

WE CONFESS

a publication by 8e Art
FEB 2013, Issue No.1

Who is 8e Art?

Exclusive interview and tips from **the founders**

What's on?

Featuring Dia, Scarlet, Labex
and Xriss & Kristian in **The Voice**

*The **Madonna** & **Formula One** Weekend*

THE MUSICAL

THE KICK-OFFs OF **2013**



8^e ART

CONFESSEUR DES ARTISTES

8e ART IS A FRESH COMPANY WITH AN INNATE UNDERSTANDING OF THE MUSIC INDUSTRY AND YEARS OF KNOWLEDGE & EXPERIENCE. WE OFFER A COMPLETE RANGE OF ENTERTAINMENT SERVICES

FOREWORD / *Pierre & Fady Abi Saad*

Every year we strive to do better, to give more and mostly to surpass ourselves. Thank God these couple of years have been very fruitful and that is a result of so many aspects put together; good management, good ideas, years of experience, know how, enthusiasm... but mostly a team of not only great artists and musicians but great friends. If we have made it, it is thanks to each and every member of our 8e Art family. And we thank them all! This magazine is not really something we planned to do. The idea just came up one day and we thought why not share with everyone our experience, back stages, events, ideas, performances...all our special moments, but also allow everyone to get to know the great people behind it all. Hopefully it will be something we will be doing every once in a while! Till then enjoy and see you soon!

WHO WE ARE	04
INTRODUCTION	06
GOOD TO KNOW	08
WHAT'S ON	10
ONE OFF'S	18
THE HIGHLIGHTS	28
SATURDAY PRIME TIME	41
CHARITY EVENTS	42
THE UPGRADES	44
THE KICK OFFS OF 2012	52
YEARLY GET TOGETHER	61
DID YOU KNOW	62

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WHO WE ARE & WHAT WE DO

Musically led by pianist and art director Aleph, 8e Art is based in Lebanon and offers high standards of live music entertainment, in both the private and corporate markets who require variety of entertainment for all types of events.

This along with our understanding of market trends and target audiences, make us more than equipped to deliver the right entertainment for you in an efficient and stylish way, whilst always adhering to the standards that we as musicians have come to expect from the industry.

Among the many individuals that operate within 8e Art are:

- Professional musicians including performers, band leaders, rhythm section members, musical ensembles, vocalists, conductors, composers, and arrangers.
- Sound engineers and lighting designers who make it all happen live in venues ranging from small clubs to stadiums.
- Professionals who assist musicians with their careers (talent managers, business managers lawyers & consultants).

We represent hundreds of the best musical and variety entertainers in the market place and have affiliations with artists across the world.

OUR TEAM OF TECHNICIANS AND ARTISTS CAN GUARANTEE THAT YOUR EVENT RUNS SMOOTHLY.

PRIVATE PARTIES



WEDDINGS



CORPORATE EVENTS



MUSICALS



AT 8e ART WE PARTNER WITH YOU TO PRODUCE THE MOST DYNAMIC AND MEMORABLE EVENTS. WE'RE COMMITTED TO MAKING YOU LOOK GOOD AND HAVE ALL THE LATEST, STATE-OF-THE-ART TOOLS AND KNOW-HOW TO DO JUST THAT!

We can advise you on entertainment strategies for venues based on clientele, image, location, potential number of clients and available budgets. Every event is special in its own way and requires a different flow of energy; therefore every single event is customized to suit your demands, making sure that the right ambience is transmitted.

SPORTING EVENTS



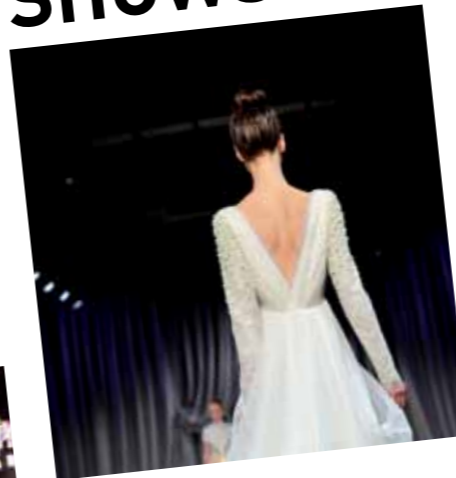
CHARITY EVENTS



FESTIVALS



FASHION SHOWS



CELEBRATIONS



EVERY EVENT IS CUSTOMIZED TO SUIT YOUR DEMANDS

GRAND OPENINGS



“8E ART DOESN'T BELONG TO ANYONE! IT BELONGS TO EVERY MEMBER SINCE THEY CAN MAKE IT GROW BIGGER AND STRONGER!”

- Pierre Abi Saad -

HOW DID IT ALL START?

— Interview with **PIERRE ABI SAAD**
General Manager of 8e Art —

1. When was 8e Art founded?

It took its first steps in 1998 when I was still in university but it wasn't until 2003 that it got founded.

2. Why 8e Art?

Back then there were 7 main Arts. And my brother Aleph always dreamed of opening a big school that would bring them all together in a new innovative way; a school that he would name 8e Art. And so we decided that 8e Art Entertainment will be our music entertainment company.

“WHAT MAKES 8E ART A SUCCESS IS MOSTLY THE PASSION AND MOTIVATION THAT EVERYONE OF US CARRIES.”

3. Who is the owner?

As I always say 8e Art doesn't belong to anyone! It belongs to every member since they can make it grow bigger and stronger! But as I mentioned earlier my brother and I founded it! I take care of the business and he takes care of the music.

4. Take us back to before you started in the music business.

I graduated in auditing & finance and

worked in that field up until 2006. So I juggled between both worlds for several years until I decided that my heart belonged with 8e Art.

5. What were your first jobs and what did you learn there?

I worked for very successful and well-managed companies, which taught me the importance of well-rounded management principles, for which I am thankful.

6. How did you get started in the music business?

I thank God for showing us the need in our region for music entertainment with a good management.

7. What is your biggest challenge in operating the company?

Hiring the right people even though that is not my direct responsibility especially when it comes to art. I think this is the biggest challenge a company faces. But also trying to manage my time and keep everyone satisfied.

8. What are the distinguishing characteristics of 8e Art?

A family first of all! Like so many others we strive for excellence in service and quality. *“Quality means doing it right when no one is looking” — Henry Ford.* But also what makes 8e Art a success is mostly the passion and motivation that everyone of us carries.

9. What is your business philosophy?

GOD gives in three ways - he says YES & gives you whatever you want, he says NO & gives you something better, or he says WAIT & gives you the best!! Have faith..... Think positively!!!!

10. What motivates you and allows you to always move forward?

In a business like ours, there are enough opportunities to deliver “quality” service and “wow” customers. It's what we spend most of our time and energy on. I live for those moments — when you make a big splash and far exceed expectations.

11. What future goals do you have for your company?

Our goal is to keep growing and enlarging our family so that every member grows and prospers as our company expands.

12. What is your favorite quote?

“If you think you are too small to be effective, you have never been in bed with a mosquito.”

“IF YOU THINK YOU ARE TOO SMALL TO BE EFFECTIVE, YOU HAVE NEVER BEEN IN BED WITH A MOSQUITO.”

GOOD TO KNOW

— *Tips from* **ALEPH** —
Pianist and art director of 8e Art



1. THE MUSIC ENTERTAINMENT TRIANGLE

The evaluation of successful performances and artists worldwide has shown that there are several factors behind that success especially in live entertainment. The most effective way to summarize it is to define it as “The Music Entertainment Triangle”, representing the three ingredients for success, which are: strong performance, good sound & appropriate lighting.

INGREDIENTS FOR *success*

STRONG PERFORMANCE
Good sound
APPROPRIATE LIGHTING

There are also some sub-triangles, which are based on other factors like talent / timing & reading the room / outfit & attitude (confidence) or good sound mix / price vs. quality / PA systems and distribution.

Talent
TIMING & READING THE ROOM Live it or leave it
OUTFIT & ATTITUDE Confidence

TEAM SOUND ENG. & NICE MIX
PA systems & distribution
PRICE VS. QUALITY

2. TIPS FOR A SUCCESSFUL AMBIANCE

GENERALS

- Work with professionals and trust them. You can't be the planner, the artist, the DJ and the host of the event!
- Everyone has a specific role to play and when that is done properly, it makes the event a success. Don't set a list or expect that everything run on the exact time it was suppose to. Let the event run its course naturally. Don't permit long boring speeches! Let them be straight to the point, moving and short enough. Speeches are successful when they can touch the majority of the people.

AESTHETIC VS. TECHNICALITY

The growing importance for design and aesthetics is adding an immense value to the event. In fact, it is able to produce a sensory unconscious response in an audience, such as pleasure, satisfaction and stimulation.

“THE TRICK HOWEVER IS NOT TO LET AESTHETICS BECOME OUR ONLY CONCERN ”

The key to success is to find the right balance between the artistic side and the technical side to find efficacy. Let's give an example: In many events, the classic lighting and sound quad bridge over the dance floor has been replaced

for aesthetic reasons. They are not wrong! True, cancelling them makes the venue more appealing but however it will require stronger light material and more sound distribution than before.

Another example is when some speakers are covered with decoration to fit the theme of the event! Of course it is much more beautiful but in this case one has to make sure that the sound engineer enhances the high frequencies or there will be no brightness at all in the sound and it will seem like you're listening to old A.M sound quality. So you know what to do if vintage is the way you're headed!

A THEME TO THE EXTREME

Be careful while choosing the style of music to be played in your event. Even if you are a Jazz lover for example, or if your theme requires a certain style of music, you still have to have a varied repertoire or else your guests will not be entertained! **It's not a concert where all the people have the same taste for music.** You can base your music list on your own taste but let the band and DJ read the room and embark the audience freely.

