



WHAT'S ON

PRESENTS

PARTY

IN THE PARK

**FRIDAY NOVEMBER 10, 2017
DUBAI MEDIA CITY AMPHITHEATRE**

POST-EVENT REPORT





THANK YOU

Motivate would like to extend a big thank you to all our sponsors and partners for contributing to the success of Party in the Park 2017.

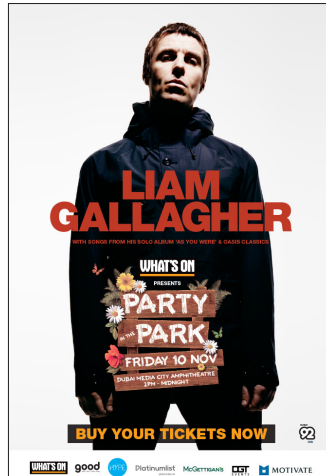
We look forward to working with you all in the near future.

Thank you once again,
Motivate Events Team





YOU ARE INVITED TO DUBAI'S FAVOURITE FESTIVAL



More than
10,000
festival-goers
attended the
event

Tickets were sold on Platinumlist exclusively.

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)





THE VENUE

The Dubai Media City Amphitheatre is located in the heart of Dubai 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

LIAM GALLAGHER

This year we welcomed to the stage former Oasis front-man Liam Gallagher.

Liam rose to fame as the lead singer of the rock band Oasis, and later served as the singer of Beady Eye before performing as a solo artist after the dissolution of both bands. His erratic behaviour, distinctive singing style and abrasive attitude have been the subject of commentary in the press; he remains one of the most recognisable figures in modern British music.





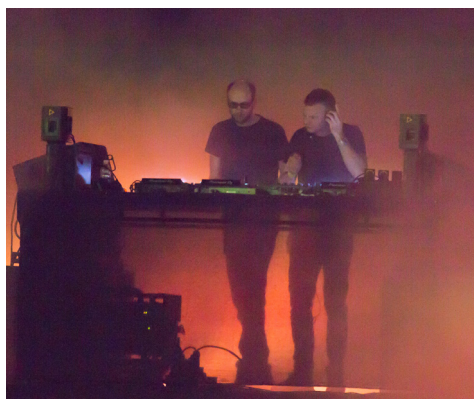
HEADLINE ACT

The chemical brothers

DJ SET

Formed in 1989, the veteran duo of Tom Rowlands and Ed Simons are considered forefathers of the 1990s big beat movement in dance music, with seminal singles including *Hey Boy Hey Girl*, *Block Rockin' Beats* and *Setting Sun*.

Along with The Prodigy, Fatboy Slim, The Crystal Method and fellow acts, they were pioneers at bringing the big beat genre to the forefront of pop culture. In the UK, they have had six number one albums and 13 top 20 singles, including two number ones.





SUPPORTING ACT

THE TEMPLES

The Temples are an English rock band formed in Kettering, Northamptonshire, in 2012 by singer and guitarist James Bagshaw and bassist Tom Walmsley. The band's lineup was later completed with the addition of keyboardist and rhythm guitarist Adam Smith and drummer Samuel Toms.

The Temples were sponsored by Fred Perry this year at Party in the Park.





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.

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





SUPPORTING ACT

JAYE & FOE

Jaye and Foe are a six-piece multi instrumentalist band currently based in Dubai. Winners of the 2016 Jack Daniel's Music Scout competition, they were flown to Nashville, Tennessee (USA) to record their debut EP, *Bad Reaction*.

Their unique and brassy indie-pop sound has seen them performing regularly at events on the local music scene, supporting internationally acclaimed UK artist Jamie Woon at the Red Bull Music Academy event One Big Vibes (2016), and most recently, made their introduction to the international festival circuit, playing at Boomtown Fair (UK).





SUPPORTING ACT

SAM TRING

Dubai-based singer Samantha 'Sam' Tring's soulful voice and perfect pitch sets her apart from many of her contemporaries. Her alto voice blends easily with soul, jazz, funk and pop-rock, at times almost sounding like Andrea Corr (of Irish band The Corrs).

Besides performing with her band in the UAE, the 20-something Brit songstress and model is currently working on her new single titled *The Rain*.





SPONSOR

DUBAI



ARN

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





SPONSOR

The Temples were sponsored by Fred Perry to perform alongside the main acts at Party in the Park.



FRED PERRY





SPONSOR

Party in the Park tickets were exclusively sold on
Platinumlist.

Platinumlist®

platinumlist.net



LIAM
GALLAGHER

The
chemical
brothers
DJ SET

TEMPLES

THE BOXTONES • SAM TRING • JAYE & FOE

DUBAI
92
MAY

WHAT'S ON



FRED PERRY

good



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McGETTIGAN'S

DGT
EVENTS



MOTIVATE



SPONSOR

Dell displayed an array of flags throughout the venue at Party in the Park.





SPONSOR

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

McGETTIGAN'S





SPONSOR

DGT
EVENTS



LIAM GALLAGHER **The chemical brothers**
DJ SET

TEMPLES

THE BOXTONES • SAM TRING • JAYE & FOE

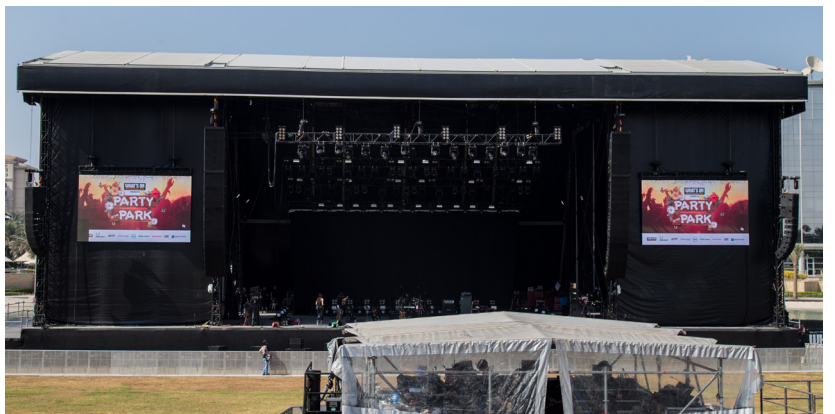
DUBAI 92

WHAT'S ON FRED PERRY good HYPE Platinu**list** DELL McGETTIGAN'S DGT EVENTS MOTIVATE



SPONSOR

ALL
EVENTS
SERVICES





SPONSOR

Lucky Voice showed off their karaoke skills and that of the audience, through their 'Big Sing' on the main stage. Attendees joined in to sing hits from Queen and Robbie Williams.

lucky voice.





