



PRESENTED BY

**WHAT'S ON**

FRIDAY NOVEMBER 13, 2015  
DUBAI MEDIA CITY AMPHITHEATRE

POST EVENT REPORT

**VANS**

**WHAT'S ON**

**good**  
value / food / ideas / living



**Jeep**

**Virgin tickets**  
REGSTORE virginmegastore.ae

**PLATINUM TICKETS**  
PLATINUMLIST.AE

**CAREEM**



*Bonnington*  
JUMEIRAH LAKES TOWERS



**Aster** **MED CARE**

**McGettigan's**  
the modern Irish experience

**african+eastern**  
INSPIRING GREAT BLENDS

**DGT**  
EVENTS

**MOTIVATE**





THANK YOU

Motivate would like to extend our gratitude and appreciation to our sponsors and partners for contributing to the success of Vans Party In The Park 2015.

We look forward to working with you again.

Thank you,  
Motivate Events Team







**YOU ARE INVITED TO DUBAI'S FAVOURITE FESTIVAL**



Over 10,000 festival goers attended the event.

Tickets were sold on platinum list and through Virgin megastores.

Both Brunch and VIP tickets SOLD OUT pre-event.

**AED 295 Early Bird**

**AED 350 Regular**

**AED 650 Brunch Deck**

(inc. BBQ brunch from 2pm to 5pm)

**AED 995 VIP**

(incl. unlimited F&B from 2pm to midnight in the VIP lounge)

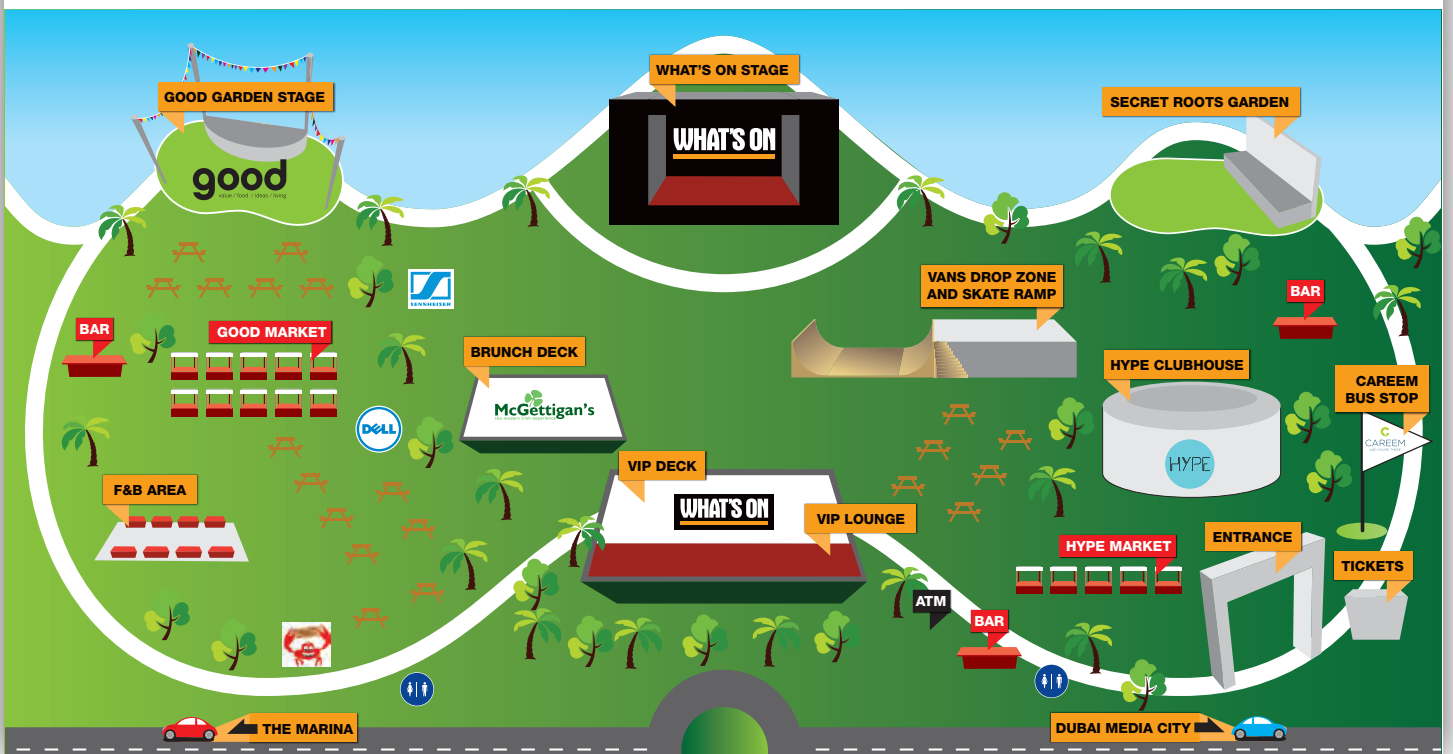






## THE VENUE

The Dubai Media City Amphitheatre is located in the heart of Media City. It is a lush green garden area that hosts some of the biggest events in the city, including Vans Party in the Park!

