rippling in Dubai. Though the club scene in the city – remarkable for its diverse music – is already gaining an international rep, something else is heating up the desert sands. The brainchild of Cromwell Ojeda, Muhaisnah Four – sometimes a solo project, sometimes expanded into a live band – is at the forefront. Dreamy, ethereal, the Muhaisnah Four sound is a heady alloy of soaring synths and cascading guitar, redolent of fiery sunsets, of neon pigments lighting the night sky.

Muhaisnah Four's remix of Veblen Good's *Rusted Memory* is an interstellar chug of melancholy beauty, sitting in the galactic pocket, but on own track *Home*, the live component comes to the fore, a slow, bittersweet blur of guitar lines and keyboard delays. It's like Crom has watched the movie *Drive* over and over, internalized the soundtrack and then swallowed the output of Washed Out, *Italians Do It Better* Records, Ulrich Schnauss and M83 whole. It's a beautiful combination, a vivid colour wheel spinning in the sun.

"I'm a huge fan of M83," Cromwell agrees. "I think their music influenced me a lot when it comes to building up melodies and playing my live set. I like Daft Punk, Kaskade, Neon Indian, Tycho, Arcade Fire, Nine Inch Nails, Bonobo... I like analyzing the sound and the song structure. I don't have to be technical and deep. Just four simple chords and a perfect riff is what I like." Cromwell is originally from the Philippines but moved to Dubai in 1994. Into music from a young

age, he studied it for years before embarking on his own journey. "I work as a graphic specialist for a university here in Dubai," he says. "I grew up listening to a lot of my parents' records and was amazed learning the guitar to play the songs from the records. It was different back then, as there was no YouTube or online tabs. We needed to really listen carefully just to get the right chords and notes."

Muhaisnah Four, named after a district in the city where he used to live, began purely as a temporary name to cover his creative endeavours – specifically his photography, uploaded to Tumblr – but seriously. Sometimes accompanied by his brother David on more and friend Leo Ehrlich on drums, he's begun to play live gigs more frequently across the UAE.

"Muhaisnah Four is a project that I started in 2011 or 2012. I started playing with synthesizers and drum machines. I decided to make music on my own – something that allowed me to be loose, free and creative. A few years and countless synths and tracks later, I finally found the type of music I wanted to make and how I wanted the people to experience it," says Cromwell.

"I work on [software production tool] Ableton with all my music production and live stuff. My go-to synth is the Moog Voyager for basslines and leads, MicroKorg and DSI Tetra for pads. I use a lot of reverb and delay, and my go-to pedals for this are the Strymon BigSky and Timeline – they are amazing, well-built pedals. I also use a lot of guitars and bass guitar for some of the songs and live stuff. I'm a huge fan of hardware synths. I like the idea of tweaking knobs and buttons in a live set. It gives you more freedom to be creative."

Dubai has become increasingly nurturing to musical creativity, reckons Cromwell, and part of the city's strength is its diverse cultural and ethnic mix. "Dubai is a very diverse city, catering to different nationalities, with different cultural backgrounds and musical tastes. I've seen a lot of talented and hard-working musicians here. The people and the city are very open to new things and experimentation. We're progressing. A lot of new events catering for huge steps for the music scene."

Currently working hard on finishing his album, band mates ahead of more live shows this year, Cromwell is also busy releasing along with his "We're going to release the album later this year and hopefully play more shows and festivals in and outside the region," he says.

It seems only right, then, that we should have one of the hottest new acts in the city playing a showcase at this month's Hype Awards. So catch Muhaisnah Four in full live glory at Nasimi Beach on April 12.

Words: Ben Murphy

03 april - 09 april 2016 | HYPE #125

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PRE-EVENT COVERAGE

HYPE MAGAZINE - EDITORIAL COVERAGE

ISSUE #125 APR 3 - 9, 2016 (READERSHIP 60,000)

THE NEW CHAPTER



So taken are we with local producer Aeli's sick new album, we just had to have him at the Hype Awards party

Aeli is a DJ, musician and live performer very much operating in his own realm. Calling his sound "neo hip-hop", it has come to him after years of playing in rock bands, after formally learning his way around jazz guitar, rock drums and classical piano and from time spent living amongst different cultures around the world.

Born and raised in Tunisia, where he had good internet access but no real record shops, initially Aeli was a rock fan who prided himself on his CD collection, which was added to whenever he or any of his friends travelled. In Tunisia, Aeli was playing in a progressive punk rock band called Ursula Minor and performed at festivals in Germany, amongst many others. After finishing school, though, he decided to head to Paris to study architecture. The French capital made its mark on him immediately and, as well as joining more rock bands, it was there that he also got deep into the hip-hop scene and eventually picked up an Urban Music Certificate from the SAE Institute. Liking the idea of taking sole charge of his musical output in a way you can't as part of a band, Aeli started learning Ableton and toying with bits of music-making hardware.

"I felt, in several tunes I loved, that there was something missing: I wanted to make them more energetic or aggressive so I started to remix tracks and later produce for to remix tracks and later produce for rappers." Inspired by artists and labels like Soulution, Jakarta Records, Mr Carmack and Stwo, he began making a name for himself and soon released his debut album, *Palimpsest*.

Late February, though, having moved to Dubai around two years ago to become a full-time architect ("being an architect is not as creative as most people think. The creative part is maybe ten per cent of the process, the other 90 per cent is very strict and technical"), he released his second full length, *Late Future Now*. The album is on 264 Records, a DJ, blog and party collective of which Aeli is a part, and tracks from it have already been played by tastemakers like Gaslamp Killer.

