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Icon Art Production to invest Dh15m in broadcast equipment facilities

by **Staff Reporter** — May 16, 2019 in Film partnerships, News

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The investment is said to involve an expansion of state-of-the-art studio facilities for indoor shoots for TVCs, TV programs and feature films.



As reported by local news dailies, Icon Art Production (IAP), UAE-based production house is aiming to invest Dh15m (\$4m) in 2019 to increase the inventory of film, TV, and broadcasting equipment.

The move follows an increase in demand for local and international production of feature films, TV programs, music videos, TV commercials, events productions, studios & post-

production facility in Dubai, UAE, the company said in a statement.

The investment will involve the expansion of state-of-the-art studio facilities for indoor shoots for TVCs, TV programs and feature films with a studio size of 15,000 sq.ft. inclusive of all post-production facilities.

In 2013, the company had invested \$10m to upgrade state-of-the-art equipment and in 5 years IAP has supported over 45 feature films, 300 TV commercials, 200 music video, 30 TV programs and several corporate films.

Owing to the company's superior equipment and specialised knowledge of the various local and international films, TV, and events, IAP ranks amongst the top 10 production houses in Dubai.

Commenting on the investment plan, Zakir Hussain, CEO of Icon Art Production, said: Our team understands the niche requirements of the industry, based on which we design a feasible budget for any type of project to assist directors and producers. This has enabled us to be industry leaders in supporting international filmmakers coming to Dubai from Bollywood and other regional & international film industries.

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