



A DOOR IN TIME

from Antiquity to the Future of Egypt

GRAND EGYPTIAN MUSEUM
INAUGURATION EVENT

Introduction

When facing an event as ambitious as the inauguration of the Grand Egyptian Museum, we always start by thinking deep inside what should be behind our proposal.

This has been our inspiration.

This is what is behind our proposal...



Introduction

This is how ambitious we will be.

Because we strongly believe there is no other possible way to do it.

Centuries in the making, the inauguration of the Grand Egyptian Museum will become a milestone in human history and the entire world will be watching...

Welcome to the inauguration of The Grand Egyptian Museum

A DOOR IN TIME



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Main Inauguration Event Concept

As originally requested in the briefing meeting, our focus throughout the entire inauguration show has been to relate the pyramids, as a symbol of the Ancient Egypt (culture/past), to the Grand Egyptian Museum (future).

We have successfully transformed an inconvenient (the 1.700 m. distance from the Pyramids to the Museum) into an amazing opportunity, to create a show never seen before.

Grand Egyptian Museum Inauguration Event Milestones

1.- Guest
Arrival /
Presidential
Speech /
Main Façade
Show

19:30 - VIP Guest arrival (60').

20:20 - VVIP Guest arrival (10').

20:30 - Protocol Inauguration Acts / Presidential Speech and Ribbon Cutting (30').

21:00 - Big Audiovisual Façade Projection Mapping (15').

2.- VVIP
Museum
Visit

21:15 - Pyramids restaurant promenade (30').

21:15 - VVIPs Private Museum visit / Light and Projection Show (30').

3.- Gala
Dinner

21:45 - Multimedia gala dinner / Gastronomy Trip to Imperial Egypt (1h. 15').

4.- Main
Inauguration
Show

23:20 - Main inauguration show: A DOOR IN TIME. (40').

Total Event Estimated Duration: 4,5h (aprox.).

1.- Guests Arrival / Protocol Inauguration Acts & Presidential Speech / Main Façade Show

19:30 - VIP Guest arrival (50').

20:20 - VVIP Guest arrival (10').

20:30 - Protocol Inauguration Acts / Presidential Speech and Ribbon Cutting (30').

21:00 - Big Audiovisual Façade Projection Mapping (15').

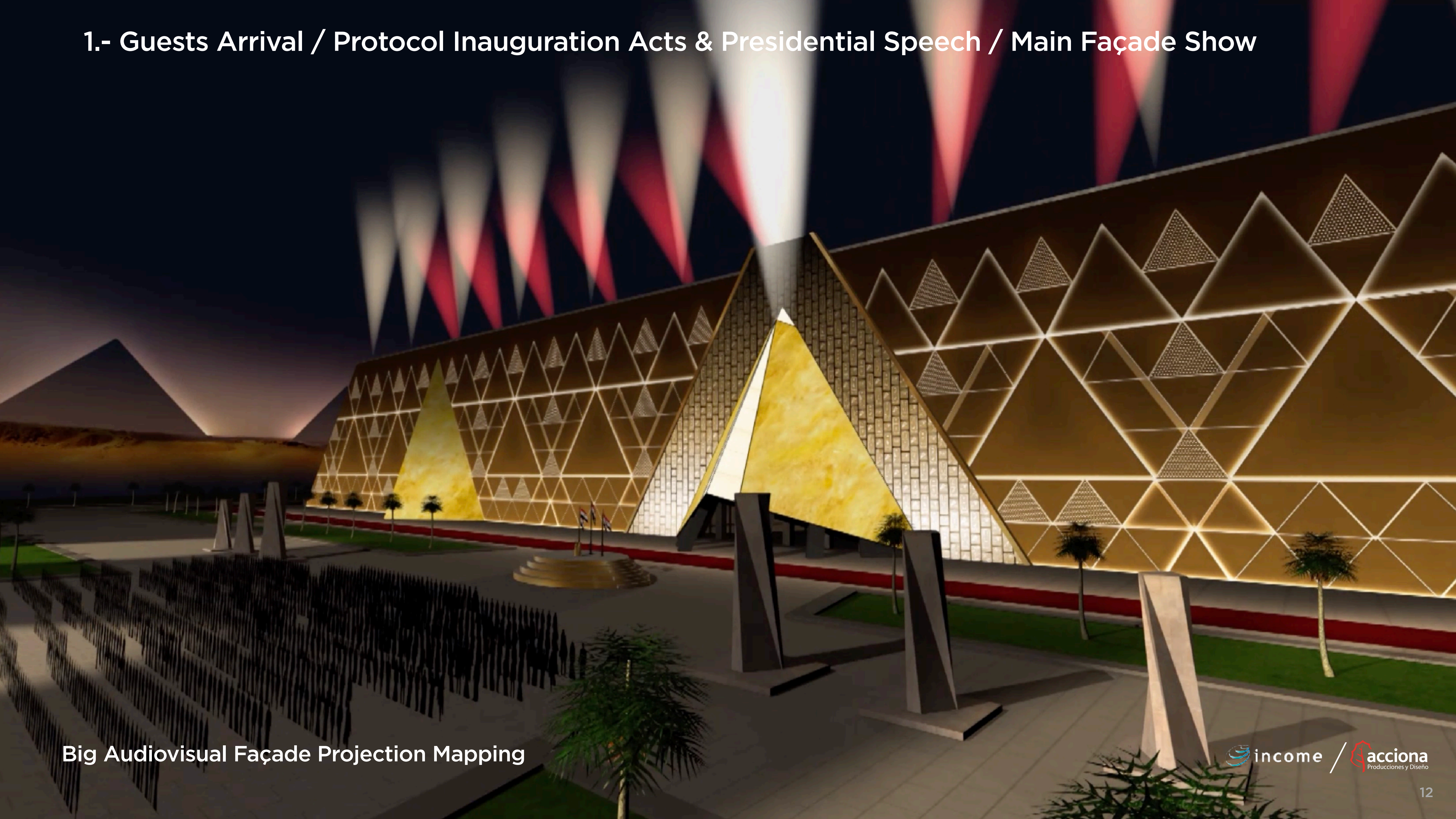
استقبال الضيوف
VIP Guest Arrival

1.- Guests Arrival / Protocol Inauguration Acts & Presidential Speech / Main Façade Show