Late Future Now is a glossy instrumental affair that takes inspiration from the likes of "genius Trent Reznor" of Nine Inch Nails and marries shimmering electronics, scorched hip-hop beats and North African psychedelia into colourful, trippy tracks that pay homage to Aeli's Tunisian roots at the same time as sounding fresh and modern. "The album takes two distinct, cohesive paths, mirroring my moods as I went through the process of producing it," he

explains. "Chapter I is a take on my recent infatuation with progressive instrumental music. Chapter II professes my deep love for hip-hop, where I bring out my experience of beat-making for rappers."

In reality, Chapter I was written first, starting in 2015, and features some tracks made for rappers that Aeli recycled, but Chapter II was conceived as one complete project. "You can feel more consistency in the sound design and style of this Chapter," he says honestly. "It's some kind of diary of my Dubai life, so it went through different phases and moods. It's different music that I personally want to enjoy in different situations: working, cruising, partying, chilling and then when I am in more emotional phases."

Citing that he is more creative when working alone, without rappers and band members, Aeli is also a proud graduate of the Red Bull Bass Camp that happened here recently. He says he learnt a lot about the music business, having longevity and being creative from lectures by people like Gilles Peterson and Matias Aguayo, but also "learned lots of new techniques and machines" from his fellow participants and enjoyed having such close contact with like-minded musicians.

Aeli's live show is a mesmerizing mix of synth recordings, drum loops, samples and the sounds of outboard gear like the Novation Launchpad and Korg NanoKontrol 2. "I'm getting ready for a regional tour and want to focus on how to pay homage to my roots without sounding clichéd," he says. "I have a few rappers that I want to reach and produce for, and I definitely feel like I'm part of the Dubai creative community. There's good solidarity between people and we're all helping each other."

Words: Kristian J. Caryl

Head over to hypeawards.ae and claim two FREE tickets to the party. Don't miss out!



PRE-EVENT COVERAGE

HYPE MAGAZINE - EDITORIAL COVERAGE

ISSUE #125 APR 3 - 9, 2016 (READERSHIP 60,000)

GOOFING AROUND



Talented b-boy, MC and aspiring presenter, larger-than-life character Goofy is our Master of Ceremonies at this year's Hype Awards. Energy level: high

How would you describe what you do?

I'm an urban artist. My job is everything street-wise. I'm a hip-hop fanatic, and a professional breaker. I hold workshops and teach kids how to break, and now I'm MCing and hosting - I'm involved in the whole scene.

Where does the name Goofy come from?

Goofy is a superhero I created. The name came from when I started breakdancing. I was known as the chubbiest breaker in the UAE. I used to get a lot of people laughing at me, and at school, I was always the class clown. A friend told me, "Don't listen to anybody - if anyone laughs at you, laugh with them. That's how you're going to win." So I just stopped caring. That's how Goofy started, and he's become a superhero for me. He's the type of guy that likes to make everybody laugh and smile. It's not a problem to get a bit goofy from time to time.

How long have you been a b-boy?

I started breaking at the end of 2010. But before that I did hip-hop and other styles of dancing.

The breakdancing scene here seems to be coming along

The beautiful thing about Dubai's breakdancing scene is that you get to see it grow. When I started, you could count the number of b-boys on one hand. We all had a huge passion for dancing, even though we didn't know much about it. Nobody knew much, but it didn't matter. Then we started having competitions that attract b-boys from outside Dubai. They come here and share their experience.

What would give it another nudge in the right direction?

We need a little bit of a push from the country itself and the chance to explain to everybody that it's not negative. Hip-hop and breaking is all about community, love and respect.

What's your trophy cabinet like?

I've won a few competitions, but my aim isn't really to win. I've never been that type of b-boy that only wants to win. My motto's always been I don't want to be the best, but I want to be different to the rest.

You teach breakdancing too, right?

I used to teach breakdancing for kids at schools, and now I'm starting my own workshops at Café Rider, on a weekly basis. My fiancée inspired me to start those. Whenever we're out and I'm practising, and I see kids watching me, I'll start teaching them some moves. So she told me to keep doing it. These kids look at me like I'm a superhero. I don't just want to teach them - I'd love to inspire them and show them that whether they're fat, thin, tall or short, they can do it.

You're also an MC...

I think I've always been an MC because I'm the type of guy who's not scared to have the spotlight on me. I'm not scared to announce stuff, and even did it in school. I started off at breaking events, and was MCing before I was even officially an MC - I'd be in the audience, shouting and hyping people up. Eventually, the organisers thought I might be a good MC, so they gave me a mike and let me have a go. Since then, it's been onwards and upwards.

You've presented some videos for Sy-Fi Films too. How did that come about?

One of the founders, Sydney, was my classmate, and I got to know the other, Firas, through other breakdancers. It's great that the scene's so small - everyone knows each other. We'd been talking about working together for a while, and the first time was at Vans Party in The Park last year. I started presenting their videos of events, as the face of Sy-Fi, and I've worked on a few videos now. I'd love to do more presenting because you have to have a strong character to do it. Some interviewers don't like talking to the camera, but I know how to bring out their confidence and get them into their zone. I've always wanted to show the world that in every person, there's a star, and I feel I can do that through presenting.

You had the crowd totally hyped for the breakdancing showdown in the Hype Arena at Party in The Park. Can we expect more of the same at the Hype Awards?

