

## KOREAN K-POP SUPERGROUP, EXO, TO MEET FANS IN DUBAI ON JANUARY 16

**Best-selling boy band's newest hit "Power" is chosen to join The Dubai Fountain list of melodies**

**Dubai, UAE 26 December 2017:** The Dubai Fountain, the tallest performing fountain in the world, will add the Korean pop song, "Power" from the globally successful Korean boy band EXO to its list of melodies and will be premiered on 16 January, 2018.



The K-Pop artist, EXO made its debut in 2012 and has enjoyed phenomenal success as a boy band in Korea as well as across Asia, selling millions of records. The song "Power" is EXO's newest hit, released in September this year to great success, topping the charts in various K-Pop markets.

It is the first time that The Dubai Fountain has added a K-Pop song to its hugely popular repertoire and a media event to celebrate the song's inauguration will take place on 16 January, 2018. In addition to key media representatives from UAE, GCC, China, and South Korea, influencers and fans as well as EXO members and organizers will be attending to watch the premiere of the song played at the fountain.



On the listing of their song to The Dubai Fountain repertoire, EXO members commented: “We are very much delighted that our song “Power” has been chosen as the first Korean song ever to be played at The Dubai Fountain show. Not only is “Power” an uplifting song with a catchy beat, but also the lyrics talk about how one can become stronger through music that unites everyone into one. And all these go well with The Dubai Fountain itself where all Dubai visitors from all over the world gather in one spot to enjoy the show. We are looking forward to seeing the splendid fountain show with its first ever rendition of ‘Power’.”

The Dubai Fountain is one of the world's ‘must-see’ sites and its current music repertoire includes mega-hit songs from global artists such as “Thriller” by Michael Jackson, "I Will Always Love You" by Whitney Houston, "The Prayer" by Celine Dion and Andrea Bocelli, “Skyfall” by Adele, and "La Vie En Rose" by Édith Piaf.

“The influence and admiration of K-Pop is growing around the world, especially in Middle Eastern markets and we are thrilled that visitors to The Dubai Fountain will be entertained with EXO’s latest song. Dubai is at the crossroads of the world and it’s only fitting that a major Asian group’s music should

become an integral part of one of the most visited attractions in the city. We welcome EXO to our diverse and cosmopolitan city and are confident their music will delight and impress all visitors to the Dubai Fountain,” said Issam Kazim, CEO of Dubai Tourism.

From his side, Ahmad Al Falasi, Executive Director – Group Operations at Emaar Properties, said: “Dubai is home to over 200 nationalities and serves as a vibrant business and leisure hub. Our goal with The Dubai Fountain, one of the most-visited attractions, is to engage every visitor and offer them a memorable time through spectacular performances set to world-famous songs. Given the popularity of K-Pop, Power served as perfect fit. The rhythmic swaying of the fountain to the beats of Power will be a delight for all, especially for fans of K-Pop.”

With its vibrant musical and visual experience set on the 23.81-acre (equivalent to that of 18 football fields) manmade Burj Lake within Downtown Dubai, The Dubai Fountain can reach a height of 140 metres (450 ft) and is equipped with powerful nozzles capable of shooting water higher than a 45-storey building. Different combinations of water-forms created by 6,000 WET Superlights and 25 colour projectors perform to selected musical pieces – chosen from a range of classical to contemporary Arabic and world music.

The Dubai Fountain is widely recognised as one of the most impressive musical fountains of the world attracting millions of visitors each year to witness the spectacular light and music show.

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#### **About Dubai’s Department of Tourism and Commerce Marketing (Dubai Tourism)**

With the ultimate vision of positioning Dubai as the world’s leading tourism destination and commercial hub, Dubai Tourism’s mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai’s tourism sector. It markets and promotes the Emirate’s commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment (formerly known as Dubai Events and Promotions Establishment).

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