SPONSOR



african+eastern

INSPIRING GREAT BLENDS



african+eastern

INSPIRING GREAT BLENDS

AFRICAN + EASTERN

African + Eastern has been bringing the world's most renowned alcoholic beverage brands to the Middle East for over 37 years. African + Eastern is the largest importer and distributor of alcoholic beverage brands in the Middle East and Arabian Gulf region.



WHAT'S ON STAGE

WHAT'S ON





WHAT'S ON STAGE

WHAT'S ON





The VIP Deck allowed for great views of the What's On Main Stage and the entire venue. An exclusive area way from the crowds, the VIP Deck served unlimited food and beverages from 2pm to 11.30pm.





FOOD AND BEVERAGE VENDORS

800DEGREES



BURGER FUEL



FAMOUS DAVES



FREEDOM PIZZA





FOOD AND BEVERAGE VENDORS

NKD



PIADERA



SHAKE SHACK



SHAWERME TRUCK





ARTISAN VILLAGE





ARTISAN VILLAGE





EVENT BRANDING

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





A strategic communication plan was put into place for the promotion of Party in the Park 2017. This covered a mix of print, online, cinema, radio and PR platforms.

MEDIA PLAN

THE 2017 CAMPAIGN IS WORTH OVER US\$1,200,000.

PRINT	TITLE	DETAILS	SEPTEMBER 2017				OCTOBER 2017				NOVEMBER 2017				VALUE (US\$)	
Motivate Titles (Full page)	good	FP	1												\$3,500	
	The Week	FP													\$0	
	Business Traveller Middle East	FP	1												\$6,500	
	Emirates Woman	FP	1												\$4,500	
	Campaign	FP	1												\$5,000	
	Hype	FP	1												\$3,750	
	Golf Digest	FP	1												\$3,000	
	Identity	FP	1												\$3,500	
	Stuff	FP	1												\$4,000	
	Campaign	FP	1				2				1				\$20,000	
Motivate Titles (Double Page Spread)	Cyclist	FP	1												\$6,000	
	What's On Dubai	DPS	1				1				1				\$21,000	
	What's On Abu Dhabi	DPS	1				1				1				\$21,000	
	good	DPS	1				1				1				\$19,300	
	The Week	DPS	2				2				2				\$68,400	
	Business Traveller Middle East	DPS	1				1				1				\$24,700	
	Emirates Woman	DPS	1				1				1				\$17,000	
	Hype	DPS	1				4				1				\$35,000	
	Golf Digest	DPS	1				1								\$7,000	
	Identity	DPS	1				1				1				\$13,300	
	Stuff	DPS	1				1				1				\$16,000	
	Cyclist	DPS	1				1				1				\$22,800	
	Emirates Man	DPS	1				1								\$11,400	
	Newspapers	Khaleej Times	Quarter page	1												\$5,250
		Gulf News		1												\$5,360
Khaleej Times							1								\$15,900	
Gulf News		Full page					1								\$16,250	
															\$374,160	

DIGITAL	PLATFORM	DETAILS	SEPTEMBER 2017				OCTOBER 2017				NOVEMBER 2017				VALUE (US\$)
			1	2	3	4	1	2	3	4	1	2	3	4	
Website MPU/Leaderboard/ Half-page	Whatson.ae	Sponsored content	1				1								\$7,000
	Whatson.ae		4				4				4				\$5,000
	Stuff tv/me		4				4				4				\$54,000
	Campaignme.com	1 insert = 25k impressions	4				4				4				\$54,000
	Emirateswoman.com		4				4				4				\$54,000
EDM	Gulfbusiness.com		4				4				4				\$54,000
	What's On Dubai	Database	1				1				1				\$180,000
	What's On Abu Dhabi	Database	1				1				1				\$66,000
Radio	Dubai 92	15 second slot	Bespoke radio package running across the whole campaign												\$35,000
Fitness First	Radio	15 second slot	1												\$5,000
	Digipanel	Advert	1												\$5,000
Elevation (3 minute loop)	DIFC & Media City	15 second slot					1				1				\$22,873
Cinema	8 XVOX screens (Dubai & Abu Dhabi)	15 second slot	1				1				1				\$242,336
															\$833,309



PRE-EVENT COVERAGE

PRINT

The event was featured in various titles including:

- *What's On Dubai*
- *What's On Abu Dhabi*
- *Gulf Business*
- *Identity*
- *Business Traveller Middle East*
- *Stuff*
- *Gulf News*

WHAT'S ON
PRESENTS
PARTY IN THE PARK
FRIDAY 10 NOV
DUBAI MEDIA CITY AMPHITHEATRE
2PM - MIDNIGHT

LIAM GALLAGHER **The chemical brothers** **TEMPLES**
DJ SET

THE BOXTONES • SAM TRING • JAYE & FOE

AED 29 ~~SOLD OUT~~ RLY BIRD AED 350 REGULAR
AED 650 BBQ BRUNCH DECK (INC F&B FROM 2-5PM) 21+
AED 995 VIP (INC PREMIUM F&B 2-11:30PM) 21+