“THE MORE ROBUST THE BAND, THE SMOOTHER THE WAY TO A SUCCESSFUL PARTY ”

WEIGH YOUR PRIORITIES

Keep in mind that people remember a few things from parties and weddings. Studies show that they mostly remember the venue, food & service and the music entertainment, which determines the ambiance. **And be sure that if the music is bad they will surely never forget it!**

MUSIC CAN MAKE OR BREAK YOUR EVENT.

Unfortunately some people are more likely to cut corners and compromise when it comes to entertainment. However lately, we have met many people who understand the importance of entertainment and are including it from the beginning as a key point to their event. Some even reduced the number of guests in order to add a nice group and therefore efficient sound and lighting. Don't you think it's worth it?



The Voice, an international talent show, premiered on September the 14th, 2012, on the LBC and MBC 4 television network.

Xriss and Kristian from 8e Art both participated in this talent show. They both made it through to the live rounds and gave astonishing performances, each one of them in their own style.



Look for their videos on YouTube

HOW IT GOES

The series consists of three phases: a blind audition, a battle phase, and live performance shows.

Four judges/coaches Assi El Helani, Sherine Abdelwahab, Kazem El Saher and Saber Al Rubai, all noteworthy recording artists, choose teams of contestants through a blind audition process. Each judge has the length of the auditioner's performance (about ninety seconds) to decide if he or she wants that singer on his or her team; if two or more judges want the same singer (as happens frequently), the singer has the final choice of coach. Each team of singers is mentored and developed by its respective coach. In the second stage, called the battle phase, coaches have two of their team members battle against each other directly by singing the same song together, with the coach choosing which team member to advance from each of individual "battles" into the first

live round. Within that first live round, the surviving acts from each team again compete head-to-head, with public votes determining one of two acts from each team that will advance to the final six, while the coach chooses which of the remaining three acts comprises the other performer remaining on the team. In the final phase, the remaining contestants compete against each other in live broadcasts for the public's vote. The coaches have the power to save one contestant that had not received the public's vote that week. As of season two, these contestants would give a last chance performance to win their coach's save. However, in deciding who moves on to the final four phase, the television audience and the coaches have equal say 50/50. With one team member remaining for each coach, the contestants compete against each other in the finale where the outcome is decided solely by public vote.

Interview with KRISTIAN ABOUANNI

Artist at 8e Art and contestant on The Voice



1. What is your motto?

My motto would be: And the beat goes on...

2. What is your favorite song to belt out in your car?

"Feeling good" by The legendary Nina Simone

3. Finish this sentence: 10 years from now you will be ...

A person who dared to follow his dreams

4. What is the most trouble you've ever gotten into?
Never was a trouble maker, never will be.

5. What embarrassing song might we found on your iPod?
La Macarena

6. What hidden talents do you have?
Acting

7. Give us one special moment in your career.
Singing in the Madonna weekend in Abu Dhabi

8. What genre of music can't you stand to listen to?
Country music

9. Who are your musical inspirations?
Nina Simone, Michael Bubl  and Adele and Celine Dion

10. What are the five things you can't live without?
My iPod, my phone, my DVDs, my car and my camera.

11. If you weren't singing what would you be doing?
Directing movies

"AND THE BEAT GOES ON..."

12. Any mistakes you regret?
Learning from every mistake, so no. And as my motto says "and the beat goes on..."

13. What or who encourages you the most?
Definitely my Friends and Family

Interview with

XRISS JOR

Artist at 8e Art and contestant on The Voice



1. What is your motto?

Carpe Diem, baby!

2. What is your favorite song to belt out in your car?

I usually challenge myself with the ones with the highest possible key I can reach... I'm usually in the car, alone, where no one's there to judge me. The last one I tried that I can remember is Beyonce's "Listen", in the original key. That was a tough one. Plus I always record myself so I make sure it sounds good on my voice.

3. Finish this sentence: 10 years from now you will be ...

A rock star!

4. What is the most trouble you've ever gotten into?

I can't tell you that. It wouldn't be a secret anymore.

5. What embarrassing song might we found on your iPod?

My music is on my iPhone. The embarrassing stuff is the songs I've written, in my late teens. That's why I have a pass-code to access my iTunes and no you can't have it.

6. What hidden talents do you have?
They're hidden for a reason! I'm just kidding (no I'm not!). I studied painting and theater as well. I also have a teaching diploma.

7. Give us one special moment in your career.

The amphitheater in Zouk Mikael with 8eme Art, 2011

8. What genre of music can't you stand to listen to?

I've learned to enjoy Arabic music in all of its forms but the music that I sincerely and absolutely cannot stand is hard-core hillbilly country music.

9. Who are your musical inspirations?
Oh God, where do I start? Led Zeppelin, Ray Charles, Alicia Keys, Pink, Adele and Celine Dion.

10. What are the five things you can't live without?

My Sister (There's my sister and THEN

the rest of the world) / Love / My Family & Friends (or does that count as two?) / Facebook / My iPhone

11. If you weren't singing what would you be doing?
Behind a desk doing meaningless lifeless things at an old computer screen from 9 to 5 like the rest of the sheep.

12. Any mistakes you regret?
I know this sounds clich , but you can't regret what you learned from. What you should regret is not learning from your mistakes.

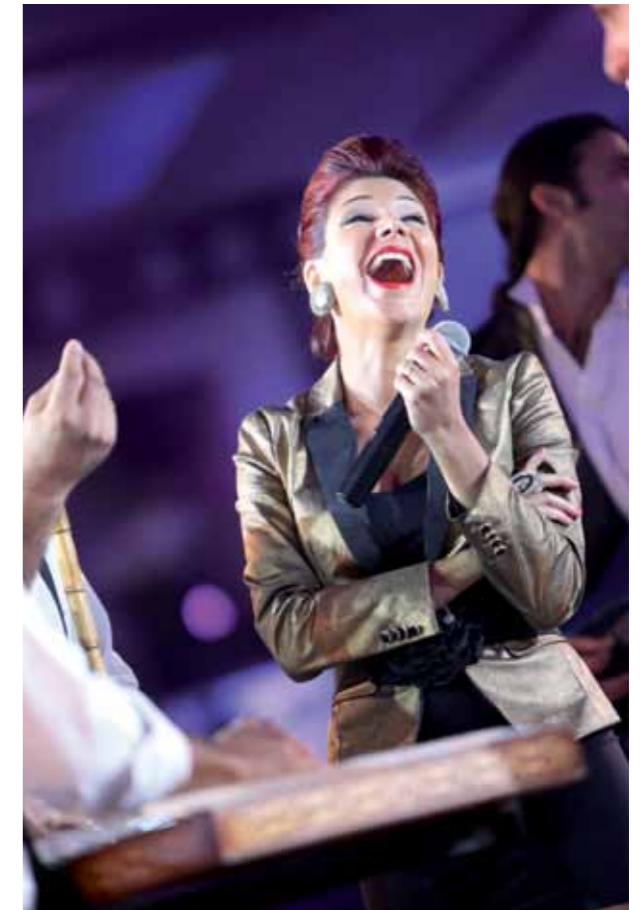
"CARPE DIEM, BABY!"

13. What or who encourages you the most?
What? Leonard Cohen: He always thinks he can do better. I learned from that philosophy. Who? My mother and sister always push for me to do better and watch my step. Although sometimes I take it negatively, at the end of the day I know it's what's best for me. They are the ones who encourage me the most. They love seeing me happy and I love seeing them there for me.

TO SING OR NOT TO SING

— Interview with **DIA** —
Interior Designer & Artist at 8e Art

A YOUNG LEBANESE ARTIST KNOWN FOR HER UNIQUE WARM TONE THAT SHE PUTS TO GREAT USE WHEN PERFORMING JAZZ TRADITIONAL SINGLES OR CABARET SONGS. SHE HAS LATELY PERFORMED IN MANY THEATRES AND EVENTS, BEING THE MAIN CHARACTER IN THE CABARET MUSICAL OF 8E ART ENTERTAINMENT. SHE TOTALLY ENVELOPS THE STAGE WITH HER MESMERIZING STAGE PRESENCE. WITH HER BAND KNOWN AS DIA QUINTET THEY PERFORM VERY ENCHANTING FUSION MUSIC.



Dia is also a songwriter that expresses herself in both English and French, and both of these languages will be included in her upcoming album. **It will include different styles but all linked in a specific personal sound that will surely show her identity.** She is currently working on two tracks, "Sortez" a gipsy manouch song and "To sing or Not to sing" which is more in tune with the Jazz of the 50's. She wrote the lyrics of both songs and the music is composed and arranged by Aleph. "Sortez" is also on Labex's album "Us"!

1. When did you first start singing?

I sang for the first time in front of people on my Prom night, and that is when something clicked and I discovered a true passion. I fell in love with the stage! But it wasn't until 2003 that I started to sing professionally with 8e Art Entertainment.

2. Do you play any instruments?

I use to play piano when I was younger but a year ago I finally started cello courses, which is the instrument I am totally in love with.

3. For readers who have never heard your music, explain your sound in 5 words.

Jazzy, soft, warm, fusion, selective.

4. If we were to open your iPod right now, what artists/songs would we see on your recently played list?

Nina Simone / Vaya Con Dios / Zaz / Lisa Ekdhal / Charles Aznavour / Edith Piaff / Tango Flamenco / Diego El Cigala & Bebo Valdes (best combination ever).

5. If you could open up for any artist on tour right now who would it be?
Vaya Con Dios and I did open for Nina Simone in one of my dreams :)

“ I DID OPEN FOR NINA SIMONE IN ONE OF MY DREAMS ”

6. How many songs have you written already, and which one is your favorite?

I've written many! But I think 4 of them are ready to be born! As for my favorite, it is really hard to choose because they each have a strong meaning to me, in their own way but if I have to choose I would say "To sing or not to sing".

