



**FRIDAY NOVEMBER 11, 2016**  
**DUBAI MEDIA CITY AMPHITHEATRE**

**POST-EVENT REPORT**

**WHAT'S ON**

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

**HYPE**

**FRED PERRY**

**Jeep**

**Virgin tickets**  
virginmegastore.ae

**PLATINUM TICKETS**  
PLATINUMLIST.AE

**BANANA BOAT**

**DUBAI 92**

**cheers**  
GET IN THE SPIRIT

**luckyvoice.**

**dubai audio**

**souq**  
.com

**Bennington**  
JUMEIRAH LAKES TOWERS

**McGETTIGAN'S**

**african+eastern**  
INSPIRING GREAT BLENDS



**DGT**  
EVENTS

**MOTIVATE**





THANK YOU

Motivate would like to thank all our sponsors and partners for contributing to the success of Party in the Park 2016.

We look forward to working with you all in the near future.

Thank you once again,  
Motivate Events Team







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

**GET YOUR TICKETS NOW!**

**WHAT'S ON PRESENTS PARTY IN THE PARK**  
IN ASSOCIATION WITH FRED PERRY  
**FRIDAY NOV 11**  
DUBAI MEDIA CITY AMPHITHEATRE  
2PM - MIDNIGHT

**KAISER CHIEFS TRAVIS**  
**THE CHARLATANS**

THE BOXTONES 13 DAZE ADAM BALUCH TIM HASSALL  
AND MUCH MORE

**BUY YOUR TICKETS NOW**  
platinumlist.net tickets.virginmegastore.me partyinthepark.ae



More than 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.

**AED295 EARLY BIRD**

**AED350 REGULAR**

**AED650 BRUNCH DECK**

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

**AED1,200 VIP**

(including unlimited F&B from 2pm to 11:30pm in the VIP lounge)

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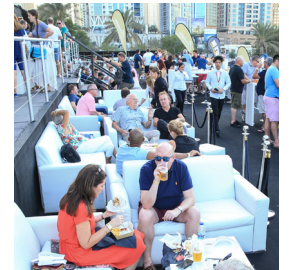
**BUY YOUR TICKETS NOW**  
platinumlist.net tickets.virginmegastore.me partyinthepark.ae





## THE VENUE

The Dubai Media City Amphitheatre is located in the heart of Media City. Its lush, spacious green garden area makes it the most suitable venue to host some of the biggest events in the city such as *What's On* annual Party in the Park.







# THE ATTENDEES

## WHO PARTIED IN THE PARK





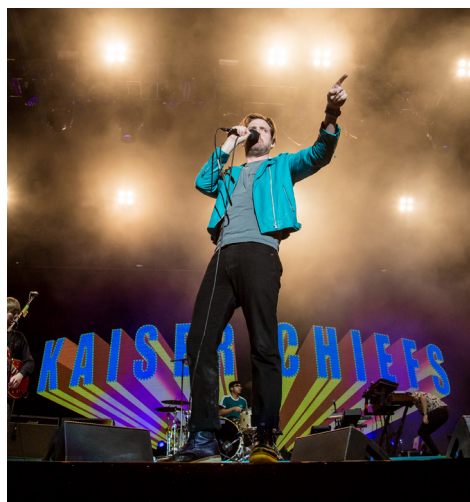


## HEADLINE ACT

# KAISER CHIEFS

Kaiser Chiefs are an English indie rock band from Leeds who formed in 2000 as Parva, releasing one studio album, 22, in 2003, before renaming and establishing themselves in their current name that same year.

Primarily inspired by new wave and punk rock music of the late 1970s and 1980s, the band have released a total of six original studio albums.







HEADLINE ACT

# TRAVIS



Travis are a Scottish rock band formed in Glasgow in 1990. The band's name comes from the Harry Dean Stanton character Travis Henderson from the film *Paris, Texas*.

The band is widely claimed by the media as having paved the way for other bands such as Keane and Coldplay to go on to achieve worldwide success throughout the 2000s.

Travis have twice been awarded best band at the BRIT Awards and were awarded the NME Artist of the Year award at their 2000 ceremony. In 2016 they were honoured at the Scottish Music Awards for their outstanding contribution to music.







SUPPORTING ACT

# THE CHARLATANS

The Charlatans are an English indie rock band. In the UK, all of the band's 12 studio albums have charted in the Top 40 in the UK Albums Chart, three of them being No 1s. They have also achieved 17 Top 30 singles and four Top 10 hits in the UK Singles Chart.







## SUPPORTING ACT

# THE BOXTONES

The Boxtones are a five-piece Scottish and Canadian band who write and record their own unique blend of rock/pop. Having signed their recording deal with Universal Music MENA, The Boxtones have since won many awards, including Best Band in 2015, from *Hype Magazine*.

Over the years they have performed with acts such as Pharrell Williams, The Who, Stereophonics and Lily Allen.







## SUPPORTING ACT

# ADAM BALUCH

Having grown up in the UAE, Adam Baluch is a multi-instrumentalist and a gifted vocalist. He rocked the crowd at Party in the Park with his talent and usual charming stage presence.