Totally. The great thing is I know so many people in the scene and I'm down with what it's all about - unity in the community. I'll be bringing everyone together to make sure they have the best experience.



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PRE-EVENT COVERAGE

HYPE MAGAZINE - EDITORIAL COVERAGE

ISSUE #125 APR 3 - 9, 2016 (READERSHIP 60,000)

BOOM SELECTA!

Also supplying past, present and future beats at the Hype Awards are James Locksmith and DJ MoCity. Here's what's been floating their boat lately

JAMES LOCKSMITH

Resident in Dubai since: September 2011

DJ style: House, techno, disco, global, beats and funk

Best known for: Dust, Vibe Series, Red Bull Music Academy

The best thing about the UAE music scene is: it's always growing and evolving, even if it seems slowly sometimes

Catch me at: Dust presents Nickodemus, at Velocity, JW Marriott Marquis, Business Bay, Dubai, on April 14, and Groove On The Grass, at Emirates Golf Club, Dubai, on April 8, with Hot Chip, Dave Clarke and more.



In my opinion, the best three local parties in the last year were:

01. What: Future Sailors Boat Party
Starring: Kutmah, Zed Bias, Chunky and The 264 Cru
Where: On the high sea
When: November 2015
Why: It was a very cutting-edge line-up for Dubai and a million miles away from the usual blinged up boat parties. And simply because I danced my butt off the whole time, too.

02. What: RBMA & Vibe Series presents One Big Vibes
Starring: Jamie Woon's full band, Wolf + Lamb, Freshly Ground Sounds and local DJs
Where: Media City Amphitheatre
When: January 2016
Why: A forward-thinking line-up at Dubai Media Amphitheatre, a place more commonly known for mainstream events and programming. This totally pushed Dubai boundaries on every level.

03. What: Zero Gravity & Dust presents Mr Scruff
Starring: Mr Scruff and the Dust DJs
Where: Zero Gravity
When: February 2015
Why: OK, so this is a little over a year ago, but worth a mention because it was Scruff's first time in Dubai, playing to 3,000 people. All the stars were aligned that night, and the crowd totally got what Scruff was doing.

TOP 10 PLAYLIST

01. Africaine 808 Nigoni (Golf Channel)

This totally hits home. I'm a big lover of post-punk, post-disco stuff that has global and reggae vibes, and this has the house 4/4 ready for the dancefloor.

02. Matanza, Acid Pauli & Jo.Ke How Strange (Nicola Cruz Remix) (Free Download)

I'm loving everything from Cruz at the moment. His slow-chugging grooves ooze a mixture of emotions for me.

03. Tamikrest Aratan N Tinariwen (MTMBT Re-Edit) Glitterbeat
This gets everyone moving. Has the global sounds I love, coming from Mali with the Ishumar Rock/Tuareg Blues vibes tweaked for the club.

04. Brothers In Arms Hot 4 U (12") (Whiskey Disco)
It's boogie time with this one all the way from San Francisco's Bay Area.

05. Pages Clearly Kim (Dub) (American Standard)
This is my '80s childhood; soft rock, yacht disco, boogie, dreamy beach horizons with palm trees, Atari, Trans Am and MJ's red leather Thriller jacket with rolled up sleeves.

06. Okzharp Sizzr feat Manthe (Hyper Dub)
Future sounds done so well, and again you can hear the global sounds that tickle me.

07. Mark Pritchard Beautiful People (feat Thom Yorke) (Warp)
Just wow! Yorke's vocals here sound different and beautiful.

08. Jolly Mare Hungry Angry (Phil Genus Remix) B*stard Jazz
Boogie all the way. DJ DRM knows how to pick 'em and always puts out quality releases.

09. Hector Lavoe Aguanile (Jose Marquez Conga Dub) (Fania)
Jose Marquez has a knack for Afro and Latin house, and totally nails it with his signature sound here.

10. Nese Karabocok Yali Yali (Todd Terje Edit) (Kervan Plakcilik)
Acid house, disco, global, it's all here on this Turkish banger.

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ISSUE #125 APR 3 - 9, 2016 (READERSHIP 60,000)

HYPE MUSIC & NIGHTLIFE AWARDS 2016

DJ MOCITY

Resident in Dubai since: May 2014
DJ style: Downtempo, electronica, hip-hop, beats, reggae and dub
Best known for: Motellacast, The Lemon Jam, The 264 Cru, Sole DXB and my moustache
The best thing about the UAE music scene is: it's a very progressive playground for those who have the will.
Catch me at: Because We Can at Spirito, Media One Hotel, Dubai Media City, on April 15. It's my new monthly residency playing throwback classics.



