

MUSIC • PEOPLE • LIFE



**GROOVE**  
ON THE GRASS

MUSIC & ARTS FESTIVAL

**SEASON CLOSING**

**MAY 4TH!**



Groove On The Grass Season Closing • Backstreet Boys

Headline at Atlantis • Diplomatic Immunity at 40 Kong • Nasimi Beach  
Goodbye 360 • James Zabiela at Base • Blue Marlin Season Closing  
Esther Eden • DJ Kiko Navarro at Cielo • 7 Emirates 1 Day with Timo Higgs  
Danny Aridi Outloud • Boxtalk with The Boxtones • Iris Dubai • Azure Beach

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## OUR PARTNERS





## Do you like Beer?

Spring is here and so is the beer! **Garden on8, Media One Hotel** are putting on an awesome beer festival to make the most of this amazing weather. The festival will feature an incredible selection of craft brews, mouth-watering barbecue, live music and the main feature – **A 12 METRE LONG BAR!**



## We are intrigued...

Girls get ready to unleash your inner divas, **Mr. Miyagi** has brought a whole new Lady's night to town, and this time the boys aren't invited! **Hello Kitty Night** will happen every **Tuesday** from 5pm... It just leaves us wondering with the boys away, what will all these kitty's get up to?!



## We Love...

That the **Laughter Factory** is completely obsessed with making us happy and is launching 2 new venues this May. The new locations will be **Jumeirah Islands Club** and **Jebel Ali Club**. Spend more time chuckling this May with the **Laughter Factory!**

## GUEST LIST

### Hyperloop Transportation

Technologies Move Forward with First Commercial Hyperloop System

**Capital Club** proudly celebrated its Historic **10th Anniversary**. It marked the monumental occasion with a 1920's Themed Night to Remember!

**Laguna waterpark** to open at new popular beach spot **La Mer** in May

**Sheikh Hamdan** surprises an abra driver with a trip across Dubai Creek – Winning hearts and minds on land and sea!

**Scott Forhsaw & Greg Stainer** track - "I Don't Know" has been supported by **Tiesto**

**Weslodge Saloon** Celebrates it's 2nd Birthday - #beyondtheyellowdoors

#**SaltBlackSummer** is back! **Salt** brings back some of its most Insta-worthy, **limited-edition** menu items to cool you down this summer season.

**Gotha** confirm that Guinness World Record holder, electro house musician, record producer and DJ, **Steve Aoki**, will be the final DJ to grace the booth before Ramadan on **10th May!**

**Blue Marlin Ibiza UAE** taking us down **The Hatch** with **Tale Of Us** for an afterparty in the engine room of the **QE2 – Queen Elizabeth 2!!** Respect, that was one for the books!

## BLACK LIST

It's your last chance to party before the sun sets on **360°** for one **last time!**

Famous **Las Vegas** hotel **Caesars Palace** to open in Dubai this year – without a Casino. Strange, very strange...

Another one bites the dust – Atlantis beach club, **Nasimi Beach** is closing down!

When a you receive a press release for a club night called – '**RUBBER up Wednesdays**'... Really though, you know we're in Dubai right?! Safe to say it was retracted a few days later... Ooops!

**Tim Bergling**, AKA **Avicii**, died on Friday 20th April in **Oman**, aged just 28. There is no official confirmation on how the Swedish musician, **DJ** and **producer** died but recent reports seem to suggest suicide. Sad, sad news! We hope he finds his peace now – **R.I.P Tim**, see you on the other side.

The **end of the season** is near and soon a lot of our favourite venues will be closing for the summer – **aprox. 12 days left to party!**



B Δ S E

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# LOOKING BACK

**Retrospective**  
on what's been  
happening in our  
**world.**

# Say What?

## NASIMI BEACH IS CLOSING DOWN



Dubai beach club **Nasimi Beach at Atlantis**, The Palm, is soon to close down after eight years of operation! During these years, Nasimi Beach has set host to a number of exceptional parties that continually pushed the ceiling of what Dubai nightlife had to offer, including sets from both local and international DJs and artists such as **Hardwell, David Guetta, Steve Aoki** and the late **Avicii**. The silver lining however is that the venue will return later this year with a new name, look and feel... Watch this space!

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# #THROWBACK



Before we prepare to wave goodbye to **Nasimi Beach** we wanted to give you a quick little **#throwback** to the time the long-standing beach venue set host to an action packed **Full Moon Party** which featured **'20 DJs back to back'**! That venue sure hosted some awesome events over the years.. Sweet memories. Check it out!





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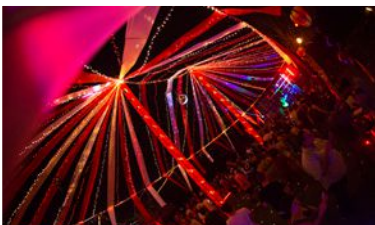
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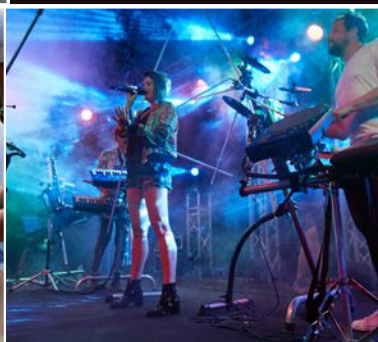
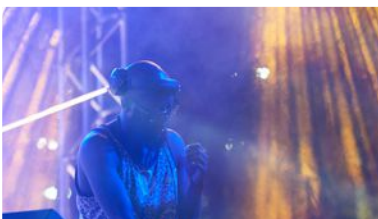


## CARNIVAL ISLAND BY SNOOPY BEATS





## THE BIG BARBECUE SOCIAL W/GOODLUCK



# What we did

ROCKED OUR BODY'S W/BACKSTREET BOYS!



It was a special day on Friday April 20th as the **Backstreet Boys**, supported by **Melanie C** and **Lemar**, played the 'Blended Music Festival' at the **Dubai Media City Amphitheatre**. The show, which had sold out weeks prior to the event, bustled with an estimated crowd of fifteen thousand people!

The first main support act came from **Lemar**, a British R&B/ soul singer whose music was popular in the 00s. He opened the set with his doleful voice dressed in a burgundy tuxedo and backed by only one guitarist and no other musicians, giving the performance a real genuine feel. Lemar's stage was full of colourful lighting and attractive visuals which grabbed the attention of the audience throughout his performance. When he played his hit single "**If There's Any Justice**" he had everyone in the crowd singing it together. The only downside was that not too many people in the audience appeared to know a lot of his songs. **Lemar** is such a talented artist and I felt he deserved a little more recognition for his tracks. But all in all it was a great supporting show!

The second main support act came from **Melanie C**. Mel C or formally known as "**Sporty Spice**" of **The Spice Girls**,

a hugely successful 90s pop band, was supported by her touring band comprising of: Guitarist, drummer, bassist and keyboardist. She brought her signature sound of pop/rock and her performance was electric as she belted out notes with her powerful soprano and even briefly played percussion. This coupled with the thundering sound of her band with great lights and visuals to boot made for quite a performance! She sang songs like "**Never Be The Same Again**" and "**I Turn To You**" and when she sang "**When You're Gone**", a song she originally recorded with **Bryan Adams**, everyone got really excited! To her earlier fan's delight she even performed The Spice Girl's "**Who Do You Think You Are**", and a few covers such as **Rag'n'Bone Man's "Human"**, **Sia's "Cheap Thrills"**, and **Ed Sheeran's "Shape Of You"** which showcased surprising variation in her singing ability.

