

Interview with Alistair McDonald, CEO Wicked Tents

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Wicked Tents is a successful provider of extraordinary event locations in the United Arab Emirates. The economic relevance of the region for MICE activities is constantly growing and an increasing number of event locations are in planning. As distribution partner of the Berlin company ZENDOME, who manufactures geodesic event architecture, Wicked Tents brings creativity and quality Made in Germany to the Persian Gulf.

Interviewer (I): With your company you are the largest provider of mobile geodesic event structures in the Golf region. How did the cooperation with the Berlin company come to be?

Alistair McDonald (A): When we founded the company there were two principles: 1st Only to offer "different" structures which meant no mainstream and 2nd highest quality. I know all the available structures world wide and have many years of experience in this field. The Saddle Span Structures from Canada and the Geodesic Domes from Berlin are simply unbeatable. As a rule, for any cooperation in unique structures we only work together with the best manufacturers. There is a quote on the ZENDOME web-site: "Typically German". I can only confirm that. These are exactly the details and functions we need in our region. We need to be and want to be different, better and of course more aesthetic. After all our company provides for clients from the Golf region with not only the highest but even higher demands.

I: **Why did you include the Geodesic Domes in your portfolio?**

A: During a project I got to know the aesthetic of the Geodesic Domes and then researched appropriate suppliers. I studied documents and of course talked to the manufacturers a lot. What can I say, there are in fact considerable differences.

I: **How did you get to know ZENDOME?**

A: Through the Distributor-Empowerment-Program where I had the chance to get to know the Advanced Frame System and the team. I could directly experience the team spirit of the company. Everything is coordinated, everybody knows his part. And most importantly, you realise that the team is always totally supporting the client – starting with the first talks right up to the construction of the dome.

I: **What is so special about the ZENDOME and why did you decide to start this close cooperation?**

A: Just look at the delivery! When we picked up the first dome at customs we were already fascinated by the packing system. And when we unpacked it... Wow...

The ZENDOME team is all about highest quality right from the start. All components are Made in Germany which we like very much. Our clients know and very much appreciate products from Germany – they have a large credit of trust. The entire system, from the Plug-Ins to the heavy-load floor-system is perfectly planned and manufactured.

I: **And this is nowhere else to be had?**

A: As I said, we researched the international market thoroughly and have analysed different suppliers. But here we are dealing with high end events where every detail is important and we cannot afford any loose flysheets or construction plans for floors that do not support the static. Only if quality is realised for even the smallest detail right from the start can one expect highest quality in the end. The systems are all complete with static documents and please – take a look at one of these testing documents and the construction manual. It is just incredible.

I: **In the meantime there are several providers of geodesic structures in Europe...**

A: Let me keep it short: ZENDOME is my definition of innovation. If others now start to copy them they will not come up with new ideas. With my ZENDOMES I already have new areas of application and can offer the Immersive Media Screen for example. The Berliners are always one step ahead. And organisers of high quality events value that.

I: You talked about your enthusiasm for the product details. What kind of projects have you realised?

A: In the time since our agreement our company has bought and used 1.480 sqm of geodesic structures already. And we are very proud to be the owner of the first and - as of now - only ZENDOME.1000. Even the German Ambassador to the Golf region thought it fitting to pay a short visit to the Emirate Palace in order to experience this extraordinary spatial experience. Together with the event agency Sian, Wicked Tents constructed this dome for the Formula 1. The 17.5 meter high cupola of the ZENDOME.1000 was the talk of the town for over a month. An incredible superlative that will set a new standard for the future.

Close by to the ZENDOME.1000 we had a whole landscape of domes, 30m², 150m² and 300m² – as partner I should of course say ZENDOME.domescape, you see I am still learning (laughs) – directly by the Corniche which accompanied the Ferrari fan area. It was impossible not to stare in awe at the wonderful geodesic structures. As you can see, when we are dealing with quality and highest requirements for design in geodesic structures then we are definitely talking about ZENDOME.

Advanced Frame System (AFS)

Patented structure system for geodesic structures developed by ZENDOME.

Innovation

Screwed connection of structure poles to exact fitting intersection discs and not – as with traditional structure systems – at one central point. Including colour code for poles, structure feet, powder coating and unique equipment features.

Perfection

The special connection leads to shorter construction times, mobility, safety and total design.

For the stylish attachment of lighting, audio and design elements.

Safety

Safe static of the ZENDOME even during extreme weather conditions (tested according to DIN 4112 DIN 1055 T4)

Made in Germany

Unique event solutions from Germany internationally protected under WO/2007/054136. German production quality to the smallest detail. For longevity and exact fitting. For high quality events world wide.