**LIMITED TICKETS REMAINING!
BUY NOW**

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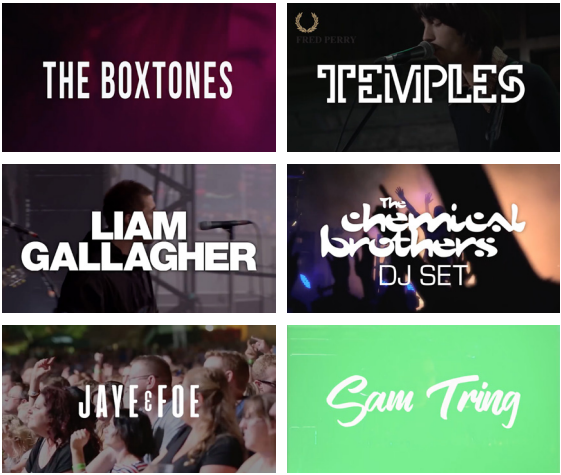


PRE-EVENT COVERAGE



CINEMA AD

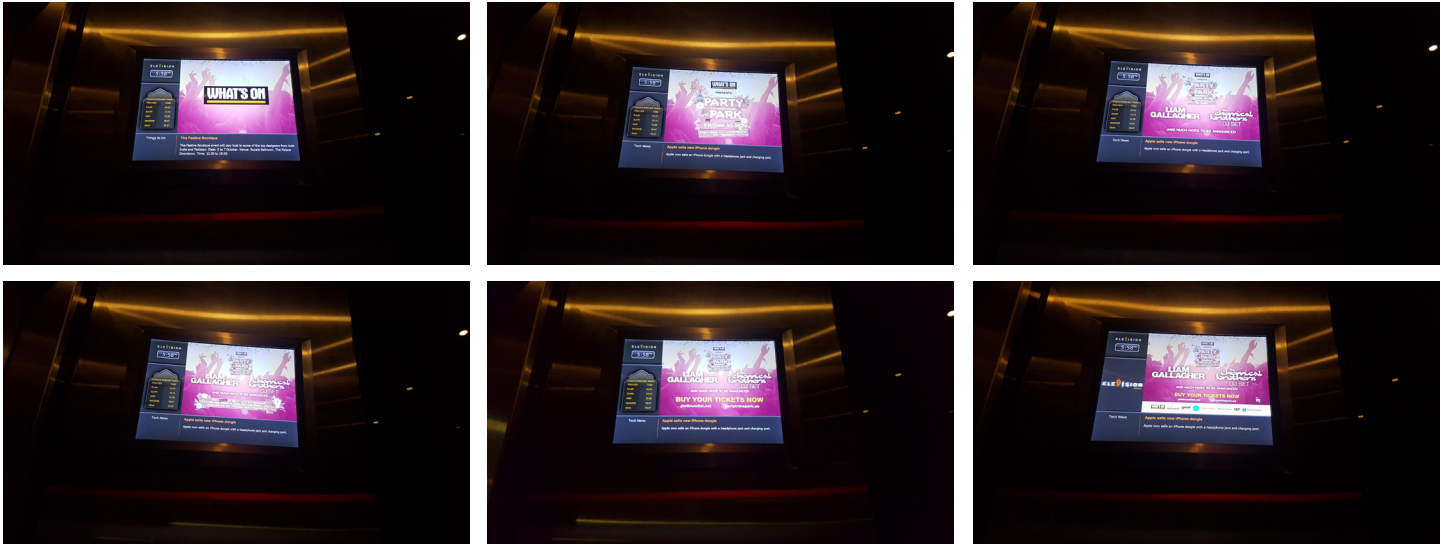
The advertisement aired in VOX Cinemas from September 27 to November 10.



