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Icon Art Production invests over AED 15 million in film, TV, and broadcasting equipment

Facilities to support local and international film industry with upgraded equipment, studio and post production facilities

By Digital Studio Middle East Staff | 15 May 2019



Investment includes the expansion of the studio facilities for indoor shoots for TVC, TV programs and feature film

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Film and TV Production House and market leader, Icon Art Production (IAP) is aiming to invest 15 million dirhams in 2019 to increase the inventory of film/TV/broadcasting equipment's following increase in demand for local and international production of feature films, TV programs, music videos, TV commercials, events productions, studios and post production facility in Dubai, UAE.

Investment includes the expansion of the studio facilities for indoor shoots for TVC, TV programs and feature films with studio size of 15,000 sq. ft with post production facilities. The company had invested 10 million in 2013 to upgrade state of the art equipment and in 5 years IAP has supported over 45 feature films, 300 TV commercials, 200 music video and 30 TV programs & several corporate films.

According to Zakir, CEO of Icon Art production, "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 and international film industries."

The state of the art equipment and working knowledge of the various local and international films, TV, and the events industry positions IAP amongst the top 10 production houses in Dubai. The facility can be customised and branded for magazine shoots, product launches, and pop up events.

By investing in the latest equipment, IAP aims to lead the film, TV and events industry by providing a one stop solution for all production requirements at competitive prices.

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