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Icon Art Production

New initiative from Icon Art Production opens doors to new filmmakers

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Universal Film Makers (UFM), a nonprofit initiative set up by Icon Art Production to support Independent film makers in the UAE, is launching an initiative this month to assist independent filmmakers produce and promote their films in local and international markets.

Other than building a professional branding of each film and creating awareness amongst the Film Fraternity, UFM will support film enthusiasts by offering state-of-the-art cameras and artistic supervision without any rental charges to the filmmakers in UAE. The objective is to make four short films and four documentaries, all on a non-profit basis. Everyone involved in this initiative, will contribute time and expertise without any charge to enhance Dubai's position as a rising regional and international filmmaking hub.

According to Zakir Hussain, Founder of UFM, the foundation will encourage local talents and Professional crew to volunteer and support the production of inspiring short films and feature films. Crew of all types as well as all those who aspire to these creative positions are called for action.

Universal Film Makers is one of Zakir's greatest dream project through which he aims to support and encourage local and international Film Makers. Zakir believes that, "Any project started with a purity of heart and with dedication can achieve the desired goal. It takes courage to stand up for other's dreams and encourage them to achieve their dreams. We hope our Universal Film Makers will make important contributions towards producing some great short films, Documentary and feature films in UAE, which will be recognized in local and international industry."

Local talent who have the will to rise to the challenge, to collaborate and to pay forward are invited to join UFM as they will be provided with a unique opportunity to complete the films and take them to International competitions. The foundation also calls to organizations that have something to contribute to make dreams of many into a reality, to join the venture and take the film industry to the next level by supporting the stars of tomorrow. The aim of UFM is to produce local and International films which will accelerate and help in foster growth of the Film industry, while providing the best facilities to film makers in the UAE and all around the world.

"It is fulfilling when your dream gets stamped onto a platform that narrates your vision, voices your emotion and conceptualizes your idea in front of the world. The creativity takes its wings in the form of characters and portrays the story, which for a while was longing to take a shape in you. The UFM is determined to help those budding talents in the field of film production to create and to stage their films to a larger audience," adds Zakir.

Dhalia, an ambitious filmmaker approached Zakir from Icon Art Productions who supported her first film by providing crew and equipment that helped her project to come to life. Dhalia mentions, "Zakir made me confident about my work and is the perfect person to help new filmmakers as he encourages the growth of the film industry in the UAE more than anyone I know. I collaborate with him to this day for my new productions as he supported me and my ideas when I needed the help most."

Other than individuals who have benefited from Icon Art Productions previous generous contributions, organisations have also come forward to be part of the foundation to help new filmmakers. For instance, TEDxDUCTAC was made possible because of Zakir's generosity with resources during production and post-production stages of the programme. Other organisations that have come forward include Zaptech Solutions and Mile Studios.