After this we were onto the main event, the headlining act the **Backstreet Boys**! These were obviously the highlight of the event and as the stage went dark and smoke machines began to shoot out pillars of smoke, we could see outlines of each member on the screen and without further ado **AJ, Nick, Bryan, Howie, and Kevin** suddenly appeared dressed in white suits on top of a massive pyramid shaped staircase. The crowd almost lost their minds when they showed up! **The biggest boy band of the 90s were back**, just now as men, on fire and full of enthusiasm! They displayed brilliant stage moves, performing most of their popular songs such as –



**"Larger Than Life", "I'll Never Break Your Heart", "Quit Playing Games (With My Heart)", "As Long As You Love Me", "Show Me The Meaning Of Being Lonely", "The Call", and "Incomplete"**. The whole crowd, all 15 thousand or so of them, were ecstatic!

Every song was accompanied by visuals to fit the theme of the music, the band's stage show had some stunning lights and visuals in a myriad of colours and a montage of video clips played in the background that took the crowd on a trip down memory lane showing the **Backstreet Boys** in their earlier years. After a few initial tracks each member proceeded to get on stage and individually speak to the audience, make jokes and express how grateful they were to the fans. The rotation of outfits was impressive, with the band changing from black sequined tuxedos, to red/black leather jackets and white and black striped shirts. When the Backstreet Boys played their last song **"I Want It That Way"**, the audience were left wanting more and demanded one more song, one more song! That saw the Backstreet Boys return for an encore playing **"Everybody (Backstreet's Back)"**, everyone went into an uproar, throwing their hands, jumping up, dancing, and singing like there was no tomorrow. Once the final song was over, the band profusely thanked everybody (pun intended), took a bow together, and a stream of confetti shot out from the stage into the audience as the crowd clapped and went into an uproar once again.

**Blended Music Festival 2018** was a nostalgic concert and brought back sweet memories of the **90s/00s** to every person that was there that night. I felt like a little kid again hearing that music from the performers. It was a really memorable performance and a celebration of music from artist's whose songs still matter two decades on from their release. I personally hope they will be around for many more decades to come!

*Words by Sasha Pereira*

## DIPLOMATIC IMMUNITY AT 40 KONG

One of the latest freshest **hip-hop** events to launch recently was **Diplomatic Immunity at 40 Kong**. Upon entering the rooftop terrace rapper **Moh Flow** was rocking the mic. Performing tracks such as **"Golden Boy"** and a lot of his exclusive, unreleased material to a hip young crowd. Afterwards, local rapper **Fadl** performed popular tracks off his **Stars Aligned EP** such as **"Circle."** Both rappers are Dubai based and affiliated with rap heavy hitters such as **Pusha T** and **DJ Khaled**. The soundtrack for the night was mostly trap and the DJ was playing tracks from **Migos** and **ASAP Ferg**. Then **DJ Stacks** from **Hot 97 New York** got on the 1s and 2s and started playing Old School and rap classics such as **"Beamer, Benz and Bentley"** from **Lloyd Banks**. The event was definitely lit and a real cool place to hang out to enjoy watching performances and party! Be on the lookout for these Dubai artists at venues around town and certainly the next Diplomatic Immunity event!

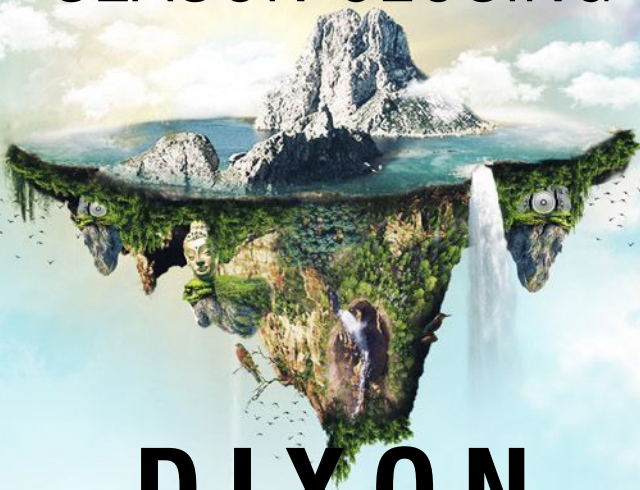
*Words by Ginger Silvera*



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**BLUE MARLIN IBIZA**  
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11 . 05 . 2018  
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# LOOKING FORWARD

Where we filter out  
the **best** things  
that are coming  
your **way...**

## UK URBAN TAKEOVER HEADLINE BACK AT ATLANTIS!



**Headline** is back at **Atlantis The Palm** for the third instalment of its **UK Urban takeover** on **Thursday 3rd May**. Headline is a unique monthly concept that has been bringing some of the hottest UK Urban Talent to Dubai. Once again they will be taking over the **N'dulge** club space transforming the club into a 3 room entertainment Hub. Headlining this event will be legendary **Lisa Maffia & Romeo** from the famous **So Solid Crew** alongside Garage Legends **Matt Jam Lamont & MC CPK**. Set to be one of the largest strictly UK urban events in the city this is one not to be missed! Doors open **10pm** and tickets are on sale via Platinum List

[Click here for info](#)

## PIZZAEXPRESS GOES LIVE!



World-famous **PizzaExpress** launches its latest dining experience; **PizzaExpress LIVE**. The award winning licensed hot-spot has announced the launch of its electrifying new venue tucked away in the heart of the **bustling Business Bay Square**. The latest concept evolves from its jazzy counterpart, **Jazz@PizzaExpress**, to take on new heights and revolutionize the familiar casual dining model by introducing an extension to the brand with a stylish and eminent experience, creating a buzzing urban scene. Events coming up will include; **Open Mic Night, Silent Disco Party, Salsa Night and Newton Faulkner**. With laughter, great beats and sexy vibes in check, enticing drinks and dishes ready to fill the tables, PizzaExpress Live promises to bring evenings full of the best food and even better live talent!

[Click here for info](#)

## GOOD VIBES & GREAT TIMES THIS RAMADAN



**Azure Beach**, Dubai's chic JBR beach-side hangout will be staying open as normal throughout the **Ramadan** month. Great news if you're looking to soak up the last of the spring sun before the summer temperatures really rise! With shorter hours in the office once Ramadan starts why not head down for a chilled poolside afternoon, sipping on sweet mixed drinks and dining on delicious dishes! Ramadan sounds pretty good at Azure!

[Click here for info](#)

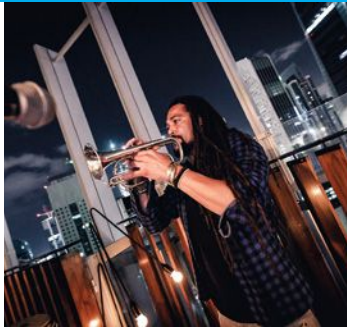
## MORE LOCATIONS TO LAUGH



**The Laughter Factory** is bringing not one, but two sexy new venues to their tour this **May**; **Jumeriah Islands Club** and the brand new, **Jebel Ali Club**. In a fitting celebration they are bringing guaranteed crowd-pleaser **Louis Ramey** all the way from his hometown in Atlanta Georgia. With a list of US TV credits to his name, including **NBC's The Tonight Show** this headline will provide you with some of the best stand up in the world! Following in his tracks is UK favourite **Adam Rowe**, and sensational, military troop comedian **JoJo Sutherland**. So make sure to grab your pals and head down to the Laughter Factory this May for sensational nights of world class comedy.

