

THE DUBAI FOUNTAIN PERFORMS FIRST-EVER K-POP SONG

'Power' by Korean Supergroup EXO joins the Dubai Fountain's Repertoire of Renowned Melodies



Dubai, UAE 17 January 2018: The Dubai Fountain, the tallest and largest choreographed fountain in the world in Emaar's Downtown Dubai, premiered its first K-Pop song on 16 January. The hit song 'Power' from Korean supergroup EXO was introduced to audiences as part of a spectacular dancing performance at 5:30pm.

K-Pop boyband EXO made its debut in 2012 and has enjoyed phenomenal success both in Korea and across the region ever since. The song 'Power' is EXO's newest hit; it was released in September 2017 to great success, and has topped the charts in various K-Pop markets. 'Power' will now stay in rotation, as the first K-Pop song to ever be included as part of The Dubai Fountain's world-renowned repertoire.



Issam Kazim, CEO, Dubai Corporation for Tourism and Commerce Marketing (DCTCM), said: “We are dedicated to bringing world-class entertainment to visitors of Dubai. We are also committed to continually innovating and are extremely excited about the addition of ‘Power’ to The Dubai Fountain’s repertoire. We hope to continue to offer visitors to Dubai a truly memorable experience through spectacular performances set to world-famous music, and we are pleased to be able to provide our Korean visitors with a unique rendition of one of their country’s most popular songs.”



The band members of EXO were present at The Dubai Fountain last night to witness the inaugural performance of 'Power'.

Describing their feelings on seeing the show for the first time, EXO commented: “We are delighted to introduce global audiences to our song ‘Power’ at this world-famous site. It is a true honour for our song to have been chosen as the first ever K-Pop to be played by The Dubai Fountain; not only is ‘Power’ a dynamic song, but the lyrics describe how music can make people stronger by uniting us all. This ties in with the very essence of The Dubai Fountain itself, a place where visitors from all around the world gather together in one spot to enjoy the truly spectacular fountain show. Watching The Dubai Fountain dance to ‘Power’ was a truly magnificent experience for us. We would advise everyone to visit this amazing attraction when they are in Dubai.”

Widely recognised as one of the most impressive musical fountains of the world, artistically interwoven with music, lasers and light, The Dubai Fountain is one of the world’s ‘must-see’ attractions. It has a rich, dynamic collection of performances encompassing many musical traditions, each one being uniquely expressive in its interpretation.

Commenting on the newest addition to the Dubai Fountain’s playlist **Ahmad Al Falasi, Executive Director – Group Operations at Emaar Properties**, said: “As one of the world’s popular leisure attractions, The Dubai Fountain in Downtown Dubai offers visitors a truly uplifting experience. Welcoming hundreds of thousands of spectators every week, the fountain presents a diversity of musical choices that reflect the cosmopolitan outlook of our city. The addition of K-Pop’s Power adds to the repertoire of The Dubai Fountain’s musical selection with the vibrant beats of the song set to appeal to a large cross-section of people.”

With its vibrant musical and visual experience set on the 23.81-acre Burj Lake within Downtown Dubai (equivalent to that of 18 football fields), The Dubai Fountain can reach a height of 140 metres (450 ft.) and is equipped with powerful nozzles capable of shooting water higher than a 45-storey building. The beam of light shining upward from the fountain can be seen from more than 30 kilometres away. Different combinations of water-forms created by 6,000 WET Superlights and 25 colour projectors perform to selected musical pieces – chosen from a range of classical to contemporary Arabic and world music.

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About Dubai’s Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world’s leading tourism destination and commercial hub, Dubai Tourism’s mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai’s tourism sector. It markets and promotes the Emirate’s commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

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