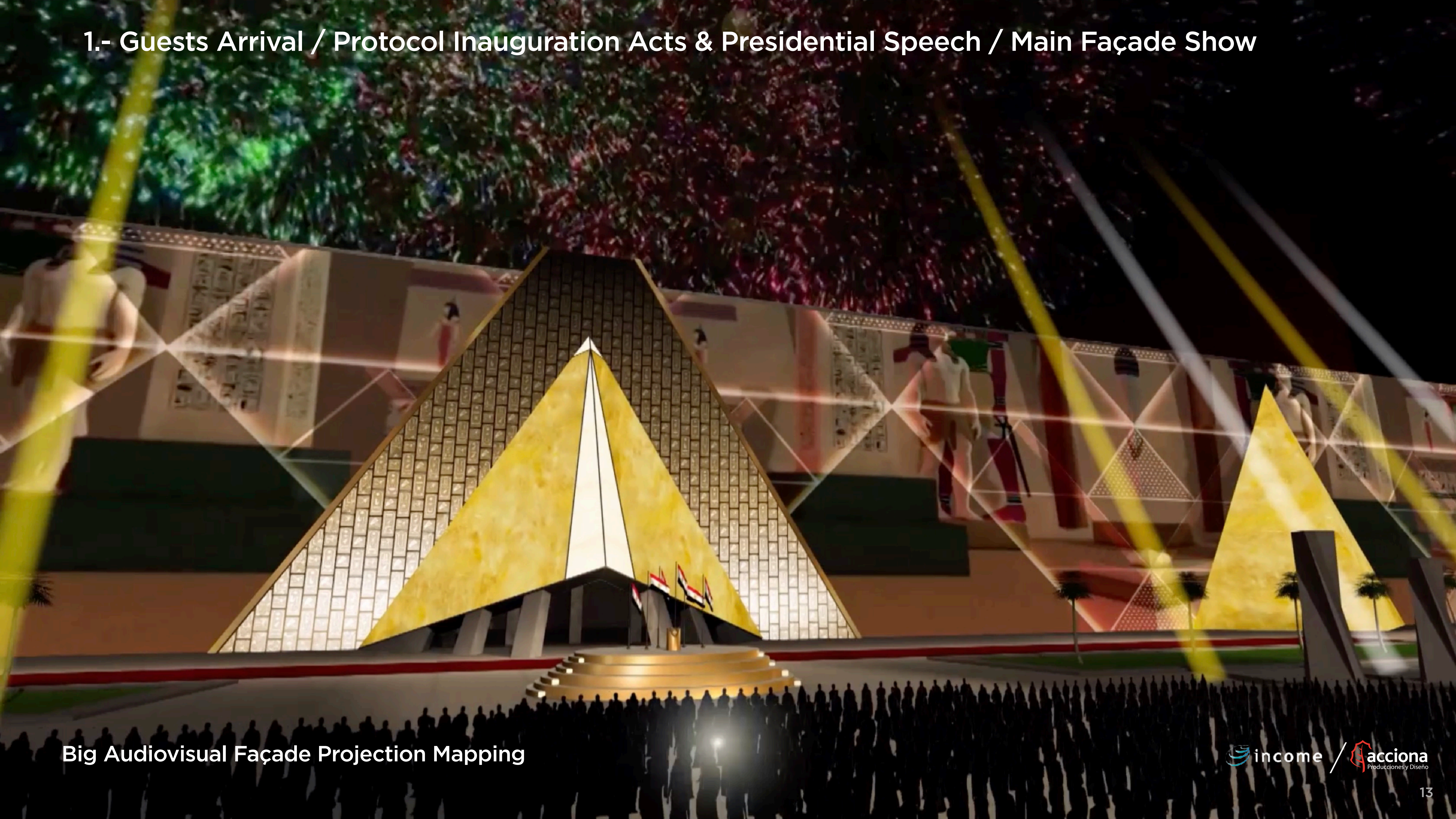
Protocol Inauguration Acts / Presidential Speech and Ribbon Cutting

1.- Guests Arrival / Protocol Inauguration Acts & Presidential Speech / Main Façade Show



Big Audiovisual Façade Projection Mapping

1.- Guests Arrival / Protocol Inauguration Acts & Presidential Speech / Main Façade Show