TOP 10 PLAYLIST

- 01. Little Simz** *Just A Dose* (feat Tiffany Gouché, Sifr, Isaiah Rashad, Kent Jamz & Jesse Boykins III) (Self Released)
 Little Simz is one of my current favourite UK female singers. The line-up involved here is bombastic and the hook is just off the chain!
- 02. Anderson Paak** *The Season* (Steel Wool Records)
 From his releases on Jakarta Records back in 2014 to the current *Malibu* LP, Paak is going from strength to strength. Rapper of the year for me.
- 03. Romare** *Love Song* (Ninja Tune)
 Responsible for some of the best records from Ninja Tune last year and his live show is wooooowooooo!
- 04. Stwo** *Haunted* feat Sevdaliza (HW&W Recordings)
 Stwo is top of my beat-maker list and Sevdaliza's voice is my current soundtrack. Also, I love her.
- 05. Ta-ha** *Tuaregshawty* (Self Released)
 Blending vapourware with Arabic rap, Tokyo-based Ta-ha had me doing backflips on the Metro.
- 06. The Internet** *Get Away* (Columbia)
 When Kaytranada produces a track for The Internet, you know that jam is going to be on repeat.
- 07. Ibaaku** *Mistik* (Akwaaba)
 Senegalese future beats to the fullest, Ibaaku comes in heavy.
- 08. Aeli** *Gusba Lik* (264)
 One of my top tunes over the last few months.
- 09. DJ Khalab & Baba Sissoko** *Bagnya (Clap! Clap! Remix)* (Wonderwheel Recordings)
 Italian bass don Clap! Clap! comes in with a sick re-lick of the tropical dancefloor destroyer.
- 10. Zed Bias** *Driftin* feat Zoé Violet (Exit Records)
 This 160bpm release on dBridge's label is one for the books.

In my opinion, the best three local parties in the last year were:

- 01.** What: Sole DXB Day 1 After Party
 Starring: Iamnobodi (Soulection)
 Where: D3, Dubai Design District
 When: November 2015
 Why: I haven't seen a DJ go that hard on the decks and on the dancefloor. The vibe was amazing, from the people to the overall urban shindig put on by Sole DXB.
- 02.** What: The Other Side
 Starring: Hollie Cook & General Roots
 Where: And Lounge Dubai, The Address Hotel, Dubai Marina
 When: November 2015
 Why: I love reggae, I love good live music, and I knew General Roots from 2013 so it was great to see them on home turf, alongside the lovely Hollie Cook. What a vibe!
- 03.** What: Karak Beats #016
 Starring: Sarah Farina & Nasrawi, with myself on warm-up
 Where: Velocity, JW Marriott Marquis Hotel, Business Bay
 When: January 2016
 Why: It was the first gig of 2016 and Sarah was the first female DJ to play at Karak Beats. The vibe was so right, Sarah played a three-hour set and Nasrawi brought some serious leftfield vibes. Go listen to that session on the RBMA Radio website.

PRE-EVENT COVERAGE

HYPE MAGAZINE - EDITORIAL COVERAGE

ISSUE #125 APR 3 - 9, 2016 (READERSHIP 60,000)

AFTER-DARK HEROES

What's all the fuss about? Oh, only an immense amount of great local talent!

At the heart of the nightlife scene, the Hype Music & Nightlife Awards recognise the people and places that really make Dubai rock. The UAE is a growing and thriving hotbed of talent and we salute everyone who puts time, effort, energy and passion into making Dubai such a vibrant place to live for music-lovers.

After very lengthy debate and a few verbal fisticuffs, we finally managed to whittle the longlist of nominees over 19 categories down to the final shortlist shown here.

All that's left to do is get along to the Hype Awards party on April 12 when the winners will be revealed. Good luck to all the nominees!



HYPE MUSIC & NIGHTLIFE AWARDS 2016

HYPE AWARDS 2016 NOMINEES

BEST LADIES' NIGHT

- ◆ Aquara Lounge at Dubai Marina Yacht Club
- ◆ The Girls Don't Q at Q43
- ◆ Leave Your Boyfriend at Home at Cavalli Club
- ◆ High Societe at Societe
- ◆ She's With Us at Tribeca

BEST CONCERT/SHOW

- ◆ Martin Garrix, Meydan Racecourse
- ◆ David Guetta, DMC Amphitheatre
- ◆ Blur, du Arena
- ◆ Florence & The Machine, du Arena
- ◆ Simple Minds, Dubai Duty Free Tennis Stadium
- ◆ Paulo Nutini, DMC Amphitheatre
- ◆ Robbie Williams, du Arena
- ◆ Spandau Ballet, Dubai World Trade Centre
- ◆ 30 Seconds To Mars, Dubai World Trade Centre
- ◆ Bon Jovi, du Arena

BEST LIVE VENUE

- ◆ The Music Room
- ◆ The Fridge
- ◆ McGettigan's (JLT)
- ◆ The Irish Village
- ◆ Hard Rock Café



BEST NEW BAR

- ◆ Park, JW Marriott Marquis Hotel
- ◆ VII, The Conrad Hotel
- ◆ Noir, Kempinski Hotel
- ◆ The Pub inside Stereo Arcade, Double Tree by Hilton Hotel
- ◆ Treehouse, Taj Hotel

BEST BAR

- ◆ Q43
- ◆ McGettigan's
- ◆ Cargo
- ◆ Tribeca
- ◆ The Irish Village

BEST FESTIVAL

- ◆ Dubai Jazz Festival
- ◆ DXBeach
- ◆ Party In The Park
- ◆ Live@Atlantis
- ◆ RedfestDXB
- ◆ Groove On The Grass
- ◆ Sensation Dubai
- ◆ Blended
- ◆ Nasimi Beach Festival

BEST HOUSE/TECHNO NIGHT

- ◆ Secret Circle
- ◆ Deep Like Thursdayz
- ◆ House of Afrika
- ◆ Analog Room
- ◆ Night Vibes/One Big Vibes
- ◆ audio tonic
- ◆ Plus Minus
- ◆ Trip Land
- ◆ Back2Basics
- ◆ Shibuya

