



Coca-Cola Arena: An Unstoppable Year Ahead, Poised for 'The Venue Award' at the 2025 ILMC Arthur Awards



27th February 2025 (Dubai, UAE) - Coca-Cola Arena is having an extraordinary start to 2025, setting the stage for an award-winning year. The iconic venue is on track to be recognized for **The Venue Award** at the prestigious 2025 International Live Music Conference Arthur Awards, thanks to its unparalleled success and diverse event offerings that have captivated audiences from around the world.

January kicked off the year with an incredible series of five sold-out shows, further cementing Coca-Cola Arena's position as the Middle East's premier entertainment destination. Among these were two consecutive nights of music legend Jay Chou, the ethereal sound of CAS, an electrifying performance of Atif Aslam, and the first-ever Professional Fighters League (PFL) Champion series in Dubai. Each event showcased the venue's capacity to host large-scale, globally renowned performances and create unforgettable experiences.

In addition to its sensational entertainment lineup, Coca-Cola Arena has solidified its reputation as a leading venue for corporate events, hosting thousands of guests across three monumental gatherings. Dell Technologies returned to the Arena and brought innovation to the forefront with their AI forum, featuring exhibitions, expert panels, fireside discussions and a very popular robotic ice cream machine. Damac Properties made an unforgettable return for their 12th event at Coca-Cola Arena, pushing the boundaries of creativity by bringing an actual boat into the main bowl area, complete with an LED river and a spectacular surprise appearance from Bollywood superstar **Shah Rukh Khan**. Azizi Properties dazzled audiences with the unveiling of their iconic Burj Azizi – the world's 2nd largest residential tower, highlighted by a once-in-a-lifetime performance from global sensation **Jennifer Lopez**.



The arena also hosted a momentous occasion last week when **His Highness Sheikh Mohammed bin Rashid Al Maktoum** graced Coca-Cola Arena for a special event celebrating philanthropists in the Arab world. The gathering recognized individuals for their impactful humanitarian, charitable, and community initiatives, underscoring the arena's role as a hub for both entertainment and community engagement.

"This is just the beginning!" said **Mark Jan Kar**, General Manager of Coca-Cola Arena. "We remain committed to position Dubai's world-class experiences, and it's humbling to see our venue recognized on the global stage. Our diverse mix of entertainment, sporting and corporate events, coupled with our commitment to innovation and premium hospitality continues to set us apart."

Looking ahead, Coca-Cola Arena's calendar is packed with more spectacular events. Fans of live music can look forward to upcoming performances by global stars including **Moein, Adnan Sami, Kygo** and **David Gray**. Comedy lovers can get ready to be tickled with **Nate Bargatze** and **Jim Jefferies** and the kids can get excited for family adventures during the two ice shows – **Frozen Love** and **Snow Queen**.

Sports enthusiasts are in for a treat with a host of home games this March with **Dubai Basketball** including **Euroleague giants, Partizan** game on **17 March 2025**. This exciting matchup will bring top-tier basketball action to the arena, promising fierce competition, team spirit and family fun.

As Coca-Cola Arena continues its unstoppable momentum into 2025, it remains a cornerstone of the region's entertainment landscape, seamlessly blending awe-inspiring performances, unforgettable corporate events, and world-class hospitality.

For more information about upcoming events or to book tickets, please visit coca-cola-arena.com.

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For more information and media enquiries please contact:

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ABOUT COCA-COLA ARENA

Opened in June 2019, Coca-Cola Arena has revolutionized the live entertainment industry in the UAE and throughout the Middle East. Capable of hosting live shows 365 days a year, the fully air-conditioned, 17,000-capacity arena establishes Dubai as a major destination on the global events circuit. Coca-Cola Arena's unique automated seating design means it can be adapted to international and local events of all sizes, from international touring artists, sporting tournaments, e-gaming, comedy and live theatre and musical performances, to conferences, gala dinners, AGMs and weddings. Located in the heart of City Walk, Dubai's lifestyle



destination, Coca-Cola Arena is a 15-minute drive from Dubai International Airport and a 5-minute walk from the closest Dubai Metro Station. The region's largest multipurpose indoor arena, Coca-Cola Arena is an asset of Dubai Holding entertainment portfolio and is managed by ASM Global, the world's leading venue management and services company.

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ABOUT THE ARTHUR AWARD

The [Arthur Awards](#) began as a tongue-in-cheek affair in 1995 but have grown over three decades to become the Oscars of the international live music business. The ceremony takes place annually, with winners decided by a combination of public voting and a closed jury which considers each nominee. The world's top live music professionals attend the ceremony annually, during the International Live Music Conference (ILMC).