ELEVATOR AD



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



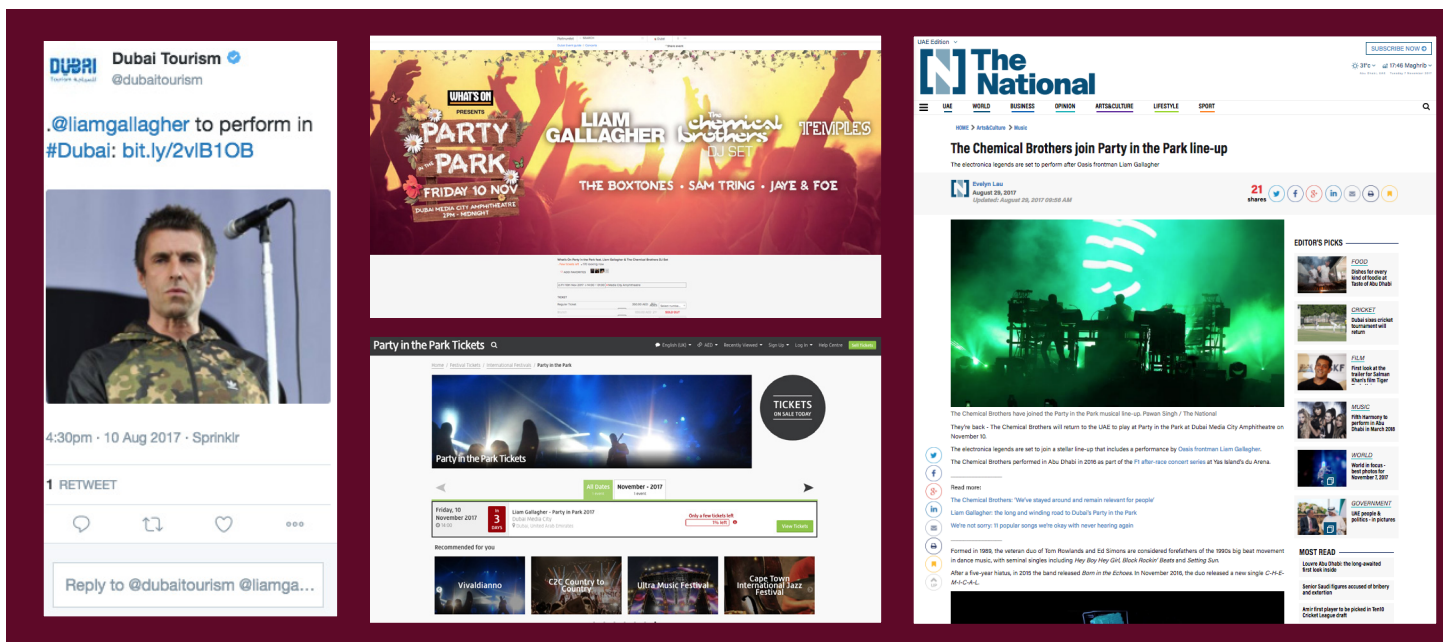


PRE-EVENT COVERAGE

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, Friday November 10th at Dubai Media City Amphitheatre. An all day music festival featuring Oasis front man Liam Gallagher, the Chemical Brothers DJ Set, Temples, The Boxtones, Jaye & Foe, Sam Tring and much more.

Party in the Park. Friday November 10th. 2pm till midnight. Tickets available from platinumlist.net.

For more info visit partyinthepark.ae



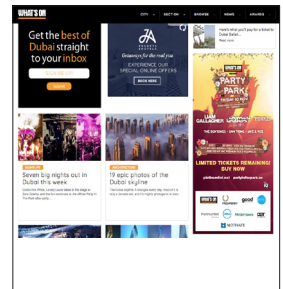
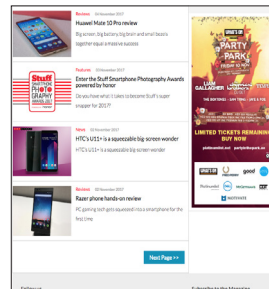
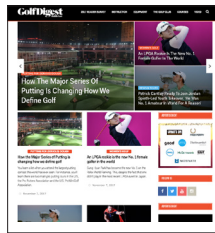
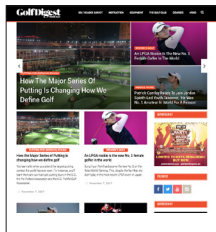
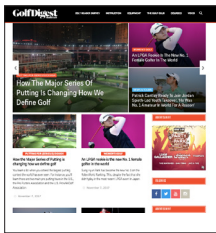
PRE-EVENT COVERAGE

DIGITAL

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

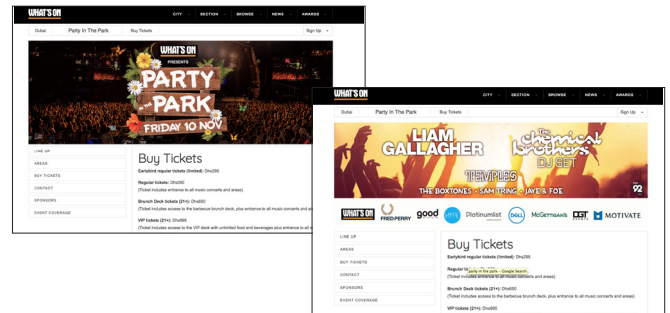
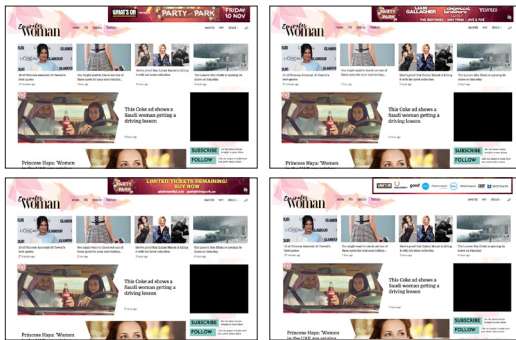
MPU