7. What is your favorite thing to do when you're not singing, writing or playing music?

Going through a Design magazine, working on an interior design project or watching movies!

8. Where would you most like to perform?

Montreux jazz festival or any place that has a nice mood to it and where people come to enjoy!

9. Give us one special moment in your career.

Actually there are two. One of them would be the Musical we did with 8e Art with its rush both back stage and once the show begins. And the 2nd would be our end of year concert at C Flow in 2011! The atmosphere, sound, lighting, people... everything was amazing!





LABEX IS NOW ENDORSED BY FODERA AND GRUV GEAR

— MICHAEL LABAKY A.K.A "LABEX" —

Artist at 8e Art

Born in Beirut Lebanon, Labex started off as a guitar player but switched to the electric bass at the age of 15. At the age of 20 he was one of the best uprising rock bass players in his country. Not only has LABEX been involved in the continuing development of various techniques and styles (funk , Latin , and fusion world music) but also in his sense of lyricism and melodic bass lines.

He has performed with more than 50 international artists and festivals around the globe (W.O.M.E.X in Newcastle, big world festival Scotland, lent festival Slovenia, JARASH festivals, BAALBECK festivals, HAMAMAT Tunisia , etc....). A multi style player, with an outstanding showmanship, Labex began his career in the late 1990s with "warner brothers production house middle east" for 10 years, and performed with H.A.I.R, el Chato, Isabelle LAROCHE, Damien BARNEATA, Jose FERNANDEZ, Demis ROUSSOS, Peggy PAVLAKIS, Selim SESLER, Relou MIREA, Son CUBANO, Tino FAVAZZA, Jose GALVEZ, Aleph" le piano de l'orient", Tony HANNA, Wadih EL SAFI, national orchestra of nowheristan, the Greek vs. Turkish, oriental roots orchestra, Yugoslavian brass band, etc....

Today Labex is a main bass player, artist casting manager and a recording engineer in 8e Art, performing in a prime time TV show "hek menghanni" on MTV Beirut.

This year Labex has been endorsed by Fodera and Gruv gear and has released his bass album named "us" produced by 8e Art.



You can watch on YouTube one of his latest clips, search for labex white baglama!

LABEX WILL BE PARTICIPATING IN THE NAMM SHOW 2013 THAT TAKES PLACE IN CALIFORNIA FEATURING ALEPH "LE PIANO DE L'ORIENT", BEUCHET, ELIE AKL, KANJ, RAED AND TEDDY CAMPBELL.

CINE CONCERT

— **SCARLETT** —
Artist at 8e Art

SCARLETT SAAD STARTED PLAYING THE PIANO AT THE AGE OF 5. THEN, HER PARENTS ENROLLED HER IN REAL PIANO AND MUSIC COURSES AT THE AGE OF 10. IN HER EARLY CONCERTS WHERE SHE WAS SUPPOSED TO BE PLAYING "CHOPIN" SHE WOULD TRANSFIGURE CHOPIN TO HER OWN COMPOSITIONS LEADING HER CONCERTS TO CHEERING CROWDS AND SOME GRINNING PROFESSORS. SHE ENTERED THE LEBANESE NATIONAL CONSERVATORY IN 2009 FOR JAZZ COURSES. TODAY SHE CONTINUES HER AUDIO-VISUAL STUDIES AT SAINT-JOSEPH UNIVERSITY TO BE A FILMMAKER WHILE SCORING MUSIC FOR FILMS.

SCARLETT IS A MAIN ARTIST IN 8E ART ENTERTAINMENT. SHE IS THE PIANIST OF THE KRIS B BAND AS WELL AS A SOLO PIANIST.



In the Outbox Ciné-Concert, which is part of the Outbox, film festival, Scarlett joins both music and her Audio-visual studies by composing the scores for her two silent movies.



THE OUTBOX INTERNATIONAL FILM FESTIVAL 2011 (1ST EDITION)

It was held for 4 days between June 9 and 12, 2011 at the Roman Baths in downtown Beirut. The festival included Scarlett's "ciné-concert" on the 12th of June as a closing ceremony. Original Music was composed by her and was played live with 5 musicians, while films "Un Chien Andalou" by Luis Buñuel and Salvador Dalí and " The Fall of the house of usher" by Watson and Webber were screening. Accompanying Scarlett were Jessaly main 8e Art artist on violon, Viviane Cello, Mario on drums, and flutist Beuchet also a main 8e art artist as a conductor.

THE OUTBOX INTERNATIONAL FILM FESTIVAL 2012 (2ND EDITION)

The second edition of the Outbox International Film Festival took place between June 14th and 17th, 2012. The festival included a tribute to Charlie Chaplin as a closing ceremony. A selection of scenes from Charlie Chaplin movies were screening while the live performance including musicians and actors was on going. Scarlett chose to work with the same musicians as last year but added some visuals and emotions with actors helping the idea come to life even more.

THE ENTERTAINMENT BOX

The event THE MADONNA WEEKEND AT YAS MARINA

8e Art gathered most of its artists and flew to Abu Dhabi to perform in the Madonna Weekend at Yas Marina. It was a 2 day entertainment carousel on the 1st and 2nd of June 2012. We were there to take on the different restaurants and spaces of the Yas Marina and cradle them with our own personal musical touch.



LIVE 8e ART'S ENTERTAINMENT BOX

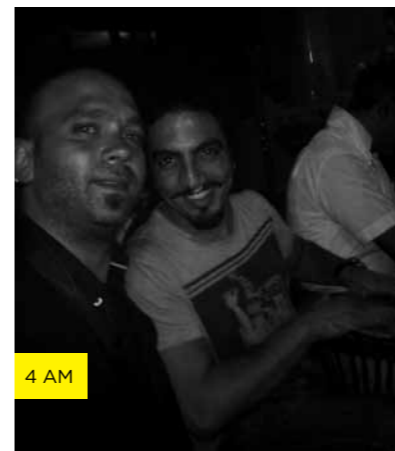
Walk around every space and go through a musical journey. The concept is to give every space a different style of entertainment. For Brunch and then dinner at Cipriani/Yoto restaurants everyone can enjoy great food and great music with different styles of bands or solo artists by 8e Art.

Around 7 PM, a percussion course in a Drum Circle form is given by percussionist and saxophonist O Alan. As for the people who are walking through the building, they can mingle with musicians wearing wireless microphones that will allow them to walk around and share their music with everyone.

At 10.30 PM be sure to be at the nightclub Allure for a total show on stage where 4 bands from 8e Art will be performing. The Lounge Hank, Dia Quintet, Kris B, and 8 Rox featuring Xriss and Jade with their different styles will surely mesmerize the crowd.

After that in total black out, Loud Arabia on their barrels and with their glow sticks will then steal the show. To keep the party going the DJ can go on after the Loud Arabia show is over.

BEHIND THE SCENES



4 AM



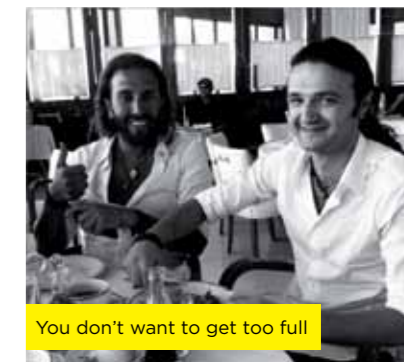
Where were the others?



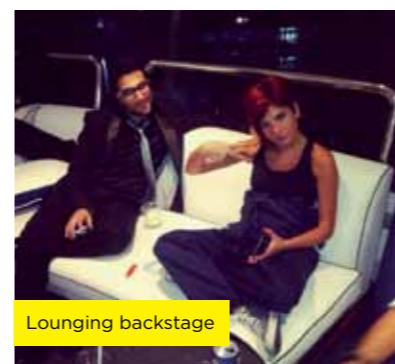
Preparing for drum circles



Cheers



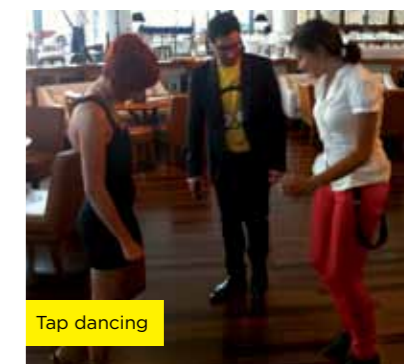
You don't want to get too full



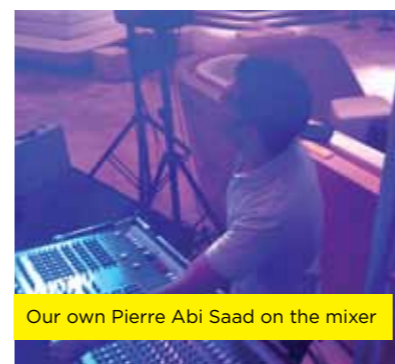
Lounging backstage



Yoga! Very important for the mind!



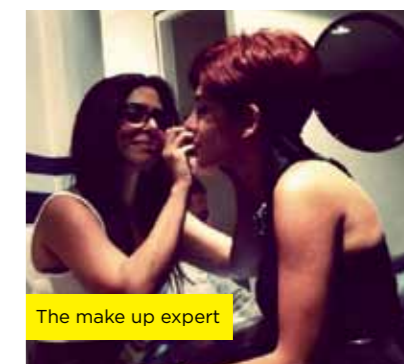
Tap dancing



Our own Pierre Abi Saad on the mixer



Feel the beat

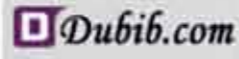


The make up expert



AND THAT IS HOW FOR 2 DAYS WE ROCKED YAS MARINA!