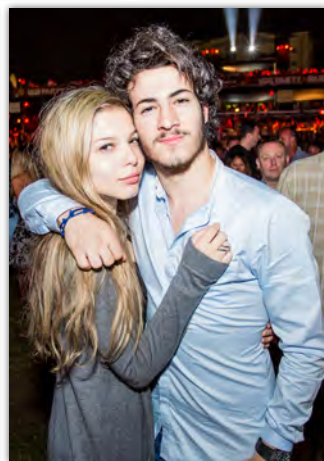






# THE ATTENDEES

## WHO PARTIED IN THE PARK







HEADLINE ACT

# Stereophonics

Stereophonics are a Welsh rock band that formed in 1992 in the village of Cwmaman in Cynon Valley, Wales. The band have a string of classic tracks in their back catalogue including 'Dakota' and 'Have A Nice Day'.







SUPPORTING ACT

# RAZORLIGHT



Razorlight are an English indie rock band formed in 2002 by lead singer and rhythm guitarist Johnny Borrell. The band have topped the charts with the 2006 single 'America' and its parent self-titled album. Along with Borrell, the current lineup of the band consists of drummer David 'Skully' Sullivan Kaplan, bass player João Mello and lead guitarist Gus Robertson.







**SUPPORTING ACT**

# ADAM BALUCH

Alternative soul is the best way to describe both the man and the music – and it runs through every vein in Adam Baluch's forever-bopping body. Adam Baluch grew up in the UAE, this talented man rocked the Vans Party In The Park crowd using a mixture of beatboxing, singing, guitar, keyboards and percussive sounds with a loop station.

# ADAM BALUCH







**SUPPORTING ACT**

## THE PARLOTONES

One of South Africa's most prolific rock bands, The Parlotones brought their infectious energy and style to the stage at Vans Party In The Park. They performed a fusion of rock, pop and indie.







**SUPPORTING ACT**

## THE BOXTONES

The Boxtones are a Dubai-based rock band composed of Scottish and Canadian musicians. They write and record their unique blend of rock and pop with energy and excitement.







**SUPPORTING ACT**

## **JULIANA DOWN**

Award-winning Dubai based band, Juliana Down, has been recognized as the one of the leading rock bands in the Middle East, they performed an energetic set showcasing their unique alternative rock sound.







**SUPPORTING ACT**

## **BRIDGE INCIDENT**

Bridge Incident is a four-piece alternative synth-rock band that plays their own original music in Dubai. They've brought together musicians from all over the world including the UK, New Zealand, Ukraine and Columbia.







## HEADLINE SPONSOR

# VANS

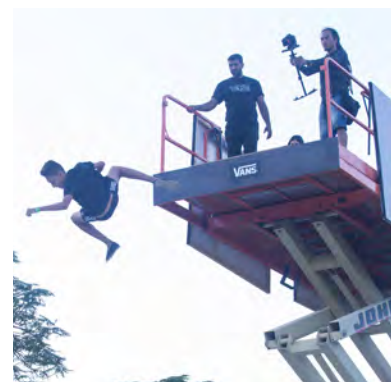
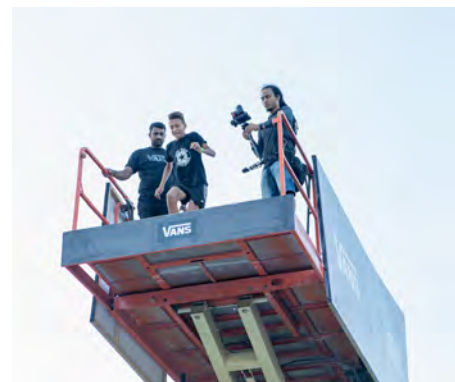
Headline sponsor Vans impressed the crowds with their unique bag drop activation. Vans BMX riders and skateboarders performed tricks and stunts, attendees were able to get involved and jump the bag drop, graffiti artists tagged the Vans logo across the site and a 3D Vans logo was transformed into a colourful masterpiece.







HEADLINE SPONSOR







CAR SPONSOR

Jeep

Jeep displayed two of their Renegade models at the event. Jeep representatives snapped photographs of guests having a good time amidst the cars, the images were then emailed directly to the guests.







## SPONSORS



The Brunch Deck included flowing drinks as well as a delicious barbeque served from 2pm until 5pm. Brunch Deck tickets sold out 2 weeks before the event.







## SPONSORS

Sennheiser showcased their latest range of headphones on their stand, guests were able to purchase products onsite.







## SPONSORS



Careem offered festival-goers an opportunity to take a Careem car to and from the event with a 20% discount. A Careem information desk was set up next to the entrance and exit with Careem representatives educating guests about the brand.







## SPONSORS



The Dell Tech Lounge was buzzing with activity as guests were able to trial the latest Dell laptops as well as play pool, computer games and table football. The lead singer of legendary band 'Razorlight' Johnny Borrell joined in and played a game of pool, to the delight of fans.