[Click here for info](#)

## TUESDAY NIGHT LIVE AT IRIS DUBAI



Hit up the popular rooftop lounge to catch a fantastic line-up of local talent every **Tuesday**. **Iris Dubai** is celebrating its fifth season of bringing incredible live music to the region and invites live music fans to head up to its legendary rooftop home on **level 27** of **The Oberoi Dubai** to experience the best in local talent. The artist line-up will change on a weekly basis and you can expect to see top local musicians including **Khalil Barazi, Gari Deegan, Adam Baluch, Bruno Fave, Jaymie DeVille, Laura Ingham, Jay Abo, and Stephon LaMar**. Let Iris Dubai take you on a unique journey through sound every week!

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# LADIES' NIGHT WITH A VIEW

Enter through the gold Vault doors and unlock the secrets of this effortlessly cool space. Ladies will be treated to three complimentary delicious beverages. Come and discover unparalleled views of Dubai and enjoy the DJ's innovative grooves.

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VAULT

LADIES, BEAT THE CLOCK AT ZERO GRAVITY!



April saw the launch of Zero Gravity's all new ladies night – **Beat the Clock**. The best of **80s, 90s, 00's** hits will play every **Tuesday** from **8pm** and ladies be sure to actually 'Beat the Clock' as the later you arrive, the less beverages you will be offered! Yes that's right every extra hour spent getting ready will ultimately mean one less free drink to be drunk. So get ready, grab your BFF's and beat the clock for **6 free beverages before 9pm** because every hour after that will see you 1 drink lighter! In addition the first **50 ladies and 50 guys** through the door will receive a **welcome drink** and the first **100 ladies** through the door will receive a special **goody bag**. Entry is free for ladies and gents! Nicely done Zero Gravity!

[Click here for info](#)



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# THE EMERGENCE OF MAX COOPER



**MAX COOPER** IS AN ARTIST WHO HAS CARVED A UNIQUE POSITION FOR HIMSELF IN TODAY'S MUSIC INDUSTRY. BY MIXING EMOTIONAL DANCE FLOOR EXPERIMENTATION WITH FINE ART SOUND AND STUNNING VISUALS HE MANAGES TO FORGE SOMEWHAT OF HIS OWN UNIVERSE WITH RICH, TEXTURED PRODUCTIONS, FULL OF RANDOM SOUNDS FROM THE NATURAL WORLD AROUND HIM. COOPER WASN'T ALWAYS ON THE PATH TO A CAREER IN MUSIC THOUGH, INFUSION DECIDED TO TAKE A CLOSER LOOK AT HIS JOURNEY FROM THEN TO NOW BEFORE HIS ANTICIPATED LIVE **AV** SHOW AT **GROOVE ON THE GRASS** THIS WEEK...

## COOPER THE SCIENTIST

Born in 1980 and raised in Northern Ireland, Cooper has spent the better part of the last decade crystallizing his complex, yet melodic techno sound. However, music is not his only passion and the pursuance of his music career only began in 2010 when his love of production and interest in science began to interwind. Cooper had always had a great interest in sciences, particularly biology, and successfully graduated with a PHD in computational biology. A self-confessed curious character with an active imagination, Cooper always had an interest in patterns, nature and genetics, and a love of visual structures, abstract systems, and simulations which saw him turn initially to theoretical science as a way to express himself.



# THE TRANSITION: SCIENTIST TO ARTIST

With science curious Cooper enjoyed that he was able to try and answer some of the what's and the whys of the world around him – shed some light on the objective world as such. In biology a lot of this was done by identifying and examining patterns in nature and understanding and demonstrating this data in a form of visual . The link between the two – science and music - came in the form of these patterns and data visuals. With music, similarly to science, it is full of patterns in the form of tones, melodies and chords, and the symmetry and repetition of these elements. The visual concept stemmed from his experience of using visuals in science to demonstrate scientific data and structures. All in all this is how the concept of his live Audio Visual shows, such as Emergence and Ether, were born.

## COOPER THE ARTIST

Having not come from a background in music, Cooper had no previous training and is self-taught when it comes to producing. Often playing with feelings and ideas on a trial and error basis to develop a sound. Using music to express himself in this way comes through in his productions, which often are emotionally driven and written with a strong base around chord structures - first applying a feeling in the context of a



concept, and then building intuitively from there. For Cooper music is an escapism, a removal from reality into somewhat more of a immersive and abstract world. With his love of nature, Cooper has a desire to bring real world chaos into his computational music. He does this through the use of random sounds from the world around him which add texture and richness to his sound. The use of psycho acoustic effects can also often be identified along with randomization, analogue noise, and a immersive, fairly scale free structure. For Cooper chaos is an art form.



Make sure you don't miss what is set to be a stunning showcase of this talented performers ability when he transcends the Groove dancefloor with his live audio visual show this **Friday, May 4th at The Groove On The Grass Season 6 Closing!**

Along with Cooper there are 6 other iconic artists set to perform across one massive stage, including; **Apparat, HVOB live, Maribou State, Paul Josef live, Liminal Roots** and **Mo Ezaby**. Tickets are available at **Platinumlist.net** or alternatively can be purchased on the entrance – Get grooving one last time before the summer hits!

[Click here for info](#)

# JAMES ZABIELA

## ITS ALL ABOUT BALANCE

James Zabiela might have taken a few years off from releasing anything, but the British DJ is one of dance music's premiere technical wizards! He's such an expert, in fact, that he advises Pioneer on their products, and takes prototypes out for test runs. Now the British artist is going through something of a new beginning. After a year spent tinkering with his technique, he re-emerges with his first-ever Balance mix, a legendary series that has featured influential contributions from the likes of James Holden, Joris Voorn and Will Saul over the years. INFUSION had a chat with the man himself, ahead of his performance at BASE Dubai...



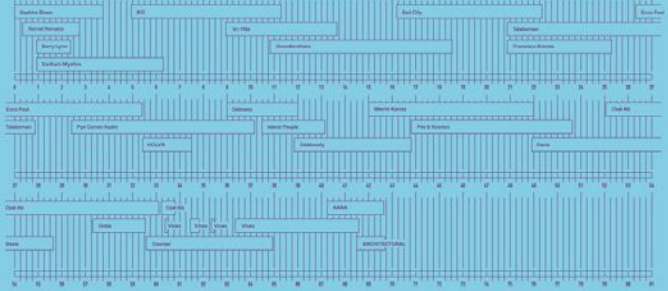
**Take us back to the beginning, when you got your big break handing a demo to Lee Burridge in a club! Where was this and why Lee Burridge, did you give out a lot of demos to various DJs at the time?**

I gave demos out to anyone who would take them. Sometimes when they wouldn't, I would hide the tape in their bag. I was at Heaven in London, it was a Bedrock party and we were stood next to each other. We were stood in the DJ booth because BT was doing a live gig. I stood next to Lee and intro'd myself and he made some joke about how it was all mimed. I don't know if he was joking. I think when you're young – I would never do anything like that now – I had the audacity to ask him for his number and then called him up two days later! I wouldn't dream of doing anything like that now, but I was hungry and didn't know any better. After 5 days he sent me a text that he really liked the tape and it blew my mind!