★★★★ THE AUDIENCE WAS IN THEIR ELEMENT!
Sebastien Clarke - Creative Director of Allure



CIPRIANI YAS ISLAND WARMED THE SOULS OF MUSIC REVELERS THIS WEEKEND WITH 'THE ENTERTAINMENT BOX' AND ITS CAROUSEL OF MUSICAL ENTERTAINMENT!

Published on 03 Jun 2012 at 12:18:11 pm



Yas Island, UAE; Cipriani, a name synonymous with the best in service, quality and an 80 year pedigree in the hospitality business, once again proved themselves as "The ultimate provider of the social experience- the good life".
With their mix of Italian authenticity and cosmopolitan flair, each level of Cipriani was turned into a bustling epicenter, offering guests fine dining whilst being entertained by a captivating celebrated pool of artists.

CIPRIANI'S THE ENTERTAINMENT BOX

Cipriani, Yas Yacht Club, Abu Dhabi | Friday June 1 & Saturday June 2 | ciprianiyasevents.com

To make your Madona weekend the little bit more musical, Cipriani Yas Island teamed up with some of the region's best musicians to create The Entertainment Box. The two-day musical extravaganza will feature musical acts including Loud Arabia, Kris B, Lebanese rock super-group Rida, jazz singer Dia, Elias El Rabbani and Latin fusion group, Louisa Hank. Every level of the venue will be transformed and given its own identity for the festivities, the Drum Circles on level one will showcase inspiring house beats from every corner of the globe; on level two there will be a Cipriani Japanese branch; and on level three rock and pop headliners will be hitting the stage, with Loud Arabia, Kris B and Dia Quartet among the many acts.



FOOTNOTES

1) Loud Arabia - Lebanese rock super-group Rida, jazz singer Dia, Elias El Rabbani and Latin fusion group, Louisa Hank.
2) Young female vocalists Kris B, Lebanese rock super-group Rida, jazz singer Dia, Elias El Rabbani and Latin fusion group, Louisa Hank.
3) Young female vocalists Kris B, Lebanese rock super-group Rida, jazz singer Dia, Elias El Rabbani and Latin fusion group, Louisa Hank.
4) Young female vocalists Kris B, Lebanese rock super-group Rida, jazz singer Dia, Elias El Rabbani and Latin fusion group, Louisa Hank.

★★★★ THERE WAS COLOR, LIGHTS AND RIVETING SOUNDS VIBRATING THE WALLS OF ALLURE!
Sebastien Clarke - Creative Director of Allure

Madonna's support acts hit the stage early ... two days early

BOX CLEVER
Weekend festival at Cipriani welcomed an array of musical guests

TimeOut Abu Dhabi Nightlife & Music

Loud Arabia in Abu Dhabi
Madonna support act on fire drumming, extreme music and stomp



Tell us about Loud Arabia.
It's a lively community expression of music and sustainable reuse. We employ reused and recycled materials to create personalised percussion drums, shakers, guiros, whistles or anything you can march and make music with. We make a shaker from a can or tube, a drum from old car parts or a whistle from a cone.

★★★★ The 2-day festival which promised to take the madonna weekend that extra distance, certainly delivered!
Ping-Dubai.com

EmiratesWeek

Cipriani Yas Island warmed the souls of music revelers this weekend with 'The Entertainment Box' and its carousel of musical entertainment!



Yas Island, UAE; Cipriani, a name synonymous with the best in service, quality and an 80 year pedigree in the hospitality business, once again proved themselves as "The ultimate provider of the social experience- the good life".
With their mix of Italian authenticity and cosmopolitan flair, each level of Cipriani was turned into a bustling epicenter, offering guests fine dining whilst being entertained by a captivating celebrated pool of artists.
Provided by the legendary Se Art, "The Entertainment Box", electrified audiences, with a medley of different groups and artists showcasing performances of cabaret, afro beat, funk and soul!
"Everyone was really looking forward to seeing one of the groups Loud Arabia, who are renowned for their lively expression of music", said Sebastien Clarke, Creative Director of Allure, by Cipriani. "There's been a lot of build up to their act, as they use nothing but reused and recycled materials to create this eclectic sound experiment!"
Accustomed to using percussion with fire, this time Loud Arabia set the beat of the drum with glow sticks, creating a visual feast for music revelers eyes!
"The audience was in their element, said Sebastien. There was colour, lights and striking backdrop of Yas Marina, the 2-day madonna weekend that extra distance, certainly delivered!"

★★★★ EVERYONE WAS REALLY LOOKING FORWARD TO SEEING LOUD ARABIA, WHO ARE RENOWNED FOR THEIR LIVELY EXPRESSION OF MUSIC
Sebastien Clarke - Creative Director of Allure

Loud Arabia to perform at Cipriani

Are you ready to get loud this weekend? Abu Dhabi Week sat down with Loud Arabia and found out how excited they are to be part of the Madonna weekend festivities



Cipriani Yas Island warmed the souls of music revelers this weekend



set the scene

Yas Island, UAE; Cipriani, a name synonymous with the best in service, quality and an 80 year pedigree in the hospitality business, once again proved themselves as "The ultimate provider of the social experience- the good life".

Madonna's support acts hit the stage early ... two days early

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FORMULA ONE WEEKEND

— Venue **YAS MARINA CIPRIANI LOUNGE AND GRILL ABU DHABI** —



CIPRIANI LOUNGE AND GRILL
 2ND NOVEMBER – 4TH NOVEMBER 3:45PM – 1AM – LIVE MUSIC STARTS AT 8PM

Bringing the summer atmosphere of Ibiza and Porto Cervo to Abu Dhabi, Cipriani's Grill and Lounge offers the most sought after outdoor bar, live at Yas Marina's waterfront.

An Italian feast of mezzas, grilled seafood and succulent meats, each night experience the ultimate Shisha lounge and 5 hours of non-stop live music by the legendary 8E Art!

Back by popular demand, Lebanon's finest musicians 8eme Art, will be providing a unique alternative to the clubbing environment with their eclectic run of musical acts. Elias El Rahbany, Kris B, 8 Rox, O Alan, Labex, The Lounge Hank and Dia Quintet will be serenading guests till late in the evening for that ultimate dining and entertainment experience.

Open to the Public....Come to party, Come to the feast! Come to experience


5 hours of non-stop live music by the legendary 8E Art!

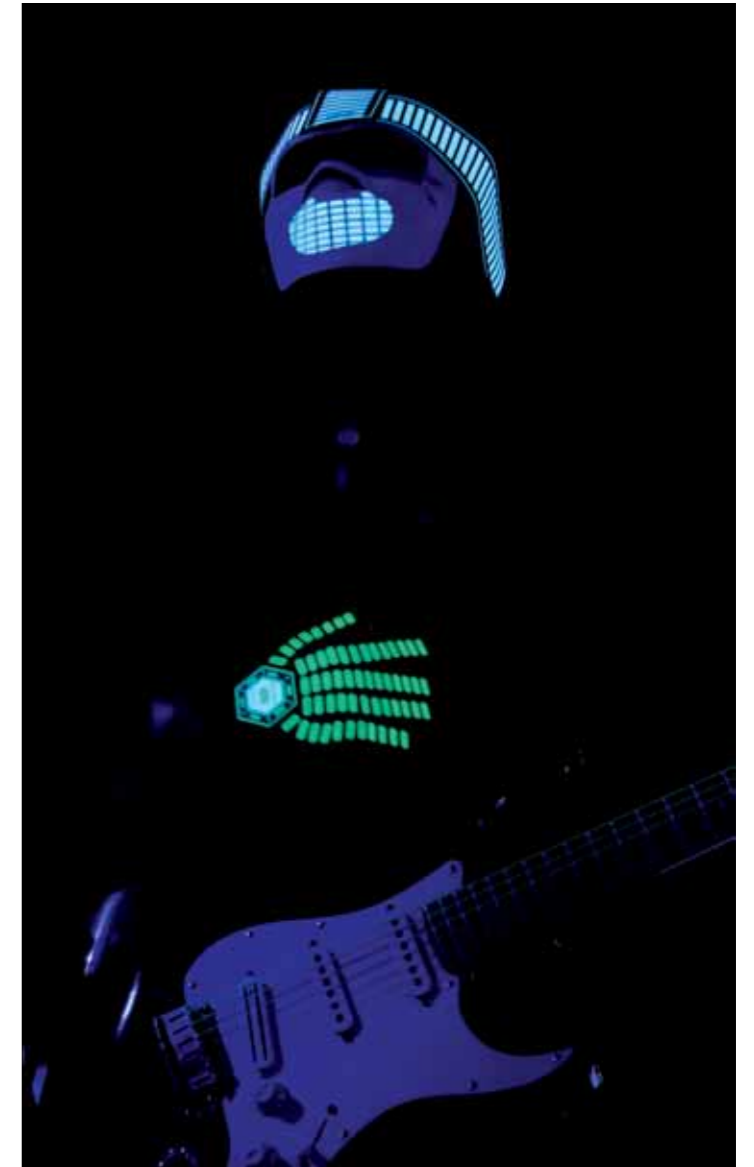
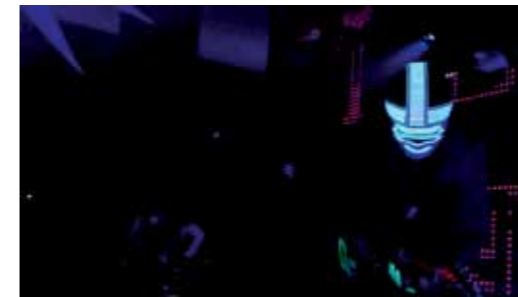
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8e Art's team had a blast at the Formula One WE Abu Dhabi!

At Yas Marina Cipriani Lounge and Grill; Dia Quintet with Dia, O Alan and Elias el Rahbany featuring Kris from Kris B, Jade from 8 Rox, Kanj and Raed from the Lounge Hank, Labex, and Beuchet; gave amazing performances, giving their audience a variety of sounds & styles, from jazz to rock and of course adding their own personal touch of fusion!