## SUPPORTING ACT

### 13 DAZE

The 13 Daze are a rock band who'll provide you a mix of gritty rock songs, and the occasional country cover. Their performance often includes the works of Metallica, Nirvana, Foo Fighters and Red Hot Chilli Peppers. However, aside from the heavy metal music, they also like to add a touch of the unexpected, such as works from Nancy Sinatra and Dolly Parton.







## SUPPORTING ACT

### TIM HASSALL

Tim Hassall is an internationally established performer, songwriter and multi-instrumentalist based in Dubai. Drawing on a diverse range of influences, Hassall's eclectic musical taste inspires his unique singer-songwriter style.







## HEADLINE SPONSOR



# FRED PERRY

Headline sponsor Fred Perry showcased their product line at the stand at Party in the Park.

Located next to their stand were their table tennis set up, ready to be used for friendly challenges amongst the attendees.







## CAR SPONSOR

# Jeep

Car sponsors Jeep had two impressive Jeep Wranglers on display at the event.







**SPONSOR**

Banana Boat had an area at the event showcasing their Banana Boat products.

Promotion staff were also spread out through the event, spraying 'grateful' attendees with Banana Boat's sun protection products.







**SPONSOR**

*Bonnington*  
JUMEIRAH LAKES TOWERS

Bonington were the the hotel partner for Party in the Park and also sponsors of the VIP platform.







**SPONSOR**



The Entertainer promoted their 'cheers' app and also allowed attendees to win 25 two-for-one offers across some of their amazing merchants.



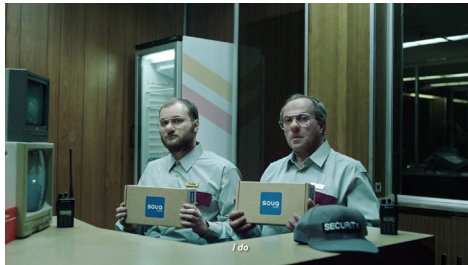
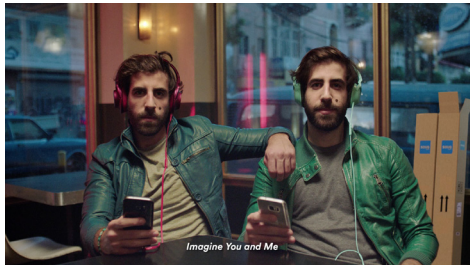




**SPONSOR**

**SOUQ**  
.com

Souq.com had their TVC run across the main stage and side stage screens throughout the event.



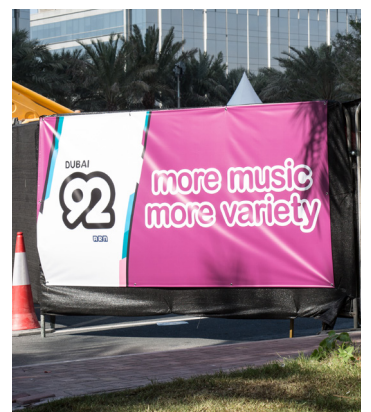




**SPONSOR**



Radio partner Dubai 92 displayed their branding across the venue. They ran multiple competitions in the lead-up to the event, awarding listeners with free tickets.







SPONSOR



Dubai Audio displayed their products in a 'lounge set up', allowing them to showcase their speakers and also create a space for attendees to relax and enjoy the performances.







SPONSOR

Newcomers to the city, Lucky Voice showed off their karaoke pod at Party in the Park and handed out thousands of inflatable microphones. Just a couple of weeks shy of their opening, they took over the stage at Party in the Park by having Dubai 92's Harry & Pricey run 'Crowd Karaoke' with thousands of people singing to their two selected songs.

lucky voice.







SPONSOR

## McGETTIGAN'S

Delicious BBQ and free flowing drinks were provided on the Brunch Deck from 2pm to 5pm, courtesy of McGettigan's.







## WHAT'S ON STAGE

## WHAT'S ON

The focal point of the event, the *What's On* Main Stage witnessed the spectacular performances and sponsor activation with a giant screen in the centre.

*What's On* branding covered the sides of the stage along with two large screens.