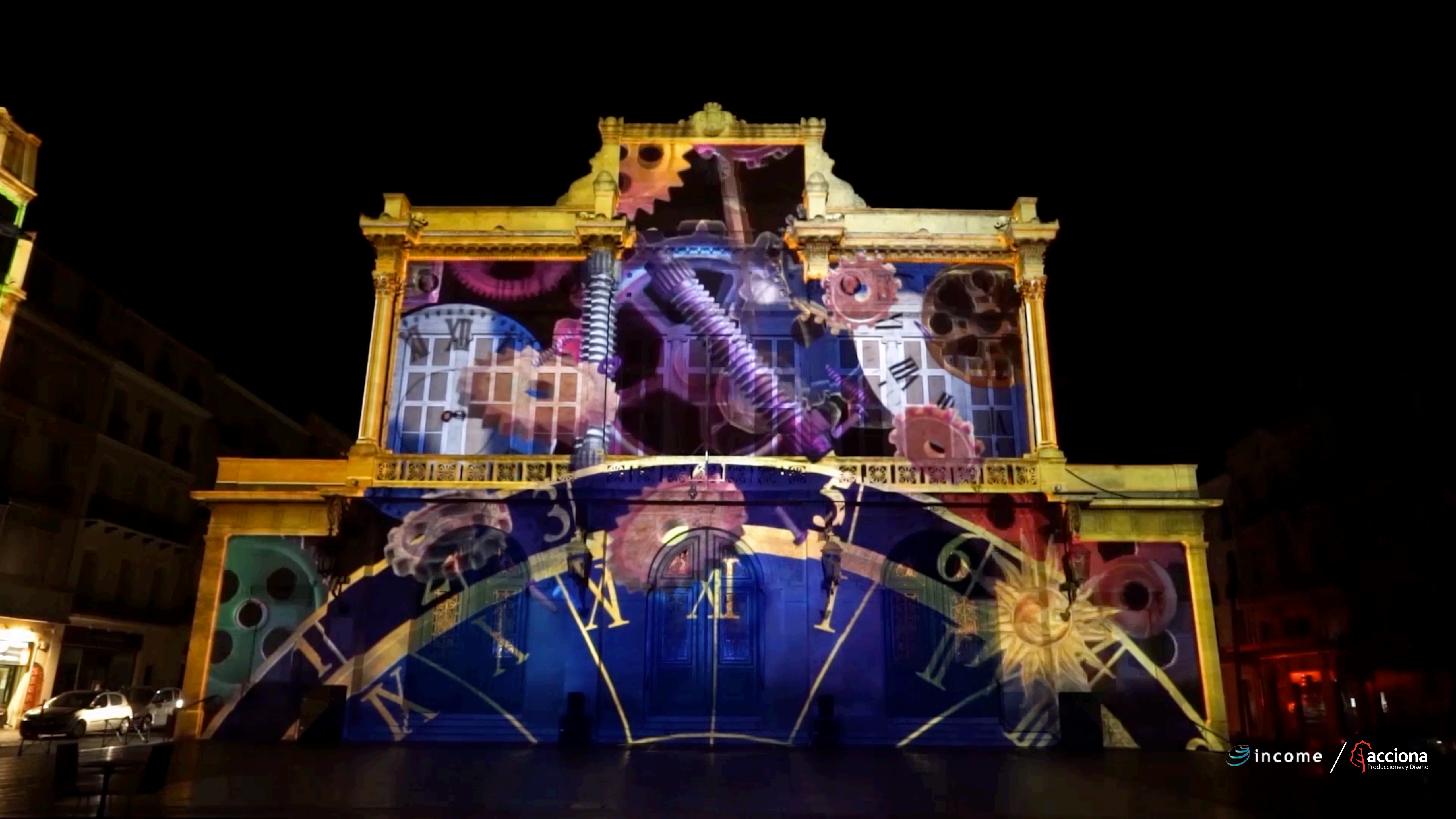
Big Audiovisual Façade Projection Mapping

1.- Guests Arrival / Protocol Inauguration Acts & Presidential Speech / Main Façade Show

Proposal: At the end of his speech, the president could announce “the GEM week long open doors museum” including the 3 night shows of the Big Audiovisual Façade Projection Mapping.

This will become a tourist attraction by itself but most importantly could be a great asset when looking for sponsors.

Big Audiovisual Façade Projection Mapping



2.- Restaurant Promenade / VVIP Private Museum Visit

21:15 Pyramids restaurant
promenade (30').

نزهة في مطعم الأهرامات

Promenade of all the guest from
Museum Façade to Museum Restaurant

2.- Restaurant Promenade / VVIP Private Museum Visit



Pyramids restaurant promenade

2.- Restaurant Promenade / VVIP Private Museum Visit

21:15 - VVIPs Private Museum visit / Light and Projection Show (30').

زيارة كبار الشخصيات للمتحف
Private VVIP Museum Visit

2.- Restaurant Promenade / VVIP Private Museum Visit

VVIP Private Museum Visit Main Entrance Mapping

2.- Restaurant Promenade / VVIP Private Museum Visit

VVIP Private Museum Visit Main Entrance Show

Mapping projection on the pyramid at the main entrance. An animation will be done to simulate the opening of a treasure box. Lights effects that will prevent to see the interior of the museum.

VVIPs will start the private and exclusive visit like they will be watching the opening of a treasure box. A mix between 3D Video Mapping and lighting effects will move ahead them through the main hall.

The VVIPs Private Museum begins.

2.- Restaurant Promenade / VVIP Private Museum Visit

VVIPs Private Museum Visit
Main Lobby Show

VVIPs Private Museum Visit Main Lobby Show

Guest will enter the main lobby in a dim light environment, suddenly they will be introduced in a subtle, elegant and surprising way with a spectacular sound & lights effects, 3D video mapping and laser technology on Ramses sculpture to welcome and introduced our most special guests to what they are about to witness.

Ramses return to live and give the welcome to the guest.

2.- Restaurant Promenade / VVIP Private Museum Visit

VVIPs Private Museum Visit Main Lobby Show

After the light and laser introduction, darkness will lead the appearance of 4 Real Historical Figures Holograms that will interact with each other (effects lights on).

2.- Restaurant Promenade / VVIP Private Museum Visit

VVIPs Private Museum Visit
Imperial Walk through
Egypt history

VVIPs Private Museum Visit Imperial Walk through Egypt history

A giant Kabuki and fog curtain will dissipate to show the statues located along the stairway.



VVIPs Private Museum Visit Imperial Walk through Egypt history

Discovery of the stairway with a spectacular appearance effect: Three-dimensional fog and special effects.

Spot lightning of each statue accompanied by a voiceover over a few ones explaining the history of Egypt.