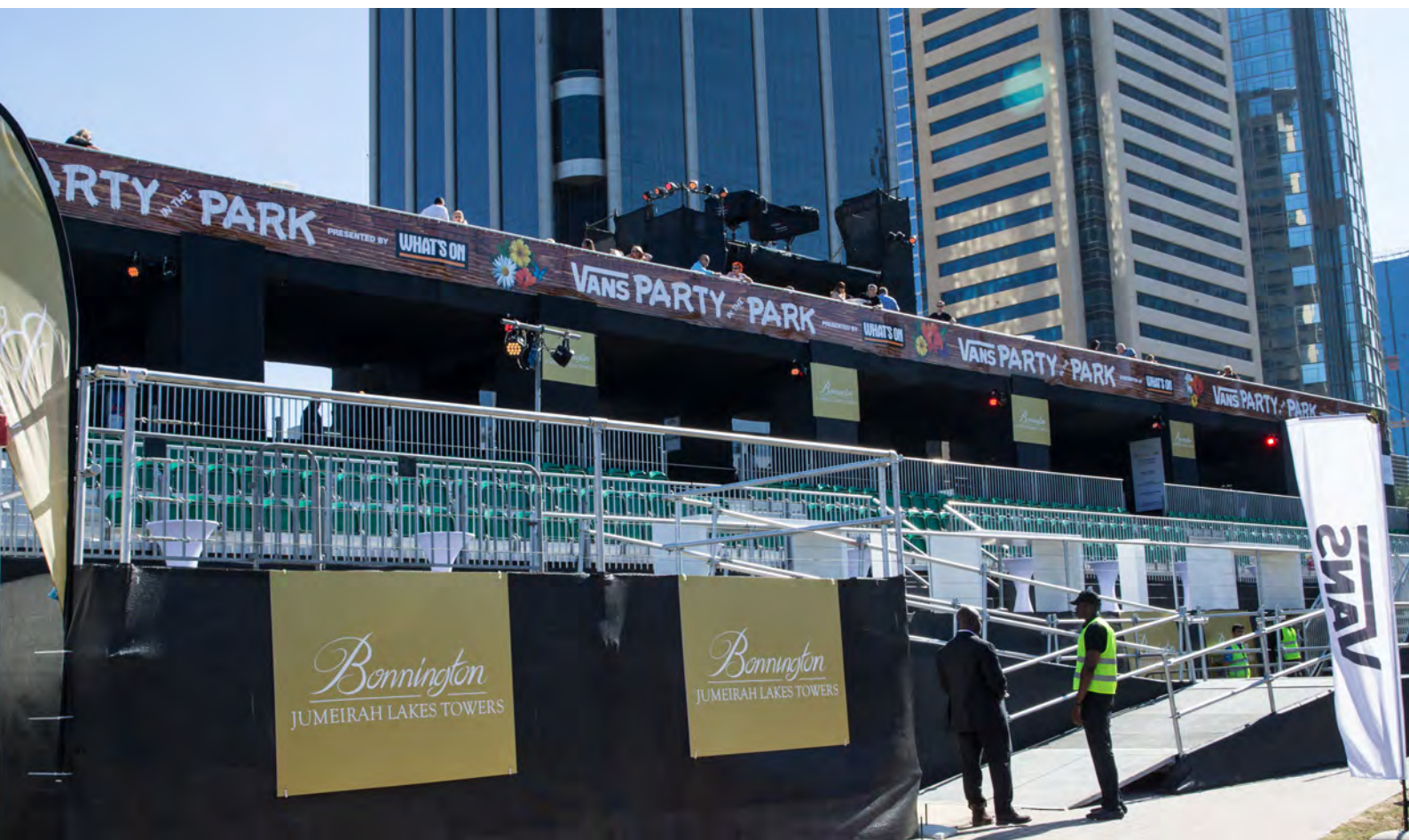




## SPONSORS

*Bonnington*  
JUMEIRAH LAKES TOWERS

Bonnington was the hotel partner for the event and sponsored the VIP platform.







## SPONSORS

Aster Medical offered free health check-ups for all festivalgoers on their giant health bus.







## SPONSORS



Radio partner Dubai 92 displayed their branding across the site. They ran multiple competitions on the lead up to the event, awarding listeners with festival tickets.







## SPONSORS

# PRINGLES

Attendees were able to showcase their own talents by participating in 'Pringles Karaoke'. Festivalgoers were given the opportunity to win one of eight sets of Beats by Dre headphones by finding Mr. Pringles who was roaming the event, if found they were to take a selfie with him, post it online with the hashtag #PartyWithMrP.







## WHAT'S ON STAGE

### WHAT'S ON

The What's On Main Stage was the focal point of the festival, What's On branded flags and fence banners lined the festival perimeter. The event was supported heavily by the What's On brand as well as other Motivate titles.