And around 4 AM to go full blast, The Brain drove the "Allure" crazy by taking the people on an electrifying journey!

 Search YouTube for 8eart Brain it





LET IT BEER

— BEER FESTIVAL AT SHTRUMPF —

The Shtrumpf Beer Festival is the most famous beer festival in the Middle East and it takes place every year in September. It is a time to gather your friends and enjoy beer while witnessing great entertainment.

Every year it gets more interesting so in case you haven't been there before, be sure not to miss it next year!



Search YouTube for 8eart Shtrumpf beer festival.

Interview with MR SAKR



A true scout at heart, Mr. Walid Sakr studied at the American University of Beirut where he graduated with a BA in Business Administration. He co-founded Shtrumpf Salad Bar & Grill in 1984 and Treats Caterers in 2002. Mr. Sakr is the Managing Director of Shtrumpf and a longtime advocate of CSR and environmental practices, as well as the founder of the famous Shtrumpf Beer Festival. Professionalism and perfection is what is known for.

1. *When did you start the Beer Festival?*
In summer 1991.

2. *What changed since the first years? Was there always entertainment?*
From the beginning, the Shtrumpf Beer Festival honored

beer & beer lovers in a funny & entertaining ambiance... With years, the entertainment elaborated into higher standard levels & innovative ideas.

3. *How many years have you collaborated with 8e Art?*
5 years

4. *What did they offer?*
8e Art enhanced the Shtrumpf Beer Festival ambiance with their enthusiasm.

5. *Was it what you expected?*
For sure, that is why we consider them as long-term partners of the Shtrumpf Beer Festival.

6. *What are the challenges you face while preparing for the festival?*
Creating & executing ever finer innovative ideas.

7. *What year do you consider was the most successful?*
The last 2 years working with 8e Art.

8. *Any future plans?*
To make the Shtrumpf Beer Festival a regional event for the Middle East beer lovers.

“ **WITH YEARS, THE ENTERTAINMENT ELABORATED INTO HIGHER STANDARD LEVELS & INNOVATIVE IDEAS.** ”

8 WALKS

— THE BRITISH WEEK, JUNE 2012 —



THIS YEAR, AND IN-LINE WITH 'THE GREAT' CAMPAIGN OF THE BRITISH EMBASSY AROUND THE WORLD, ABC WAS SELECTED AS THE NUMBER ONE DESTINATION IN LEBANON AND THE REGION FOR THE GREAT BRITISH WEEK EVENT.

As part of the Great British Week that took place between June 12 and 17, ABC hosted many traditional British specialities in both Achrafiyeh and Dbayeh branches.

The events were numerous and among the activities that took place, the Great British week featured 8 Walks from 8e Art, an ambulant band with 18 musicians, wearing the British guards costumes as well as the Scottish kilts.

With their panoply of instruments, they walked around both ABC Achrafieh and Dbayeh Malls spreading a true exciting mood and mingling with the people, making them sing and even bust a move!



Search YouTube for 8eart 8 walks.

THE MUSICAL

A dream turned reality! It was Dia and Kris's passion for musicals that they experienced in the theatrical act of "Notre Dame de Paris" in 2007 that lead to our "Musical" of today.

The "Cabaret Musical" was conceived for summer 2012. It took place for the first time in the annual gala dinner of Mr. Tony Breiss on March 2nd 2012.



DISTINGUISHED, EXIGENT, GLAMOROUS & DARING DESIGNS

A Modern Visionary, dedicated only to surpass client's expectations and produce one of-a-kind events, through distinguished styles and astonishing themes. With his exceptional team, he has reached a global standard creating and executing international events, thus expanding his horizons to the Western world as well.

Interview with TONY BREISS

1. Your company's dinner, is it something you intend to do every year?
Our company's dinner has become an annual dinner party, a tradition, and a key event that all our clients, the celebrities, and the press await. It is a way to thank everyone that work with me all through the year, for his or her trust and tremendous effort. And that goes for the press, the suppliers, the team, the clients etc. ... The annual dinner is also an opportunity to launch our new projects. For instance last year we launched our new office in KSA and this year we have a new project to expose!

2. How do you choose your themes?
I choose my theme according to my work's tendencies of the year. Sometimes it's based on a feeling. I simply choose a concept I know will surely impress my audience.

3. Why was it the Cabaret this year?
Our company was founded in Paris; I have always had this French touch in me. With that I wanted to recreate a CHIC NEW CABARET that would remind us of the Moulin Rouge.

4. Why did you decide to collaborate with 8e Art?
Whether or not to work with 8e art wasn't a question. There is no doubt that they are the best for the part. I believe only them could transfer the spirit I wanted. They love what they do; they are creative, innovative, their singers have amazing voices and amazing scene presence! They were just outstanding and we couldn't have gotten the NEW CABARET standards without their input.

5. Who did you also work with?
Many suppliers were involved in the

event, but the major part goes for the entertainment by 8e Art and the sound and light by Platonic, who also did an excellent job working with a lighting designer from 8e Art giving each scene a special mood.

6. Was it a challenge?
The challenge is to be able to transmit my concept be it through entertainment, music, dance or decoration. To really make the audience feel like they have entered another world, one I have created for them. For instance in the last event I had to let them feel like they were in Paris and my team and I really did it!

7. What was the feedback for the whole event?
It's not for me to say :) but the press said "It was phenomenal", and my VIP's said "It is definitely an evening to remember", and that's exactly what I wanted to convey.

8. Can you tell us what next year's theme will be?
It's a surprise... what is not a surprise is that 8e Art and 8e Art alone will take on the entertainment for the whole evening because they are SUPER PRO.

“ THEY LOVE WHAT THEY DO; THEY ARE CREATIVE, INNOVATIVE, THEIR SINGERS HAVE AMAZING VOICES AND AMAZING SCENE PRESENCE! THEY WERE JUST OUTSTANDING AND WE COULDN'T HAVE GOTTEN THE NEW CABARET STANDARDS WITHOUT THEIR INPUT. ”



The Musical is a fabulously sensuous 40-artist project, taking on chart-topping songs from very well know musicals such as "Cabaret", "Moulin Rouge", "Chicago", "Burlesque". Each song is interpreted and choreographed in a particular way with changing lighting moods, giving each show heights of sight-and-sound grandeur. We are very grateful to have with us exceptional and professional musicians and singers Xriss, Jade, Dia Quintet, Kris B, the Classical tribute, dancers, stilt walkers, choreographers and lighting designers who worked together in perfect symbiosis. The whole show is a triumph of style, showmanship and substance but also of decadent fun.



Search YouTube for 8eart the musical



ALL THAT JAZZ



BURLESQUE



COMPLAINTE DE LA BUTTE



DIAMONDS ARE A GIRL'S BEST FRIEND



LIFE IS A CABARET



MEIN HERR



ROXANNE





END OF SEASON CONCERT

— Venue C FLOW JBEIL —



At the end of the hectic last season, we decided to throw our own party, an end of season concert at the beautiful setting of the beach resort "C Flow" in Byblos. In just a few weeks everything was put in order, an amazing stage, amazing sound by Youssef Aoun and sound eng. Sami Gabriel, beautiful lighting by Rony Bejjani, great catering by La Posta, and everything needed to make it all perfect!

The lounge hank, Dia Quintet, Kris B, 8 Rox featuring Xriss and Jade, Redz and Loud Arabia gave astonishing performances where musicality, fusion of styles, presence and entertainment were at the front row!

The feedback was simply huge, and put a lot of expectation for the next concert! So hopefully we will be able to rock everyone's minds again the next time!

You can now get a DVD of the concert!



Search YouTube for 8eart C Flow concert.



ERGA CORPORATE EVENT

— Interview with **MARAM ATALLAH**
— Architect / Assistant head of conceptual design / Associate



Graduated with a BA in Architecture from LAU in 2001, Maram Atallah has been a designer at Erga since then; He also does architectural movies and is in charge of the animation department there. For the last 10 years Maram has directed Erga's annual cultural events, and their exhibitions locally and internationally. Outside Erga, Maram has a passion for furniture/product design and is a co-founder and owner of Dictateur bar lounge.

4. Describe the 8e Art team in 5 words.
That's a hard one! I have to pick only 5! Crazy talented wonderful fulfilled people!

5. How did 8e Art highlight the theme of the event?
By being themselves! And therefore exceeding our expectations.

“ I JOINED THEM FOR ONE PRACTICE SESSION, IT WAS MIND BLOWING! DIDN'T WANNA LEAVE! BUT THEY MADE ME. ”

6. As we know, you also worked with 8e Art for your 2012 event? What kind of entertainment did they offer this time? Any feed back?

This year was super nice! And I decided to work solely with 8e Art. So I thought a bit, dreamt a lot, and came up with a few ideas! None of the ideas were concrete at all! But anyway, I called Aleph up, told him what was on my mind. 2 weeks later, it was cooked and ready! I was sure by then a nice layer of detail and spice had been added. So I joined them for one practice session. It was mind blowing! Didn't wanna leave! But they made me. And then came the day, the performances were amazing, the night was flawless, And everyone thought it was the best Erga night ever!



Search YouTube for 8eart Loud Arabia and 8eart Aleph and the Lounge Hank



FROM SCENE TO SCREEN

— *NDU's* GRAND THEATER OPENING EVENT —

THAT WAS THE THEME FOR THE NDU'S GRAND THEATER OPENING EVENT, WHICH TOOK PLACE ON THE 18TH OF NOVEMBER 2012. 8E ART PERFORMED "ALL THAT JAZZ" AS AN OPENING ACT, FOLLOWED BY "ROXANNE". CHECK IT OUT! AND SOON YOU WILL BE ABLE TO WATCH THE VIDEO ON YOUTUBE AND ON THE WEBSITE!