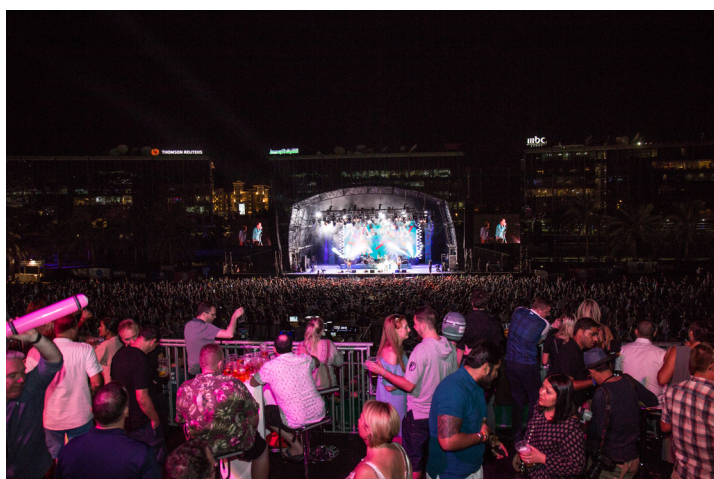






# WHAT'S ON STAGE

## WHAT'S ON





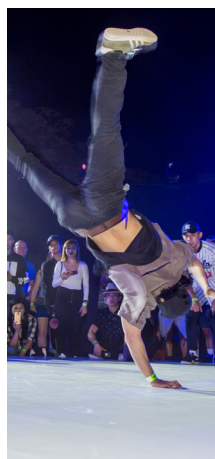


# HYPE CLUBHOUSE



Local DJs performed back to back sets in the *Hype* area. The *Hype* B-boy Battle drew in the crowds as the region's best performed.

The *Hype* artisan village showcased 20 artisans selling their handmade art pieces, from paintings to jewellery.







# GOOD GARDEN

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

The **good** garden was home to 20 more artisans, selling their handmade goods.







## VIP DECK

The VIP deck was a double storey platform, allowing for great views of the *What's On* Main Stage and the entire venue. An exclusive area away from the crowds, the VIP deck served unlimited food and beverages from 2pm until midnight.







# FOOD AND BEVERAGE VENDORS

## SHAKE SHACK



## BURGER FUEL



## PINKBERRY



## MIA STRADA



## FATBURGER



## COPPERWOOD







# FOOD AND BEVERAGE VENDORS

## DONER DELI



## THE SHEBI



## HOLLAND HOUSE PANCAKES



## THE HOT DOG STAND



## CHICK & CO



## NKD PIZZA







# ARTISAN VILLAGE

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

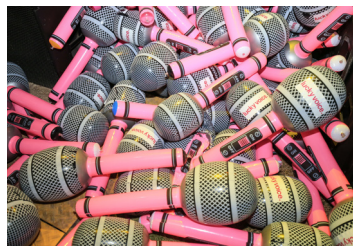






# ARTISAN VILLAGE

HYPE







# EVENT BRANDING

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







# COMMUNICATIONS

A strategic communications plan was put into place for the promotion of Party in the Park 2016. This covered a mix of print, online, cinema, radio and PR platforms.

## MEDIA PLAN

THE 2016 CAMPAIGN IS WORTH OVER US\$1,000,000.

CHANNEL	PUBLICATION/ WEBSITE	FORMAT	SEPTEMBER 2016					OCTOBER 2016				NOVEMBER 2016				VALUE		
			W1	W2	W3	W4	W5	W1	W2	W3	W4	W1	W2	W3	W4	INSERTIONS	PER INSERT \$	TOTAL
Print Advertising	What's On Dubai	IFCS								1						1	\$13,500	\$13,500
	What's On Dubai	FP			1								1			2	\$3,750	\$7,500
	HYPE	IFCS	1						1			1				3	\$7,000	\$21,000
	HYPE	FP		1	1	1	1	1		1	1	1	1			9	\$3,750	\$33,750
	good	IFCS							1							1	\$12,600	\$12,600
	good	FP			1								1			2	\$3,500	\$7,000
	The Week	FP		1		1			1			1				5	\$6,000	\$30,000
	BTME	FP			1				1				1			3	\$6,500	\$19,500
	Emirates Woman	FP			1				1				1			3	\$4,500	\$13,500
	Emirates Man	FP			1								1			2	\$6,000	\$12,000
	Campaign	FP	1		1				1		1					4	\$5,000	\$20,000
	Stuff	FP			1				1				1			3	\$4,000	\$12,000
	identity	FP			1				1				1			3	\$3,500	\$10,500
	Cyclist	FP			1				1				1			3	\$6,000	\$18,000
	Golf Digest	FP			1				1				1			3	\$3,750	\$11,250
Newspapers	7Days	1/4 page		1		1		1		1		1	1			6	\$3,231	\$19,386
	Gulf News	1/4 page		1		1		1		1		1	1			6	\$3,232	\$19,392
	Khaleej Times	1/4 page			1			1		1		1	1			6	\$5,078	\$30,468
E-blast	What's On Dubai	Email	1					1				1				3	\$4,400	\$13,200
	What's On Abu Dhabi	Email	1					1				1				3	\$4,400	\$13,200
Banner advertising	Campaignme.com	MPU display banner			1				1			1				3	\$3,200	\$9,600
	partyinthepark.ae	Website live						1								1	\$0	\$0
	stuffmiddleeast.com	MPU display banner			1				1			1				3	\$8,000	\$24,000
	gulfbusiness.com	MPU display banner			1				1			1				3	\$24,000	\$72,000
	whatson.ae	MPU display banner			1				1			1				3	\$40,000	\$120,000
	Elevison advertising	Lift advertisements		1					1				1			3	\$5,706	\$17,118
Radio	Dubai 92 Radio 30 Ad	Radio									35	35	35			105	\$50	\$5,250
Cinema	VOX Cinemas	30 second slots weekly											1			1	\$450,000	\$450,000
<b>TOTAL</b>																		<b>1,035,714</b>

### ADDED VALUE

Party In The Park will be covered extensively across the Motivate portfolio. Additional radio elements will be added to the campaign to include station liners and on air contests.





