



THE WORLD’S MOST ULTRA-LUXURY RESORT, ATLANTIS THE ROYAL DUBAI IS UNVEILED TO THE WORLD WITH AN EXCLUSIVE PERFORMANCE BY GLOBAL ICON, BEYONCÉ

- *Beyoncé performed in Dubai at the Grand Reveal of Atlantis The Royal, the world’s most ultra-luxury resort*
- *The star-studded crowd included global celebrities and special guests such as Kendall Jenner, Edward Eninful, Liam Payne, Chloe x Halle and Rebel Wilson*
- *Global DJ supergroup Swedish House Mafia headlined the afterparty following a fireworks and drone extravaganza, lighting up the iconic Dubai skyline*

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DUBAI, United Arab Emirates (Sunday 22nd January 2023) – Last night saw the Grand Reveal of Dubai’s newest icon, Atlantis The Royal, the world’s most ultra-luxury resort. Inaugurated by an unforgettable performance by the world’s most celebrated performer, the global icon Beyoncé, over one thousand celebrities and special guests gathered beneath the resort’s iconic façade to witness the unforgettable event.

Beyoncé’s 60- minute performance – her first live show since 2018 – opened with a stunning rendition of the Etta James’ classic, “At Last,” before she treated the star-studded audience to some of her biggest career-spanning hits, including “Halo” and “Crazy in love.”

With powerful vocals, high-energy choreography, and an awe-inspiring production, the global superstar was accompanied by Firdaus, a 48-person all-female orchestra, mentored by Academy Award-winning composer, A.R. Rahman. America’s Got Talent winners, The Mayyas, an all-female precision dance group from Lebanon, were also featured on stage, with stunning choreography by Emmy-nominated Fatima Robinson.

Inspired to work with leading entrepreneurial females in the region, Parkwood Entertainment, the entertainment firm, founded by Beyoncé, partnered with IAM Entertainment, founded by CEO Sonal Vara-Parmar, who worked closely with Managing Director at Atlantis The Royal, Tim Kelly, to deliver this once in a lifetime iconic moment.

In a breathtaking finale moment, set against the stunning backdrop of Atlantis The Royal, GRAMMY’s most nominated artist (tied with her husband JAY-Z) was raised sixteen feet into the air amidst one of the world’s unique performance fountains, Skyblaze. Surrounded by a field of water and fire, a powerful rendition of “Drunk in Love” closed the magnificent and awe-inspiring show.



With a wardrobe designed by Atelier Zuhra from Dubai, Nicolas Jebran of Lebanon, Frolov from Ukraine and Dolce and Gabbana, Beyoncé was joined by her parents, and family, including husband JAY-Z, as well as special guests from across the globe, including British Vogue Editor Edward Enninful, model Kendall Jenner, actress Rebel Wilson, singers Chloe x Halle, actress Letitia Wright, actor Winston Dukes. Favourite UK couples such as Millie Mackintosh & Hugo Taylor, Rochelle & Marvin Humes, Mark Wright & Michelle Keegan all gathered to watch the star perform, whilst Israeli model Bar Refaeli, actress Ellen Pompeo and socialite Jonathan Cheban also attended.

The epic performance was followed by a fireworks and drone extravaganza, lighting up Dubai's newest icon, in an echo of the 2008 display that launched Atlantis The Palm to the world. As the fireworks settled, Swedish House Mafia took to the stage to perform hits, including "One" and "Don't You Worry Child," as guests celebrated until the early hours.

The Saturday spectacular is the pinnacle of the resort's Grand Reveal weekend, which has seen guests dine from the kitchens of the world's finest chefs including Nobu, Jose Andres and Heston Blumenthal. The weekend also features the star-studded Grand Opening events of Nobu and Ling Ling and the launch of Kendall Jenner's 818 Tequila on the resort's sky pool, Cloud 22.

Tim Kelly, Managing Director of Atlantis Dubai says *"This is it. Our moment to unveil Atlantis The Royal as the world's most ultra-luxury entertainment resort has arrived. We're delighted that global superstar Beyoncé was here to launch this extraordinary resort in an unforgettable way – a true icon, launching an icon. We are excited to begin welcoming guests in February and treat them to an experience that will completely redefine their perspective of luxury."*

Eight years in the making, Atlantis The Royal has been specifically designed to challenge the boundaries of imagination and reshape what ultra-luxury travel means. The Grand Reveal Weekend is set to cement Atlantis The Royal as an instant icon in Dubai and around the world.

To be one of the first to stay at Atlantis The Royal, guests can make a reservation at www.atlantistheroyal.com. Reservations are now open for stays from 10th February 2023 onwards.