A NEW CHALLENGING EXPERIENCE!

— SATURDAY PRIME TIME —



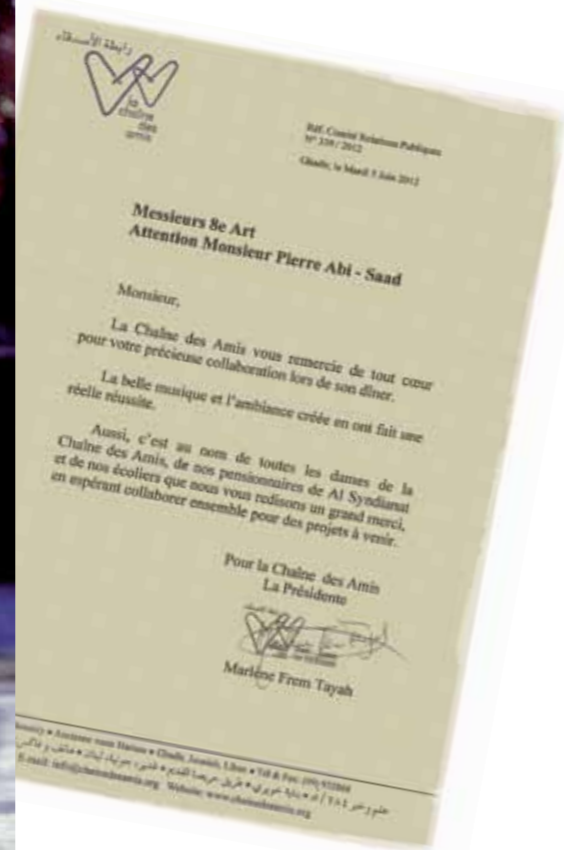
AFTER THE HUGE SUCCESS OF THE SHOW, "HEK MEN GHANE" HITS BACK YOUR TVS FOR A 3RD SEASON ALONG SIDE 8E ART.

"Hek men ghane" is the Arabic version of "This is how we sing". It is an entertainment TV show aired on MTV every Saturday night at 9h30 PM and hosted by Artist Maya Diab who is a very well known Arabic singer and TV host.

For two years now 8e Art has been part of it. They have already recorded 60 episodes that are pretty challenging since they involve local and international artists and have made them perform more than 2500 covers.

The success of this show required from the artists a wide musical culture in different styles in both occidental and oriental music, from old and new repertoires; as well as the ability to adapt themselves spontaneously to many various keys depending on the singer.

- CHARITY EVENTS -



8E ART IS ALWAYS HAPPY TO DO CHARITY EVENTS! THIS YEAR THERE WERE EVENTS FOR THE RED CROSS, EM EL NOUR, A TOI MARIE, AND LA CHAINE DES AMIS

It is always in the greatest of atmospheres that these events take place. What's surprising and rewarding is that there are always more people than expected that attend these events.

We ask God to give us the energy to always give more and hopefully this year we will be able to continue the work we started in many nursing homes. There is still one place we hope to be able to spread joy and that is the prisons of Lebanon.



Carlos Azar who is a great supporter of Em El Nour was there and improvised a few songs with the band.



A SECRET RECIPE

— 8e Art's PARADE SINCE 2002 —

We have been asked many times what makes the 8e Art parade such a success after all this time?

When 8e Art first started the 8-member parade in 2002, even though it was criticized by some, it still became such a hit. In a very short period of time it became a trend and a need for young weddings that wanted something to really boost the ambiance and in some cases replace the traditional "Zaffe". It even delivered more than expected, and that didn't happen by mistake! After that success we sort of understood why some people would want to criticize or judge the parade, perhaps it might be annoying to see that something so simple could take this much credit. We never intended to state that we are the ones who invented the parade (as some claim that they did), since the parade is something that exists since the dawn of time! But we tailored it to suit all festivities and celebrations the way it is now known as!



Ingredients for a good parade

YOUNG, CUTE, FRESH, GROOVY AND FULL OF ENERGY PERCUSSIONISTS

INTERESTING MIX OF MUSIC: COMMERCIAL BUT YET DEVELOPED/ADVANCED

ALWAYS MODIFY COSTUMES, STYLE OF MUSIC BUT NEVER THE PARADE DURATION



IT IS IMPORTANT THAT THEY ALWAYS PLAY AS IF IT WERE THEIR FIRST PERFORMANCE AND THAT THEY KNOW HOW TO REACH ANY CROWD NO MATTER THE AGE RANGE

ALWAYS HAVE AN ASSISTANT & TEAM LEADER PRESENT FOR THE PERFORMANCE TO GIVE A CLEAR BRIEFING TO THE MUSICIANS, THE LIGHTING DESIGNER AND THE ORGANIZERS.

To sum up, the cast, consistency, outfits, timing, performance duration, discipline, consistent live assistance, music mix, energy, enthusiasm are all elements that lead to success.

As for the rest, the small details that make all the difference, they can't be revealed !!!! :)



A BLEND OF FUNK, ORIENTAL, WORLD BEAT AND JAZZ

— Interview with THE LOUNGE HANK SOLOISTS —

The Lounge Hank is a multicultural musical group mostly known for its oriental roots, with virtuosos Kanj on Kanoun, Raed on Nay, and Ramzi on Baglama. They all have a very wide experience having started playing in festivals at a very young age. They can cover up to 250 songs each one in their own personal style. They strive for perfection and always seek to exceed themselves. Kanj for instance has developed a stand for his Kanoun that allows him to carry it on his shoulders and play while walking around using a wireless microphone getting him closer to his audience.

THEY STRIVE FOR PERFECTION AND ALWAYS SEEK TO EXCEED THEMSELVES.

CHADY BASSAR AN ORIENTAL SINGER SOMETIMES JOINS THE LOUNGE HANK.

His strong voice along with his large range helps him perform a wide selection of songs that can cover soft and dance repertoires. He takes on any of the hits whether old or new that can make you move all night long, and does that with his own personal interpretation, energy and elegance.



Search YouTube for 8eart the lounge hank

FUSION MEETS THE LOUNGE HANK

What's interesting this year is that fusion has taken a bigger role in their repertoires. They are featuring singers Dia, Kristian, Xriss and Jade and implementing their oriental touch to each personal style of the singers. They also experimented with electro music for the TOUCH opening event where they performed traditional oriental songs. Instrumentals but also songs performed by the exceptional Pierrette, using a groove box controlled by Elie AkI were played. Dia also joined them singing "The Diva Dance" from the movie "The fifth element" to which Raed dropped a Nay solo! And to accentuate the concept special futuristic outfits were designed to fit each member of the group. The outcome was beyond interesting. Solo artists Labex, Elias Al Rahbany, Beuchet, and Jessaly were all performing with the Lounge Hank for this exceptional evening.



1. What artists inspire you?

Ramzi: Chick Corea, Orhan Ottoman, Ismail Tunçbilek

Raed: Qudsi Ugunur, Mahmoud Effat
Kanj: Aytaç Togan, Paco De Lucia, Ahmet Meter

2. What bands do you play with in 8e Art?

R: The Lounge Hank

Rd & K: The Lounge Hank, Screen Legends and we're very often guest artists in Dia Quintet & Kris B.

3. What are the challenges you face while playing with occidental repertoires?

R: some of the tonalities are difficult with the narrow compass of the baglama and that is an interesting challenge that I always enjoy!

Rd: Each Nay gives a different pitch so it's a challenge when we have different keys in the same song! But also on the nay, the musical phrasing for occidental songs has to be treated differently, and it's a very delicate matter.

K: For me, shifts in tonalities are also a challenge because of the Mendel system which demands a high

technique and you need to become one with the kanoun.

4. Do you feel enriched from this fusion or do you still prefer going back to pure oriental?

We can all say that after you've sunk into fusion it is impossible to go back! It is in fact very enriching and gives you a mixture of emotions that you can't find elsewhere - at least that's what we feel :)

5. Are you planning on recording your own album? If yes will fusion be a part of it?

R: I am in fact recording an album as we speak and have already achieved 3 tracks. Can't wait for the rest to be ready! And yes fusion is definitely a part of it!

Rd: I have started working on some tracks but I am still in the experimental phase.

K: Recording an album is surely something I will do, but for now I feel I still need to experiment more in order for the album to be as mature as I want it to be.

6. Share with us a memorable moment in your experience with 8e Art.

R: Since I first started my career as a pianist and guitarist before shifting to Baglama, I have to say that the first time 8e Art trusted me and made me go on stage, as a baglama soloist was one of these moments I won't forget.

Rd: Having being part of mostly orchestras or groups, the first time I played with 8e Art using a wireless microphone and being center stage in real contact with the audience was a memorable experience.

K: Apart from my musical cultivating experience I have to say that I really get enriched during our yearly "Get Together" (annual yearly team building) because we get to share beautiful meaningful moments, opening up to each other.

“IT IS IN FACT VERY ENRICHING AND GIVES YOU A MIXTURE OF EMOTIONS THAT YOU CAN'T FIND ELSEWHERE”



8 ROX

— Interview with **JADE**
Artist at 8e Art —

A BAND FOR ALL THE ROCK AND FUNK LOVERS!!!

With his powerful voice and special tone Jade takes on most of the classical rock and funk songs from the past but also the more recent hits, to which he brings his own personal style. The stage is where he is mostly at ease and his ability to take on a crowd makes him a great performer. Some people might say that rock is a bit harsh to hear in private events but 8 Rox has been working on adapting their repertoire to give you exactly what you want to hear whether you want the aggressive rock sound or a softer mood. And they have lived up to the challenge!