# Stereophonics



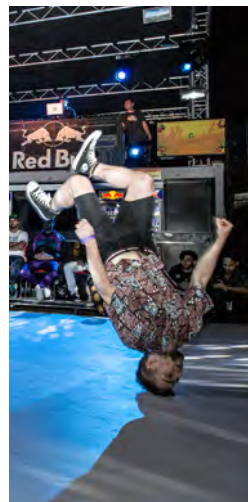




# HYPE CLUBHOUSE

HYPE

Local DJs performed back 2 back sets in the Hype Clubhouse. The Hype B-boy Battle drew in the crowds as the regions leading b-boys performed. The Hype artisan village showcased over 25 artisans, selling handmade art pieces from flower crowns, artwork and festival jewellery.







# GOOD GARDEN

**good**  
value / food / ideas / living

The **good** Garden acoustic stage showcased Dubai's local home-grown talents. The **good** artisan village included over 20 happy artisans selling their own handmade goods.







## SECRET ROOTS GARDEN

The Secret Roots Garden, in association with Levels and Deep Crates Cartel, showcased live art. Within the garden there were 2 graffiti artists creating masterpieces throughout the day, legends Steffi Bow and cling film artist Fathima.







## VIP DECK

The VIP deck was a triple storey platform, allowing for great views of the stage and the entire venue. It was an exclusive area away from the crowds, serving unlimited food and beverages from 2pm - midnight. Tickets were priced at AED 995 and SOLD OUT a week prior to the event.







# FOOD AND BEVERAGE VENDORS

## ONION CARMEL



## BURGER FUEL







# FOOD AND BEVERAGE VENDORS



## CLAW CRAB SHACK RESTAURANT & GRILL



## PIZZA EXPRESS



## HUMMUS WA FALAFEL

## LONDON DAIRY















# EVENT BRANDING

Sponsors logos were placed on event collaterals including fence banners, entrance archway, screens and directional signage towers.







## MEDIA PLAN

## MEDIA PLAN (continued)

SCHEDULE II (continued)												
Channel	Title	Format	October 2015			November 2015			No. Of Inserts	Total \$	Per Insert \$	Total \$
Digital			WT	WU	NO	WI	WZ	WR				
	Third party emulators											
	Elevation advertising media use	Lt. Emulator										
	Jumbotron advertising media use											
	Artists websites								4	\$2000	\$500	\$8000
	Press Release								1	\$4000	\$4000	\$4000
	Media interviews								7	\$4000	\$4000	\$4000
	Gamitas								6	\$500	\$5000	\$5000
	Artists press release								4	\$500	\$2000	\$2000
	Artists social media								1	\$500	\$5000	\$5000
	Dubai 92 Radio 30 sec promo								2	\$5,000	\$5,000	\$5,000
	Dubai 92 Radio live								3	\$5,000	\$15,000	\$15,000
	Dubai 92 On Air Contents								1	\$500	\$500	\$500
	Contact TAG FM (ARM)								1	\$10,000	\$10,000	\$10,000
	What's On Radio Site								1	\$10,000	\$10,000	\$10,000
	Contact Dubai Live (ARM)								1	\$10,000	\$10,000	\$10,000
	Radio 1 & Radio 2								5	\$10,000	\$50,000	\$50,000
	Vox Channels								1	\$10,000	\$10,000	\$10,000
	TV Channel 4	30 second slots weekly							1	\$10,000	\$10,000	\$10,000
	Social Media	Announcement Tickets on sale							1	\$142,000	\$142,000	\$142,000
	New artists confirmed								1	\$500	\$500	\$500
	Houston Artist Interview								1	\$500	\$500	\$500
	Artist interview								1	\$500	\$500	\$500
	Early Bird tickets finishing								1	\$500	\$500	\$500
	Brunch Tickets								1	\$500	\$500	\$500
	VIP tickets								1	\$500	\$500	\$500
	Activity members								1	\$500	\$500	\$500
	On the day hotel media								1	\$500	\$500	\$500
	F&B meetings								1	\$500	\$500	\$500
	Sponsors mention								12	\$500	\$6,000	\$6,000
	What's On								10	\$500	\$5,000	\$5,000
	Party In The Park								12	\$500	\$6,000	\$6,000
	Haze								12	\$500	\$6,000	\$6,000
	Good								12	\$500	\$6,000	\$6,000
	Emirates Woman								12	\$500	\$6,000	\$6,000
	Emirates Man								12	\$500	\$6,000	\$6,000
	The Week								6	\$500	\$3,000	\$3,000
	Anghami pro-tagging Facebook								3	\$500	\$1,500	\$1,500
	Competitive Post								2	\$500	\$1,000	\$1,000
									6	\$500	\$3,000	\$3,000
									3	\$500	\$1,500	\$1,500
									1	\$500	\$500	\$500





## PRE-EVENT COVERAGE

### PRINT

The event was featured in Motivate titles including *What's On Dubai* and *What's On Abu Dhabi*, *Hype*, *good*, *Emirates Woman*, *The Week*, *Gulf Business*, *identity*, *Business Traveller Middle East* and *Stuff*.



### CINEMA AD

The advertisement aired in Vox cinemas from October 13 to November 12.







## PRE-EVENT COVERAGE



The campaign ran on the Elevison lift advertisement platform. It ran across the Dubai Media City and Business Bay networks.



