GENERAL OVERVIEW AND CREATIVE TOOLKIT

ABOUT THE SHOW

La Perle is the region's first permanent show. Created by world-renowned Artistic Director Franco Dragone and brought to Dubai by Al Habtoor Group, La Perle combines the spirit of Dubai with an iconic aqua-stage to deliver an unmissable spectacle in, on and above water.

La Perle takes place five days a week, with two shows a day at a custom-built theatre that houses 1,288 people. Performances run from Tuesday to Saturday at 6:30pm and 9:00pm.

TITLE

La Perle By Dragone

HEADLINES / TAGLINES

Dubai's #1 Show

العرض رقم 1 في دبي

Dubai's Most Spectacular Show

العرض الأروع في دبي

CREATIVE AND VISUALS

Key Visual
Hero Images
Hero Videos
B-Rolls
Logos

DESCRIPTION – LONG

La Perle is a one-of-a-kind aqua show in the region that combines world-class talent with one of the most technologically-advanced theatre productions in the world. Brought to Dubai by Al Habtoor Group, La Perle introduced both residents and tourists in the city to a water-based show that combines gravity-defying acrobatics with spectacular stunts and special effects to tell a fantastic story. La Perle represents a new era of live entertainment in Dubai with an immersive production that can only be delivered in a purpose-built theatre.

La Perle features a breathtaking fusion of immersive artistic performances, imagery and technology. La Perle is influenced by Dubai's rich culture, vibrant present and aspirational future, which is brought to life by awe-inspiring stunts and special effects that will leave viewers speechless.

Feel embedded with the artists as the 270-degree seating provides a different perspective of the action unfolding in the tailor-made aqua theatre. Witness the stage flood with water and drain in a matter of seconds as the artists perform mind-blowing aqua and aerial feats, such as diving from 18 meters high.

DETAILS

Location

La Perle theatre is located in the heart of Dubai at Al Habtoor City. Easily accessible from all areas of Dubai with direct access from Sheikh Zayed Road and walking distance to the Dubai Canal.

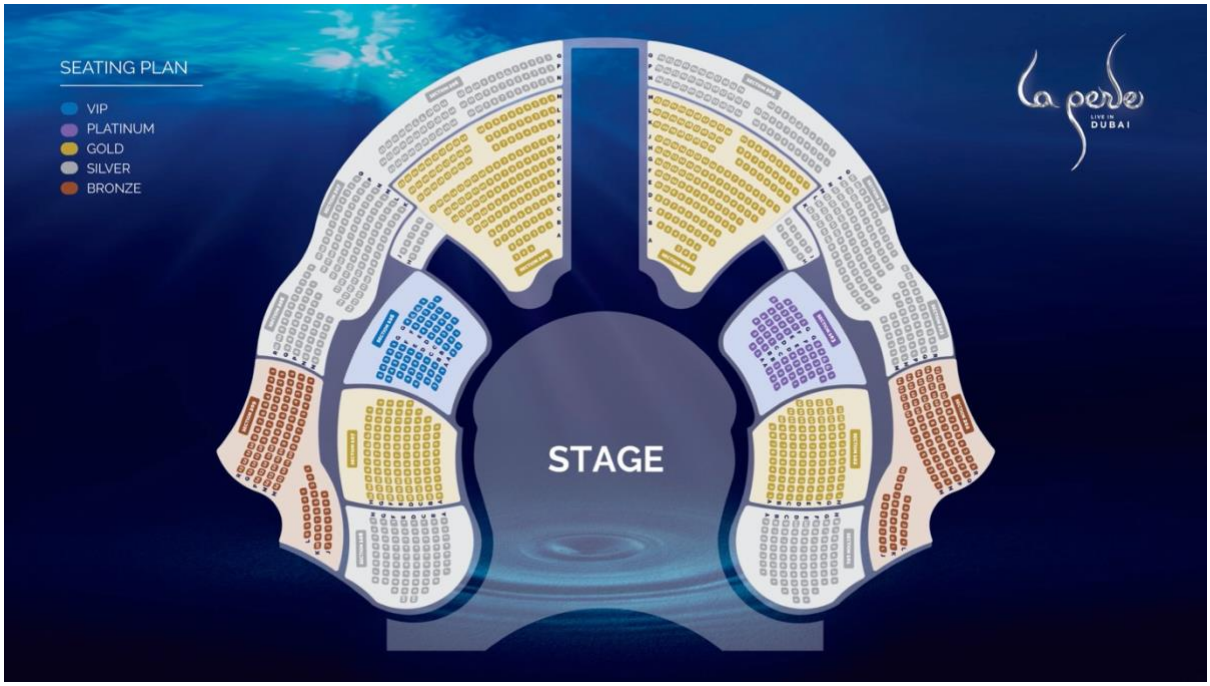
Transport

- Self-park and valet available on site
- Taxi and hire car available on site

Seating

The 1,288-seat theatre only contains 14 rows, which offers an intimate experience and gets you face-to-face with the action. La Perle has five tiers of seats starting with Bronze, Silver, Gold, Platinum and VIP seats on request