# 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*, as well as in *Gulf News* and *7 Days*.

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**THE CHARLATANS**

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AND MUCH MORE

good GARDEN STAGE LIVE ACOUSTIC ACTS  
AED 29 SOLD OUT  
AED 650 BBQ BRUNCH DECK (INC F&B FROM 2-5PM) 21+  
AED 350 REGULAR  
AED 1200 VIP (INC PREMIUM F&B 2-11:30PM) 21+  
HYPE CLUBHOUSE BACK TO BACK DJ SETS

BUY YOUR TICKETS NOW  
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WHAT'S ON good HYPE FRED PERRY Jeep tickets PLATINUM TICKETS cheers 92 lucky voice dubai audio Bennington BUNNABAY LAKES TOWERS McGETTIGAN'S african+eastern DGT EVENTS MOTIVATE

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HYPE CLUBHOUSE BACK TO BACK DJ SETS

BUY YOUR TICKETS NOW platinumlist.net tickets.virginmegastore.me partyinthepark.ae





# PRE-EVENT COVERAGE



## CINEMA AD

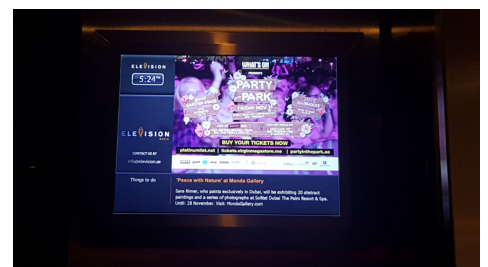
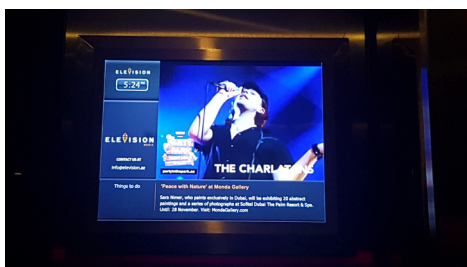
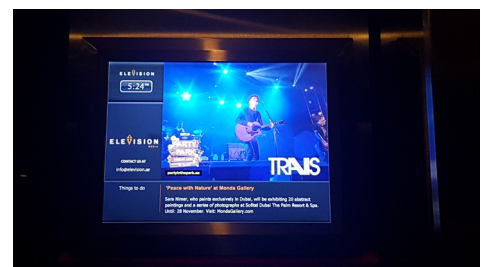
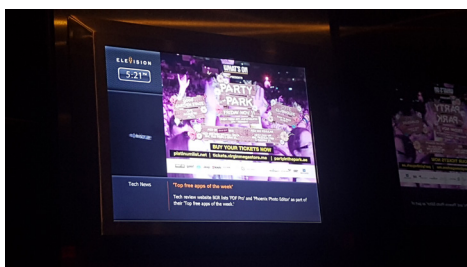
The advertisement aired in VOX Cinemas from September 27 to November 10.



## ELEVATOR AD



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





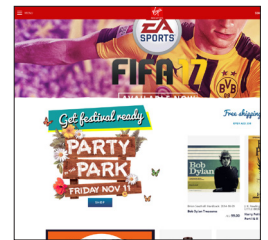
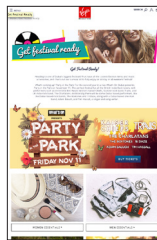
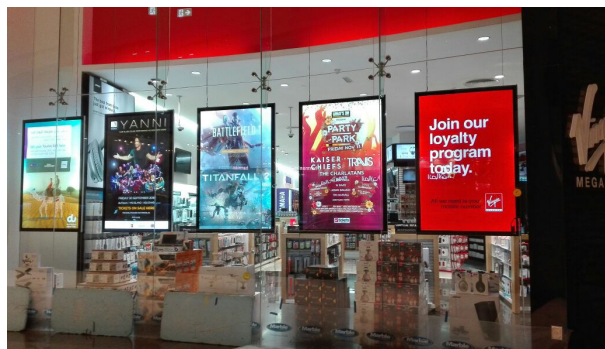


# PRE-EVENT COVERAGE

## IN-STORE



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



## RADIO AD



Radio adverts were broadcasted on Dubai 92 from October 10 until November 11.

What's On presents Party in the Park, Dubai Media City Amphitheatre on Friday November the 11th. An all day music festival featuring...Kaiser Chiefs, Travis, The Charlatans and much, much more...including the Hype Clubhouse, Good Garden Stage and artisan markets.

Party in the Park, Friday November the 11th from 2 till 12. At Dubai Media City Amphitheatre. Tickets available from Platinum List and Virgin Megastore.