Posters promoting the event were displayed in the windows of Virgin Megastores.







# PRE-EVENT COVERAGE

## ONLINE

Variations of the official artwork were used for multiple mediums including print, MPUs, EDMs and social media.

## MPU



## WEB BANNERS



## EMAILERS







# PRE-EVENT COVERAGE

## ONLINE

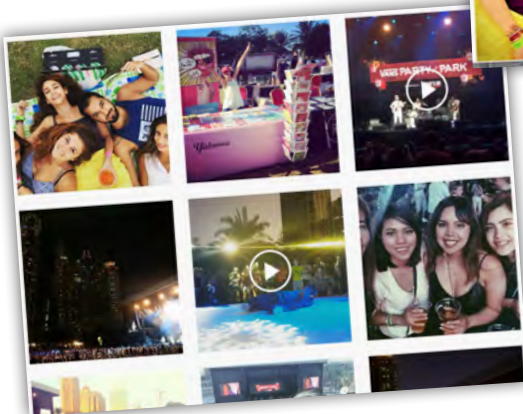
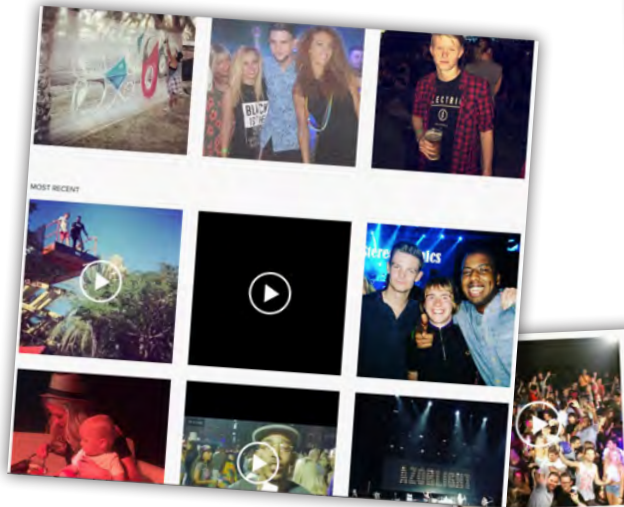
### SOCIAL MEDIA

Over 32,000 mentions on Instagram and over 870 people checked in on Facebook.



#partyinthepark

32,150 posts







# PRE-EVENT COVERAGE

## EDITORIAL COVERAGE

HYPE













**VANS PARTY IN THE PARK**

# WE ARE FAMILY

Brace yourself for another sonic adventure at this year's Hype Clubhouse. Where else in Dubai will you find 16 DJs coming together to rep nine of the best clubs? Oh, that's right... nowhere. Get. Stuck. In.

**WOODLE**  
Representing: Basswork  
Club location: Casa Latina, 11th Al Barsha, Dubai  
Music policy: Drum 'n' bass, jungle and old school  
Best basswork gig in the past 12 months? Randal featuring MC Q2, in March. They were the two legends of last season and played a stunning set.  
What can we expect from your set? Drum 'n' bass old and new, and plenty of tunes.  
What makes a good festival? Good music and good mates up for a laugh.  
Festival bump tune: Lunz I Got 3 On It (AFB Remix) (Jungle Cakes)  
Connect at: facebook.com/BASSWORK.DXB

**SMOKINGROOVE**  
Representing: Shiba  
Club location: Square, Level 5, JVC Marquis Hotel, Business Bay, Dubai  
Music policy: House music  
Best Shiba gig in the past 12 months? Our launch party, that's when we were mad something special.  
What can we expect from your set? House music with a bit of a range of musical influences thrown in.  
What makes a good festival? The people and the sound.  
Festival bump tune: Logos The Warning (Pony Almond Remix) (Shiba Phylis)  
Connect at: facebook.com/smokingroove

**JIXO & DANZ**  
Representing: Blue Martin Ibiza UAE  
Club location: Ghantoot, Al Jazira Island Hotel, near Dubai  
Music policy: House music  
Best JIXO & DANZ gig in the past 12 months? Dion and Ana at the club's third anniversary. It was off the scale.  
What can we expect from your set? It's an early set so we'll be playing a downer, happy and groovy set.  
What makes a good festival? A good sound system, cool line-up and a beautiful crowd.  
Festival bump tune: Dubshape & Leon Nice & Smooth (Original) Mix D-Floor  
Connect at: facebook.com/JIXO.UAE and soundcloud.com/jixodanz

**DUBAI BEATS AUTHORITY**  
Representing: Finlay Lefau  
Club location: Velocity, JVC Marquis Hotel, Business Bay, Dubai  
Music policy: Alternative dance music, with a no limits approach  
Best Beats Authority gig in the past 12 months? On LUT, without a doubt. He destroyed the dancefloor with constant exclusive tracks to all formats, kicking every line across the spectrum.  
What makes a good festival? On LUT, without a doubt. He destroyed the dancefloor with constant exclusive tracks to all formats, kicking every line across the spectrum.  
Festival bump tune: On LUT, without a doubt. He destroyed the dancefloor with constant exclusive tracks to all formats, kicking every line across the spectrum.  
Connect at: facebook.com/dubai24