Seating Map – https://bit.ly/3fcemsn



Bronze: 183 seats
- Unbelievable value less than 14 rows from the stage

Silver: 501 seats
- Stunning views with a great perspective

Gold: 496 seats
- Premium locations closest to the action

Platinum: 54 seats
- Premium seating with a great view of the show. As a Platinum guest, you'll be able to enjoy complimentary valet parking or round trip with Uber. Once inside the theatre, enjoy the show from larger seats

VIP: 54 seats
- Luxury in the heart of the theatre. As a VIP, you'll be able to enter through our exclusive VIP lounge area, where you can hang out pre-show and have complimentary savory and sweet snacks, candy, and beverages. Once in the theatre, VIPs will be able to enjoy the show with great views and larger seats

Accessibility

La Perle is accessible for guests with disabilities including elevators, ramps and accessible seats. Please contact the Box Office directly with any specific questions or requests at +971 4 437 0001 or BoxOffice@LaPerle.com

Food and Beverage

Easy access to sensational food & beverage offerings, all within walking distance of the theatre. Choose between a great variety of more than 20 restaurants and bars.

The Atrium	Rose & Crown	Gastro-Pub
Hilton Dubai Al Habtoor City	Level 44	Gastro-Pub
Hilton Dubai Al Habtoor City	Babiole	Contemporary Mediterranean
Hilton Dubai Al Habtoor City	Ribs & Brews	American Bar
Habtoor Palace, LXR Hotels & Resorts	World Cut Steakhouse	Steakhouse
Habtoor Palace, LXR Hotels & Resorts	Le Patio	International
Al Habtoor City Boulevard	Il Pastaio	Italian Restaurant

Packages:

Canal cruise - https://bit.ly/2Z82J2M

Schedule

La Perle performs 2 shows nightly and 10 shows weekly
The show runs approximately 90 minutes with no intermission

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Show 1			6:30 pm	6:30 pm	6:30 pm	6:30 pm	6:30 pm
Show 2			9:00 pm	9:00 pm	9:00 pm	9:00 pm	9:00 pm

Show Schedule: https://laperle.com

Box Office

AL HABTOOR CITY
الحبتور سيتي

- Hours of operations

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Open	9:00 am	9:00 am	9:00 am	9:00 am	9:00 am	9:00 am	9:00 am
Closed	11:00pm	11:00pm	11:00pm	11:00pm	11:00pm	11:00pm	11:00pm

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- Telephone: +971 4 437 0001
- Email: BoxOffice@LaPerle.com
- WhatsApp: +971 5 699 47495

Children

- Each guest, regardless of age, is required to have a valid ticket
- Children under the age of 2 years are not permitted into the La Perle

Dress Code: Smart casual

Photography: Photography is permitted, however flash and laser pointers are not permitted in the venue

WIFI: There is complimentary public WIFI at La Perle

Medical: Medical team on site for each show

- La Perle is the region's first resident show, based in Al Habtoor City
- The state-of-the-art theatre was entirely purpose-built for the show
- The theatre boasts a 270-degree seating configuration offering a mesmerizing experience from various angles
- The theatre has 1,288 seats, all of which provide a unique view of the action on stage
- More than 200 people work at La Perle including cast, crew, admin, Front of House and security, hailing from around the world
- Artists dive from an extreme height of 18 metres into the pool, which is 5 metres deep
- The artists all do their own make-up. Performing two shows a night, they have to learn to create the looks by themselves. They obviously have to use waterproof make-up!
- There are scuba divers under the water at all times throughout the show to ensure the safety of the artists. La Perle uses a sound system that works above and below water, so artists and technicians can hear music and communications underwater.
- The floor floods and drains through Mondo flooring, which is perforated to allow water to rise and flood the stage. Gravity is what pulls it down. The stage can drain in just 15 seconds, but for safety, they make it happen in 45 seconds.
- In the flying scenes, Collision Avoidance software is used, similar to that used by aircrafts. The system is interlocked so if one axis is at a certain degree, it will automatically alter to avoid all other axis.
- Special harnesses were created for the "inverted walkers" so the artists can walk upside down safely
- 3D mapping is projected on all surfaces of the theatre from the walls to the floors
- The scenic doors are 23 metres high and weigh 6 tons each, which is roughly the size of three rhinos, six giraffes or 36 American football players!

SOCIAL MEDIA

Instagram

- **@LaPerleDXB**
- https://www.instagram.com/laperledxb/?hl=fr

Facebook

- **@LaPerleinDubai**
- https://www.facebook.com/LaPerleInDubai/

YouTube

- La Perle https://www.youtube.com/channel/UCFsTUFp1i5l2KLADOkoOl5w

Hashtags

- #LaPerle #LaPerleDXB #AlHabtoorCity #AlHabtoorGroup