For more info visit [partyinthepark.ae](http://partyinthepark.ae)







# PRE-EVENT COVERAGE

## DIGITAL

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

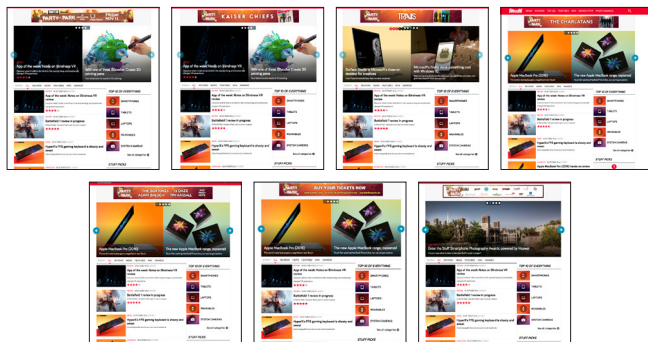
## MPU



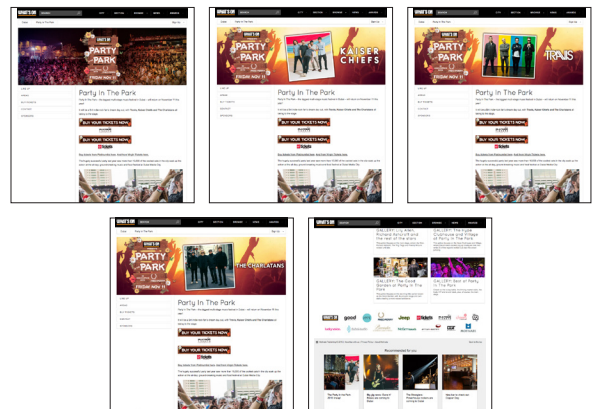
## HALF PAGE



## LEADERBOARD



## WHATSON.AE



## EMAILERS







# PRE-EVENT COVERAGE

## SOCIAL MEDIA

Strong social media presence.







## PRE-EVENT COVERAGE

**WHAT'S ON**

### EDITORIAL COVERAGE

# WHAT'S ON PARTY IN THE PARK



**The highlight of the music calendar returns for a third year**

**W**hile the festival season is over in most parts of the world, it's all just kicking off in Dubai. One of the highlights on the musical calendar is What's On Party In The Park, which returns to Dubai Media City Amphitheatre for its third year on November 11. With three amazing stages featuring award-winning international artists, an unparalleled atmosphere – oh, and a classic Dubai barbecue brunch,

What's On Party In The Park will rock your socks off. The all-day event combines everything you love about music festivals – live bands, great food and drink, sunshine and outdoor entertainment, all without having to contend with mud, Wellies or sleeping outside in a tent. Early bird tickets are already sold out – and for good reason, too. Here's what we've got in store this time around. See you at the park!

60\_What's On\_10.2016

**WHAT'S ON MAGAZINE**  
**OCTOBER 2016 ISSUE**





# PRE-EVENT COVERAGE

**WHAT'S ON**

## EDITORIAL COVERAGE

01

### THE BIG ACTS

The main stage is set to be a treat for rock and indie fans, with the Kaiser Chiefs, known for their hit singles *Ruby* and *I Predict A Riot*, as headliners. They'll be supported by '90s favourite The Charlatans and Scottish rockers Travis – the latter's back catalogue includes *Sing, Flowers In The Window* and *Why Does It Always Rain On Me*, and was practically written for festival singalongs.



02

### THE GOOD GARDEN

This year you can also expect the return of the Good Garden, which will have a more laidback vibe. In fact, if you like the sound of a British summer day out with deckchairs, picnic tables and food trucks, you'll want to position yourself right here. Powered by the lovely folk at *Good* magazine, it's a place to chill and enjoy live acts featuring local musicians on *Good*'s own separate acoustic stage. The area will be surrounded by pop-up stalls from local vendors selling art and crafts, fashion, accessories and more.



03

### HYPE CLUBHOUSE

In contrast to the relaxed vibe in the Good Garden, our pals at *Hype* magazine – the UAE's authority on club culture – are putting on their own shindig at What's On Party In The Park that promises to keep the rave rocking until the early hours. The Hype Clubhouse brings you the city's best resident DJs playing back-to-back sets. Just outside of the arena, you'll find plenty of cool stalls and activities. In the words of the *Hype* team, "There'll be the usual motley crew of urban junkies ready to bring a little extra edge to the event."



04

### THE BRUNCH

While there will be plenty of food trucks and drink stalls on offer, you might want to splash out on the brunch package (Dhs650), which lets you tuck into an all-inclusive barbecue brunch from 2pm to 5pm. Get your tickets now though as they sold out quick sticks last year. Alternatively, bag yourself some VIP tickets (Dhs1,200) and enjoy free-flowing food and drink until 11.30pm, along with awesome, unobstructed views of the main stage from the elevated, crowd-free deck.