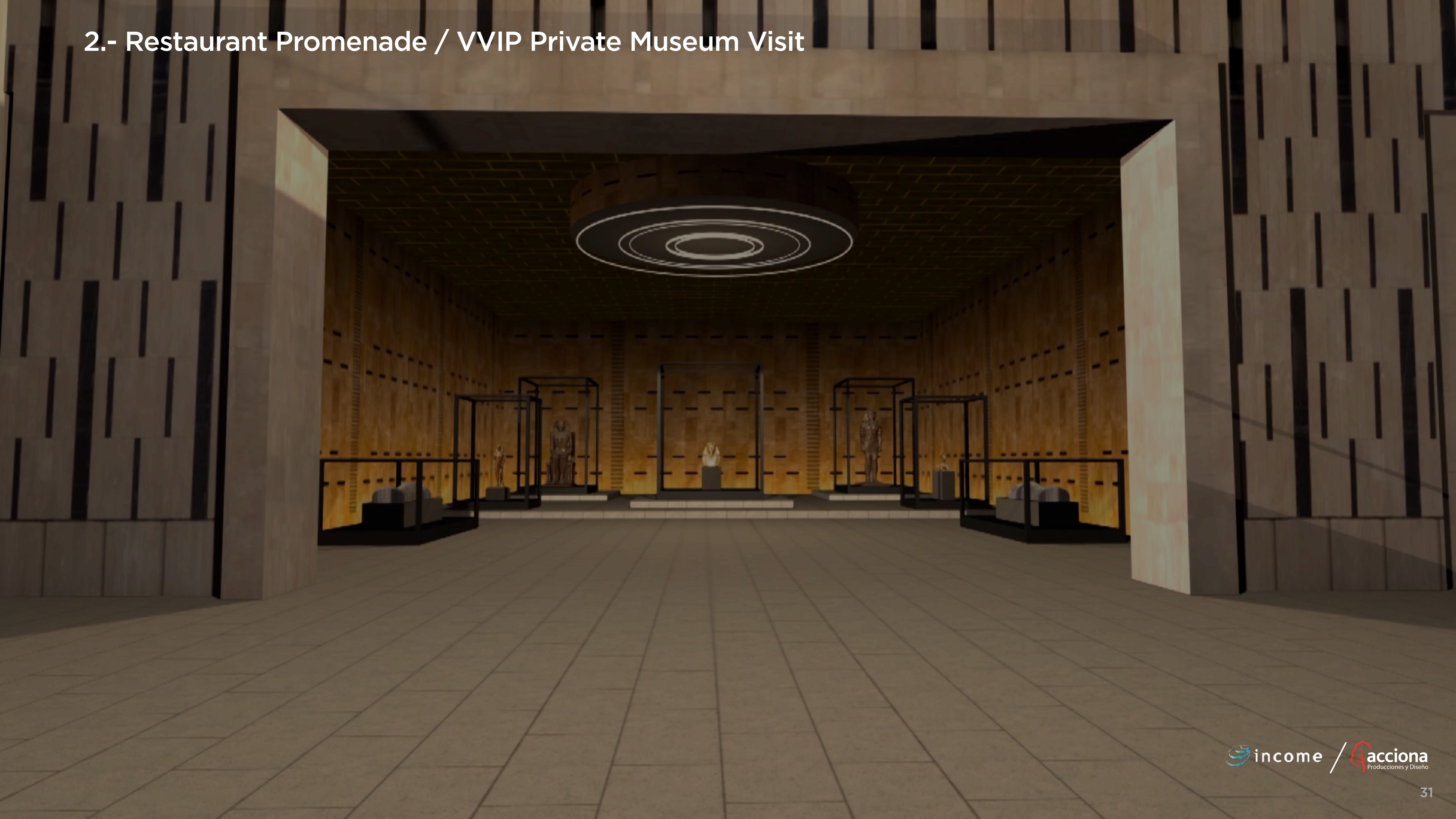
2.- Restaurant Promenade / VVIP Private Museum Visit



2.- Restaurant Promenade / VVIP Private Museum Visit



2.- Restaurant Promenade / VVIP Private Museum Visit



3.- Multimedia gala dinner

الاحتفال المتنوع متعدد الوسائط
Multimedia gala-cocktail

21:45 - Gastronomy Trip to
Imperial Egypt (1h. 15')

3.- Multimedia gala dinner

Gastronomic Trip to Imperial Egypt

The focus of the Gala Dinner is a Gastronomic Trip to Imperial Egypt. Food has been part of the history of Egypt since we have knowledge of its existence.

Food proposal is based in a reinterpretation of Egyptian Imperial Cuisine seen through the eyes of Joan Roca, second best Chef in The World with his restaurant Team “El Celler de Can Roca”.

The design and the setting will constantly connect the Pyramids -a symbol of the past/culture- with the Museum -as a symbol of a bright future-.

The dinner will represent Egypt and its Culture in the Past, Present and Future.

A tribute to the history and culture of Egypt and its connexion to the future.

3.- Multimedia gala dinner

Gastronomic Trip to Imperial Egypt

The pyramids are the most portentous and emblematic legacy that 45 centuries later continues to arouse admiration, that's why we design a pyramid room for Gala Dinner.

Self-supporting structures that house different seatings to create a pyramidal space and get an incredible gastronomic performance. The capacity of each one is 40 pax.

Each pyramid will have a main dome to support mapping projection, lights and aromatherapy.

3.- Multimedia gala dinner

Gastronomic Trip to Imperial Egypt

Special ambience and theming to achieve a trip in time.

Pyramids of different sizes all over the room making small lights effects.

A performing art which aims to join gourmet cuisine with technology and staging.

Over the tables, project mapping merged with lights and smells to introduce us to storytelling through food.



3.- Multimedia gala dinner



Oscar Gala | LA (USA) 2018

Every year, the Elton John AIDS Foundation holds the Oscars Viewing Party with the Roca Brothers to raise funds for the fight against AIDS.



United Nations | NYC (USA) 2016

The Roca brothers were appointed UNDP Goodwill Ambassadors to advance food security and sustainable development

