

Client name - Mubadala Investment Company

Project By - Optimum Lighting & Design

Scope - Executive Producers

- * Show Director
- * Full Production Design & Conception
- * Budgeting & Financial Management
- * Technical Direction
- * Casting & Talent Management
- * Site Logistics, Permitting
- * Show Calling & Stage Management

CASE STUDY

IN NUMBERS:

- 85,000 PEOPLE IN ATTENDANCE
- AED 8M+ BUDGET MANAGED
- 18 WEEKS FROM CONCEPT TO PRODUCTION
- 1 WEEK ON-SITE TECH & REHEARSALS

OVERVIEW

OLD was appointed by Mubadala in conjunction with Avantgarde brand group, as the end-to-end production partner for the New Year's Eve 2024/2025 celebration at Al Maryah Island, Abu Dhabi. This milestone project marked the first non-fireworks NYE event on the island, re-defining tradition through a fully immersive, multi-sensory experience.

CHALLENGE

With just weeks to deliver, OLD faced a high-stakes brief involving:

- * **Tight permitting timelines**
- * **Logistics across international talent and technical crews.**
- * **Infrastructure planning for power, water, and safety on a waterfront site.**
- * **Delivering a headline-worthy show without traditional fireworks.**



RESULTS

The show featured a groundbreaking blend of elements:

- * **Drone Show:** Aerial storytelling synchronized with audio scores
- * **Flyboard Performance:** Stunt choreography on water jets with integrated lighting
- * **Water & Fire Effects:** Custom-programmed aquatic elements with flame choreography
- * **Laser and Lighting Show:** Time-coded to music and drone movements for a 360° experience

Delivered in collaboration with Avantgarde, the experience spanned the waterfront of Al Maryah Island and was fully visible to all vantage points around the venue.









almaryahisland 🌟 New Year's Eve at Al Maryah Island was unforgettable!

A night filled with sparkling lights, water and laser shows, and delicious dining experiences that brought everyone together.

Here's to a year full of joy and unforgettable memories!

#AlMaryahIsland #AlMaryahMoments

✨! انطلقنا إلى عام 2025 بأسلوب مميز في جزيرة الماريه

ليلة مذهلة تزينت بأضواء خلابة وعروض مائية وليزر أبهرت الجميع، وتجارب طعام لذيذة جمعتنا معاً.

انتطلع إلى عام مليء بالسعادة والذكريات الرائعة

22 w See Translation



diwana.akil.90 Nice 🙌🙌🙌🙌 beautiful

22 w Reply



Al Maryah Island announces huge laser and light show for NYE in Abu Dhabi

Fireworks are *so* 2024

By Mariana Cerveira December 31, 2024

NYE fireworks in Abu Dhabi have become a staple of the first night of the year, Al Maryah Island has decided to reimagine the big night and put on a laser and light show instead.

Aside from the entertainment at the Island's popular Winter Wonderland (from 7pm to 1am), the proceedings will kick off at 11.50pm with a drone show (we're talking 500 drones, NBD). There's also a drone countdown to midnight at 11.59pm.

Then as the clock strikes midnight, it's time for two more shows: one taking to the sky and the other taking to the water, both running until 12.15am.

First up it's the NYE laser displays and light show, which will illuminate the night sky at The Promenade.

At the same time, visitors can also look to the water to see jet ski, flyboard and pyro jacket performers showcase their talents as they do stunts.