November 11

📍 Dubai Media City Amphitheatre, Dubai Media City, Dubai, Dhs350 for regular tickets, Dhs650 for brunch, Dhs1,200 for VIP. Tel: (04) 2743555. Metro: Nakheel. [platinumlist.net](http://platinumlist.net)

10.2016\_What's On\_61

**WHAT'S ON MAGAZINE**  
OCTOBER 2016 ISSUE





## PRE-EVENT COVERAGE

**WHAT'S ON**

EDITORIAL COVERAGE



**WHAT'S ON MAGAZINE**  
**NOVEMBER 2016 ISSUE**





# PRE-EVENT COVERAGE

WHAT'S ON

## EDITORIAL COVERAGE

Dubai's biggest music festival,  
What's On Party In The Park, returns!

NOVEMBER 11

**N**ow in its third year at Dubai Media City Amphitheatre, Party In The Park combines everything you love about music festivals – live bands, great DJs, food and drink, sunshine and a liberal sprinkling of festival madness – all

without having to contend with mud, Wellies or getting stranded in a field miles from home. With three brilliant stages featuring superb British artists, a festival atmosphere and a classic Dubai barbecue brunch, Party In The Park is back and ready to rock your socks off.

### Travis

SCOTTISH INDIE ROCK STALWARTS BRING TWO DECADES OF HITS TO DUBAI



**I**t's hard to believe it's been 17 years since Travis exploded onto the music scene when *The Man Who*, their second album, hit number one in the UK charts. It went on to win a Brit Award, spawn two Top 10 singles – *Driftwood* and *Why Does It Always Rain On Me* – propelling the band into the mainstream and a headline spot at the Glastonbury Festival the following year. Where, let's face it, it's most likely *did* rain

on them. Since then, Scottish rockers Fran Healy, Dougie Payne, Andy Dunlop and Neil Primrose have released eight studio albums, including the latest, *Everything At Once*, earlier this year.

Recalling the band at their best, *Everything...* is a sticky blend of jangly, sunshine-tinged rock, reviving a familiar sound but also pushing the band into an altogether more cheerful and creative direction. Vocalist Eran Healy's voice

remains as tender as ever in tracks such as *Magnificent Time* and *3 Miles High* – both perfect examples of classic Travis tracks; lodging themselves deep into your brain and refusing to leave. It is their liveliest and most lighthearted effort to date, and works as a celebration of both their legacy and their maturity. Expect a sunnier reception – and more weather puns – from their spot at Party In The Park.

### FRAN HEALY ON THEIR TOP TRACKS

#### 01. Writing To Reach You (from *The Man Who*)

"This song was written in 1996. I had just split from my girlfriend. Actually, she split from me. She was moving on and I was standing still and it was tearing me apart. I was writing a lot of letters and a lot of songs to her, which I was sending and never getting any reply."

★

#### 02. Sing

(from *The Invisible Band*) "Song-writing at its best is a totally random venture. It's so random that any outside pressure is simply consumed by the thick blackness of the task. So *Sing* popped up and was again about my then girlfriend Nora, but this time about her fear of singing."

★

#### 03. Battleships

(from *The Boy With No Name*) "Here is a song I always wished had been a single. Our A&R man, Andy MacDonald, pushed me hard writing this album. I enjoyed the challenge of pushing and seeing what would come... But this was the album that ended our relationship."





# PRE-EVENT COVERAGE

WHAT'S ON

## EDITORIAL COVERAGE



PARTY IN THE PARK

### Kaiser Chiefs

THE BRITISH INDIE-POP ACT HIT THE STAGE LAST

**F**ormed in 2000, it wasn't until 2005 that the Kaiser Chiefs made their big breakthrough, with their second album, *Employment*, hitting the #2 spot in the UK, following an appearance on the UK music mag NME's new music tour.

Inspired by new wave and punk rock from the '70s and '80s, the Leeds quintet specialise in rowdy and rousing anthems with big licks, pounding drums and relatable lyrics. The soundtrack to many a night out, singles *I Predict A Riot* and *Every Day I Love You Less And Less* catapulting the band to fame in both Europe and the US, going on to sell millions of copies

between them; their deceptively simple but clever pop riffs accessible to all. Follow on album *Yours Truly Angry Mob* further cemented their popularity, with the lead single *Ruby* hitting the #1 spot.

The following years saw the band play every major event going, including the honour of being the first band to play for Ibiza Rocks; a testament to their global crossover appeal.

Frontman Ricky Wilson – now a judge on the hit UK talent show *The Voice* – continues to lead the line with boundless energy; 2016's *Stay Together*, their sixth album, another installment of classic Wilson-inspired punchy indie rock.

#### DID YOU KNOW?

Former Kaiser Chiefs drummer Nick Hodgson punctured a lung when he was younger, which means he cannot go up in high lifts and has to take the stairs instead. This was the inspiration for the line "trying to put the punk back into punctured lung" from the track *Saturday Night*.

★

They're known for feeding lies to journalists about the band's origins. Often these lies become 'facts' in biographies all over the internet – one goes that drummer Nick Hodgson first met frontman Ricky Wilson when the pair competed in a dancing competition.