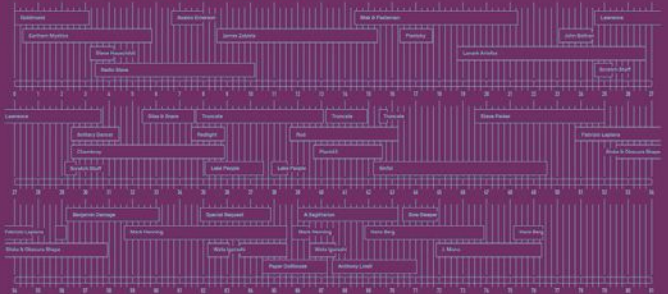
**What was it like to be the first UK DJ to play in Romania all those years ago? The music scene is pretty hot there now, any plans to return?**

Yeah it's massive there now. Back then it wasn't. What I remember from it, when I was playing – every time I put a track on, I had no idea if people would like it or if they would dance to it. It was so impossible to predict. I played one of two gigs at Lamania on the Black Sea Coast where they had Sunwaves and it was just amazing. I remember afterwards I wrote an email to my agents at the time chronicling the whole experience as it had had such a big impact on me – from the wonky roads to the chickens crossing over them. People were really enthusiastic and I think now it's one of the strongest scenes in the world. I was sent as a guinea pig in those early days as they wanted to book Sasha and Lee [Burridge]. After that trip everyone started going there.

## MIX GUIDE : VISUAL REFERENCE : BALANCE \* JAMES ZABIELA \* 029 \* ACT 1



## MIX GUIDE : VISUAL REFERENCE : BALANCE \* JAMES ZABIELA \* 029 \* ACT 2



## Why the long break in producing and putting out your own music?

I was touring a lot and to be honest, making music is quite hard and uninspiring at times. A lot of the things I'd like to be working on in the studio are not things I would dream of playing in my club sets. There has been a disparity between those two things. Because I was 'forced' [laughs] to work on a dance track for the Balance compilation ['X-Ray'], it put me in that zone again. When you write a house record, it needs to be in that framework with a 4/4 rhythm etc that is geared towards the dancefloor. Knowing you have to work within these confines doesn't inspire me as much as writing something weird that you'd put on an album. That's where



my track 'Vines' came from [as featured on Act 2 of Balance 029]. That's not to say that writing an amazing house record isn't challenging. There is a real science to it where you have to write the bass and a really good groove. But it's not what I wanted to do for a while.

**Tell us about your latest project; Balance mix series.. Balance 029 is coming out in February is that right? Would you say mix compilations are making a comeback?**

The Balance mix is something I made over a 12 month period. I started with over 3000 tracks and by the end, I finished with 58 over the two mixes. I wanted to make something really rich and textured that would draw the listener in, and create moments whereby the tracks talk to one another.

I don't know if the mix compilation is making a comeback, but I think perhaps people have missed it somewhat. There was a time when I did an interview and I said I would never do one again. That was short sighted of me. That was the soundcloud time when you could do a mix and click a button and everyone had it. I really loved that – there was no licensing or anything. That's why I really crafted this mix – it wasn't something I did quickly in my basement. I think there is a hunger for those mixes that are crafted and people are spending time on. I think when they do come along, they are treasured more as not many people are doing it.



**You described in your own mission statement for this project that that you wanted to make something that was rich and textured, do you feel you achieved that? What can we expect from Act 1 and Act 2?**

I do feel like I achieved the rich and textured thing, there were so many layers to it... whether it achieved all of my goals I don't know, but I do think it achieved that one. I think ... that's kind of what I wanted for it. It's the same with any record – the last Radiohead album for example, I can probably listen to that 20 times and not be bored of it. Not that I would ever compare myself with Radiohead, but I like the idea of a work revealing itself with each listen.

Act 1, even though I separated it into two different acts – the last track on Act 1 was the first track on Act 2, I think it's in C minor, but that's the way I linked them together somehow. Even though I split it into two mixes, I wanted the way it was programmed to be threading all the way through. Obviously the second mix is what you'll hear if I'm at a club. The first mix is more for home listening. Or if I get the chance to play a gig like I did at Camden Assembly over Easter where I played all night and begun at 104bpm. Regardless of where I'm DJing I always try and place some material from the Balance. That's what people have come out to see!

**Can we look forward to some new singles or an EP of your own maybe to be released this year? Anything else cool lined up for 2018?**

I'll be releasing some key tracks from the Balance mix in vinyl format due out June 1. It will include 'Vines' which is off Act 1. We have two versions – one will be on the Balance compilation vinyl release with a HOLOVR – it's one you can mix and have fun with it. We have also had another remix of 'Vines' commissioned, which will come out at some point. Now that I'm past my writer's block and I'm spending time playing with my synth and just playing around for a while. I feel like the Balance mix has opened up a lot of that up for me.



James is now touring on the back of his incredible Balance 029 mix series, don't miss his showcase at **BASE Dubai** on **May 10th**.

Balance 029 mixed by James Zabiela is out now. [Buy here](#). Balance 029 vinyl sampler will be released soon on June 1st.

[Click here for info](#)

# THE SUN IS SOON TO SET ON 360° FOR ONE LAST TIME

So, with a sad sigh we get ready for one of the most fun-fueled, yet emotionally charged farewell parties Dubai has ever seen. Jumeirah Restaurant Group has announced the planned closure of the hugely popular and longstanding nightlife brand **360°**, located at **Jumeirah Beach Hotel**, on **Saturday 12th May**. The news of the closure is in line with the planned refurbishment of Jumeirah Beach Hotel which will span over the course of this summer and with it promises an exciting project that will bring a new, contemporary and fresh experience to this much-loved Dubai landmark. That being said however, 360° cannot simply be replaced, the venue has remained somewhat of an icon for Dubai over the years and with popular nights spanning back over the last decade and more, new and old residents and tourists alike can all share memories of this magical sunset venue! The loss of 360° will mean the loss of a little piece of Dubai nightlife history and so INFUSION decided to give it the goodbye it truly deserved...



# HIGHLIGHTS OVER THE YEARS

The venue brought Dubai dreams to life! Sitting sipping cocktails with the Burj to your left and the sun dipping down into the gulf, this was what Dubai dream was all about!

Brought out Box-Fresh talent before anyone else.

They were one of the first venues to get Funktion 1 in the city – making sure that good quality sound was a pre-requisite for clubbing, not just a bonus.

Crazy buggy rides, past the marina and the super yachts whilst instagramming the sh\*t out of it – because you knew that the buggy ride back would include absolutely no photo ops what-so-ever!!

Set home to some of the best Resident DJs Dubai has seen, including the likes of; Da Sendri, Tristan Bain, Marco Loco, Jack Woodcock, Mr.Mr. and Ahmed Raxon – an integral part of Audiotonic and now a global name.

Voted by the DJ Mag poll as one of the top 100 best night clubs in the world.

To: Infusion Magazine



# From the people - 360° in quotes

The sun is setting on 360° in its current form and we would like to thank our colleagues for their hard work and dedication, as well as our loyal guests for the support shown to this award-winning brand over the past 13 years. I would also like to thank our entertainment partners: the DJs and artists of both local and international acclaim who, with the 360° brand, changed the shape of the Dubai nightlife scene for over a decade. 360° has a special place in the hearts of most Dubai residents and tourists alike and we look forward to giving this iconic venue a fitting send off in the coming weeks.

Delivered

**Emma Banks**

General Manager Jumeirah Restaurant Group

Definitely some amazing times for sure with some of the coolest kids in town!!! 360° you will never be forgotten!

Delivered

**Helgi Cecilia**

Sunset Dancer

I got my first break Dj'ing in Dubai playing at 360° for Audiotonic, it was on a special long weekend event back in 2012. I got to play the main 4-hour set for a crowd who were going crazy the whole way through! It was a moment I will cherish forever.

