

Beat: Business

## Mall of Qatar unveils a new concept of retailtainment avant garde

### 27 \$M Invested in Moqlive

Paris, Washington DC, 25.03.2016, 02:08 Time

**USPA NEWS** - Far from the usual clichés conveyed about Qatar and the desire to reduce the Emirate's image of the buyer of all the most beautiful mansions uptown Paris ...Qatar is a country preparing the future for the long term, without depending on oil. and gaz "MoqLive" is one of this leverage of strategy.

#### QATAR HAS ADOPTED SINCE 20 YEARS A STRATEGY OF DIVERSIFICATION AND DIFFERENTIATION

Qatar is a country that is different from others: concentrated power of 11 500 km<sup>2</sup> for only about 1.9 million, of which about 250 000 national, he shows a great world opening. Qatar is a very young country, and really stands out since the arrival in power of the Emir Sheikh Hamad bin Khalifa Al Thani.QATAR DEVELOPED A SMART STRATEGY BY BECOMING A BRAND ITSELF-----

Since the arrival in power of the Emir Sheikh Hamad bin Khalifa Al Thani, it is the beginning of the development of the brand " Qatar " in the world, mainly due to oil and gas resources available in the country (North Dome Field). Why doing that ? And what are the other options that could be less seen from the rest of the world ? -----

First, because the reserves of oil and gas are not limitless, knowing that the energetic transition is brewing in the world due to climate change. The second reason, Qatar is geographically located between two major regional powers: Saudi Arabia and Iran. These are major competitors and this force has the island emirate to differentiate and prepare for the future. The strategy of differentiation and diversification has therefore indeed been initiated by Qatar. And come a long way since ... who knows how far will the Qatar ... First reviews were also dismissive about the launch of the first Arabic-language channel Al Jazeera in 1996. Twenty years later read, the small chain arising a small emirate, Aspiring to face weight against the giant American CNN. Not only was the gamble succeeded, but AL Jazeera has even become a world reference in the royal courtyard of giant channels.-----

Last november 2015, PM of Qatar, Abdallah ben Nasser ben Khalifa Al Thani, visited Paris and welcomed by President Hollande at Elysee . During his stay, HE Qatar PM, visited the Arab World Institute, and met French CEO's. HE the Prime Minister and Minister of Interior Sheikh Abdullah in Nasser bin Khalifa Al-Thani also met at the embassy top officials of Thales, Vinci, Systra, Cofely Ineo, Egis, Suez Environnement, Engie and Total, before meeting with the French President Francois Hollande. The Qatari Prime Minister talked with his French Counterpart Prime Minister Manuel Valls, about how to develop bilateral relations in various fields and latest regional and international issues of common concern, through cooperation.-----

See more at: PRESIDENT HOLLANDE WELCOMES PM OF QATAR SHEIKH ABDUALLAH BIN KHALIFA AT ELYSEE DISCUSSED FIGHTING AGAINST TERRORISM -

Seemore at: <http://www.aviomediachannel.uspa24.com/bericht-6486/president-hollande-welcomes-pm-of-qatar-sheikh-abduallah-bin-khalifa-at-elysee.html#sthash.x1debC15.dpuf>

Among future projects, Qatar intends to become the largest mall in the world with a new concept. This is a gigantic mall but alive, and dynamic high value on creative artistic reflection effervescence worldwide. A sort of modern Babel Tower, under a dome hosting concerts, events, showcases and welcoming other special guests viewed in 360 degrees ... A giant cast will select the best of the best 1000 performers, chosen from all parts of the world, to liven this unique "live mall".

"Moqlive" is a very avant-garde concept in the idea of placing the human at the heart of consumption, halfway between the shopping and entertainment. The building promises to be very futuristic and eco-friendly including has low power consumption integrated in a very well studied ecosystem.-----MALL OF QATAR INVESTS INVESTS \$M 100 QAR (\$M 27) IN A LIVE ENTERTAINMENT ARENA IN SEARCH OF 1000 PERFORMERS FOR MOQLIVE-----

This unique of a kind "retail-entertainment" concept, brought to life by a cast and crew of more than 50 international theatre professionals, will be mall-wide with the 7 main shows performing within the heart of the mall at the Oasis. The Oasis is covered by an impressive 6,000 sq. m glassed dome of 30 meter height that is carried by four giant steel trees. The focal point of the Oasis is a 15 meter diameter 360-degree rotating stage with a central hydraulic lift, theatrical sound & lighting, high wire rigging, special effects and animated water features. The shows have been custom developed by theatrical productions experts, Premium Projects, based in

Germany. -----

ONE THOUSAND PERFORMERS CASTED FROM ALL PARTS OF THE WORLD-----

-----Nearly 1,000 performers have been casted from around the world (incl. Australia, the US, Africa and all over Europe) to find the best performers and hand-picked talent for the shows. The crew comprises of professional costume tailors, lighting designers, stage managers, sound technicians, scenery carpenters and make-up artists who will work behind the scenes day by day to deliver a theatrical experience. During the performances, up to 25 dancers, singers, actors and acrobats can be seen live on stage.

In addition to proprietary shows, other producer or vendors will use the stage for showing their own content. This can be on the stage lift, a car presentation, a fashion show, kids amusement or similar. For these events the stage ring can be entered by the audience by using the bridges and railings. By using the LED screens in the down position (stage level) as seen in the picture, football games or any other video content can be shown. The audience can stand or sit within one of the numerous casual . The travellers addicted to shopping, the lovers of entertainment, but not only, as the curious and the ones who love to treat themselves and expect to be surprised by innovative concepts, are looking forward to that new concept. This article was realized thanks to the help of Patrick Hage Chahine's contribution.-----

Rony Mourani General Manager explains, "The Mall of Qatar fully embodies the retailtainment concept and offers a great variety of entertainment options for the whole family. We are confident that everyone will enjoy MOQLIVE events that will make our Mall the destination for our valued guests from within Qatar, the Middle East and beyond." [?]

**Article online:**

<https://www.uspa24.com/bericht-7487/mall-of-qatar-unveils-a-new-concept-of-retailtainment-avant-garde.html>

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V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Rahma Sophia RACHDI

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