

SANDS OF TOMORROW

A Family Musical Adventure Through Oman



Remember who we are.
Imagine who we can become.

THE SANDS OF TOMORROW GCC TOUR

Oman hosts the next chapter.

A touring family celebration across the GCC, placing each host country's national pride, cultural heritage and future at the heart of its own adventure.

In Oman, schools, families, local partners and the wider community are invited to join the celebration - by day and by night.

**REMEMBER WHO WE ARE.
IMAGINE WHO WE CAN BECOME.**

harry@duneproductions.ae

A world-class venue. A story Oman can call its own.

A culturally relevant family event with the structure to perform at scale

CULTURALLY RELEVANT

National pride and cultural heritage are part of the adventure itself - making the show feel created with Oman, not simply imported into it.

BUILT FOR THE COMMUNITY

Schoolchildren, families, teachers, artists and local partners share one positive celebration across daytime and evening performances.

A LEADING GCC CHAPTER

Oman has the opportunity to become a leading national host of a touring celebration designed to connect communities across the Gulf.

A STRONG OCEC FIT

A repeatable family format designed for Madinat Al Irfan Theatre, supported by OCEC's world-class live-event infrastructure and audience services.

This is not simply a show visiting Oman. It is Oman's own chapter in a shared GCC celebration.

Built to perform repeatedly - and build demand.

School bookings underpin the day; public performances create a wider family event



Real Dune audience engagement in the UAE

DAY

School matinees

High-capacity educational performances connect directly with schools, students and teachers.

NIGHT

Public family shows

The same production becomes an accessible evening event for families and the wider community.

MADINAT AL IRFAN FIT

3,200

lyric-style theatre seats

55 minutes

target family running time

Multiple shows

possible across each day

1 setup day

compact touring operation
A 3,200-seat lyric-style auditorium with an expansive stage, integrated sound, lighting and LED infrastructure.

Sands of Tomorrow: An Oman Adventure

A musical family adventure through the heart of Oman



THE ADVENTURE

When SKYLAB E33 suddenly loses its signal home, Professor Scrumpo, Karim, Pip and Glitch set out on an extraordinary mission to repair it. Their journey carries them through Oman's past, present and future, where every clue reveals the stories, traditions and people that make the Sultanate special.

Filled with music, comedy and audience participation, it is an uplifting family show about remembering where we came from and imagining everything we can become.

ONE TOUR. EACH COUNTRY'S STORY.

- **Heritage** Omani seafaring, frankincense routes, forts, aflaj, mountains and coast woven into the journey.
- **National pride** A positive celebration of identity, belonging and shared achievement.
- **Future** A forward-looking message of confidence, imagination and possibility for young people.
- **Community** Schools, families, artists and local partners are invited to participate in the celebration.

Proven at scale. Trusted by schools. Loved by audiences.

80,000

AUDIENCE MEMBERS A YEAR

270+

VENUES

1,000s

LIVE PERFORMANCES

2025

BEST EDUCATIONAL THEATRE
COMPANY - UAE



Photography from Dune's UAE productions

“Supporting UAE schools, teachers and the National Agenda in extremely innovative, dynamic and accessible ways.” - **Kevin Stedman, Rashid & Latifa School Taskforce**

Built together. Celebrated by Oman.

Oman can become a leading national host of a GCC touring celebration - with its heritage, people and future shaping a chapter the whole community can own.

DUNE INTERNATIONAL

- Owns and supplies the production IP
- Cast, creative and touring operation
- Country-specific adaptation
- School-engagement materials
- Technical rider and setup plan

LOCAL PRESENTING PARTNER

- Local commercial and promotional lead
- Ticketing and audience development
- School and community relationships
- Local approvals and suppliers
- Sponsorship development, if appropriate

OCEC

- Madinat Al Irfan Theatre
- Technical and operational coordination
- Audience and ticketing guidance
- Venue marketing channels
- Introductions to suitable partners

PROPOSED NEXT STEP

Confirm a joint working session to select the preferred September-December 2026 window, appoint the local presenting partner and agree the performance and commercial model. Dune will then deliver the Oman creative treatment, technical rider and launch plan.

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