3.- Multimedia gala dinner

Tribute to Aztec Empire

Chocolate anarchy
with the Aztec coin

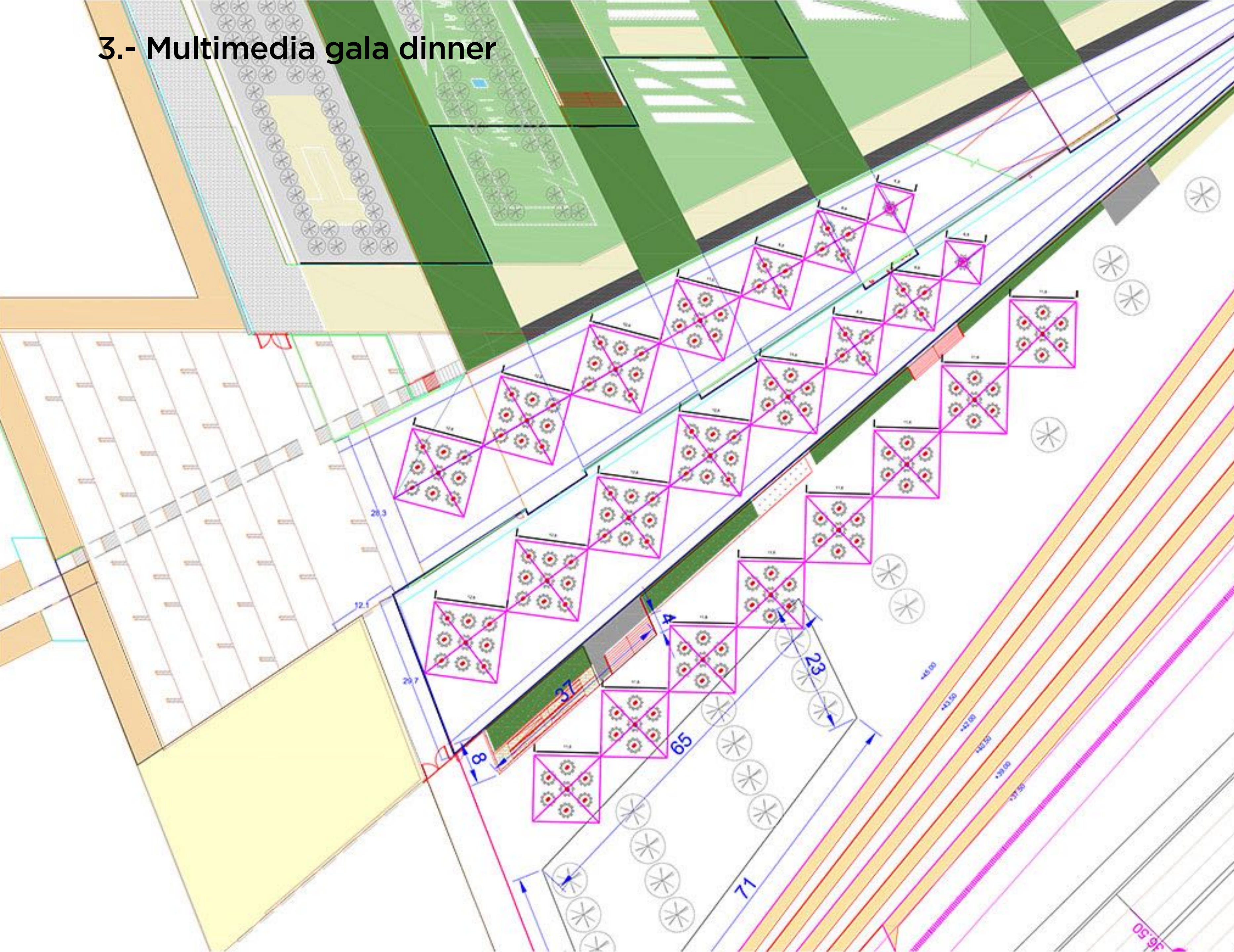
Tribute to Inca Empire

Fish creation based
on the Nazca Lines

Tribute to Pablo Neruda

Dishes based on the
cultural heritage.