Singer Jade has always been a rock lover and it is a style he masters. Lets get to know him better:

- 1. When did you start singing?**
I have been singing since I was 13 years old. It all started in the school talent show. I then founded some bands, and here I am now with 8e Art.
- 2. Do you play any instrument?**
I play the guitar, but I'm still working on getting better. I think its essential for a singer to know how to play an instrument; it really helps him develop as an artist.

- 3. When did you start with 8e Art?**
I guess it was in the summer of 2010. That was when I joined the big family.

- 4. What styles do you sing in 8 Rox?**
It's a mixture of funk and rock.

- 5. How were you able to play that kind of music in weddings and private events? Isn't that a challenge?**
It's a huge challenge to induce that kind of music into a wedding, but our Art Director, Aleph, has a way of doing things. He molds each and every song, with special flowing arrangements, that suddenly makes Rock really accessible to all.

- 6. What did you learn from performing with 8e Art that you hadn't found out about earlier?**
8e Art's members are the best musicians, so to keep up with such talents, and the high standards, you have to work on yourself from different angles. And that's the challenge to me.

- 7. What was your most exciting performance with 8e Art?**
Every event is unique and exciting, we always do something different and we add new concepts to fit every event.

- 8. Name one of your favorite bands and one of your favorite songs?**
Well my favorite band is Whitesnake, and my favorite song is one of their own, "Is This Love".

- 9. What style of music do you enjoy singing the most?**
I enjoy singing the 80s rock, I love the feeling it generates in me.

“ EVERY EVENT IS UNIQUE AND EXCITING, WE ALWAYS DO SOMETHING DIFFERENT AND WE ADD NEW CONCEPTS TO FIT EVERY EVENT. ”

- 10. Do you think music school is important for rockers?**
Music school is important to every musician, not just rockers. But rockers tend to induce their own style in their music or singing, which makes the whole music school experience different.



BEUCHET / ELIAS AL-RAHBANY

— Artists at 8e Art —



1. Who is Beuchet / Elias Al Rahbany?

B: Beuchet is someone that tries his best to achieve certain goals in music. He thrives always to be as close as possible to perfect yet he feels he is far from it :). Beuchet is Aleph's creation who started out as an amateur flutist and grew in the eyes of the creator to become someone that has found his signature, delivering "a unique, energetic performance" as Aleph says :)
E: A classic and electric guitar player who started at the age of 12 at the Lebanese National Conservator, raised his own cover band RED and played different styles with various banks like Blaakyum, Jam it, etc... He then joined 8e Art in 2007 as the lead guitarist in the band DIA Quintet, as well as a guest guitarist in other 8e Art bands.

2. How did you get into 8e Art? And how long has it been?

B: I got into 8e Art 5 years ago through Elias Al Rahbany with whom I used to perform.
E: Through a friend who introduced me to Aleph, 8e Art's Art Director, who then introduced me to the lead vocal Dia, O Alan, the saxophone player, Nathalie Safi, the pianist and a beautiful journey started...it's been 6 years of great experiences!

3. Tell us about your experience in 8e Art?

B: 8e Art gave me musical experience and discipline. I started out with some musical skills but reached places far beyond. 8e Art is a sanctuary that helped me implement what I spent years learning in music. My experience with the musicians is more than words can describe. The chemistry is just amazing. As for my experience with the

singers: I am honored to play alongside Dia whom is supportive, caring and willing to stick to her band no matter what. I'm very happy to sometimes sing with her with my awful growling voice. The most amazing thing about it is when I finish the gig and ask her "how was it", she turns and says "You were great", but deep inside I know that I will never achieve my dream and be a singer :)! Kris is a great support on stage, a smile is always on his face, and this gives me a great energy to perform. Moving on to my experience with the person that made it all happen, Aleph. Aleph is more than an art director, composer and pianist... the list goes on. Aleph is a true friend that showed me how to be a leader in music; this you can never learn anywhere. Aleph always looks at me in a way conveying, "you are good, but you can do better" and this has pushed me higher and higher in my performance.

“ ALEPH ALWAYS LOOKS AT ME IN A WAY CONVEYING, “YOU ARE GOOD, BUT YOU CAN DO BETTER” AND THIS HAS PUSHED ME HIGHER AND HIGHER IN MY PERFORMANCE ” - Beuchet -

E: 8e Art has expanded my musical knowledge, making me experience and develop all sorts of styles. Being a rocker at the beginning, it was pretty much what I enjoyed playing but now I can say that I have discovered the beauty of so many different styles and I enjoy giving each one of them my own personal touch. Apart from that thanks to the great team spirit that reigns, I always feel motivated to do more and to give more.

4. What are your best moments?

B: Every time I go on stage and feel the way we all stick together.
E: Every time I'm on stage I experience great moments, each one of them offering a different emotion.

5. What are your music influences?

B: I am influenced by Ian Anderson and his amazing tonguing techniques. I am also very into bebop and jazz naming a few artists that I like John Coltrain, Sonny Lorens, Cidney Beuchet (hence the adopted stage name Beuchet), Dizzy Gelespy, Charley Parker, Gary Mulligan, Herby Hancock, and many others.
E: Classic guitar players: Villa Lobos, Tarrega, F.Sor. Modern players : Wes Montgomery, Paco De Lucia, Jeff Beck, Steve Morse, Mike Stern and many others..

6. Any future plans?

B: I am currently working on my first album, which is harder than it looks. I also opened a private music institute called BACH where I am trying to implement modern and advanced ways of teaching that deal with giving the student a glimpse of what professional music life is.
E: 1. Recording my 1st album. 2. Always improving my musical knowledge. 3. Reaching a higher degree in classical guitar.

“ ROCK MUSIC WAS PRETTY MUCH WHAT I ENJOYED PLAYING BUT NOW I CAN SAY THAT I HAVE DISCOVERED THE BEAUTY OF SO MANY DIFFERENT STYLES & I ENJOY GIVING EACH ONE OF THEM MY OWN PERSONAL TOUCH ” - Elias Al-Rahbany -



NATE

— Artist & Assistant Art Director at 8e Art —

NATE IS ONE OF THE EARLIER MEMBERS IN 8E ART. SHE HAS A LOYALTY THAT IS HARD TO FIND. TODAY NATE HAS BECOME AN ESSENTIAL PILLAR IN 8E ART SO HERE'S A BIT MORE ABOUT HER.



1. When did you join 8e Art?

In 2004

2. Is it your main job / are you a full timer?

It's much more than a job, it's my passion, and it's my life!! So I'm living it and loving it 24/7!

3. How do you manage being an artist and at the same time to be part of the managerial side of the company?

When you are doing something that you really love, everything falls into place, it just comes naturally.

4. If you had to choose which one would you stick to?

I must say that managing in 8e Art is far from being a traditional routine job. It's all the opposite; it's very challenging and constantly in need of new ideas and concepts that only an artist could deliver. And therefore for me being an artist and managing in 8e Art, cannot be separated, they just complete each other and one fulfills the other.

5. In which bands do you play?

Dia Quintet, The Parade, Loud Arabia and 8 Walks.

6. Tell us about your experience in 8e Art.

I have 9 years of experience with 8e Art till now, so if I start talking I would never finish :) But what I can say is that I have learned so much both musically and dealing with people, and I still learn every day. It has enriched me at so many levels. It has brought out qualities in me I never new I had. I am really proud and blessed to be part of this incredible team and family. As I already mentioned It's my life and my passion....and I'm simply enjoying it!!!!



SCREEN LEGENDS

It's apparent that music legends can live forever. With "Screen Legends" 8e Art keeps the legends alive by uniting them with 8e Art's greatest musicians. As its name explains, the world's biggest legends like Queen, Michael Jackson or more recent ones like Coldplay are projected on a screen singing their greatest hits.

ONLY YOU WILL REALIZE THAT THE ONLY THING THAT'S LEFT OF THEIR SONGS IS THE VOCALS! 8E ART'S MUSICIANS PLAY ALL THE MUSIC IN AN ARRANGEMENT THAT WILL SURELY ASTONISH YOU.



“ IMAGINE MICHAEL JACKSON SINGING 'BEAT IT' WITH 8E ART'S MUSICIANS GIVING HIM A WHOLE DIFFERENT VERSION OF IT. ”



SO YES IT IS APPARENT THAT MUSIC LEGENDS CAN LIVE FOREVER!

"Screen Legends" was conceived by Elie Akl and developed by Aleph. It is a first in the history of music! And it was first launched at Erga's 32nd anniversary that took place on the 23rd of December 2012.





AN ELECTRONIC JOURNEY

— **THE BRAIN** —
Artist at 8e Art




Here's an artist who shows, you can be minimalist and massive. He represents the essence of electronic music & sounds. With his building up grooves he can certainly make any crowd dance! By adding very specific selection of sounds with his guitar, Brain has perfected the art of making electronic music, and all his tracks are either composed or arranged by him.

He was launched on August 2012 in Skybar, for the Red Cross event. Ever since, with his video on YouTube (8eart the brain) he was able in such a short period of time to attract a large audience. He has already been booked for many international clubs and events. One of them will take place in an old NASA training base, right on top of the first centrifuge ever built that Neal Armstrong trained on!

To add a glimpse of visual to the project a special costume takes the show to another level.

“ **BRAIN HAS PERFECTED THE ART OF MAKING ELECTRONIC MUSIC** ”



 Search YouTube for 8eart The Brain

WOULDN'T THAT BE AN INTERESTING JOURNEY?

INSPIRATION TO THE SOUL

— THE GOSPEL —



GOSPEL MUSIC IS MUSIC THAT IS WRITTEN TO EXPRESS EITHER PERSONAL, SPIRITUAL OR A COMMUNAL BELIEF.

We have joined gospel choir singers to musicians and singers from 8e Art to form a group that performs gospel songs with special staging and costumes. They bring joy and excitement to the ceremony as well as richness in music and harmonies.