BEST BEACH VENUE

- ◆ Barasti
- ◆ Blue Marlin Ibiza UAE
- ◆ Eden Beach Club
- ◆ Nasimi Beach
- ◆ Zero Gravity

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• Treehouse, Taj Dubai

BEST BAR

• **MCGETTIGAN'S**
AT BONNINGTON HOTEL (JLT)

• Q43, Media One Hotel
• Cargo, Pier 7
• Tribeca, JA Ocean View Hotel
• The Irish Village, Dubai Duty Free Leisure

BEST BEACH VENUE

• **BLUE MARLIN**
AT GHANTOOT AL JAZIRA ISLAND

• Barasti, Le Méridien Mina Seyahi
• Eden Beach Club, Rixos The Palm
• Nasimi Beach, Atlantis
• Zero Gravity, Skydive Dubai Drop Zone

BEST CLUB

• **CIRQUE LE SOIR**
AT THE FAIRMONT HOTEL

• WHITE Dubai, Meydan
• 360°, Jumeirah Beach Hotel
• People By Crystal, Raffles Hotel
• Armani Privé Club, Burj Khalifa
• Paacha, Souk Madinat Jumeirah
• Provocateur, Four Seasons Resort
• Cavalli Club, Fairmont Hotel
• The Act, The Shangri-La Hotel
• MAD, Yas Island

"It was our first awards night ever and it was so much grander than we expected. Winning was absolutely mad! We did have a great year and being recognised and rewarded for it gives us so much encouragement to work harder and dream higher."

Carl & The Reda Mafia
(Best Local Band Winner)

"Hype always throws a fun party, made especially unique by the large industry turnout. Winning Best Festival highlights the result a team effort can bring about. As we get ready to close an epic season, we look forward to planning our most broad-minded and engaging season yet. Thank you for having us, team Hype, team Groove loves you right back!"

Warren Noronha
(Groove On The Grass)

34 #128 HYPE | 24 april - 30 april 2016

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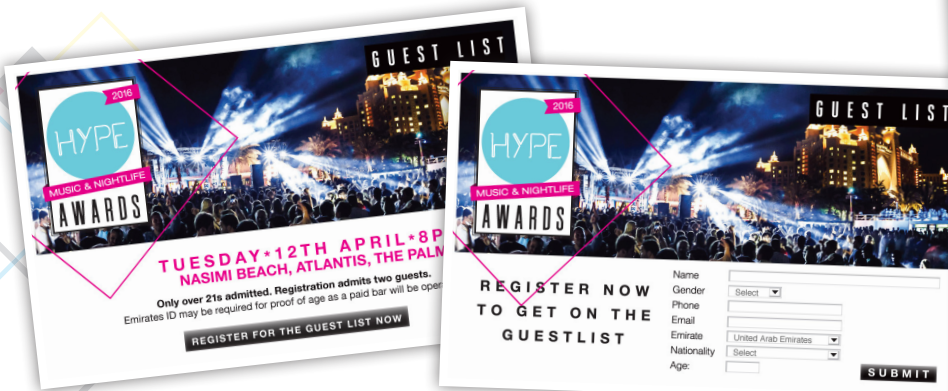
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MARKETING

An extensive media plan was executed before the ceremony. This included a mix of print, digital and radio.

ONLINE REGISTRATION



HypeAwards.ae was created for guests to register to attend the event. More than 1,500 unique visitors registered.



RADIO AD

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

Calling all party people! The Hype Music and Nightlife Awards wants you! Join the awards party on April 12th at Nasimi Beach, Atlantis the Palm. Register for two free tickets at [hype awards \(dot\) ae](http://hypeawards(dot)ae). *Hype* is your essential free guide to the UAE's music and nightlife scene.



Aired on Dubai 92
from Mar 27 - Apr 7



Aired on Virgin Radio
from Mar 27 - Apr 7

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MARKETING

REGISTRATION

PRINT AD

The online registration advert was placed in:

Hype

Issue #120 – Feb 28, 2016

Issue #121 – March 6, 2016

Issue #122 – March 13, 2016

Issue#123 – March 20, 2016

Issue#124 – March 27, 2016

What's On Dubai

March 2016

What's On Abu Dhabi

March 2016

Stuff

March 2016

Campaign

Issue#184 – March 20, 2016

Emirates Man

March – April 2016



Stuff

campaign



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MARKETING

SHORTLIST

PRINT AD

The shortlist announced advert was placed in:

Hype

Issue#125 – April 3, 2016

Issue#126 – April 10, 2016

What's On Dubai

April 2016

What's On Abu Dhabi

April 2016

Stuff

April 2016

Good

April 2016

Campaign

Issue#185 – April 3, 2016



Stuff

good
value / food / ideas / living

campaign

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MARKETING

PRINT AD



The online registration advert was placed in 7Days — March 9 and 10, 2016



The shortlist revealed advert was placed in 7Days — March 31, 2016

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MARKETING

PRINT AD

Khaleej Times

Online registration advert
Khaleej Times
— March 10, 2016



The shortlist advert was
placed in *Khaleej Times*
—March 31, 2016

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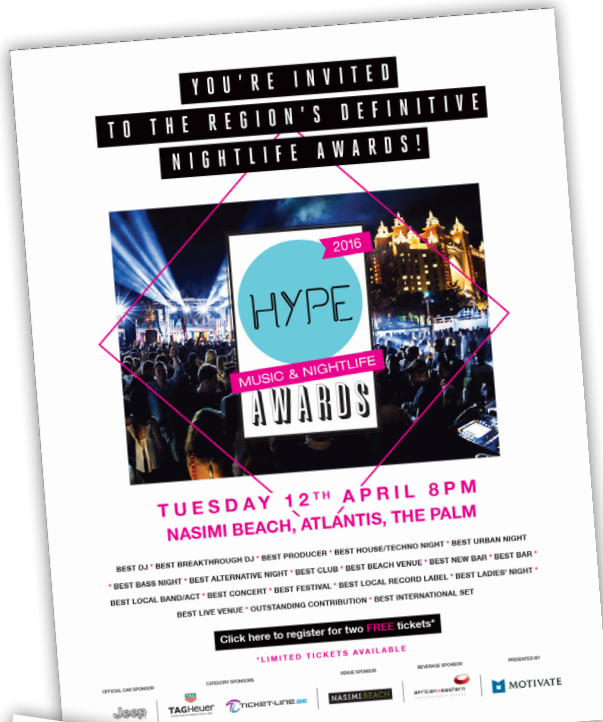


PRESENTED BY



MARKETING

EDMs



Online registration:
E-mailers were sent out to the *Hype*, *What's On* and *Stuff* databases, containing more than 120,000 readers.



Shortlist announced:
E-mailers were sent out to the *Hype*, *What's On* and *Stuff* databases, containing more than 120,000 readers.

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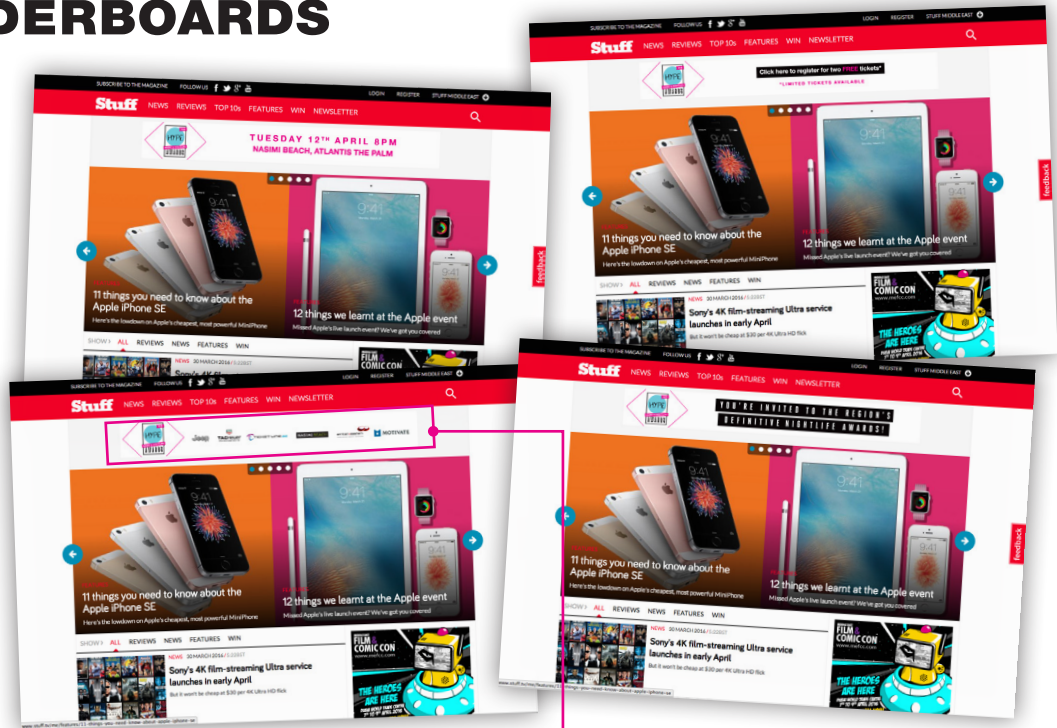
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MARKETING

WEB LEADERBOARDS

Leaderboard -
Online Registration



Sponsors Logos



Leaderboard -
Shortlist revealed

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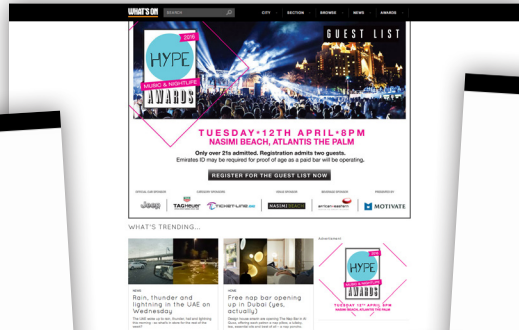


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MARKETING

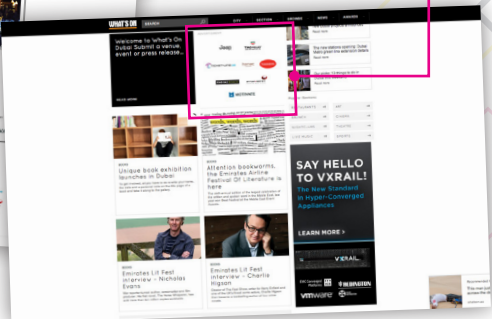
WEB MPUs



Sponsors Logos

MPU — Online Registration

MPU — Shortlist Revealed



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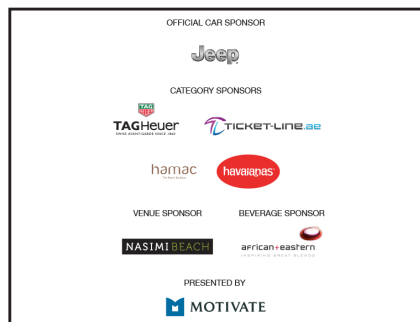
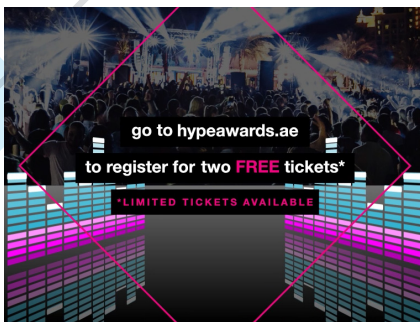