HALF PAGE



LEADERBOARD

WHATSON.AE



EMAILERS

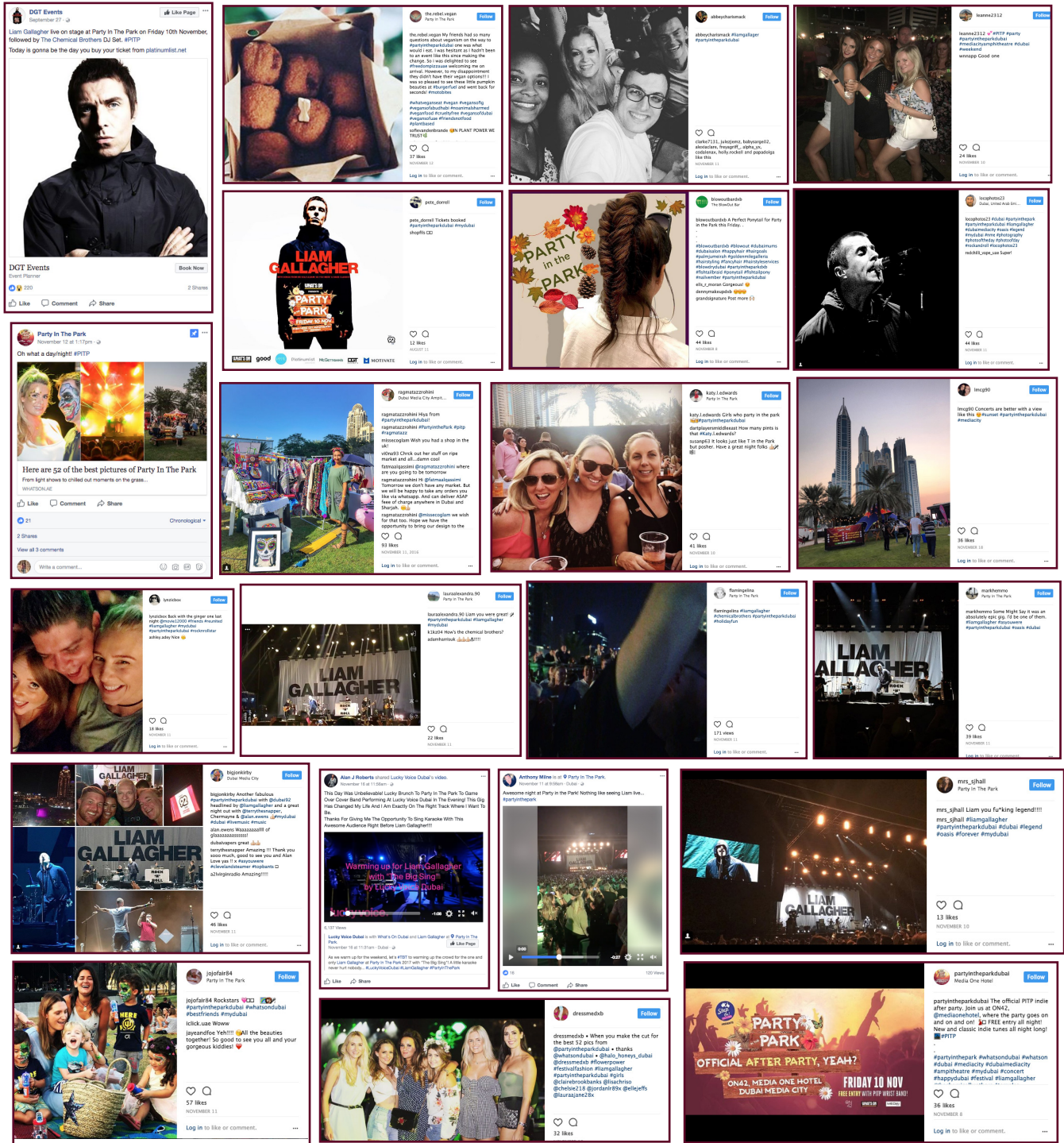




PRE-EVENT COVERAGE

SOCIAL MEDIA

Strong social media presence.





PRE-EVENT COVERAGE

WHAT'S ON

EDITORIAL COVERAGE

LET'S PARTY IN THE PARK

THE HIGHLIGHT
OF THE MUSIC
CALENDAR RETURNS
FOR ITS FOURTH
YEAR WITH THE BEST
LINE-UP YET

The festival season might be over in most parts of the world, but here in the UAE, it's all just kicking off. A highlight of the calendar is What's On Party In The Park, which returns to Dubai Media City Amphitheatre for its fourth year on November 10. The all-day event combines everything you love about music festivals – great food and drink, sunshine and outdoor entertainment, not-to-mention on brilliant live bands...

46_What's On_n_10 2017



DID YOU KNOW?

The Chemicals' hit *Setting Sun* features Noel Gallagher on vocals, but originally, his brother, Party In The Park headliner Liam, was meant to sing the song. Search for *Comin' On Strong* on YouTube to hear the demo version.

db

THE WEIRD WORLD OF THE CHEMICALS

Their award-winning music videos are as clever as their songs

Let Forever Be

The video for the 1999 hit was directed by Michel Gondry. He used what was then regarded as ground-breaking cinematic techniques to tell the tale of a young woman's nightmares. It was inspired by a 1970s TV drama called *Starmaker*.

WHAT'S ON MAGAZINE
OCTOBER 2017 ISSUE

EDITORIAL COVERAGE



THE CHEMICAL BROTHERS

Get ready for a few surprises from the UK dance duo

British electronic legends Tom Rowlands and Ed Simons – aka. The Chemical Brothers – are no strangers to the UAE. They headlined one of the F1 after-race concerts in Abu Dhabi back in 2016 and now they return to the Emirates for What's On's Party In The Park.

The Chemicals are one of the biggest names in dance music – and they come with quite a pedigree. First off, there's the eight studio albums, starting with 1995's seminal *Exit Planet Dust* and ending with 2015's *Born In The Echoes*. Then there's the awards. They've won four Grammys and have been nominated for another seven. But that's just the tip of the iceberg – they've also won a Brit award, plus several MTV gongs.

The music world also has quite an appreciation of the duo,

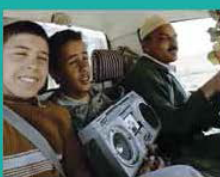
and their list of collaborations is even more impressive than their trophy haul. Over the years they've worked with Britpop legends Bernard Sumner (New Order), Noel Gallagher (Oasis), Richard Ashcroft (The Verve) singer who performed at Party In The Park back in 2014), plus Michel Gondry, the French director who won an Oscar for his movie *Eternal Sunshine Of The Spotless Mind*.

So what can you expect from Tom and Ed when they come to Dubai? The duo will be performing a DJ set, meaning you'll get to explore all the music that has influenced their careers. So get ready for a few Chemicals hits, and a whole lot more. Don't forget, they're onstage after Liam Gallagher, so get ready to party into the early hours.



Star Guiter

Another directed by Gondry, the video for this 2002 classic is so simple – it's just continuous footage shot from a moving train. Gondry filmed it in France on a train ride between Nîmes and Valence. He shot it ten times in one day.



Do It Again

Filmed in Morocco, the video features an audiocassette that causes people to dance uncontrollably. It was directed by Michael Hausman – he also directed the video for Justin Timberlake's *SexyBack*, plus several Madonna hits.



PRE-EVENT COVERAGE

WHAT'S ON

EDITORIAL COVERAGE

LIAM GALLAGHER

The former Oasis frontman and Party In The Park headliner is feeling revitalised, thanks to a new sound and solo album

It was one of the standout musical moments of this summer: One Love Manchester, the concert put together by Ariana Grande in the wake of the terrorist attack at her Manchester gig, announced a last-minute surprise guest. A man in trademark cagoule and sharp haircut strode on stage, pointed at the stunned crowd, and bellowed "Manchester vibes in the area." Launching into *Rock 'n' Roll Star*, Liam Gallagher, former frontman of Oasis and newly revitalised by his forthcoming solo album, was very much back.