**SET-TIMES**

WHITE Dubai	3pm - 4pm
Blue Martin	4pm - 5pm
Deep Cakes Cartel	5pm - 7pm
audio tonic	7pm - 8pm
Shiba	8pm - 10pm
EDEN Beach Club vs Focus	10pm - 11pm
Hype Hoodlums (with MC Q2 & Wood)	11pm - midnight
Global Funk vs Basswork (with MC Q2 & Wood)	11pm - midnight

**LOBITO BRIGANTE & DAN GREENPEACE**  
Representing: Deep Cakes Cartel  
Club location: Dubai's less savory establishments  
Music policy: Hip-hop culture, b-boy culture, funk, soul, bass, Brazilian, reggae, Latin and other beats and genres.  
Best Lobito Brigante gig in the past 12 months? Lobito: Quante at Music Room, getting the word tropical back to its true meaning.  
Dan: Mr Thing, because he's one of my favorite DJs on the planet.  
What can we expect from your set? Lobito: Everything that is not house or commercial.  
Dan: Old school hip-hop.  
What makes a good festival? Lobito: The people you're with.  
Dan: Great music with easy access to the bar and back - simple as that.  
Festival bump tune: Lobito: Dead Prez Hip-Hop (Loud)  
Dan: Fatman Scoop Re Fatman (JWS)  
Connect at: facebook.com/deepcakescartel and soundcloud.com/danandlobito

**MR MR & ROD LEE WINTERS**  
Representing: Audio tone  
Club location: 3007, Jumeirah Beach Hotel, Dubai  
Music policy: House  
Best Mr Mr & Rod Lee Winters gig in the past 12 months? Mr Mr: Our tenth birthday. Birthdays are always special.  
Rod: Mr Mr's gig was special for me. It showed just how lucky we are to be able to have such a diverse range of guests. Full club, music and the music was out of this world.  
What can we expect from your set? Mr Mr: Chunksy, groovy, upfront, infectious house tunes.  
Rod: Busted up groovy house music.  
What makes a good festival? Mr Mr: The people. Then the music. Then the talent.  
Rod: Thoughtful programming and seamless organisation so that the parties are in a good headspace from the start.  
Festival bump tune: Mr Mr: The One & Chancesy Better For My Brain (Grotto Records)  
Rod: The one that everyone connects with whether they know it or not.  
Connect at: facebook.com/mrrod

**VANS PARTY IN THE PARK**

# WE ARE FAMILY

**DJAD & ANTHONY BASSOULOU**  
Representing: WHITE Dubai  
Club location: Meydan Racecourse Grandstand Rooftop, Dubai  
Music policy: House  
Best DJAD & ANTHONY BASSOULOU gig in the past 12 months? Dimitri Vegas. He's the No 1 DJ worldwide and it was a memorable experience to warm up for him.  
What can we expect from your set? A warm up of deep tech-house.  
What makes a good festival? A good festival is defined by a good location, its DJ line-up of its crowd and production. All these elements have to be in place to deliver a festival with positive vibes and good energy.  
Festival bump tune: Funkagenda & Mark Knight Man With The Red Face (Basswork) and Fashane (Innovative) (Cheeky)  
Connect at: facebook.com/djadamandanthony and facebook.com/djadam

**KAY TEK**  
Representing: EDEN Beach Club  
Club location: Rixos, The Palm Dubai, The Palm Jumeirah  
Music policy: Techno and house  
Best EDEN gig in the past 12 months? Apollo was amazing, and I can't wait for them to be back again on November 13.  
What can we expect from your set? A techno-ish uplifting set and a lot of happy people.  
What makes a good festival? A great set-up and production, along with a great line-up of DJs is important, but the most important thing is the right attitude from all the people attending.  
Festival bump tune: PnB Rock (The Vibe) (EM)  
Connect at: facebook.com/kaytek and facebook.com/djadam

**DEIAN MARKOV**  
Representing: Focus  
Club location: Level 41, Media One Hotel, Dubai Media City  
Music policy: Techno and house  
Best DEIAN MARKOV gig in the past 12 months? All were great, but the highlight was our opening with Sam Paganini and Marco Fattore.  
What can we expect from your set? Diversity.  
What makes a good festival? Good production, a good line-up, and most importantly a good crowd.  
Festival bump tune: Agents Of Time (PnB Rock) (Correspondent)  
Connect at: facebook.com/deian

**MACH4**  
Representing: Global Funk  
Club location: All over the place for the last 15 years  
Music policy: Drum 'n' bass  
Best MACH4 gig in the past 12 months? Randal & MC Q2 at Casa Latina, with the Basswork crew.  
What can we expect from your set? A mixture of fresh tunes, classics and some personal favorites.  
What makes a good festival? Open-minded people, good variety in the line-up and proper sound systems.  
Festival bump tune: Capone Friday (Vibe)  
Connect at: facebook.com/globalfunk

**THE HYPE HOODLUMS' FESTIVAL BANGERS**  
What to get in the mood for the Hype Clubhouse? These are the songs that have defined the Hype Clubhouse's festive identity and sound - the volume, the catchiness, the energy, the Hype Hoodlums.