3.- Multimedia gala dinner



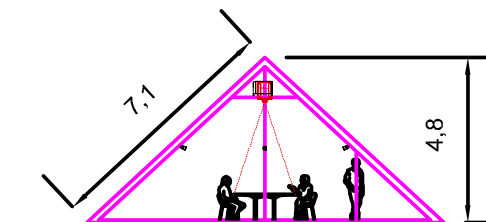
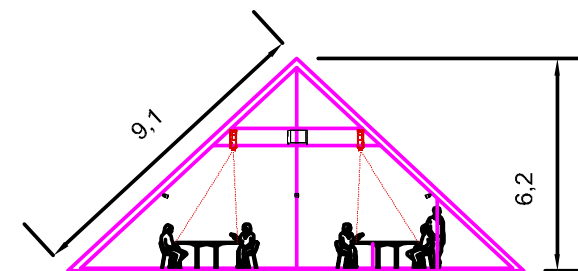
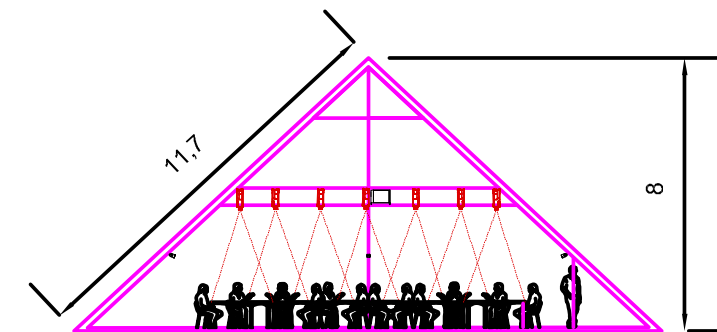
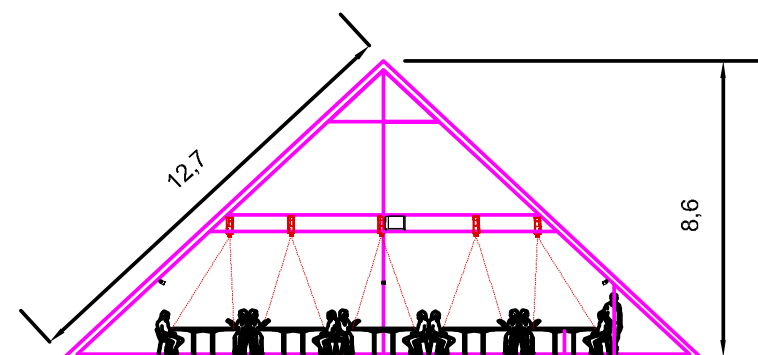
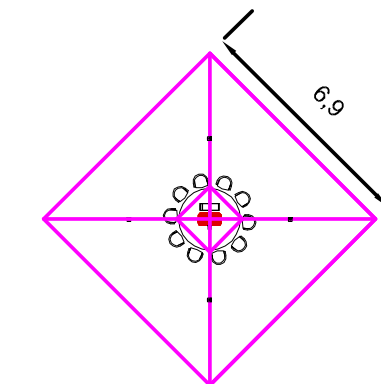
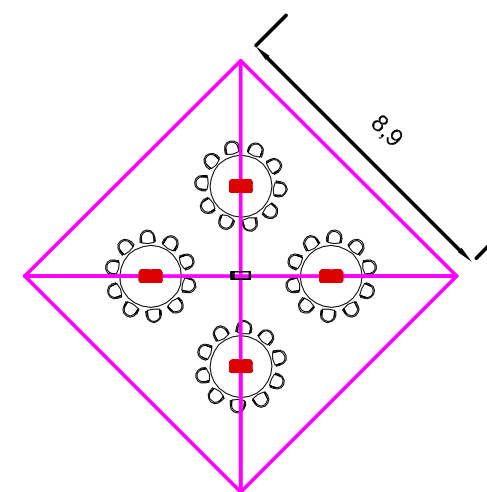
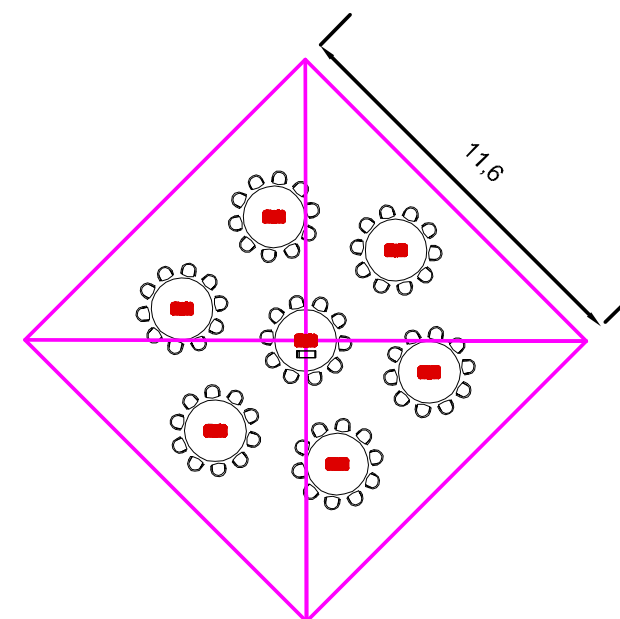
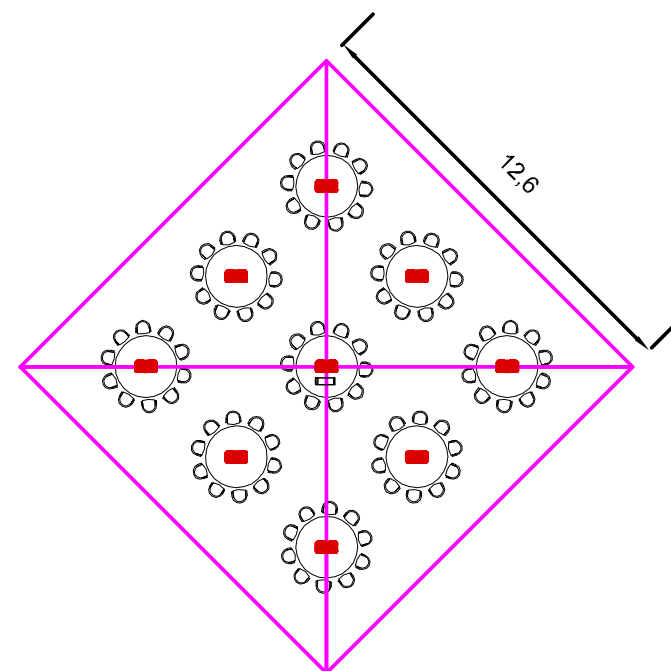
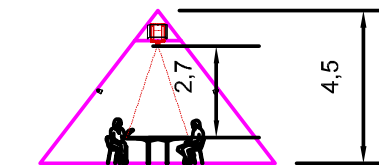
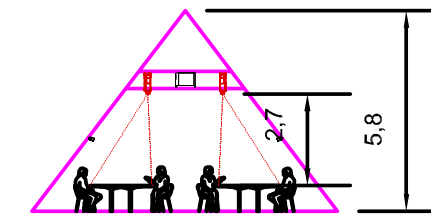
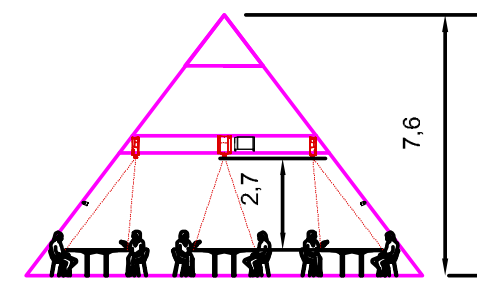
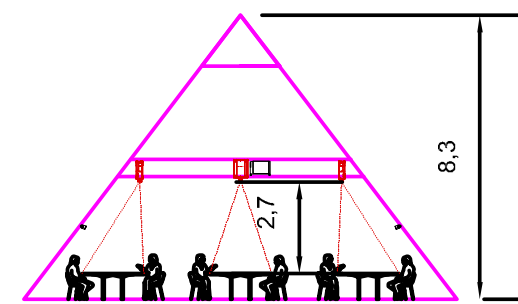
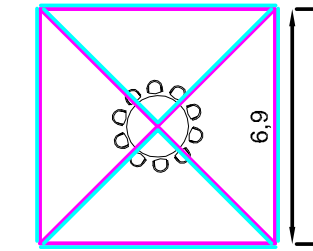
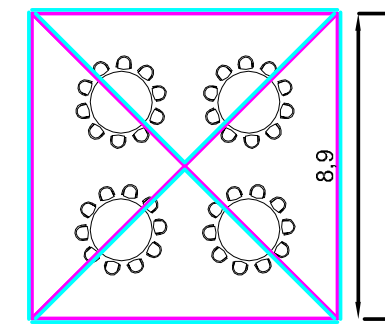
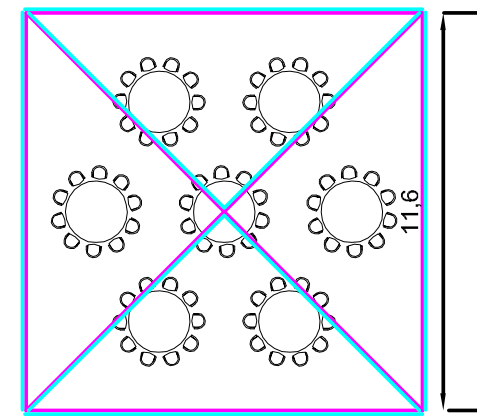
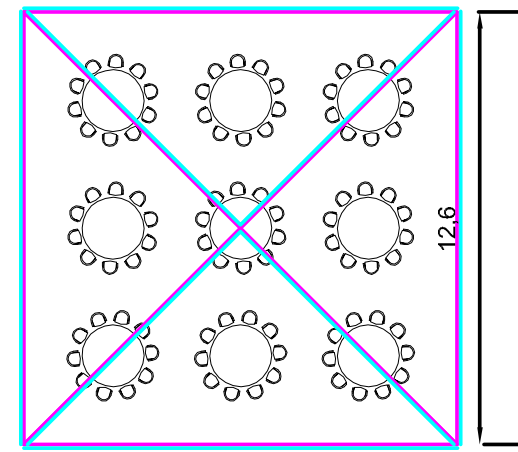
Gala Dinner Guest Layout