Gallagher proceeded to actually sing the next five minutes of brash, bellicose guitar rock rather than snarl it – a refreshing state of affairs given, in latter years, it had felt like this abrasive, insouciant and often indifferent 44-year-old had become something of a caricature of himself. The new songs he played next – *Wall Of Glass* – wasn't a terrible, try-hard echo of John Lennon but an effective blues-rock anthem, complete with gospel backing.

All of a sudden, Liam Gallagher had become interested – and interesting – again, making the arrival of his "Manchester vibes" at a headline slot at Dubai's Party In The Park a genuinely intriguing and exciting proposition. As he reminded *The Guardian* a few months ago: "People don't realise that I'm a good singer and I actually dig music, I'm passionate about it, I want to get back out doing what I do."

48_What's On_10.2017



Which has, for most of his adult life, been living the rock 'n' roll dream. In the early 1990s the limit of an indie band's ambition was to bag a Top 20 single. Gallagher promised that Oasis would be "as big as The Beatles, if not bigger". It helped that he had an older brother, Noel, writing a slew of brilliant songs – although as time passed, money and lifestyle corrupted the spontaneous creativity that saw 40 million people take *Definitely Maybe* and *(What's The Story)*

Morning Glory? to their hearts. And as the records became less successful, the stormy relationship between Liam and Noel reached breaking point.

Of course, Liam's attitude to sibling rivalry was never particularly positive. He has always been of the view that "everyone knows that if you've got a brother, you're going to fight". Noel, meanwhile, suggested that Liam's constant intimidation had made being in a band with him "intolerable".

EDITORIAL COVERAGE



CLASSIC LIAM: THE SONGS

01 Rock 'n' Roll Star (1995)

Not so much an aspiration as a statement of fact, Liam completely owns the opening song on Oasis' debut album from its very first soaring line. Liam's solo gigs this year have exploded into life with *Rock 'n' Roll Star* – as they should.

02 Live Forever (1994)

Proving that Liam wasn't all snarl, *Live Forever* is effectively a ballad. It's not exactly the stuff of rock 'n' roll, but he imbues Noel's classic anthem with equal parts heart, soul and – crucially – cool.

03 Acquiesce (1998)

Liam only sings the verse on this brilliant b-side, but it's the contrast between his impassioned vocal and his brother's slightly weedy chorus that proves that Oasis would have been a very different, less interesting proposition without the younger brother.

It's not difficult to imagine Liam rubbing people up the wrong way – even after Oasis had split, the constant (and admittedly slightly amusing) Twitter baiting of his brother – “To all you NG fanboys I can and will sing any song he wrote bigger better than him even if I was kicked in the b****x by a wood pigeon” – garnered him more column inches than his first band, Beady Eye. But it does now feel like new Liam Gallagher music might finally take centre stage.

Perhaps that's because Liam has been working with hit producers and songwriters such as Greg Kurstin (Adele, Lily Allen) and Tom Odell for new album *As You Were*. “I’ll play him [Odell] a tune very badly and he’ll go, ‘Yeah, I get where you’re coming from’ and get the acoustics down and away we go,” he told *The Guardian*. Any accusations that such working arrangements might be inauthentic are given short shift. Liam has always been a singer rather than songwriter – probably wisely in the case of *Little James*: his attempt to write a song for Oasis (and his young stepson) has some of the worst lyrics in pop music history.

Still, if anyone doubts Liam Gallagher's magnetic pull – or the timeless, anthemic and influential quality of the songs he sings – then it's worth rewatching Coldplay's Chris Martin as he plays *Live Forever* alongside Liam at the One Love Manchester concert. Martin is singing along as a fan, unable to keep a smile off his face – it's as if he's won a competition and can't quite believe he is there, performing one of Oasis' very best anthems, with the best frontman of his generation. All this after Liam had been, well, typically Liam, about Coldplay in the past, likening Martin to a geography teacher and a character in children's TV show *The Tweenies*.

But then, that's the strange allure of Liam Gallagher, even though sometimes sharing his sometimes moronic, often obnoxious orbit has had a rubber-necking, car-crash quality to it. Not that he has any regrets: “I wouldn't change a thing. It all happens for a reason and the more you sit around and worry about it... you'll end up in the nuthouse.”

And perhaps that new, happy-go-lucky Liam (he's in a more stable relationship these days, too) means that he's not afraid to recognise that the early years of Oasis will always contain his best work. What he misses about Oasis is “singing them songs”. So it has felt right for him to play *D'You Know What I Mean*, *Rockin' Chair*, *Slide Away*, *Be Here Now*, *Rock 'n' Roll Star* and *Morning Glory* this summer, and give them everything he's got.

“With the lyrics and the attitude and the music and the guitars, [the audience] are there to be shook, do you know what I mean?” he says. “They're not there to stand around.”

A perfect headliner, then, for Party In the Park in Dubai.



PRE-EVENT COVERAGE

WHAT'S ON

EDITORIAL COVERAGE



Here's what else is going on at our festival on November 10



THE GARDEN

If you like the sound of a British summer day out with deckchairs, picnic tables and food trucks, you'll want to position yourself at the Good Garden. Powered by the lovely folk at Good magazine, it's a place to chill among the festival madness. The area will be surrounded by pop-up stalls from local vendors selling art and crafts, fashion, accessories and more. You can bet your bottom dirham that this area will be filled with local artisans and gourmet goods.



THE BIG BRUNCH

While there'll be plenty of food trucks and drinks stalls on offer, you might want to splash out on the brunch package, which lets you tuck into an all-inclusive barbecue brunch from 2pm to 5pm. Get your tickets quickly, though – the early bird tickets sold out in record time. Or bag yourself some VIP tickets and enjoy free flowing food and drink until 11.30pm, along with unobstructed views of the stage from the elevated, crowd-free deck.

