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Platinum Records 2016 Red Carpet Gala, presented by District One in partnership with Jaguar MENA was the event of the year

PRESS RELEASE

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Platinum Gala Event - Kadim Al Sahir

Leading regional music entertainment company Platinum Records, owned by MBC Group, delighted audiences with jaw-dropping performances led by its music artists in four consecutive acts during its annual red carpet gala event, held at Meydan Sobha's Mohammed Bin Rashid Al Maktoum City – District One in Dubai, on Sunday night.

The evening titled, “The Art Of Performance”, presented by District One in partnership with Jaguar MENA was an evening to remember and set the tone for reshaping the future plans of Platinum Records as the leading regional music and entertainment company. The event took place after being postponed due to the storm and was bigger & better as **“The Show Must Go On”**.

“The Art of Performance” event was the biggest in Platinum Records’ history in terms of both audio-visual and technical production, featuring 10 different Artists performing with over 70 musicians from Kiev, Bucharest and Beirut, 10 Khaleeji Iqaat, 20 international dancers and over 400 distinguished guests, including Chairman and CEOs of top regional brands and companies, leading Arab Artists, actors and celebrities, pan-Arab press, MBC Group management & TV personalities. Every performer was introduced on stage by a different guest presenter, including Platinum A&R composers, producers, lyricists as well as leading social media influencers and MBC program hosts.

The stunning private venue in the heart of Dubai at Mohammed Bin Rashid Al Maktoum City – District One was brought to life, commencing with a grand Red Carpet media blitz, where celebrity appearances and interviews kicked off the night. MBC 4 for the first time aired an unprecedented 90-minute Live from the Red Carpet show presented by hit entertainment show, ET Bil Arabi at the event, which was viewed by millions, covering all the celebrity arrivals and all the excitement with live coverage of the fashion, flair, glitz and glamour.

Guests proceeded to the cocktail reception amidst luxury villas and mansions, where the red carpet arrivals were streamed on a large screen, giving all the VIP guests a front-row seat to see the stars prior to being seated for the show at District One’s Crystal Lagoon, where the Dubai skyline and Burj Khalifa set the stunning backdrop.

The show kicked off with Act 1, entitled Pop Extreme, led by Platinum Moroccan artists Grini and Jamila performing their 2015 hit singles and one new song each to be released this week exclusively on music streaming site, Anghami. They were followed by a surprise new addition to the label, Saudi Actress/Presenter Aseel Omran, who revealed an exclusive sneak peak into her new music creative video, closing with an incredible electric dance performance.

The Soloists, Act 2 featured a stunning performance by famous Asmaa Lmnawar signing the legendary “J’en Ai Marre”, followed by a gorgeous classical Khaliiji fusion from Emirati singer/composer, Fayez Al Saeed as one of the A&R Team members of Platinum Records. The Act then introduced contemporary pop star, Carole Samaha performing an upbeat pop song followed by a stunning classical performance from Lebanese Artist, Melhem Zein, a great new addition to Platinum’s talent roster who is working on his next studio album with Platinum. The Soloists ended with the Caesar of the Arab world, the legend himself, Kadim Al Sahir, who premiered a masterpiece from his upcoming album, The Book of Love, produced and to be released by Platinum Records in April.

Act 3, The Diva showcased a dramatic, powerful entrance by Ahlam with 20 international dancers staging a military march choreography and performance, as part of her new music video recorded live from the concert, which was nothing short from ground breaking.

Act 4, Balkan Fusion witnessed a live performance by Platinum’s Lebanese A&R Producer/Composer, Michel Fadel, and the Music Director and lead Maestro for the entire concert, with a grand performance with his Balkan band from Romania, with a medley of stunning music from his debut album to be released by Platinum Records.

The events’ objective was to showcase the past year achievements of Platinum Records and highlight it’s current and new roster of artists, and plans for the future. Furthermore, the assigned A&R Team announced last year were present to highlight their work and successes from the past year with Platinum Records.

Commenting on the event, Head of Platinum Records Taymoor Marmarchi said during his speech: “Tonight is an example of how Arabic music can be presented on a global scale; live performances each with a different style, theme and unique show. I am proud and excited of the work that Platinum has achieved the past year, catapulting the record label as a leading music and entertainment brand in the region. Our roster of talent has become world class and there are so many exciting projects in the pipeline”.