- 01. MY NU LENO**  
PnB Rock (The Vibe) (EM)  
This has a great build up and a next level drop. I never leave home without a MNL tune in my record bag. (Soma)
- 02. NEW YORK TRANSIT AUTHORITY**  
SE (Lovers & Laps)  
This track, no matter if you're into house, bass, techno, garage or anything else, is guaranteed to get you moving. It's a bass-heavy stunner with a classic sample in the drop. (DBA)
- 03. SCOTT FORSHAW & GREG STAINER FEAT BRIT CHICK**  
On This Floor (The Vibe) (EM)  
This is my soundtrack to the summer and guaranteed to create havoc on the dancefloor at the Hype Clubhouse. (Soma)
- 04. MANDY & BOOKASHADE**  
Dubz (Lovers & Laps)  
There's a reason this won Track of the Year back in 2008. It's a beautiful and brilliantly constructed, spacey and trippy amazing piece of dance music, and still so on point today. (DBA)
- 05. TANKI NULIGHT & LOW STEPPA**  
New Power (Lovers & Laps)  
Two of my favorite producers right now teamed up and created this colossal banger. The bassline is a heart stopper! (Soma)
- 06. NINETEEN**  
Foster (Lovers & Laps)  
Just heavenly. With steel drums and heavy rolling kicks and snare, fun just oozes out of this track in every direction. (DBA)
- 07. BENSON FEAT THOM CHAMFORD**  
Honey (Lovers & Laps)  
The South African producer gives the original a bass filled yet melodic twist. Quite a regular in my sets. (Soma)
- 08. EATS EVERYTHING**  
All Night (Lovers & Laps)  
That hook - "Let's go dancing, I wanna go dancing with you, all night dancing" - builds into a whirlwind of kicks and bass that makes you wonder what just happened. I'm looking forward to the crowd's reaction to this one. (DBA)
- 09. BILLY KENNY & ARBY JANE**  
Top 2 (Lovers & Laps)  
Billy Kenny's label This Ain't Bitchin' is an excellent source for discovering new upcoming talent. Every tune released so far has been a banger - just like this one. (Soma)
- 10. FONO**  
Real Joy (Lovers & Laps)  
Epic. This one track helped boost a producer from his bedroom straight to a main stage, peak-time set at Ibiza Rocks almost in 24 hours. I really hope you're all ready for this one. (DBA)



**VANS PARTY IN THE PARK**



**VILLAGE PEOPLE**

There's so much to see and do in the Hype Village that you'll simply have to get involved. Here's what you'll find there...

**VANS DROP ZONE**  
If you want to get the adrenalin pumping launch yourself - literally - into the Vans Drop Zone. This is your chance to drop from up to eight metres on to the wind's subtle aid - a little like bungee jumping without the rope! Expect a huge endorphin release as you bring out your inner daredevil and fall into the huge safety net below. It's a little bit about height, fear not - by the time you're in, you're in. The BAILJUMP Free Drop is open to any skill level and is for the young and old alike.

**VANS SKATE & BMX ZONE**  
The spoils of action sports activities at Vans Party in the Park, be amazed as the best local skateboarding and BMX talent raise their local level in the ultimate practice area. Riders will drop in from a purpose-built quarter pipe and hit the kicker to try as many tricks as possible into the BAILJUMP safety net. With a custom-built landing guaranteed, riders can try tricks that would otherwise be deemed impossible to pull off. Expect a mix of skill levels, expect a mix of styles from the BMXers and huge airs from the skaters.

**ON YOUR BIKE**  
Mohammed Wahed is riding for Vans at the festival  
Eight or nine years now.  
What inspired you to start?  
I started off just riding a normal bike, I started off just riding a normal bike, I started off just riding a normal bike...  
What's the most difficult trick you've mastered?  
Probably a backflip. I didn't expect myself at all because I'd practice for leading in a team but I'd love to do a backflip 180 or a flip.  
What's the BMX scene like in the UAE?  
There aren't a lot of people doing it, maybe 30 to 40 people - but it's a pretty tight community.

**RAMP IT UP**  
Max Shabov is skating for Vans at Party in the Park  
When did your passion for skateboarding start?  
1998 and I'm still doing it now, just not super professionally. I just do it for fun.  
Have you ever been in a skateboarding competition?  
Yeah - in 2005, I was in a world skateboarding championship in Chicago.  
What's your favourite trick?  
There are lots of tricks I like, but I'd say a kickflip. The first kickflip I ever did - I took two months to learn how to do it. Skateboarding's hard, you have to do it every day. It's not just, "Oh, I'll learn a trick." You have to learn a lot.

**CHILL-OUT**  
Check out the latest collection in a unique pop-up shop surrounded by a cool chill-out area, where you can kick back and relax listening to your fave tunes or just chill out everyone else. Oh, and there's a huge amount of prizes to be won in the Vans Drop Zone throughout the day too.

