

Client name - Mubadala Investment Company

Project By - Optimum Lighting & Design

Scope - Executive Producers

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

CASE STUDY

IN NUMBERS:

- 51,000 PEOPLE IN ATTENDANCE
- AED 3M+ BUDGET MANAGED
- 13 WEEKS FROM CONCEPT TO PRODUCTION
- 1 WEEK ON-SITE TECH & REHEARSALS

OVERVIEW

As the appointed end-to-end production partner, Optimum Lighting Design (OLD), in collaboration with Avantgarde Brand Group and Mubadala, delivered a fully immersive, large-scale experience that celebrated Emirati heritage and unity. The event featured a stunning heritage boat show, with traditional sailboats lining the island's waterfront promenade, serving as a visual tribute to the UAE's maritime history. The boats became part of a multi-sensory performance, with synchronized fireworks, dynamic lighting, water and haze effects, and projection elements that animated the skyline and sea.

CHALLENGES

- * Accelerated permitting under tight municipal and security constraints, with no room for delay.
- * Designing and deploying temporary infrastructure for power, water, and life safety across a high-traffic, waterfront site
- * Managing heritage boat logistics, including marine permissions, vessel transport, anchoring, wind/tide calculations, and integration into a timed show sequence.
- * Adapting to site challenges seamlessly in real time as to pull off a show concept that has scarce been done before.

RESULTS

The Al Maryah Island UAE National Day celebration was a resounding success, delivering both creative excellence and operational precision, setting a new benchmark for immersive public celebrations in the region.

- * Two nights of full capacity public attendance, drawing over 100,000+ spectators to the island's waterfront.
- * Flawless execution of a complex, multimedia show.
- * Seamless integration of heritage boats into the visual narrative, reinforcing cultural authenticity and audience engagement
- * Zero safety incidents across two days of live performances on water, and land,
- * Widespread social media coverage, positioning Al Maryah Island as a premier destination for national celebrations
- * Client praise from Mubadala and Avantgarde, with OLD reaffirmed as a trusted partner for high-profile, high-stakes productions











Al Maryah Island



The south plaza and promenade are ideal spots to watch the fireworks at Al Maryah Island on December 2 and 3 at 9pm. A light and water spectacle is also taking place, as well as a heritage boat show.



Dazzle with the Capital!

The Galleria Al Maryah Island is set to shine on December 2 and 3, from 4 pm to 10 pm!

Snap pics at the Golden Live Museum, watch Al-Ayyala dancers, try henna art, and jam to the tunes of an oud player. Additionally, enjoy grand fireworks, water shows with glowing dhow boats and music on the promenade. A packed celebration perfect for one and all!

Click [here](#) to learn more.

