



## **Dubai Opera and Jaguar Announce Strategic Partnership to Celebrate The Art of Performance**

*Alliance transports iconic British automotive brand to the creative heart of Dubai to promise breath-taking sensory experiences of the performing arts.*

**Dubai, 24/25 August 2016:** As the highly anticipated opening night of Dubai Opera nears on the 31<sup>st</sup> August, premium automotive manufacturer Jaguar Middle East and North Africa has today announced a strategic partnership as the Official Vehicle Partner of the definitive destination for performing arts in Dubai.

Located in Downtown Dubai, billed as 'the most prestigious square kilometre in the world', Dubai Opera will produce and host the finest and most engaging performing arts experiences from Dubai and all over the world.

As the latest extension of Jaguar's 'The Art of Performance' creative communications platform, the long term partnership represents the ultimate medium to express the automotive brand's commitment to recognizing creativity and performance that excites the senses and pushes past the limits of convention to become art.

The collaboration with Dubai Opera gives Jaguar a powerful stage to continue delivering unforgettable sensory experiences that the automotive brand is renowned for. As the Official Vehicle Partner of Dubai Opera, Jaguar will activate a number of interactive experiences and events over the course of the next three years, to bring to life 'The Art of Performance' in new and captivating ways.

Commenting on the partnership, Jasper Hope, Chief Executive at Dubai Opera said, "Dubai Opera is poised to take centre stage as the region's definitive home for live performance. Through their unwavering commitment to arts and creativity in the region, Jaguar Middle East and North Africa is an optimum partner to help us bring arts and music to life like never before. We are thrilled to be working hand in hand with them to create, curate and share new and captivating experiences over the next few years."

Reinforcing the relevance of the strategic partnership, Christopher Wilde, Brand Director at Jaguar Land Rover MENA, said: "There are clear synergies between Dubai Opera, Jaguar's brand values and Jaguar's 'The Art of Performance' platform. From its stunning, world-class architecture and heritage to its innovation and enchanting, modular interior design, Dubai Opera delights the senses through technical artistry. We are delighted to be able to harness this



opportunity to shine a spotlight on performing arts and create immersive moments that excite the senses and take breaths away.”

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**Notes to editors:**

- The *Ibda'a* platform is the local expression of Jaguar’s ‘The Art of Performance’ platform which represents the beacon of creativity and performance in the region, supporting a diverse range of talent in the Middle East and North Africa.






**About Jaguar MENA:**

Jaguar is one of the world’s premier luxury sports saloon and sports car marques. For over 80 years, Jaguar has pushed the boundaries of what is possible, inspired by founder Sir William Lyons. Technology is at the heart of the Jaguar DNA, so every innovation and technology in a Jaguar is developed to create a driving experience that always feels instinctive.

Jaguar has built up a loyal following in the MENA region, due in part to the brand’s focus on investing in exciting new technology and R&D resulting in breakthrough products for new markets and growing segments.

Today’s line-up, the strongest in the brand’s history, consists of the Jaguar F-TYPE Convertible and F-TYPE Coupé followed by their F-TYPE SVR derivatives classed as the fastest F-TYPEs ever, the Jaguar XJ luxury sedan, the Jaguar XF sports saloon, the aluminium-intensive Jaguar XE which is setting the standard for driving dynamics in the midsize segment and of course the Jaguar F-PACE, the company’s all-new performance crossover that joined the line-up in 2016.

For further information log onto [newsroom.jaguarlandrover.com](http://newsroom.jaguarlandrover.com) , [live.jaguar-me.com](http://live.jaguar-me.com) or contact: Angelina Hedra or Carine Arif at Weber Shandwick MENA on +971 4 445 42 22 / email [jl@webershandwick.com](mailto:jl@webershandwick.com)

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DUBAI OPERA



Jaguar Life: <http://live.jaguar-me.com/>

Hashtag: #JaguarMENA

### **About Dubai Opera**

Dubai Opera is a truly unique venue and the city's first purpose built multi-format performing arts theatre, situated in the heart of Downtown Dubai. With an iconic dhow shaped design rooted in Emirati heritage, Dubai Opera offers the ultimate flexibility of a proscenium arch theatre, an acoustic concert hall and a 2000m2 flat floor event space, and is the definitive destination for quality entertainment productions and performances. Dubai Opera's stage will host an incredible array of world-class talent, with opera, ballet and classical music concerts and productions at the core, Dubai Opera will also stage musical theatre, fashion shows, jazz, comedy, family shows and a full range of live entertainment.

[www.dubaiopera.com](http://www.dubaiopera.com)

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