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Exclusive – Icon Art Production to launch film initiative

Anuradha Mojumdar | Aug 29, 2011

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Zakir Hussain

Dubai-based production house Icon Art Production is gearing up to launch a non-profit initiative titled International Independent Film Makers Club (IIFM) that will support four short films and four documentary films with equipment and post-production facilities free of charge, based on merit. The official launch of IIFM will be announced towards the end of September.

The initiative has been in the pipeline for a year and it aims at promoting local talent initially and international productions later. Speaking about why he plans to launch the initiative, Zakir Hussain, producer/director at Icon Art Production told BroadcastPro Middle East: "I want to support the the people living here, residents have limited opportunities. I aim to open doors for them."

The initiative is aimed at filmmakers who have a script ready but do not have the resources to see their film through.

"Equipment is a major part of the expenditure for any production, and the equipment (at Icon Art

Productions and other production houses) is not constantly being used, so why not give it to someone who really needs it and can make a difference with it," stated Hussain.

The production house will take responsibility for providing equipment and post-production facilities and will help with securing funding, but the filmmakers themselves will have to raise funds as well.

The initiative will have a jury consisting of professionals from the industry who will examine scripts and nominate the final eight filmmakers. A website will be launched shortly where filmmakers can register to be considered for the initiative.

The equipment on offer includes HD cinema cameras, an SI 2k kit, a Sony F3 and a PMW350.

"Kit will be provided depending on what crew they (the filmmakers) have, what kind of people they are able to handle etc. Everyone for instance cannot handle a SI2k camera. Therefore what we provide depends on the crew, the expertise of the DOP and the project's requirements," pointed out Hussain.

Workshops will also be conducted to train teams them to use the equipment. The production house aims to be actively involved with the projects.

"If the project is good, the people involved (the jury) are professionals and they can sense it. We will support them(filmmakers), we will guide them and work with them- not just give equipment. We are part of this project as a team and as a company also. We want to make sure something great comes out and inspires other production houses," stated Hussain.

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