TRIBUTE TO THE HIGHLANDS


— SCOTTISH DANCING TUNES WITH BAGPIPERS —



WE HAVE INTRODUCED A NEW CONCEPT TO OUR PARADE! ADD A BREEZE OF THE HIGHLANDS WITH BAGPIPERS, PLAYING SCOTTISH DANCING TUNES AND WEARING THE TRADITIONAL COSTUME!

The concept was brought to life for the first time in April 2012, for a lovely Scottish/Lebanese couple in a wonderful atmosphere at Mir Amin.

And lately Aleph and Brain have released a Scottish house dance single that joins the authenticity of the bagpipe and the thrill of house music; which you can now check on YouTube by searching *8eart Scottish house Aleph Brain*.

 Search YouTube for **8eart Scottish house.**

THE DRUM CIRCLE

— PLAY THE GAME —



ITS FUN AND ALLOWS YOU TO EXPERIMENT YOUR RHYTHM SKILLS. WE HAVE INTEGRATED THIS GAME IN UNIVERSITIES, BANKS AND COMPANIES!

A drum circle is any group of people playing (usually) hand-drums and percussion in a circle. They are distinct from a drumming group or troupe in that the drum circle is an end in itself rather than preparation for a performance.

Play the game:

8 percussionists from 8e Art will take on different groups of 5 to 8 persons each. They will sit in a circle to work on simplified rhythms chosen by the leader of the group. In a short period of time they have to be ready to join the other groups. And that is when magic happens when all the rhythms are joined together to give one surprising polyrhythmic! It is a great way to blow off steam and brings everyone closer. The Artist in charge of this "drum game" is percussionist and saxophonist O Alan who has been a pillar in 8e Art since 2003. He is for sure one of the most essential artist and friend that 8e Art has ever had!

LAY BACK AND FOLLOW THE BEAT!

AN AMBULANT BAND

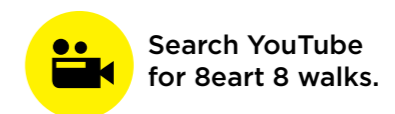
— 8 WALKS —



"8 WALKS" IS A NEW WALKING BAND CREATED FOR SUMMER 2012! IT IS A GROUP OF 18 ARTISTS WHO PERFORM EXCITING MELODIES WHILE MOVING AROUND AND BUSTING A FEW MOVES. THE COSTUMES ARE INSPIRED BY BOTH THE SCOTLAND TRADITIONAL WEAR AND THE BRITISH GUARDS COSTUMES.

You can hear the sound of a real band moving around since some of them are carrying along travelling amps and playing with guitars, bass and keytar in addition to the brass section and drum sections. They have a unique energy, striking charm and rich harmonies.

Beware, you might hear a singing voice coming out from the flutist's megaphone!



THE ART OF THINKING WITH SOUND

One more time, 8e Art adds a spark to your special event and celebrates your cheerful moments, by putting together a group of drummers and percussionists: **LéKodo**. They have merged with these very old Japanese drums to offer a show that will surely surprise you.

太鼓 “IF YOU CAN'T SPEAK IT, PLAY IT” 太鼓



OUR YEARLY GET TOGETHER

TRADITIONS ARE IMPORTANT IN COMPANIES JUST AS THEY ARE IN FAMILIES.

For most of us, teamwork is a part of everyday life. Whether it's at home, in the community, or at work, we are often expected to be a functional part of a performing team. Having a strong team will benefit any organization and will lead to more successes than not.

Since we believe that nothing is more important than the annual yearly team building, this year 8e Art booked a hotel in the mountains and decided that our "Get Together" (we like to call it) will take place in April in the calm environment away from the rush of the city. It was a 4-day stay and included many activities. Of course the main part revolved around music but it was mostly all about getting the team closer and tighter, brainstorming to get innovative ideas for the new season and reaching higher standards!

60 HOURS OF TURMOIL

Music in the air:

All around music was playing! A lot of rehearsals were made, bands

jammed with each other, the oriental and occidental musicians exchanged knowhow and style characteristics. Some international Artists also came along and shared their personal experience! The parade and Loud Arabia members worked on some new beats, rhythms and ideas.

Better understanding:

Meetings were held by the managerial team in order for every member to be aware of how things happen behind the scenes! How meetings go, what are clients worries or questions. Team leaders also held meetings to sum up the season and introduce the one to come.

Playful:

There were also games and a yoga session that concentrates on groups and musical yoga. That was the funniest part! Each one also had to bring something meaningful to share with the others like a movie, a concert, a documentary, a real life experience...

At the end of the 4 days each one of the members wrote on a piece of paper what they gained from this gathering and to sum up here are a few words:

ENTHUSIASM & POSITIVITY
TRUST
SENSE OF BELONGING
STRONG SYSTEM
SOLID TEAM
STRONGER PASSION FOR MUSIC

SEE YOU NEXT YEAR FOR ANOTHER ROUND!

DID YOU KNOW

“ I WON'T BE A ROCK STAR, I WILL BE A LEGEND. ”

- Freddie Mercury -



*“Is this the real life
Is it just fantasy
Caught in a landslide
No escape from reality”*

- Freddie Mercury -



FREDDIE MERCURY / FARROKH BULSARA

Freddie Mercury (September 5, 1946 to November 24, 1991) was born Farrokh Bulsara on previously British-owned, but now Tanzania-owned, island Zanzibar. Mercury first learned to play the piano at St. Peter's boarding school in India. In 1964, at age 17, the Zanzibar Revolution forced him and his family to England, where he earned a Diploma in Art and Graphic Design at Ealing Art College. He later used his talents to design his band's famous Queen crest.



FARROKH BULSARA

Even his official passport read 'Frederick Mercury', despite the fact that his birth name was Farrokh Bulsara. Calling him anything but Freddie would not be well received, however - he started using the name 'Freddie' prior to ever arriving in England, and 'Mercury' when Queen first started.

JUST TOO MUCH TALENT IN ONE PLACE!

Did you know that the two greatest singers and entertainers of our time met and collaborated? Who would have thought - Freddie Mercury and Michael Jackson together.



QUEEN FRONTMAN

Singer, songwriter, pianist and vocalist Freddie Mercury was the famed frontman of the British group Queen- famous for the songs "Bohemian Rhapsody," "Crazy Little Thing Called Love," and "We Are the Champions."

HIS FEARS

Mercury didn't consider himself a particularly great pianist. As a result, he always dreaded performing 'Bohemian Rhapsody' in concert because he worried he would mess up on the piano in the process. In future years, he started using the piano less on albums so he would be free to dance and run wildly during concerts...

UNTIMELY DEATH

Mercury was diagnosed with AIDS in 1987, but publicly denied it until the day before his death on November, 24, 1991. Mercury died of bronchial pneumonia due to AIDS complications. He was 45 years old.

DEPP: FIRST AND FOREMOST A MUSICIAN...



Johnny has described music as his first love and claims he is, first and foremost, a musician. He credits his uncle, a preacher who played guitar, for his introduction to music. However, Johnny's self-proclaimed obsession with music began at the age of twelve when his mother bought him a Decca electric guitar for twenty-five dollars. He spent the following year locked in his bedroom with a Mel Bay chord book learning to play. He played on many well-known albums.



THE MUSICIAN'S ACHIEVEMENT

As a guitar player, Depp has played slide guitar on the Oasis song "Fade In-Out" (from Be Here Now, 1997), as well as on "Fade Away (Warchild Version)" (b-side of the "Don't Go Away" single). He also played acoustic guitar in the movie *Chocolat* and on the soundtrack to *Once Upon a Time in Mexico*. He is a

friend of The Pogues' Shane MacGowan, and performed on MacGowan's first solo album. He was also a member of P, a group featuring Butthole Surfers singer Gibby Haynes, Red Hot Chili Peppers bassist Flea and Sex Pistols guitarist Steve Jones. He has appeared in Tom Petty & The Heartbreakers' music video "Into the Great Wide Open" and The Lemonheads "It's a Shame About Ray" music video. He made a cameo as the Mad Hatter in the music video for Avril Lavigne's "Alice" in 2010. He performed lead guitar and drums for a

cover of Carly Simon's "You're So Vain", which appeared as a bonus track on some editions of Marilyn Manson's 2012 album *Born Villain*, also performing live with Marilyn Manson in the *Revolver Golden Gods Awards 2012*, performing various songs of Marilyn Manson. He also appeared in the music video of "My Valentine" from the album *Kisses on the Bottom* by Paul McCartney released in Feb 2012, along with Natalie Portman.

THE POPE, A MUSICIAN?

Actually music was a large part of the pope's life. In 2009 he made a Christmas album, "Alma Mater, music from the Vatican" which has his voice on it and he was accompanied by the Britain's Royal Philharmonic Orchestra. Proceeds from the album will help fund musical education for underprivileged children around the world.

“ I AM CONVINCED THAT MUSIC REALLY IS THE UNIVERSAL LANGUAGE OF BEAUTY WHICH CAN BRING TOGETHER ALL PEOPLE OF GOOD WILL ON EARTH ”

- Pope Benedict XVI -



Ever since he was a little boy, he loved playing the piano. Mozart, in particular, was his jam. The Pope told journalist Peter Seewald in 1996 that music was a large part of his life. Growing up near Salzburg, the home of Mozart, he said, "You might say that there Mozart thoroughly penetrated our souls, and his music still touches me deeply because it is so luminous and yet at the same time, so deep." Music runs in the family. His

elder brother Georg is the former director of the renowned Regensburger Domspatzen boy's choir. The Pope said of Mozart, "His music is by no means just entertainment; it contains the whole tragedy of human existence." Benedict XVI then highlighted how "over the centuries and the millennia music has always been used to give form to what cannot be expressed with words, because it arouses emotions otherwise difficult to communicate."

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A publication by 8e Art Entertainment

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