Beyonce's Atlantis Dubai Performance Set List:

SET 1:

AT LAST
XO
FLAWS & ALL
AVE MARIA
HALO
BROWN SKIN GIRL
BE ALIVE

FIRDAUS ORCHESTRA: SPIRIT OF RANGEELA

SET 2:

OTHERSIDE
BIGGER
SPIRIT
FREEDOM
I CARE
BEAUTIFUL LIAR

MAYYAS DANCE BREAK: BWATWANIS BEEK

SET 3:

CRAZY IN LOVE
COUNTDOWN
NAUTHY GIRL
DRUNK IN LOVE

ENDS

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For further information about Atlantis please call +971 4 426 1000 or visit www.atlantis.com/dubai . Both low and high-resolution colour photography of Atlantis is available at media.atlantisthepalm.com.

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About Atlantis The Royal

The new iconic landmark of Dubai, Atlantis The Royal welcomes guests to an experience that will completely redefine their perspective of luxury. Crafted by the world's leading designers, architects, and artists, this is a destination where everything



has been designed to challenge the boundaries of imagination. Atlantis The Royal ignites the horizon with a collection of 795 elegant Rooms, Suites, and Signature Penthouses. Featuring stunning views of the Dubai skyline and Arabian Sea, 44 of them have private infinity pools. The resort delivers a curated array of awe-inspiring experiences, inviting guests to swim amongst the clouds in sky pools, be dazzled by fountains that breathe fire or dine at more celebrity chef restaurants than anywhere else in the world. Guests are taken on a journey of the impossible, with artful masterpieces, iconic entertainment, and beautiful craftsmanship at every turn, where the highest level of service will set a new standard in excellence.

Atlantis The Royal is the place where something incredible happens at every moment.

This is Atlantis The Royal.

This Is It.

<https://www.atlantistheroyal.com>

About Firdaus Orchestra

Under the leadership of Her Excellency Reem Al Hashimy, UAE Minister of State for International Cooperation and Director General Expo City Dubai, the Firdaus Orchestra was brought together with a goal to develop the musical community in Dubai and the UAE. Mentored by Oscar Winning composer A.R. Rahman and conducted by Monica Woodman, this all women ensemble of professional musicians come together from over 24 countries set a foundation for a multi-cultural orchestral culture in the Middle East. Rahman brought the orchestra to life over a period of 12 months by selecting and training these musicians in addition to composing original music that brings out the sound of Dubai. A legacy project, the Orchestra made its debut at Expo 2020 Dubai and performed with global Icons and upcoming local and regional artists. The Orchestra's repertoire includes signature classical pieces including Turkish March, arranged by AR Rahman, and Moonlight Sonata, which was also its first Apple Music release. It also covers Middle Eastern compositions and symphonies, as well as commercial pieces arranged by leading international composers.

The Orchestra restarted its season in November 2022 with a performance at Al Wasl Plaza, Expo City Dubai, followed by a special digital performance in December called the Firdaus Holiday Experience with international artists. The Firdaus Orchestra bring together various ages and backgrounds, draws inspiration from the region's centuries-old musical traditions, using instruments such as the oud, rebab and darbuka, steadily building its fanbase in the region.

About Mayyas

Mayyas is a Lebanese all female alternative dance crew founded by Lebanese choreographer Nadim Cherfan. Their main message is women empowering. Nadim was raised by both his grandmothers, two strong women who inspired his vision of a group about women empowerment.

He is a self-taught dancer and choreographer. He worked with international stars and Middle Eastern stars. Nadim is known for breaking the internet with his work. His first music video as a director and choreographer has reached 120M views in less than a year. Mayyas consists of 70 Lebanese girls from different ages. Their first breakthrough was winning Arabs Got Talent Season 6. Mayyas was also the semi-finalists in Britain's Got Talent Champions Edition. Mayyas has been touring the world since then and mesmerizing the audiences with their unique performances such as the Asian basketball championship 2017, Best African football player 2020, Handball world championship 2020, and Bowling Asian Championship. Mayyas, once again, caught the eye of the judges and the public in their last performance in America's Got Talent Season 17 and received a Golden Buzzer by Sofia Vergara. According to Simon Cowell, their performance was 'arguably the best dance act we're likely to ever seen.' Mayyas ended up winning America's Got Talent Season 17.

About Dan Bolton Agency

Dan Bolton Creative Management Agency specializes in entertainment storytelling, casting and booking services, show design and production as well as artist management. Since its start in Dubai in 2015, the agency has been at the forefront of the booming entertainment industry. Having won several awards and with decades of collective experience working with top global brands, government entities, and performers worldwide, the agency has dedicated itself to crafting meaningful experiences that leave a lasting impression. <https://danbolton.me/>