★

Frontman Ricky Wilson is an obsessive fan of long-running UK TV drama *Midsomer Murders*. He's so in love with the show he has even done a series of oil paintings of its lead actor John Nettles. "I love *Midsomer Murders*," confessed the singer. "It totally relaxes me for two hours." (This certainly sounds like one of those lies the band likes to tell).

★

Ricky is known to crowd surf and often gets his clothes torn when he does. Rather than throw them away, he is said to take them home to his mum who fixes them up for him.

★

The band used to be called Parva from 2000 till 2003 but then changed to Kaiser Chiefs, which was inspired by South African football club Kaizer Chiefs FC. It's where the captain of the lads' favourite football team, Leeds United (Lucas Radebe), had played in the past.





# PRE-EVENT COVERAGE

**WHAT'S ON**

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**PARTY  
IN THE  
PARK**

# The Charlatans

TIM BURGESS AND CO RELEASED THEIR 12TH ALBUM LAST YEAR

**E**nduring, distinctive, transcendental. The Charlatans – in music, in style and in character – have been a clarion call of an indie generation. Since starting out in 1989, all 12 of their studio albums have made it into the Top 40 of the UK Albums Chart and almost 20 of their singles have made the Top 30.

Despite getting caught up in the Manchester music scene of the '90s – frontman Tim Burgess especially spent a lot of time at the infamous Manchester club The Hacienda – the boys are actually all from the Midlands.

Midway through the '90s, the band ditched the effects pedals of their early years and became known for a psych-rock sound that helped make them into one of the foremost bands of the era, all the more impressive given that the scene they had previously been associated with – baggy – had long since fallen from favour.

2015's *Modern Nature* album was a fluid, laidback affair that encouraged you to bask in a soulful psychedelic sound with plenty of jazzy keys and muted horns for company.

In 2015 the band played the Glastonbury festival, their performance hailed as a monumental success, with Burgess said to be "the consummate festival compere." Burgess has also released solo work, to critical acclaim; 2012's *Oh No I Love You* nominated as Album Of The Year by UK collective Artrocker.



**IN THE  
WORDS OF  
FRONTMAN  
TIM BURGESS**



★ "The thing that we had that no-one else had was Rob Collins. We thought, John Squire is a brilliant guitar player for The Stone Roses and he can have solos, but we've got Rob who can do equally great solos but on a Hammond."

★ "I remember with the album *Between 10th And 11th*, it was a big shock to a lot of people. We went more electronic and then after that we decided we didn't want electronics at all, we went back to bass, drums..."

★ "It was a weird gig. Rob had died, and we'd never played *One To Another* live before. Knebworth [with Oasis] was the first time we'd ever played it live, and as if we didn't have enough to think about, we were debuting *One To Another* and *North Country Boy*. They were good songs so people went with it."

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### MORE TO EXPLORE

DJs, FOOD TRUCKS, POP-UP STALLS AND BRUNCH - PARTY IN THE PARK ISN'T JUST ABOUT MUSIC



#### 01. THE GOOD GARDEN

This year you can also expect the return of the Good Garden, which will have a more laidback vibe. If you like the sound of a British summer day out with deckchairs, picnic tables and food trucks, you'll want to position yourself right here. Powered by the lovely folk at *Good* magazine, it's a place to chill and enjoy live acts featuring local musicians on *Good*'s own separate acoustic stage. The area will be surrounded by pop-up stalls from local vendors selling art and crafts, fashion, accessories and more.



#### 02. HYPE CLUBHOUSE

Our pals at *Hype* magazine, the UAE's authority on club culture, are putting on their own little shindig and if there's one thing those crazy cats at *Hype* magazine loves, it's a shindig. The Hype Clubhouse is a unique opportunity to experience Dubai's coolest underground clubs in one day. Then, just around the corner, will be the The Hype Village, a mini festival of street culture with breakdancers, graffiti artists, and a street market of cute trinkets (well, Christmas is around the corner, you know).



#### 03. THE BRUNCH

While there will be plenty of food trucks and drink stalls on offer, you might want to splash out on the brunch package (Dhs650), which lets you tuck into an all-inclusive barbecue brunch from 2pm to 5pm. Get your tickets now though as they sold out quick sticks last year. Alternatively, bag yourself some VIP tickets (Dhs1,200) and enjoy free-flowing food and drink until 11.30pm, along with awesome, unobstructed views of the main stage from the elevated, crowd-free deck.