November 10

📍 Dubai Media City Amphitheatre, Dubai Media City, Dubai, Dh350, Dh650 for brunch, Dh995 for VIP. Tel: (04) 2743555. Metro: Nakheel. platinumlist.net

80_What's On_10 2017

WHAT'S ON MAGAZINE
NOVEMBER 2017 ISSUE



PRE-EVENT COVERAGE

WHAT'S ON

EDITORIAL COVERAGE

PARTY IN

With an amazing line-up featuring award-winning international artists, a festival atmosphere and a classic Dubai barbecue brunch, What's On Party In The Park is back and ready to rock your socks off

THE MUSIC



Liam Gallagher

'A five star modern day classic', 'absolutely fantastic', 'the best album since the Oasis days', 'better than anything Noel has released... these are just a few of the praising comments that Liam's received from fans about his first solo LP. To sugar the pill, just over three weeks ago, the Oasis and Beady Eye frontman

turned solo star celebrated after his debut album *As You Were* went straight in at No 1 - outselling the rest of the top 20 combined. Reacting to the news online, Liam took to Twitter to congratulate fans, as well as himself, for "making it happen". "It's official," he said. "Rock n Roll is No1."

PARTY IN THE PARK IN NUMBERS



10+

Food trucks serving burgers, pizzas and fries



1

Enormous McGettigan's Brunch Deck



20+

Artisanal stalls selling jewellery, crafts and more

44_What's On_11 2017

THE PARK



The Chemical Brothers

The Mancunian duo of Tom Rowlands and Ed Simons started from humble beginnings in 1989 and rose to prominence in the 1990s alongside contemporaries The Prodigy and Fatboy Slim to reshape popular music, helping bring big beat and electronica to the mainstream. They've since gone on to nab

six number one albums in the UK and 13 top 20 singles, plus they've netted no less than four Grammy awards, including Best Dance/Electronic Album for their 2006 record *Push The Button*. The two will be performing a DJ set, meaning you'll get to explore all the music that has influenced their careers.



Temples

They have a celebrity fan base led by Noel Gallagher and Johnny Marr. They perform to sellout gigs across the UK. NME champions them, and now British neo-psychedelic pop rock band Temples will fly over to perform at Party In The Park.

Formed in 2012, the four-piece from Northamptonshire have seen their popularity soar over the past five years. Their second single, *Colours To Life*, has been viewed more than 2.4 million times on YouTube, while their latest album *Volcano* was rated 4 out of 5 by *NME*, who described the lads as 'supremely gifted melodists and assiduous students of the past'. Expect spoonfuls of retro psychedelic sugar when the lads hit the stage on November 10.



9

No 1 albums
Uam Gallagher has
been a part of



3

Chart number The Chemical
Brothers reached in the UK
in 2005 with *Gekkonize*



2.4M

YouTube views for
Temples' hit song
Colours To Life



POST-EVENT COVERAGE

WHAT'S ON

EDITORIAL COVERAGE



THE ZONES



Family fun in the park

WHAT'S ON MAIN STAGE

Grab a blanket, tuck into a gourmet food truck burger and relax as our headliners hit the main stage.

THE VIP AREA

Bag yourself some VIP tickets for Dhs995 and enjoy free-flowing food and drink (including beer, wine and spirits) until 11.30pm, along with unobstructed views of the stage from the elevated, crowd-free deck.

THE GOOD GARDEN

If you like the sound of a British summer day out with deckchairs, picnic tables and food trucks, you'll want to position yourself at the Good Garden. Powered by the lovely folk at Good magazine, it's a place to chill among the festival madness. The area will be surrounded by pop-up stalls from local vendors - including Bye Bye Rascal, Ragmatuzz and Advik Beauty - selling art and crafts, fashion, accessories and more.



1

Massive main stage in Media City Amphitheatre



10,000

Festivalgoers ready to rock on November 10

PARTY IN THE PARK MAIN STAGE



2.15pm

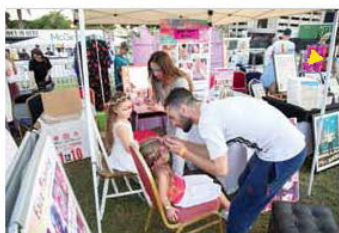
Sam Tring



POST-EVENT COVERAGE

WHAT'S ON

EDITORIAL COVERAGE



THE FOOD AND DRINK



The big brunch

If you can think of a better way to spend an afternoon than tucking into an alfresco brunch in the centre of all the action, with a perfect view of the What's On Main Stage, then we'd like to know about it. You can get an unlimited barbecue brunch (including BBQ meats, pub grub, salads and sides) courtesy of the team from McGettigan's from 2pm to 6pm, plus entry to the festival for just Dhs660.



Food trucks

If festivals are about food rather than flower crowns for you, we've got you covered. Get ready for burgers courtesy of Shake Shack and Famous Dave's, finger-licking food from Bazzar crew, and delicious pie slices from Freedom Pizza and 800 Degrees. Get your grub on.

3.30pm
Jaye & Foe

4.30pm
The Boxtones

6pm
Temples

7.15pm
Step On DJs

8pm
Liam Gallagher

10pm
The Chemical Brothers ▶

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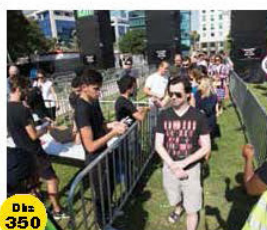
POST-EVENT COVERAGE

WHAT'S ON

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Choose the best festival experience for you



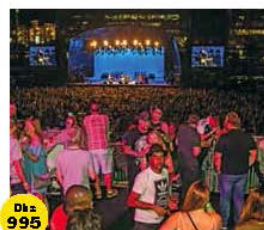
GENERAL ADMISSION

Regular tickets to the festival are available via platinumlist.net and cost Dhs350. Children are more than welcome at Party In The Park. The park opens at 2pm, so bring a blanket and enjoy the day.



