

Dubai-based Icon Art Production upbeat on UAE film industry growth



Published: 24 February 2014 - 3:11 a.m.
By: Roger Field

Dubai-based film and TV production house, Icon Art Production, is upbeat about growth prospects in 2014. The company's optimistic sentiment follows a year of major investment in 2013 which saw the company splash out AED10 million (US\$2.7m) to upgrade its equipment.

Zakir Hussain, director, IAP, told Digital Studio that the film production industry in the UAE is seeing a definite uptick, in large part due to Dubai's growing stature as a location for shooting films.

"It is definitely growing. A lot of movies and big brand companies are coming to Dubai and the industry is watching," Hussain said. "Dubai is already known for events, every week or second week there is an international artist from India or Europe or Hollywood is coming here and performing. But movie making is a specialised business and people are getting aware that that they can shoot a whole movie here. Before they just thought they could do songs. The trend and the thinking is changing. They want to do the whole movie here, it is a very good positive sign for the industry."

The company, which bought 2K cinema standard cameras among other investments last year, is set to make further investments in 2014. Hussain said that the company is looking to buy specialist camera mounts for aeroplanes and helicopters, among other equipment, this year.

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