Delivered

**Deian Markov**

Founder & MD Groove On The Grass



I was in high school when I first came down to this place and I have to say, the amount of times I got rejected because it was 'couples only' was too many to count!! I would even plan ahead and come down so early just to try get in, only to get the same response. Until the day I made friends with a tall Indian bouncer with a perfect mustache back when I used to go to The Apartment (Mahiki now). I saw him working at the 360° entrance one day and that's when I finally got in, and as they say, the rest is history - filled with bullfrogs, kamikaze shots and great nights.

Delivered

**Karam Toubba**

Resident DJ & Music Director Decibel DXB

We loved playing at 360°. A forward thinking venue with amazing scenery and a clued-up crowd. It was a dancefloor-family hotspot until a short while ago and will always have a special place in our memories

Delivered

**Monsafe SG**

Pioneer DJ Smokingroove

Was lucky enough to play one set there - sunset for the Cuts Above boys with Jack Woodcock, Dan Chadwick, Johnny Thornhill and Yam Who! Just totally love the place.. and my favourite views in the city for a club.

Delivered

**Si Forestiero**

DJ

When I think of 360° I instantly think of the open air experience, the smell of shisha in the air and the continuous house beats pumping! Tune after tune... not to mention the breathtaking views, and even the little cart ride that adds to the experience!! This is sad news, it really is an end of an era!! 360 you will be sadly missed

Delivered

**Stacey Loftus**

Blogger at Satisfied Dubai

Huge respect to the Audiotonic guys especially Mr. Mr. and Raxon for educating the house music scene in DXB back then in 2007. We had unforgettable memories with everyone there! We are happy we had the chance to share the decks with them in 2011 and enjoy the good old days... Much love

Delivered

**Jixo & Danz**

Resident DJ's Soho Garden DXB

After running the venue for 3 plus years I'm sad to see it going... So many good experiences and memories! The best part of it all was that I was lucky enough to meet 100's of like-minded souls in my first few months in this country through 360° and I'm here, nearly 10 years later, because of it

Delivered

**Steven Davis**

Former Manager 360°Dubai

360 was a major chapter in my life, I met lifetime friends and learnt many things about the industry from our weekly audio tonic party thanks to my long-time friend and brother Mike aka Mr. Mr.

Delivered

**Ahmed Raxon**

DJ / Producer



...



Finally, for a blast from the past and a fitting note to end on, back in 2011, **Florian Kruse** played to a full house with support from **Vas Floyd & Raxon**. Enjoy the last tune of the night [here](#) and in the words of **Prince**, thankyou 360° and all those involved '**for turning us out, and making us shout, all night long**'! Goodbye 360°, thank you for the memories!

The sun will officially set at 360° one last time on the **12th May**... Don't miss your last chance to party!



[Click here for info](#)

# 180° Evening Brunch



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# Say It Isn't So.. The Season End Will Soon Be Upon Us At Blue Marlin Ibiza UAE!



Now that the end of the season is almost here, it's time to pay tribute to another incredible collection of magical memories. In true Blue Marlin Ibiza UAE style the last few weekend line-ups are sufficiently set to close season six with a bang! INFUSION has the low down for you, right here...

**Friday, May 4th:** Get ready to swing and dance in an edible candy covered venue! That's right, it's the **Kandy Factory extravaganza!** Expect a night of comical and absurd production along with crazy decoration, and sounds from electronic music icon and experimentalist **Carl Craig**, Dynamic DJ and producer **Lehar**, and warm up from sexy duo **Underher**.

**UNDERHER:** This duo is literally the meeting of two worlds, two backgrounds, two artists: Kalden and Jessica. With a desire to incorporate sensuality and techno and to propose a new cocktail in the electro music scene the two artists met and came together in Montreal, and as they say, the rest history!

**LEHAR:** With intuition and emotion forming the basis of his creative process, and a mixture of sounds and atmospheres used for dramatic effects, Lehar's sets are nothing short of beautiful and characterized by intimate basslines and intriguing melodies.

**CARL CRAIG:** A creative visionary, an electronic music icon, an esteemed Grammy-nominated composer, a world-class DJ and an ambassador for his native Detroit. Get ready to take a step into the future!



[Click here for info](#)



**Friday, May 11th:** It's the closing weekend and there doing it big! Expect the Balearic Beach Club to pull out all the stops for this one as the bold and theatrical sounds of Innervation specialist **Dixon** captivate the crowd. Afterlife's **VAAL** will be bringing her spine-tingling and emotive melodies to warm up the floor early on.

**VAAL:** Operating within the midst of a shadowy existence since her very first dalliances with electronic music, VAAL has established a sterling rep as one of the key members of the Afterlife family. Her love and respect for her craft is paramount. For four years she has steadily cultivated a strong identity and sound, with her stirring, emotive productions crushing dance floors worldwide, delivering spine-tingling melodies and morose atmospherics.

**DIXON:** When Dixon entered the Berlin club circuit in the early 90's, he established his name on the strength of his DJing. Here he was schooled on the stylistic and technical versatility it takes to be a DJ and honed the skills, attitude and stamina to direct a crowd on the dance floor all night long! His success since has spoken for itself.. Come prepared for this one!



*Credit: Steve Gullick*



[Click here for info](#)



MAY.4

2018

 **GROOVE**  
**ON THE GRASS**  
MUSIC & ARTS FESTIVAL

**APPARAT** DJ SET  
**MAX COOPER** LIVE  
**HVOB LIVE BAND**  
**MARIBOU STATE** DJ SET  
PAUL JOSEF LIVE | MO EZABY  
LIMINAL ROOTS

5PM

EMIRATES GOLF CLUB DUBAI

FRIDAY

# CIELO PRESENTS DJ KIKO NAVARRO





With the temperature rising and summer fast approaching, it's time for venues to gear up for their biggest end-of-season parties, and that's exactly what **Cielo** are doing. Ready to go out with a bang, the beautiful rooftop lounge located at **Dubai Creek Golf & Yacht Club** is all set to host **DJ Kiko Navarro** to mark the season finale.

With over two decades of experience on the decks, Kiko is considered as one of the main figures in the Balearic Islands party scene and now he is set to import his Balearic-inspired beats to **Cielo**. From being a resident at **Pacha Mallorca** for a decade, to a regular at **Pacha Ibiza, Space Ibiza, and Space**



**Menorca**, Kiko certainly knows how to rock dancefloors with deep house, garage, and underground music. His passion and dedication for advancing real house music has extended his fame around the world, regularly featuring in super clubs such as **The Egg** (London), **Fabrik** (Moscow), **Cocoon** (Frankfurt) and **Duel Beat** (Naples). He is known for sets that create pure magic for patrons on the dancefloor and is no stranger to playing in festivals and clubs across the globe.

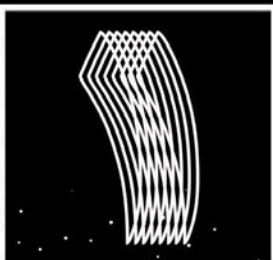
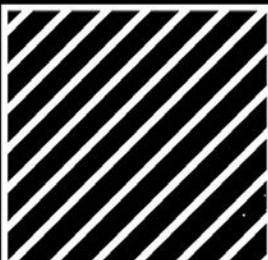
If you are a lover of Balearic beats, this is one not to miss. Head down on the **3rd of May** to experience DJ Kiko Navarro against the back drop of Cielo's sweeping views and expert cocktail creations for one last finale before the summer hits.