**VANS PARTY IN THE PARK**

**CAPOEIRA RODA**  
Ever watched someone perform beautiful Capoeira moves and thought, "I wish I could do that?" Well, grab your chance at the Capoeira Roda where professional Fernando Dias De Luz and his colleagues will teach you the basic moves.  
Not quite sure what Capoeira is? It's a Brazilian martial art that combines elements of dance and acrobatics. "It helps you develop your body and mind, and as well as keeping you healthy, it's a community and cultural activity," explains Fernando.  
Fernando, who has been teaching Capoeira for 13 years, further explained that "Roda means circle in Portuguese. "Together, we'll form a circle of people within Roda. "We're looking forward to the basic moves. Regardless of age or religion or whether you're rich or poor, everyone's equal inside the Roda."  
The Capoeira workshops are free in the Hype Village throughout the day, and after sunset head over to the Flower Roads (dances where Fernando and his team will be joined by Afrobeat dancers for a special show at 10pm).  
Based in Dubai, the Roda dance crew contains the roots of Afrobeat hip hop and house, with reality Afrobeat dance classes held in the Roda. The classes are intense and energetic with emphasis on generating positive energy and lots of fun.  
Check to Fernando and the dance crew at the festival about giving a free Capoeira class or Afrobeat class at their Roda studio.

**SPRAYCAN ART**  
We simply couldn't contemplate having street art in the Hype Village and amazing things with graffiti.  
What have you been up to?  
There have been so many really varied projects lately. The most exciting thing I've been working on is a wall-sized mural in the Craftsmen event. There's a great developing urban scene there and we feel like they are our closest cousins in the craft.  
What do you like about the Hype Village and PTV last year?  
I thought it was the best event of 2015. Great vibe, great setup and a lot of fun.  
What will you be painting this year?  
I've been working on some 3D street art stuff, dream inspired, so I want to do a landscape piece from my sketchbook.  
Can people stop by for a class?  
Of course, yes. I'm happy to talk to anyone about anything!

**CLING FILM STREET ART**  
Dubai-based artist Fathma Mohamud will be trying something new  
What will you be doing at the festival?  
I'm doing a cling film wall piece. It's essentially involves stretching clear plastic film between two points, like a wall. It's a bit transparent and has a pretty interesting appeal about it.  
Where did you come across this technique?  
I found a lot of street art online, always looking at styles and techniques, etc. as I'm all getting used to working with film. It's essentially a really clever solution to not having a wall.  
How has the first time you've tried it been, it's the first time.  
The first time, the first time, the first time... I've been working on this for a while now, it's a huge forward as an artist into next.

**THE FLOWGROUND TEAM**  
Watching hoop film (flow hoops) hoop around you and me, but as well as being they hoop around the Hype Village, why not hoop around a try?  
You signed a hoop around your arm since in the school playground, but the Flowground technique as you're a little rusty.  
Never say you can't hoop. Anybody can hoop. It's for adults, kids, men, women - there are all types of hoops. "Ayoa" is a hoop. Chief Hoop Party at the Hype Village, the first and only representation in the UAE.  
It's a form of fitness, but also a form of art and meditation," says Fathma. "I saw my first hoop at the Hype Village in 2015. I was the first and only representation in the UAE, dedicated to teaching hoop flow.  
The Flowground team will have extra hoops on hand so don't shy if they're not sure. If you're not sure, they'll be on hand to help you. Hoop flow is a great way to improve your technique after the event, check out the Flowground team for details of classes and get together at Al Qudus, Dubai.

**7TH DELUSION**  
Think you're as sharp as a hawk? Even with your eyes on high alert be warned that the 7th Delusion team will be testing your skills and accuracy. The young Hype Village throughout the day, that's when these young champs set out their flying and searching for answers in a local setting. One day, we all have our eyes on the board. Our some minor looking.







*The good life*

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**PARTY IN THE PARK**



18 Nov\_2015



Dubai's favourite festival is back, and even bigger than last year. Taking over the gorgeous, grassy Dubai Media City Amphitheatre from 2pm to midnight on November 13, Party In The Park will keep you entertained with big name performers including Stereophonics and Razorlight, plus UAE musical talent and more, with the space split up into various areas hosted by different magazines.

What's On has the main stage. Hype will be showcasing the region's best DJing talent, and guess what? **good** magazine will be there too! We've nabbed a lovely spot for our picnic village where you can come and chill out, grab a bite from some of your favourite pop-up foodie concepts, and listen to acts on the **good** garden stage with live acoustic acts hosted by Freshly Ground Sounds. You can also pick up some goodies from our artisan stall-holders, including the very lovely Little Majlis, plus some surprises. Join us for an afternoon and evening of live music, good food and, of course, shopping, with tickets starting from Dh\$350 up to Dh\$995 for VIP.

November 13, Dubai Media City Amphitheatre, Dubai, 2pm to midnight. [partyinthepark.ae](http://partyinthepark.ae)



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