



**Press release  
Dubai, January 2009**

## **Prisme International to inaugurate Burj Dubai!**

Prisme International, the leading Dubai-based event management company has been confirmed by Emaar Properties to be the official agency to inaugurate Burj Dubai, the world's tallest tower in an exclusively orchestrated opening ceremony of the magnificent structure on Monday, January 04, 2010.

Pierre Marcout, CEO and Artistic Director of Prisme International is expected to stun Dubai and the world with another unique creation for the Burj Dubai opening ceremony which will be attended by members of the Royal family, VVIPs. A large gathering of supporters and spectators are also expected as the date commemorates the anniversary of H.H Sheikh Mohammed bin Rashid Al Maktoum's becoming the ruler of Dubai.

Prisme International presented the strongest creative project over several competitive international agencies that pitched for the launch. Emaar Properties choice is a true recognition of Pierre Marcout's creative talents and the capacity of Prisme International to handle an event of this magnitude. Pierre's enduring artistic vision and past experiences are presented in an impressive portfolio of events which include the opening ceremonies of the Dubai Shopping Festival, Dubai World Cup 2008, Dubai Autodrome in 2006, as well as exquisite shows for such as Dubai Fashion Week and Oman Tatoo.

Pierre Marcout said, "In keeping with the prestige and reputation of this worldwide event, I am honored and proud to present this exceptional event to the world. We are delighted and privileged to be given the chance to work with a leading regional brand such as Emaar on its unparalleled accomplishment. It is always rewarding to participate in and be a part of such distinguished events through my shows."

Marcout is hands on, in the execution, direction and production of this spectacular show. Since 1997, he has directed and staged many innovative events across the globe using in-depth and groundbreaking techniques. He aims to create an awe-inspiring experience with the iconic building as its backdrop.

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### **About Prisme International**

Prisme International, a French company, was founded in the United Arab Emirates in 1997 by Pierre Marcout. The company specializes in the production and organisation of innovative events worldwide ranging from private parties and weddings to opening ceremonies and large-scale events. Prisme International offers in-depth and innovative techniques, including lighting, laser, fireworks and sound, and provides top class performers from all over the world (magicians, acrobats, dancers, illusionists).

Since 1997, Prisme International has produced the opening ceremonies of the Dubai Shopping Festival, famous for its spectacular image projections and using Dubai City and the Creek as a giant stage. In 2006 Prisme International also produced the Show during the Dubai World Cup in Nad al Sheba, and the opening of the Dubai Autodrome with a 4.2km firework layout outlining the Autodrome circuit. Other references include: the Dubai Airshow, HCT shows, royal weddings and Oman Tatoo.

### **For further information, please contact:**

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