[Click here for info](#)

# ON THE RADAR



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**3/5**

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107.1 FM

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WEEKDAYS 6AM - 10AM



# LOOK AND **LISTEN**

**Music** be the food of  
love, so **read** on...

# Music News

## BOOK TOP ARTISTS THROUGH GSBOOKINGS



Established in 2010, GSBookings is an independent booking agency and promotional company who are committed to booking today's top artists for live performances in various markets around the world. Other services provided include; promotion, marketing and consulting services for Artists and DJs, and services that include radio and online promotion for music artists. Being experienced in the nightlife industry and understanding the needs of the local market GSBookings is in the works with nightclubs to offer artists and events in the UAE. For bookings and info email: [info@gsbookings.com](mailto:info@gsbookings.com)

[Click here for info](#)

# INFUSION

MAGAZINE

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& ENTERTAINMENT GUIDE TO  
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## ESTHER EDEN IS BACK

Esther Eden, who previously performed and won the hearts of the audience at Red Fest 2016, is back with a brand new track which showcases her vocals like never before! UAE raised/Berlin based singer songwriter **Esther Eden** released her new single **"Blue Case"** via **Universal Music** and is now available on all digital platforms. Since releasing her last single **'Bittersweet Love'** back in July 2017, Esther Eden moved to Berlin and joined the critically acclaimed BIMM music school. Here Esther recorded the song with one of the youngest producers at BIMM, **Gabe Augustin**, as well as, inviting **Miina Viitala** from Finland to add a violin section. **Get a taster of the track here**



[Click here for info](#)



## "STARS ALIGNED" FOR FADL



Palestinian Born, Dubai based and raised artist, singer and musician, Fadl has released a new project titled "Stars Aligned," with debut singles "**Circle**," "**Incognito**" and "**Broken Promises**" taking the spotlight. Fadl has over 13 years' experience in the industry, has produced several successful albums including, **New Chapter, Two.17**, and **Neverland** and has enjoyed big-name associations with the likes of **Travis Scott** and **DJ Khalid** which has managed to spread his influence on an international level. Now he wanted to introduce a more "cohesive" sound with Stars Aligned. This EP embodies the experiences that Fadl has lived through in the past year and a half, keeping things simple, honest and straight to the point reflecting his own true persona.

[Click here for info](#)

# DJ CHALLENGE #7EMIRATES1DAY: TIMO HIGGS



**UAE based artist from Poland, Timo Higgs, prepared a very unique event to celebrate his first Album launch "UCHANSKI". #7EMIRATES1DAY was an event which saw Timo DJ in all 7 Emirates across the space of 24 hours, playing 7 DJ sets, over 600 KMS apart! Starting from early morning in Ras Al Khaimah and playing a final closing set at night in Dubai. All of Timo's DJ sets included live drumming and electric guitar by Vito, check out his route below:**

07AM - RAS AL KHAIMAH- WALDORF ASTORIA - AL FAYROUZ

09AM - UM AL QUWAIN - BARRACUDA - INFINITY POOL

12PM - FUJAIRAH - FAIRMONT FUJAIRAH BEACH RESORT - LAVA CLUB

03PM - AJMAN - AJMAN HOTEL - ZANZIBAR

05PM - SHARJAH - AL QUBTAN TERRACE - SHERATON HOTEL

08PM - ABU DHABI - IRIS CLUB - YAS ISLAND

11PM - DUBAI - LEVEL 43 - FOUR POINTS BY SHERATON

INFUSION was intrigued to chat to Timo to discover where this one of a kind idea came from...

### **7 Emirates in 1 day, quite a feat! What inspired you to do this Timo? Please tell us you atleast had a driver...**

Well I hate to disappoint you, but no, I didn't have a driver.. It was a complete challenge so I wanted to do it all! Not only did I have to drive and play, but in 3 locations I also had to setup first as some of the locations didn't even have a sound systems. From driving, to connecting & disconnecting, carrying speakers, performing, eating, posting pics & videos, as well as answering all the messages it's safe to say I didn't have a second to spare between the hours of 5AM on 21st April 2018 - 5AM on 22nd April 2018!

What inspired me? Well during the course of growing up I guess we are all inspired by different things. For me It started with my album and my inspiration to make it. I had suffered over the years with anxiety – dealing with that was not always easy and I was trying to find an escape from it, a distraction let's call it, and I found music was always the best therapy for me. I started working on a single track alone but before I knew it I suddenly had several projects there were "in progress", so I decided why not, let's make an album! The #7Emirates1Day idea came about when I was trying to decide upon a specific place to do the launch of the album; it was not easy to pick one, so I had a crazy idea, checked Google Maps and the concept was born!



**Can you describe in a bit more detail some of the performances you did that day? I'm interested to know what the 7AM performance in RAK was that's for sure! What type of show was that?**

The day's program was to perform all 10 tracks from my album in all of the 7 locations. I started out at 7am in Waldorf Astoria RAK, just as the morning was breaking. It was phenomenal! Especially to say it was before the morning ritual –coffee! One thing we forgot to prepare!! Obviously I knew from the very beginning that I couldn't expect a big crowd so early in the day. We planned this event mostly for the camera eye and to prove it's possible to do something like this. I chose Saturday also for the mere fact that I wanted to avoid getting stuck in traffic; the schedule was already very tight so we couldn't afford for any disruptions like that. From there on I played my tunes throughout the day, adding some synth drums and my friend Vito prepared some guitar solos – this was important because my album is 100% instrumental, no vocals at all with a lot of space for additional acts during sets, which was my intention.

It is no secret or will come as no surprise, that it's not easy to convince clubs or venues to change their planned parties to let me perform at these times on a weekend. For this I would like to sincerely thank all the hotels and venue managers who allowed me to perform and helped me make this vision a reality.

### **Did any fans or friends follow you for the whole 7 emirates?**

Funny, I'm not sure if I could have expected anyone to keep up with the 7Emirates drive, but seriously – I don't think I have or I should expect to have any fans just yet. I have friends who support me throughout my music adventures and where they were able to show up, they did show up. Friends whom I hadn't seen for years even surprised me by turning up at some locations, so that was a particular highlight! I also had a lot of support via messages on my Facebook page, phone and Instagram etc. To be honest I didn't expect to receive the support I did throughout the day, my phone didn't stop. Big thanks to all my friends!



## Tell us about your album launch you have coming up, UCHANSKI?

To start with "UCHANSKI" is my family name, everyone knows me by my stage name Timo Higgs which I used for 10 years now so it comes as a surprise to many people to learn that that is not my real name. I never released a full album, only single tracks, so this first album is like my baby – it's only fitting that a baby should have its father's name after all! ;)

The album has 10 tracks, all instrumental. I can't define its genre because I didn't want to limit myself in that way, sometimes it sounds like house, sometimes more like techno. You can find some melodies also like in old-school trance or basslines from deep; I was just playing with samples, sounds and beats. I think I was finally able to free my mind and not think too much about who is this track or album for, where I would be able to play it or for which radio, if any. The Album will be released on a German label; PearlsForPigs



## Finally, what else have you got lined up for 2018?

Well, I can tell you now that I certainly don't plan to drive another 7states in a day any time soon - I need to finish the movie from this #7emirates1day challenge first! Summer is very soon so we are preparing a nice summer song with Ray Horton (The Real Milli Vanilli) with great sax from Dave Bo. I hope to be able to do a gig or two during my short visit in Poland next month. I started working on "UCHANSKI" as performances because I want to make them more like live acts, with drums, samplers and even my vocals. I am writing lyrics for these tracks but they will not be recorded - You will only be able to listen to these versions during my live gigs. Other than that I am planning at least 3 more singles this year and one or two music videos too.

Overall my biggest plan is to keep enjoying music – making music, playing music and listening to music – I hope I will never get bored or tired with it. There is no better therapy for me!

