

PAUL WELLER AND KASSAV' PERFORMING AT THE DUBAI DESERT RHYTHM FESTIVAL

Center Stage Management (CSM) is looking forward to yet another exciting Dubai Desert Rhythm Festival this October 31st 2008. The first artists of the line-up confirmed are Paul Weller headlining the first day and Caribbean band Kassav'.

The 4th edition of Dubai Desert Rhythm Festival will once again offer live music with entertainment for all ages, the first-ever two-storey suspended bar in the region and the best international superstars live on stage.

Headlining the festival is the British solo artist, singer-songwriter, former creator-leader-member of The Jam and The Style Council, the legendary... multi-platinum-album-selling **Paul Weller!** The 'Modfather' will share with us his full lively performance after touring the UK (already sold out) for his 9th newest solo-album *22 Dreams*, released in June (featuring Noel Gallagher, Gem Archer, ex-Blur guitarist Graham Coxon and more). He will also be performing some of The Jam material!

Amongst countless other awards of all kinds, Paul Weller has received the Q 'Outstanding Contribution To Music' award, the 'Lifetime Achievement' award at the Brit Awards, has declined a CBE (Commander of The Most Excellent Order of the British Empire) offered by the Queen herself, and came in at No 21 of the top 100 British artists of all times.

To start off the event on a colourful note, the world-famous Caribbean band Kassav' from the West Indies will show Dubaiians how to party like Creoles do, a cocktail of traditional costumes, festive 'zouk' music (the music genre they invented) for a tropical theatrical performance!

They have been together since 1979 and have released approximately 30 albums together and performed in front of huge audiences throughout the globe, usually selling out tickets.

The themes will represent Halloween, with a competition for the best costumes (not limited to kids!), and Mardi Gras.

Tickets are now on pre-sale on www.desertrhythmfestival.com

- Tickets :

Platinum* : 15 tables of 8 seats each - AED 12,000

Gold Circle - AED 550

Regular tickets - AED 250

* For purchasing a platinum table, the buyer and his/her guests will receive the following advantages:

- Separate Platinum Entrance, avoiding the long queues if any
 - At the Platinum entrance, Platinum ticket holders will be greeted and personally escorted to their table
 - Snacks will be served between 2pm and 4pm
 - One free bottle of bubbly or one free bottle of red/white (*all other drinks must be purchased*)
 - A waiter/waitress will take drinks orders
 - A Platinum bar - exclusively for Platinum ticket holders will be situated near the Platinum area
 - Access into the gold circle which is located in front of the stage
 - Separate entrance for the suspended bar (timing to be scheduled upon arrival)
 - Platinum ticket holders will be able to move around the main arena at their will
 - Platinum ticket also includes dinner, served between 6pm and 7pm
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