

TAO Group Consults on new Dubai Arena

UK based Event Company TAO Group has won the contract to consult on Dubai's new state of the art multi-purpose venue, The Palladium.

The Palladium, built at a cost of AED120 million (US\$32.6 million), will be the first venue of its kind in the Middle East and North Africa, exclusively dedicated to cater to the widest array of events such as concerts, theatrical productions, conferences, corporate events, exhibitions, award ceremonies, galas and special functions.

Raymond Gaspar of ICE - International Communications and Entertainment - awarded the prestigious contract to TAO Group to consult on the technical fit out of the venue, stewarding and medical appointments, traffic and pedestrian planning, occupational safety and to prepare technical specifications to ease the attendance of touring production.

As general manager of The Palladium, Raymond Gaspar said: "This unique venue can be set-up in a variety of creative ways to suit any event theme and size. We will provide all the elements to facilitate the work of promoters and event organisers to produce world class events at The Palladium."

The Palladium is designed as a multi-purpose venue with a capacity of over 5,000 people for concerts. Setting up the venue to a client's specifications is possible in a matter of hours, with a movable stage, state-of-the-art visual effects, acoustics configurable to different applications, advanced branding mediums, foldable and retractable seats, and Sky Boxes for VIPs and VVIPs.

Andy Cotton of TAO said: "We are very excited to be part of this project, it allows us to use all of our group partners from TAO Medical, TAO Fire, TAO Traffic and TAO MISC (that covers safety) as well as the knowledge we have in TAO Productions from running shows, events and production over the last 15 years."

With the opening of The Palladium scheduled for January 2009, TAO is working hard to put technical specification packs together, train staff and re-route the traffic infrastructure in consultation with officers from the municipal departments of Dubai.

Raymond Gaspar concluded: "We want this venue to be world class not only in design and equipment but also in operation and safety. As the UAE uses the basis of legislation from Europe it made sense for us to bring in top people from that area."


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