We salute you Timo, and wish you nothing but the best of luck with the album launch!

Timo  
higgs

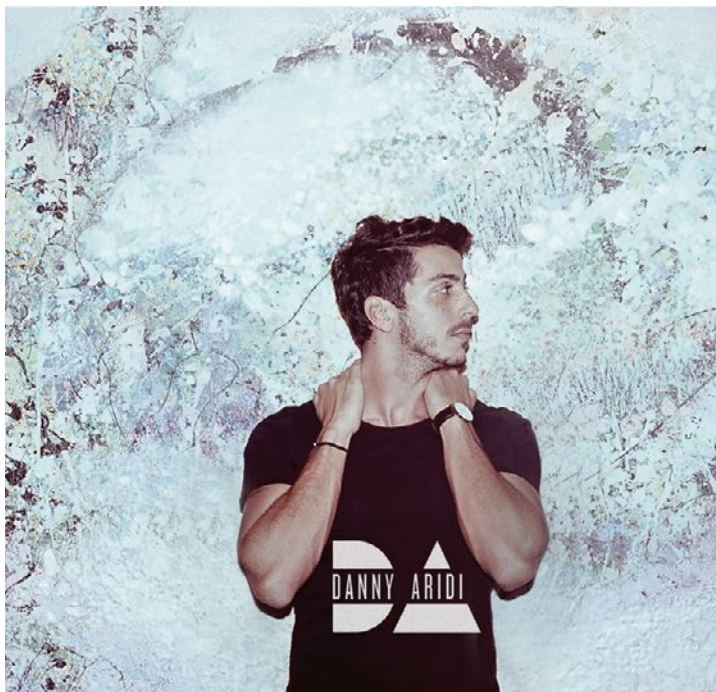
TIMO HIGGS PRESENTS

U	C	H	A
N	S	K	I

[Click here for info](#)

# Danny Aridi Talks **OUTLOAD**

Danny Aridi is a 25 year old, Lebanese-Canadian, singer/songwriter based in Dubai. Danny has been performing music for more than 10 years now but started working as a full time musician just over a year ago. Following winning the 2017 OUTLOUD initiative by Virgin Megastore, an initiative designed to promote up-and-coming artists of all genres, INFUSION got to know Danny a little bit better...







## **How did you know you wanted to get into the music industry?**

Music is my passion. My mom bought me a guitar when I was about 15 years old, and I was the only one out of the family who plays an instrument. I was a shy and quiet person growing up but music helped me express myself in ways I could never imagine.

## **How do you feel after winning the OUTLOUD initiative by Virgin Megastore?**

It was an amazing feeling! There's a lot of great talent in this city so it was one of my best achievements. I could not have done it without the support of everyone who follows my journey and has shared my music.

## **What type of music does your album include? Do you only like and want to stay in a specific genre?**

It's a nice mix of some feel good songs and nostalgic tracks. It's a different sound from what I generally do as it's a bit more on the commercial/pop side, which I thought would be a nice change for this album.

## **Do you have any advice you'd like to give to those who want to pursue their dreams?**

For any aspiring musicians out there, I would advise you to keep performing at different venues and keep creating new content. This is the best way to build relationships and fans that will support you.

## **What are your future plans?**

I'm always recording new music and music videos. I'm flying to India to film a video for my song Wanderlust, which is on the album. I've got a couple of big performances as well around Dubai and Abu Dhabi. My main goal is to keep creating more content. I'm always thinking about the next track, the next video, the next concert.

## **When did you kick off your music career? Where did you get to learn that Virgin Megastore was going to launch OUTLOUD?**

I moved back to Dubai from Canada a year and a half ago and decided to follow my passion and give music a shot. My brother told me about the competition, so I didn't hesitate to join and thankfully I ended up winning the title of Virgin's 'Best Artist.' This gave me the confidence and reassurance that I have the skills to be a successful musician.



## **In terms of music, who is your inspiration?**

Growing up, I listened to a lot of John Mayer, Jack Johnson, Amy Winehouse, and The Red Hot Chili Peppers. I love the unique style each of these artists brings to the table. I have a soulful and raspy tone of voice, which is one of my unique traits. When it comes to inspiration for a song, it always comes from personal experiences or the experiences my friends and family have gone through.

## **Throughout your journey, did you ever feel like you didn't want to move forward with music and maybe head in a different direction?**

Of course. Being 25, it's only human that you look at your life and ask yourself what you're doing. I did take a step back. When you decide to do music full time, it's quite a big step. But I've learned that if you work really hard at something and stay determined with a good attitude, then nothing can stand in your way. I had a full time job, wore my suit everyday behind a desk but then I realized that it's just not for me. I'm not getting any younger so I should take risks now so I don't regret it in the future, I'm so grateful that it's been going well so far.

## **How has OUTLOUD impacted your music career?**

OUTLOUD has been great. I've always dreamt about having an album in Virgin Megastore. For that to become a reality is quite surreal for me. I'm happy that it's going to come to life. It's great to be associated with Virgin Megastore as a brand.



Make sure to check out Danny's 10 track, debut album OUTLOUD which is out now!

[Click here for info](#)

[Soundcloud](#)

## **BOX-TALK with the BOXTONES**



*Summer is nearly here and boy do we have holiday plans! But before we pack our bags and head off around the world, we'd like to remind everyone of what live music gigs are happening around town before Ramadan and some **MUST BUY** new music!*

**Friday, May 11th 2018** – UK rockers **Stereophonics** supported by **Plan B** will perform at **Dubai Media City Amphitheatre** with some other local acts! So after two and a half years, Kelly Jones and his band will come back to take the stage and entertain their Dubai fans at the last concert of the season before Summer holidays! Get your tickets before they

### STEREOPHONICS

NEW ALBUM 'SCREAM ABOVE THE SOUNDS' OUT NOW

**DUBAI MEDIA CITY  
AMPHITHEATRE**

**FRIDAY MAY 11th**

PLUS SPECIAL GUESTS



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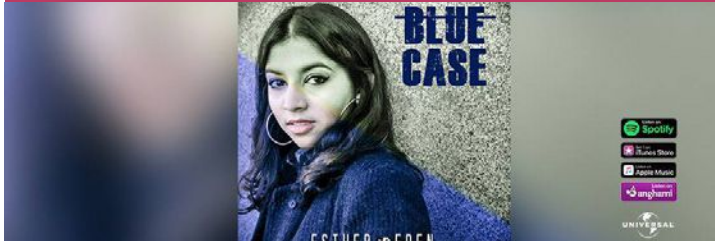
[getmaster](#) [tickets](#) [Platinumist](#)

If you haven't heard already, there's a new "La La Live" open mic night on Sundays at Pizza Express Live, Double Tree by Hilton Business Bay. They also have a wide range of events and residencies throughout the week from some amazing artists such as **Candice** and the **Revelers**, **Stephon LaMar**, **Matt West**, **Adam Baluch** and **Abri & Funk Radius**! Head on over to their social media pages to find out more and enjoy their great food and live music!



[Click here for info](#)

## “LOCAL-TALK”



Local favorite **Esther Eden** has released a brand new single “Blue Case” through music giants Universal Music MENA and has already been turning heads and rising in the pop charts on iTunes! Take a listen to her work and hope you enjoy it as much as we did!

[Click here for info](#)

Do you remember a couple of issues back in March where we told you to check out the single and music video for **Carl & The Reda Mafia's** hit “**Confession**”? Well guess what?!?! They have remixed this track (done by their own extraordinary drummer/producer Colin Gordon) and we highly recommend you take a listen! And for fun, how about we dare you to not dance your feet off – trust us, it's hard not to! Enjoy!



