



Press Release

Lights ... Camera ... Action!

Reel Cinemas to hold innovative summer camp, nurturing the talent of future filmmakers in the UAE

- *Participants to create their own one-minute short film during the three and a half week 'Future Filmmakers Summer Camp*
- *Films will be screened at the closing ceremony marked by a red carpet gala*
- *Emaar Entertainment renews partnerships with Murdoch University Dubai for professional coaching on filmmaking, and Nikon who will be providing equipment for children to use during the course*
- *Reel Cinemas Future Filmmakers Summer Camp is endorsed by Dubai Studio City and Dubai Film & TV Commission*

Dubai, UAE: July 17, 2016: Emaar Entertainment, the premier provider of entertainment and leisure choices that educate and delight, will continue to inspire the next generation of filmmaking talent in the UAE through the second edition of its annual *Future Filmmakers Summer Camp*, hosted by Reel Cinemas.

Following on from the success of last year's initiative, the summer camp will be held from July 24 to August 18 providing an authentic platform for children and teenagers to learn the art and technology of filmmaking by producing their own movies from script to screen.

Professionals from Murdoch University in Dubai will lead the *Reel Cinemas Future Filmmakers Summer Camp*. The course encompasses 4 – 5 classes per week, and modules include: An Introduction to Filmmaking; Story Creation; Storyboarding, Equipment and Lighting Operation; Directing Tips and Basic Editing Workshops. Nikon will be providing all necessary equipment for the participants as well as the prizes for some categories in addition to Nikon School sessions for the kids on the fundamentals of DSLR operations for film making.

At the end of the course, the short films produced will be evaluated by a distinguished jury and the top films will be screened at a gala ceremony in August. All the young filmmakers will be invited to walk the red carpet at the event, which is to be attended by VIPs and industry professionals, who will also present awards in various categories.

Reel Cinemas Future Filmmakers Summer Camp is also endorsed by Dubai Studio City and Dubai Film & TV Commission who will be sponsoring several talented young filmmakers to take part in the course.

Maitha Al Dossari, Chief Executive Officer of Emaar Entertainment LLC, said: "This year's *Reel Cinemas Future Filmmakers Summer Camp* underlines Emaar Entertainment's commitment to nurturing the talents of the next generation. Today, the UAE is at the forefront of the Arab world in driving the cinema industry with several ambitious initiatives and the nation is increasingly preferred as a favourite location for international film production. With the summer camp, we are encouraging and nurturing strong cinematic ambition among our young people; giving them the practical tools to unleash their creativity."



Dan Adkins, Academic Director of Murdoch University Dubai and Chief Operating Officer of Global Institute Middle East added “We are happy to provide teachers for the *Reel Cinemas Future Filmmakers Summer Camp* as we believe that children need opportunities to put their creativity to use and to experience the feeling of accomplishment in having produced their own creative work. It is our hope that this experience will spark a passion for the creative arts in the children and lead some of them to careers in the UAE’s rapidly growing creative industries.”

Commenting, Jamal Al Sharif, Chairman of Dubai Film and TV Commission (DFTC) and Managing Director of Dubai Studio City (DSC) said: “This project is a great opportunity for our young talents to learn more about the professional world of filmmaking through first-hand based learning in a creative atmosphere. This initiative promises to be an enjoyable experience for all students taking part and a significant step forward in their filmmaking journeys.”

The course is conducted Sunday to Thursday (timings vary day-to-day). The first three weeks of the film school will be taught at Reel Cinemas, The Dubai Mall; the final part of the course will be conducted at the Murdoch University Dubai campus in Dubai International Academic City.

The *Reel Cinemas Summer Camp of Filmmaking* is open for children and teenagers aged eight to 18, and is priced at AED 2,000 per participant for the three and a half week programme. The fee covers the course tuition, equipment loan, lunch and invitation to the awards ceremony.

To register for the Summer Camp, visit www.reelcinemasfilmmakers.com or Reel Cinemas box offices at Reel Cinemas, The Dubai Mall or Dubai Marina Mall.

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Note to Editors

About Emaar Entertainment:

Emaar Entertainment is a leading operator of exceptional experiences that bring delight, enrich lives and ‘inspire joy’ for all. Defined by pioneering attractions that are unique, and transcend just entertainment or leisure, Emaar Entertainment focuses on delivering top quality entertainment, led by un-matched industry expertise.

Emaar Entertainment today manages a world-class portfolio of attractions that delight millions of customers. Driving the entertainment and leisure operations at all mall developments under Emaar Malls (DFM: EMAARMALLS), Emaar Entertainment is credited with developing and managing some of Dubai’s most-visited leisure attractions.

In The Dubai Mall, Emaar Entertainment showcases the immensely popular KidZania®, SEGA Republic, Dubai Ice Rink and Dubai Aquarium & Underwater Zoo. Another leisure attraction by Emaar Entertainment is the family-friendly Njoi at Dubai Marina Mall. Emaar Entertainment also developed and manages the 22-screen Reel Cinemas at The Dubai Mall; the first ‘Premier’ Reel Cinemas Cineplex at Dubai Marina Mall; the trendy Reel Cinemas at The Beach; and the luxury Reel Cinemas Cineplex at City Walk.

About Murdoch University Dubai:

Murdoch University Dubai was established by Global Institute Middle East FZ LLC. It is the core campus of one of Australia’s leading research, learning and teaching universities. Since 2008, its campus at Dubai International Academic City has built its reputation through academic excellence in the field of Media, Business, Education and IT. The campus houses world class TV and radio studios, newsrooms, advance editing suites student recreational facilities and more. Murdoch University was ranked 65th in the 2015 Times Higher Education ranking of the world’s top 100 universities under 50 years old Murdoch University.



The University also received a five star graduate employment rating by the Good Universities Guide in 2015. The QS World University's World Rankings 2015 placed Murdoch University in the top two percent of universities globally. All programmes offered at Murdoch University Dubai are fully accredited by the Tertiary Education Quality Standards (TEQSA) in Australia and locally authorized by the Knowledge and Human Development Authority (KHDA), Government of Dubai.

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