Pending an in-depth technical visit with framing structure resistance, our preliminary guest layout includes:

- 2 One table structure
- 4 Four table structures
- 10 Seven table structures
- 7 Nine table structures

With a total 1510 guest capacity.

3.- Multimedia gala dinner



Gala Dinner Guest Structures:

Each table hosts 10 guests and requires 1 projector for over table mapping.

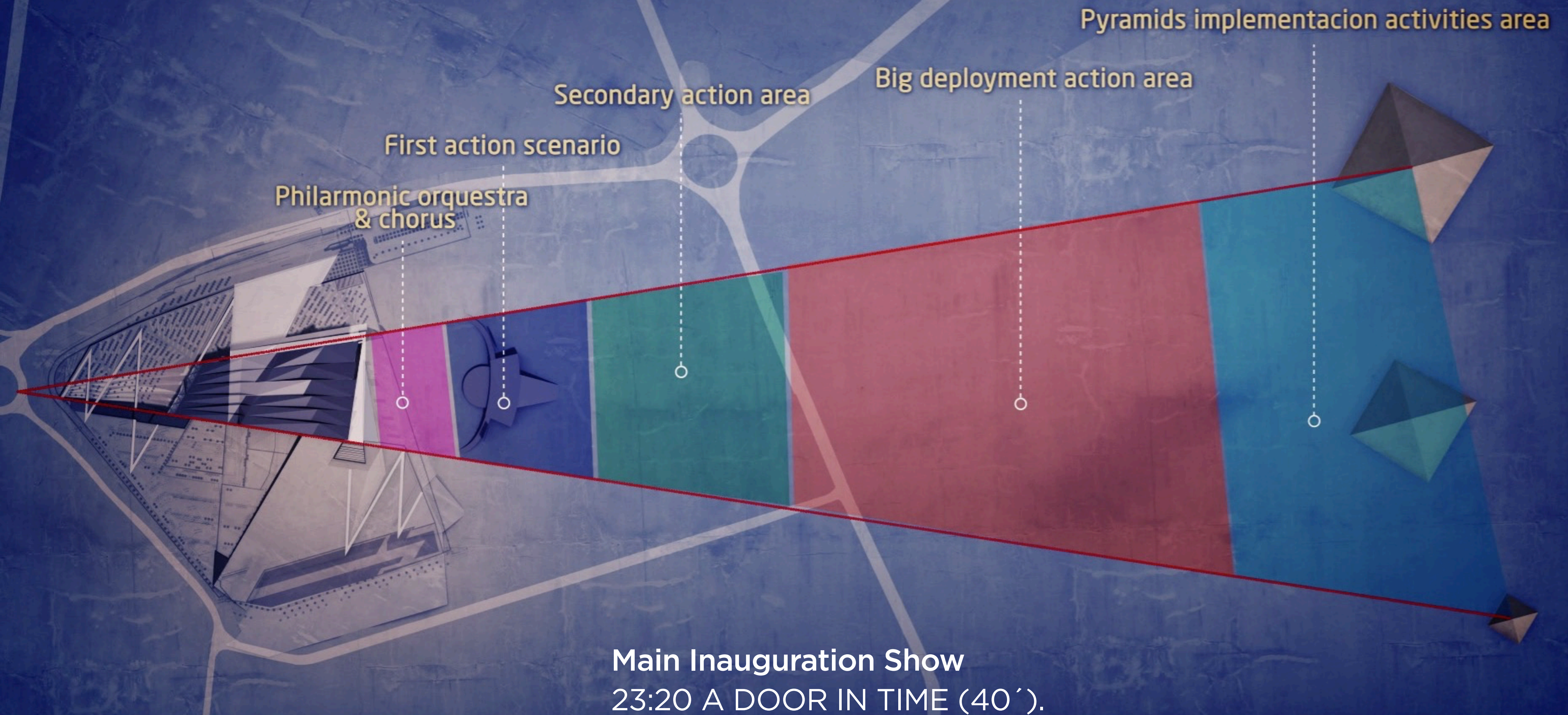
One table structure:
10 pax. (1 projector)

Four table structure:
40 pax. (4 projectors)

Seven table structure:
70 pax. (7 projectors)

Nine table structure:
90 pax. (9 projectors)

4.- Main Inauguration Show



4.- Main Inauguration Show

The show choreography and performance directions have been designed to embrace our audience

GUESTS

and constantly connect the Pyramids (a symbol of the past/culture) with the Museum (as a symbol of a bright future).

Main Inauguration Show Content Script:

Prelude

Oberture. Civilization birthplace. Narmer, king of High and Low Egypt.

Act I: A LUMINOUS HORIZON (Old Kingdom)

Djoser pharaoh & the chaty Imhotep: The Step Wonder. Khufu, Khaba & Menkaura: The construction of a miracle

Act II: EGYPT GIFT OF THE NILE (Middle Kingdom)

The Nile as a life source. Annual risings. Commerce across the Nile. The big irrigation projects: The Fayoum.

Act III: THE DEFENSE OF EMPIRE (New Kingdom)

Ramses the Great. The war. The world's first peace treaty.

Epilogue: GEM, FROM ANTIQUITY TO THE FUTURE

A new paradigm: from Egypt to the world. A place for historical and scientific study. The gradual resolution of the enigmas. A world legacy, a human treasure. Big Finale.