While Joseph Al-Sharif, Vice President of Sales & Marketing at Meydan Sobha commented: “We are proud to host this exclusive Platinum Records Gala event at Mohammed Bin Rashid Al Maktoum City – District One. It is interesting to note that ‘The Art of Performance’ is engraved in our belief system which is reflected in our daily activities as we develop this stunning residential community in the heart of the promising city. From the very first idea and concept of District One to the most elaborate development stages of the project, excellence in performance has been the hallmark of our success story.”

From his side, Salman Sultan, Press Media Relations and Social Media Manager at Jaguar Land Rover MENA, said: “The Art of Performance event was the first demonstration of Jaguar’s collaboration with Platinum Records and it was a true showcase of the best in art, creativity and performance. We are thrilled to have celebrated what the Art of Performance means through music, an art form which remains deeply intertwined with the culture of the Middle East region. This was the first in a series of exciting tie ups, and we look forward to developing our partnership with Platinum Records.”

Leading music streaming platform, Anghami has just launched an exclusive ‘Platinum - The Art of Performance’ playlist, featuring all tracks that were performed from last nights concert available for download now.

It is worth noting that over 200 crew and performers were hired for this event for their stage performances and visual effects and 5 award winning choreographers were brought from Germany to work on the show.

Platinum Records would also like to thank Mohamed Hilal Group, Bab El Shams as catering partner and Oberoi Hotel as hospitality partner.

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Background Information

Jaguar Cars

توقيف 41 شخصا في مظاهرات الجزائر

Published February 23rd, 2019 -

09:07 GMT



توقيف 41 شخصا في مظاهرات الجزائر

أعلنت المديرية العامة للأمن الوطني (الشرطة) الجزائرية، مساء الجمعة، توقيف 41 شخصا في مظاهرات شهدتها عدة مدن ضد ترشح الرئيس عبد العزيز بوتفليقة لولاية خامسة في انتخابات 18 أبريل/ نيسان القادم.

وأكدت إدارة الشرطة في بيان اطلعت عليه وكالة الاناضول أن عمليات التوقيف كانت بسبب “الإخلال بالنظام العام والاعتداء على القوة العامة وتحطيم الممتلكات” دون تقديم تفاصيل أكثر حول أماكن توقيف هؤلاء المتظاهرين.

والجمعة، استجاب آلاف المواطنين بعدة محافظات جزائرية، إلى دعوات للتظاهر تم تداولها عبر شبكات التواصل، ضد ترشح بوتفليقة (81 عاما) لولاية خامسة في انتخابات الرئاسة المقررة في 18 أبريل/ نيسان القادم.

واتسمت هذه المظاهرات بالنسبية في أغلب مناطق البلاد باستثناء حدوث مواجهات بين قوات مكافحة الشغب ومتظاهرين بوسط العاصمة خلال محاولتهم السير نحو القصر الرئاسي .

ووفق شهود عيان لجأت قوات الأمن إلى الغاز المسيل للدموع وتوقيف عدة أشخاص بعد تحذيرات للمتظاهرين وتعرضها للرشق بمقذوفات وحجارة قبل أن يتراجع المحتجون ويغادروا المكان.

وصبيحة اليوم نشر ناشطون معلومات عبر شبكات التواصل الاجتماعي حول توقيف عدد من زملائهم قبل بداية المظاهرات بالعاصمة.

وعلقت الرابطة الجزائرية للدفاع عن حقوق الإنسان (مستقلة) على بيان الشرطة المطالبة ب”الفرجاء الفوري عن الموقعين وان يتم احترام حق التظاهر سلميا” كما نشرت على صفحتها بموقع “فيسبوك”.

الأناضول

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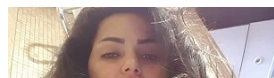
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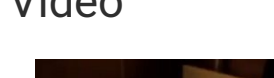
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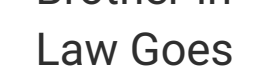
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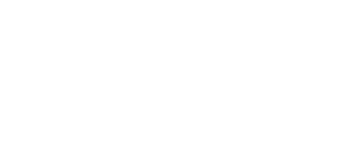
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