November 11 📍 Dubai Media City Amphitheatre, Fri 2pm to midnight, Dhs350, Dhs650 brunch, Dhs1,200 VIP. Tel: (04) 4273097. Metro: Nakheel. [platinumlist.net](http://platinumlist.net)

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# POST-EVENT COVERAGE

**WHAT'S ON**

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# PARTY IN THE PARK

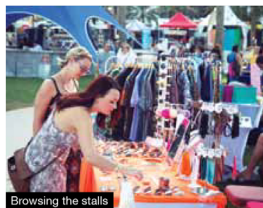
There was music; there was brunch; there was a breakdancing contest – last month's Party In The Park was as epic as ever



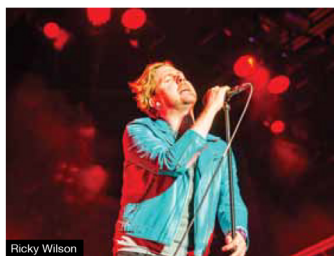
Travis own the stage



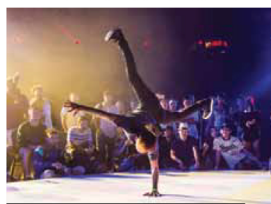
Kaiser Chiefs



Browsing the stalls



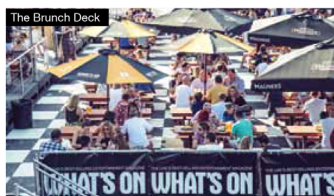
Ricky Wilson



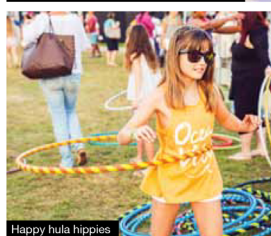
B-boy battle wowed at the Hype Clubhouse



The crowd sing to The Charlatans



The Brunch Deck



Happy hula hippies



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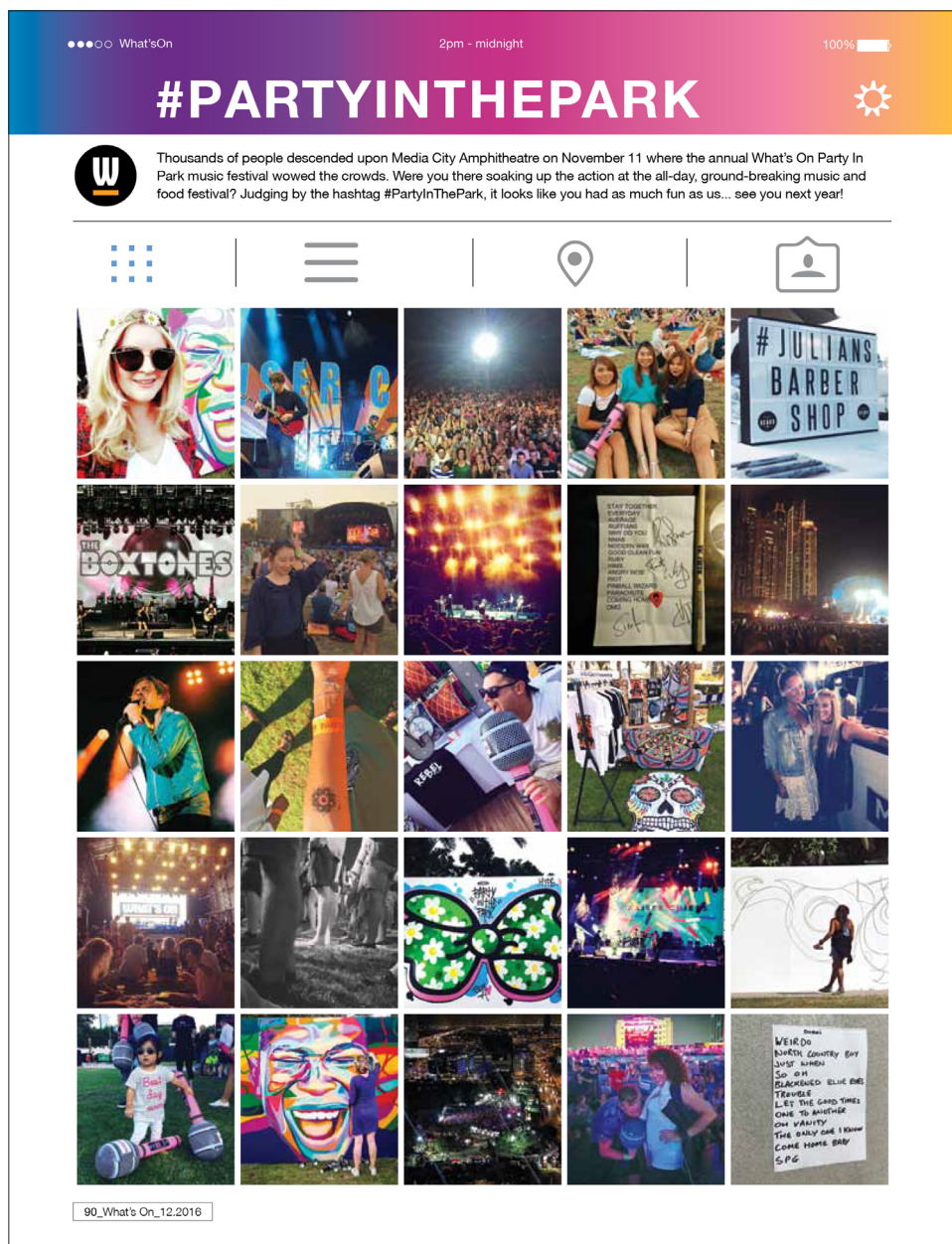




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