4.- Main Inauguration Show



Main Inauguration Show / Cairo Symphony Orchestra and Chorus (soundtrack composer/conductor: David Foster & Omar Khairat)

income

acciona
Producciones y Diseño

4.- Main Inauguration Show



Main Inauguration Show / Synchronized fireworks

4.- Main Inauguration Show

Mastery of pyrotechnics partner:



Inauguration of Lotte World Tower, Seoul (South Korea - 2017)
Opening and closing Ceremonies of Olympic and Paralympic Games of Rio (Brazil - 2016)
Fireworks display for National Day Celebration in Paris on Eiffel Tower, July 2014, 2015, 2016
Celebration of Kuwait National Day, March 2016
New Year Celebrations on 101 Tower, Taipei, 1st January 2013, 2014, 2015
Fireworks display for U.A.E. National Day celebration in Abu Dhabi, December 2011, 2012, 2014
Qatar National day 18 December 2010, 2012, 2015
Celebration of the new year's eve in Dubai on the Burj Khalifa, 2010, 2011, 2012
Fireworks show in Lille for the Lille 3000 Exhibition in October 2012
Multimedia Show in Versailles (France) for Haendel's Festival, June / July 2012
Multimedia Show in Pont du Gard (France) June 2012
Multimedia Show in Lyon (France) for the inauguration of a Leisure Center, April 2012
"Dragon Breath" for Celebration of the Chinese New Year's Eve in Tainan 2012
Pyrotechnic shows for the 40th anniversary of the United Arab Emirates in Dubai and Abu Dhabi,
2011 "Flames Player" for the inauguration of a Theater in Toulon (France),
Multimedia show for the "Versailles, Venise, Vivaldi" festival in Versailles (France),
Multimedia show "impressions" at the Pont du Gard, June 2011
Multimedia show "A little more colors" in Reims (France) for the inauguration of the tramway, 2011.
Celebration of Kuwait Independence and Liberation, February 2011
Opening and closing of the Asian Cup 2011 in Doha (Qatar), January 2011

Opening and Closing Ceremony of the 2010 Asian games in Guangzhou
Opening of Istanbul European Capital of Culture (Turkey 2010)
Inauguration of the Burj Khalifa Tower in Dubai (2010)
Celebration of the New Year's Eve in Rio de Janeiro (2009)
Celebration of New Year's Eve in Dubaï (United Arab Emirates 2006, 2007, 2008, 2009, 2010, 2011)
Celebration of New Year's Eve in London (2004, 2005, 2006, 2007, 2008, 2009)
Multimedia Firework Show for the 120th anniversary of the Eiffel Tower (Paris - France 2009)
Official opening for the France's year in Brasil in Rio de Janeiro (2009)
Presentation of Pompidou's Center Museum of Contemporary Art (Metz - France 2009)
Multimedia Firework Show for the Opening of the Museum of Islamic Arts (Doha - Qatar 2008)
Opening and Closing Ceremonies of the International Exhibition EXPO AGUA2008 (Zaragoza - Spain).
Fireworks interventions of the closing ceremony of the Rugby World Cup FRANCE07
Opening Ceremony the 32nd America's Cup (Valencia - Spain 2007).
Celebration of the 60th anniversary of Cannes Festival (France 2007)
Opening and closing Ceremonies of Olympic and Paralympic Games of Torino (Italia - 2006)
Official celebration of the year of France in China in Shanghai, Wuhan, Chengdu, Macao 2004
Opening and closing Ceremonies of Olympic and Paralympic Games of Athens (Greece - 2004)
Inauguration of Patras Bridge (Greece) 2004.
Opening of Gaudi's Year on the Sagrada Familia (Barcelona - Spain) 2002.
Celebration of the Year 2000 in Paris (Eiffel Tower)
Fireworks interventions of the closing ceremony of the World Cup soccer France98



4.- Main Inauguration Show



Main Inauguration Show / Stage and supporting structures of 4,000 m2 / Choreographies of 400 extras

4.- Main Inauguration Show



Main Inauguration Show / Mythological avenue: 16 giant sculptures / Mechanical scenic effects / Large format lighting devices

4.- Main Inauguration Show



Main Inauguration Show / Flamethrower and special effects / Riders and stunts / Themed scenario cars

4.- Main Inauguration Show



Main Inauguration Show / Sandstorm projection



4.- Main Inauguration Show



Main Inauguration Show / 2000 drones synchronized choreography show (the world's largest performed to date)



4.- Main Inauguration Show



Main Inauguration Show / Egyptian flag “grand finale” with a combination of most of the show’s most amazing resources



Main Inauguration Show / Exhibition of military aircraft choreography integrated in the staging

Main Inauguration Show Resources:

Chorus and Symphonic Orquesta directed by a world renown Hollywood soundtrack composer

Original Soundtrack.

Big scenario props.

Stage and supporting structures of 4,000 m2.

Large format images projection.

Images production and CCTV.

Choreographies of 400 extras.

Mythological avenue with 16 giant sculptures.

Large format lighting devices.

Mechanical scenic effects.

Flamethrower and special effects.

Synchronized fireworks.

Digital shooting.

Multicolor Laser Equipment.

Robotic lighting.

Special effects created for the occasion: sandstorm projection.

Riders and stunts.

Themed scenario cars.

2000 drones synchronized choreography show (the world's largest performed to date).

Main Inauguration Show Production Concept

Throughout the entire production process **we will carefully combine local talent and resources with some of the most renown talent worldwide.** This will result in (for example):

Combining local folkloric well know groups and well known choreographer such as Mahmoud Reda with international costume designer for the “Main Façade to Restaurant Red Carpet”,

Combining Egyptian classical & modern ballet groups from Cairo Opera House with foreign well known choreographer for the show on stage,

Or combining the Cairo Symphony Orchestra with an internationally renown chorus such as “Academy of Saint Martin in the Fields” (EUFA hymn performers) and a collaboration between Director Omar Khairat and an internationally renown composer such as David Foster (The bodyguard, etc.), Hans Zimmer (Gladiator, etc.), James Horner (Titanic, etc.), James Newton Howard (Batman, etc.) or John Williams (Star wars, etc.)



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