[Click here for info](#)

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# LOOKING GOOD

Opinions, thoughts **and**  
**gibberish...**

# Food News

FUNKY NEW JAPANESE SPOT AKIBA DORI OPENS IN D3



Dubai foodies, take note! Brand new resto-bar **Akiba Dori** has opened its doors! Located at the corner of **Building 8** in **Dubai Design District** the foodhall-style indoor alleyway inspired by the backstreets of **Akihabara, Tokyo**, is sure to get a lot of love from the residents of Dubai. You can expect to find 7 unique storefronts serving Japanese street food, baked goods and coffee, along with modern arcade room, a bar serving everything from Japanese beer, bottles of wine and a pizzeria named **Tokypolitan**, serving one of a kind Tokyo-style Neapolitan pizzas made fresh using ingredients sourced from Japan & Italy and baked in a wood fired oven in under 60 seconds. So for a new lunch spot, dinner or drinks make sure to check out this new vibrant location!

[Click here for info](#)



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# Downtown Dubai Welcomes New Above Lounge

**Above Lounge**, managed by **HMG** the owners of **Balcon** and **Traffic**, is located in downtown Dubai within the beautiful Sofitel Hotel. The luxury lounge has a decked out chill out area that provides a great place for business or social meetings, or simply as a place to just kick back and relax.

On **Tuesdays** Above Lounge offers ladies **unlimited drinks** and **Shisha** for only **100 AED** from **9PM-12AM**, with gents being able to avail a similar deal for shisha and 1 drink. The vibes are set by awesome female **DJ Pantera**, the first female DJ from Azerbaijan playing a mixed open format of music, which includes **Deep House and Arabic vibes**. Plus if you get tired of lounging (ironic I know!) and want to hit the club, the **Above** nightclub is right next door and offers the same format of music by **DJ Arsh**, as well as live bands from Lebanon and Syria. Definitely a place to check out! Make sure to add it on to your to do list in Dubai. *Words by Ginger Silvera*



# LOVEFOOD

LOVE LIFE

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# PUMA X SHANTELL MARTIN DROP 2

This Spring-Summer '18 sees Global Sports Brand **PUMA** collaborate with another star. This time its internationally-acclaimed, British-born and New York-based visual artist, **Shantell Martin**. Known for her stream-of-consciousness drawings and light projections, Martin combines the whimsical and autobiographical, bridging the gap between fine art, performance art, and everyday life. The **PUMA x SHANTELL MARTIN** collection features PUMA classic styles adorned with Martin's signature illustrations and lettering. Premium materials, crisp monochromatic looks, and intricate details – both light hearted and truth-seeking – stand out in this collection for the unique, the bold, and the playful.

*"I had a lot of fun collaborating with PUMA on our new collection for Spring Summer '18. It was cool being able to apply my artistic DNA to iconic PUMA silhouettes, but what I particularly loved about the project was hiding little messages throughout the product offering to make something truly unique."* – Shantel Martin



**Drop 2 is available through all PUMA stores and premium sneaker retailers in the GCC.**



# DUBAI'S RECORD SHOP

ALSERKAL AVENUE , UNIT #71

OPEN: 12-9PM



# Dubai Drums: Unity Through Rhythm

Julie-Ann, CEO of Dubai Drums is a model for living a passionate and inspiring life. She specializes in Team Coaching and Leadership Development programs and is an expert at using rhythm as a tool for team-building and experiential learning. She is recognized as a certified Organization and Relation Systems Coach (ORSCC) with the International Coach Federation, as well as being a professional Neuro Linguistic Practitioner (NLP) and Drum Circle Facilitator (DCF). INFUSION had a chat with Julie-Ann to find out more on where her idea to set up this unique drumming concept originated from...





**Hi Julie-Ann, so you are known as 'The Drum Lady', where did your passion for Hand-Drumming stem from? Is it something you've always been involved with?**

Drumming is not something I have always been involved with no, music yes, but not drumming until later on. Funnily enough though, at 9 years old I wanted to be a drummer, a kit-drummer back then, but as an only child my parents thought it was not fitting for a girl to play the drums, so I opted for playing the guitar and singing instead. So I guess you could say I always had a secret wish to be a drummer yes! The drum lady part came from the kids I drummed with in the early years of starting my first community drum circles. Back in 2002 I was the very first person to bring the concept of the community drum circle to the middle east and so my first community drum circle mainly consisted of my husband, my daughter and her teddy bears! This grew to including more children and that's how the name 'drum lady' came about and it stuck from there on. Now, 16 years later, my daughter is also a drum circle facilitator and 'drum lady' too!

*"We never know where life is going to take us"*  
*Julie-Ann / Dubai Drums*

**When did you start Dubai Drums and how did the concept of being a full-time jembe drum player as a business come about?**

If anyone had told me ten years ago that I would be a drummer performing in front of hundreds of people and getting them all to drum together as a tribe, I would have laughed and thought they'd been in the Dubai sun a little too long. This definitely wasn't a road I had ever dreamed of venturing down in any way, shape, or form. As far as I was concerned, I was headed down the road to being a Public Relations Professional. I got to a stage though where I was tired of corporate politics and "power plays" and finally the day arrived, where my rather pushy boss pushed me just that little bit too far and the situation came to a head – I packed up my stuff and left! That's when I began to fly on an



entrepreneurial adventure.. After a couple of opportunities that didn't take full flight I started coming across community drum circles. Each time I read about them, something would stir deep inside me and my pulse would quicken. So with an immense self-belief and blind faith, my wings expanded fourfold and with those full-grown wings I flew to Africa, did an extensive course in hand drumming and then traveled around the globe to learn the art of facilitation. Now, ten years later, just past the age of 50, I'm a trained drum circle facilitator that regularly uses rhythm as a tool for team building.

### **What is the best part about running Dubai Drums?**

I would have to say it is definitely to see the positive effect and result that it has on human beings when they unite together. To see the amazing sense of energy, euphoria and excitement amongst the people as they play and collaborate together is what makes running Dubai Drums worthwhile. I love to watch the smiles grow on their faces and witness how they feel free to create and collaborate, it's really beautiful to watch! On the science side, drumming is actually medically proven to boost the human immune system too, it has healing powers by boosting levels of happy hormones know as endorphins. This de-stresses people and I love that it makes a positive difference in their lives. After all, that's what I set out to do – I left the corporate world to live out my dream and that is to leave a positive footprint and make a positive impact on people lives.

## What types of events are Dubai Drums most commonly a part of?

Anything or anywhere that unifies people's desire to unite and collaborate instead of compete. Drumming is about achieving something together rather than alone, so typically we are involved with corporate events such as team building, community events, kinder garden groups, private parties, festivals, exhibitions, schools, a wide range of collaborative events really. Locations wise we have drummed on mountains, on top of buildings, on boats, by swimming pools, we are not limited and actually, moreover, we are always looking for the next challenge!

## What would be your business advice for someone who would like to create a unique concept business?

Well, aside from the legal and business set up side, my advice would be to identify the values you want to put into something. Money should be a secondary factor, it certainly is for me, most importantly for me success comes from the values you put into something, and in-turn that passion, integrity and dedication reflects in the quality of what you do and that will equal success, which in-turn equals money. Anyone can simply copy an idea or a concept but to truly identify what is the purpose of what you are doing, what is the impact you will leave behind, and what are the values that will set you apart is key!

For more information or to join Julie-Ann in her quest on empowering people and teams to find their internal rhythms together visit her facebook page Dubai Drums or website to find out more and interact in this magical group experience!



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