BRUNCH PACKAGE

The McGettigan's Brunch Deck tickets are available via platinumlist.net and cost Dhs650. This includes entry to the festival and the elevated brunch deck. Over-21s only.



VIP

VIP tickets are available via platinumlist.net and cost Dhs995. This includes access to the VIP deck with unlimited food and drink, plus entry to the festival. Over-21s only.

**SAVE
THE
DATE**



November 10

at Dubai Media City Amphitheatre (main entrance in front of Media One Hotel), Dubai Media City, Dubai, Dhs350, Dhs650 for brunch, Dhs995 for VIP. Tel: (04) 2743555. Taxi: Media City Amphitheatre. platinumlist.net

49_What's On_11 2017

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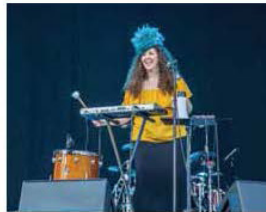
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2017



Early revellers



The Brunch Deck



Bubbles in the park



WHAT'S ON PARTY IN THE PARK

There was music; there was brunch; there was a spine-tingling sing-along with Liam – November's Party In The Park was as epic as ever



Liam Gallagher smashing it



95_What's On_12 2017

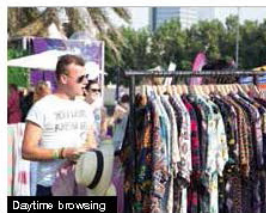
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Daytime browsing



The brassy bunch



Festival face-painting



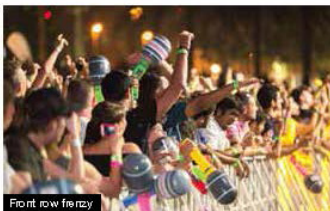
Brunch is in full swing



Laser beams for The Chemical Brothers



Temples in action



Front row frenzy



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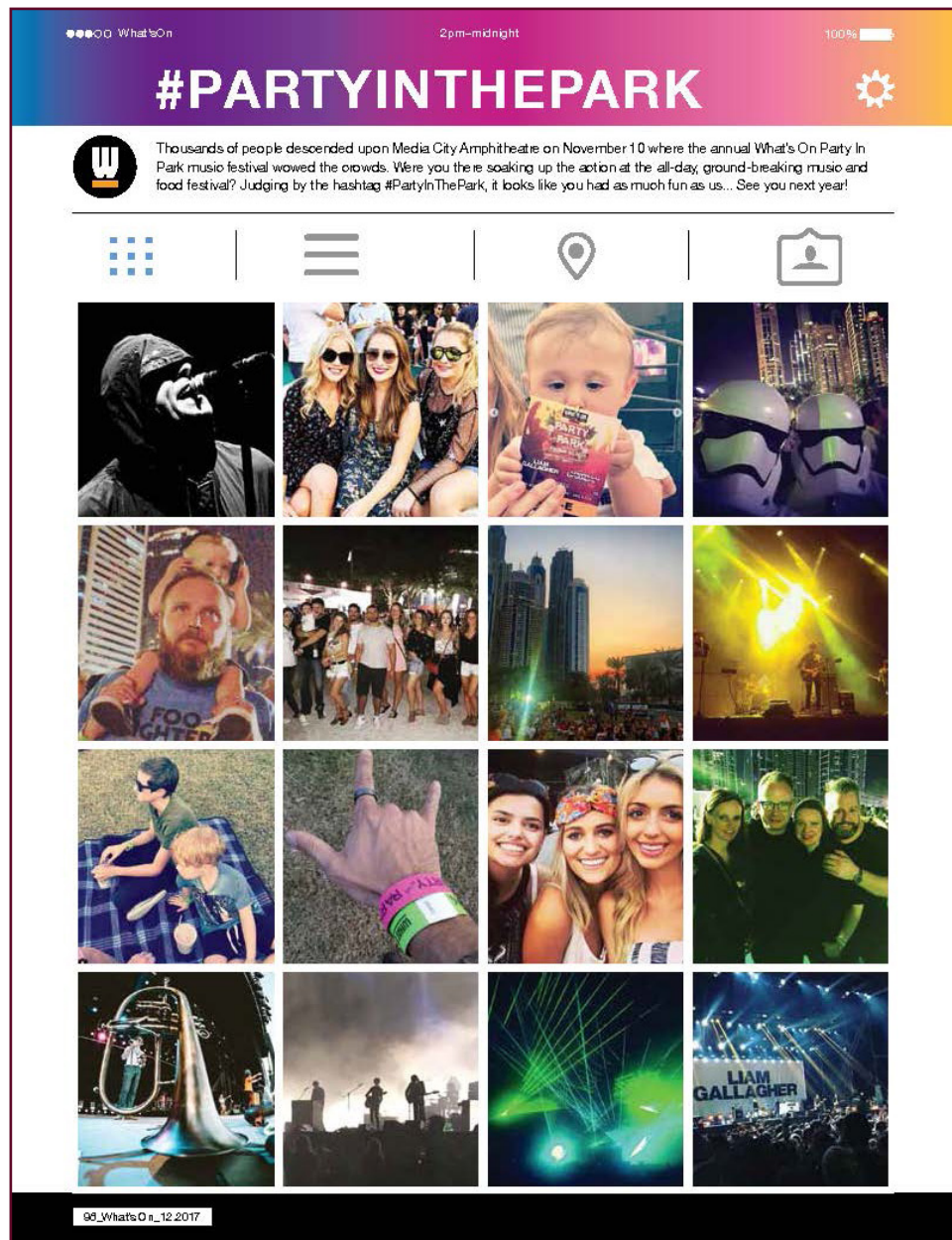
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WITH THANKS TO THE SPONSORS OF
PARTY IN THE PARK 2016
IN ASSOCIATION WITH FRED PERRY