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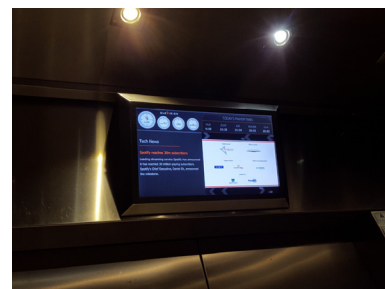
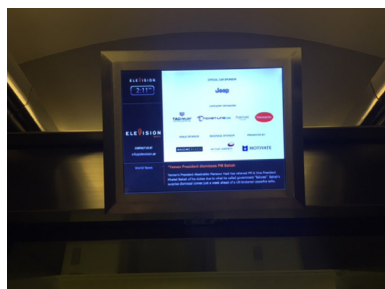


MARKETING

ELEVATOR ADVERTISEMENT



Online registration ad:
Elevation lift advertisement ran across the Dubai Media City and Dubai Financial District networks.



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WINNERS



BEST BREAKTHROUGH DJ
BACHIR SALLOOM



BEST BEACH VENUE
BLUE MARLIN IBIZA UAE



BEST LOCAL RECORD LABEL
BOOTLEG SOCIAL RECORDS



BEST LOCAL BAND/ACT
CARL & THE REDA MAFIA



OUTSTANDING CONTRIBUTION
CHARL CHAKA



BEST CLUB
CIRQUE LE SOIR



BEST OF THE REST
DEEP CRATES CARTEL

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WINNERS



BEST CONCERT/SHOW
FLORENCE & THE MACHINE
FLASH ENTERTAINMENT



BEST DJ
FREDERICK STONE



BEST FESTIVAL
GROOVE ON THE GRASS



BEST URBAN NIGHT
HIP HOP CHIC MONDAYS
CIRQUE LE SOIR



BEST BASS NIGHT
KARAK BEATS
264 CRU



BEST BAR
MCGETTIGAN'S
JLT

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WINNERS



BEST PRODUCER
MOE TURK



BEST INTERNATIONAL SET
OCTAVE ONE AT ANALOG ROOM'S FINEST FRIDAY



BEST HOUSE/TECHNO NIGHT
PLUS MINUS
BLITZ PRODUCTIONS



BEST LADIES' NIGHT
SHE'S WITH US
TRIBECA



BEST NEW BAR
THE PUB INSIDE STEREO ARCADE



BEST LIVE VENUE
THE MUSIC ROOM

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- Cargo, Pier 7
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BLUE MARLIN AT GHANTOOT AL JAZIRA ISLAND

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- Eden Beach Club, Rixos The Palm
- Nasimi Beach, Atlantis
- Zero Gravity, Skydive Dubai Drop Zone

BEST CLUB

CIRQUE LE SOIR AT THE FAIRMONT HOTEL

- WHITE Dubai, Meydan
- 360°, Jumeirah Beach Hotel
- People By Crystal, Raffles Hotel
- Armani Privé Club, Burj Khalifa
- Pacha, Souk Madinat Jumeirah
- Provocateur, Four Seasons Resort
- Cavalli Club, Fairmont Hotel
- The Act, The Shangri-La Hotel
- MAD, Yas Island



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Carl & The Reda Mafia
(Best Local Band Winner)



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(Groove On The Grass)



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POST-EVENT COVERAGE

PRINT AD

The winners announced advert was placed in:

Hype

Issue#127 – April 17, 2016

What's On Dubai

May 2016

What's On Abu Dhabi

May 2016

Campaign

Issue#186 – April 17, 2016

Emirates Man

May – June 2016



campaign



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PRINT AD

7DAYS UAE

The winners advert was placed in 7Days — April 14, 2016

Khaleej Times

The winners advert was placed in Khaleej Times — April 14, 2016



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Winners announced:

