

New range of Outdoor Markets created in tribute to first edition of DSF 25 years ago

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Al Khawaneej Market – A Winter Wonderland

With an outdoor custom ice rink, snowball fight pit, snow tubing slope and snowmen building zones, Last Exit Al Khawaneej by Meraas has been transformed into the ultimate urban winter carnival market this DSF. A wide range of winter themed activities and attractions have been created for residents and visitors to revel in, including a snowy white winter garden with magical snowfall and themed La Perle entertainment, families won't be able to get enough.

On the main stage throughout the week, an MC and DJ play festive music creating a winter-inspired atmosphere with competitions and prizes for all to try out. Different skill games are also available for guests to score high and an open-air cinema experience for the whole family. A live "Calligraffiti" artist is creating art in real time during the first 10 days of DSF, while on the weekends, local emerging talent showcase their skills in music and the arts. Al Khawaneej Market will run daily until 1 February 2020, from 6pm to 12 midnight.

Al Rigga Market – Nostalgia at its Best

Al Rigga Street relives the original days of DSF, recreating the first ever market from 25 years ago, especially for this edition. Brimming with nostalgia, the festive outdoor market experience includes a

fun fair, food & drink and retail stalls, roaming entertainment, skilled games, atmospheric lighting and historic DSF branding.

Five themed activations will take place over the five weeks of DSF, including entertainment acts like African dancing, a Wonder Circus parade, as well as surprise flash mobs, comedy shows, talent contests and sports activities including football, CrossFit and soap stadium community tournaments, throughout the month. The market will be open until 1am every night.

Al Seef Market – Made to Elevate Your Instagram Game

In celebration of the 25th anniversary of DSF, Al Seef is bringing fun and pageantry to this newly redeveloped historic site, which spans the 1.8 kilometres along Dubai Creek. Inspired by the bustling souks of Dubai, the market brings together the old and new and is a hub for fun-filled activities and entertainment for residents and tourists throughout the month of festivities.

Not to be missed, visitors will have the chance to explore a journey of 25 pit-stops that showcase art, music and entertainment borrowed from the past and reinterpreted for the present and future, as well as daily raffles offering life-changing prizes and the finest shopping, dining, art, and cultural entertainment from around the world.

The outdoor stage will also air live on Dubai TV daily, featuring live entertainment and talk shows as well as the daily DSF winner announcements. The Global Jalsaat stage is the second main feature at Al Seef Market, and will feature performances by local Khalijia, Levantine, Indian and Filipino talent.

Additionally, a moving art projection, instagrammable pop-ups, multi-brand store, photo gallery, kids playground, workshops, theatre acts, concerts, roaming entertainment, retail markets, heritage souks, weekend fireworks and art installations by Emirati and Dubai-based artists are some of the many elements that will bring Al Seef Market to life during the whole of DSF.

City Walk Market – The Future Realised

Al Mustaqbal Street in City Walk gets futuristic this DSF with an outdoor experience that reflects all elements of futurism, innovation, leading technologies and world-class installations. The market features different themes over the weekends until 1 February 2020 with different interactive elements, including a futuristic interactive area, VR and AR zones, world-class futuristic performances and entertainment, a digital art wall, an LED tunnel, a mirror maze, GIF pods and Tik Tok and retail brand activations that tap into today's pop culture. The weekend themes include Fortnite, beauty pop and an MBC take-over featuring The Voice. The music activations are all guaranteed to make the visit a memorable one for everyone. A new addition to the destination, the market will also feature the world's biggest inflatable bouncy castle, The Monster, which will feature various obstacles for everyone to enjoy. The City Walk market will take place between 3pm and 11pm everyday throughout DSF.

Al Shindagha Days – Culture Relived

Located in Al Shindagha Historical Neighborhood, this initiative is a platform for UAE-based Arts and Crafts start-ups and initiatives to showcase their concepts to the world and how traditions can evolve while staying linked to the roots. The outdoor market features a doors exhibition, a museum with state-of-the-art multimedia experience, including an informative and inspiring film experience, a boat display, a light and sound show, a perfume house with dedicated workshops and a pearl station where visitors can get their pearls personalised by an on-site calligraphy artist. Visitors can also enjoy traditional Emirati performances, sadu weaving, traditional bites and various start-up initiatives. The market will run from 9 January 2020 until 18 January 2020.

Dubai Festival City Mall

The outdoor market situated in Festival Bay of Dubai Festival City Mall will keep families entertained with a wide variety of fun activities, unique retail pieces to buy, as well as toys. Foodies can also enjoy the delicious bites on offer- it's fun for all! The market will run from 8 January 2020 to 14 March 2020.

Hatta Market – Get Active in the Mountains

Located in the heart of Hatta, the market offers guests a traditional outdoor souk experience with cultural games and experiences. Bike racing, trampolines, VR experiences and cultural performances are sure to keep the whole family entertained. The market is also inviting clubs and specialist groups to attend activations with classic cars, bikes and caravans, as well as families who enjoy camping, barbeques and a food truck zone. The Hatta Market runs every day from 4pm to 10pm.

Market Outside the Box

The DSF-signature Market Outside The Box (MOTB) will return for its seventh edition in Burj Park, Downtown Dubai from 16 January to 1 February 2020 from 4pm to 10pm on weekdays, and 11am to 11pm on weekends. A showcase of the best emerging local, regional and international brands side by side, the market will feature an African venue, a collaboration of African designers offering unique concepts, a production by Dubai English Speaking School, a flash sale on the weekend, exclusive fashion shows by unique designers, a kids zone and much more!

For more information, please visit www.mydsf.ae or [@DSFSocial](https://www.instagram.com/DSFSocial) and [#MyDSF](https://twitter.com/MyDSF) for the latest news, information and events.