

TAO PRODUCTIONS CASE STUDY

Title:

DUBAI WORLD CUP OPENING CEREMONY

Brief:

To produce elements for the opening ceremony of the Meydan Racecourse for the main event producers M-is and our clients to take place prior to the Dubai World Cup Horse Race.



Client:

M-is and News substance Creative Agency

Objectives:

To production manage three elements of the DWC 2010 opening ceremony that clients News substance Creative Agency were producing; to provide crew, hardware, safety and productions management.

The \$2 billion (1.3 billion pounds) racecourse complex's official opening ceremony took place on March 27th in conjunction with the world's richest race meet; the Dubai World Cup, with guests being entertained post race by performances from Elton John and Santana.

Anticipated to be the event of 2010 in Dubai and with the world watching via live TV stream, every element of the show had to be spectacular. M-is Communications were the procurement advisors working with Meydan Racecourse, a stunning new venue complex with high-tech grandstand. M-is were responsible for the overall delivery of the event and awarded creation of the one off bespoke performance pieces for the 25 minute long official opening ceremony to New Substance, who worked creatively with M-is to deliver three key elements of the show.

Staged for live television broadcast, Dubai ruler Sheikh Mohammad Bin Rashid Al Maktoum and over 60,000 VIP guests, New Substance designed their creative to push production boundaries. Directors Patrick O'Mahony and Matt Stowe met the brief to make their elements a visual spectacular and 'fill the sky' by incorporating elements of Dubai's heritage with the latest technology and unique performance concepts. The challenge was they only had two months to create the vision.

TAO Productions undertook:

- Supply, installation and management of temporary runway lights for the microlight night flight performance of fifteen synchronised microlights.
- Supply of medical and fire safety personnel for the microlight performance and general crew safety for the News substance Creative Agency elements.
- Design and procure with industry colleague Darren Wring a fully wireless colour changing internal LED lighting system for 6 mtr heliosphere from

Italy; manufactured by Fineline Lighting. This included testing of the lighting system in Milan.

- Procure, Specify and install 200 colour changing LED lights, fully colour changing and wireless for multi balloon performance system with Fineline Lighting.
- In conjunction with Darren Wring, Design, Manufacture and ship 20 mtr wing span aluminium falcon.
- Test fly falcon on 100 foot long line beneath helicopter in the United Kingdom.
- Manage safety, construction and flights of falcon in Dubai in conjunction with The Dubai Civil Defence and The Dubai Air Wing.
- Procure and fit LED & ACL lighting for falcon night flight; together with battery power system and control.
- Supply crew including production and event personnel, lighting director, local crew, riggers, helicopter instructor pilot, Microlight instructor pilot, logistics manager, medical personnel and fire personnel.



Event Reviews and Testimonials':

"I will not try to describe the ceremony other than to say it was on par with anything that has ever been done to open or close the Olympic Games."

Steve Bailey, Deputy News Editor, Thoroughbred Times

"The 'real' opening came on Saturday, when the management spared no expense to introduce their iconic venue to the world."

Sam Walker, Racing Post

"When we were first told what they wanted to do my first response was they can't do it, especially in this time scale! We said we'd look at it with an over riding safety consideration and have been strongly backed up by Andy Cotton of TAO who has been fantastic to work with. I've never seen anything like this done at an opening and the finished effect was amazing."

Hank Harrington, Captain of the Dubai Air Wing