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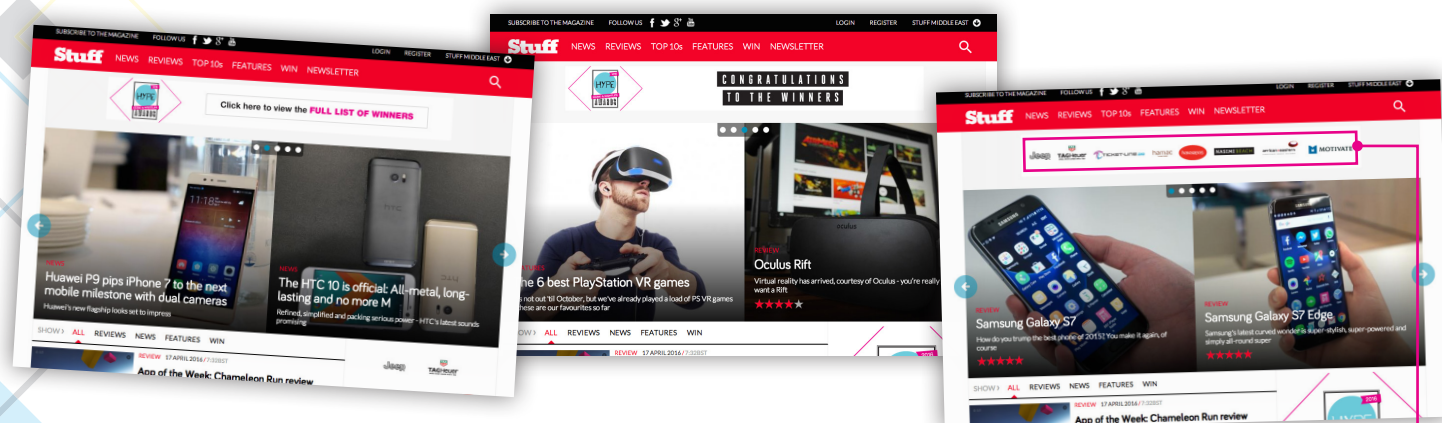
PRESENTED BY



POST-EVENT COVERAGE

WEB LEADERBOARDS

Leaderboard — Winners



Sponsors Logos

WEB MPUs

MPU — Winners



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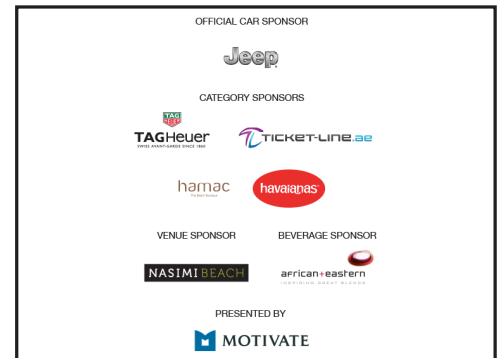
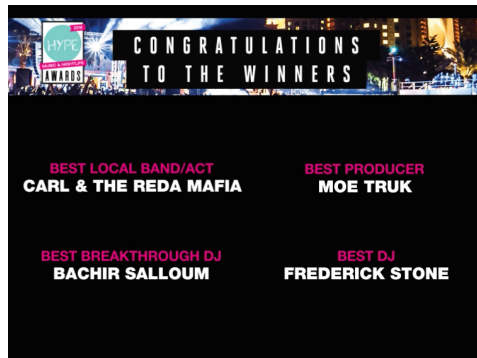
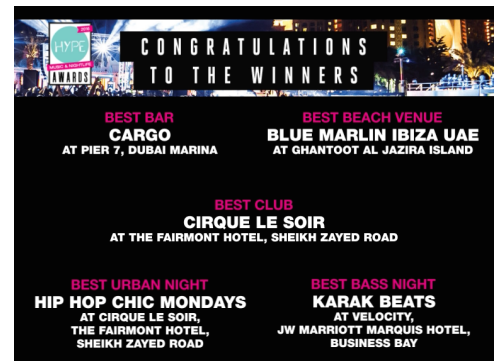
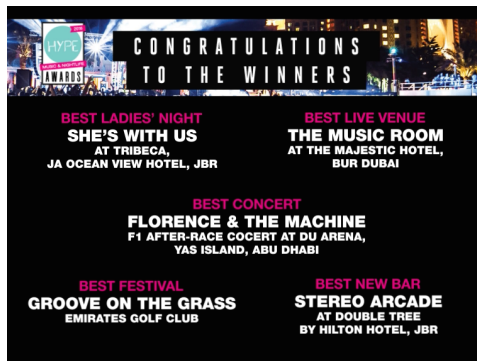
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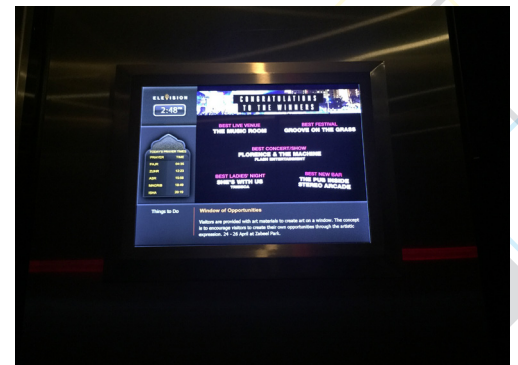
POST-EVENT COVERAGE

ELEVATOR ADVERTISEMENT



Winners :

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



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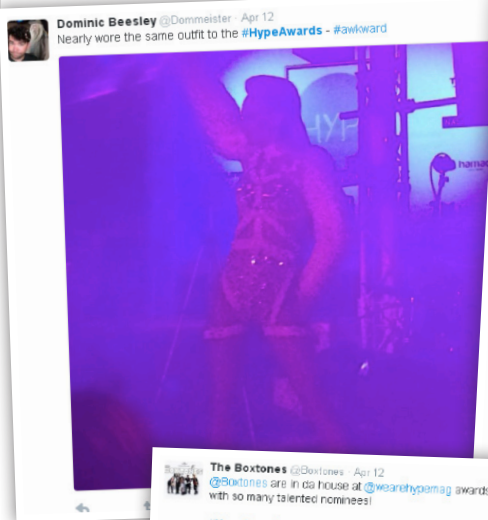


POST-EVENT COVERAGE

SOCIAL MEDIA

#hypeawards

Social media was aflush with post-event congratulatory coverage.



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